

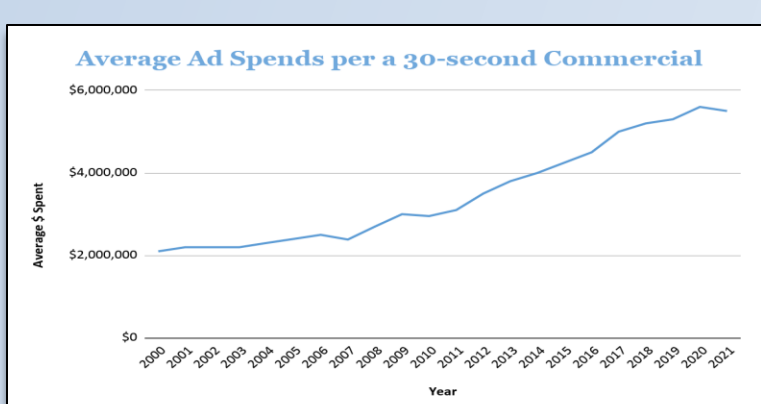


STATS AREN'T STATS, UNLESS THEY'RE FOUND BY MARKALYTICS

How Much Did It Cost?!

\$263 MILLION TOTAL SPENT ON ADVERTISING IN 2021

Average Spent On A 30 Second Ad



What 5 Companies Nailed It?!



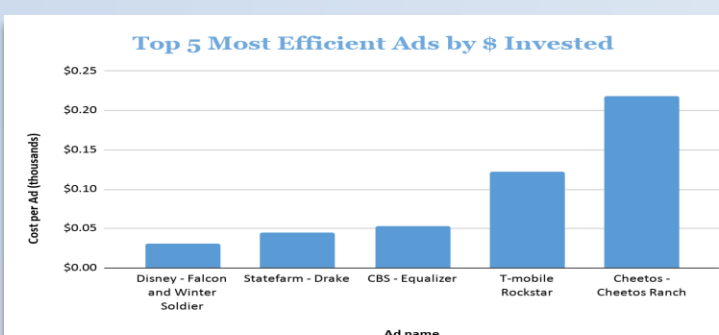
1. Disney
2. T-Mobile
3. State Farm
4. CBS Sports
5. Cheetos

TOP 5 BIGGEST LOSERS...

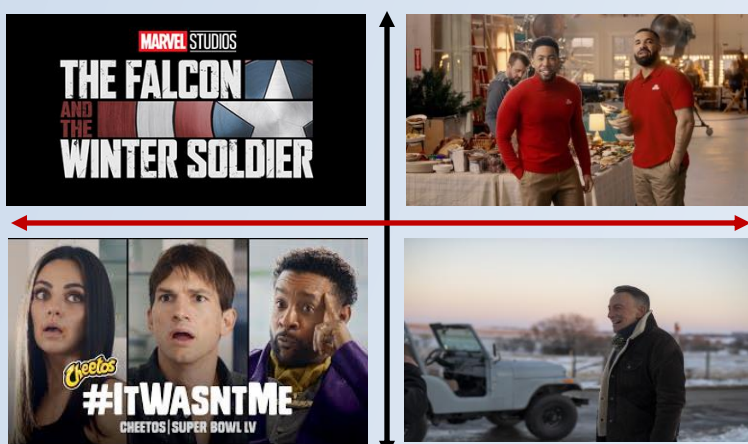


48 MINUTES OF COMMERCIALS SHOWN

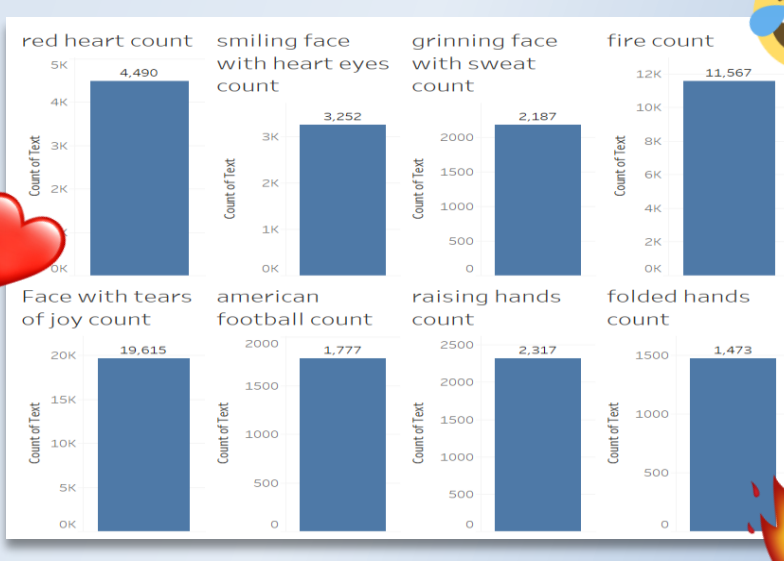
MOST EFFICIENT ADS BY MONEY SPENT



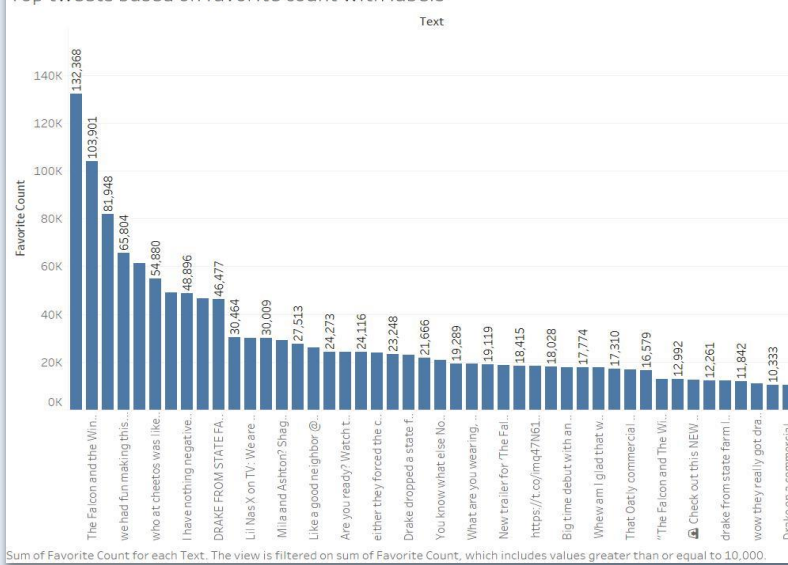
MOST ENGAGING ADS BY QUARTER



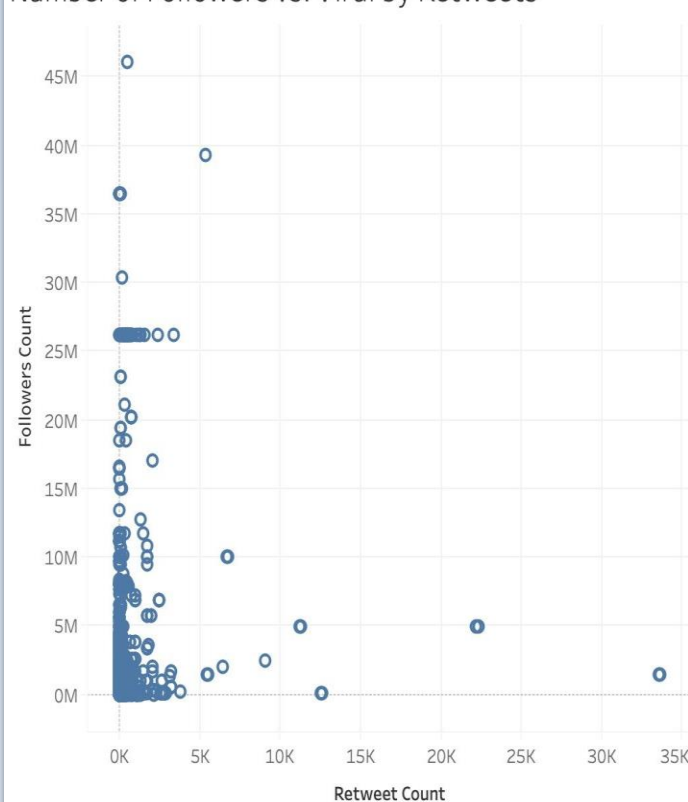
EMOJIS OF THE SUPER BOWL



Top tweets based on favorite count with labels

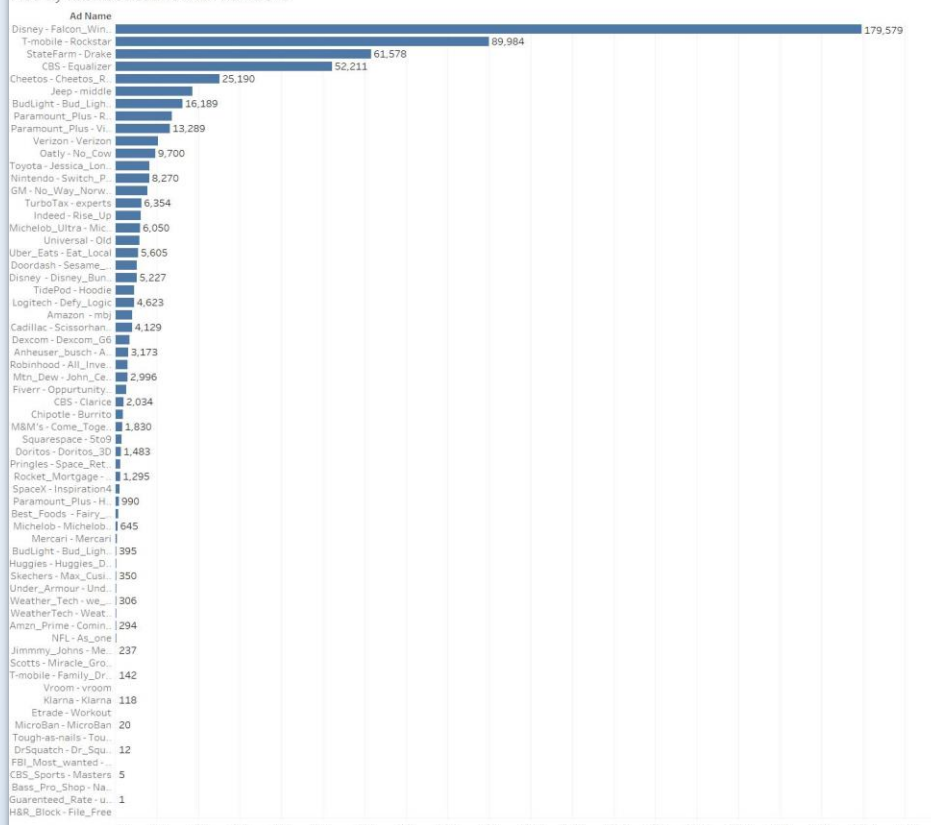


Number of Followers vs. Viral by Retweets

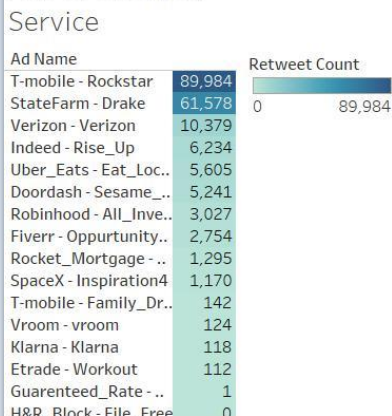


Sum of Retweet Count vs. sum of Followers Count. Details are shown for _ld.

Ads by retweet count with numbers

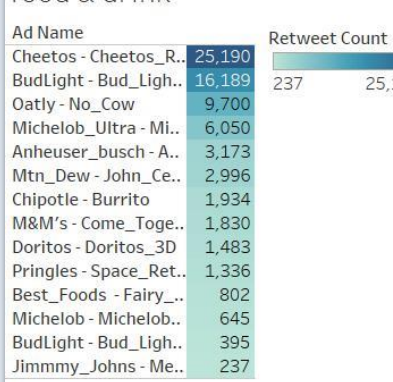


Ads by category Service



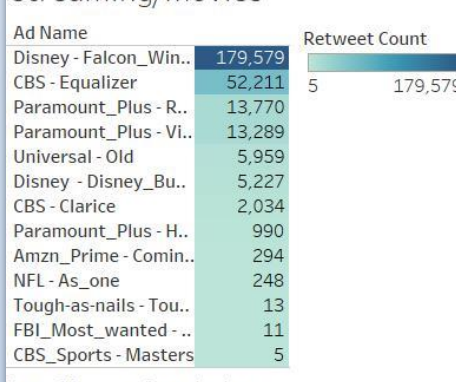
Sum of Retweet Count broken down by Ad Name. Color shows sum of Retweet Count. The marks are labeled by sum of Retweet Count. The view is filtered on Ad Name, which keeps 16 of 64 members.

Ads by category food & drink



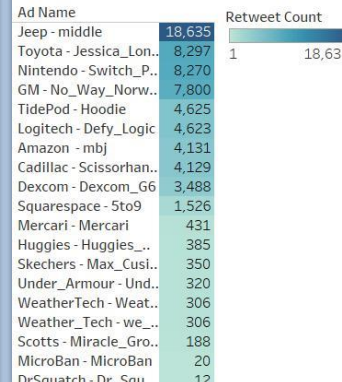
Sum of Retweet Count broken down by Ad Name. Color shows sum of Retweet Count. The marks are labeled by sum of Retweet Count. The view is filtered on Ad Name, which keeps 14 of 64 members.

Ads by category streaming/movies



Sum of Retweet Count broken down by Ad Name. Color shows sum of Retweet Count. The marks are labeled by sum of Retweet Count. The view is filtered on Ad Name, which keeps 13 of 64 members.

Ads by category physical product



Sum of Retweet Count broken down by Ad Name. Color shows sum of Retweet Count. The marks are labeled by sum of Retweet Count. The view is filtered on Ad Name, which keeps 20 of 64 members.

2021 Ads By Category

