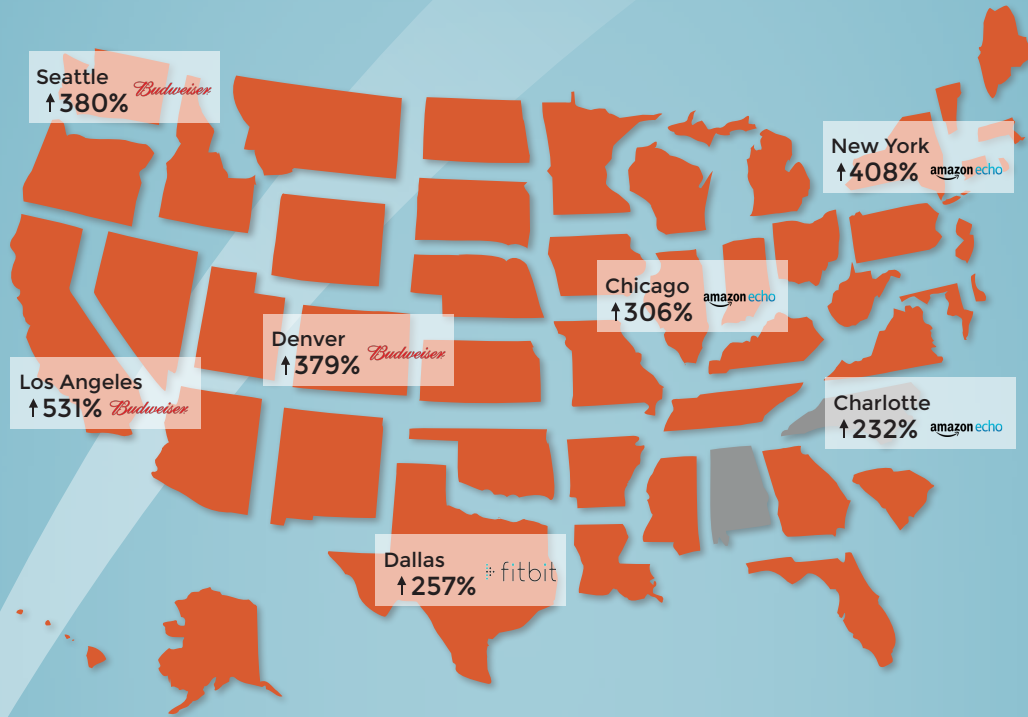


Super Bowl 50's TV Ad Winners

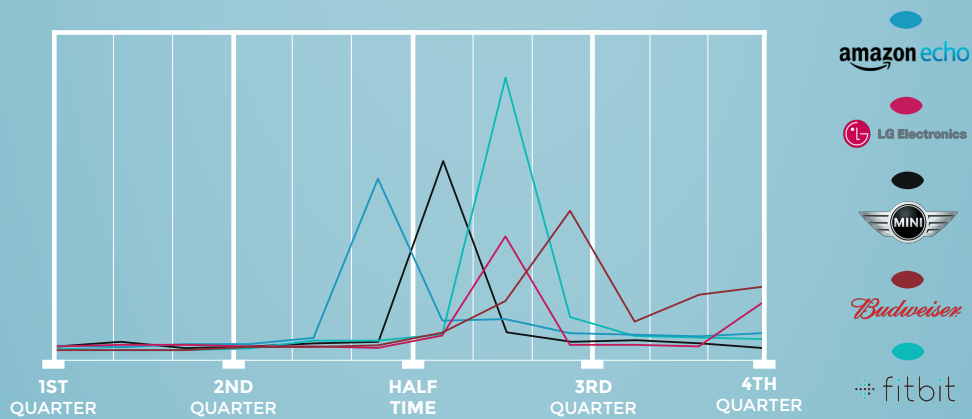


TVSquared's ADvantage platform uncovers the TV advertisers that made the biggest impact during the game

- Denver Broncos
- Carolina Panthers



Minute-by-minute analysis of the impact TV had on search traffic for five Super Bowl advertisers



TVSquared, the most accurate, same-day TV attribution platform in the industry, provides TV advertisers with the analytical insights and optimization opportunities to increase sales, registrations and reduce CPA.

Spot-airing log data provided by iSpot.tv; index data provided by Google Analytics

