CLAIMS

1. A system for pairing influencers based on an advertising specification to an advertisement campaign comprising:

a database configured to store:

influencer data entries, each influencer data entry comprising influencer psychographics including a unique post identification number associated with a post and at least one tag from a list comprising a visual recognition tag, concept tag and caption text associated with the unique post identification number;

advertisement campaign data entries, each advertisement campaign data entry comprising search criteria, the search criteria each comprising keywords specified by the advertiser; and

a processor configured to:

match the tags and caption text to search criteria keywords and generate a relevancy score for each unique post identification number;

obtain a shortlist of influencers with at least one unique post identification number with a relevancy score of >0, wherein each influencer is associated with a total relevancy score which is the sum of all relevancy scores associated with a given influencer.

2. The system according to claim 1, wherein stop words are removed from the caption text before being matched to search criteria keywords.

3. The system according to claim 1, wherein the total relevancy scores are normalised to a value between 1 and 10.

4. The system according to claim 1, wherein the search criteria keywords are classified as either positive or negative, and wherein the processor is further configured to exclude influencers from the shortlist with at least one unique post identification number where at least one associated tag matches at least one negative search criteria keyword.

5. The system according to claim 1, wherein each influencer data entry further comprises audience demographics and each advertisement campaign entry further comprises target audience demographics and, wherein the processor is further configured to exclude an influencer from the shortlist whose audience demographics does not match the target audience demographics.

6. The system according to claim 1, wherein the at least one visual recognition tag associated with a unique post identification number is obtained by parsing the video/images associated with the unique post identification number using a visual recognition service.

7. The system according to claim 1, wherein the at least one concept tag associated with a unique post identification number is obtained by parsing the text caption associated with the unique post identification number using a natural language understanding service.

8. The system according to claim 1, wherein each influencer data entry further comprises the average past rating, the total follower count, the total number of posts and the total number of likes and comments, and wherein the processor is further configured to calculate the payout to influencers on the shortlist, and wherein the payout is based on the total number of interactions across all posts relative to the influencer's follower count and modified based on the average past rating, the total relevancy score and the nature of the work performed by the influencer and wherein the rating is a value between 1 and 5 where the higher the value, the better the performance.

9. The system according to claim 1, wherein the processor is further configured to send a message to shortlisted influencers in order of the influencer with the highest total relevancy score to lowest total relevancy score.

10. A computer-implemented method of pairing an advertiser with at least one influencer for an advertisement campaign, the method comprising the steps of:

obtaining available influencer account data comprising information on influencer posts, the influencer posts comprising images/videos and associated text captions;

parsing the images/videos using a visual recognition service to obtain visual recognition tags and parsing the text captions using a natural language understanding service to obtain concept tags;

matching the text captions to positive search criteria keywords associated with the advertisement campaign and generating a relevancy score for each influencer post with at least one match, wherein stopwords are removed from the text captions prior to matching with the positive search criteria;

matching the visual recognition tags to the positive search criteria keywords associated with the advertisement campaign and generating a relevancy score for each influencer post that matches the criteria but had not already received a relevancy score of >0;

matching the concept tags to the positive search criteria keywords associated with the advertisement campaignh and generating a relevancy score for each influencer post that matches the criteria but had not already received a relevancy score of >0;

summing up the relevancy scores associated with an influencer to obtain a total relevancy score which is the sum of all relevancy scores associated with a given influencer;

obtaining a shortlist of influencers with at least one unique post identification number with a relevancy score of >0, wherein each influencer is associated with the total relevancy score.

11. The computer-implemented method according to claim 10, wherein the total relevancy scores are normalised to a value between 1 and 10.

12. The computer-implemented method according to claim 10, wherein influencers who match the negative search criteria keywords are excluded from the shortlist.

13. The computer-implemented method according to claim 10, wherein influencers with audience demographics that do not match the target audience demographics are excluded from the shortlist.

14. The computer-implemented method according to claim 10, comprising the further step of:

calculating a payout to influencers on the shortlist, wherein the payout is based on the total number of interactions across all posts relative to the influencer’s follower count and modified based on the average past rating, the total relevancy score and the nature of the work performed by the influencer.

15. The computer-implemented method according to claim 10, comprising the further step of:

sending a message to shortlisted influencers in order of the influencer with the highest total relevancy score to lowest total relevancy score..