

Your Score was just the tip of the iceberg

Kred Influencer Whitepaper



The Influence Score and Platform

November 2016

Find out more about the Kred Score and Platform

[Visit Go.Kred](#)

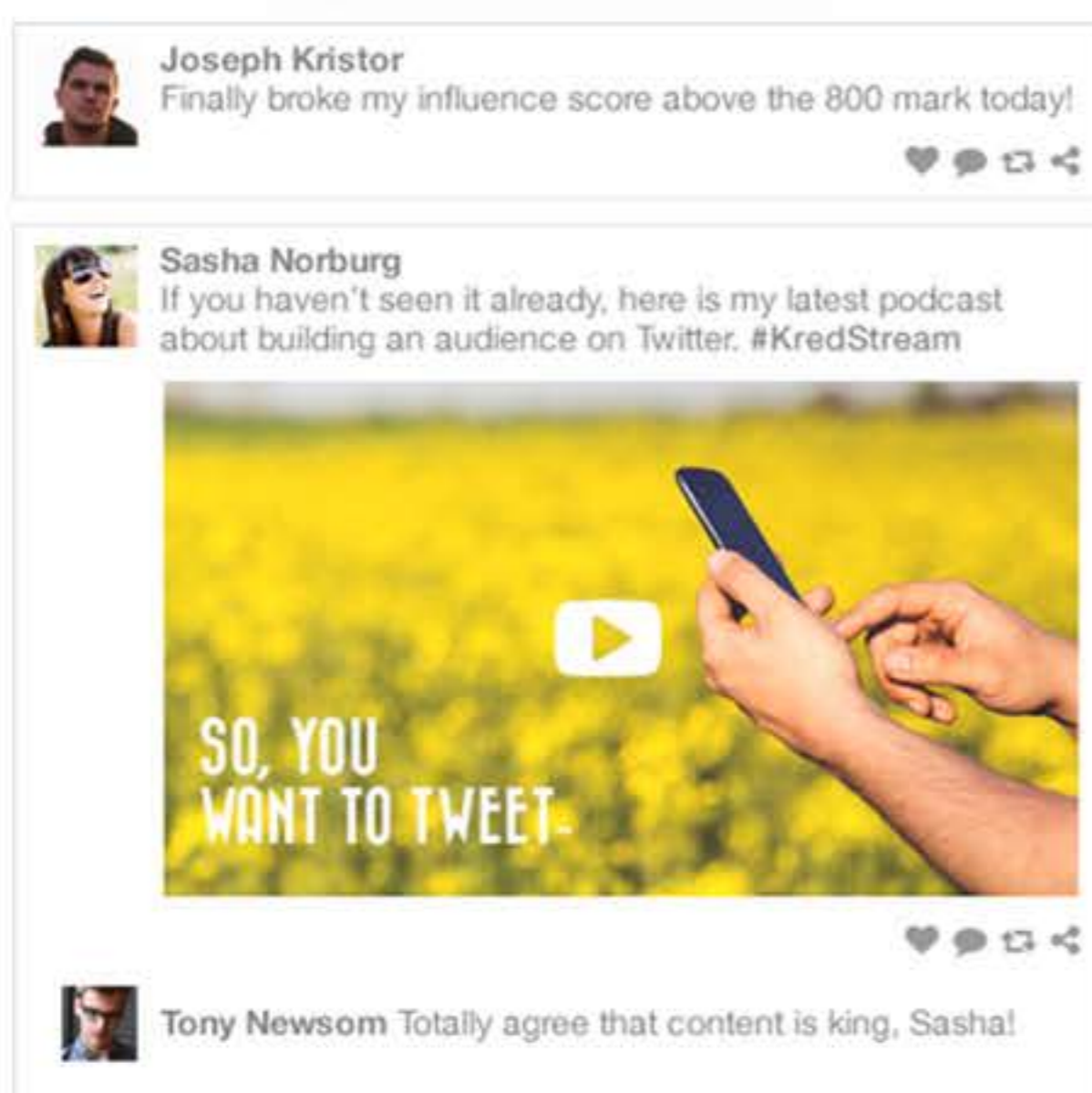
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Introducing the all new Kred

Kred, your favorite influence metric, has grown up. It is now much more than just a score. The .Kred Platform is the home of influence online. This means you, our high value Kred Influencers, can now have your very own Kred Identity, engage with other influencers in the Kred Influencer Network, and boost your social status with the Empire.Kred game.



Activate
your Kred Identity Profile



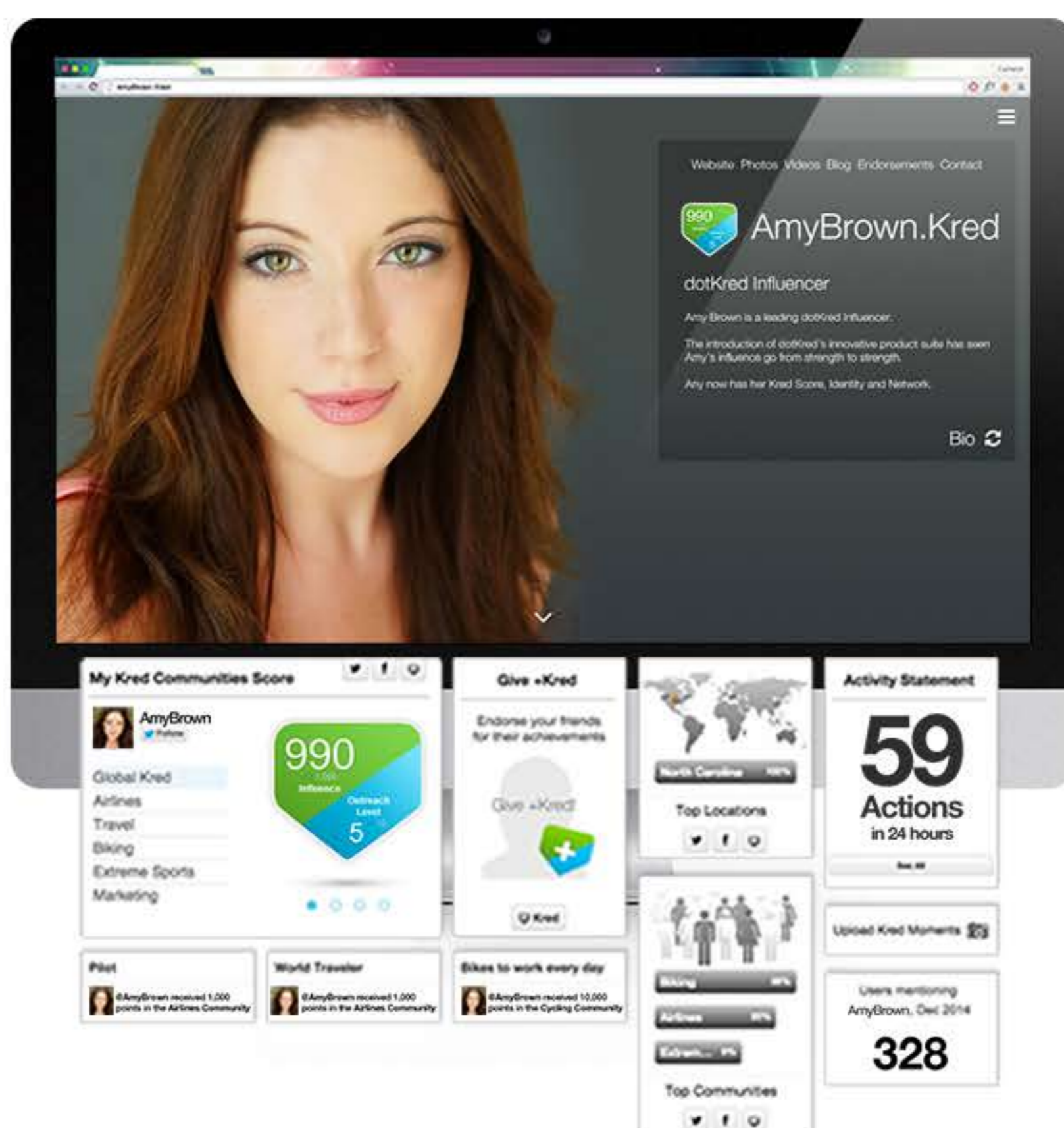
Engage
with the Kred Influencer Network



Play
the game to increase your Influence

Learn about View my photo Listen to my new acoustic EP

30,000e Reward 50,000e Reward 10,000e Reward



Identity for Influencers

No longer will your profile remain hidden behind a backslash. Your .Kred Membership grants you use of your very own .Kred web address.

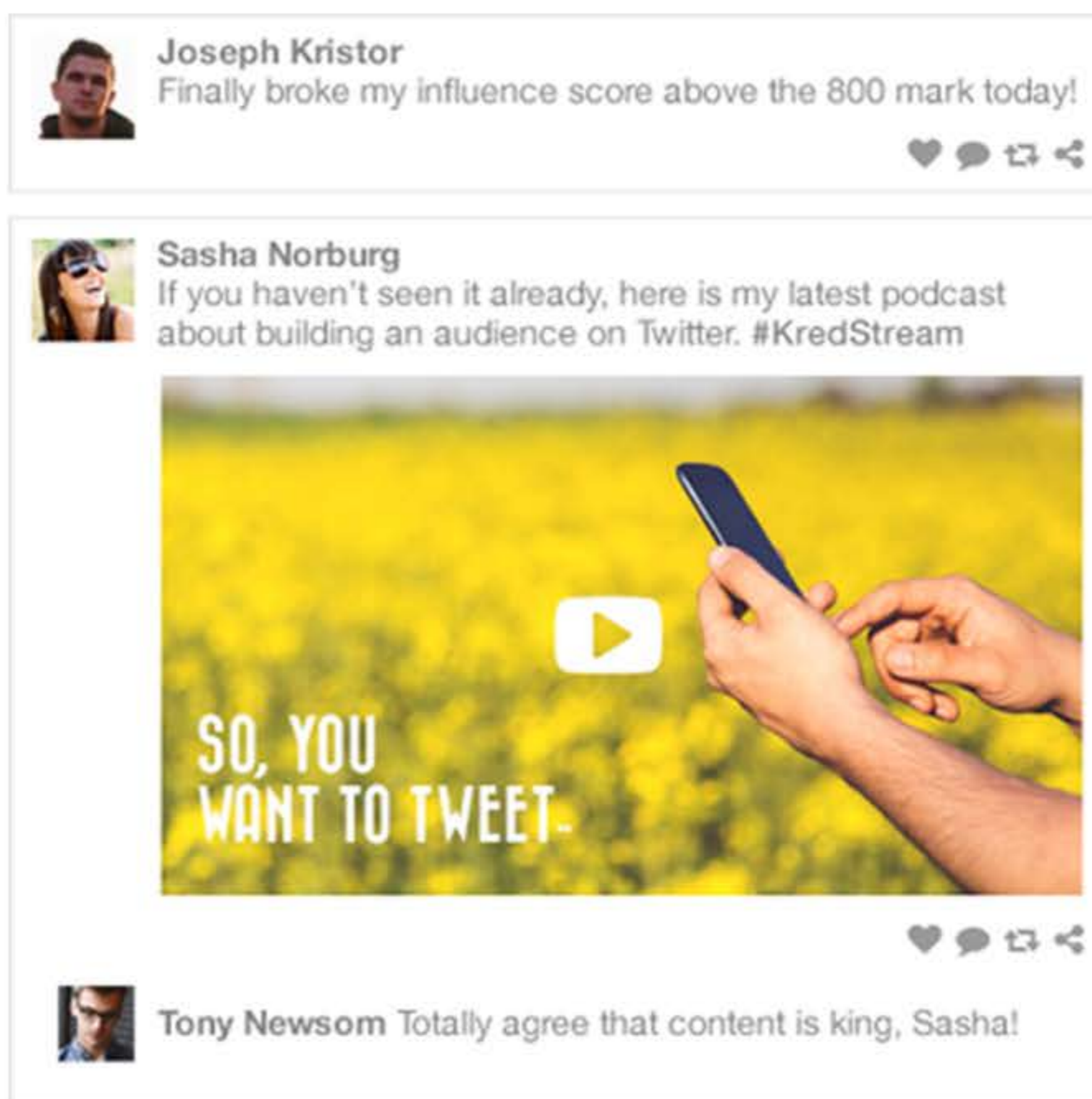


AmyBrown.Kred



Your .Kred Membership also gives you access to your exclusive Influencer Identity Page.

Your page features your Score, your Story, a curated bio and links to your connected social profiles and websites.



Engage with the Kred Influencer Network

Join the Network built especially for social Influencers.

Top Influencers with a score over 800 are invited to join an exclusive environment with access to special rewards.



Listen to my new acoustic EP

 10,000e Reward



View my photography portfolio

 50,000e Reward



Learn about water conservation

 30,000e Reward

Play to increase your Influence

Complete social Missions to discover new content and Influencers that are relevant to you, while your Kred Score grows in real time.

Buy and Sell on the Social Stock Market, investing your wealth in a booming economy of Influencers.

Create Missions which promote content that matters to you.

Influence wherever you go

.Kred integrates with world class services to ensure that your influence follows you everywhere



Slack helps teams **be less busy**.

Paired with .Kred, you can be less busy **and** more influential, by activating team Leaderboards and insightful Influence Analytics.



Instant Online Communities

Grab and Kred are integrated **out of the box**. Add Leaderboards, Kred Scores and Kred Rewards to your Grab.



Meet your Social Influencers

Integrate Kred with MailChimp to discover who your most **influential customers** are on Social Media for you next campaign.



We love Marketing Automations.

Connect a Marketing Automation service (like **HubSpot**) with .Kred to integrate Kred Scores into your CRM.

**21%**

Only the top 21% of Kred users have an influence score of 600 and above



Chanel is one of the most influential brands on Instagram, despite not even owning an Instagram account



Kred influence and outreach scores can be viewed globally (Global Kred) or by interests/affiliations (Communities)



Youtube user PewDiePie has over 35 million youtube subscribers and is considered the most influential person in digital media in 2015



Katy Perry and Justin Bieber have a combined Twitter following of over 130 million Twitter users



Oprah Winfrey and Cristiano Ronaldo both have a Kred influencer score of 1000 out of 1000

**74%**

74% of consumers rely on social media to inform their purchasing decisions

via simplymeasured.com

**90%**

90% of consumers trust peer recommendations. Only 33% trust ads

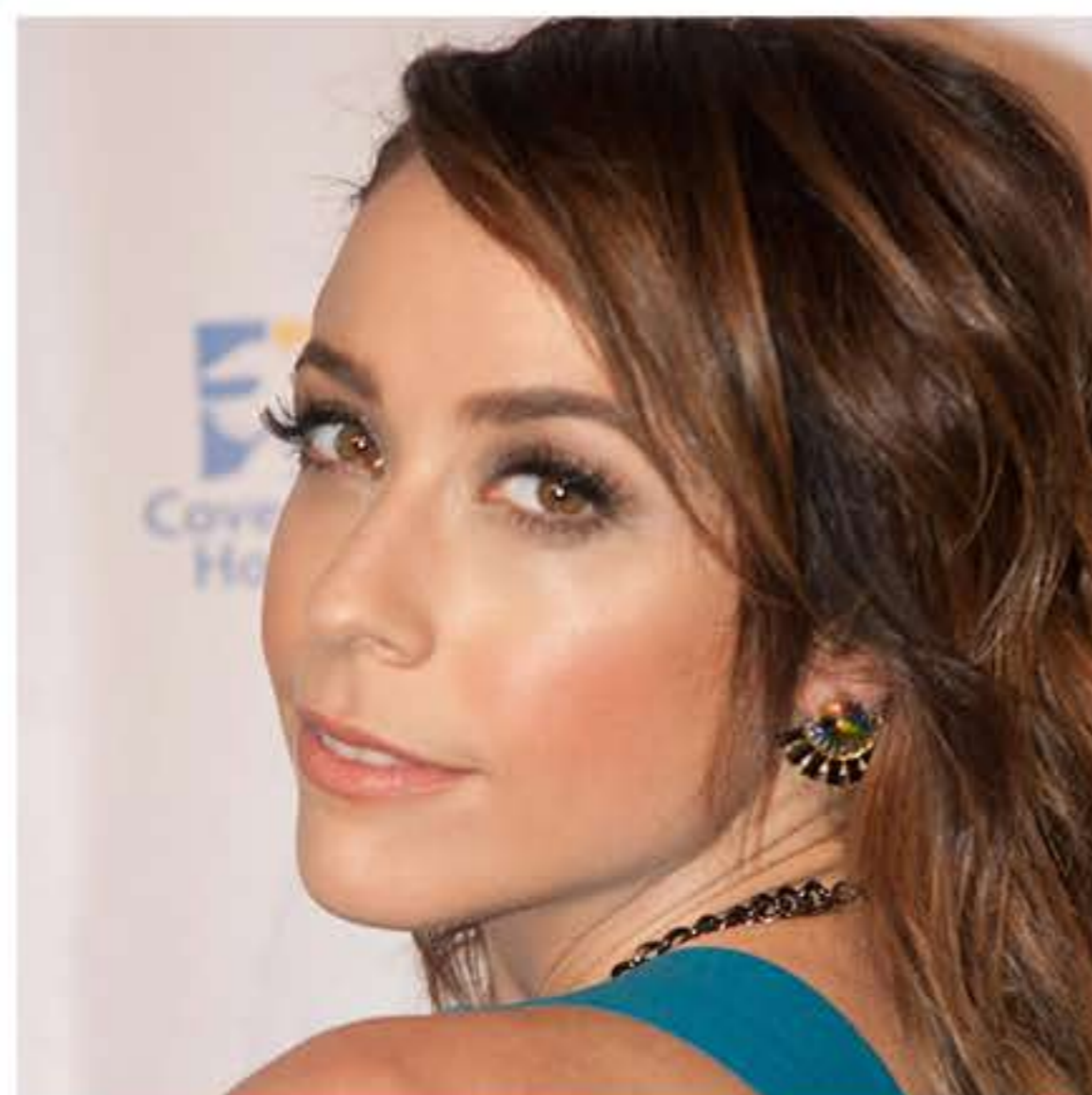
via simplymeasured.com

**90%**

90% of marketers have said Earned Media will have a significant impact on their strategy

via simplymeasured.com





Shira Lazar
@ShiraLazar

Learn more at Home.Kred/Rules

Kred is composed of two scores: Influence and Outreach.

Kred scores reflect Trust and Generosity, the foundations of strong relationships. All of our Kred badges show Influence Scores on the upper left and Outreach Levels on the lower right.

Influence is the ability to inspire action. It is scored on a 1,000 point scale.

We measure Influence by assessing how frequently you are Retweeted, Replied, Mentioned and Followed on Twitter. If you connect your Facebook account to your Kred profile, you get Influence points when people interact with your content on your wall and the walls of others who have registered their Facebook account with Kred. Facebook interactions counted towards your Kred include Posts, Mentions, Likes, Shares and Event Invitations.

Outreach reflects generosity in engaging with others and helping them spread their message.

Since we believe that the capacity generosity is infinite, your Outreach score is cumulative and always increases.

We measure Outreach on Twitter by your Retweets, Replies and Mentions of others. When your Facebook account is connected to your Kred profile, you get Outreach points for interactions on your own wall and the walls of others who have registered their Facebook account with Kred. Interactions counted towards Kred include Posts, Mentions, Comments and Likes.

Meet the Top Influencers



Social Media
4,402,500 Members



Mark Schaeffer
@MarkSchaeffer

Any brand looking to reach a broad or focused customer group, can engage social influencers to extend their reach and increase their credibility with that individual's audience.



Advertising
1,140,000 Members



Jure Kleptic
@JKCallas



Charlene Li
@CharleneLi



Politics
723,750 Members



Jay Baer
@JayBaer



Sophia Amoruso
@Sophia_Amoruso



News
337,500 Members



Celebrity News
161,250 Members



Peter Shankman
@PeterShankman



Seth Godin
@ThisIsSethsBlog



Josh Estrin
@JoshEstrin



Steve Rubel
@SteveRubel



Sean Gardner
@2morrowknight



Robert Scoble
@Scobleizer



Technology
1,245,000 Members



Tim O'Reilly
@TimOReilly

With new technologies emerging at such a high rate, Tech companies are growing, and recognizing the need to embrace social media to speak to the general public and clearly communicate their products.



Health
1,035,000 Members



John Nosta
@JohnNosta



TED talks
@TEDtalks



Graphic Design
547,500 Members



Van Hari
@TheFoodBabe



Google
@Google



Software
345,000 Members



Reg Saddler
@Zaibatsu



Oracle
@Oracle



Pete Cashmore
@PeteCashmore



Hootsuite
@Hootsuite



Shira Abel
@ShiraAbel



Andreessen Horowitz
@a16z



Sports
6,772,500 Members



Felix Kjellberg
@PewDiePie

The Entertainment industry is world renown as one of the most competitive. From sports, to music, film and gaming, influencers have long been engaged to endorse and promote the industries brands and products.



Music
5,201,250 Members



Shira Lazar
@ShiraLazar



NBA
@NBA



Gaming
2,771,250 Members



Musicians
2,745,000 Members



Veronica Belmont
@Veronica



ESPN
@ESPN



Artists
2,527,500 Members



Anne Thompson
@Akstanwyck



Ellen
@TheEllenShow



Film
1,166,250 Members



Mike Birbiglia
@Birbigls



E! Online
@Eonline



Actors
900,000 Members



Comedy
798,750 Members



Jessica Northey
@JessicaNorthey



Personal Development
1,151,250 Members



Brandon Mandelson
@BJMendelson

The world is full of Philanthropists; kind individuals who can afford to give something back to the world. Engage with these generous people to help influence positive actions among a wider audience of the charitable public.



Sustainability
768,750 Members



Amber Naslund
@AmberCadabra



World Vision
@WorldVision



Non Profit
337,500 Members



Derrick Feldmann
@DerrickFeldmann



United Nations
@UN



Leila Janaj
@Leila_c



UNICEF
@UNICEF



Mark Horvath
@HardlyNormal



Beth Kanter
@Kanter



Journalism
2,992,500 Members



Caitlin Moran
@CaitlinMoran

Writers, publishers and the general media have long been the most popular channels for reaching the greatest audience. With the emergence of blogging and new media, influencers in this industry have become a powerful resource to help brands share their message.



Mom Bloggers
2,610,000 Members



Steven Johnson
@StevenBJohnson



New York Times
@NYTimes



Bloggers
2,021,250 Members



Heather Armstrong
@dooce



The Economist
@TheEconomist



Publishing
337,500 Members



Ekaterina Walter
@Ekaterina



CNN
@CNN



Speakers
48,750 Members



Brian Carter
@BrianCarter



Business Insider
@BusinessInsider



Shep Hyken
@Hyken



CEO
1,417,500 Members



989
8

Eike Batista
@EikeBatista



969
0

Brian Halligan
@BHalligan



C-Suite Execs
543,750 Members



800
8

Pete Krainik
@TheCMOclub



685
6

Marisa Smith
@WholeBrainPrez



Venture Capital
296,250 Members



Investors
232,500 Members



984
7

Ryan Holmes
@invoker



838
8

Frank Eliason
@FrankEliason



Business Owners
131,250 Members



983
6

Biz Stone
@biz



958
8

Barbara Corcoran
@BarbaraCorcoran



953
10

Dave Kerpen
@DaveKerpen



Kickstarter
15,000 Members



Food
5,148,750 Members



Stefanie Michaels
@adventuregirl

Food, Health and Travel influencers are among the most commonly recognized. They may be engaged to increase awareness of a great holiday destination, the world's best pizza, or a fantastic, healthy new recipe.



Travel
3,866,250 Members



Tyler Florence
@TylerFlorence



NASA
@NASA



Religion
1,927,500 Members



Giada De Laurentiis
@GDeLaurentiis



National Geographic
@NatGeo



Health
521,250 Members



Wine
386,250 Members



Extreme Sports
273,750 Members



Ann Tran
@AnnTran_



Women's Health
@WomensHealthMag



Yoga
180,000 Members



Charles Yap
@CharlesYap



Dr Andy Baldwin
@DrAndyBaldwin



Fashion
2,062,500 Members



Lou Teasdale
@LouTeasdale

Some of the world's most popular influencers have emerged from the Fashion, Style and Beauty industries. They are often clearly established in the public eye and can shape the style of millions.



Beauty
521,250 Members



Chiara Ferragni
@ChiaraFerragni



Louis Vuitton
@LouisVuitton



Models
217,500 Members



Lucy Mangan
@LucyMangan



Vogue
@VogueMagazine



Cool Brands
3,750 Members



Miranda Hart
@Mermhart



Nike
@Nike



Hilary Alexander
@HilaryAlexander



Magdalena Frackowiak
@RealMagdalena



Shopping
1,807,500 Members



Jillian Michaels
@JillianMichaels

While Hobbyists can fall into small niche markets, they do not need to be the hardest to reach. Designers, Pet Lovers, Photographers and more can be engaged by the influencers in their communities like any other.



Photography
1,518,750 Members



Mario Testino
@MarioTestino



Life Facts
@LifeFacts



Astrology
776,250 Members



Fitness
761,250 Members



Timothy Shieff
@TimothyShieff



Men's Health Mag
@MensHealthMag



Dog Lovers
723,750 Members



Cooking
626,250 Members



Rebecca Rusch
@thequeenofpain



Dick's Sporting Goods
@dicks



Golf
386,250 Members



Charlotte Watts
@cwnutritionyoga



Surfing
198,750 Members



Motorbikes
176,250 Members



Kelly Slater
@KellySlater

Our most Followed Influencers

Page 18
September 2016



Shellie Blum
@ShellieBlum

364k Followers / Following 361k



Geoff De Weaver
@geoff_deweaver

1M Followers / Following 64.5k



Greg Wilson
@GWPStudio

258k Followers / Following 221k



Sarah Brown
@SarahBrownUK

1.2M Followers / Following 9.7k



Chris Collins
@CollChris

606k Followers / Following 333k



Chantel Martiromo
@_Woman_health

471k Followers / Following 402k



Kim Garst
@KimGarst

357k Followers / Following 236k



Axel Koster
@AxelKoster

692k Followers / Following 168k



Dr Craig Brown
@craigbrownphd

402k Followers / Following 4.8k

Our Top 1% Influencers



734

6

Jim Browning
@JimBrowning

JimBrowning.Kred



779

8

Javier Garavito
@JBFotografo

JavierGaravito.kred



708

5

First Mover
@Move_First

FirstMover.Kred



734

7

Lars M. Heitmüller
@LMH

LMH.Kred



785

6

David Orrego
@orrego0

Orrego08.Kred



869

7

Krystyl
@Krystyl

Krystyl.Kred



877

7

ValeriaLandivar.Kred

ValeriaLandivar.Kred



734

6

DaiManuel.Kred

DaiManuel.Kred



741

8

Peter Hatlem
@PeterHatlem

PeterHatlem.Kred



766

9

Jessica S. Parmer
@ThatOddMom

JimBrowning.Kred



734

6

Rolf Lindstrom
@Rolf_Lindstrom

Rolf_Lindstrom.Kred



975

10

Michael J.D. Warner
@MJDWarner

MJDWarner.Kred



835

8

Alberto M. Cuartero
@AlbertoAb

AlbertoMartinezCuartero.Kred



775

7

Lefteris Heretakis
@Heretakis

Heretakis.Kred

Featured Kred Leaders

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November 2016



Kim Garst
@KimGarst



Mari Smith
@MariSmith



Brian Solis
@BrianSolis



Dina L
@DinaJ



Amy Lynn
@AmyLynnOrg



Sookie Tex
@Sookietex



Piers Morgan
@PiersMorgan



Anderson Cooper
@AndersonCooper



Shelly Kramer
@ShellyKramer



Anthony De Rosa
@AntDeRosa



Dan Kanter
@DanKanter



Andrew Grill
@AndrewGrill



Porter Gale
@PorterGale



Jessica Northey
@JessicaNorthey



Jure Klepic
@JKCallas



Gabrielle Laine Peters
@GabrielleNYC



John Nosta
@JohnNosta



Gaby Zwaan
@Gaby407

Featured Kred Leaders

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November 2016



990
10

Ann Trann
@AnnTrann_



988
11

Sean Gardner
@2morrowknight



984
10

Chris Brogan
@ChrisBrogan



947
10

Mark Horvath
@hardlynormat



933
9

Shep Hyken
@Hyken



880
10

Lee Bogner
@LeeBogner



945
9

Ekaterina Walter
@Ekaterina



751
5

Ben Morrison
@BenTheMorrison



865
9

Shira Abel
@ShiraAbel



979
8

PeterShankman
@PeterShankman



869
10

Tonya Hall
@TonyaHallRadio



968
10

Angela Maiers
@AngelaMaiers



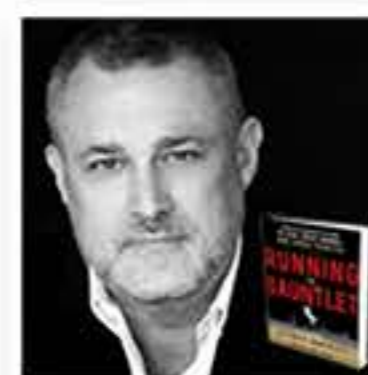
1000
10

Reg Saddler
@zaibatsu



990
11

Lori Moreno
@LoriMoreno



934
9

Jeffrey Hayzlett
@JeffreyHayzlett



880
8

Amanda Blain
@GFsocial



889
9

Jerry James Stone
@JerryJamesStone



995
9

Guy Kawasaki
@GuyKawasaki

INBOUND

The 50 most Influential Speakers at INBOUND 2016

The most awaited marketing event of the year, HubSpot's #INBOUND16 is here! The 4 day Boston conference brings together marketers and sales professionals alike to share their ideas and collaborate on the topics that affect Inbound Marketers. Discover the top 50 most Influential Speakers at this year's conference.



Serena Williams
@SerenaWilliams



Anna Kendrick
@AnnaKendrick47



Gary Vaynerchuk
@GaryVee



Mari Smith
@MariSmith



Chris Brogan
@ChrisBrogan



Ann Handley
@MarketingProfs



Rand Fishkin
@RandFish



Ta-Nehisi Coates
@TanehisiCoates



Brian Fanzo
@iSocialFanz



Rebekah Radice
@RebekahRadice



Gini Dietrich
@Ginidietrich



Larry Kim
@LarryKim



Peg Fitzpatrick
@PegFitzpatrick



Amy Vernon
@AmyVernon



Mitch Joel
@MitchJoel

INBOUND



Jason Falls
@JasonFalls



Dharmesh Shah
@Dharmesh



Michael King
@iPullRank



Viveka von Rosen
@LinkedInExpert



David Meerman Scott
@DMScott



Danielle Morrill
@DanielleMorrill



Jill Rowley
@Jill_Rowley



Christopher Penn
@CsPenn



Alec Baldwin
@AlecBaldwin



Kyle Lacy
@KyleLacy



Matt Heinz
@HeinzMarketing



Jeremy Goldman
@JereMarketer



Peep Laja
@PeepLaja



Rachel Happe
@RHappe



Jill Konrath
@JillKonrath



Reshma Saujani
@ReshmaSaujani



Kareem Taylor
@KareemTaylor



Joanna Lord
@JoannaLord

INBOUND

Amy Schmittauer
@SchmittasticLeslie Odom, Jr.
@LeslieOdomJrMarcus Sheridan
@TheSalesLionNate Riggs
@NateRiggsTim Urban
@WaitButWhyWill Critchlow
@WillCritchlowBrian Halligan
@BHalliganBrian Morrissey
@BMorrisseyDavid Berkowitz
@DBerkowitzChristine Perket
@MissusPKevin Daum
@KevinJDaumAlexandra Samuel
@AwSamuelSteve Garfield
@SteveGarfieldTamsen Webster
@TamadearRebecca Lieb
@LieblinkSam Mallikarjunan
@MallikarjunanAdam Steinhardt
@AdamPSteinhardtDr. Tony Alessandra
@TonyAlessandra

Meet the People behind the Game

As our Kred Influencers are welcomed to play the Empire.Kred game, they are joining an existing community of the world's most active social media users.

Existing power users have high Kred Scores, high Share Prices and are among the most generous social media users world wide.

Join them.



Kevin Green
@MySODotCom

□ Share Price: 2280.51954



Chris Del Grande
@ValuedMerchants

□ Share Price: 1718.06836



Rick Yager
@tripletsfan19

□ Share Price: 1609.27649



Charles Garcia
@CharlesPGarcia

□ Share Price: 1445.10402



Chris Pirillo
@ChrisPirillo

□ Share Price: 1404.53743



Neal Schaffer
@NealSchaffer

□ Share Price: 1374.96814



Ruud Reijmerink
@Ants_Ruud

□ Share Price: 1297.61117



Sigmund J. Solares
@sjsolares

□ Share Price: 1288.42701



DES Daughter Network
@DES_Journal

□ Share Price: 1273.79617



Adam Houlahan
@AdamHoulahan

□ Share Price: 1230.33551



Lynn O'Connell
@OMDirect

□ Share Price: 1198.12083



Jeffrey Scheck
@craigbrownphd

□ Share Price: 1095.07172

Featured Empire.Kred Power Users

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November 2016



1000
10

Reg Saddler
@zaibatsu



964
9

Kamal Bennani
@E_mhotep



921
7

Art Jonak
@ArtJonak



988
11

Terri Nakamura
@terrinakamura



911
9

Paul Steinbrueck
@PaulSteinbrueck



784
8

Kita Champion
@EAVBarbie



780
7

David Sanger
@DavidSanger



907
9

Erik van Erne
@Milieunet



782
8

Steven L. Johnson
@StevenLJohnson



850
10

Harold Gardner
@HaroldLGardner



984
9

A Broader View
@abroaderview



856
4

Richard Townsend
@rictownsend



938
9

Bob Warren
@BobWarren



926
9

Sarah Wilson
@MySmartPuppy



935
8

Lucas Wyrsh
@Lucas_Wyrsh



984
9

Rami Kantari
@RamiKantari



805
8

John Gushue
@JohnGushue



847
8

Nance Larson
@NanceLarson



892
10

Vince Perriello
@VPerriello



869
7

Kevin Lundberg
@IPOMaven



862
9

JD Hancock
@JDHancock



986
11

Jessica Northey
@JessicaNorthey



801
8

Andrew Girdwood
@AndrewGirdwood



755
6

Vitus Feldmann
@VitusFeldmann



900
9

Robby Ball
@PerfectSliders



810
9

Steven Healey
@StevenHealey



946
4

Randy Gage
@Randy_Gage



Give extra recognition to your favorite influencers with +Kred

We believe everyone should have the opportunity to show appreciation for the people who influence them. We also think it's important to collect indications of Influence from sources beyond social media interactions. +Kred is one of the ways we accomplish both of these goals.

When you give +Kred to someone, they receive 70 Influence Points in the community of your choice. You will also be rewarded with 30 Outreach Points in the Global Kred community for your generous action.

Meet our most generous givers of +Kred

@DanShrigley
 @DawnMGibson
 @MegTucker1
 @bizGENIUS_AUS
 @socialiteSOS
 @cindycapo
 @unqiue_eyes69
 @littlelilypadco
 @Pamiam4
 @cluelessbutdumb
 @jmgrande
 @SteffenBieser
 @buzzyngabe
 @FollowPurpSquir
 @amidyousef
 @vike8
 @zoheeralately
 @AsgharNazeer
 @WaterWayRealty
 @mfacchinetti
 @geoff_deweaver
 @RuudWJanssen
 @_LisaLorraine_
 @abedalsalaamhel
 @AmyLynnOrg

@fearashelaley
 @DJFrankieeee
 @papawu1
 @RaspberryGiggle
 @CarlyAThorne
 @rsr1424
 @matos555_
 @JeromeShaw
 @PacificCove
 @smithcandy123
 @actionScript3
 @amanykkefm
 @Roni1188
 @MummyToTheMax
 @wakeadfayeze
 @harlinghausen
 @Imsergio
 @BabyEsMomma
 @Jefficus
 @amidiabetic
 @MenuEngineer
 @EnigmaticFlare
 @jimyiapanis
 @Gaurai1984
 @spicers1976

@babfari
 @stijbob
 @annehthomas
 @RealPaul
 @PredatorDefense
 @raymondhannes
 @MikeSchnoor
 @Battle_Cry87
 @Pedlar7
 @MChaddha1
 @kwknox50
 @the_local_way
 @TumorWarrior
 @liam_in_sf
 @modlandUSA
 @hydrangeahippo
 @LynneSturtevant
 @DK_Coble
 @smithr408
 @FanAllstar
 @pdk117
 @PeopleBrowsrAU
 @Agosacra
 @MichaelAelfdane
 @SocialMediaChnl

@harrypurplmonky
 @sahaguru
 @LaurelKlem
 @fareashamaad
 @lifesandcastle
 @ramiharthi12
 @ZenFae
 @hanspetermeyer
 @WallStChnl
 @AstridRory
 @MyTwoMums
 @mithuhassan
 @gasemhello
 @ShiCooks
 @thewaywewantto
 @SoBeLIVE
 @SmileMoki
 @shareaff
 @LillyMLove1
 @stevekrohn
 @analons
 @prideangel
 @R2UK
 @YNickBrownY
 @CasanovaRud

The Forbes logo, featuring the word "Forbes" in a bold, black, serif font.

"What I love is the transparency, they say point blank this is what we see you doing, this is how people are reacting to your content, and this is why and what we feel you're influential in. To me this is Huge"

The TechCrunch logo, featuring a green "TC" icon followed by the word "TechCrunch" in a bold, black, sans-serif font.

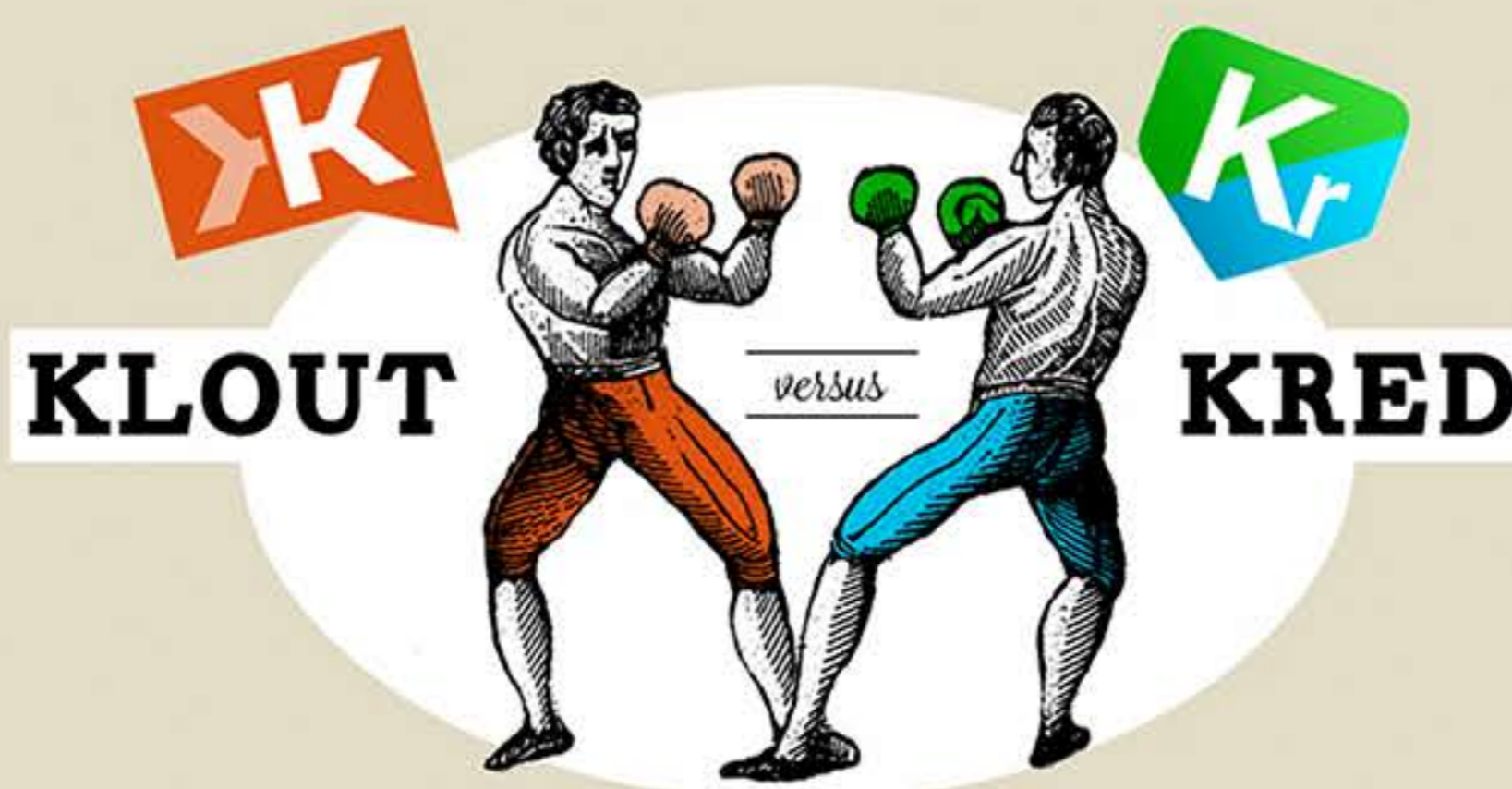
"So how is this different from Klout? The main difference is Kred's transparency. It shows you exactly how you got your score and lets you drill down to every retweet to see how many points it was worth."

The Entrepreneur logo, featuring the word "Entrepreneur" in a bold, red, serif font.

"In addition to the influence score, Kred also displays an outreach score. A high number here means the person frequently engages with the work of others by sharing, replying or following new accounts. If you're looking for someone who knows how to engage over social media, these are the people most likely to help."

The Brandwatch logo, featuring a colorful, abstract cluster of dots to the left of the word "Brandwatch" in a bold, black, sans-serif font, with "Social Media Monitoring" in a smaller font below it.

"Kred celebrates the power of personal influence and generosity at the heart of human relationships – tight groups of friends and subject matter experts. For marketers, Kred presents the opportunity to discover trusted, engaged influencers who can help them spread their message quickly."



HOW IT'S USEFUL TO BRANDS

PERKS

SELLS BRANDS THE OPPORTUNITY

to give specific influencers
exclusive access to
products/experiences

DOES NOT
identify influencers

COMMUNITIES

DIRECTLY IDENTIFIES INFLUENCERS

within specific communities
and interests in order
to target brand's audience

DOES NOT
give set rewards

SCORING

MEASURES INFLUENCE

= how people respond
to your activity

61

ON A SCALE OF 1 - 100

MEASURES INFLUENCE and OUTREACH

+ how you respond to
other people's activities

344
Influence
05
Outreach Level

ON A SCALE OF 1 - 1,000

ON A SCALE OF 1 - 11

BONUS POINTS



THE FIRST MAJOR
SOCIAL INFLUENCE
MEASUREMENT TOOL

MORE TRANSPARENT

Kred details exactly how
your score was calculated

USED BY TOP BRANDS LIKE
DISNEY, AUDI,
& TURNER



FACTORS IN
REAL WORLD
ACCOMPLISHMENTS



FUN FACT



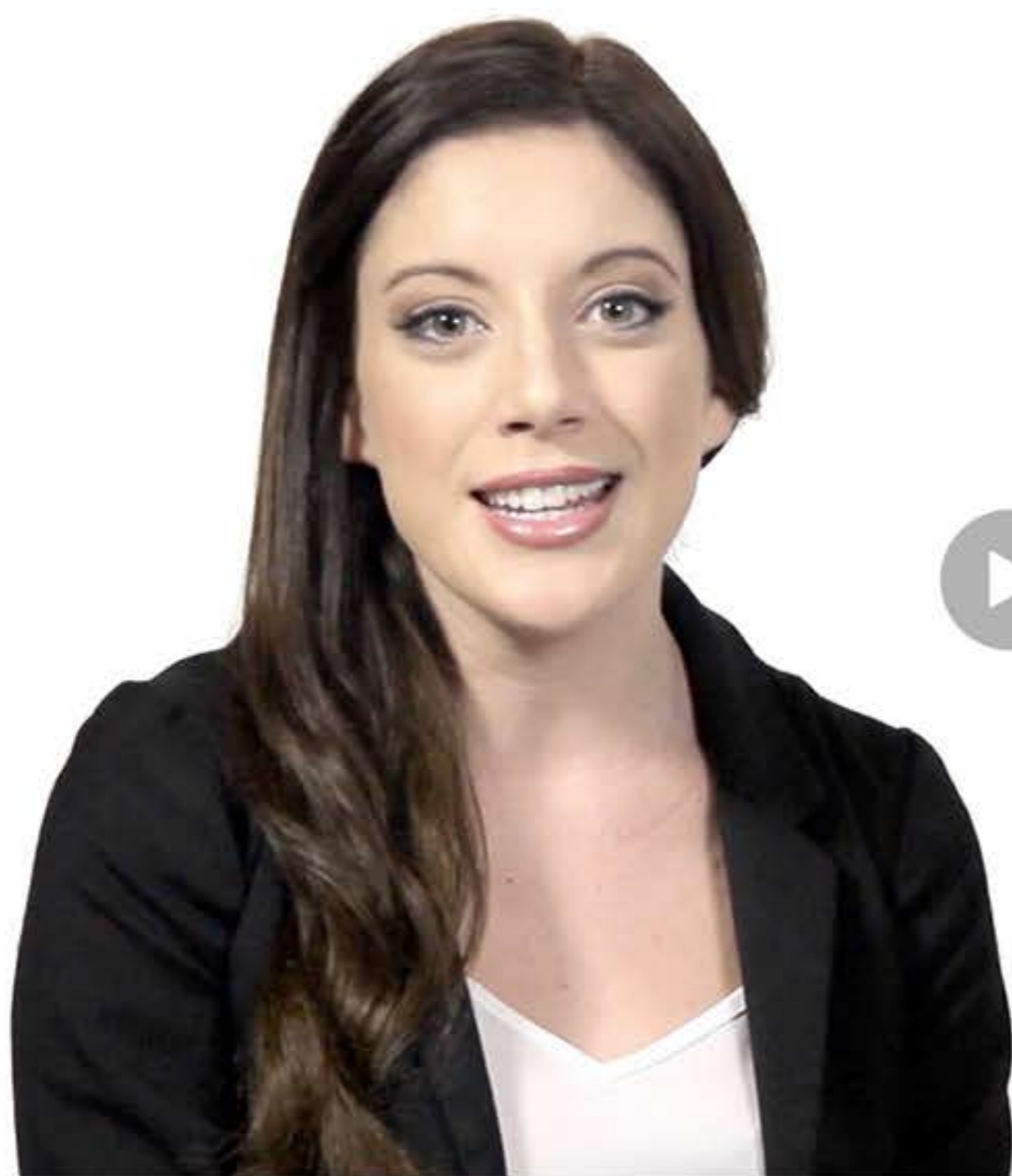
THE **KLOUT** OFFICE
and **Kred** OFFICE
SHARE THE SAME BUILDING

social media
DELIVERED

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Sources: <http://klout.com>, <http://kred.com>, <http://mashable.com>,
<http://techcrunch.com>, <http://allthingsd.com>

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