



Maps all stakeholders and discovers the gatekeepers of influence across any topic in social or mainstream media.

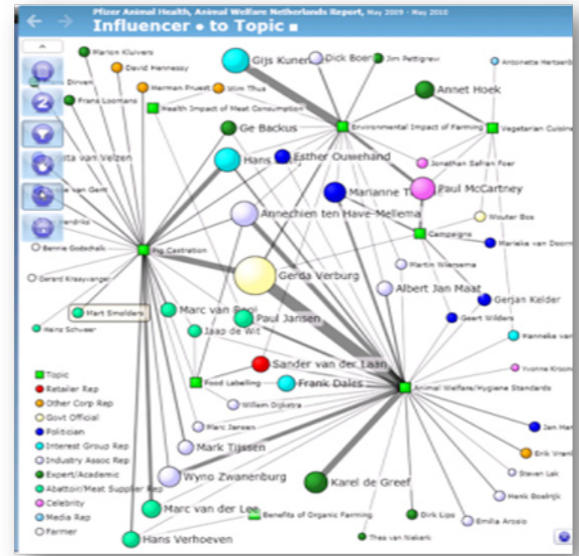
What is Influence Analyser?

Influence Analyser takes social or mainstream media and discovers and ranks the most influential people or organisations in any discussion.

Your corporate reputation is being shaped by all of these influencers.

We can help you identify the key stakeholders within any conversation including:

- Corporate Spokespeople
- Experts/Academics
- Civil Servants / Regulators
- NGOs and grass root movements
- Bloggers/Journalists
- Politicians
- Celebrities



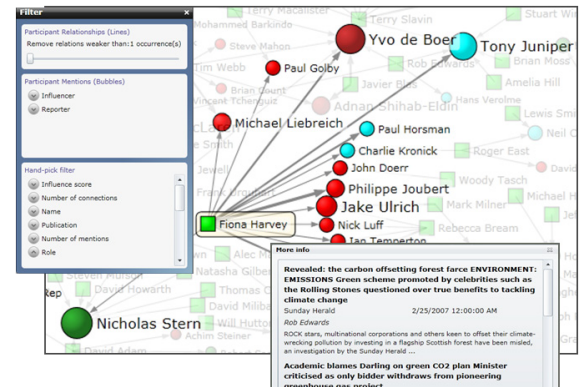
What does Influence Analyser do for me?

- Discovers and ranks influencers driving the discussion around a particular subject, brand or industry
- Provides actionable intelligence by mapping the influencers, and identifying critics and endorsers
- Offers insight into what is being said about your company or product, and by whom
- Identifies emerging issues and ideas
- Processes all media types for a full perspective - Social, Online, Print and Broadcast
- Compares multiple markets, including Arabic and Chinese language media
- Shows how conversations change over time, including your influence within them
- Delivers success measurement by showing how you have changed the media landscape

Dynamic Online Delivery

Results are delivered via an interactive Online Tool as well as in Executive Reports

- Sort and filter results to focus in on specific categories of influencers and topics
- Drill down to the mid-tier influencers who may be more accessible
- Click through to the blog postings or press articles to understand the issues at hand



Influence Analyser ranks influencers to identify those who are most central to a specific topic or debate.

Origins of Social Network Analysis

Developed by sociologists, Social Network Analysis (SNA) identifies the individuals in a group who are the true drivers of change, regardless of where they might sit in a formal hierarchy.

- **Commetric's patented SNA methodology**

Influence Analyser applies a combination of natural-language search, entity extraction, free-text data mining and qualitative media analysis methodologies. Using proprietary mapping tools it produces network maps to visualise media conversations.

Each map can display hundreds of discussion participants and can show up to six dimensions of analysis simultaneously. The result is an easy to interpret visual representation of who and what is most influential in any discussion.

- **Ranking Influence**

Several methods are used to gauge the degree of influence or importance of a participant or idea in a discussion. One objective measure to rank importance is a proprietary algorithm based on the same principle as Google's page ranking.

Our formula converts visual maps to numbers and provides rankings of the people, ideas, reporters, etc. that are most central to the discussion being analysed, and can track how these change over time.

Case study: Pfizer Animal Health



Task - Identify print and online media discussion around animal welfare across 5 European markets prior to drug launch

Solution - Mapped emerging sub-topics, influencers and points of views

Benefit - Analysis discovered significant market discrepancies, with different sets of influencers and topics driving the drug acceptance debate. Therefore Pfizer recalibrated communications at launch to adopt a more customised, local market approach to accentuate positives and counter negative influencers

Dutch Influencers	Index
Dirk Lips - Chairman, Council for Animal Welfare	40.4
Chris Peeters - Owner, Wolkenhoeve	36.8
Michel Vandenbosch - Chairman, GAIA	34.5
Koen Crucke - Celebrity	33.1
Anne-Marie Vangeenberghe - Spokeswoman, Boerenbond	32.5
Ann de Greef - Director, GAIA	30.7
Tobias Leenaert - Spokesman, Ethical Vegetarian Alternative	30.7
Erik Mijten - Veterinary Advisor, Boerenbond	30.1

Case study: iPad 2



Task - To inform targeted outreach in social media in relation to iPad 2 launch

Solution - Identified and mapped most influential YouTube contributors by number of posts, number of views and level of engagement and debate

Benefit - Created a succinct list of most inter-connected and engaging YouTube influencers for maximum impact

