

AD-BUY BRACKET

WHAT IS IT?

This ad-buy index uses EvoApp social media analysis of the first week of March Madness, the 7th to 15th, to score relevant metrics out of 10, then plays the totals out against each other to examine ad-buy efficiency.

HOW?

EvoApp computes Social Momentum by combining running post volume and impressions, then weights that for sentiment. Facebook was used for CPC valuation due to its highly selective targeting information and additional Reach metrics.

WHAT NOW?

Say you want to run a radio, TV, print or internet ad at any point during March Madness targeting college basketball fans. Which teams or games would you include? With this index, you have a relative idea of which schools may net you the greatest return for targeting their fans.

HOW THIS WORKS

Ad Reach: Facebook audience
CPC: Average Facebook CPC
Social Momentum: Running Volume X Sentiment X Impressions

THESE ARE SCORED OUT OF 10 & TOTALED

494,554 tournament mentions
[March Madness or #marchmadness]

AVG CPC: \$1.06



BOTTOM 4 BY SENTIMENT

Colorado / Syracuse
Mississippi Valley State / Marquette

TOP 4 BY SENTIMENT

Belmont / Lehigh
St Louis / California

BUBBLE TALK

BYU
NC State
South Florida
Iona

[cost for 30 sec spot in championship game] \$1.45mil