By far, the most present industries in Super Bowl Advertising are food/beverage and entertainment. With numerous alcoholic beverage, snack, and movie ads, we can expect that these will be the most remembered among the consumer. Conversely, can you think of any ads in the shopping space? Maybe you thought of Amazon, but that’s an easy one. Did you remember Temu? Or Rakuten?

Nearly every ad that went trending did so quickly, often within a few minutes of airing. There is, however, a substantial difference between how many of the total went trending in each quarter.

Additional impressions for every tweet sent out by an advertising brand during the game, on average.

**Who won?**

- **Best Change in Interest Capture - 19.3%**
- **Best Predicted Campaign - 38 mil. Impressions**
- **Attributable Rev. Increase - 1.91%**