Influenza - 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.

Idea

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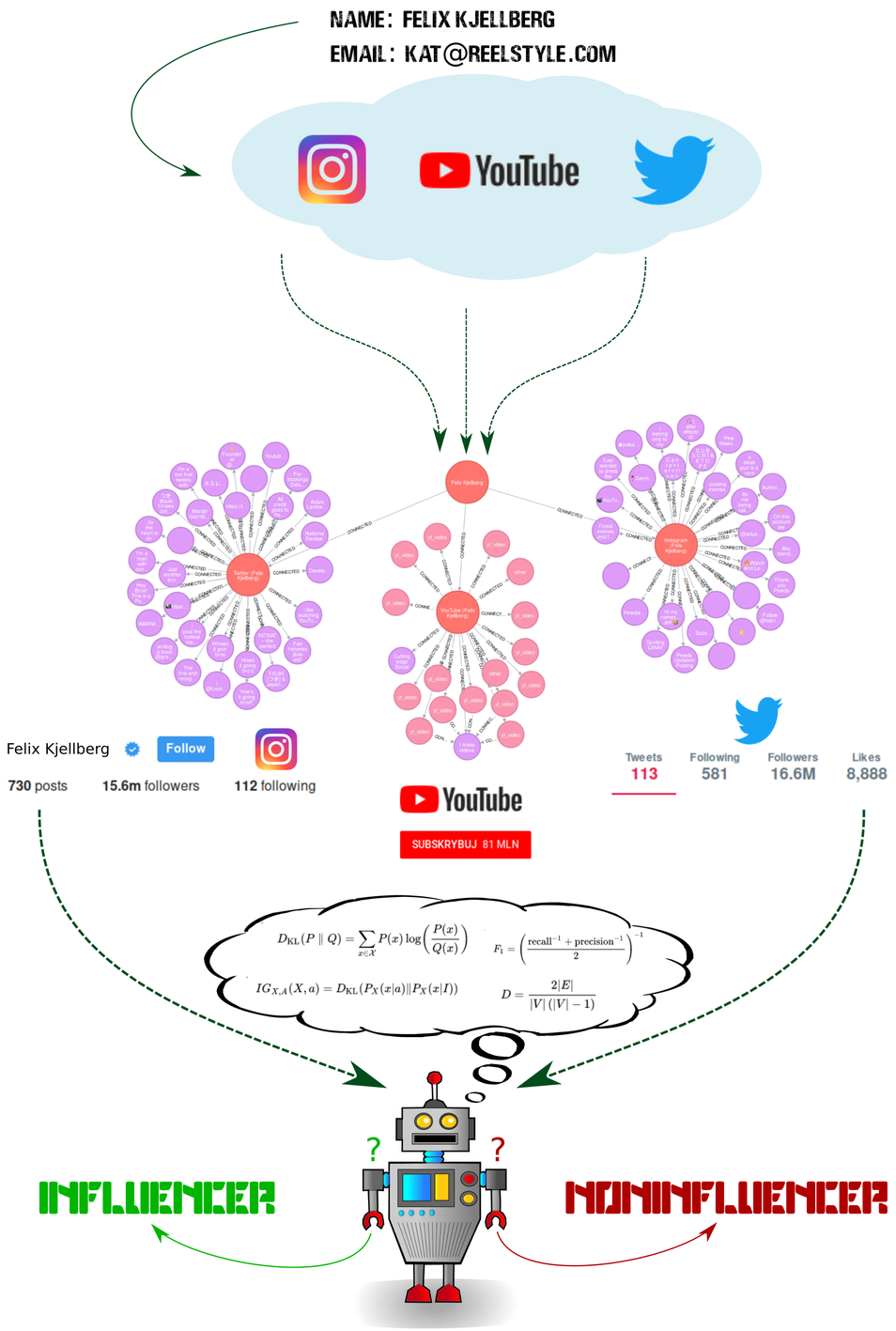
INFLUENCER

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.

Method

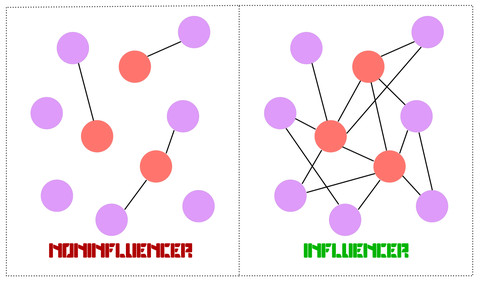


For given name and email information from different social networks is gathered. From each source: links, usernames and other information is extracted. This valuable data allows to create a social graph that contains connections between accounts on different social media platforms. Using the social graph, system is capable of selecting matching accounts for given person. Having selected matching account, model classifies whether it's influencer or noninfluencer with very high accuracy.

Challenges

- 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?

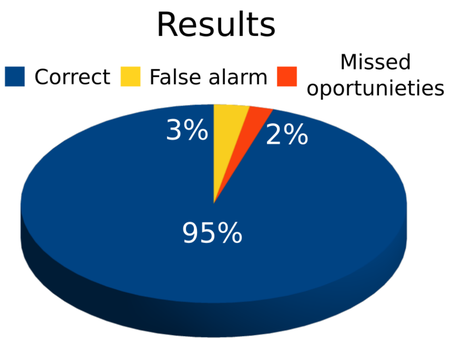
Accomplishments



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



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.

Acknowledgement

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

Tools

neo4j

scikit learn

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:

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