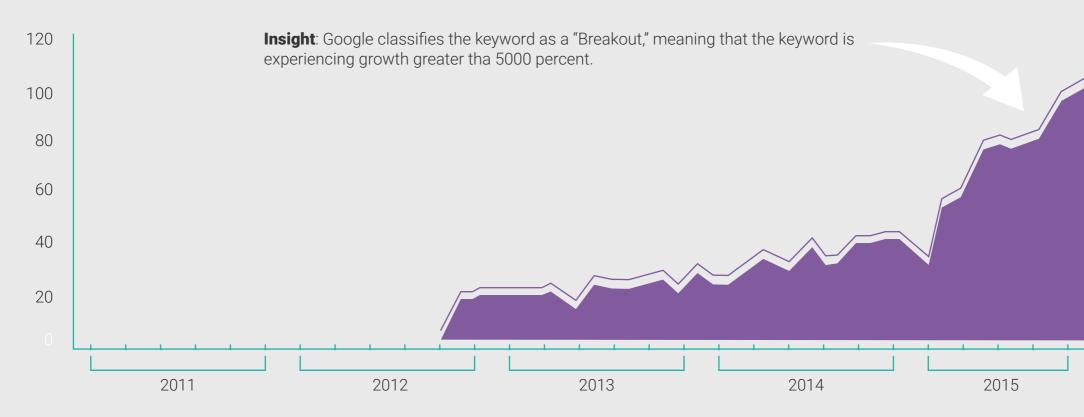


# **INFOGRAPHIC**

### WE ANALYSED **OVER 100** INFLUENCER MARKETING CAMPAIGNS AND THIS IS WHAT WE FOUND...

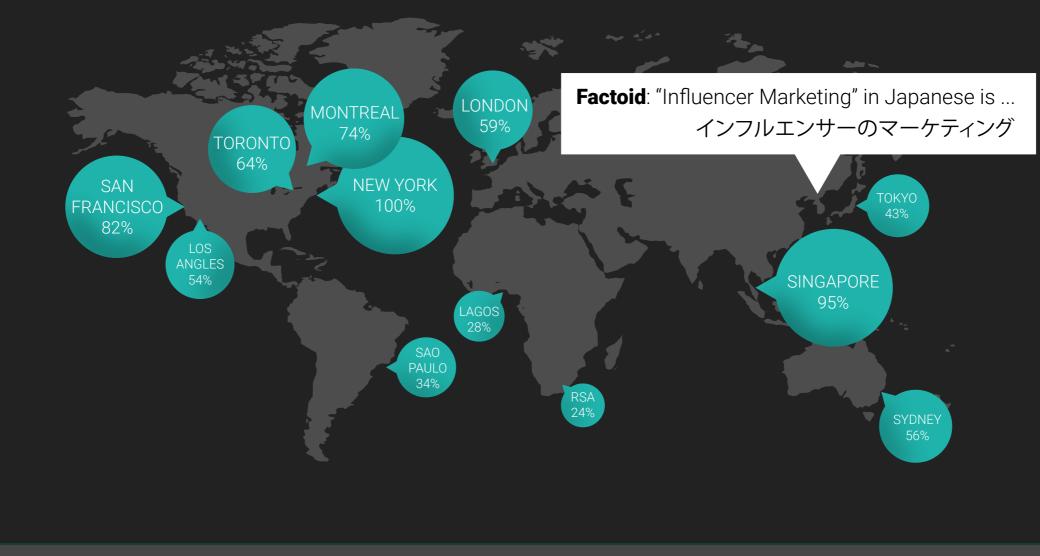
These campaigns were run in the first nine months of 2015 through the Webfluential platform. They spanned global geographies and sampled all major industry verticals from FMCG and travel to fashion and motoring.

# EVERYBODY IS TALKING ABOUT INFLUENCER MARKETING



TOP COUNTRIES TALKING ABOUT INFLUENCER MARKETING

\*Time based relative keyword searches for "Influencer Marketing" on Google



# Two-thirds of advertisers are

RISE OF NATIVE ADVERTISING

native advertising in 2015.

120

30

3500,000

3000,000

WINDOWS

35-44

25-34

18-24

13-17

30%

TRAVEL

LIFESTYLE AND

ENTERTAINMENT

PETS

25%

20%

15%

DEMAND FOR MARKETERS

SUPPLY FOR INFLUENCERS

10%

5%

0%

MARKETER DEMAND FOR INFLUENCER PARTNERSHIPS

VS SUPPLY FROM BLOGGERS

5%

10%

**Insight:** Supply of influencers is

greater than the demand from marketers

15%

20%

25%

planning to spend more on

rather than through traditional advertising.

ENGAGEMENT WHEN POSTING INFLUENCER CONTENT?

70% of individuals want to learn about products through content

WHICH DAYS OF THE WEEK LEAD TO THE MOST TIME ON SITE AND

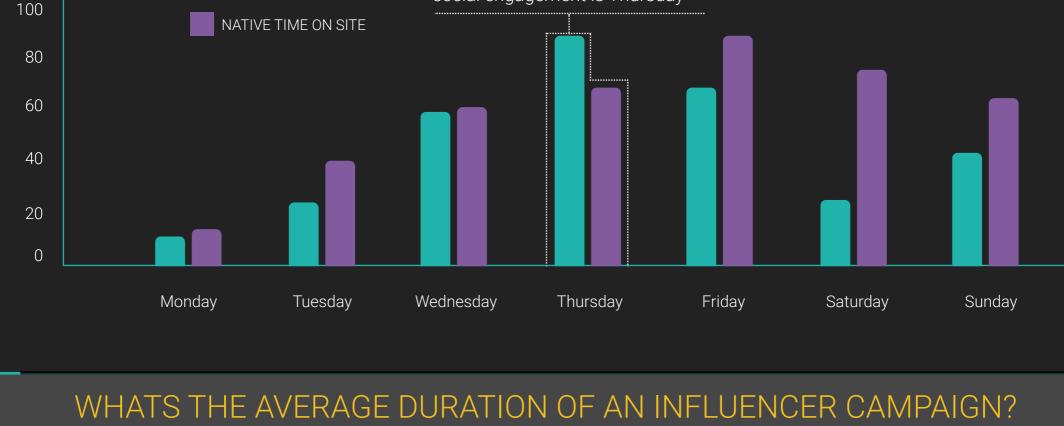
3.50 %

Native ads that include rich

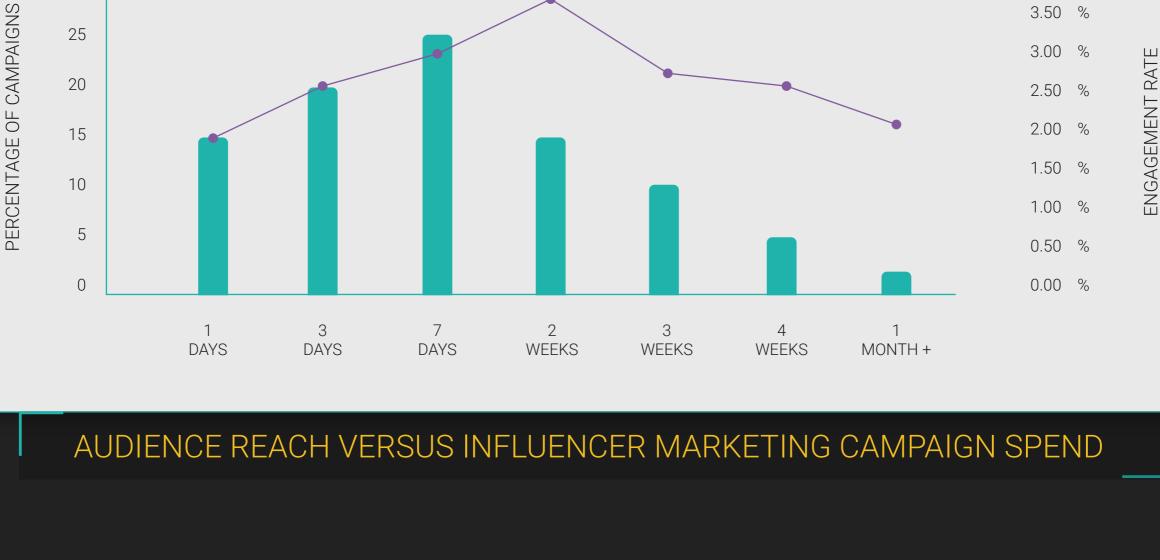
by up to **60%** 

media boosts conversion rates

### **Insight:** The best day of the week for SOCIAL ENGAGEMENT social engagement is Thursday



### **Insight:** 7 days is the most popular length PERCENTAGE OF CAMPAIGNS of campaigns **ENGAGEMENT RATE** 4.00 %



### **Insight:** Influence is not determined by reach, 4000,000 however, penetration and coverage are optimised

between &15 000 and \$20 00

Reach



◆ LUNIX OTHER **ANDROID** 

**USER** 

**DEVICE** 

49%

**BLACKBERRY** 

65+

55-64

45-54

35-44

25-34

18-24

13-17

30%

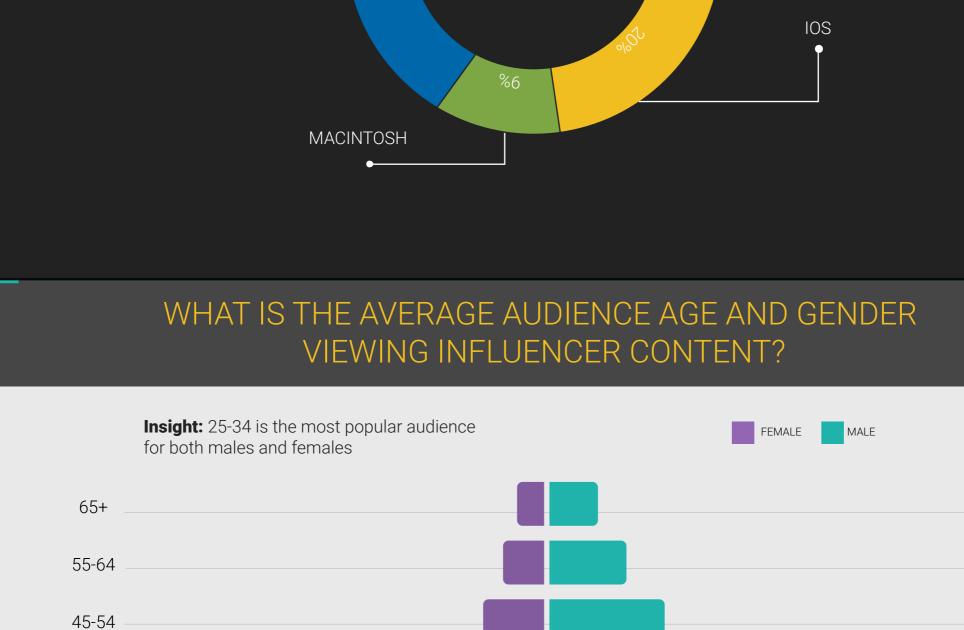
TRAVEL

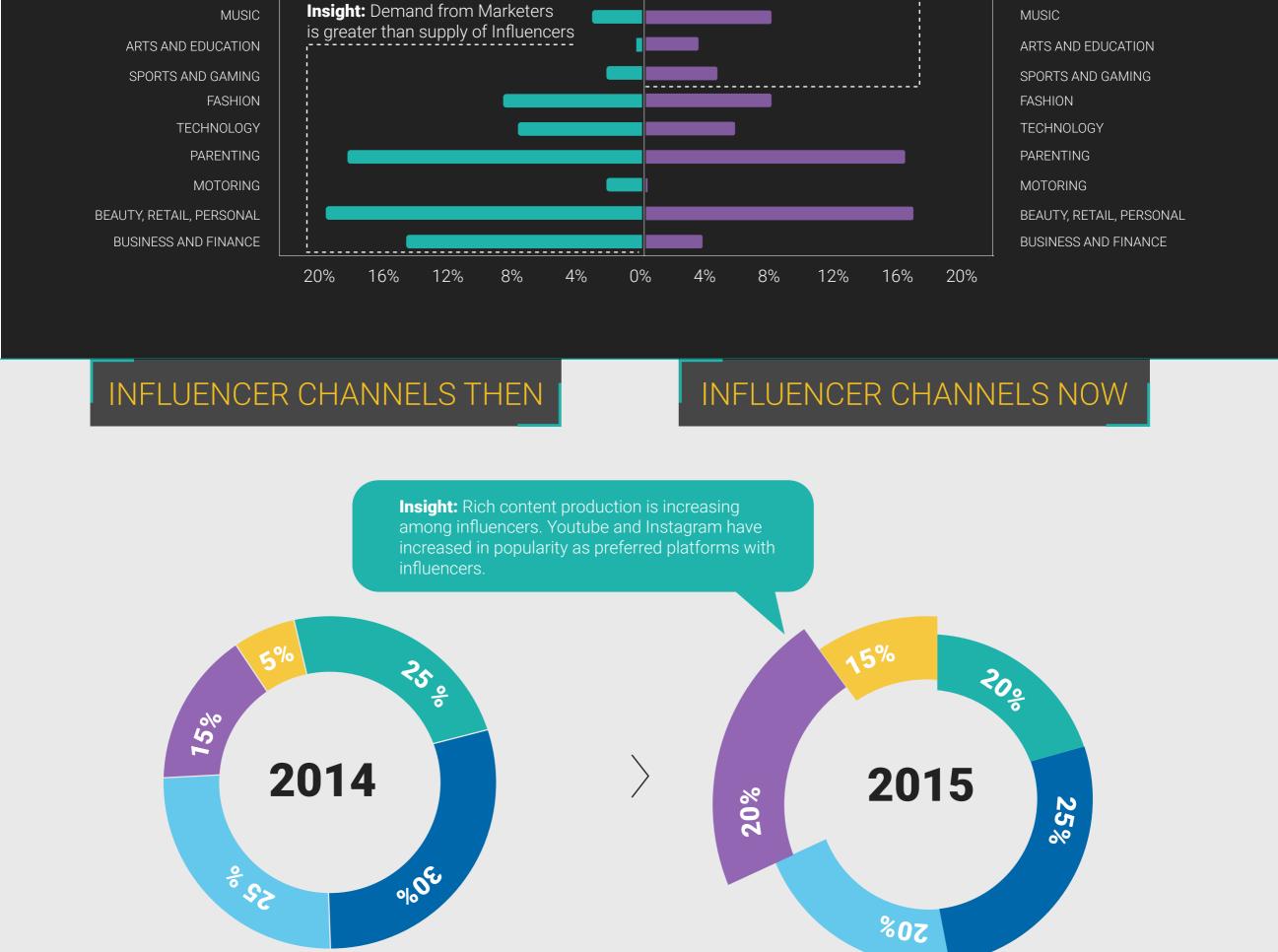
LIFESTYLE AND

**ENTERTAINMENT** 

PETS

AVERAGE DEVICE OF AUDIENCE CONSUMING INFLUENCER CONTENT





This graph shows more than just the growth of influencers gravitating to more visual platforms. It shows that influencers are moving away from being content disseminators and are moving towards being content collaborators. Brands are starting to leverage influencers for more than just

their audience, they are working together to create content to influence audiences in the right way.

TECHNOLOGY IS IMPROVING THE WAY WE WORK WITH INFLUENCERS



As technology advances so does our ability to work with influencers

tell stories and positively influence consumers.

webfluential

www.webfluential.com

**RESOURCES** http://blog.shareaholic.com/native-advertising-outperforms/ http://www.ana.net/content/show/id/33507?st3=sd012915 http://www.businessinsider.com/the-rise-of-social-native-advertising-2013-10 https://blog.shareaholic.com/native-advertising-outperforms/ https://www.search-star.co.uk/blog/2014/the-rise-of-native-advertising-usage-stats-examples

https://blog.hubspot.com/marketing/horrifying-display-advertising-stats