SUPER BOWL LIV
GAME DAY ANALYTICS

Timeline of Tweets with Key Commercials Highlighted

- Blue and Salmon represent tweets with a positive and negative sentiment, respectively
- Also respectively, vertical black and red lines show the air times of the top and bottom five brands (measured by volume of tweets)

Brand Engagement and NPS
Size indicates total volume of mentions and shading relates to relative NPS

Highest Performing Brands

1. Pringles
2. Bud Light
3. MGM
4. Cheetos
5. Jeep

494,127 total tweets analyzed, with 191,531 coming from the USA

56 individual brands seen with 23 categorizing under food, cars, beer, or cell providers

29.9% of tweets came in during the second period, with 45% indicating a positive sentiment

Approached $435 million of in-game advertising revenue to Fox

Stats at a Glance

Cost per Tier-1 View
Total amount spent on ad space divided by the sum product of followers and tweets per user

2020 Game Day Analytics Challenge