

# TOP 5

Of the most influent Peruvian politicians on the Net

Survey:

**d+i** developing ideas

LLORENTE & CUENCA

## Influencing factor



The influencing factor is calculated based on four indicators.

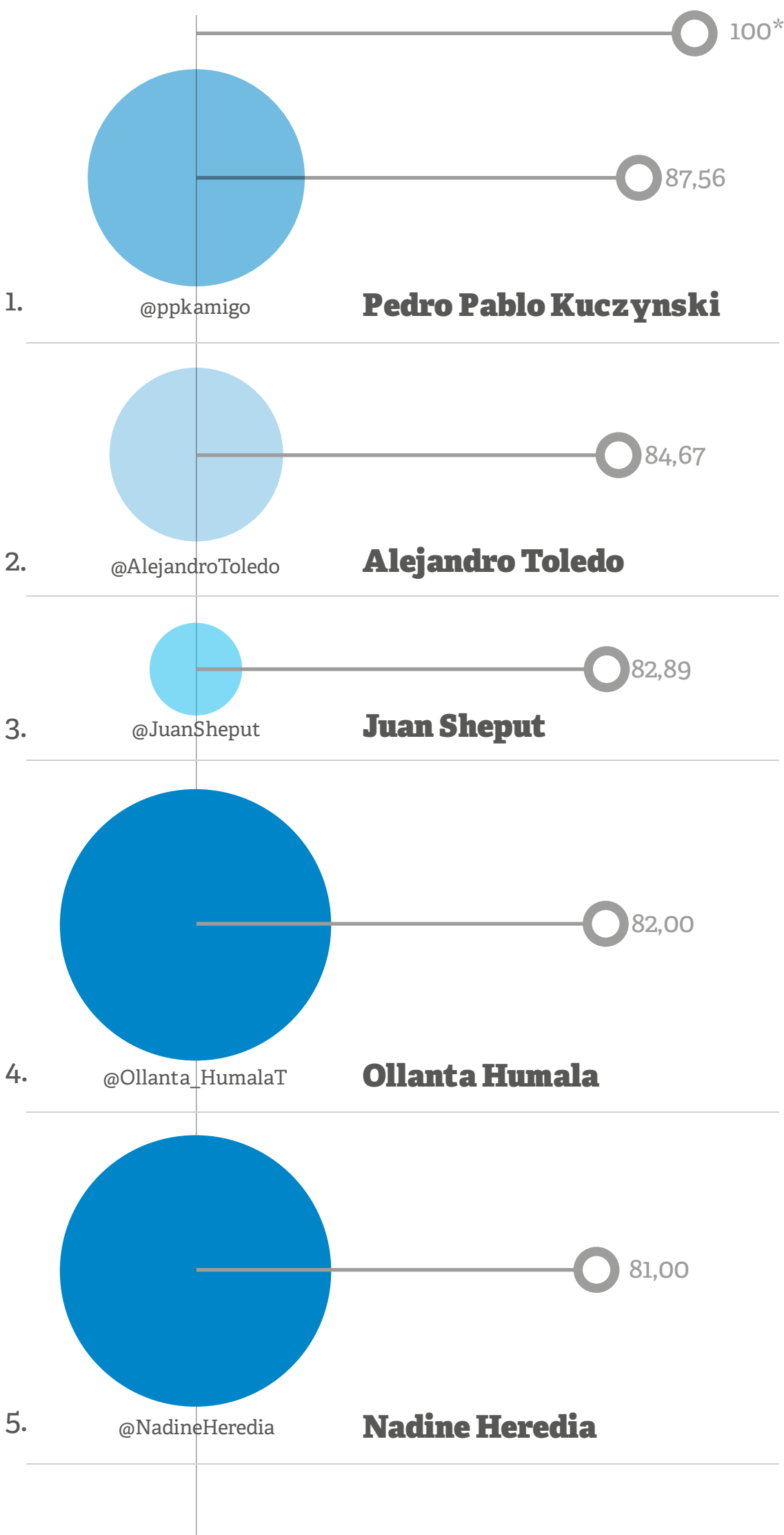
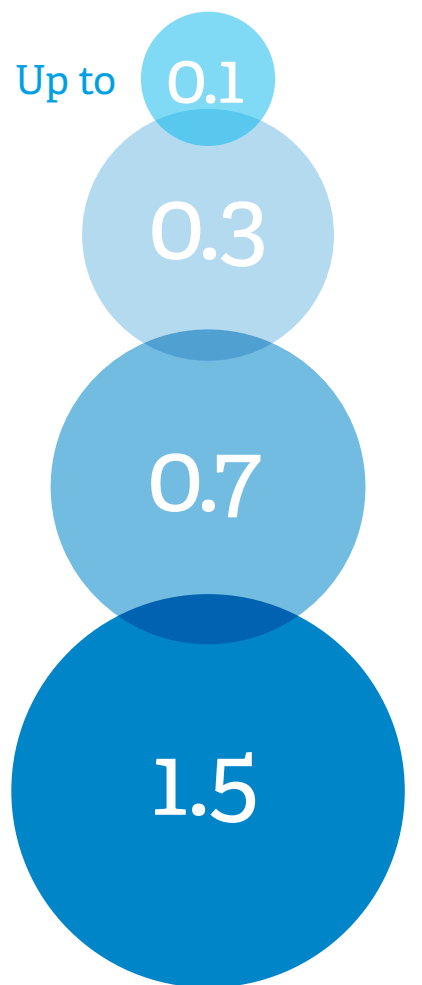
### Twitter environment:

- Number of -real- followers
- Number of retweets (RT)
- Number of mentions

### Personal corporate websites:

- Has a personal website or blog.

Number of followers on Twitter  
(graduated scale in millions of followers)



(\*) Scoring scale: 0 to 100