



Got KLOUT?

measure and increase your brand's online influence



I T COULD BE SAID that the greatest strength of social media is its ability to easily share and spread messages. This ease of communication also seems to be its greatest weakness. Ease of use breeds noise. And the line between industry leading rockstars and bandwagoning attention seekers becomes less defined.

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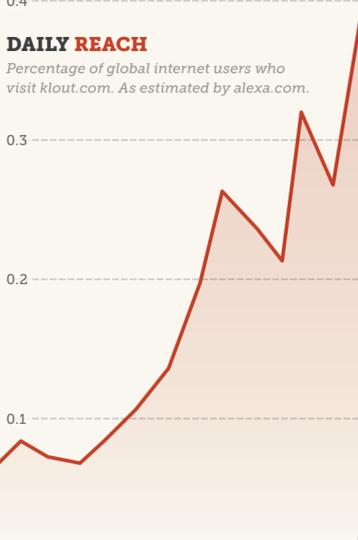
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Stage right: Klout. Designed to cut through the commotion, Klout provides a platform to identify industry experts and keep track of the topics you care about. What follows is a brief history of Klout and how you can increase your brand's online influence. Special thanks to @klout and @askaaronlee.

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VITAL STATS (as of 11/2011)

ESTABLISHED	2008
TOTAL CAPITAL RAISED	\$11M
MONTHLY UNIQUE USERS <small>(speculative data from compete.com)</small>	320K
COMPANIES USING KLOUT'S DATA	2,500
# OF PEOPLE THAT KLOUT REGULARLY CRAWLS DATA FOR	100M



HOW KLOUT MEASURES INFLUENCE



YOUR TRUE REACH
(how many people you influence)



YOUR AMPLIFICATION
(how much you influence people)



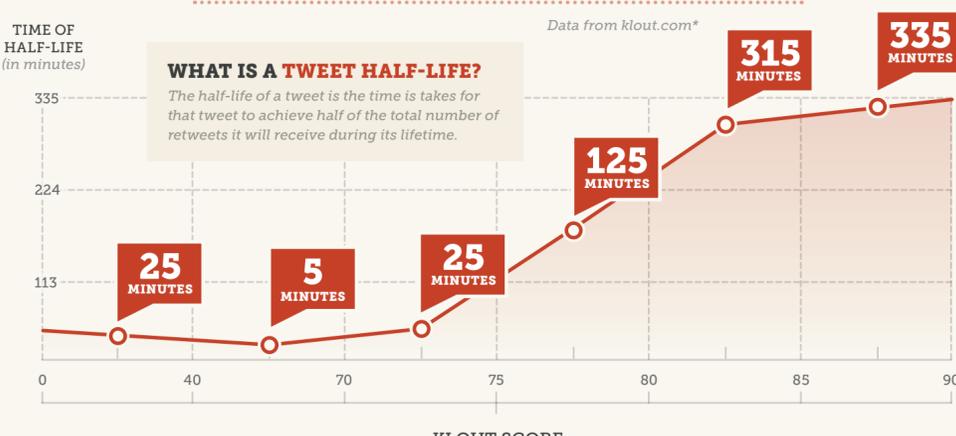
YOUR NETWORK SCORE
(how influential are the people you influence)



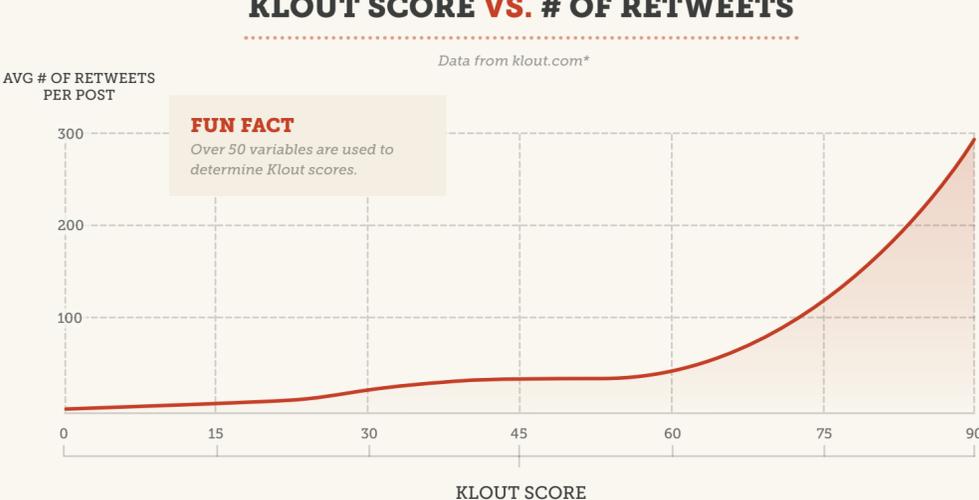
Your Klout "Score"

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KLOUT SCORE VS. TWEET HALF-LIFE



KLOUT SCORE VS. # OF RETWEETS



THE BENEFITS OF "KLOUT"

(and the Klout business model)

Some think of Klout as a high-level screening process for industry experts. Because Klout knows which people are the most influential in a given category, it makes sense that companies are very interested in working with Klout to put products in front of those who would be most likely to use and talk about them.



COMPANIES
(companies have products that they'd like to promote)



KLOUT
(Klout allows companies access to industry experts)

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INDUSTRY EXPERTS
(industry experts get products from companies and talk about them)

HOW TO INCREASE YOUR "KLOUT"

- 1 CREATE CONTENT WORTH SHARING**
Think about the shareability of content before you post it. Try to post content that has a high shareability factor.
- 2 START A DISCUSSION**
One of the easiest ways to increase your Klout score is to have more action taken on your messages. You can do so by starting a discussion.
- 3 CONNECT OTHER NETWORKS**
Be sure to connect your other social networks (Facebook, Youtube) to Klout.
- 4 BUILD A NICHE COMMUNITY**
When you have a niche community of your own, you'll be able to get retweets and drive conversations easily.
- 5 ENGAGE WITH INFLUENCERS**
Engage with influential users in your niche. Jump into their conversation, message them and respond to their messages.



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Special thanks to @klout and @askaaronlee

* <http://corp.klout.com/blog/2011/11/the-life-of-a-tweet/>