

SOCIAL FORAGER - SOCIAL MEDIA INFLUENCER CLASSIFICATION

AN EASY TO USE METHOD FOR FINDING INFLUENCERS AMONG YOUR CLIENTS

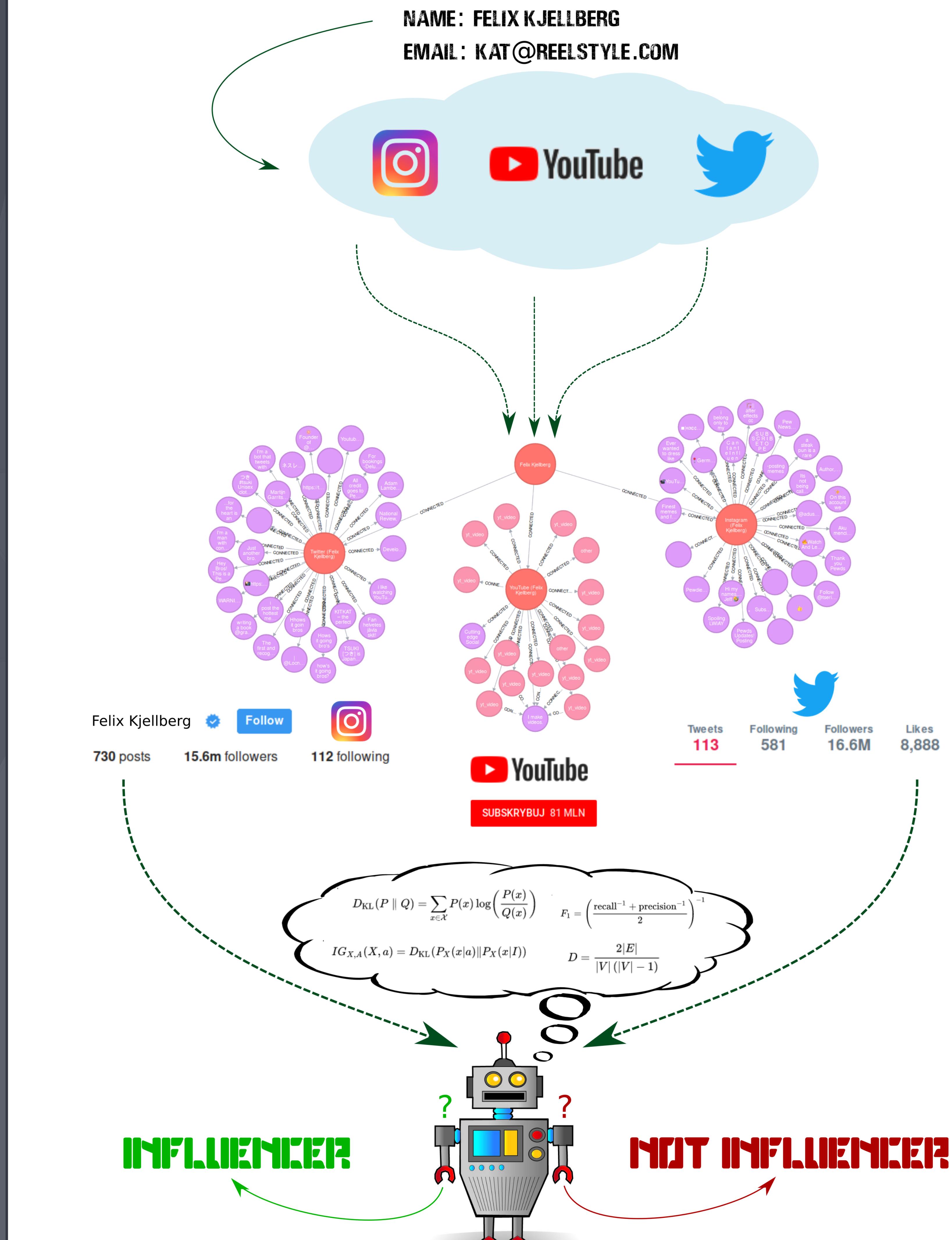
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INFUENCER MARKETING



Influencer is a person that is publishing content in **social media** that has large audience which might be inclined to use products that are endorsed. Advertisers might be interested in working with those people to gather more customers for their products.

METHOD



TOOLS



ACKNOWLEDGEMENT

This project has been created with cooperation with Azurro s.c. which gave us access to influencer data and helped during project creation.

FURTHER INFORMATION

For more information you can send us an email at jacek.caban@azurro.pl
Or, don't hesitate to talk to us directly:



CHALLENGES

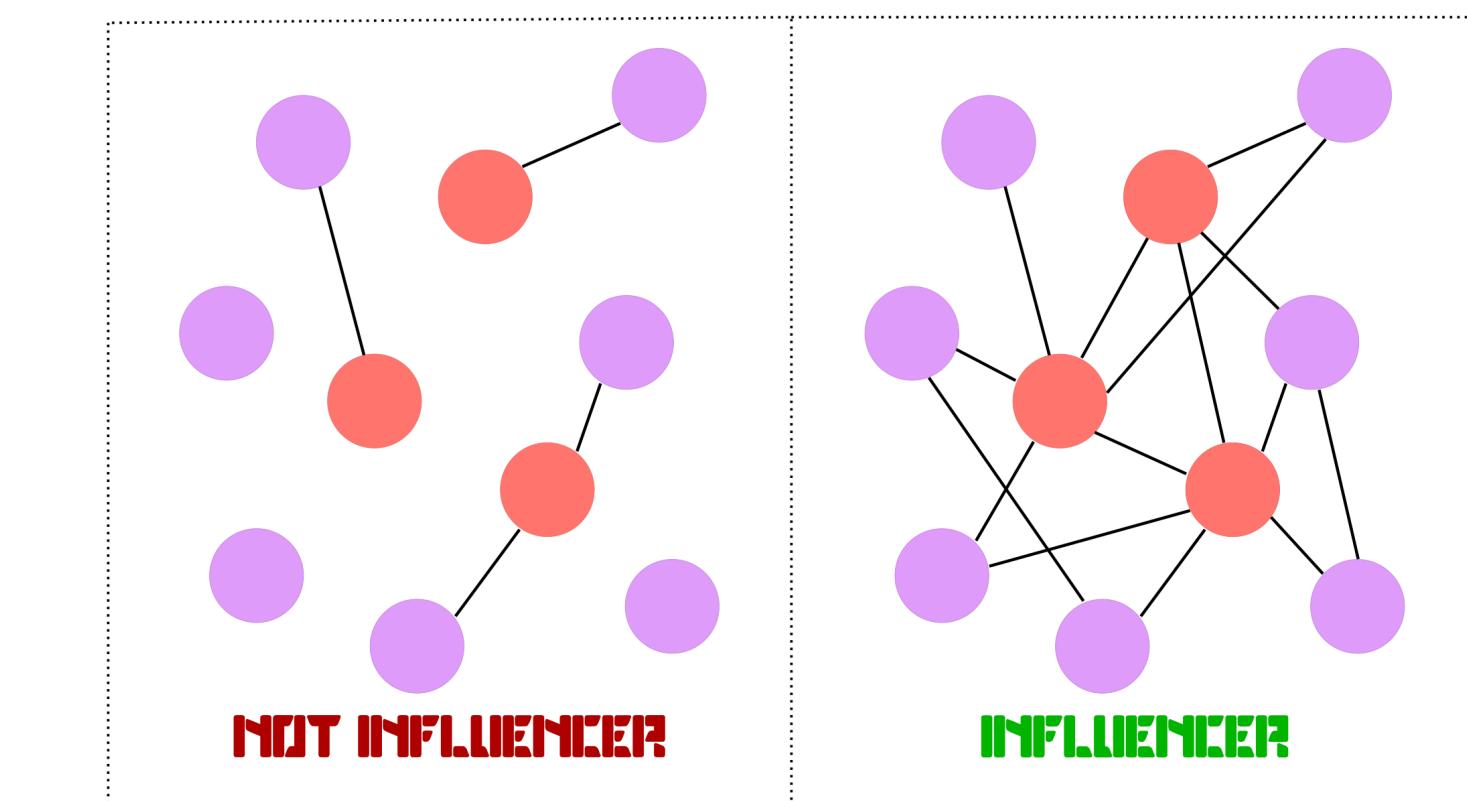


Matching proper accounts to given name and e-mail address.

Feature engineering - finding relevant features.

Where is the line? At what point does one start being an influencer?

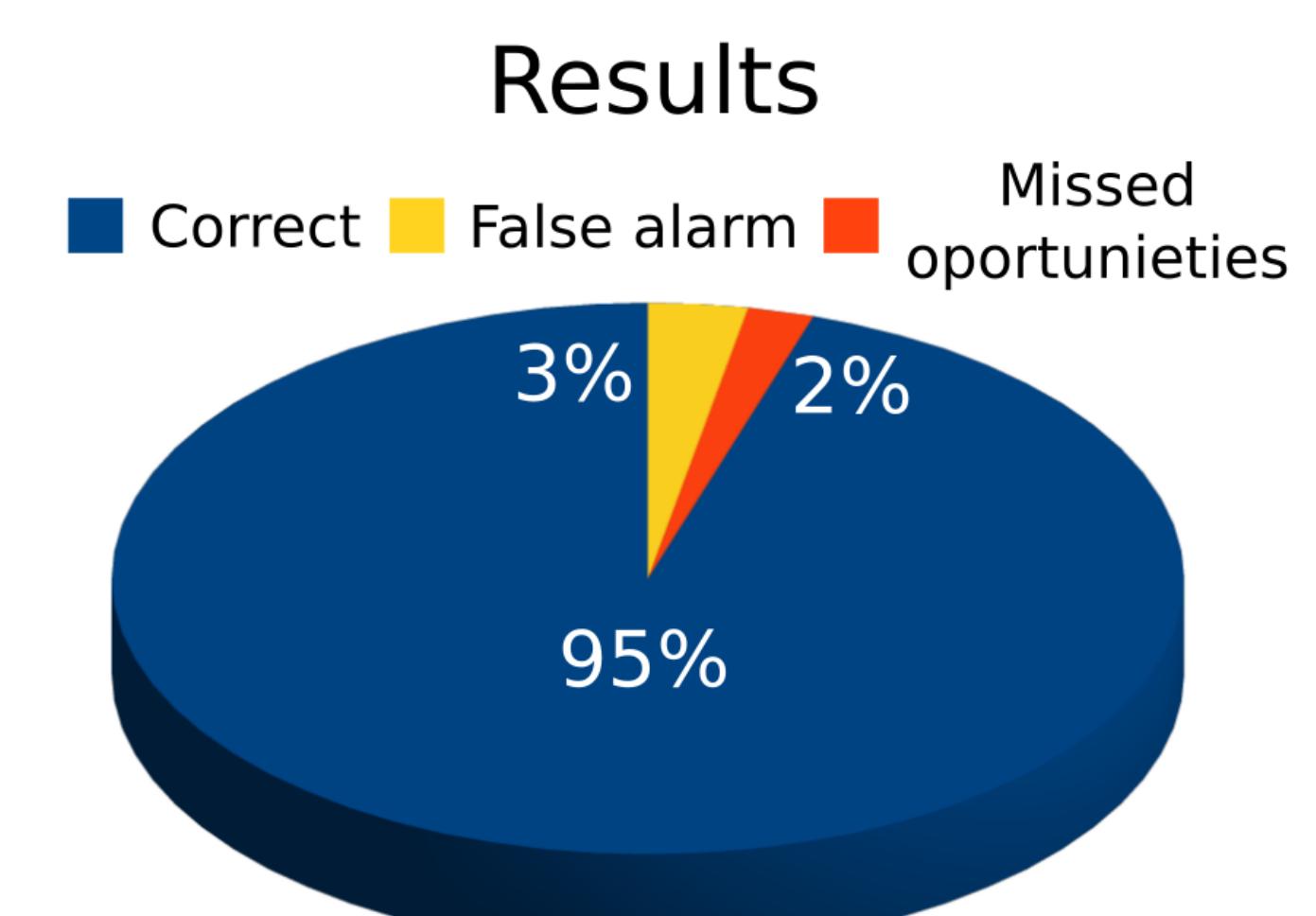
ACCOMPLISHMENTS



Links between accounts on different social networks are more important than number of followers when classifying whether a person is an influencer or not.

Collecting data from social networks and creating social graph is really a time-consuming process. Classification of 1 person takes approx. 45 seconds.

RESULTS



We can classify influencers/non-influencers with 95% accuracy. In only 2% of cases we missed an opportunity by classifying influencer as non-influencer and in 3% of cases we have raised a false alarm by classifying non-influencer person as influencer.

