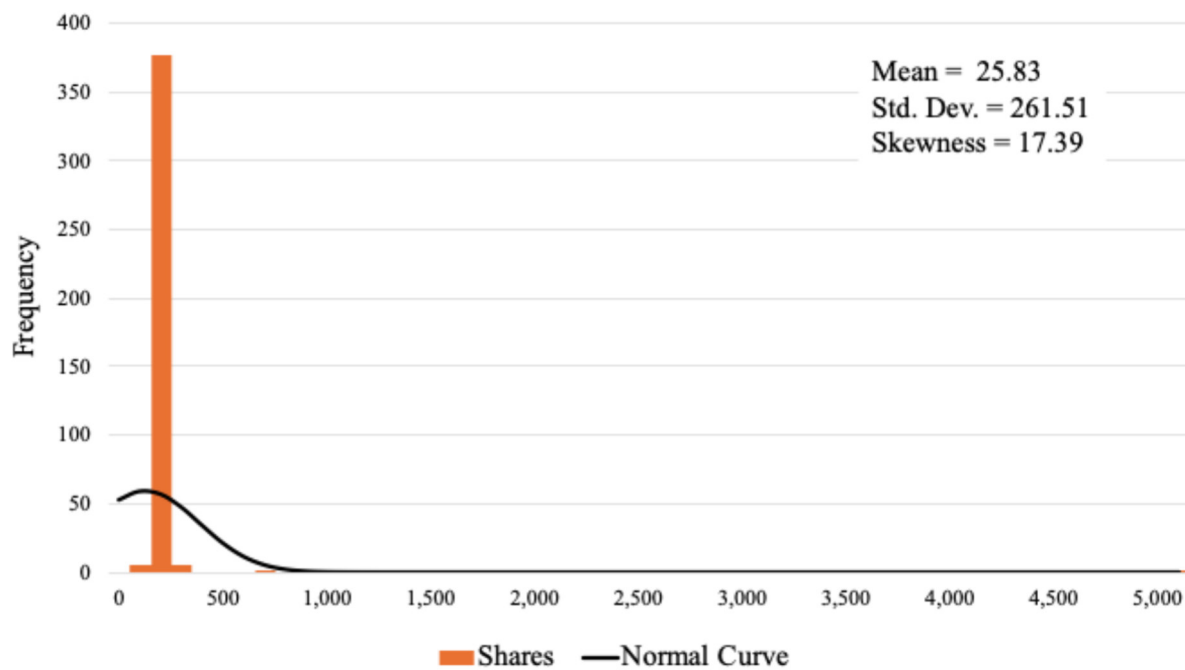
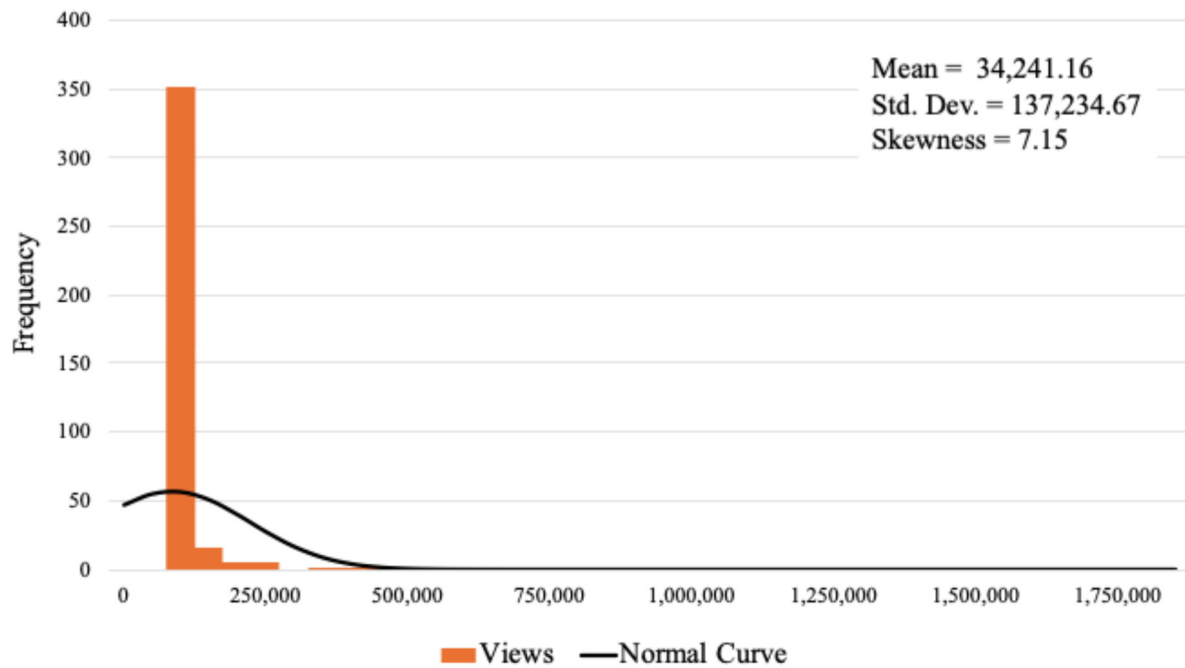
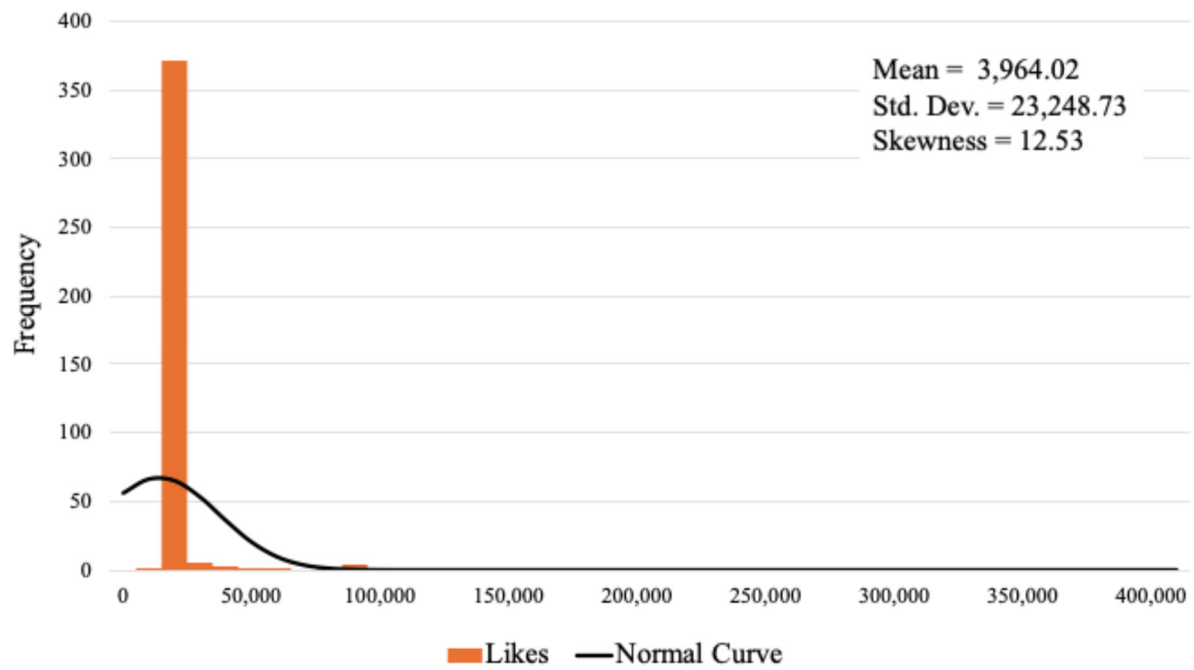


**Supplementary Material A.** Skewness of average daily views, shares, and likes: histograms and descriptive statistics.

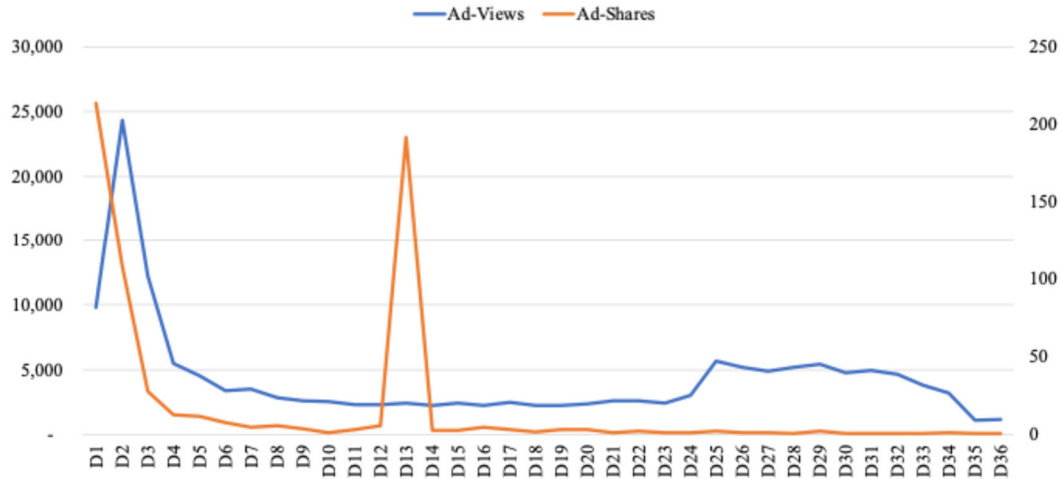




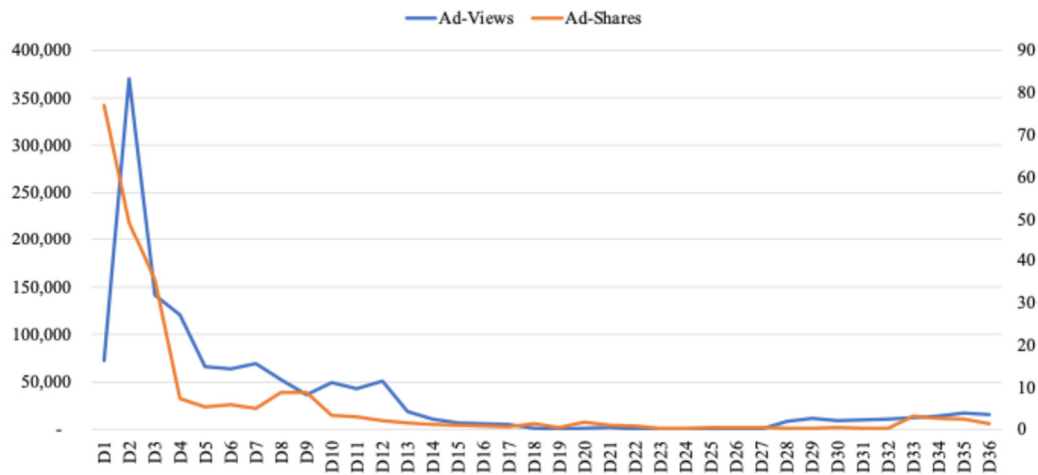
### Supplementary Material B. Trends in daily ad-views and ad-share by category.

The trends in daily ad-views and ad-shares were analyzed across industry categories with at least 30 ad cases. Overall, most advertisements exhibited early peaks in both views and shares, typically within the first 1 to 3 days following publication. Many categories showed a dual-peaked pattern characterized by an initial spike followed by a secondary resurgence, although the timing, intensity, and synchronicity of these peaks varied by industry.

#### *Automotive (N=88)*



#### *Technology (N=86)*

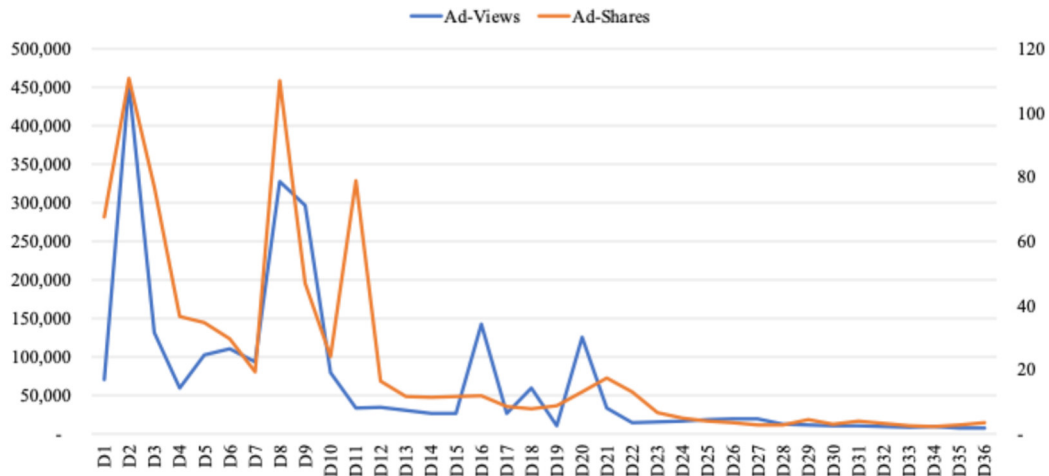


In the automotive category, both views and shares peaked strongly on Days 1–2. Shares experienced an extreme drop-off followed by a second spike on Day 13, while views did not exhibit a comparable resurgence. This pattern suggests short-lived viral bursts, possibly associated with new vehicle model launches or short-term promotional events.

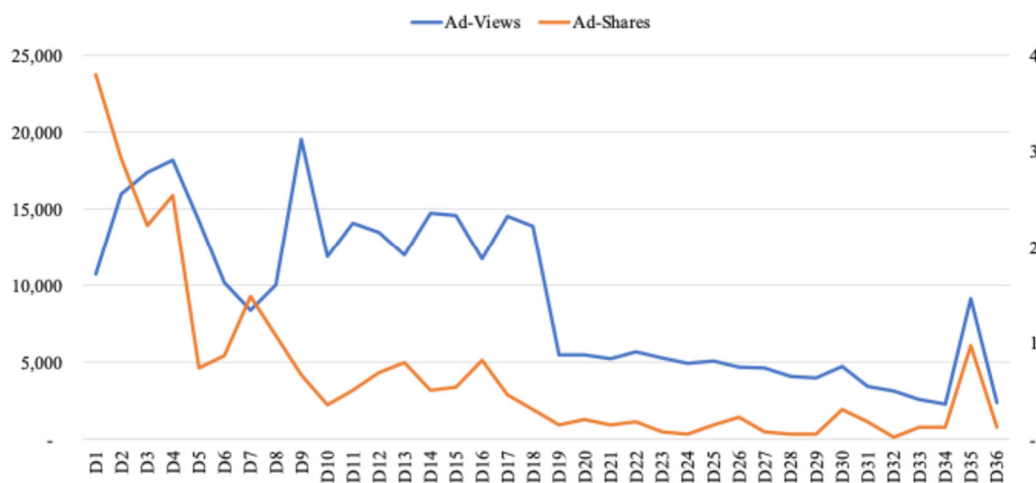
In the technology category, both views and shares dropped sharply after Day 3 and remained low and flat thereafter. This indicates a brief window of early attention, followed by

minimal sustained engagement—potentially due to tech consumers’ quick information uptake and saturation.

### *Apparel/Sportswear (N=31)*



### *Retail (N=39)*



The apparel/sportswear category displayed multiple sharp peaks in both views and shares during the first 10 days. Additionally, shares preceded or coincided with view spikes, pointing to a strong peer-driven discovery mechanism where social sharing serves as a primary driver of visibility.

Retail advertisements, by contrast, showed a more prolonged viewership curve. Although shares peaked on Day 1 and declined sharply, views remained relatively stable across the timeline. These patterns imply that retail ads are more reliant on long-tail discoverability and algorithmic exposure (e.g., search or platform recommendations), rather than immediate virality. Accordingly, the share-to-view or view-to-share dynamic may be weaker in retail.