

COMMERCE ACCELERATED



USING DATA TO DRIVE INFLUENCER MARKETING EFFECTIVENESS

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Andrea Port
Director, PR and Social Marketing
Kohls



LEAH LOGAN
VP Social Commerce
Inmar Intelligence

A LACK OF ACTIONABLE DATA MAKES INFLUENCER MARKETING DIFFICULT



Data Access is Lacking

44% of marketers believe they're unable to quantify ROI from Influencer Marketing investments because of a lack of data¹



Behavior Data is Elusive

53% of marketers wish information about an influencer audience's shopping behavior was more readily available¹



More Data = More Money

60% of marketers would increase their Influencer Marketing budgets by 10% or more if they could prove ROI by linking activations to retail sales data¹

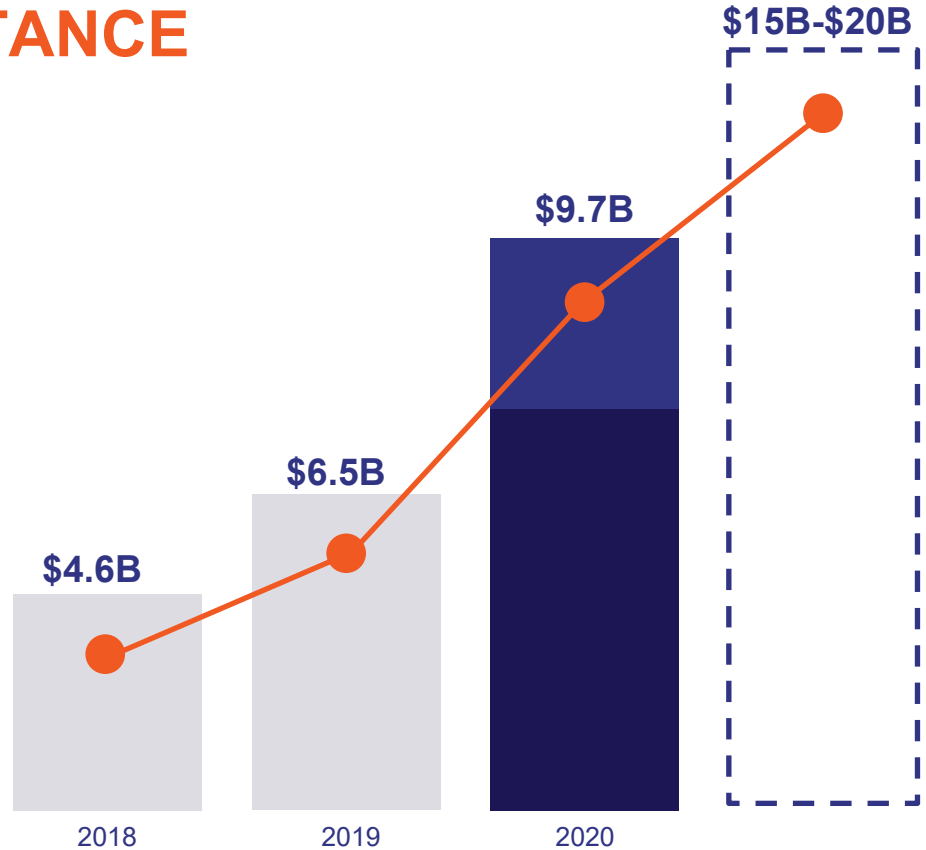
THE STAKES HAVE RISEN IN INFLUENCER MARKETING

INFLUENCER MARKETING IS INCREASING IN IMPORTANCE

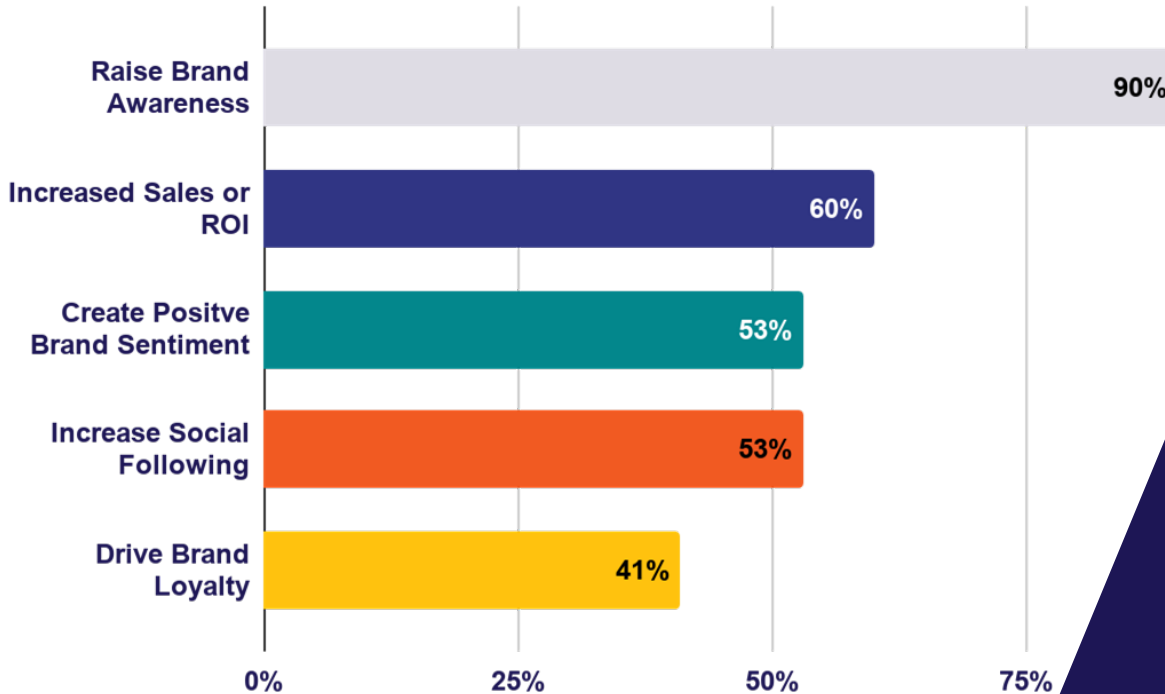
Influencer Marketing, a \$9.7B industry today with growth trajectory noted at 54% over the next 5 years, is growing in importance with most marketing organizations.



Marketing Executives weigh in and **44%** say influencer marketing programs are either *very or extremely important*



ROI IS A TOP INDICATOR OF A SUCCESSFUL INFLUENCER CAMPAIGN



60%

of marketers note driving sales impact as a main goal for their influencer marketing campaigns.



LACK OF DATA IS HOLDING MARKETERS BACK

LIMITED DATA ON INFLUENCERS & THEIR AUDIENCES COMPLICATES PROPER SELECTION

INFLUENCER FITSCORE™

brand fit



competitive work
niche/genre

geo/demo fit



retailer preference
HH information
age/gender

performance



by category
by season
by platform

reach



engagement rates
view rates
growth rates

audience



geo/demo traits
interests
brand affinities



DATA-BACKED SELECTION DRIVES RESULTS

3.4X MORE
content views



36% MORE
engagements



1.45x MORE
earned media



vs. influencers selected by hand without the use of data

MARKETERS WOULD INVEST MORE IN INFLUENCER MARKETING IF THEY COULD PROVE ROI

78%

say that their influencer marketing spending would increase by 1% to 25% if they could prove better ROI by tying influencer marketing to sales.



Take-away

There are many ways to quantify ROI for a campaign. Marketers need to find the right mix of access to data and accessibility to track from within social platforms.

Source: Inmar Intelligence & Retail Dive Influencer Marketing Survey, Nov. 2020

A person's hands are shown holding a smartphone, with a teal overlay covering the entire image. The text is overlaid on the image.

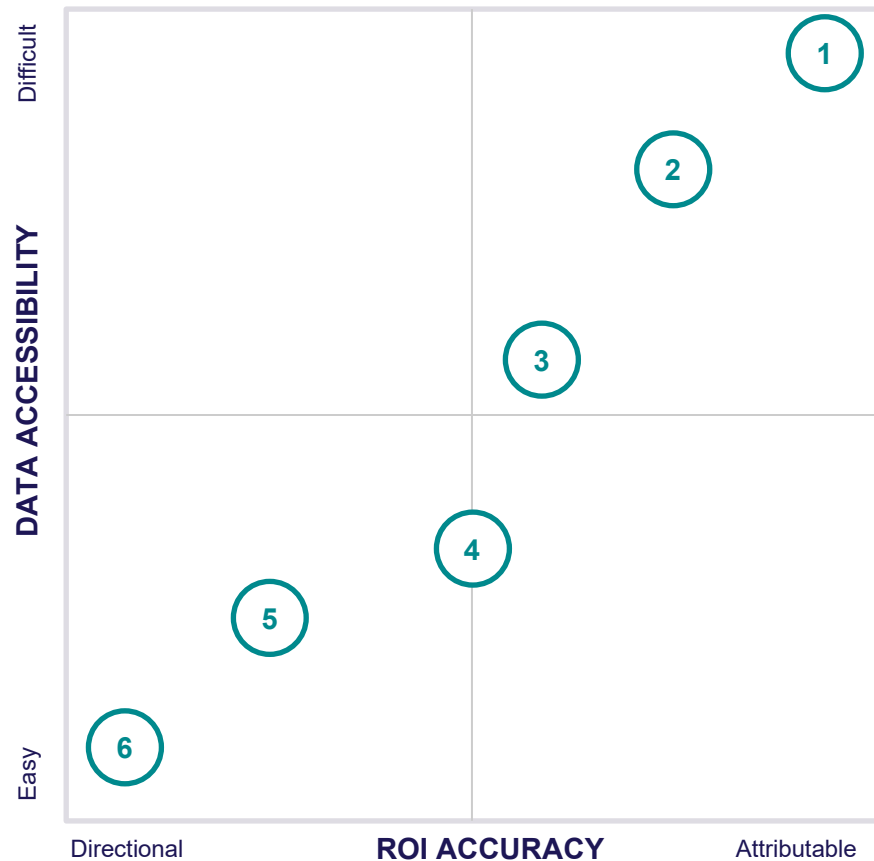
**THERE ARE MULTIPLE
MEASUREMENT
SOLUTIONS AVAILABLE**

44% of marketers do not believe Influencer Marketing can be measured as easily or accurately as other digital marketing tactics.

INFLUENCER MARKETING **CAN** BE MEASURED



- 1 1:1 Direct Sales Attribution**
Tracking individual customers who were exposed to influencer content through to purchase
- 2 Retail Sales Lift Analysis**
Digesting POS data and forming test & control groups to uncover sales lift
- 3 Inventory Movement Analysis**
Analyzing how influencer's activated in certain geolocations impact store inventory and product sell-through
- 4 Promotional Effectiveness**
Studying an influencer's impact to drive redemptions of promoted offers through their channel
- 5 Foot Traffic Analysis**
Using mobile geo-fencing to study the impact of influencer content on in-store foot traffic
- 6 Brand Sentiment Analysis**
Analyzing the impact influencer content has on customer perceptions of a brand



KEY TAKEAWAYS

01

Influencer Marketing will continue growing with the reliance on available sales data.

- **44% of marketers** say influencer marketing programs are either very or extremely important

02

Marketers will spend more if they are able to tie influencer campaigns to actual sales

- **78% of marketers** would increase their influencer marketing spends by 1% to 25% if they could prove better ROI by tying the tactic to sales.

03

Influencer Marketing is measurable if you use the right solutions

- **44% of marketers** do not believe Influencer Marketing can be measured as easily or accurately as other digital marketing tactics.

THANK YOU!

LEAH LOGAN

leah.logan@inmar.com

Andrea Port

andrea.port@kohls.com

Q & A.

