

INFLUENZA - SOCIAL MEDIA INFLUENCER CLASSIFICATION

AN EASY TO USE METHOD FOR FINDING INFLUENCERS AMONG YOUR CLIENTS

Jacek Caban, Leszek Kawecki, Piotr Macek, and Tomasz Pastusiak

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.

IDEA

NAME: FELIX KJELLBERG
EMAIL: KAT@REELSTYLE.COM

INFLUENCER

OR

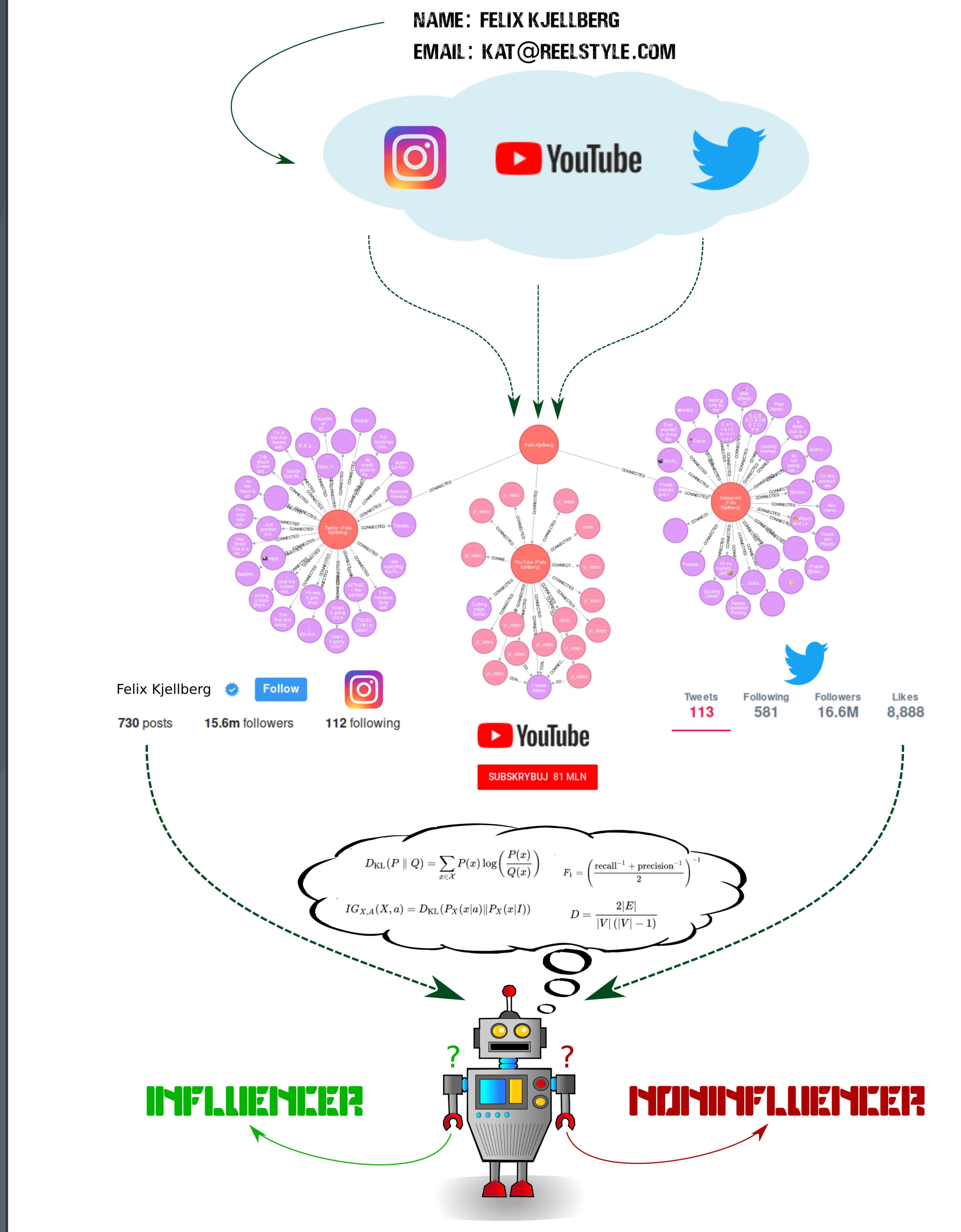
NONINFLUENCER

Marketing companies have a large amount of users' data. Automation of the influencers search makes it easier to choose people who could eg. advertise company's product faster and more accurately.

ACKNOWLEDGEMENT

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

METHOD



TOOLS



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:

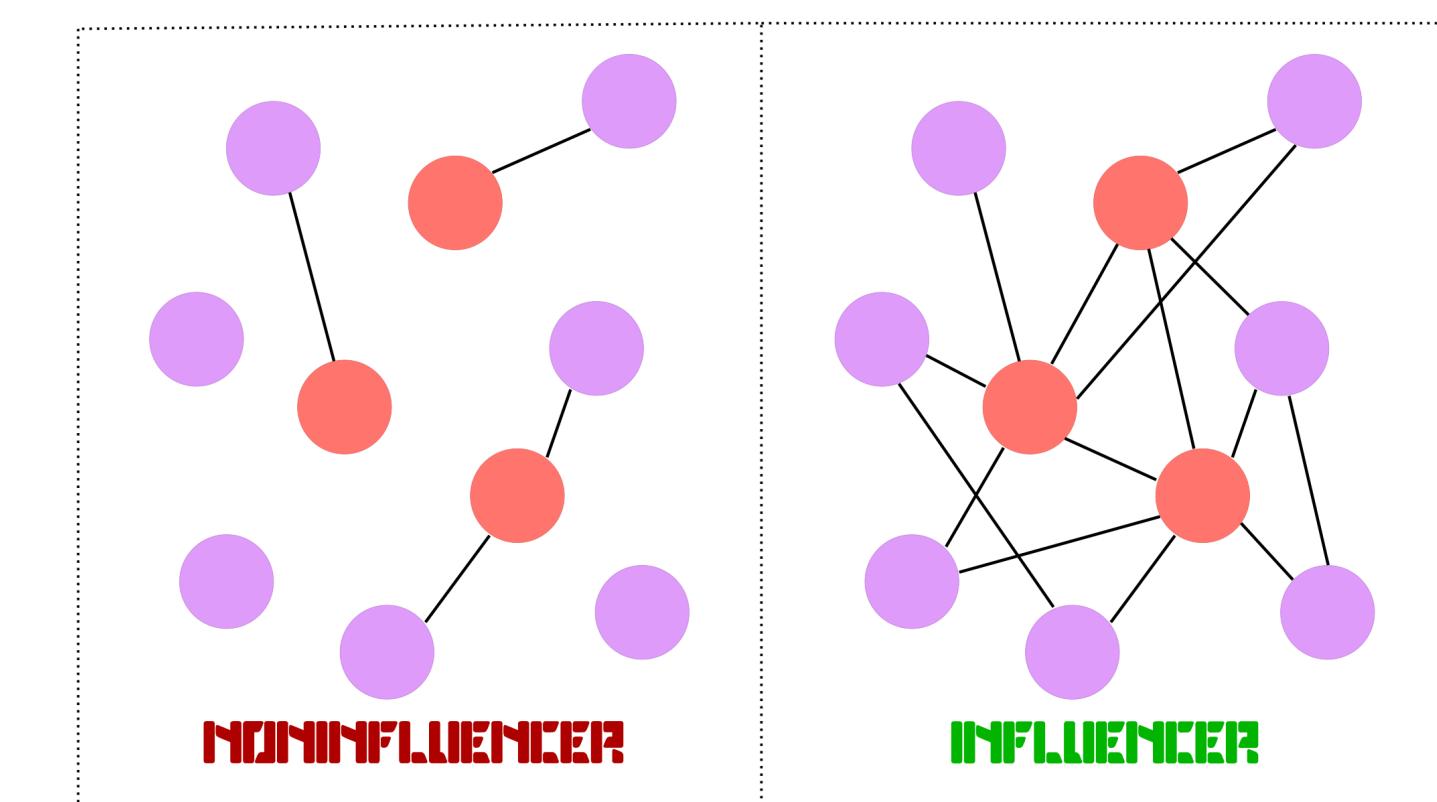


CHALLENGES

DOE_JOHN57	John_Doe_YT2019	#PAPA_Doe1
------------	-----------------	------------

- Matching proper accounts to given name and e-mail address.
- Feature engineering - finding relevant features.
- Where is the line? At which point does one start being an influencer?

ACCOMPLISHMENTS

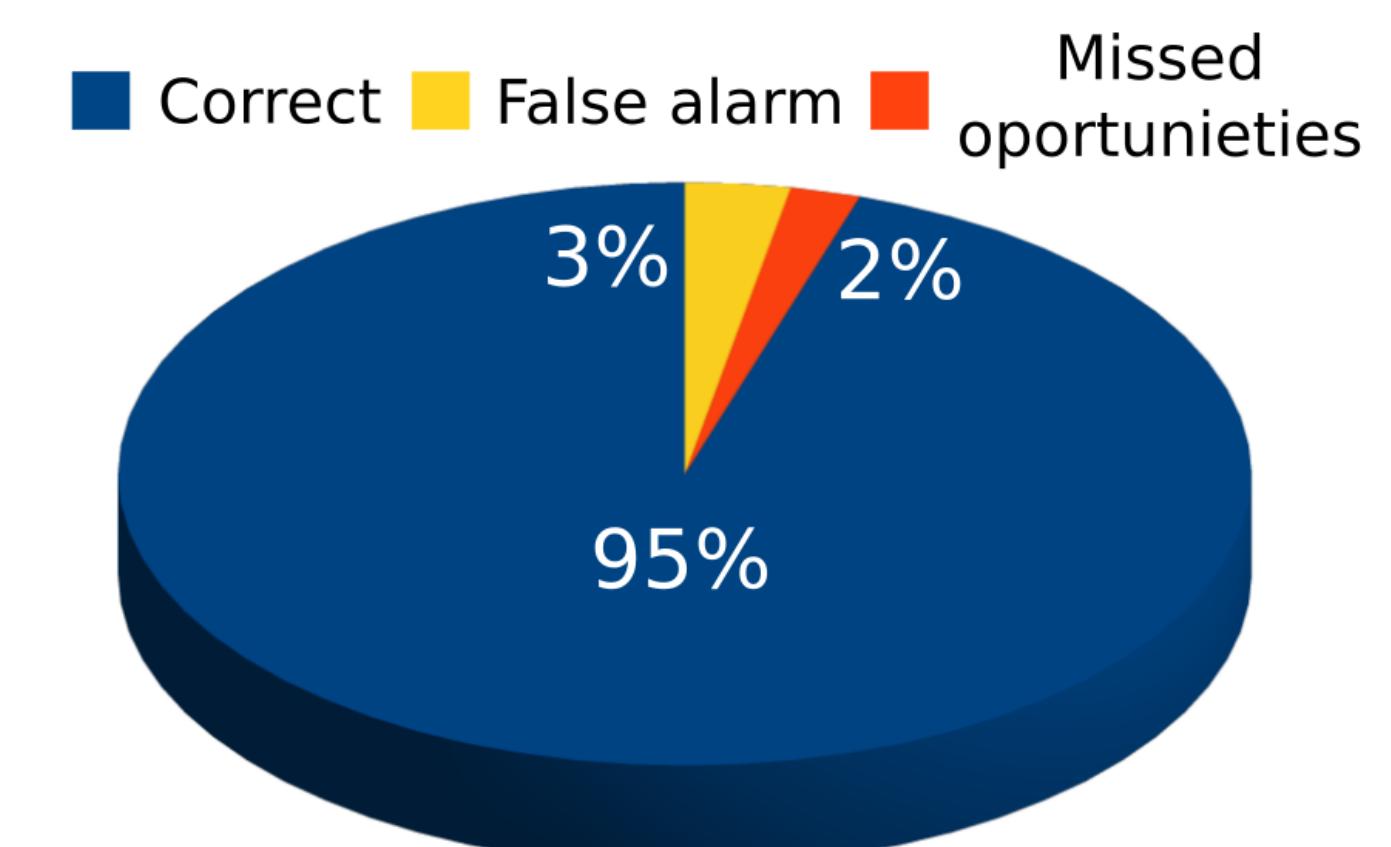


Links between accounts on different social networks are more important than number of followers when classifying whether a person is an influencer or not.

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

RESULTS

Results



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

