

RhythmOne's 33-Point Influencer Marketing Audit

Ensuring Authentic Influencer Engagements



FOR MORE INFORMATION: Email InfluencerMarketing@rhythmone.com or visit RhythmOne.com

1. **Location of Followers:** Country
2. **Location of Followers:** City
3. **Language of Followers**
4. **Follower Demographics**
5. **Type of Follower:** Real
6. **Type of Follower:** Influencer
7. **Type of Follower:** Mass
8. **Type of Follower:** Suspicious
9. **Rate of Follower Growth:** A sudden burst in followers in a short period of time
10. **Decreases in Followers:** After a sudden burst in followers, daily decreases in total followers
11. **Rate of Following Growth:** High following numbers indicate a follow-for-follow intent
12. **Rate of Engagement Growth:** A sudden burst of engagements in a short period of time
13. **Engagement by Type of Follower:** real
14. **Engagement by Type of Follower:** influencer
15. **Engagement by Type of Follower:** rmass
16. **Engagement by Type of Follower:** suspicious
17. **Authentic Engagement Rate:** Engagement rate when removing actions taken by suspicious accounts
18. **Engagement Rates/CPE:** Low engagement rates/ high CPEs can indicate inauthentic followers
19. **Profile Structure:** When a large number of engagements come from profiles with a low "follower to following" ratio, low amount of posts, and minimal profile information such as no picture.
20. **Relevancy of Comments:** When a comment is vague or irrelevant to the context of the post.
21. **Suspicious Letter Replacement:** When a profile name includes a 1 instead of a l.
22. **Historical Brand Performance:** engagement rate for paid campaigns
23. **Historical Brand Performance:** post frequency
24. **Historical Brand Performance:** previous brand mentions
25. **Like to Comments Ratio:** more insight on type of engagements
26. **Blog Web Traffic analysis:** Traffic growth rates
27. **Blog Web Traffic analysis:** geo
28. **Blog Web Traffic analysis:** bounce rate
29. **Blog Web Traffic analysis:** time per visit
30. **Blog Web Traffic analysis:** pages per visit
31. **Blog Referrals & Linked Sites:** understand the sources and sites linking into the blog
32. **Blog Social network Sources:** understand which social platforms drive the most traffic
33. **Hypeauditor Scoring**

