



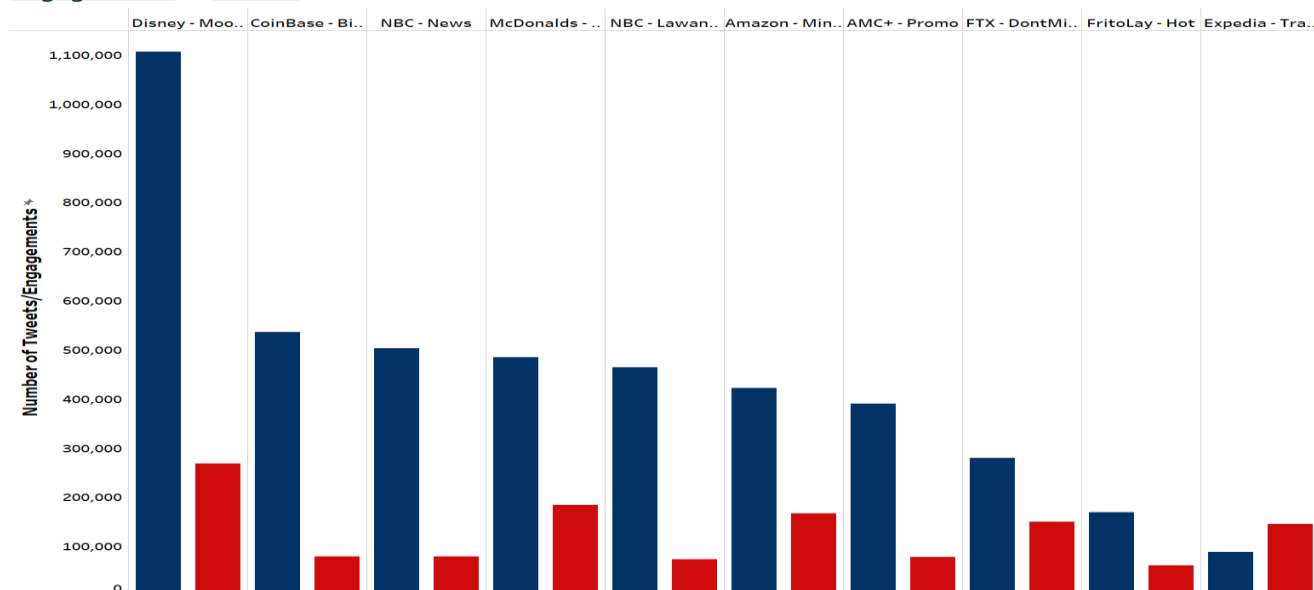
Gameday Analytics 2022



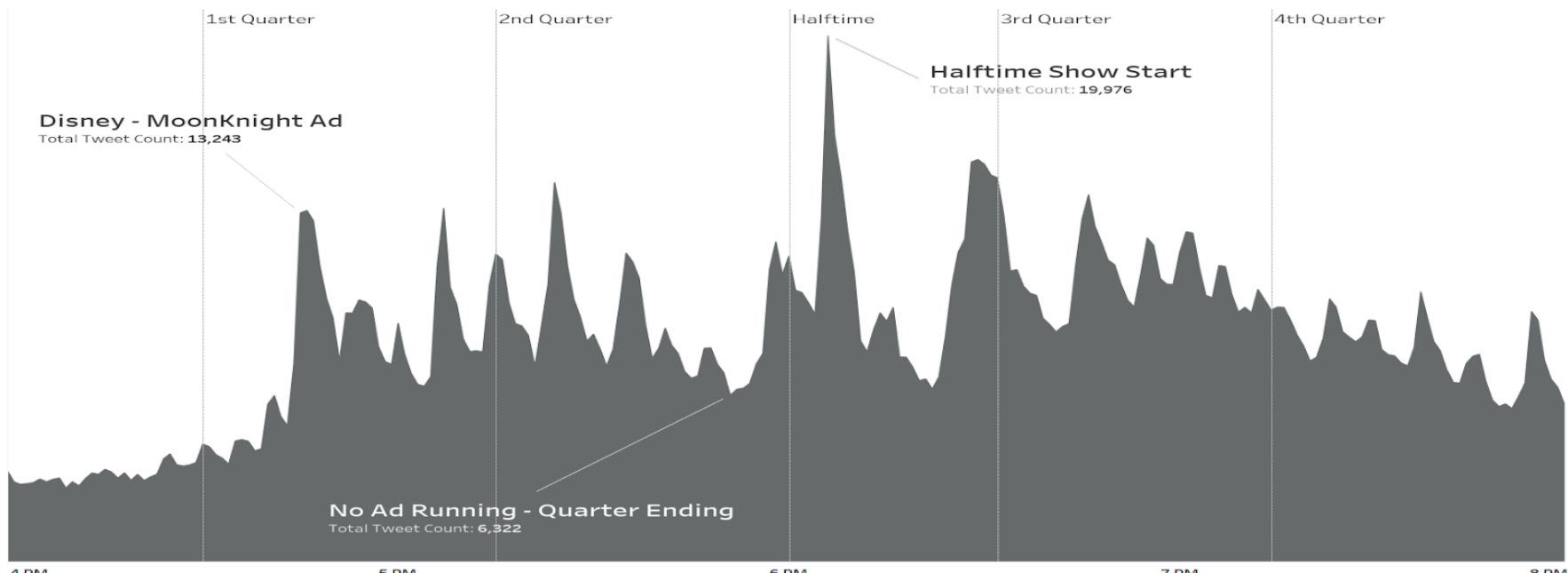
3 Doors Down
Danny Moon, Hobeen Moon, Josh Shirley, Jake Taylor

Tweet Level Analysis

Engagements vs Tweets

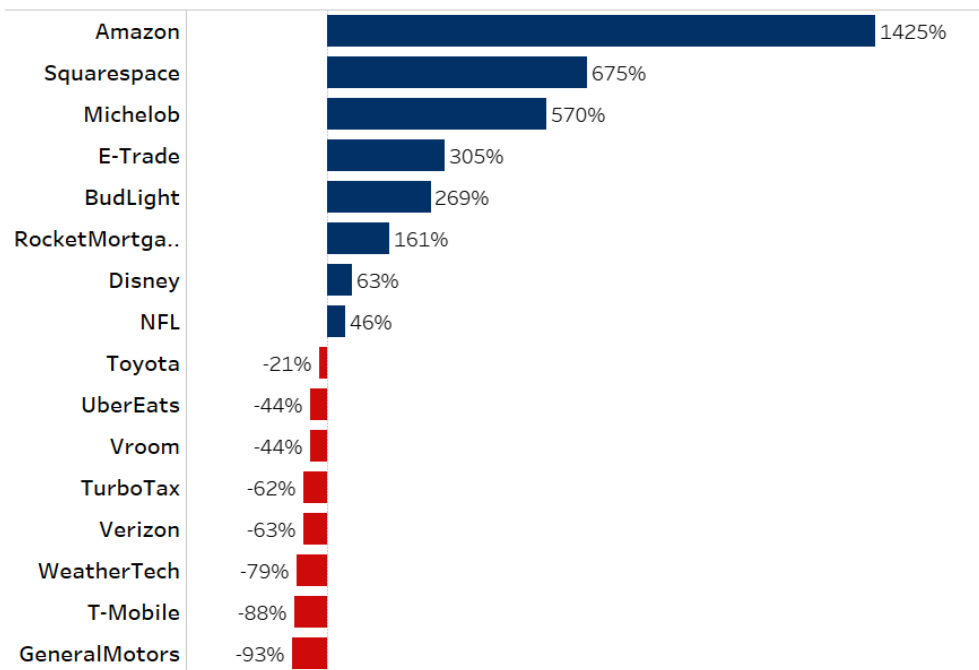


Tweets over Time

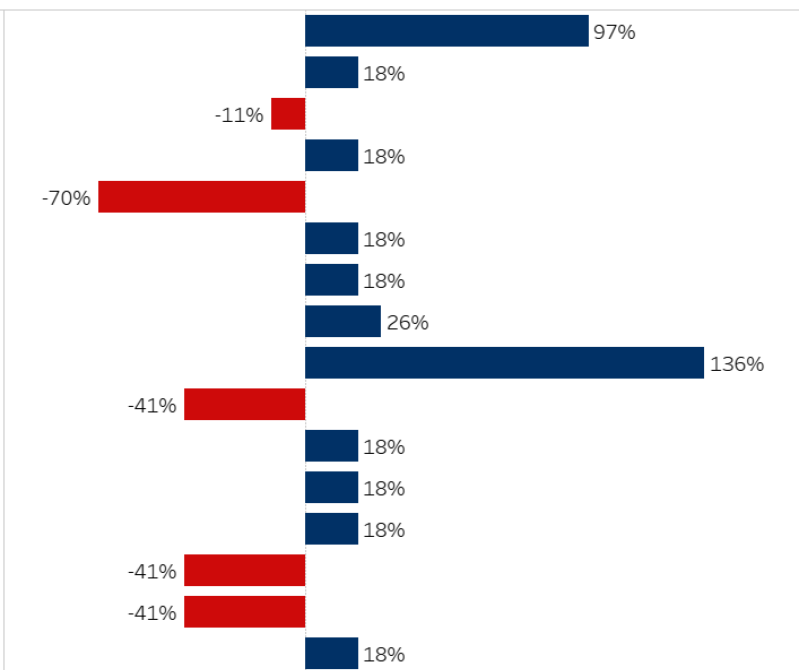


Ad Level Analysis

2022 vs 2021 Tweets by Brand



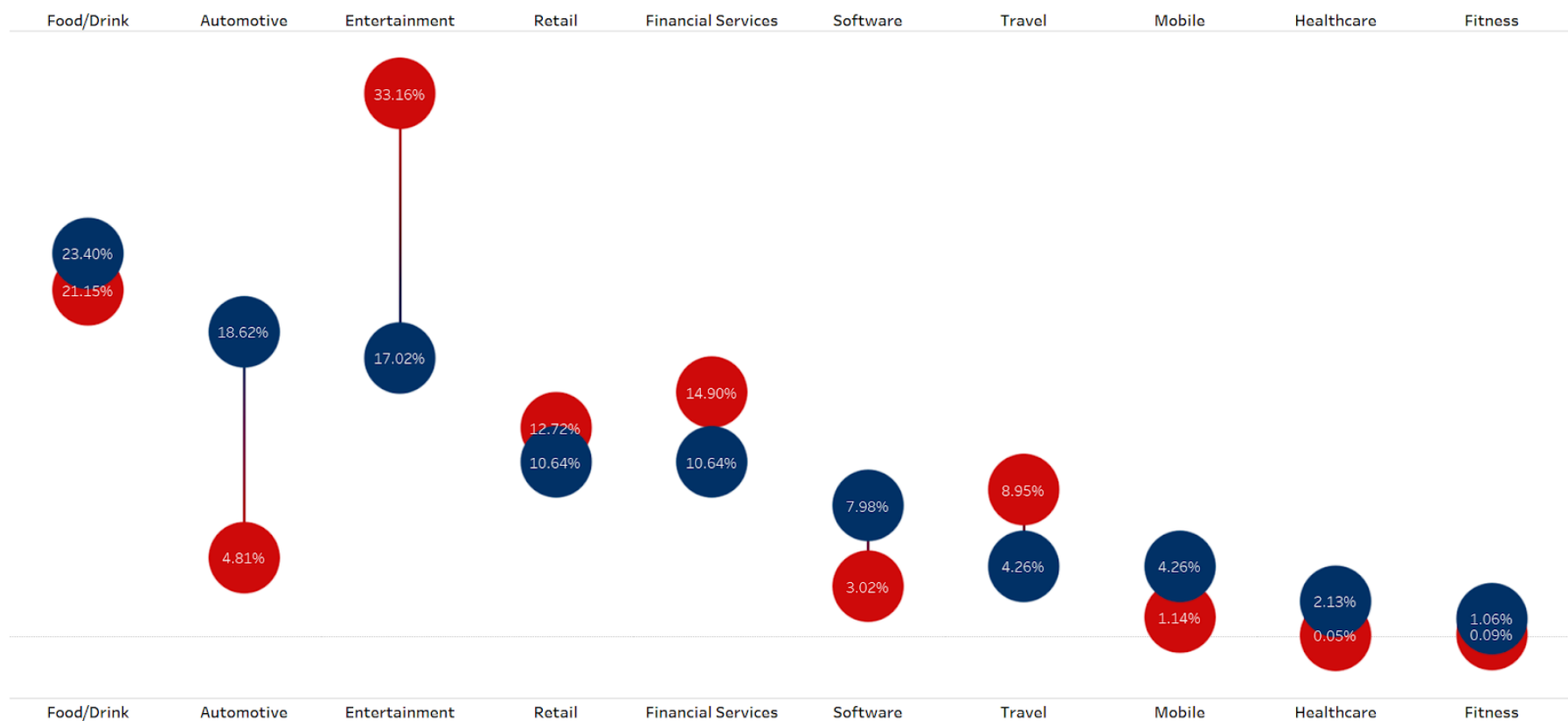
2022 vs 2021 Cost by Brand



Industry Level Analysis

Advertisement ROI by Industry

Percentage of Total [Ad Time](#) and [Tweet Count](#) by Industry



Best ROI Industry - Entertainment

Disney - MoonKnight	AMC+ - Promo	NBC - LawandOrder	DisneyPlus - GOATS	AmazonPrimeVideo - ..	Netflix - Adam	HBO - Lakers	DraftKings - Gamble	Peacock - Peacock	Caesars Sportsbooks ..
8,968	2,617	2,449	1,490	891	688	447	87	78	23

Worst ROI Industry - Automotive

Carvana - Mom	Chevrolet - Newgen	Toyota - Joneses	BMW - ZeusHera	Kia - Robodog	Nissan - ThrillDriver	Polestar - NoComp	Wallbox - Supercharg..	Vroom - Musical	GeneralMotors - Drevil
687.9	551.9	228.7	188.1	120.7	70.6	58.2	24.6	15.2	13.1

