

# Rapidly Identify Online Influencers for Focused Marketing

## BABEL STREET INSIGHTS

A well-known, global market research company (“MR”) advises commercial clients around brand strategy, reputation, and targeted marketing so they can make data-driven decisions. MR employs Babel Street Insights Synthesis to identify market influencers on social media for their customers.

### The Challenge

While there is an abundance of market data tools available, they are unable to identify the true influencers for a specific segment on social media platforms. For example, a rock star who posts once about laundry detergent to their 5 million followers is not necessarily an influential voice on that topic.

One of MR’s clients needed to identify the most influential voices around sustainable consumer products to understand how those voices might affect the client’s brand and marketing strategies.

While a client might be aware of a few social media influencers for a topic, manually exploring the network of connections from those few accounts to uncover the most influential accounts is laborious, slow, and will still be incomplete.

### The Solution

Babel Street Insights Synthesis starts by analyzing a small number of accounts but rapidly scales to evaluate hundreds of thousands of interconnected profiles. By assessing the nature of the relationships between each account and their level of engagement, Synthesis can identify who the most influential individuals are within minutes.

MR first entered keywords into Synthesis to find social media account holders who self-identify as having sustainable consumer products as their primary focus. The accounts might be scientific professionals, industry leaders, or advocacy voices. From there, Synthesis exhaustively searched the connections, following not just one or two hops out, but following every connection until its algorithm determined that a connected account was not strong enough to be considered

part of the targeted topic network. From this mapped network, Synthesis then identified individuals who were strongly connected to the initial set of accounts, whether by engagement with posts, by account following, or by other criteria.

For MR, Synthesis identified a strong network of highly influential accounts around the topic of sustainability. From there, MR produced intelligent reports for its client around the common topics and reported on sentiment within the network. MR used this information to advise its client on brand strategy, and the client was able to make informed decisions based on the findings.

## The Impact

Synthesis' ability to generate an influencer report (ranked from most to least influential) is game-changing for MR's client in terms of cost savings and revenue growth because they can target their marketing based on the most influential voices in given spaces. Furthermore, they don't have to worry about missing an important influencer. Today, Babel Street Insights Synthesis continues to be a must-have tool for MR to advise their clients.



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