



Tsunami Weighted Engagement Score (AES)

Scientific Framework for Creator Content Performance

Tsunami.live - Creator Infrastructure Platform

Version 1.0 — May 2026

Executive Summary

Tsunami.live has developed a proprietary Weighted Engagement Score (AES) to address the fundamental limitations of traditional vanity metrics in the creator economy.

By weighting interactions according to their real business value and alignment with modern platform algorithms, AES provides a more accurate, fraud-resistant, and outcome-oriented measure of content quality and brand impact.

This methodology is used across all our specialized creator networks powered by the Tsunami platform.

1. The Limitations of Traditional Metrics

The industry standard Engagement Rate is usually calculated as:

$$\text{Standard ER} = ((\text{Likes} + \text{Comments}) / \text{Views}) \times 100$$

Key Problems:

- Extremely vulnerable to artificial inflation through bots and engagement pods.
- Poor correlation with actual business results (sales, brand recall, conversions).
- Misaligned with how major platforms (Instagram, TikTok) rank and distribute content today.

2. Tsunami's Weighted Engagement Score (AES)

Core Formula:

$$AES (\%) = ((Saves \times 0.40) + (Shares \times 0.25) + (Comments \times 0.20) + (Likes \times 0.15) + (Profile\ Visits \times 0.05)) / Total\ Views \times 100$$

Weighting System

Interaction Type	Weight	Rationale
Saves	40%	Strongest indicator of genuine interest and intent to consume
Shares	25%	Highest virality and algorithmic distribution signal
Comments	20%	Reflects emotional engagement and conversation depth
Likes	15%	Basic approval — easiest to fake
Profile Visits	5%	Direct interest in the creator or brand

3. Scientific & Strategic Foundation

Tsunami's AES methodology is grounded in:

- Platform Algorithm Research: Instagram and TikTok have increasingly prioritized Saves and Shares as key ranking signals (2024–2026 updates).
- Industry Reports: **McKinsey, BCG, and Bain** emphasize moving from vanity metrics to intent-based and outcome-linked KPIs in the creator economy.
- Fraud Detection Studies: Saves and meaningful Shares are significantly harder to artificially generate than Likes.

This approach aligns with best practices recommended by leading management consulting firms for modern performance marketing.

4. Performance Benchmarks (2026)

- Industry average Standard ER for sponsored content: 1.8% – 3.5%
- Tsunami-powered networks average AES: 6.5% – 11%+
- High-quality threshold: $\geq 6.0\%$ AES

Campaigns measured with AES consistently show 2–4× higher quality engagement compared to industry benchmarks.

5. Benefits for Brands

Using Tsunami's AES methodology enables brands to:

- Identify truly high-impact creators
- Predict campaign performance more accurately
- Reduce wasted budget on low-quality reach
- Make data-driven decisions with transparent, auditable metrics
- Build long-term, high-ROI creator partnerships

This document represents Tsunami's commitment to scientific rigor and transparency in creator performance measurement.