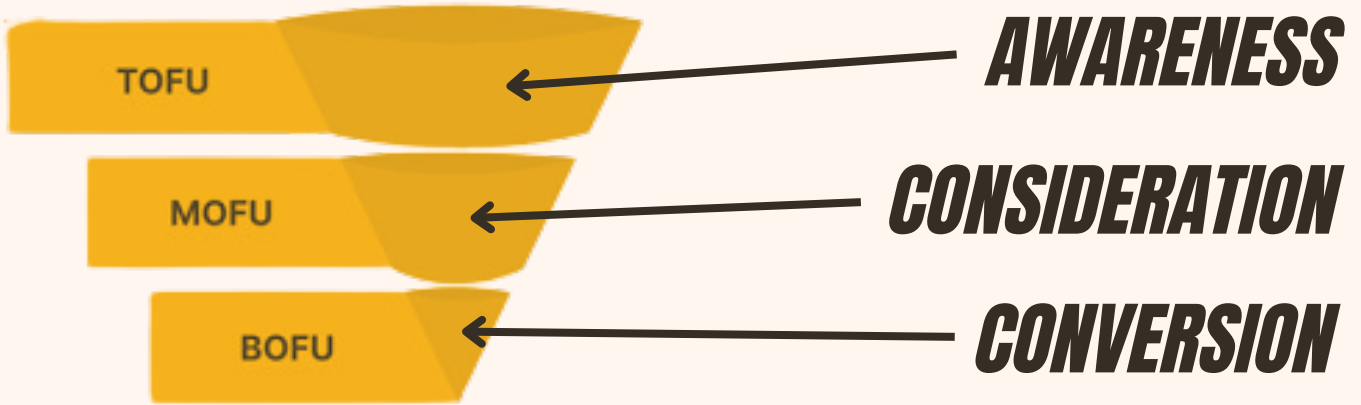
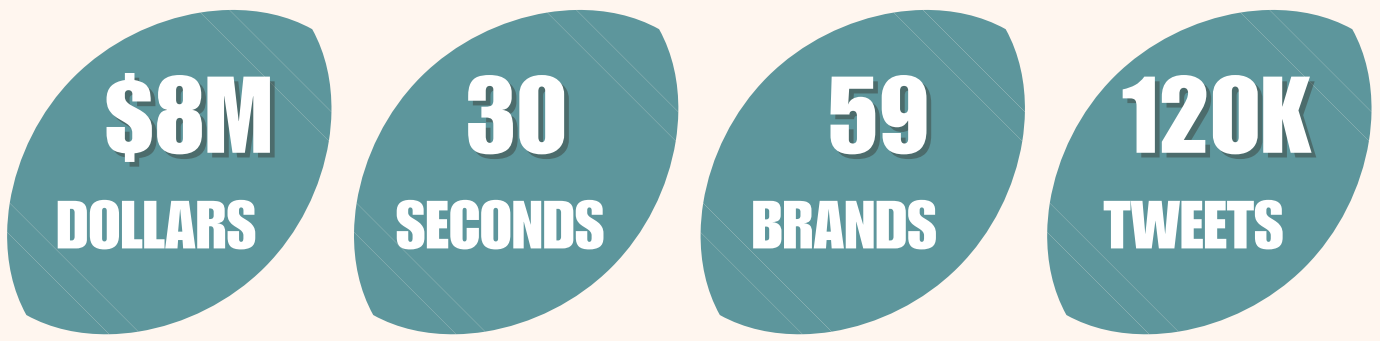


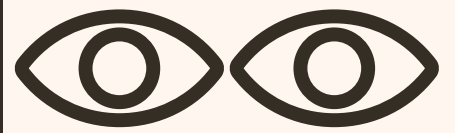
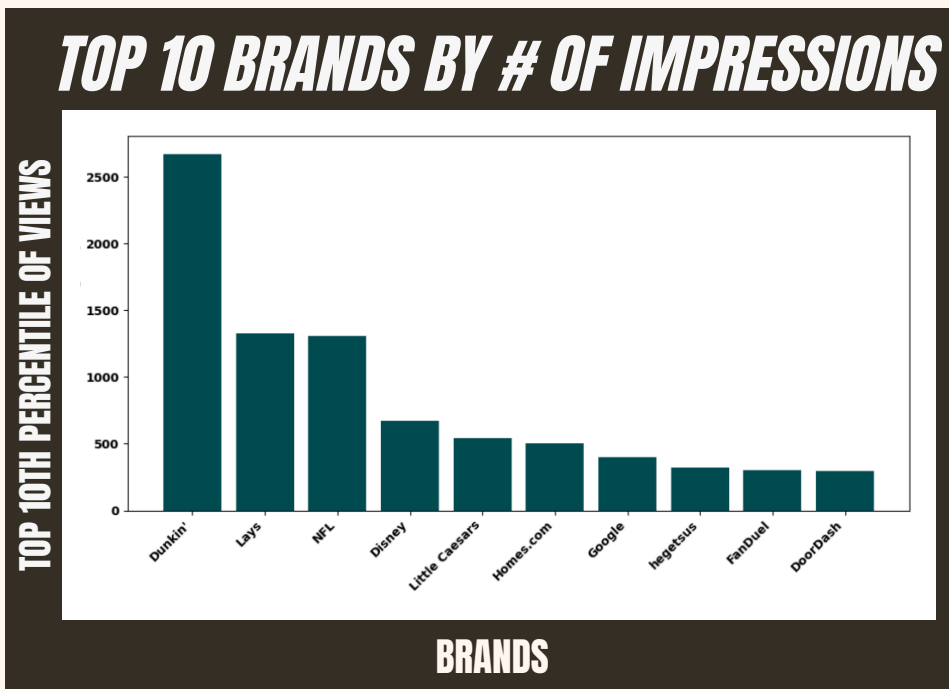
KICKOFF TO CONVERSION

GAME DAY ANALYTICS 2025: #SBLIX

PRESENTED BY TEAM CITY EDGE

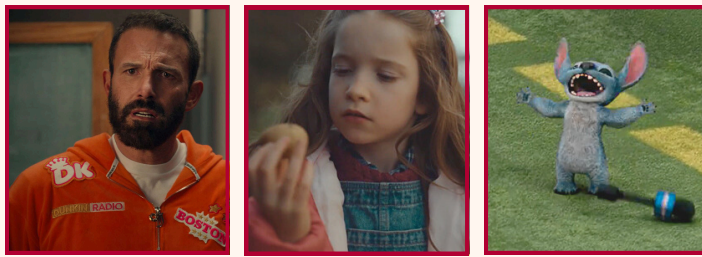


AWARENESS: IMPRESSIONS, REACH, MENTIONS



ALL EYES ON...

- 1. DUNKIN'**
- 2. Lays**
- 3. Disney**



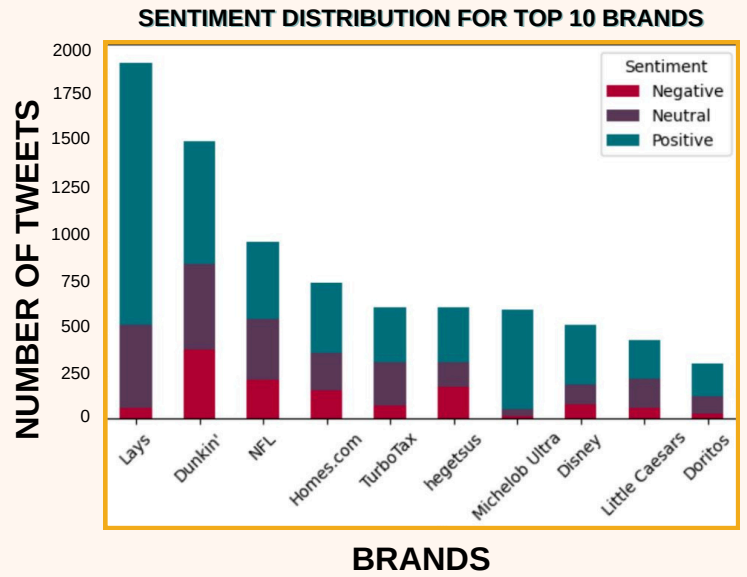
PLAYFUL MOMENTS AND SENTIMENTAL VIBES GRAB ATTENTION.

CONSIDERATION: COMPARISONS, SENTIMENT

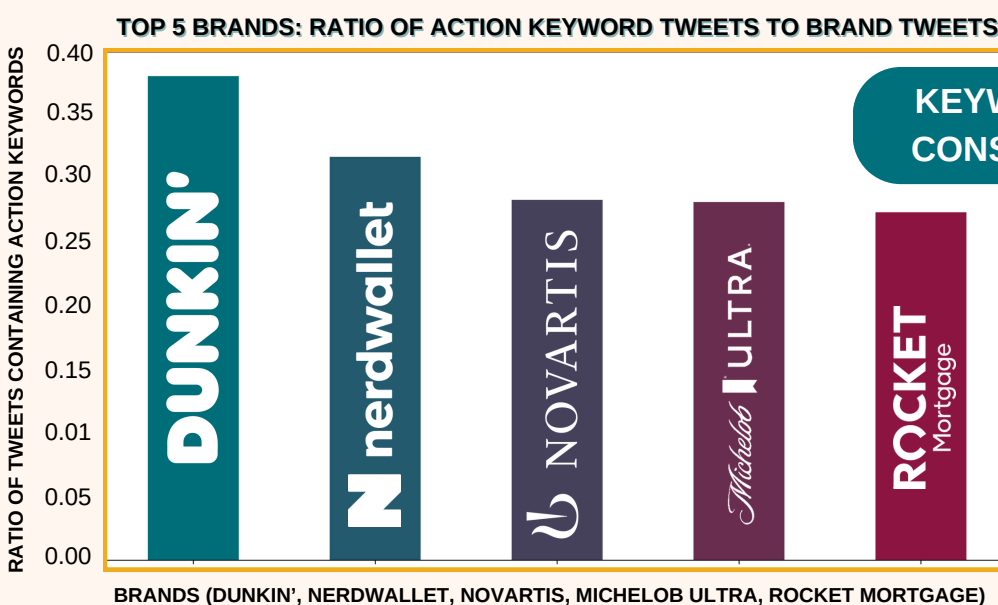


LAYS' AD, "THE LITTLE FARMER," FEATURED ZERO CELEBRITIES

CELEBRITIES DO NOT EQUAL SUCCESS; BE TRUE TO YOUR BRAND.



CONVERSION: PURCHASES, SIGN-UPS, ACTION

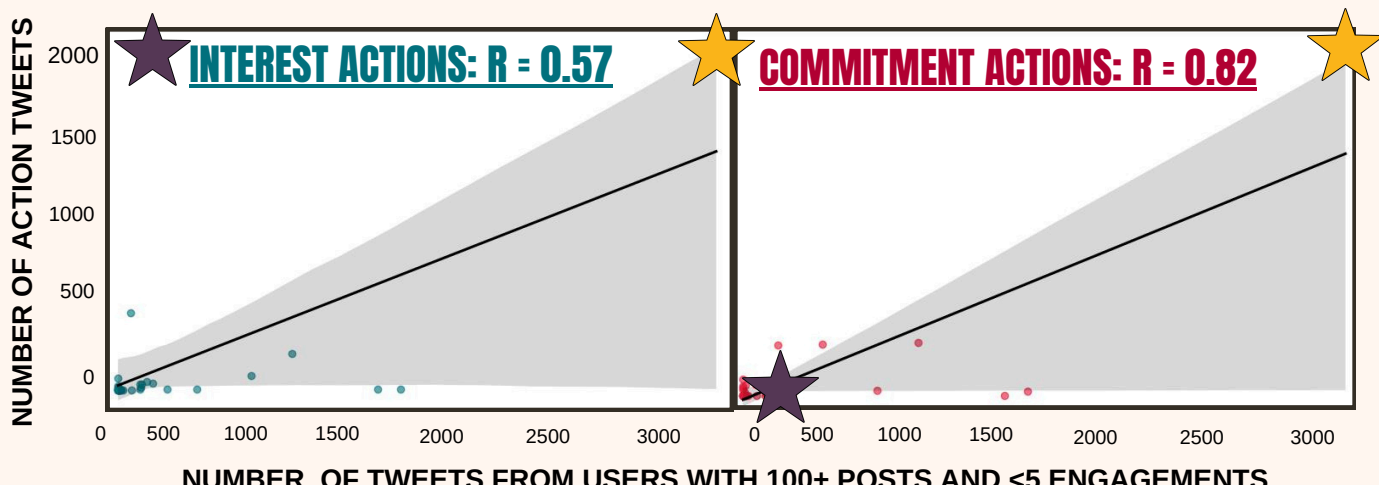


KEYWORDS INDICATE CONSUMER BEHAVIOR

**"CHECK OUT...
...DISCOVER
LIMITED TIME...
...ADD TO CART
DISCOUNT...
...WHAT IS?"**

NERDWALLET CREATED A SPLASH OF CURIOSITY WITH THEIR "GENIUS BELUGA."

CONVERSION ACTIONS BY FLAGGED TWEETS (FOR LOW PARTICIPATION STRATEGY)



THE 0.57 AND 0.82 CORRELATIONS INDICATE THAT A LOW PARTICIPATION STRATEGY IS STRONGLY LINKED TO INTEREST AND COMMITMENT ACTIONS.

- ★ =MICHELOB (201 FLAGGED TWEETS):
2,014 INTEREST, 17 COMMITMENT
- ★ =DUNKIN' (3,297 FLAGGED TWEETS):
2,023 INTEREST, 2,001 COMMITMENT

WHEN RAPID-FIRE STRATEGIES ARE USED EFFECTIVELY, THEY CAN DRIVE REAL-WORLD DOLLARS.

OVERALL WINNER

WHO SCORED ACROSS ALL THREE LEVELS OF THE MARKETING FUNNEL?



EXTRAPOLATED MQLS: 1.35M
EXTRAPOLATED CPMQL: \$5.93

- TYPICAL CLV: \$500
- NET ESTIMATED REVENUE: \$33.72M



4.21X ROAS

TWITTER

TAKEAWAYS FOR...

BRANDS

- ACCOUNTS WITH HIGH ACTIVITY AND LOW ENGAGEMENT ARE NOT ALWAYS MALICIOUS
- TWITTER IS IDEAL FOR AWARENESS AND CONSIDERATION INSIGHTS

- FULL-FUNNEL APPROACH SHOULD BE CONSIDERED
- AUTHENTICITY CAN BE AS EFFECTIVE AS CELEBRITY ENDORSEMENT
- IF BRAND AFFINITY IS STRONG, SUPER BOWL ADS ARE WORTH THE INVESTMENT

THANK YOU TO OUR SPONSORS!