



# INFLUENCER NETWORK ANALYSIS



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# INFLUENCER NETWORK ANALYSIS

## Identifying, mapping and ranking key influencers

### PRODUCT BENEFITS

- **AN ANALYST-DRIVEN PROCESS ENSURING THE HIGHEST DEGREE OF RELEVANCY, ACCURACY AND UNDERSTANDING**
- **WIDE RANGE OF CONTENT OPTIONS, COVERING BOTH TRADITIONAL AND SOCIAL MEDIA**
- **WIDE RANGE OF LANGUAGES COVERED**
- **360° VIEW OF YOUR INFLUENCERS ECOSYSTEM**

“COMMETRIC’S INA APPROACH HELPED US TO PINPOINT THE MESSAGES OUR PEER GROUP AND STAKEHOLDERS WERE COMMUNICATING ABOUT SUGAR, THIS IN TURN HELPED US TO DECIDE HOW TO TAILOR OUR CAMPAIGN AND WHO TO WORK WITH.”

ERIC DROSIN, THE INTERNATIONAL DIABETES FEDERATION (IDF)

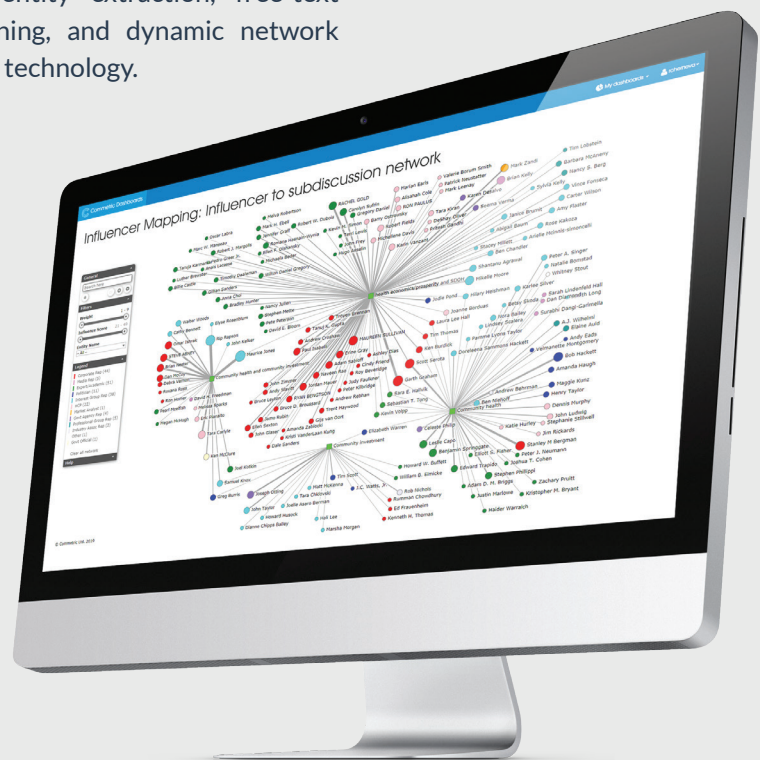
### Overview

In today's over-connected world, communication professionals need to identify the individuals driving particular media discussions, the degree of their influence and the way they convey their messages. These insights are essential for the design, execution and evaluation of effective communication campaigns. Influencers can amplify the reach of your brand and provide useful inputs into your PR strategies.

Commetric's Influencer Network Analysis (INA) reveals the key topics and influencers in the media by using sophisticated natural language search, entity extraction, free-text data mining, and dynamic network mapping technology.

### Features

- Deep-dive into key influencers, emerging issues, topics and terminology
- Discovery of media channels, publications and blogs propagating the conversation
- Exploration of endorsers, swing voters and critics in a specific conversation
- Analysis of diffusion patterns and conversation flows



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## USE CASES

- **STAKEHOLDER ANALYSIS**
- **MEDIA LISTS FORMULATION**
- **CAMPAIGN MEASUREMENT**
- **DYNAMICS OF INFLUENCE OVER TIME**
- **ISSUES MAPPING**

AND MANY MORE...

## Technology

Unlike other influencer mapping services, INA combines the power of technology with the expertise of our data science team. This allows us to clearly identify the role of each individual and organisation in the coverage, and provide additional context around how they are positioned within the larger media conversation.

During the onboarding phase we focus on understanding the client's objectives.

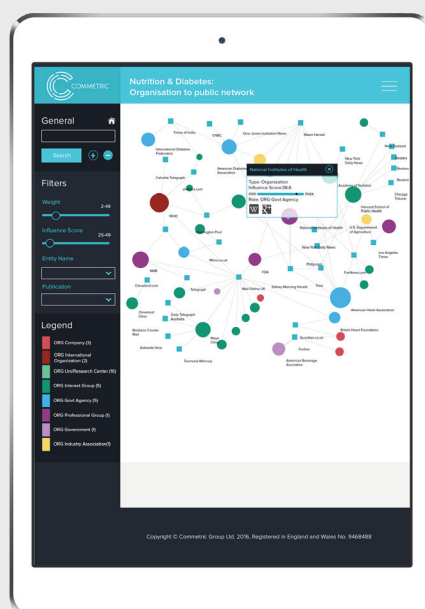
Commetric analysts then put together a relevant media content set by combining keyword searches and expert selection of articles and social media posts.

The next step is to run our proprietary natural language processing technology across the media set in order to extract a list of entities such as names of people, companies and locations.

Analysts assign a role to each entity – for instance, an individual could be a journalist, politician, expert/academic, regulator or interest group representative.

Next, entities are mapped to demonstrate how they are related to each other within the content set, or how they are linked to specific sub-themes in a conversation.

Finally, we add a proprietary algorithm to assign an “influence rating” showing the importance of an entity or a topic, taking into account not only the most “noisy” or prolific commentators, but also the number of people or organisations to which the influencer is connected.



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## Output

The output of the Influencer Network Analysis comes in two forms: decision-ready client reports, enriched with graphical illustrations, and client access to an online dashboard for further analysis and interaction with the data.

Reports include an overview of how influencers are connected with specific sub-topics, and the specific role they have in the conversation, covering both individuals and organisations.

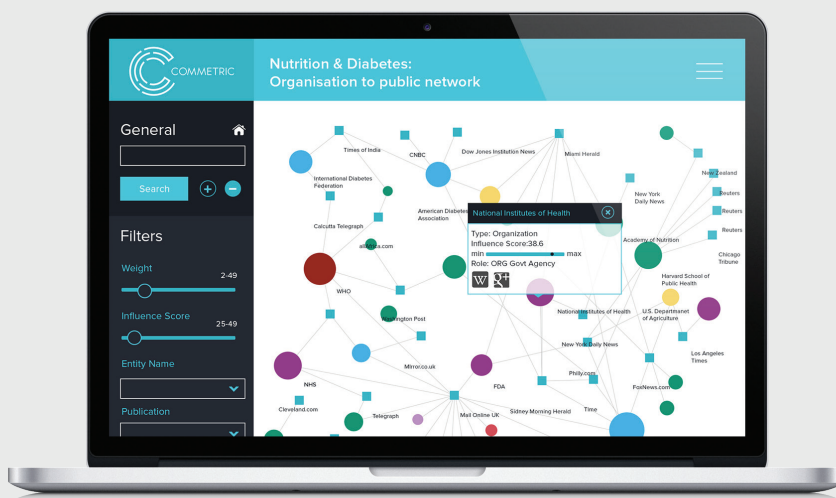
Ranking tables are also provided, highlighting individual influencers who might be suitable for outreach activity. The rankings can be organised in various ways, depending on the client's analysis needs.

For instance, mentions relating to influencers can be manually assessed for positive, negative or neutral attitudes, allowing the client to distinguish between endorsers, critics and "swing voters" on the subject in hand.

## About Commetric

Commetric provides media analytics solutions that help communication and marketing professionals monitor and analyse conversations and content on social and conventional media.

Unlike many online tools, Commetric combines innovative, patented analytical technology with the knowledge of its experienced, multi-lingual analysts to provide deeper, more practical level of insight for customers who demand to know more. Commetric's award-winning solutions are used throughout the world and across industry sectors.



## Award-Winning Products

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COMMETRIC  
59-60 Russell Square · London · WC1B 4HP  
Phone +44 (0) 845 287 3003  
www.commetric.com · info@commetric.com