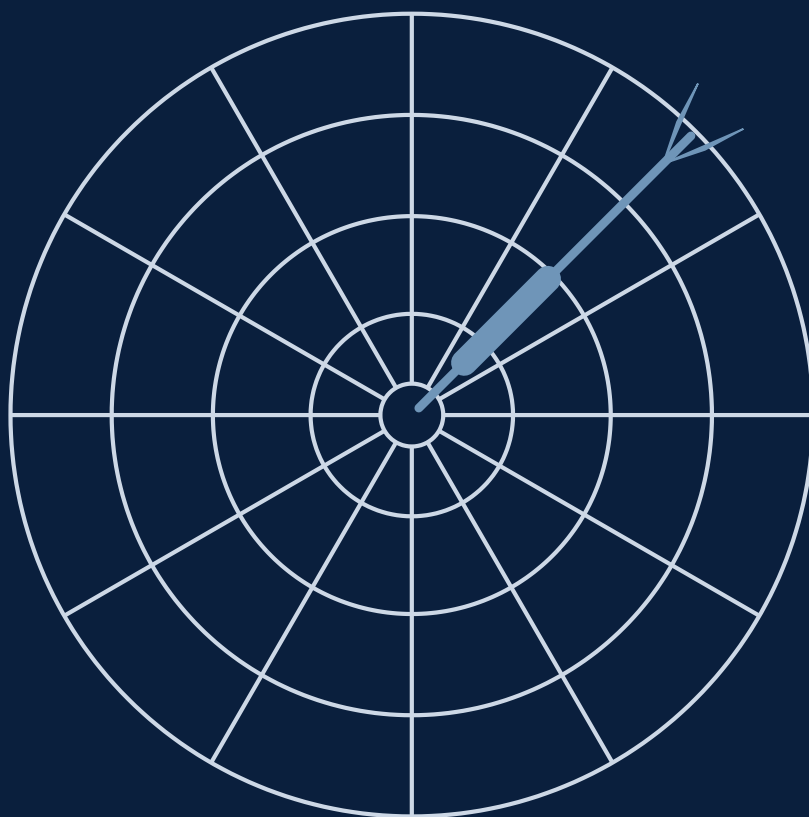


Resonance

FREE TEMPLATE · 2026 EDITION

The AIIM framework.

A targeted approach to analyst relations: find the analysts who move your market, and spend your time on them.



Analyst relations isn't a numbers game.

Briefing every analyst who covers your market spreads your time thin and wins you little. The analysts who matter are the ones whose views reach your buyers when they're deciding. AIIM helps you find them.

AIIM scores each analyst on three things, each out of 100, for a total out of 300. Score them on evidence rather than reputation, rank them, and put your effort where it counts.

AI • 0 TO 100

Analyst Influence

How far the analyst's voice carries: their reach, and how often they're quoted and cited.

I • 0 TO 100

Impact

How much they change what buyers do: how often they talk to buyers, and how much their assessments weigh.

MB • 0 TO 100

Market Buy-in

How much the market trusts them: whether they refer buyers to vendors and sway the final decision.

Where each part matters in the buying journey

Awareness

Analyst Influence. Analysts with wide reach put your name in front of buyers before they start looking.

Consideration

Impact. Analysts who advise buyers directly decide which vendors make the shortlist.

Decision

Market Buy-in. A trusted analyst's view can settle a close decision in your favour.

Six measures, three bands each.

Each measure is worth up to 50 points. Pick the band that fits the evidence: 10, 30 or 50. Adjust the bands to suit your market, but keep them the same for every analyst you score.

MEASURE	EVIDENCE TO LOOK AT	10 POINTS	30 POINTS	50 POINTS
Analyst Influence (AI) • 0 to 100				
Reach	Followers on LinkedIn and other channels your buyers use	Under 10,000	10,000 to 50,000	Over 50,000
Visibility	How often they're quoted or cited in coverage, and in the AI answers your buyers see	Rarely	Sometimes	Often
Impact (I) • 0 to 100				
Buyer interactions	How often they speak to end users: inquiries, advisory calls, sourcing work	Rarely	Sometimes	Often
Assessment influence	How much their evaluations shaped customers' decisions, from a short buyer survey	Minimal	Moderate	High
Market Buy-in (MB) • 0 to 100				
Referral rates	How often they send buyers to vendors like you	Rarely	Sometimes	Often
Purchase influence	How much they sway the final choice, from customer and prospect surveys	Minimal	Moderate	High

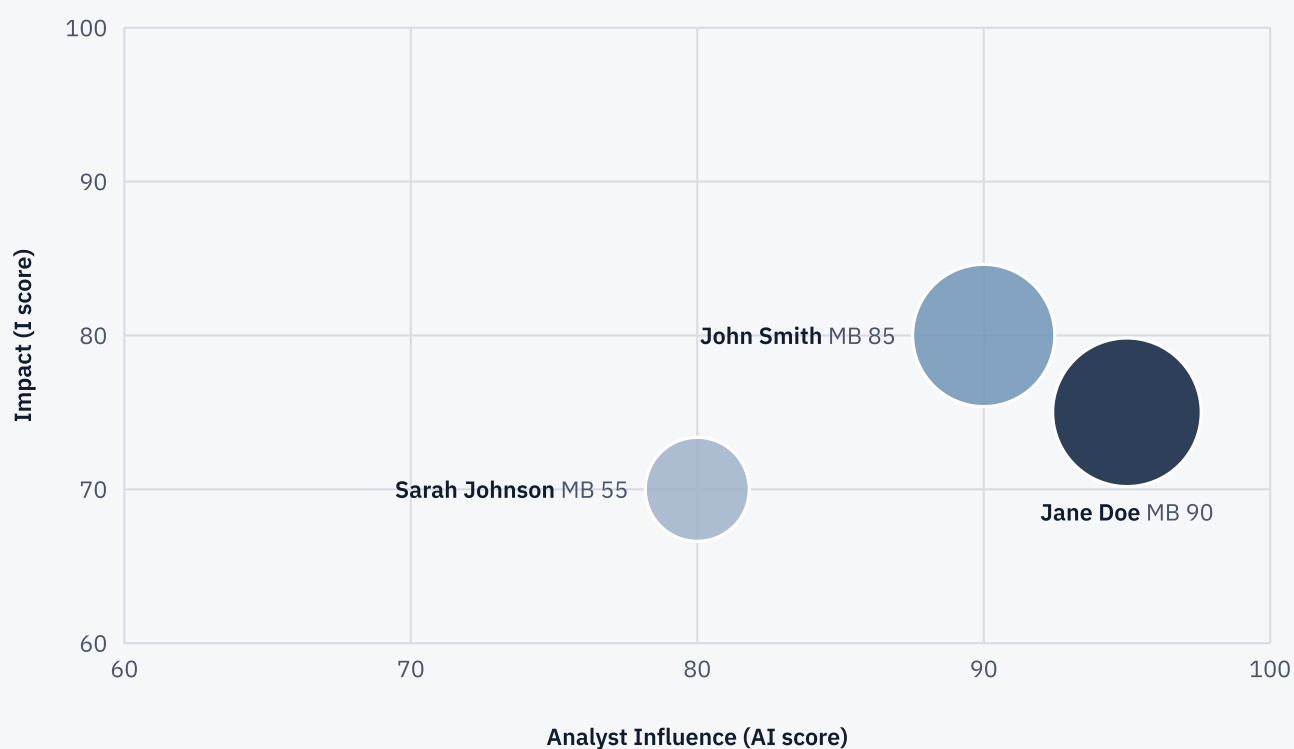
NEW FOR 2026

Buyers now ask AI assistants for shortlists, and those assistants mostly can't read paywalled analyst research. When you score Visibility, check which analysts and firms the assistants actually cite for your category's questions. An analyst whose views reach those answers is worth more than their follower count suggests.

Total score = AI + I + MB, out of 300. We gather buyer and customer evidence through short surveys of our clients' target audiences, and track citations in coverage and AI answers with **Agency**.

Three analysts, scored.

ANALYST	FIRM	REACH	VISIB.	BUYERS	ASSESS.	REFERRAL	PURCHASE	AI	I	MB	TOTAL
Jane Doe	Analyst Firm A	50	45	50	25	50	40	95	75	90	260
John Smith	Analyst Firm B	40	50	40	40	35	50	90	80	85	255
Sarah Johnson	Analyst Firm C	50	30	20	50	30	25	80	70	55	205



Across: Analyst Influence. Up: Impact. Bubble size: Market Buy-in. Axes start at 60.

Jane Doe and John Smith are close on total score but reach it differently. Jane's strength is her voice in the market; John's is his influence on buyers' decisions. Sarah Johnson has influence but little buy-in, so she's worth keeping informed rather than courting.

Score your analysts.

Score each measure 10, 30 or 50. AI = reach + visibility. I = buyer interactions + assessment influence. MB = referral rates + purchase influence. The spreadsheet version adds these up for you.

From scores to a plan.

A ranked list is only useful if it changes where you spend your time. These tiers are a starting point; move the lines to fit how many analysts you can properly serve.

Tier 1	<i>200 and above</i>	Brief them before every major announcement, invite them to strategy sessions, and ask for their feedback on positioning and roadmap. These are the relationships that shape rankings.
Tier 2	<i>120 to 199</i>	Brief them twice a year and keep them up to date in writing. Watch for anyone climbing towards Tier 1.
Tier 3	<i>Below 120</i>	Keep them informed with regular written updates. Don't spend briefing time here unless something changes.

Five steps

- 01** **List the analysts** who cover your market: the big firms, specialists, regional firms and sourcing advisers.
- 02** **Gather the evidence** for each measure. Ask your sales team and customers which analysts come up.
- 03** **Score, rank and tier** them, and agree the list with sales and product.
- 04** **Plan engagement** around each tier and each firm's report timetable.
- 05** **Rescore every six months.** Analysts change roles, firms change coverage, and the list should change with them.

WANT A HAND?

Resonance runs analyst relations programmes and ranking report support for B2B technology companies. Book a free AR health check at resonancecrowd.com/industry-analyst-relations-agency