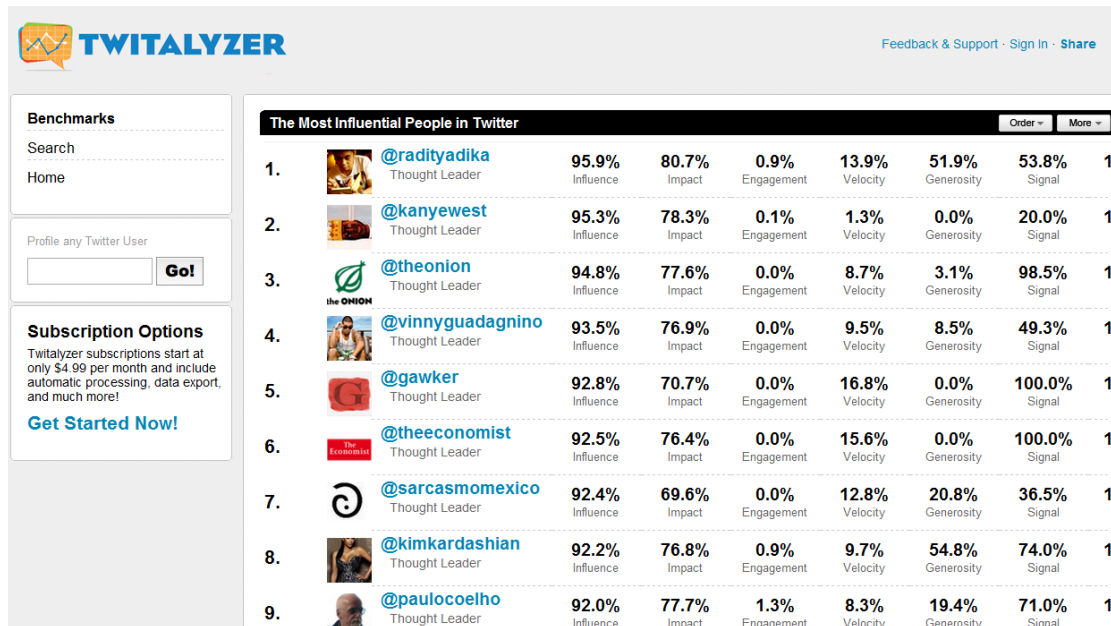


"Good metadata is hard to find in Twitter and the PeerIndex guys do a great job. We roll their categories into a number of our reports and have plans to expand that use in the future." - Eric T. Peterson, Founder and CEO of Twitalyzer



The Most Influential People in Twitter									
1.		@radityadika Thought Leader	95.9% Influence	80.7% Impact	0.9% Engagement	13.9% Velocity	51.9% Generosity	53.8% Signal	1
2.		@kanyewest Thought Leader	95.3% Influence	78.3% Impact	0.1% Engagement	1.3% Velocity	0.0% Generosity	20.0% Signal	1
3.		@theonion Thought Leader	94.8% Influence	77.6% Impact	0.0% Engagement	8.7% Velocity	3.1% Generosity	98.5% Signal	1
4.		@vinnyguadagnino Thought Leader	93.5% Influence	76.9% Impact	0.0% Engagement	9.5% Velocity	8.5% Generosity	49.3% Signal	1
5.		@gawker Thought Leader	92.8% Influence	70.7% Impact	0.0% Engagement	16.8% Velocity	0.0% Generosity	100.0% Signal	1
6.		@theeconomist Thought Leader	92.5% Influence	76.4% Impact	0.0% Engagement	15.6% Velocity	0.0% Generosity	100.0% Signal	1
7.		@sarcasmomexico Thought Leader	92.4% Influence	69.6% Impact	0.0% Engagement	12.8% Velocity	20.8% Generosity	36.5% Signal	1
8.		@kimkardashian Thought Leader	92.2% Influence	76.8% Impact	0.9% Engagement	9.7% Velocity	54.8% Generosity	74.0% Signal	1
9.		@paulocoelho Thought Leader	92.0% Influence	77.7% Impact	1.3% Engagement	8.3% Velocity	19.4% Generosity	71.0% Signal	1

COMPANY

Twitalyzer is the world's most widely used service for businesses working to understand their successes and opportunities in Twitter. Twitalyzer provides over 30 different data points and nearly as many reports to help businesses large and small evaluate their investment in short-message social media. With over 300,000 Twitter users scored every month, Twitalyzer has become the "go to" service for social media specialists looking for hard numbers to support their use of Twitter

PEERINDEX API

Twitalyzer turned to PeerIndex because of its need for well-vetted and useful data and metadata on Twitter users. The "PeerIndex" and "categories" are prominently featured on the system. Twitalyzer also uses the PeerIndex categories as part of their benchmarking and explore services, allowing users to see the most impactful Twitter users for a particular category, hashtag, or community set.

OPPORTUNITY

The PeerIndex API has helped Twitalyzer differentiate against other systems and include a set of powerful data points to provide back to their customers. The PeerIndex API is being used by Social media clients, real time search, analytics and CRM systems. If you want to learn more about how you can use the PeerIndex API please contact us at api@peerindex.net