ARInsights

THE INFLUENCER SCORE EXPLAINED

Measuring Analyst Influence

HOW DOES THE INFLUENCER SCORE WORK?

Since we first introduced the "ARchitect Analyst Power 100" in 2009, we at ARInsights, provider of the market-leading analyst relations management platform ARchitect, have continually refined the proprietary Influencer Score algorithm behind the ranking system.

The algorithm considers two key factors in computing an industry analyst's overall Influencer Score:

1. How often do ARchitect users log interactions with the analyst in the database? This data generates an Interaction Score for every influencer in our database.
2. How much research does the analyst publish; how much (substantive) content do they share online via their blog, Twitter and LinkedIn; and how often are they quoted or mentioned in online media? This data generates a Publication Score for every analyst.

The Influencer Score is used for three main purposes:

1. To guide ARchitect users' selection of which analysts they may want to work with around different coverage areas/topics.
2. To rank all analysts in our comprehensive database and identify the top 100 to publish to the list on the "ARchitect Analyst Power 100" page of our public website.
3. For particularly popular coverage areas, to also publish rankings of the top experts in that area, as determined by Influencer Score.

THE COMPUTATION DETAILS

The Influencer Score is a combination of the Interaction Score and the Publication Score. The calculation is performed every day, as the data is analyzed for all the analyst interactions entered

into ARchitect by users from hundreds of companies and all the research, media quotes, blogs, tweets and LinkedIn posts that are collected and tracked in our Premium Content solution. The Interaction Score is given a higher weighting than the Publication Score.

INTERACTION SCORE

For Interaction Score (and the associated Interaction Ranking you can find in the ARchitect database), the algorithm examines all interactions logged in ARchitect over the past year and the analysts associated with those interactions. To have an Interaction Score, it is required that the analyst have at least 1 interaction recorded in the past year. Interactions are equally weighted across the interaction types except for email interactions. Email interactions are weighted at 20% because emails occur much more often and are generally less meaningful. Emails sent to more than 5 analysts at a time are not accounted for at all, as they are not considered an interaction of sufficient value. More recent data is given a much higher weighting than older data. Interactions are weighted across the entire year, although the weight decreases as the interactions age. It looks something like this:
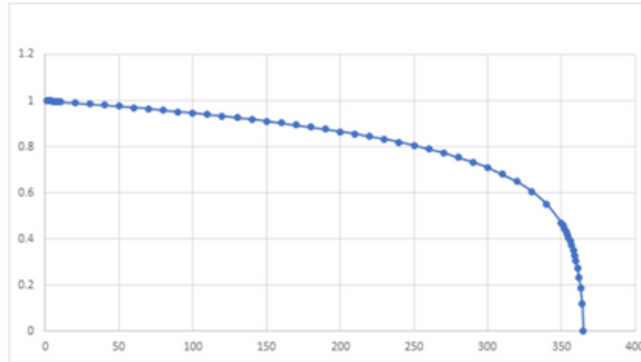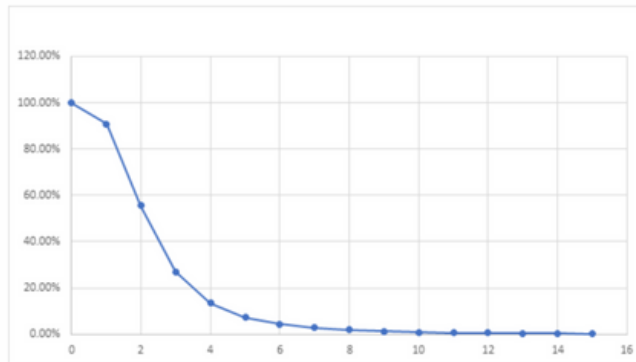
Interaction Age Weighting
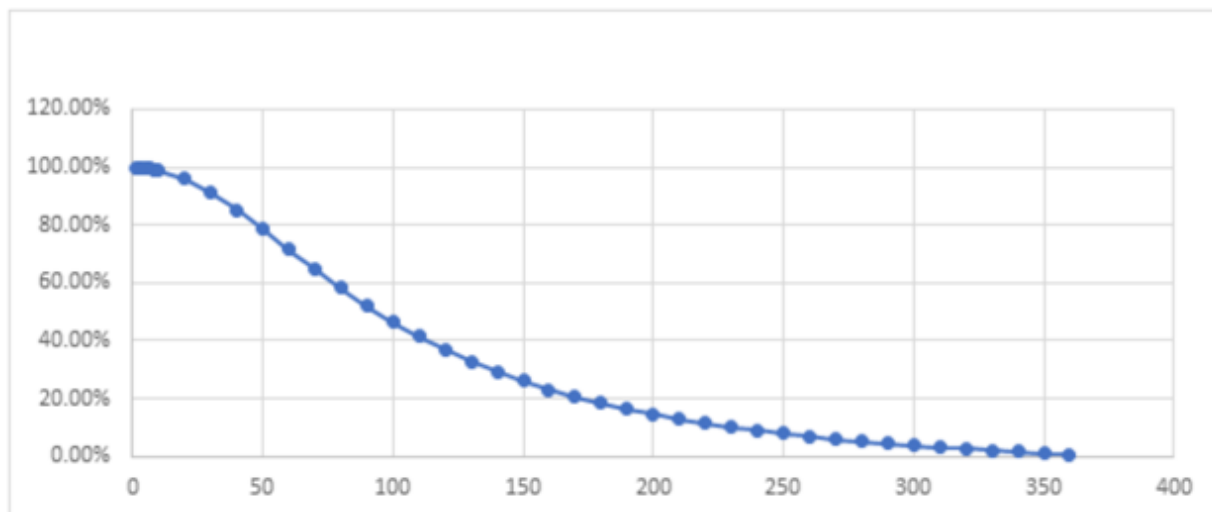
For Publication Score, the algorithm assigns each content type its own weight. Research holds the most weight with 60%, media quotes are at 20%, blogs are at 10%, and tweets and LinkedIn posts are at 5% each. We know what you're thinking... how can tweets be considered when analysts

may be tweeting about what they had for lunch?! Don't worry, we anticipated that – tweets are only counted when they are interacted with by other analysts. For each content piece by type, we also consider the time frame the piece is relevant. Research carries weight for the entire year, while quotes, blogs and LinkedIn posts are considered only for 30 days, and the weighting of tweets declines over a one-week time period. The below graphs can help visualize how the weights decline over time for each content type.
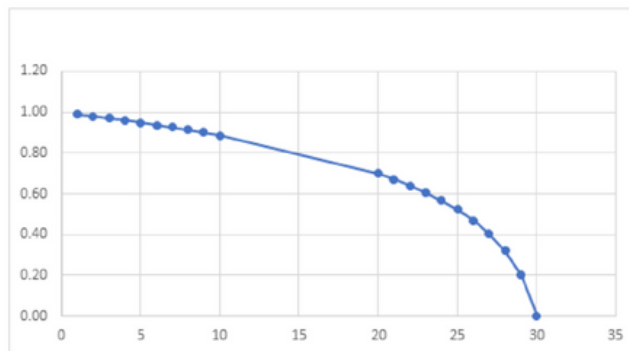
Research Age Weighting

Tweet Age Weighting

Quote, Blog & LinkedIn Age Weighting

INTERACTION & PUBLICATION RANKINGS

Now that we understand all the factors considered in the Interaction Score and Publication Score, let's review what the star rankings in ARchitect mean. The score brackets are the same for both the Interaction Ranking and Publication Ranking. The assignment of stars is based on the ranking of each analyst's score compared to all the analysts in the database, as follows:

Ranking Score Ranges

Ranking	Score Range
⭐⭐⭐⭐⭐	95% < score < 100%
⭐⭐⭐⭐	85% < score < 95%
⭐⭐⭐	70% < score < 85%
⭐⭐	50% < score < 70%
⭐	0% < score < 50%

We hope the information provided in this document about ARInsights' influencer scoring approach is helpful. Please feel free to share any feedback with us at support@arinsights.com.