Strategy…Leverage Social Media Influencers to drive Conversions
Approach... turn the Noise into Big Data Music
Alternative solutions? Lacked either…

- **Timeframe configurations**
  - Peer Index

- **Ability to identify Big Data specific influencers**
  - KLOUT
  - twInfluence
Significant social influences on buying decisions...

- 63% Consider ratings
- 70% Trust opinions
- 90% Rely on recommendations
Key Metrics: Share of Influence + Share of Conversations:

SOI = % of influential people talking about a brand compared to competitor brands (on a scale of 0% to 100%)

SOC = number of conversations attributed to a brand for a specific time period compared to competitor brands (is a total number, rather than a %)

- 2011: $7.3 billion
- 2012: $11.8 billion
- 2013:
- 2014: $28.5 billion
- 2015: $38.4 billion
- 2016: $45.3 billion
- 2017: $50.1 billion

http://wikibon.org/w/images/a/a2/BigDataMarketForecast2013.png