Premium User Guide

Ranker Insights

Getting Started

What is Ranker Insights?

Ranker Insights helps studios, platforms, brands and journalists gain a deeper understanding of consumer tastes on TV, Films, Celebrities, Music, Sports, and more.

Our insights platform has rich data on audience sentiment, voting trends across time, and rankings on just about everything. This data is made available to our premium customers through our audience intelligence platform, Ranker Insights.

Where does all this data come from?

It's all powered by Ranker.com, the worldwide leader in fan rankings on just about everything. With over 100,000 lists available, Ranker covers a broad number of topics with nuance, depth, and scale. Each month, 30 million people visit Ranker and cast 15 million votes.

These votes – over a billion of them and counting in total – are processed through our algorithms to aggregate voter patterns across 1.1 million interests. We maintain data integrity through sophisticated data controls, including systems to detect and remove bias. Finally, we calculate the statistical significance. Only data points exceeding our data quality thresholds appear in Ranker Insights.

Using Ranker Insights Premium

Access and Accounts

Ranker Insights requires users to be logged in with a premium account to gain full access to the intelligence platform.

First-time users will receive an invite to their company email address with instructions on how to activate their account. These accounts are pre-configured with full access to premium features.

Support questions, including assistance with account activation and logins, can be directed to insights@ranker.com

Dashboards

The dashboards on Ranker Insights include intelligence on TV, Films, Celebrities, Music, Sports, and more.

- Sentiment (based on the proportion of positive and negative votes)
- Total votes (viewable under the Likes/Dislikes details button)
- Rankings by list
- A map of Likes/Dislikes by region
- Voting Trends across time
- Interest Breakdown
- Audience Affinities
- In-list correlation breakdown (advanced view)

We've included additional information below on features that benefit from more explanation.

Sentiment Details

A voting summary and breakdown of total votes, upvotes, and downvotes. This view also includes sentiment, as the percentage share of upvotes over total votes.

The top 3 Ranker lists are included to provide additional context on what's driving a positive (or negative) sentiment percentage. The left column contains the top lists that are contributing the most net positive votes (the greatest delta between upvotes and downvotes per list). The right column is calculated similarly, though for net negative votes per list.

Interest Breakdown

What do fans also like and dislike?

The Interest Breakdown reveals these relationships . For example, if you're looking at the Interest Breakdown for a given actor, this section will show you other actors, movies, brands, and more that fans of that actor are more likely to also enjoy. Each section of the Interest breakdown is grouped by types of content, e.g. TV, Films, Celebrities, Music, Sports, etc.

The default view is "summarized" with interesting relationships. To see all relationships within the group, click on the "load more" button to expand this section.

Each group is ordered by score in descending from highest to lowest.

You can see more details about a relationship by clicking on the "Why?" button. This will display details about which lists are contributing to the relationship.

Affinity Scores

Affinity Scores express the strength of the relationship between two items. The scores are calculated based on Ranker and Watchworthy visitors who have voted on both of these items. The more people that vote similarly, the stronger the relationship.

Affinity Score Scale

Extreme	Strong	Moderate	Mild		Negative

| 999 | 500 | 300 | 100 | 0 | -30 | -100 |
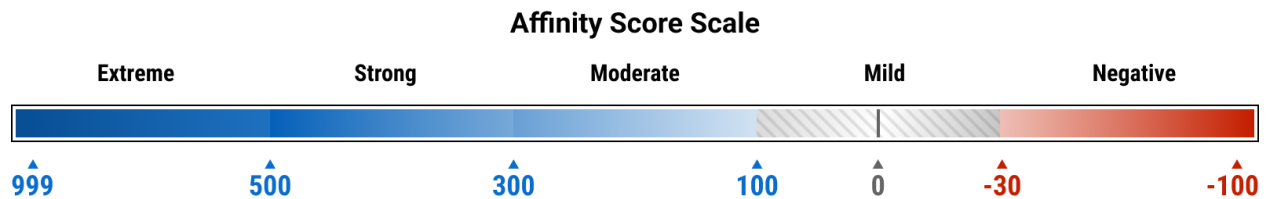
These scores can range from 999 to -100 and can run the spectrum from positive to negative.

A positive score is one where most voters feel the same way about both items. They may upvote both items (or even downvote them). The key is that they're voting the same direction on both items: up/up or down/down. Scores for positive relationships range from +1 to 999.

A negative score is one where voters feel differently about the two items. They'll upvote one item and downvote the other: up/down or down/up. Scores for negative relationships range from -1 to -100. For example, it's no surprise that people feel very differently about President Obama and Trump. Hence they're very negatively scored. Most people tend to like one or the other, but not both.

Adjectives

A unique capability of Ranker Insights is adjectives. Ranker Insights can tell you if people are voting on their favorite celebrity because they see the celebrity as talented or if it's because they see them as attractive. Adjectives describe the intent behind the vote.

The default adjective will typically be "positive summary." Other available adjectives include best, talented, funniest, smartest, and attractive. Adjectives will vary by dashboard. It's based on the type of lists that the item appears in. We also factor if there are sufficient statistically significant correlations of the adjective for it to appear as an available option.

Audience Affinity

Audience affinities display the correlated audiences. An audience is a group of people with a shared interest. For example, a horror movie is more likely to be viewed positively by a horror audience.

The higher the score, the stronger the correlation. A high score means this audience over-indexes with the item.

Ranker Insights has over a hundred audiences.

Exports

Users may export reports in PDF and Excel formats

Getting Help

Contact insights@ranker.com. Feel free to cc your account representatives too.