

[The Official Klout Blog](#)

« [In Celebration of Equality](#)
[Sports fans get VIP experiences with Klout Perks](#) »

Integrating Bing Search Prevalence into the Klout Score

June 30th, 2013 by Genevieve Lydstone and Prantik Bhattacharyya

Tweet

179

Like

78



When we [announced our partnership](#) with Microsoft last fall, we knew our ability to make your influence more measurable and beneficial had just taken an adrenaline shot. We were excited to roll out new features based on the rich data provided by our partners at Bing.

Last week we announced [our integration with Yammer](#) (on the one year anniversary of their acquisition by Microsoft). Today we're excited to announce the official integration of Bing search results into the Klout Score.

Bing search prevalence — the number of times you are searched for on Bing — will now contribute directly to your Klout Score. We think this is exciting because we believe search is one of the most direct indicators of real world influence and serves as a bridge between offline and online influence.

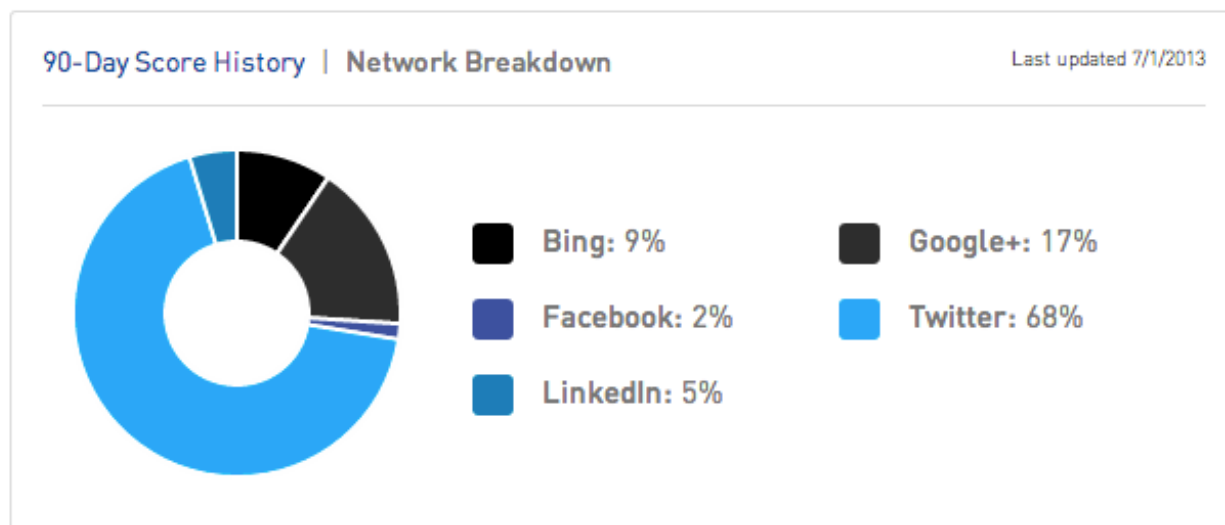
As an example, consider someone like [Warren Buffett](#). Obviously Warren has tremendous real world Klout, but he isn't particularly active on social media, with only three Tweets to his name. His relative influence can be challenging to measure with just the available online data.

Our first step in solving the Buffett problem was to [incorporate Wikipedia](#) data into the Klout Score. Today, with the inclusion of Bing search results, our ability to measure influence beyond social indicators has taken a big leap forward.

A great example of who this will help is [Women Fitness](#). In 2010 and 2011, their website was recognized by Forbes as one of the "Top 100 Websites for Women." While they have a very influential online

presence, it was difficult for us to measure their Score due to the gap in measurable data.

With our Bing Search integration, Women Fitness' Klout Score increases from 51 to 55.



The relative contribution of Bing search prevalence to Women Fitness' Klout Score

Curious to see how Bing search results impact influence? Check your Score summary on your Klout dashboard for updated statistics and learn how Bing search counts impact your Klout Score. [Click here](#) to connect Bing to your Klout account. Stay tuned for more exciting updates on our partnership with Bing in the next few weeks.

—

A special thanks to the teams at Klout and Microsoft responsible for making this happen, especially [Ananda Ghosh](#), [David Ross](#) and [Aaron Yuen](#).

Join the team behind the Klout algorithm. Check out our [open positions](#).

Tags: [Bing](#), [Klout](#), [Klout Score](#)

This entry was posted on Sunday, June 30th, 2013 at 9:59 pm and is filed under [announcements](#), [Bing](#). You can follow any responses to this entry through the [RSS 2.0](#) feed.

You can [leave a response](#), or [trackback](#) from your own site.

[Blog](#) [Developers](#) [About](#) [Press](#) [Contact](#) [Careers](#) [Terms](#) [Privacy](#)