

5 Things You Didn't Know About mBLAST

1. **mBLAST** scours one terabyte (1,000,000 MB) of data daily across both traditional and social media to identify your key influencers on topics that are important to you
2. **mPACT** evaluates anyone based on the topics they may influence, allowing you to zero in quickly and accurately on the influencers who matter to your specific market
3. **mPACT** provides detailed rankings of both a person's "raw" influence score and their topical relevancy and authority on the topics you choose – along with direct access to recent articles, posts and tweets – so it's easy for you to segment influencers, understand exactly what they write about and engage with them individually
4. **mPACT** is 100% Web based, giving you instant access from anywhere, without any software or updates to download
5. **mPACT** identifies relevant opportunities (such as calls for speakers, editorial calendars and awards) so you can influence your influencers