



Top of Super Bowl Twitter world  
KIA Binky Dad  
53.5 Million tweets

#TheFlashMovie by Warner Bros  
leads the hashtag table with 47K tweets

#EasyToEnjoy

#GotGVol3

#ULTRAClub

#TimeoutforBuds

#CellySweepstakes

#Game

#DoritosTriangleScheme

1 **LIMITBREAK**

Total engagement - 14.4 Billion  
with most of it from re-tweets

Engagement

2



PARAMOUNT

Total engagement - 7.8 Billion  
with 2nd highest engagement rate  
of 80 per impression

MARVEL

Total engagement - 6.1 Billion  
with highest impression at  
8.8 Million

Sponsors

3



alteryx  
SPARKED



Layton  
CONSTRUCTING WITH INTEGRITY



FIRETOSS

molio



OptConnect  
MANAGED WIRELESS SOLUTIONS