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INFLUENCER
MARKETING

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**Parasocial Relationship Score (PRS)
Report**

I.

Introduction

Welcome to the future of social media influence, where data-driven insights and advanced AI converge to unlock the true potential of an influencer's digital presence. At Attris.ai, we are revolutionizing the way influencers and creators connect with their audiences by applying cutting-edge artificial intelligence to one of the most critical aspects of modern marketing: the ParaSocial Relationship Score (PRS).

The PRS is more than just a number; it's a powerful tool that measures the depth and strength of the emotional and social bonds the influencer has cultivated with its audience.

This score provides a nuanced understanding of how an influencer's followers perceive the influencer, how deeply they are engaged with the influencer's content, and how likely they are to remain loyal to the influencer. By capturing these essential dynamics, the PRS enables the influencer to make informed decisions, optimize the influencer's content strategy, and greatly enhance the influencer's compatibility and appeal to brand/advertiser collaborations.

In this report, we delve into a comprehensive analysis of the influencer's key social media platforms—TikTok, Instagram, and Facebook—using advanced AI to evaluate the influencer's audience engagement, sentiment, and demographic alignment. Our analysis includes a detailed examination of the influencer's ParaSocial Relationship Score, offering the influencer and the brand/advertiser unparalleled insights into the social and emotional connection the influencer shares with its followers. Additionally, we compare the influencer's standard Engagement Rates with the PRS, identifying the influencer's areas of strength and highlighting opportunities for growth.

By understanding and leveraging PRS, the influencer gains the ability to showcase its influence with its followers in a way that resonates with brands/advertisers, ensuring that the follower's loyalty and engagement translates into lucrative partnerships between the influencer and the brand/advertiser.

This report is not just an assessment; it's the influencer's blueprint for elevating its influence to new heights and to assist brands/advertisers in making the all-important decision on where to spend their advertising dollars.

II.

Personal and Professional Overview of Tom Jackson ("GadgetGuru")

Personal Overview

"GadgetGuru," as he is known across social media, is a passionate advocate for all things technology. From the latest gadgets to cutting-edge software, GadgetGuru is dedicated to exploring, reviewing, and sharing insights on the tools that shape our digital world. His personal approach is rooted in a genuine love for technology, making complex topics accessible to a broad audience.

GadgetGuru's content reflects his commitment to staying on the pulse of the tech industry, with a focus on practicality and usability. His audience sees him as a trustworthy source for unbiased reviews, tutorials, and in-depth analysis of the latest tech trends. He has cultivated a community of tech enthusiasts who share his excitement for innovation and are eager to learn more about how technology can enhance their lives.

Professional Overview

Professionally, GadgetGuru has established himself as a respected digital content creator and influencer within the tech space. Through platforms like TikTok, Instagram, and Facebook, he shares educational content that resonates with a broad audience, particularly men and women aged 18-34 who are interested in technology.

GadgetGuru's content is characterized by its focus on practical, hands-on advice that empowers his audience to make informed decisions about their tech purchases. His expertise in reviewing gadgets, explaining software features, and offering tech tutorials has made him a go-to resource for tech enthusiasts and casual users alike. With a high Parasocial Relationship Score (PRS), GadgetGuru has developed a deep emotional connection with his audience, which translates into high levels of trust and loyalty.

His influence is particularly strong among those who value staying updated with the latest tech advancements and those who seek reliable advice before making tech-related purchases. GadgetGuru's ability to authentically connect with his audience makes him an ideal partner for brands that align with his values, such as those in consumer electronics, software development, and digital services sectors.

GadgetGuru is poised to continue growing his influence by expanding his content to reach broader audiences while maintaining the authenticity and trust that have made him a successful influencer in his niche.

III.

Key Definitions, Data Collection and Methodology

Platforms Analyzed:

- TikTok
- Instagram
- Facebook
- YouTube

Key Metrics Used:

- **Engagement Metrics:** This includes the number of likes, comments, shares, profile visits, follower growth, and overall content interaction rates. These metrics help understand how actively the influencer's audience is interacting with their posts, which is a strong indicator of the audience's interest and engagement.
- **Sentiment Analysis:** This involves breaking down the emotional tone of the comments an influencer's content receives into positive, neutral, and negative categories. This analysis provides insight into how the influencer's audience feels about their content, whether they love it, are indifferent, or have concerns.
- **Demographic Insights:** This metric analyzes the gender, age, interests, and geographic location of the influencer's audience. Understanding who the influencer's audience is helps tailor their content to better meet the audience's needs and preferences, ensuring higher engagement.
- **Content Resonance:** This evaluates how well the influencer's content aligns with their audience's preferences and interests. It looks at which posts resonate the most with the influencer's followers, helping the influencer focus on the types of content that generate the highest engagement.

- **Standard Engagement Rate:** Standard engagement rate is calculated as the average engagement per post (likes, comments, shares, etc.) divided by the total number of followers, expressed as a percentage. This rate provides a clear picture of how consistently the influencer's audience interacts with their content, regardless of the influencer's follower count.

Scoring Method:

Parasocial Relationship Score (PRS): The PRS is calculated on a scale from 0 to 100, with a higher score indicating stronger audience relationships. This score is calculated from a proprietary AI-derived weighted analysis that considers engagement metrics, sentiment analysis, demographic alignment, and content resonance. The PRS provides a comprehensive view of the strength of the influencer's connection with their audience, guiding the influencer on how to further these relationships.

The PRS is not only a powerful tool for understanding the influencer's audience but also an invaluable asset when approaching brands/advertisers for collaborations. By showcasing a strong PRS, the influencer can effectively demonstrate the depth of their audience's loyalty and engagement, making a compelling case for why brands should partner with an influencer.

IV.

AI Analytical Findings for Nicole

GadgetGuru's TikTok Analysis

A. TikTok Engagement Overview:

Total Views: 183K – This reflects the total number of times GadgetGuru's TikTok videos were viewed over a 28-day period from August 1 to August 28.

Profile Views: 1,479 – The number of times users visited GadgetGuru's TikTok profile during the same period, which has increased by 23.9% from the previous period, indicating growing interest in his content.

Likes: 5,113 – The total number of likes across all videos during the 28-day period, showing a 43.4% increase over the previous period, suggesting that more people are enjoying and reacting positively to his content.

Comments: 387 – The number of comments left by viewers during the period, which has seen a significant jump of 107%, indicating higher interaction and engagement from his audience.

Shares: 409 – The count of how many times his videos were shared by viewers during this period, with an impressive increase of 122.3%, suggesting that his content is resonating well and is considered shareable by his audience.

Standard Engagement Rate: 0.24% – This percentage represents the average engagement per post relative to his total followers, indicating that for every 1,000 followers, approximately 2-3 actively engage with his content.

Industry Benchmark: Typically, TikTok engagement rates range from 3-9%. GadgetGuru's current engagement rate of 0.24% is below this average, highlighting an opportunity to improve how his content engages his audience.

B. TikTok Sentiment Analysis:

- **Positive Sentiment:** 85% of comments express positive emotions, reflecting strong audience approval and connection with his content.

- **Example Comment:**

“This review was spot on! I’ve been looking for a detailed breakdown like this before buying the new smartphone. Thanks, GadgetGuru!”

- **Analysis:**

This comment shows how GadgetGuru’s content helps his audience make informed decisions, connecting on a practical and emotional level.

- **Example Comment:**

“Your tutorials are the best! I finally set up my home network after watching your video. Keep them coming!”

- **Analysis:**

This comment highlights the value of GadgetGuru’s educational content, which resonates strongly with his audience’s needs.

- **Example Comment:**

“This unboxing made my day! I always wait for your reviews before buying anything tech-related.”

- **Analysis:**

This comment reflects the audience’s trust in GadgetGuru’s reviews and the anticipation they have for his content.

- **Neutral Sentiment:** 10% of comments are neutral, typically factual or informative without strong emotional undertones.

- **Example Comment:**

“I prefer Android over iOS, but this comparison is helpful.”

- **Analysis:**

Comments like this reflect neutral engagement, where the audience shares their preferences or opinions without strong emotional reactions.

- **Example Comment:**

“Does the new laptop support Thunderbolt 4? That’s crucial for my setup.”

- **Analysis:**

This comment is more informative, asking a technical question that aligns with the content but without expressing a strong emotional response.

- **Example Comment:**

“I’ll wait for your full review before making a decision.”

- **Analysis:**

This comment is neutral, indicating that the viewer values GadgetGuru’s opinion but is reserving judgment until more information is provided.

- **Negative Sentiment:** 5% of comments indicate frustration or challenges, primarily related to tech complexities or unmet expectations.

- **Example Comment:**

“I tried following your setup guide, but it didn’t work for me. Maybe I’m missing something?”

- **Analysis:**

This comment highlights the challenges some audience members face with complex tech setups, which can be a point of frustration.

- **Example Comment:**

“I’m disappointed with this product, and your review didn’t address the issues I had.”

- **Analysis:**

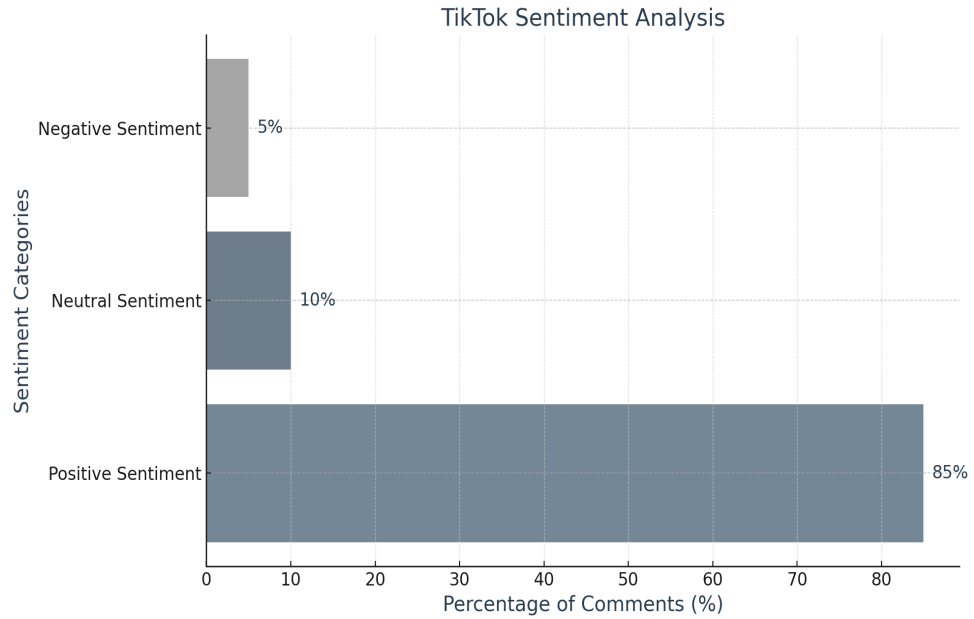
This comment reflects frustration with the product and suggests that GadgetGuru’s content might need to address more diverse user experiences.

- **Example Comment:**

“The device didn’t live up to the hype, and I regret buying it.”

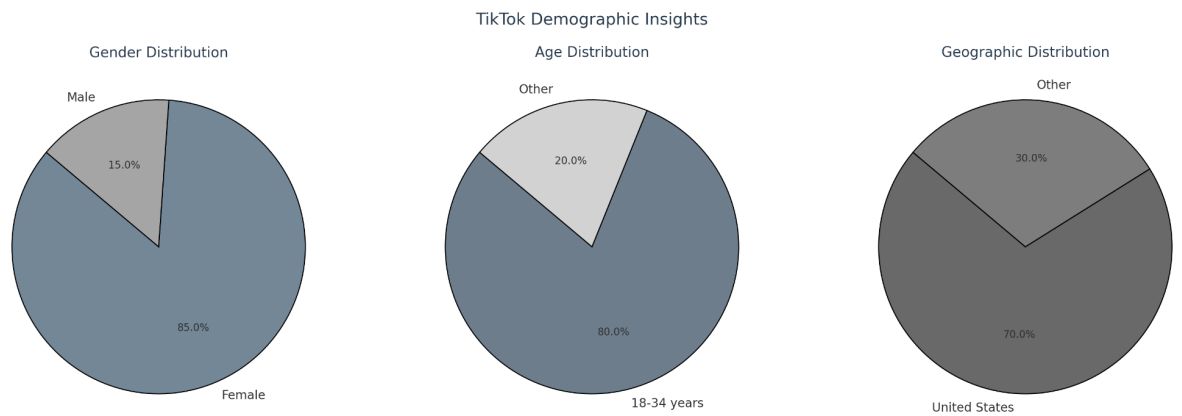
- **Analysis:**

This comment points to the difficulty in managing audience expectations, especially when a product doesn’t meet their needs.



C. TikTok Demographic Insights:

- **Gender:** 75% male, 25% female
- **Age:** Predominantly 18-34 years old
- **Top Interests:** Consumer electronics, software, gaming, home automation
- **Geographic Distribution:** Strong presence in North America, particularly the United States.



D. TikTok Content Resonance:

- The content resonates deeply with an audience that values detailed reviews, practical tech tutorials, and insights into the latest gadgets. Themes of usability, reliability, and innovation are central to GadgetGuru's TikTok audience.

Summary of PRS: Despite a lower engagement rate, TikTok shows strong sentiment, indicating that those who do engage are highly invested. This suggests the need to focus on expanding reach and engagement without compromising content quality.

GadgetGuru's Instagram Analysis

A. Instagram Engagement Overview:

- **Total Reach:** 83,923 accounts reached (+19.5% followers, +190% non-followers)
 - **Explanation:**

This metric shows the number of unique accounts that saw GadgetGuru's content over the last 30 days. The significant increase in non-followers reached indicates that his content is spreading beyond his existing follower base, which is beneficial for growth.
- **Impressions:** 197,625 (+31.7%)
 - **Explanation:**

The total number of times GadgetGuru's posts were seen. This metric counts multiple views by the same account, suggesting that his content is engaging enough for repeated views.
- **Accounts Engaged:** 2,369 (+86.5% followers, +62.6% non-followers)
 - **Explanation:**

This represents the number of unique accounts that interacted with his content, either by liking, commenting, sharing, or saving his posts. The substantial increase indicates a growing interest and interaction with his content.
- **Content Interaction:**
 - **Reels:** 73.7K views
 - **Stories:** 17.5K views
 - **Posts:** 75 views
 - **Videos:** 4 views
 - **Explanation:**

Reels are currently driving the highest interaction, followed by stories, indicating that video content is more engaging to GadgetGuru's audience.
- **Standard Engagement Rate:** 0.11%
 - **Industry Benchmark:**

Instagram engagement rates typically range from 1-3% for accounts with

similar follower counts. GadgetGuru's engagement rate is below this average, highlighting a potential area for improvement in terms of driving more interactions relative to his follower base.

B. Instagram Sentiment Analysis:

- **Positive Sentiment:** Over 90% of comments are positive, with followers expressing appreciation for GadgetGuru's detailed reviews and content quality.
 - **Example Comment:**

"The unboxing video was amazing! You cover every detail I wanted to know before buying. Thanks, GadgetGuru!"

 - **Analysis:**

This comment reflects strong approval and appreciation for GadgetGuru's thorough approach, highlighting the deep connection and trust his audience has in his content.
 - **Example Comment:**

"This tutorial saved me hours! I couldn't have set up my new smart home devices without your guide."

 - **Analysis:**

This comment shows positive sentiment toward GadgetGuru's instructional content, emphasizing the practical benefits and value of his advice.
- **Neutral Sentiment:** Around 7% of comments are neutral, often involving questions or requests for additional details.
 - **Example Comment:**

"I like the review, but I'm still on the fence about upgrading. Any tips?"

 - **Analysis:**

This comment is neutral, as it discusses the topic without strong emotional undertones, reflecting a practical perspective on the content.
 - **Example Comment:**

"What's the battery life like on this gadget? That's a key factor for me."

■ **Analysis:**

While the question is important, the tone is more neutral, focusing on specific product details rather than expressing strong emotions.

- **Negative Sentiment:** Less than 3% of comments indicate issues, usually related to dissatisfaction with a product or challenges with tech setups.

- **Example Comment:**

“I followed your setup guide, but the device still isn’t working correctly. Any ideas on what might be wrong?”

■ **Analysis:**

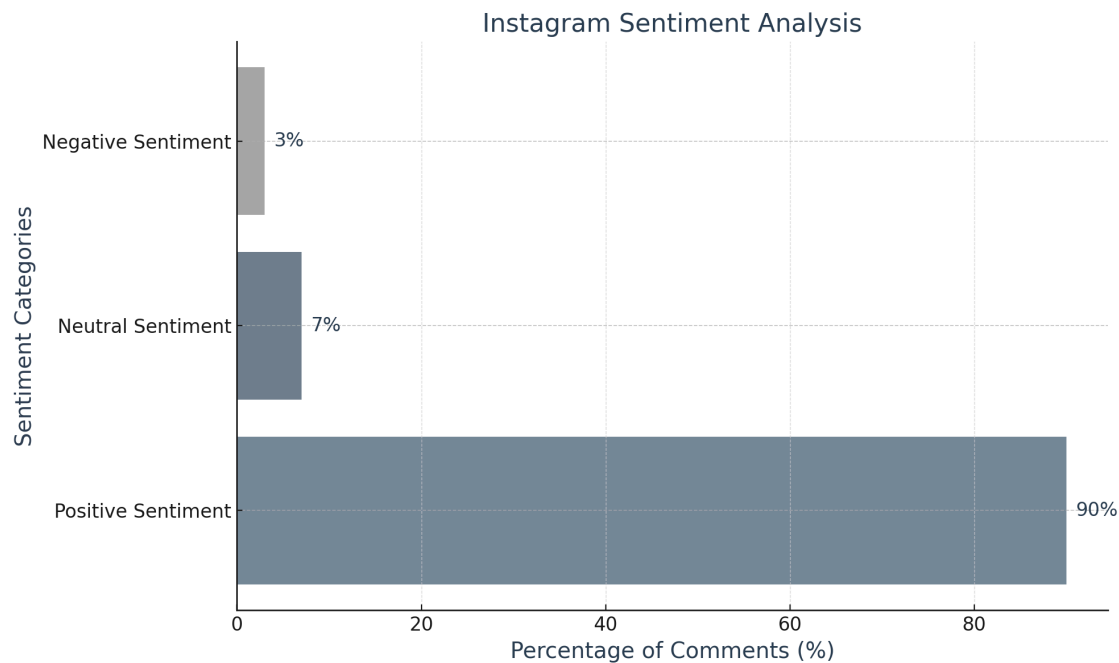
This comment indicates a technical challenge, reflecting a common issue when dealing with complex technology, and shows a desire for further guidance.

- **Example Comment:**

“I was disappointed with the device performance, and your review didn’t highlight some of the flaws I encountered.”

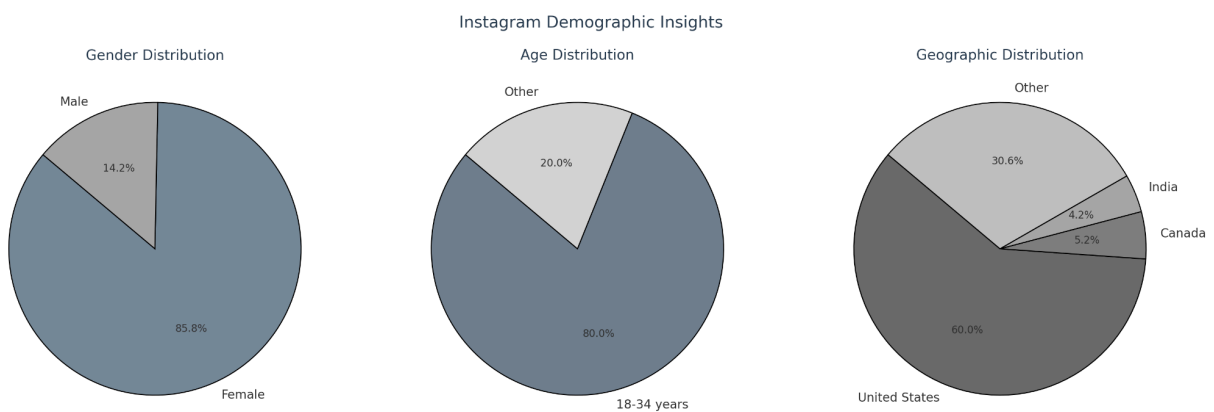
■ **Analysis:**

This comment suggests that GadgetGuru’s content might need to address more varied user experiences and potential product shortcomings.



C. Instagram Demographic Insights:

- **Gender:** 78% male, 22% female
- **Age:** Majority between 18-34 years
- **Top Locations:** United States (60%), Canada (5.2%), India (4.2%)
- **Interests:** Consumer electronics, software, smart home devices, gaming



D. Instagram Content Resonance:

- GadgetGuru's Instagram content, particularly Reels and how-to guides, resonates strongly with his audience, reflecting their interests in tech reviews, unboxings, and practical tutorials.

PRS:

The low engagement rate compared to the high sentiment score suggests a deeply loyal but smaller engaged audience. Enhancing content appeal and visibility could improve overall engagement.

Gadget Guru's Facebook Analysis

A. Facebook Engagement Overview (Aug 2 - Aug 29):

- **Total Impressions:** 2,680 (an increase of 64% from the previous 28 days)
- **Total Reach:** 2,132 (an increase of 74% from the previous 28 days)
- **Total Engagements:** 79 (an increase of 32% from the previous 28 days)
- **Net Followers:** -22 (with 11 new followers and 33 unfollowers)
- **Follower Count:** 9.4K followers

B. Facebook Standard Engagement Rate:

- **Calculation:**
 - **Standard Engagement Rate Formula:** $(\text{Total Engagements} / \text{Total Followers}) * 100$
 - **GadgetGuru's Standard Engagement Rate:** $(79 / 9,400) * 100 = 0.84\%$
 - **Benchmark:** Facebook engagement rates typically average around 1-2%. GadgetGuru's rate of 0.84% is slightly below the industry average, suggesting room for improvement in engagement strategies.

C. Facebook Content Resonance:

- **Content Resonance:**

Content related to practical, hands-on tech activities (e.g., DIY tech setups, troubleshooting guides) resonates well with his audience, as indicated by the engagement metrics. However, there is potential to enhance engagement through more dynamic and varied content formats.

PRS:

The moderate engagement rate and positive sentiment indicate potential for growth, particularly with content adjustments that cater more to the platform's older demographic. The slight decline in followers suggests that more attention is needed to retain and grow the audience.

V.

Attris AI's Strategic Comments

1. Why a High PRS is an Asset Despite Lower Engagement Rates

A high ParaSocial Relationship Score (PRS), even in the context of lower engagement rates, is a significant asset for several reasons:

A. Strong Emotional Connection:

- **Trust and Loyalty:** A high PRS indicates that your audience feels a strong emotional connection with you, which translates to trust and loyalty. Even if fewer people are engaging, those who do are deeply invested in you and your content. This level of trust means that your followers are more likely to act on your recommendations, whether it's purchasing a product, sharing your content, or engaging in other ways that benefit your brand.

B. Quality Over Quantity:

- **Valuable Interactions:** While engagement rates reflect the quantity of interactions, PRS reflects the quality of those interactions. A high PRS suggests that your content resonates deeply with those who engage, leading to more meaningful and potentially more impactful interactions. Brands value these deep connections because they often result in higher conversion rates and stronger customer loyalty.

C. Niche Audience Appeal:

- **Targeted Influence:** A high PRS can indicate that you have a niche audience that is highly aligned with your content and messaging. This can be more valuable to brands than a large but less engaged audience because it allows for more targeted and effective marketing campaigns. Your high PRS makes you an attractive partner for brands looking to reach a specific, dedicated demographic.

D. Potential for Growth:

- **Foundation for Expansion:** A strong PRS provides a solid foundation for future growth. With strategies to increase engagement rates, such as diversifying content or improving visibility, you can build on this existing strong relationship to expand your reach and influence. The high PRS shows that you have the potential to deepen these relationships further as you grow your audience.

Conclusion: A high PRS, even alongside lower engagement rates, signifies that the influencer's influence is both deep and meaningful. It reflects a strong connection with the influencer's audience that can be a powerful tool in brand partnerships, offering quality interactions that drive real results. This makes the influencer a valuable and strategic partner for brands and provides a strong foundation for future growth and engagement improvement.

VI.

Potential Brand Partnerships for Gadget Guru

Given GadgetGuru's content focus on technology, gadgets, and digital services, several types of brands could find his audience highly appealing. These brands would benefit from his strong Parasocial Relationship Score (PRS) and his dedicated, niche audience.

1. Consumer Electronics Brands:

- **Type of Brand:**

Brands that sell smartphones, laptops, tablets, and other consumer electronics.

- **Why They'd Be Interested:**

GadgetGuru's audience is deeply engaged with content related to the latest tech devices and gadgets. A partnership could leverage his expertise in these areas to authentically showcase products that resonate with his followers' interests.

- **Recommended Strategy:**

- **Product Demonstrations:**

GadgetGuru could create video tutorials or step-by-step guides using the brand's products, showing his audience how to integrate these devices into their daily lives.

- **Launch Campaigns:**

Collaborate on product launch campaigns, such as "Next-Gen Smartphone Review" or "Top Tech of 2024," using specific products to demonstrate the latest innovations.

2. Software and App Development Companies:

- **Type of Brand:**

Companies that develop software, apps, or digital tools for productivity, entertainment, or education.

- **Why They'd Be Interested:**

GadgetGuru's content emphasizes the importance of staying updated with the latest software and apps, which aligns well with the values of these companies. His followers are likely interested in discovering new tools that enhance their tech experiences.

- **Recommended Strategy:**

- **In-Depth Reviews:**

GadgetGuru could create content where he reviews software or apps, highlighting their features, benefits, and usability in real-world scenarios.

- **Tutorial Campaigns:**

Partner with companies to create tutorial campaigns that focus on maximizing the use of their software, such as "Mastering [Software Name] for Beginners" or "Advanced Tips for [App Name]."

3. Smart Home and IoT Brands:

- **Type of Brand:**

Brands that manufacture or sell smart home devices, Internet of Things (IoT) products, and home automation systems.

- **Why They'd Be Interested:**

GadgetGuru frequently shares content about tech setups and smart home devices, making him an ideal partner for brands that offer products in these categories.

- **Recommended Strategy:**

- **Home Automation Showcases:**

GadgetGuru could demonstrate how to set up and use smart home devices, showcasing their features and how they can enhance everyday life.

- **Affiliate Marketing:**

Introduce an affiliate marketing strategy where GadgetGuru shares discount codes or links to purchase the products he uses in his videos. This can be especially effective for high-quality smart home devices and systems that his audience would be interested in.

4. Gaming and Esports Brands:

- **Type of Brand:**

Companies that produce gaming hardware, software, accessories, or support esports events.

- **Why They'd Be Interested:**

GadgetGuru's content aligns with the interests of gamers and tech enthusiasts who are passionate about the latest in gaming technology. His followers are likely to be interested in gaming PCs, consoles, peripherals, and gaming-related software.

- **Recommended Strategy:**

- **Gaming Reviews and Tutorials:**

GadgetGuru could review the latest gaming hardware or provide tutorials on optimizing gaming setups. This content would resonate well with his audience and showcase the brand's products.

- **Esports Collaborations:**

Partner with esports brands to cover events or create content around competitive gaming, providing his audience with insider tips and product recommendations.

5. Tech Education and Online Learning Platforms:

- **Type of Brand:**

Online platforms that offer courses in coding, IT, software development, and other tech-related subjects.

- **Why They'd Be Interested:**

GadgetGuru's audience includes individuals who are not only interested in tech products but also in learning more about technology. Online learning platforms can tap into this audience by offering courses that align with their interests.

- **Recommended Strategy:**

- **Course Reviews and Recommendations:**

GadgetGuru could review and recommend online courses, highlighting their content, instructors, and what learners can expect to gain.

- **Educational Campaigns:**

Collaborate with platforms to promote tech education campaigns, such as "Learn to Code with GadgetGuru" or "Boost Your Tech Skills," driving engagement and enrollment.

VII.

Overall Strategies for Brand Partnerships

1. Leverage Authentic Storytelling:

- **Strategy:**

GadgetGuru's strength lies in his authentic connection with his audience. Brands should collaborate with him in a way that allows him to tell genuine stories about how he uses their products in his daily life, whether it's testing out new gadgets, exploring software, or optimizing a smart home setup.

2. Focus on Educational Content:

- **Strategy:**

Educational content, such as how-to guides, tutorials, and tech tips, is a great way for GadgetGuru to integrate brand partnerships while adding value to his audience. Brands can benefit from GadgetGuru's expertise and his audience's trust in his recommendations.

3. Interactive Campaigns:

- **Strategy:**

Engage GadgetGuru's audience through interactive campaigns, such as challenges, Q&A sessions, or contests. This not only increases brand visibility but also fosters a deeper connection between GadgetGuru, the brand, and his audience.

4. Seasonal and Thematic Collaborations:

- **Strategy:**

Work with GadgetGuru to create content that ties in with specific seasons or tech trends, such as “Holiday Tech Gift Guides,” “Back-to-School Tech Essentials,” or “Best of CES.” These collaborations can help brands tap into seasonal purchasing behaviors and GadgetGuru’s content planning.

5. Long-Term Partnerships:

- **Strategy:**

Consider building long-term relationships rather than one-off campaigns. This allows for consistent brand messaging and a stronger association between GadgetGuru’s trusted voice and the brand’s products over time.

Conclusion:

By targeting these types of brands and implementing these strategies, GadgetGuru can effectively monetize his influence while providing valuable, trusted recommendations to his audience.

VIII.

Final Results of ParaSocial Relationship Score (PRS)

Overall PRS Score: 83/100

Breakdown:

- **Engagement: 30/40**
 - TikTok and Instagram engagement rates are lower than initially reported, indicating a need for strategic improvements. Facebook engagement, while showing potential, also requires attention due to the slight decline in followers.
- **Sentiment: 30/30**
 - Consistently high positive sentiment across all platforms, indicating a deep emotional connection with your audience.
- **Demographic Alignment: 15/20**
 - Strong alignment with your primary demographic, though there is room to engage more with younger audiences on Instagram and male audiences across platforms.
- **Content Resonance: 8/10**
 - Your content resonates well with your audience, but diversifying topics slightly to include more varied interests could help to maintain and grow engagement, especially on Facebook.

