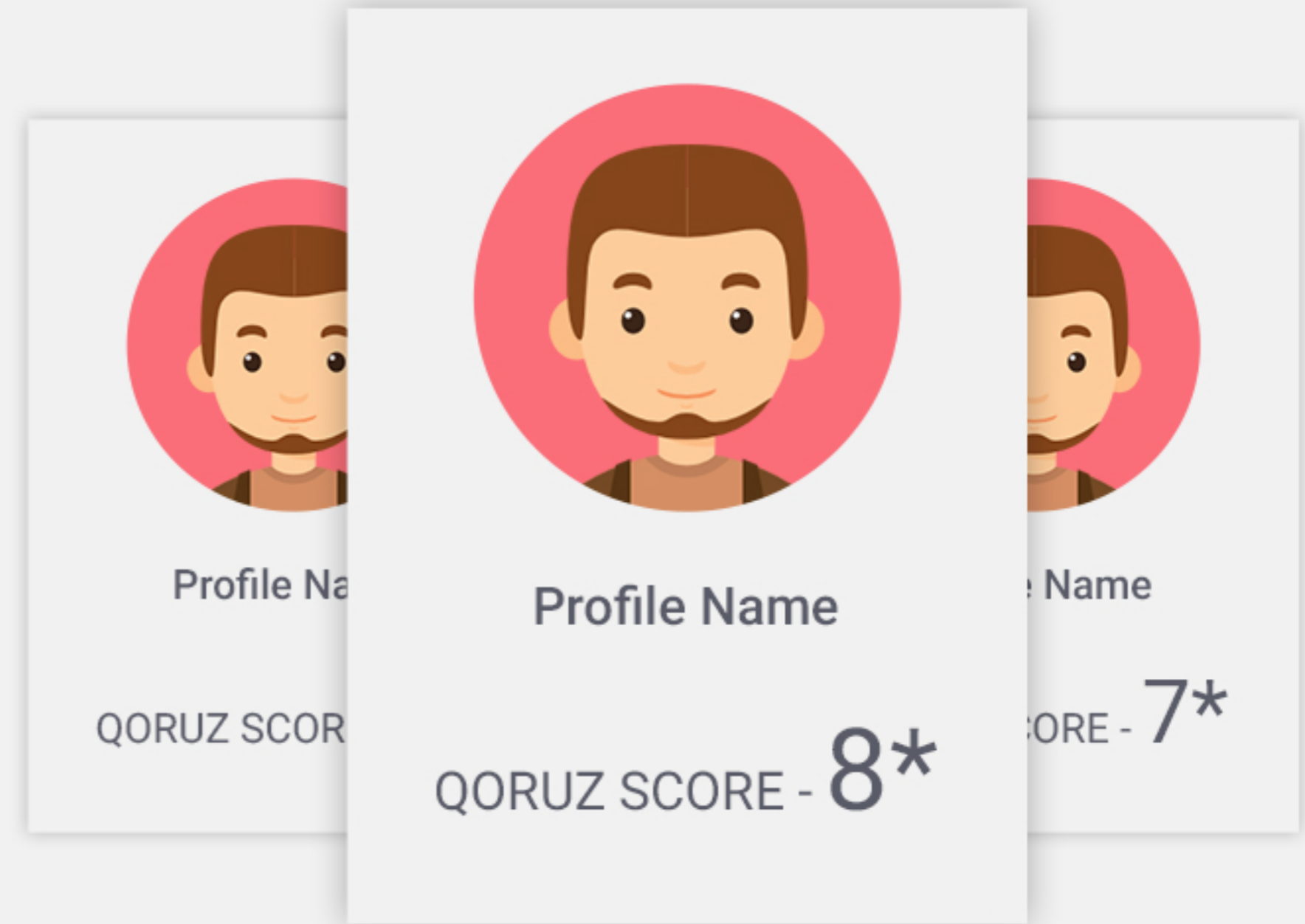




INFLUENCER SCORING ANALYSIS

OBJECTIVE

To prove How Qoruz Score is more effective for qualifying influencers.



WHY IS ENGAGEMENT EFFECTIVE THAN NUMBER OF FOLLOWERS?

Average engagement acts as a better metric for analyzing the performance of the influencer for campaigns.

Average Engagement denotes the **average number of interactions** that each post gets from the audience.

Engagement in Different Platforms



Average Retweets and Favourites per Tweet



Average Likes and Comments per post



Average Likes and Comments per post



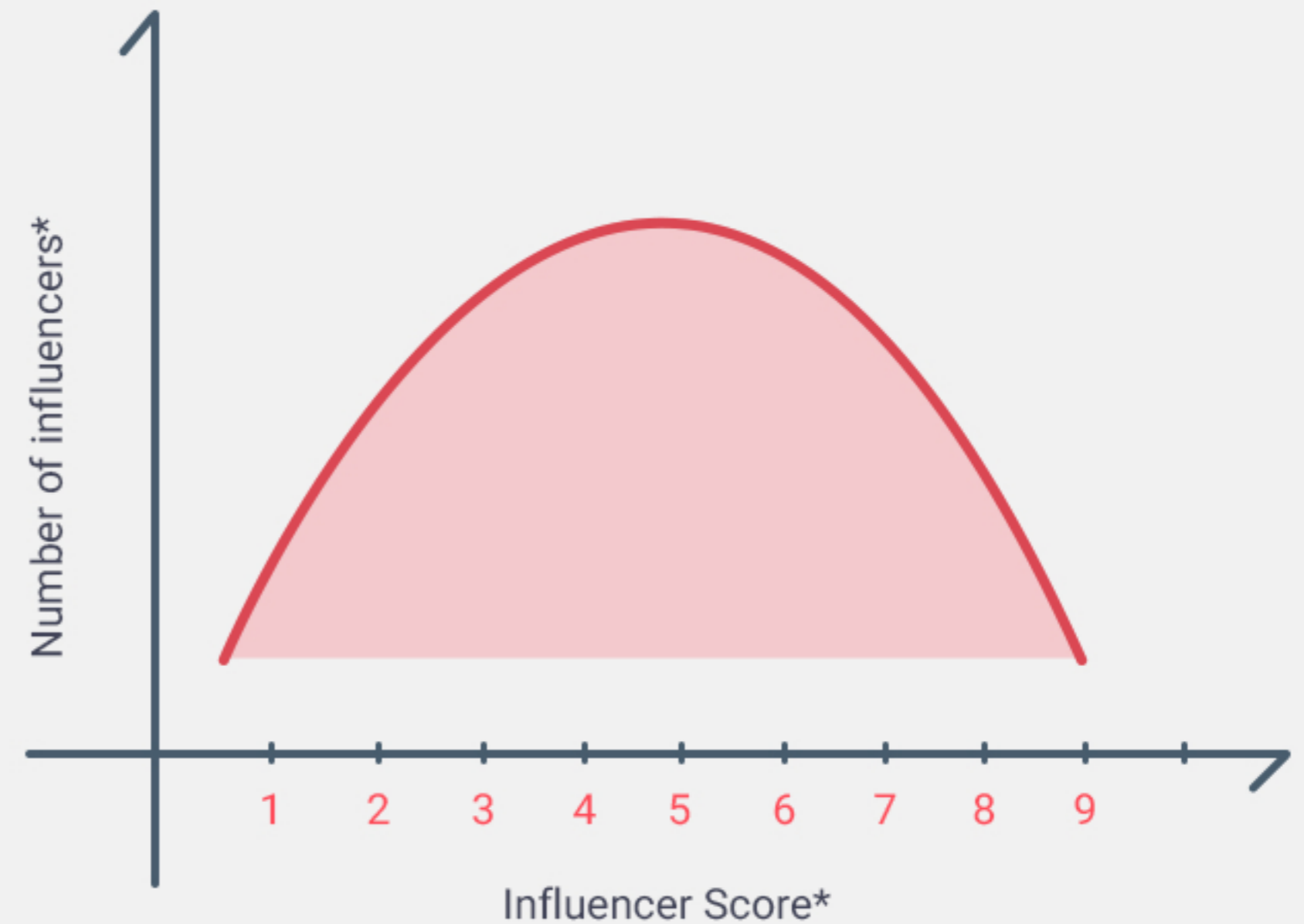
Average Views per video



Alexa Rank

WHAT ARE QORUZ INFLUENCER SCORES?

Percentile scoring for each social-media platform on a scale of 1-10 directly proportional to engagement. For each category, the influencer scores are considered as a normal distribution curve between number of influencers and influencer score.



*This graph has been created only for representation of the distribution

THE METHODOLOGY

4 main segments of influencers were considered based on engagement

CATEGORIES	QORUZ SCORE
BUDDING	4-5
MICRO	5-7
EXPERT	7-8
SUPER	8-10

For each profile the following metrics were considered

- Follower Count
- Engagement Count
- Qoruz Score

Key influencer segments taken for the analysis



TRAVEL



FASHION



TECHNOLOGY



LIFESTYLE



ENTERTAINMENT

THE METHODOLOGY

CORRELATION ANALYSIS

was performed for the 2 comparisons

200153

Profiles across India has been considered for the analysis.

2 KEY COMPARISONS WERE DONE



Engagement

Vs



Follower count



Engagement

Vs



Qoruz score

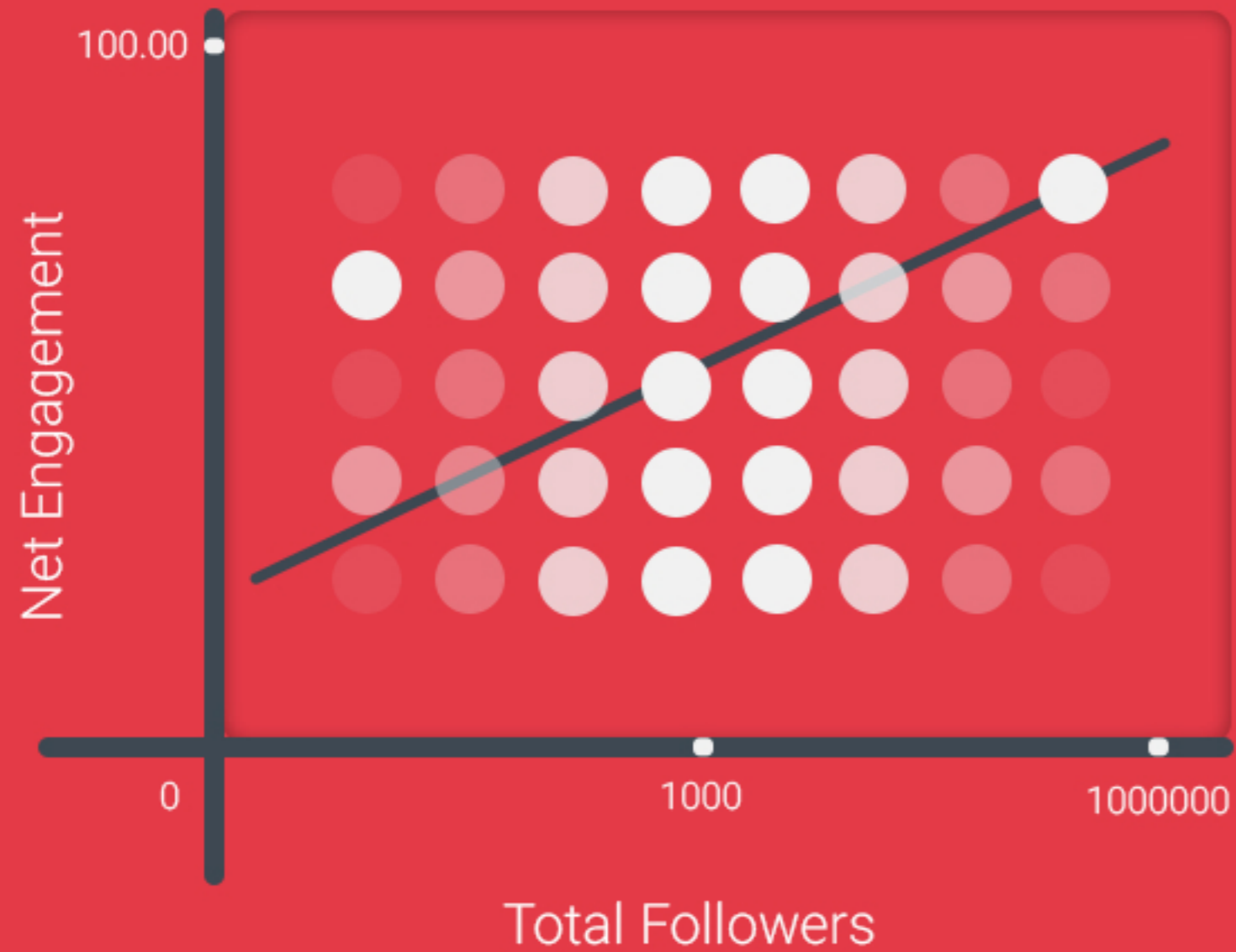
OBSERVATIONS AND RESULTS

Higher the Correlation Coefficient;
Higher the relation between the variables

Engagement Vs Followers

3%

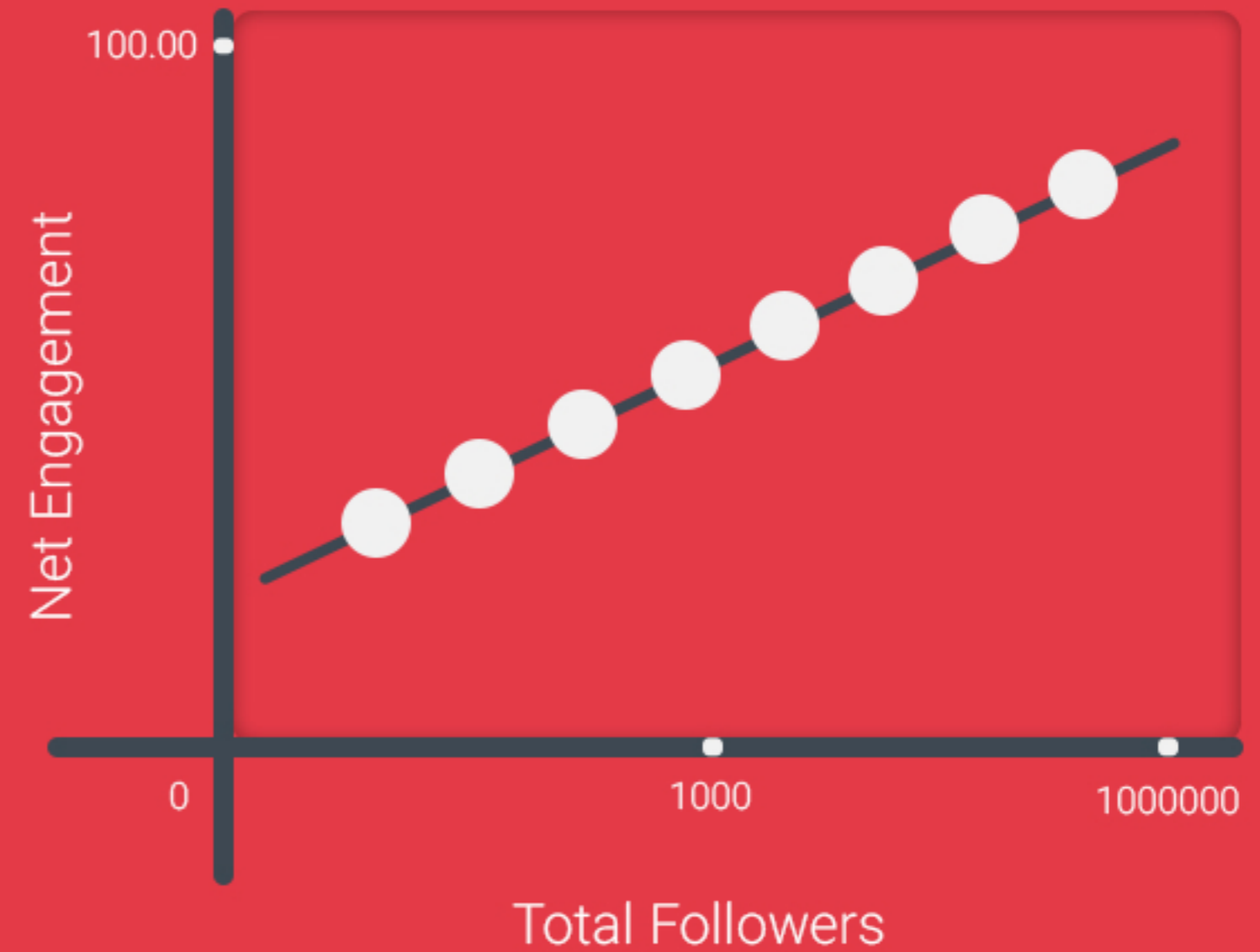
Level of
Correlation



Engagement Vs Qoruz score

99%

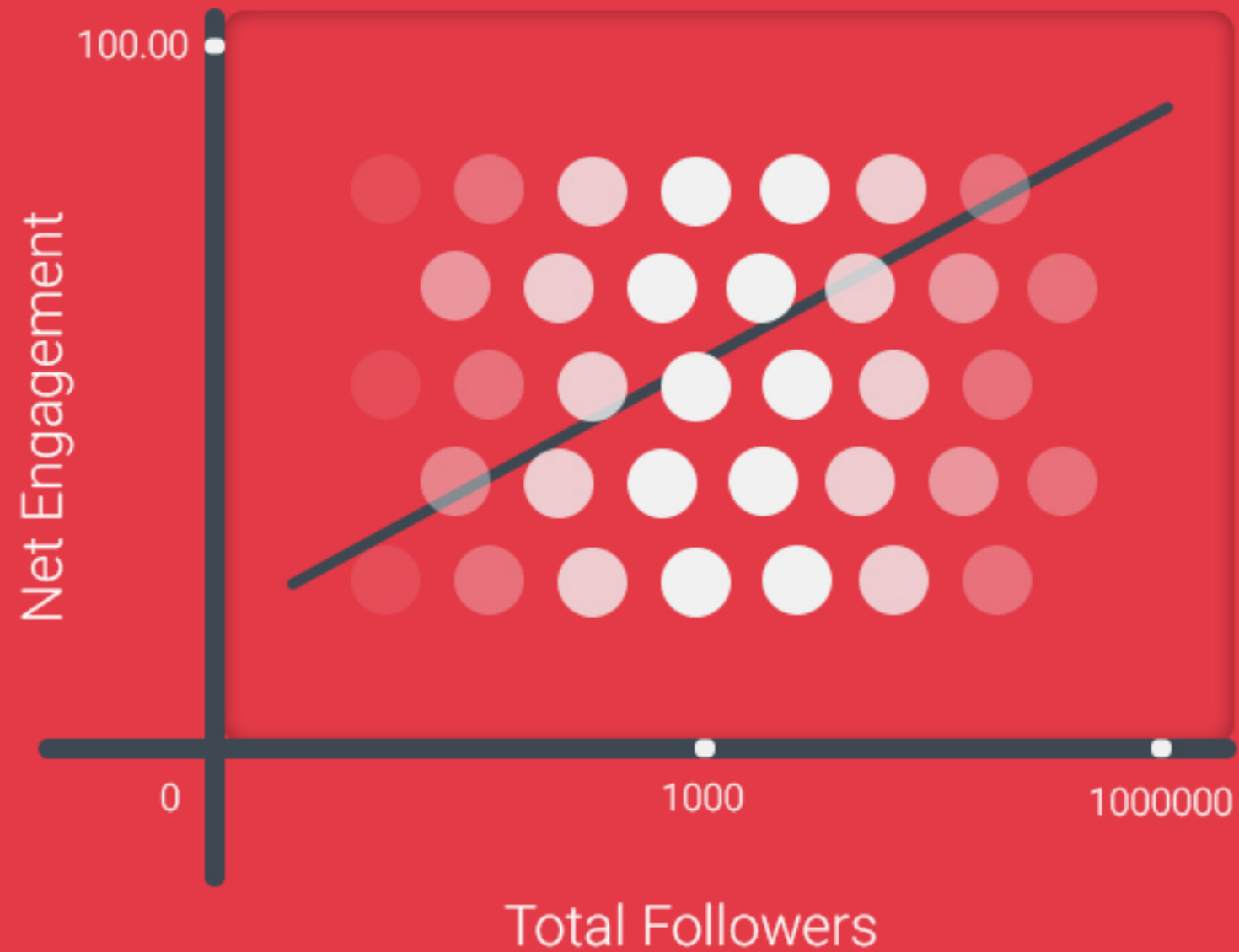
Level of
Correlation



Engagement Vs Followers

27%

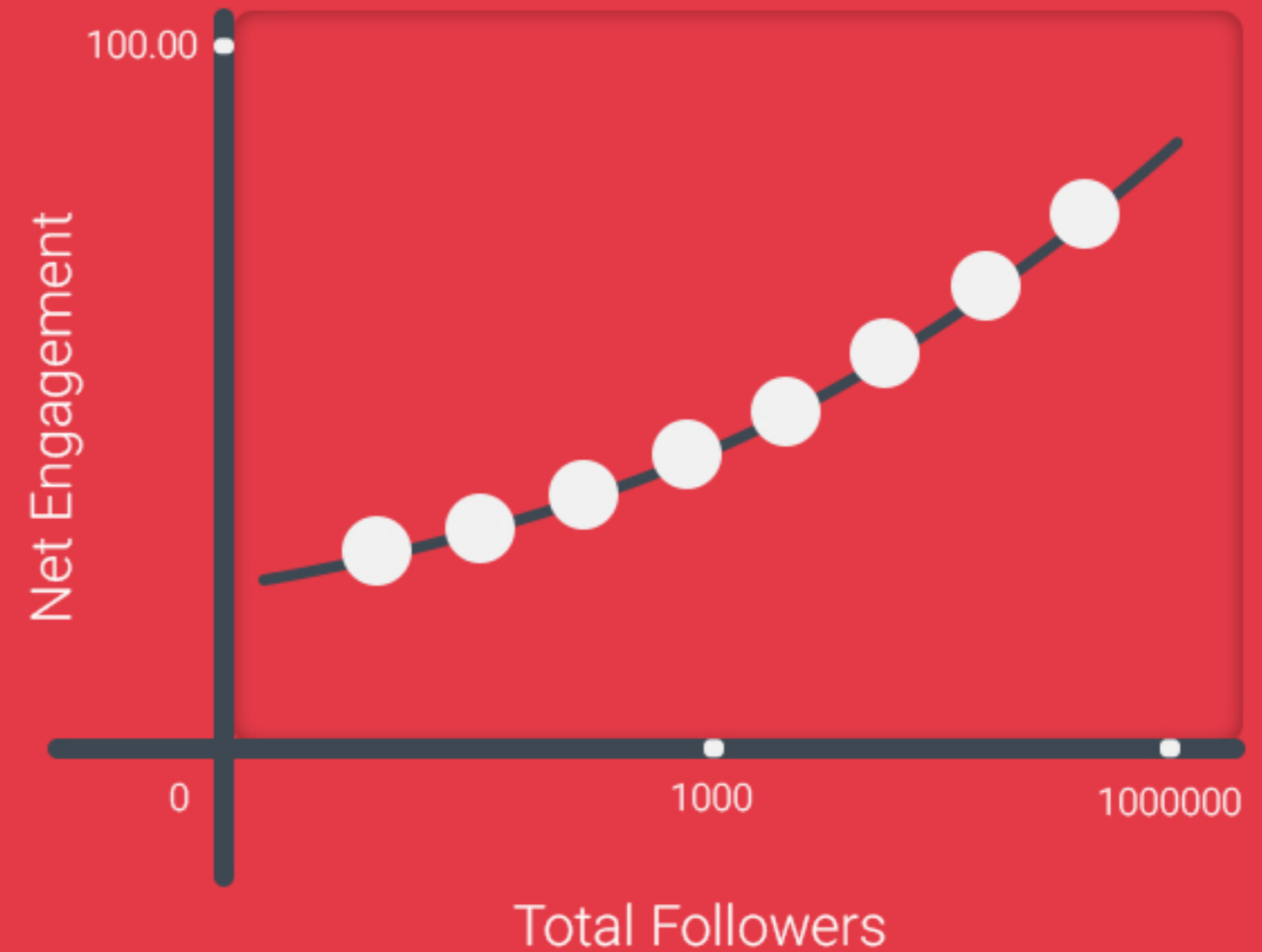
Level of
Correlation



Engagement Vs Qoruz score

91%

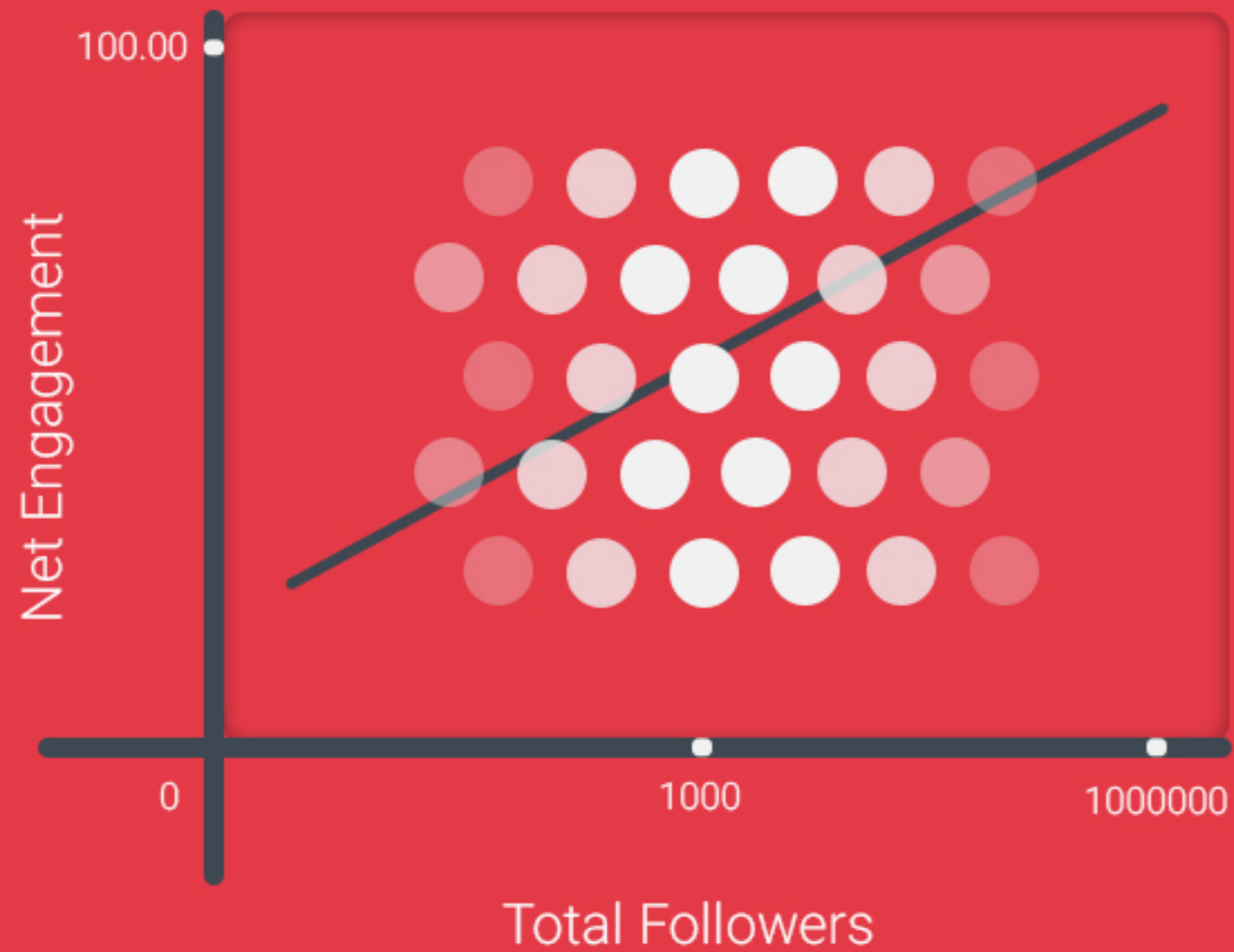
Level of
Correlation



Engagement Vs Followers

28%

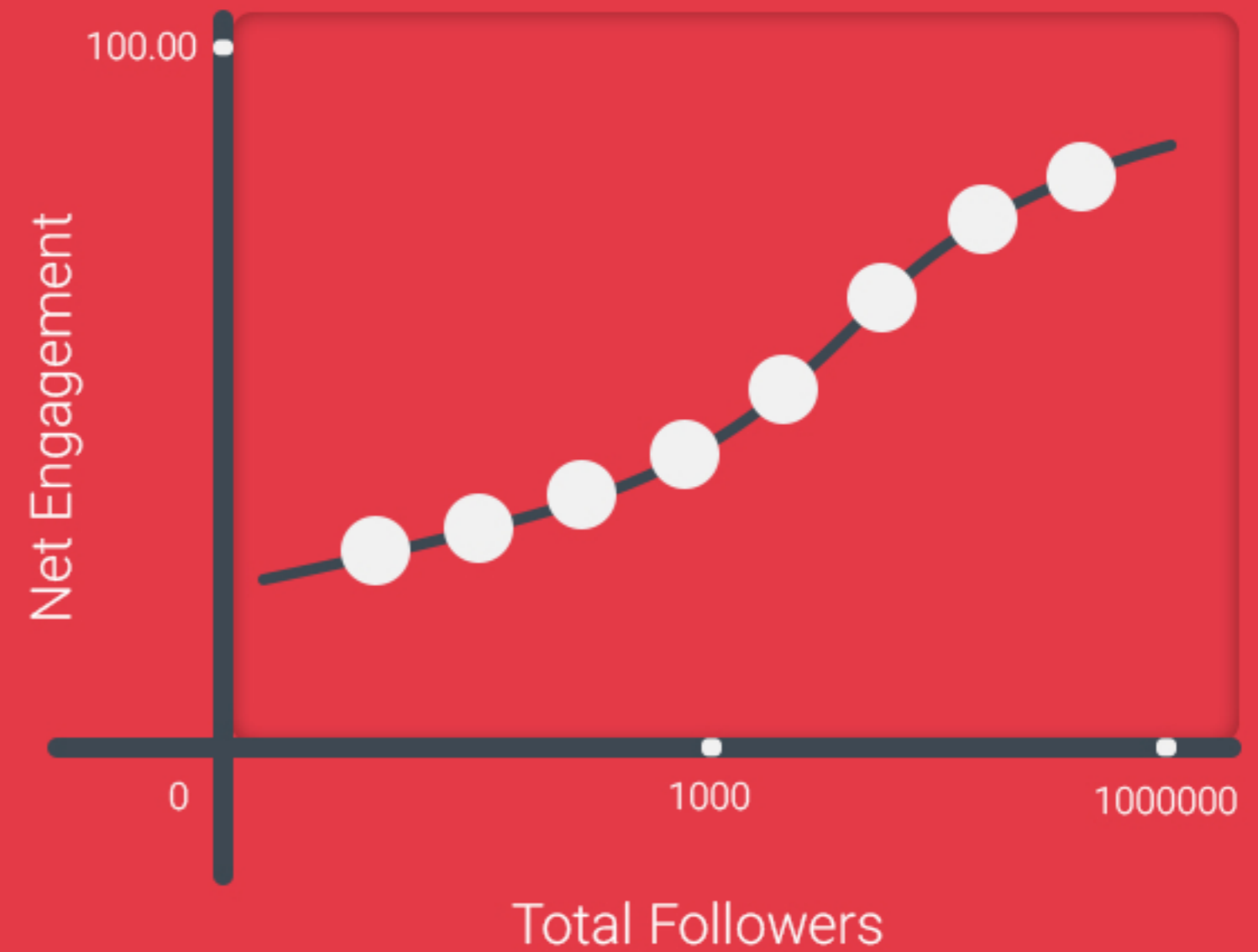
Level of
Correlation



Engagement Vs Qoruz score

81%

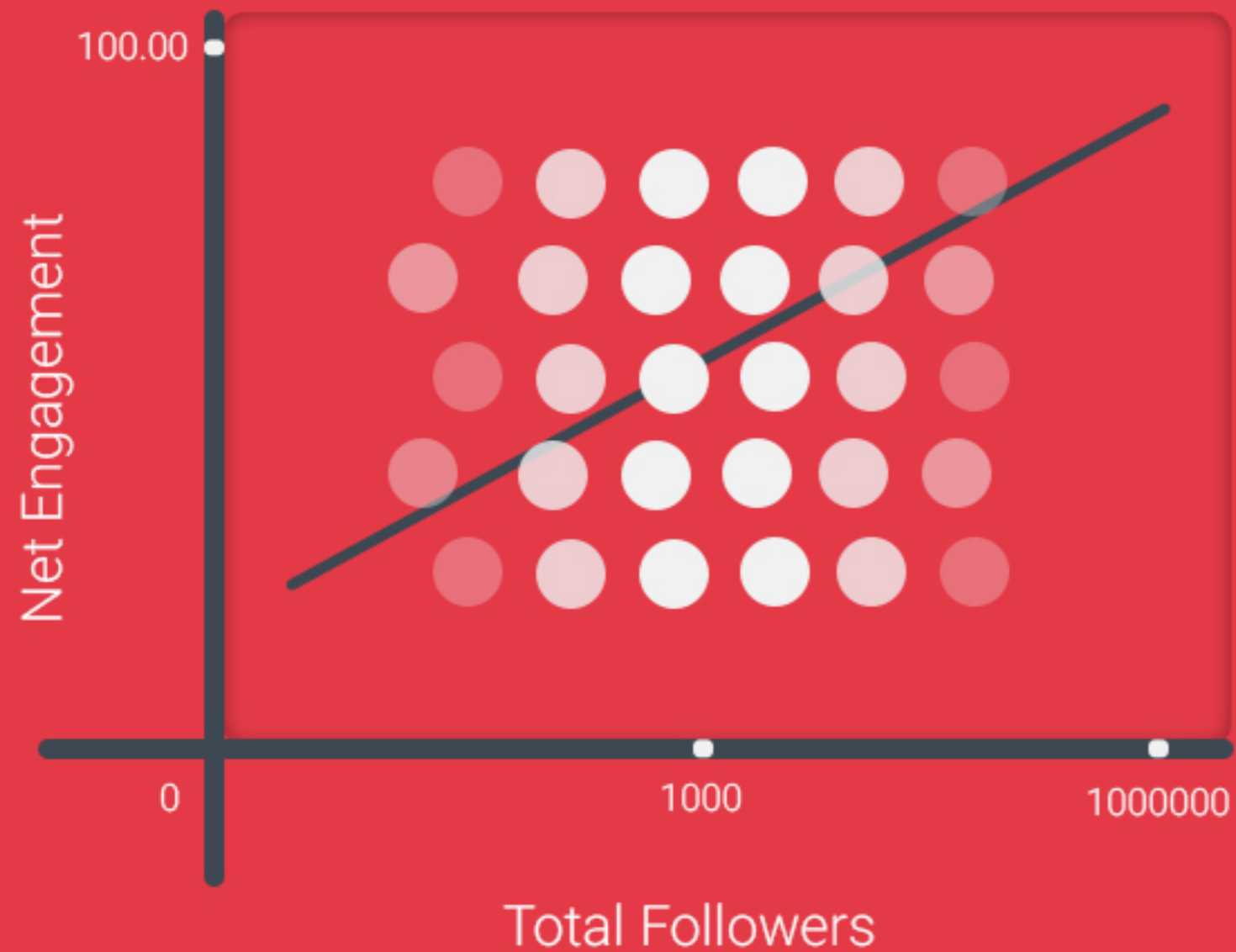
Level of
Correlation



Engagement Vs Followers

47%

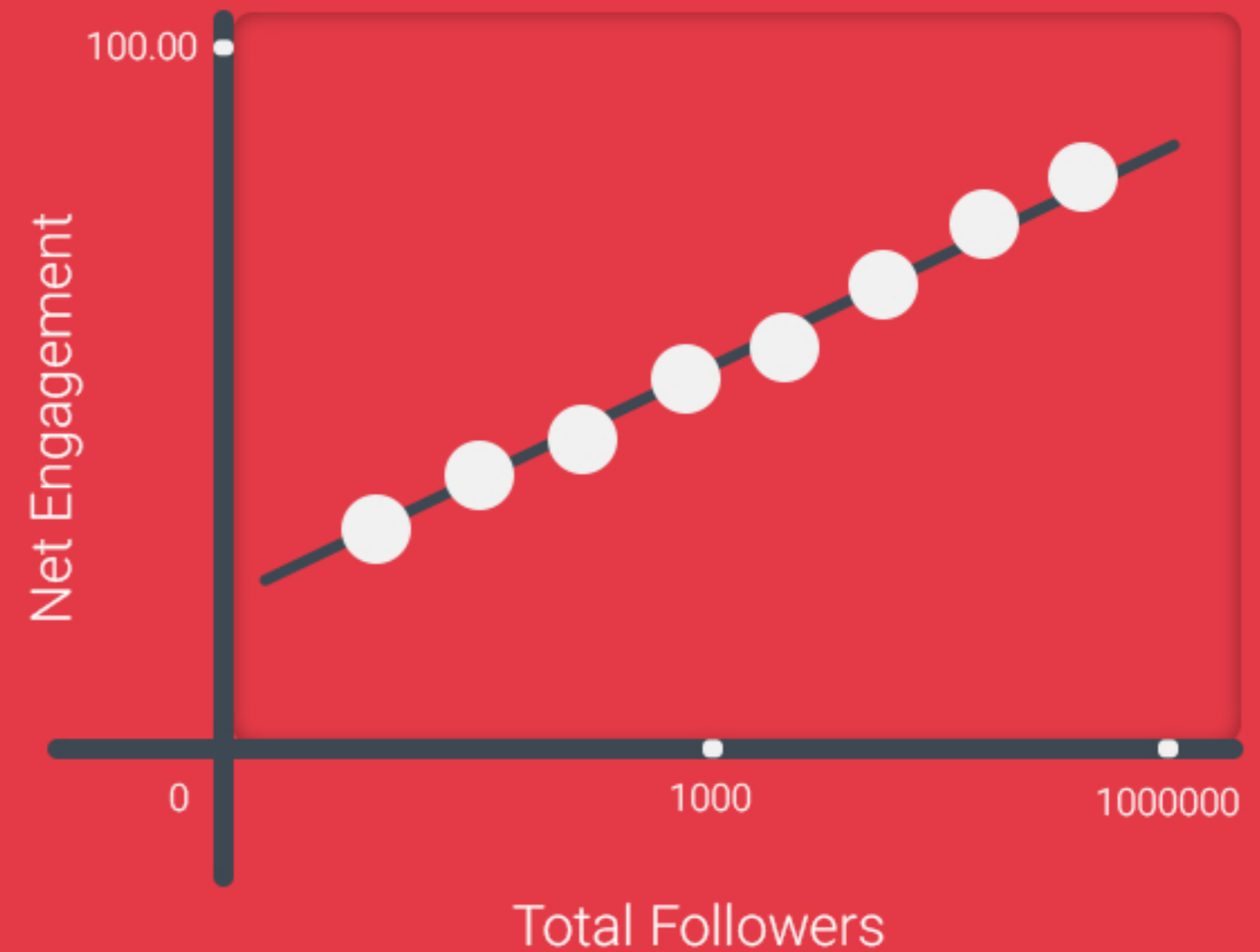
Level of
Correlation



Engagement Vs Qoruz score

93%

Level of
Correlation



KEY INFERENCE

26%

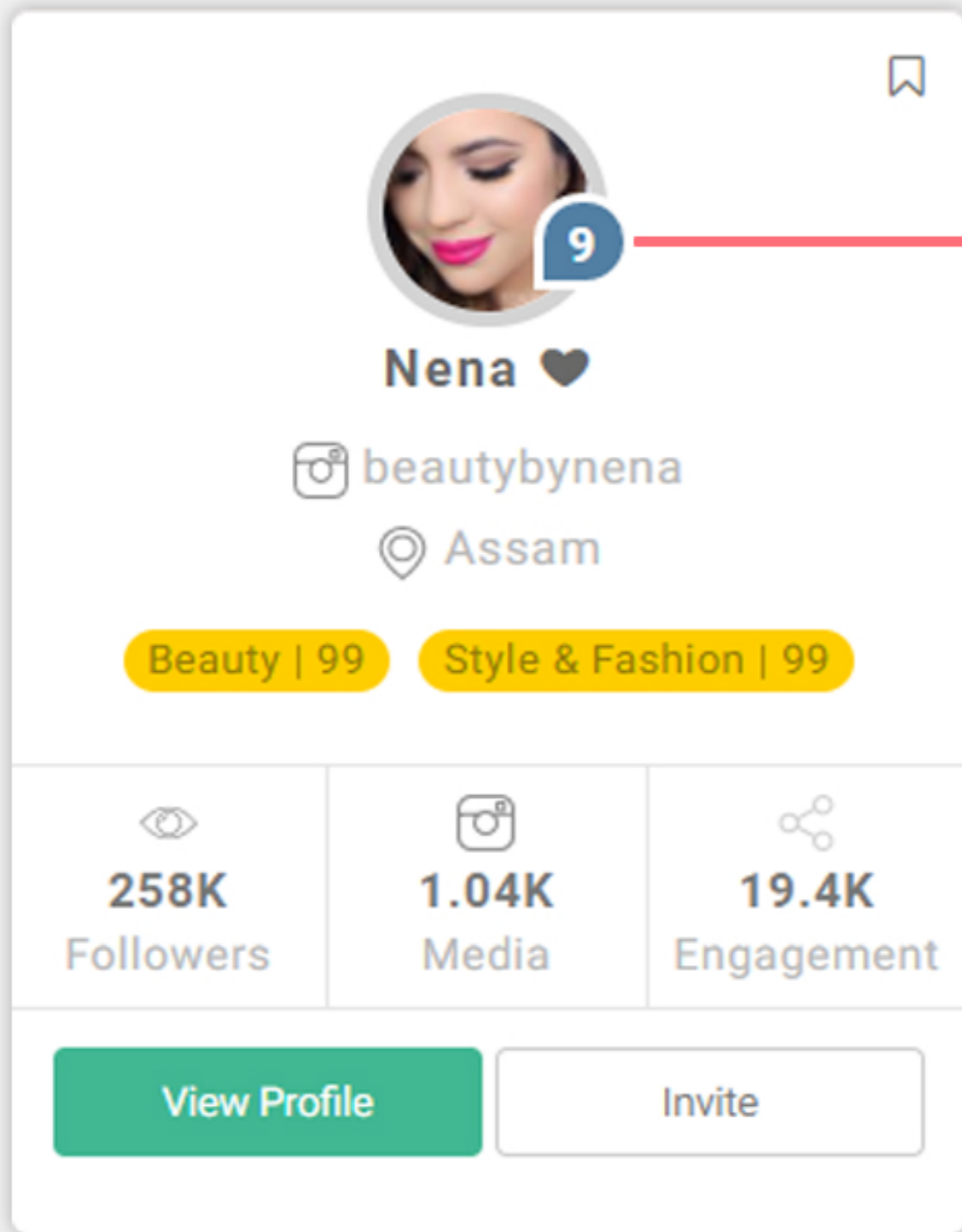
Average Degree of correlation between follower count and engagement

91%




Average Degree of correlation between **QORUZ SCORE** and engagement

Follower count is **NOT** a direct equivalent or variable for engagement.

QORUZ SCORE enables more efficient qualification and comparison of influencers.



Instagram profile card for Nena. The profile picture shows a woman with pink lipstick and a blue notification bubble with the number 9. The name is Nena with a heart icon. The handle is beautybynena and the location is Assam. Two category tags are shown: Beauty | 99 and Style & Fashion | 99. Below the profile information are three statistics: 258K Followers, 1.04K Media, and 19.4K Engagement. At the bottom are two buttons: View Profile and Invite.

 258K Followers	 1.04K Media	 19.4K Engagement
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QORUZ SCORE



ANALYSE



COMPARE



SHORTLIST