

UNDERSTANDING INFLUENCER SCORES

Traditionally, when thinking about who is influential in the media the view has been compartmentalised; looking at the reach or perceived celebrity status. Now, Medianet's Influencer Score allows you to discover mega, macro, micro and nano influencers and benchmark an individual's influence against another to enhance your targeting decisions.

1 WHAT IS THE INFLUENCER SCORE AND HOW DOES IT WORK?

The Medianet Influencer Score is a qualitative measurement value on how influential someone in the media is. It takes into consideration the traditional media reach of an individual, their share of voice, ability to impact the news agenda and their social reach. influence against another to enhance your targeting decisions.

2 WHY DO WE NEED IT?

Using Influencer Scores provides a new way to discover unexplored influence or benchmark one person's influence against another. We can uncover all individuals with the highest influence because of their ability to get a story a run or deliver social reach through their own social presence.

3 HOW CAN I FIND THE MOST INFLUENTIAL MEDIA PERSONALITIES?

Medianet's Influencer Database allows you to search by Influencer Score with any combined parameter via the Advanced Search. You can search any influencer score bracket along with a subject, location, role, personal interest - anything really!

4 HOW CAN I BETTER TARGET MY RELEASE USING THE INFLUENCER SCORE?

By searching for contacts within a target's industry, subject area or location, you can then use Influencer Scores to select the best target for your campaign.

5 WHO CURRENTLY HAS THE HIGHEST SCORE?

Couldn't tell you! Influencer Scores are constantly reviewed and may increase or decrease if there is a change in an individual's contribution to media and reach on social media.

