



INFLUENCE SEARCH

Influence Search is a first-of-its-kind service that taps rich demographic and psychographic datasets to identify the people, media and brands that most influence specific target audiences on Twitter, Instagram and YouTube.

This introductory pack provides an overview of features and sample use cases for the search.

For *Influence Search* live demos, closed beta evaluation access and more information please contact:

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Demographics Pro Influence Search

Select criteria below to define your target audience [more options](#)
Clear all criteria

BASICS

Any gender

Any marital status

Has children

Any age

16 and under

Age 17 - 19

Age 20 - 24

Age 25 - 29

Age 30 - 34

Age 35 - 39

Age 40 - 49

Age 50 - 59

60 and over

Any income

Under \$10,000

\$10,000 - \$19,999

\$20,000 - \$29,999

\$30,000 - \$39,999

\$40,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

Over \$100,000

ETHNICITY

Any language

Any race (US only)

Any religion

LOCATION

Any location

North America

Canada

USA - All


USA - Northeast

USA - South

USA - Midwest

USA - Southwest

USA - West



OCCUPATIONS

Any occupation

Artists

Authors/writers

Consultants

Entrepreneurs

Journalists

Musicians

Sales/marketing

Senior managers

Teachers

Web developers

[More occupations](#)

INTERESTS

Art/culture

Dating/romance

Fashion

Music

News

Politics

Sports

Technology


TV/film

Wining & dining

[More interests](#)

BRANDS

[add / edit | clear](#)



FOLLOWING

[add / edit | clear](#)

@Cprah, @BarackObama, @Mythbusters, @Greenpeace, @RedCross, @MariahCarey, @SuzeOrman, @LALakers, @KevinSpacey, @PerezHilton

TWITTER USAGE

Any tweet frequency

Any number followers

Any number followed

Any Twitter join date

Run your Influence Search

Find people, brands etc. that most influence:

People with your selected criteria

Age 20 - 39, Income of \$20,000 - \$49,999, Live in US Southwest, Interests: Music, Brand affiliations: Redbull / Rockstar / Monster Energy / Chevrolet / Ford / CNN / CVS / ESPN / Target

Search across all Twitter

SEARCH

[options](#)

- Brands on Twitter
- Media on Twitter
- Music on Twitter
- Sports on Twitter
- Actors on Twitter
- Journalists on Twitter
- Politicians on Twitter
- Video creators on Twitter
- Bloggers on Twitter
- YouTube influencers - BETA
- Vine influencers - BETA
- Instagram influencers - BETA
- Facebook accounts - BETA

- We offer Influence Search via dashboard and API for both short term projects and ongoing usage.
- Please contact us with a brief overview of your search needs and use case for a quote.

[Questions?](#) Please contact us to discuss your needs

Demographics Pro Influence Search

Back to set criteria Twitter accounts that most influence your target audience

Rank	Infl.	Twitter account	Name	Options...	Followers	Description
1	93.2	@austin360	Austin 360	profile analyze save	112K	Entertainment, food, music and more from the Live Music Capital of the World
2	92.7	@aclfestival	ACL Festival	profile analyze save	126K	ACL Festival is happening back-to-back weekends in The Live Music Capital
3	92.6	@979TheBox	KBXX 97.9 The Box	profile analyze save	107K	Houston's Official station for Interactive Hip-Hop & R&B! Follow us!
4	92.5	@Do512	Do512	profile analyze save	86K	Do512 is Austin's #1 Event Guide. Hundreds of events, ticket giveaways, parti
5	90.4	@statesman	Austin Statesman	profile analyze save	140K	Austin news, entertainment and more brought to you by the Statesman web d
6	90.0	@drafthouse	Alamo Austin	profile analyze save	74K	This feed is for news about the Alamo Drafthouse Cinema in Austin: Ritz, Villa
7	89.5	@slimthugga	IG:HOGGLIFE101	profile analyze save	364K	#HOGGLIFE #TheBeginning #PT1 #Feb3rd on iTunes album and documenta
8	88.9	@austinist	Austinist	profile analyze save	48K	Your daily fix for Austin culture, news, food, and more.
9	88.8	@DJMichaelWatts	IG @DJMichaelWatts	profile analyze save	58K	DJ Legend. Swishahouse owner, 979 THE BOX, BOOM 92.1, 1033 KISS FM.
10	88.5	@aclive	ACL Live	profile analyze save	50K	Music's Best Address - 310 Willie Nelson Blvd
11	87.9	@SXSWPartyList	SXSW PartyList!	profile analyze save	58K	The Party List for #SXSW2015 Email us: SXSWPartyList@gmail.com
12	86.7	@HOBDallas	HOB Dallas	profile analyze save	64K	Follow us for updates about events, tickets, on sale dates and more happenin
13	86.5	@MaddHatta979	Madd Hatta	profile analyze save	40K	The Madd Hatta Morning Show on 97.9 The Box
14	86.2	@granadatheater	Granada Theater	profile analyze save	39K	Granada Theater (Voted Dallas' Best Live Music Venue 2007 to NOW)
15	85.6	@StubbsAustin	Stubbs Austin	profile analyze save	24K	
16	84.7	@AustinChronicle	Austin Chronicle	profile analyze save	96K	We have issues.
17	84.5	@BunBTrillIOG	Bun B	profile analyze save	1.0M	Trill OG #TheEpilogue Available Now: http://t.co/EeG0Ggyw84 http://t.co/uTER'
18	84.1	@KeepAustinWierd	keepaustinwierd	profile analyze save	51K	I'm not the Keep Austin Weird- switch the I & E! :-)-) Lover of Social Media, Phot
19	83.7	@mohawkaustin	The Hawk	profile analyze save	21K	ALL ARE WELCOME. Beers, whiskey, and shows in Austin, Texas - every dar
20	83.3	@SouthByFreeNOMS	Free Noms!	profile analyze save	26K	Taking a bite out of Austin one party at a time! Unofficial guide to free food + d
21	82.4	@funfunfunfest	funfunfunfest	profile analyze save	34K	The one and only Fun Fun Fun Fest in Austin, Texas. November 6th, 7th, & 8th
22	82.2	@KevinFowler	Kevin Fowler	profile analyze save	38K	Download the new album How Country Are Ya? on iTunes http://t.co/C2CnRE
23	81.3	@C3Concerts	C3Concerts	profile analyze save	22K	We're in the business of making people stand up and cheer. Follow us to hea
24	81.1	@KVUE	KVUE News	profile analyze save	73K	Where Trust Is Earned
25	81.0	@HoustonTexans	Houston Texans	profile analyze save	554K	Official Twitter handle for the Houston Texans.

1-25 of 300 results
0 selected accounts:
[View all saved results](#)

The service allows users to choose from four different methods to define a target audience for Influence Search:

Find people, brands etc. that most influence:

People with your selected criteria ?

Select criteria to the left (e.g. gender, age, location, brand affiliations) to find and rank the people, brands, media, etc. that most influence your defined target audience.

Select demographic criteria

This lets you select gender, age, income, location etc. to define a target audience.

Example: Select 'Female, Age 30-34, Occupation: Lawyer' to find and rank the people, brands, media etc. that most influence this group.

Find people, brands etc. that most influence:

People tweeting a hashtag or keyword ?

Enter a hashtag, keyword or phrase

E.g. enter '#SharkTank' to find people, brands etc. that most influence people who watch this show.

People tweeting a hashtag, keyword or phrase

This lets you find and rank influences for people tweeting a hashtag, keyword or phrase.

Example: Enter '#SharkTank' to find the people, brands, media etc. that most influence people who watch this

Find people, brands etc. that most influence:

Followers of a Twitter account ?

Enter an account (min 500 followers)

E.g. enter '@JustinBieber' to find people, brands, media etc. that most influence his followers.

Followers of a Twitter account

This lets enter a single Twitter account to find and rank influences for the followers of that account.

Example: Enter '@JustinBieber' to find people brands, media etc. that most influence his followers.

Find people, brands etc. that most influence:

Followers of multiple Twitter accounts ?

Enter a comma or space separated list of up to 50 twitter accounts with one or more common characteristics

E.g. enter '@ForexLive, @DailyFX, @Forex' to find and rank more accounts influencing an audience interested in foreign exchange news.

Follower of multiple accounts

This lets you enter a list of up to 50 Twitter accounts with one or more common characteristics.

Example: Enter '@ForexLive, @DailyFX, @Forex' to find and rank more accounts influencing an audience

USE CASE - INFLUENCE MARKETING

Search custom lists of creators, advocates and influencers to rank those best able to reach any given target demographic.

Example: *Who might be the best video creators for L'Oreal to work with on a campaign targeted to teenage girls in the Midwest?*

The target audience was selected using criteria specifying the age, region, gender, and brand affiliations relevant to the campaign (Female, Age 19 and under, residing in the US Midwest, having affinity for a cohort of makeup brands). The list of "Video creators" is also selected, so the results include only those users who influence via video content.

Video creators that most influence this target audience - Top 20 of 81 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	85.8	@ellefowler	Elle Fowler	295K	Beauty Lover. YouTuber. Blogger. Author. Mama to a pretty white kitty and to the #Ellevators (love you!)
2	85.2	@ingridnilsen	Ingrid Nilsen	760K	In loving memory of my social life.
3	84.9	@meghanrosette	Meghan Rienks	245K	I like pretending to be other people on camera Currently starring as myself on YouTube Contact bizask@untitledent.com
4	81.5	@beautybaby44	Lindsey Hughes	246K	Lindsey Youtuber 20 years young @FIDM beauty major graduate @bassnectar babe happy as heck
5	78.7	@sarahbelle93	Sarah Belle	80K	That girl who puts SEE on everything - YouTube personality
6	76.3	@itsjudyttime	itsjudyttime	207K	Natural is Beautiful but Makeup is Glam! http://t.co/QOCBzZU3dX
7	76.3	@allisyn_a_arm	Allisyn Ashley Arm	292K	18, Best known as Zora from So Random and Sonny With A Chance! Stars as Aimy in the upcoming feature Aimy in a Cage
8	75.9	@BethanyMota	Bethany Mota	2.4M	Hey, I'm Beth! Traveling is my favorite. I make videos for the YouTube. Designer. My viewers are my besties and I love them
9	74.2	@ardenrose186	Arden Rose	301K	Hey there guys! I'm Arden Rose, and you probably know me from YouTube! I have to return some video tapes.
10	73.9	@allisimpson	Alli Simpson	1.4M	a simple girl in an extraordinary world BUSINESS ENQUIRIES - asimpsonenquiries@gmail.com http://t.co/ffGFNFSixp
11	72.6	@emilyjune_	emily june	63K	emjunebusiness@aol.com
12	72.3	@Jaclynhill	Jaclyn Hill	192K	Makeup Artist. Dreamer. Head in the clouds & feet on the ground.
13	70.9	@HayleyKiyoko	Hayley Kiyoko	203K	'This Side of Paradise' EP OUT NOW ON ITUNES http://t.co/V60EVNS7FE
14	68.8	@mitchelmusso	Mitchel Musso	2.1M	only the Moose can play the Moose in Moosejaws #MitchelMooseJaws IG- kidmitchel Youtube - Mussolive
15	67.3	@OrlyAlexandra13	Orly Alexandra	8K	Hi! I'm Orly, & I probably look cooler on Instagram. @orlyalexandra
16	67.3	@ayydubs	Alyx	47K	just a 35 year old mini fridge.
17	66.3	@kristeevetter	Kristee Vetter	68K	Youtube enthusiast & Incurable adventurer.
18	65.9	@chatallison	Allison Anderson	63K	Beauty & lifestyle YouTuber and blogger. contact: allison@allisonanderson.com website: http://t.co/jnuEHept8V
19	64.6	@Love_Lauren_E	Lauren Elizabeth	417K	Some people say I have a YouTube channel, I just say I have a giant blooper reel I willingly put on the internet. http://t.co/bYQecxJ50L
20	62.2	@TylerAtwood_	Tyler Atwood	61K	http://t.co/kFQL5IQ4Wl http://t.co/sQhCSXKmy6 http://t.co/CzI8cbK2NF http://t.co/alorGhw9yt

USE CASE - TALENT MATCHING

Talent agencies find and rank musicians, actors and sports celebrities that best match target demographics for events and sponsors.

Example: Which musicians and bands are most popular with men who drive Ram Trucks?

The target audience was selected using criteria specifying the gender, region, and brand affiliations relevant to the campaign (Male, residing in the US, having affinity for Ram Trucks brand). The list of "Music" related accounts is also selected, so the results include only those users who are also musicians or music groups.

Musicians that most influence this target audience - Top 20 of 72 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	79.4	@coltford	Colt Ford	303K	Get the new album, Thanks For Listening today! http://t.co/PpdUPv26Mf
2	75.2	@EarlDibblesJr	Earl Dibbles Jr.	388K	Download my brand new @GrangerSmith single #BackroadSong here: http://t.co/EbORMfThQE
3	72.0	@GMCLA	Gay Men's Chorus LA	80K	For 35 years, The Gay Men's Chorus of Los Angeles has built an international reputation for excellence
4	67.9	@BrantleyGilbert	Brantley Gilbert	1.0M	brantleygilbert.com
5	67.5	@ericchurch	Eric Church	1.6M	They're the in-crowd, we're the other ones http://t.co/UuIOc5Lyco
6	65.7	@JustinColeMoore	Justin Moore	827K	Country singer/songwriter for Valory/@BigMachine. Father and husband. HOG FAN! WPS! My new album #OffTheBeatenPath
7	65.5	@FLAGALine	Florida Georgia Line	4.1M	Official FGL twitter
8	64.6	@HankJr	Hank Williams Jr.	150K	Official Twitter for Hank Williams, Jr. - Bocephus. New album - Old School New Rules - In Stores Now!
9	63.8	@DierksBentley	Dierks Bentley	1.5M	the official db twitter page
10	63.1	@CharlieDaniels	Charlie Daniels	211K	Get the new CDB album Off the Grid-Doin' It Dylan on iTunes: http://t.co/M8BcfuDd7U
11	62.0	@cmorganmusic	Craig Morgan	238K	Singer / Songwriter & Host on the @OUTDChannel. Tour dates and more at http://t.co/wMSR6zbra!
12	60.7	@Jason_Aldean	Jason Aldean	2.7M	The OFFICIAL Jason Aldean Twitter Page
13	60.6	@zacbrownband	Zac Brown Band	1.5M	New Album + New Tour! ZBB releases 'JEKYLL + HYDE' April 28 and kicks off the tour May 1. Preorder now: http://t.co/N90nXWwYfH
14	60.3	@johnrich	John Rich	165K	Hey, it's JR! Thx for the follow!! Download our new hit single Look At You here -- https://t.co/GOabqWMSQr
15	60.1	@KixBrooks	Kix Brooks	98K	New Album NEW TO THIS TOWN Available Now: http://t.co/kt4ttEzqwt
16	59.4	@bigandrich	Big & Rich	90K	New album GRAVITY featuring the single, Run Away With You, is available now on iTunes! http://t.co/lgf8W5pvcy
17	59.4	@TobyKeithMusic	Toby Keith	861K	New single #DrunkAmericans available now! http://t.co/EwSVGacLrv
18	59.2	@RonnieDunn	RONNIE DUNN	192K	singer in a band.
19	59.1	@Brooks_Dunn	Brooks_Dunn	115K	The OFFICIAL Brooks & Dunn Twitter Page
20	59.0	@TedNugent	Ted Nugent	254K	run by the http://t.co/AZ0ycxZX7g team, with help from the Motorcity Madman himself!

USE CASE - MARKET RESEARCH

Find and rank brands, products and services best able to influence consumers in different locations, age and income groups.

Example: *What media brands are most influential with environmentally conscious parents living in California?*

The target audience was selected using criteria specifying the parental status, region, and interests relevant to the campaign (have children, residing in California, with interests in the environment and family life). The list of "Media on Twitter" is also selected, so the results include only accounts associated with a media brand (tv, radio, magazine, digital, multi-platform).

Media Brands that most influence this target audience - Top 20 of 52 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	72.5	@MotheringMag	Mothering	118K	Mothering is the premier community for naturally minded parents. Founded as a magazine in 1976, today we host the most active
2	72.3	@parenting	Parenting.com	657K	Modern Families + Fresh Ideas.
3	70.6	@TodaysMoms	Today's Moms	493K	@AliciaYbarbo & Mary Ann Zoellner... Authors of 'Today's Moms' & New York Times Bestseller @ShttyMom. (Tweets are own
4	67.6	@Sierra_Magazine	Sierra Magazine	65K	Environmental news, lifestyle tips, and free-ranging opinion from the editors of Sierra magazine. Follow us: http://t.co/TeuBxBzgXo
5	67.2	@OrganicLife	Organic Lifestyle	79K	Organic Lifestyle Magazine is a digital publication dedicated to organic lifestyles, alternative health and green living.
6	67.1	@parentsmagazine	Parents Magazine	952K	We're the editors of Parents Magazine and http://t.co/76A3QeV4Om .
7	66.9	@ABC7	ABC7 Eyewitness News	329K	Your #1 breaking news source in Southern California. When you witness news, share it with #ABC7Eyewitness.
8	66.9	@SunsetMag	Sunset Magazine	62K	Experience the West
9	66.7	@SFGate	SFGate	183K	Twitter home of http://t.co/iRJqsc63r7 . The authority on all things San Francisco and the Bay Area.
10	66.6	@the_daily_green	TheDailyGreen.com	57K	The consumer's guide to the green revolution
11	66.4	@HuffPostParents	HuffPost Parents	236K	What it really feels like to raise kids today. By @farahlearned, @emustich, @jsam1126, @CarolineSB, @hollabaloo
12	64.6	@TreeHugger	TreeHugger.com	316K	Links, Ideas and Conversation from the TreeHugger hive mind, the latest in modern green.
13	63.5	@sacbee_news	The Sacramento Bee	65K	Official account of The Sacramento Bee in California. News, sports, entertainment, politics. Hosted by @lgonzales @journalistnate.
14	63.3	@fitpregnancy	Fit Pregnancy	63K	Fit Pregnancy is the most-trusted source of information for pregnant women and new mothers. All Twitter comments may be
15	61.0	@wiredmom	Wired Mom	119K	Using technology to bring families closer together. A division of Wired Safety
16	60.7	@nbcbayarea	NBC Bay Area	81K	Thank you for stopping by @NBCBayArea - the place to go for exclusive local stories, the latest breaking news, weather updates
17	60.0	@MotherNatureNet	MotherNatureNetw	153K	Environmental news, local foods, innovations, and green inspiration.
18	59.0	@californiabeat	California Beat	89K	Regional News and Information Service for the Metropolitan San Francisco Bay Area.
19	57.7	@Todaysparent	Today's Parent	562K	“The days are long, but the years are short.” Canada’s #1 parenting brand. Editor-in-Chief: @semmons Social Media
20	57.7	@pbsparents	PBS Parents	485K	Parenting tips and articles, learning activities, family-friendly recipes, cool crafts and more!

USE CASE - POLITICAL CAMPAIGNS

Identify candidates and grass roots advocates best able to influence key demographics in a social media campaign.

Example: Which politicians have the most influence with baby boomers in Florida?

The target audience was selected using criteria specifying the age and location relevant to the campaign (age 50 and over, residing in the state of Florida). The list of "Politicians on Twitter" is also selected, so the results include only accounts owned or associated with politicians (current and former office holders, cabinet members, or advisors) and political organizations.

Politicians that most influence this target audience - Top 20 of 59 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	94.7	@FLGovScott	Rick Scott	54K	Florida's 45th Governor - My goal is to turn our economy around and get Florida back to work.
2	93.1	@AllenWest	Allen West	376K	Former Congressman, retired Army Lieutenant Colonel and author of Guardian of the Republic
3	92.3	@marcorubio	Marco Rubio	696K	Proud to represent Florida in the United States Senate.
4	90.4	@ReaganWorld	Michael Reagan	52K	Pres.of The Reagan Legacy Foundation.Author of On the Outside Looking In, Twice Adopted and The New Reagan Revolution
5	89.9	@fredthompson	Fred Thompson	171K	Former US Senator; talk show host; author
6	89.6	@CharlieCrist	Charlie Crist	24K	Proud @floridastate alum. 44th Governor of the great state of FL. Lucky husband of @CaroleCrist. #TeamCharlie
7	88.8	@SenBillNelson	Bill Nelson	39K	U.S. Sen. Bill Nelson is the senior senator from the state of Florida.
8	88.5	@SarahPalinUSA	Sarah Palin	1.1M	Former Governor of Alaska and GOP Vice Presidential Nominee
9	86.7	@SpeakerBoehner	Speaker John Boehner	789K	Official Twitter account for U.S. House Speaker John Boehner (R-OH)
10	86.4	@MicheleBachmann	Michele Bachmann	236K	Wife, mom, foster mom, former tax attorney, small business owner, former Congresswoman.
11	85.9	@SenTedCruz	Senator Ted Cruz	425K	Representing the State of Texas in the United States Senate.
12	84.5	@Senate_GOPs	Senate Republicans	264K	News and updates from Republican senators and their staff.
13	83.4	@TeamCantor	Eric Cantor	142K	
14	82.3	@SenRandPaul	Senator Rand Paul	559K	I fight for the Constitution, individual liberty and the freedoms that make this country great.
15	81.2	@KarlRove	Karl Rove	614K	Former Deputy Chief of Staff to President George W. Bush, Author of Courage and Consequence: My Life as a Conservative in the Fight
16	80.6	@MiaBLove	Mia Love	95K	Congresswoman in Utah's 4th congressional district.
17	79.9	@DarrellIssa	Darrell Issa	188K	I work for CA-49 and I Chair the Subcommittee on Courts, Intellectual Property, and the Internet.
18	78.9	@GOP	RNC	334K	Updates from the Republican National Committee.
19	78.5	@PRyan	Paul Ryan	643K	Husband; Proud father of 3; Wisconsinite; Go Pack Go!
20	77.5	@NoLabelsOrg	No Labels	128K	We welcome people right, left and everything in between as long as they have a problem solver's attitude. #FixNotFight

USE CASE - PR AND COMMUNICATIONS

Leverage PR contact databases to reveal media and specific journalists best able to reach a client's target demographic.

Example: Which journalists have the most influence with people age 30 and over living in North America who are interested in luxury brand cars?

The target audience was selected using criteria specifying the age, region, and brand affiliations relevant to the campaign (Age 30 and over, residing in the US or Canada, having affinity for a cohort of luxury auto brands). The list of "Journalists on Twitter" is also selected, so the results include only those users who work as reporters.

Journalists that most influence this target audience - Top 20 of 87 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	77.9	@mikespin	Michael Spinelli	15K	I write about cars and things; an editor at large at http://t.co/SwrFpV4HaE ; and producer at @DRIVE.
2	74.9	@AutoCritic	Scott Burgess	19K	Yes, I can - as well as make my own beer. Detroit Editor @MotorTrend and considered the luckiest guy in the world.
3	73.1	@johnvoelcker	John Voelcker	9K	Raconteur. Editor http://t.co/GiC9gJOreq . Random cultural, political, sociological, science, technology, #LGBTQ + British car
4	72.4	@Justin_Hyde	Justin Hyde	9K	Managing #editor, Yahoo #Autos. Email: jhyde1 at yahoo-inc dot com. We arrive here improvised and leave without the chance
5	72.0	@NYCjamescobb	James G. Cobb	7K	Before entering witness protection, I edited the autos section of The New York Times. Knows people who know people.
6	68.8	@jefferygilbert	Jeff Gilbert	3K	Auto Reporter for WWJ Newsradio 950
7	68.6	@mark_phelan	Mark Phelan	3K	Mark Phelan is auto critic and columnist for the Detroit Free Press. He owns two dogs, loves music and grew up in the American South, Ireland and Michigan.
8	68.1	@steverubel	Steve Rubel	89K	Chief Content Strategist for Edelman (@EdelmanPR) and avid sports fan.
9	66.9	@davidkiley	David Francis Kiley	3K	Editor-in-Chief of New Roads Media--Digital content and social media; Author, Columnist, Marketing and Content Strategy Dude, Actor, Writer.
10	66.6	@AM_MikeFloyd	Michael Floyd	4K	Automobile Magazine editor-in-chief. Also, an unabashed Detroit homer and #TENenthusiast
11	66.3	@JeffreyNRoss	Jeffrey N. Ross	5K	automotive journalist. car lover. former mechanic. @UFJSchool grad. Go Gators!
12	66.0	@erinbury	Erin Bury	20K	Managing Director @88creative. Formerly @betakit/@sprouter. @Marketing_Mag 30 Under 30. @FinancialPost columnist. CTV News tech expert. Retweeted by Oprah
13	65.9	@MichPositive	James Melton	11K	I'm a Detroit journalist. If you are a Michigan Tweeter, there's a good chance I want to read your tweets. Spammers stay away.
14	65.5	@stevenewing	Steven Ewing	5K	Senior Editor at Autoblog. Cars, bars, music, Detroit.
15	64.6	@stuartenytt	Stuart Elliott	34K	Formerly advertising reporter and blogger for The New York Times, and previously wrote the weekly In Advertising email newsletter for http://t.co/zG14T91dtt
16	63.5	@bморрисей	Brian Morrissey	31K	Editor in Chief at Digiday
17	63.1	@tvnewzguy	Dave LewAllen	7K	News Anchor & Multi-Media Journalist for Detroit's top-rated WXYZ-TV. I covered sports for 25 years. Lots of hockey tweets!
18	62.5	@Pogue	David Pogue	1.6M	Tech columnist, Yahoo; PBS NOVA host; Missing Manuals creator, dad of 3!
19	62.4	@learmonth	Michael Learmonth	16K	Editor of tech, media and culture @ibtimes. DC native. RTs are sometimes endorsements. Say hi: m.learmonth at http://t.co/ECXFb4zGac
20	60.5	@om	Om Malik	1.5M	Partner, True Ventures. Founder, Gigaom. I love possibilities, I believe in people & imagineering. http://t.co/3q3MCMmyuu & https://t.co/QLQprckus

USE CASE - PUBLIC OPINION RESEARCH

When a major story hits, find out who is leading the way, whether it's grass-roots activists or established leaders.

Example: *Whose voices have been the most influential with people tweeting #BlackLivesMatter?*

The target audience was selected using the hashtag search method, specifying users tweeting the hashtag #BlackLivesMatter. The methodology then measures who influences the audience participating in this conversation. No list filter has been selected in this example, so results returned include any users with influence - whether those are grassroots activists, prominent personalities, or large organizations.

Twitter accounts that most influence this target audience - Top 20 of 300 returned results					
Rank	Score	Screen name	Name	Followers	Description
1	97.2	@ShaunKing	Shaun King	119K	Husband, father of 4, dreamer, mountaineer. Justice Columnist @dailykos; email tips to shaun@dailykos.com - Connect w/ me
2	96.4	@TheRoot	The Root	178K	The Root is a digital magazine that provides thought-provoking commentary and news from a variety of black perspectives.
3	96.2	@zellieimani	zellie	35K	All Black Everything. Teacher. Blogger. Activist. Brother. Son. Contact: zellie.imani@gmail.com
4	96.2	@Nettaaaaaaaa	ShordeeDooWhop	39K	I am the stone that the builder refused...the promise of what's to come. And I'mma remain a soldier till the war is won.
5	95.8	@AntonioFrench	Antonio French	119K	Dad, Husband, Alderman of the @21stWard in St. Louis, founder of @North_Campus, Auburn grad and devoted Auburn Football fan
6	95.8	@FeministaJones	Bessie Smut	45K	I write things,help folks, speak publicly. Biz: press@feministajones.com Chat: info@feministajones.com
7	94.3	@Awkward_Duck	justified agitator	32K	I decided to be both a woman and black today. And politically self preserving. You'll deal. #FreePalestine
8	93.7	@Bipartisanism	Bipartisan Report	110K	Internet News aggregator and powerful news search engine. http://t.co/mULJvsi4wD . The Internet's Largest Newspaper.
9	93.5	@blackvoices	HuffPost BlackVoices	199K	The #1 site featuring Black news, culture, entertainment and opinion
10	92.4	@JamilahLemieux	Jamilah Lemieux	46K	It be all good, long as you dont act childish.
11	92.3	@elonjames	Elon James White	53K	CEO, @TWIBNation. Publisher, http://t.co/N0eThj61fn , Media Dir. @netroots_nation. Writer. Professionally funny. Habitual creator.
12	92.2	@WesleyLowery	Wesley Lowery	112K	seek truth :: give voice to the voiceless :: shine light in the darkness
13	91.9	@tanehisicoates	Ta-Nehisi Coates	129K	I propose to move immediately upon your works.
14	91.5	@chescaleigh	Franchesca Ramsey	57K	graphic designer, natural hair lover, @upworthy curator & video blogger in NYC. Constantly going over heads & stepping on toes.
15	91.5	@Karnythia	Mikki Kendall	32K	Proud descendant of Hex Throwing Goons. Writer. Total sweetheart. Daintiest stroll since Mae West. Giggles
16	91.2	@Dreamdefenders	The Dream Defenders	44K	An organization directed by Black & Brown Youth, who confront systemic inequality by building our collective power.
17	90.4	@MHarrisPerry	Melissa Harris-Perry	360K	Wake Forest University Professor, Director @AJCCenter, Executive Director @WakeEngaged, MSNBC Host of @MHPShow, contributor
18	90.3	@MichaelSkolnik	Michael Skolnik	141K	President of GlobalGrind, founded by @UncleRush. Father to the champ, Mateo Ali. Master of the dominoes.
19	90.1	@OccupyWallStNYC	Occupy Wall Street	189K	Occupying Wall Street since Sep 17, 2011. Standing with the global #Occupy movement. About our team: http://t.co/7SfBMRuTjZ #OWS
20	89.8	@thetrudz	Trudy	29K	Writer & social critic at @GradientLair. Photographer & writer at @driftsojourn. Womanist. Skeptic. Bibliophile. Electric Lady.