



Influencer Marketing Advisory Board

**Casey DePalma McCartney,
Unilever**

Chair, Influencer Marketing Advisory Board

Why do we need another advisory board?



Influencer Marketing Continues to Grow

Two-thirds of ANA members are using influencers and budgets are continuing to grow

But even as the space matures, there are consistent challenges:

Measurement

Transparency

ROI

Fraud

Representation





How can we as an industry make progress?

Board Purpose

The ANA Influencer Marketing Advisory Board (AIMAB) is an invite-only leadership community of senior-level marketers from across all industry sectors committed to increasing trust & transparency, reducing fraud, improving measurement, and spearheading industry commitments in influencer marketing.

This board is dedicated to channeling top influencer marketing leaders' insights, connections, and resources towards marketers' greatest growth challenges, while fostering collaboration between key players and driving industry action. AIMAB also offers direction on new ANA thought leadership and research, while providing a forum for senior leaders to collaborate with and learn from their esteemed peers.



BOARD ROSTER

Casey DePalma McCartney

Sr. Director / Head of Public
Relations, Digital
Engagement
Unilever

Kelly Vanasse

Chief Communications Officer,
P&G Beauty
P&G

Emmy Berlind

Vice President, Content Strategy
Sephora

Sarah Ely

Vice President,
Communications
MasterCard

Ursula Ringham

Head of Global Influencer
Marketing
SAP

Pamela Brown

Director, Talent &
Partnerships Marketing
Target

Kristi Daraban

AVP, Social Media
Nationwide

Stephen Cassell

SVP & Chief Brand Officer
Cigna

Nobles Crawford

Senior Media Manager – Hygiene
and Home
Reckitt Benckiser

Adam Petrick

Global Director of Brand and
Marketing
PUMA

Meghan Joseph

Senior Director, SEO & Content Marketing
Hilton



2020 – 2021 Board Priorities

Tackle the hygiene issues and make progress with purpose

MEASUREMENT

Establishment of industry-wide standardized measurement definitions and guidelines

REPRESENTATION

Develop guidelines to better amplify diverse voices, implement an equitable approach, ensure supplier diversity

Need for Measurement Consistency

FOLLOWERS

REACH

VIEWS

ENGAGEMENT RATES

CLICKS

Tracking metrics for
influencer campaigns
are available, but not
consistent across the
industry

SWIPE UPS

ENGAGEMENTS

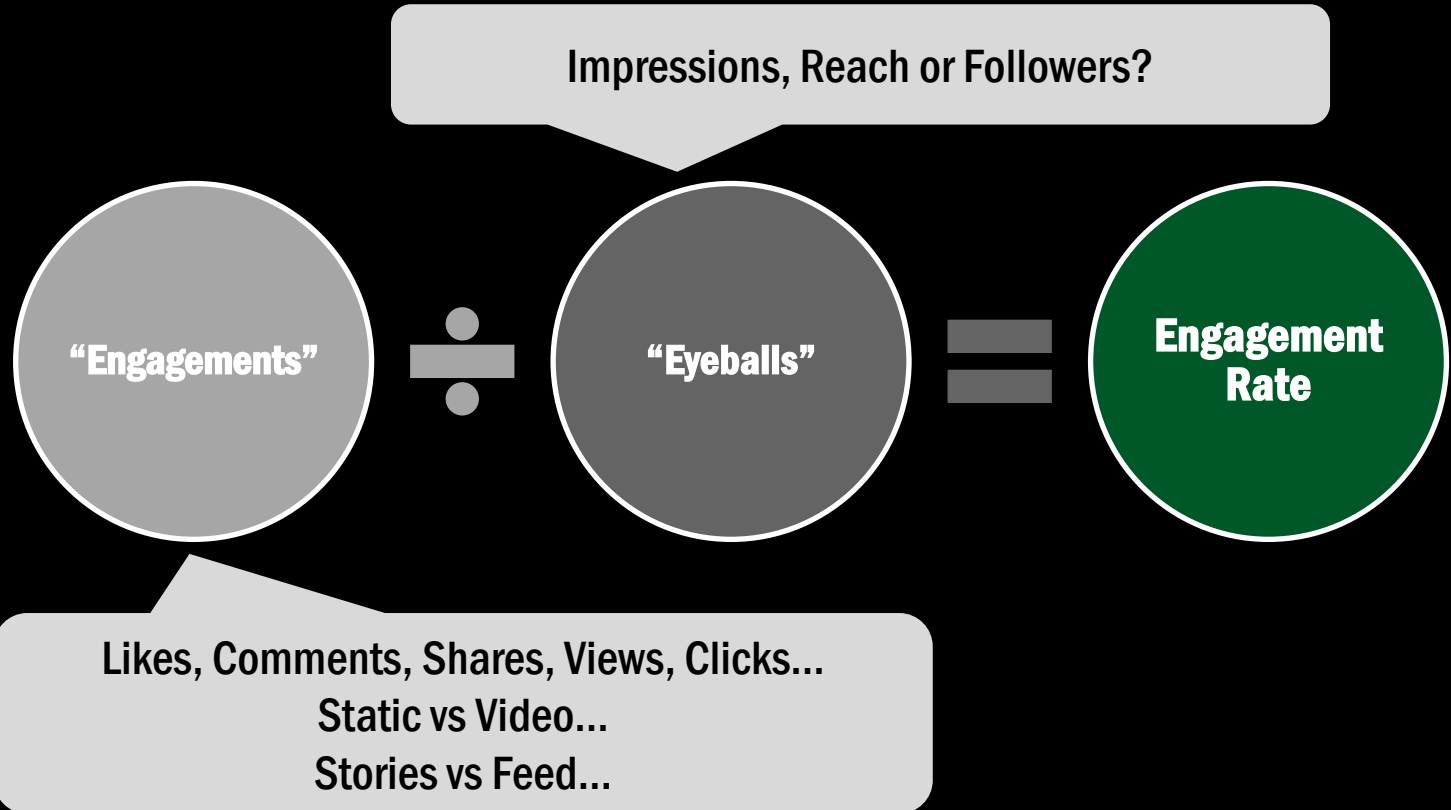
IMPRESSIONS

SENTIMENT

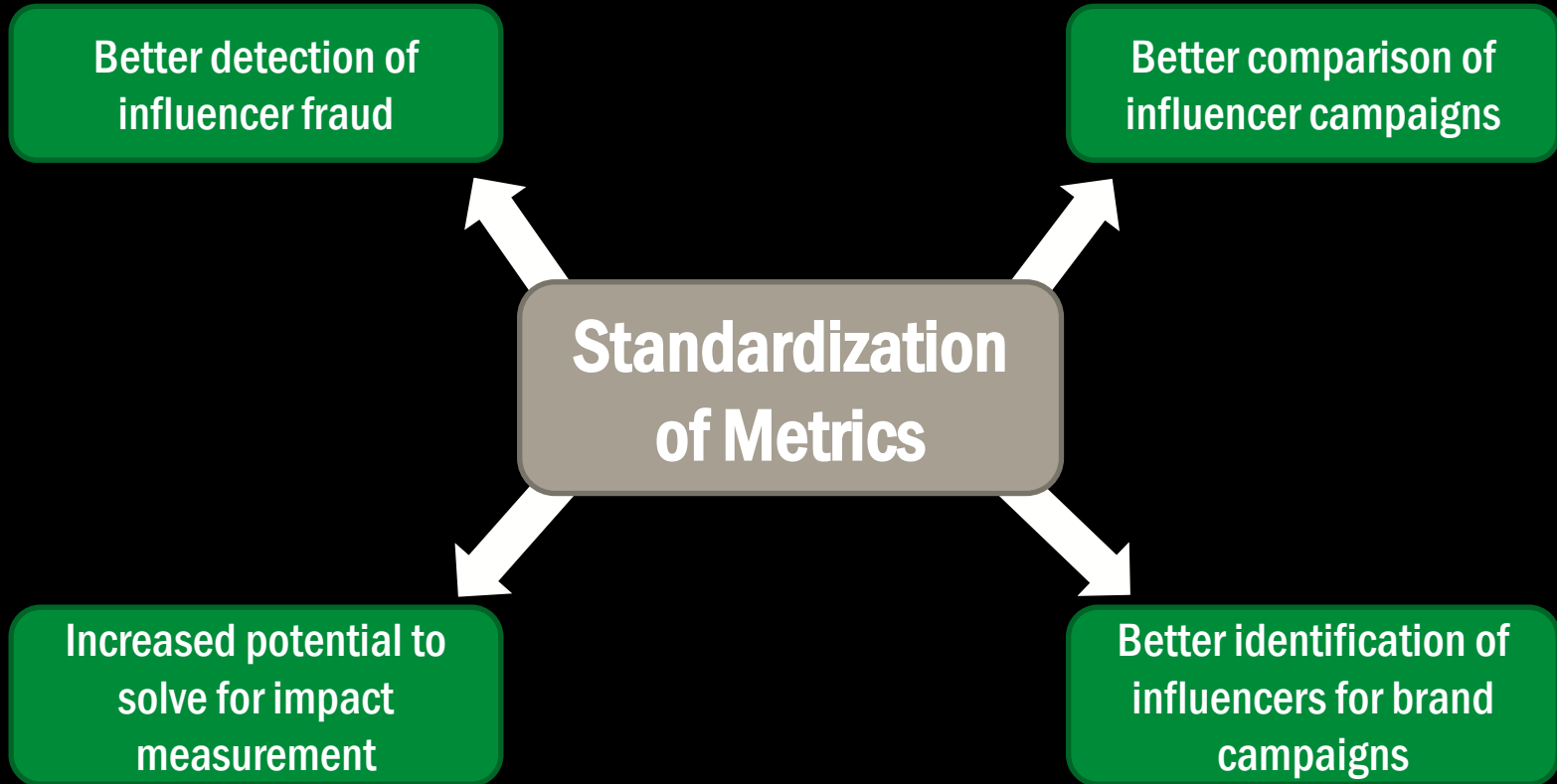
A call for influencer metrics to be
consistently defined and consistently available



One Example: Engagement Rate



Why It's Important



MOVING FORWARD

- **Initial Standardization Approach: Q1**
- **Continuing to Pressure Test Progress on Representation**

ANA

THANK YOU!