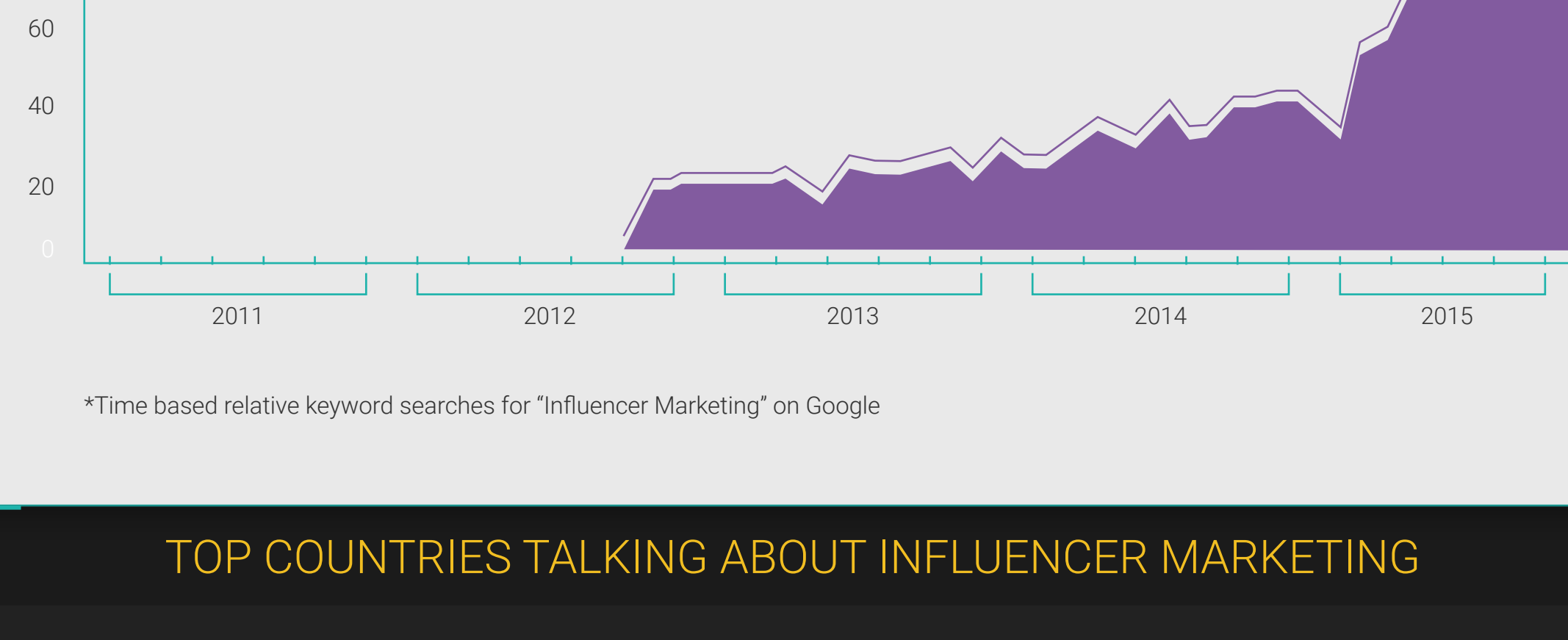


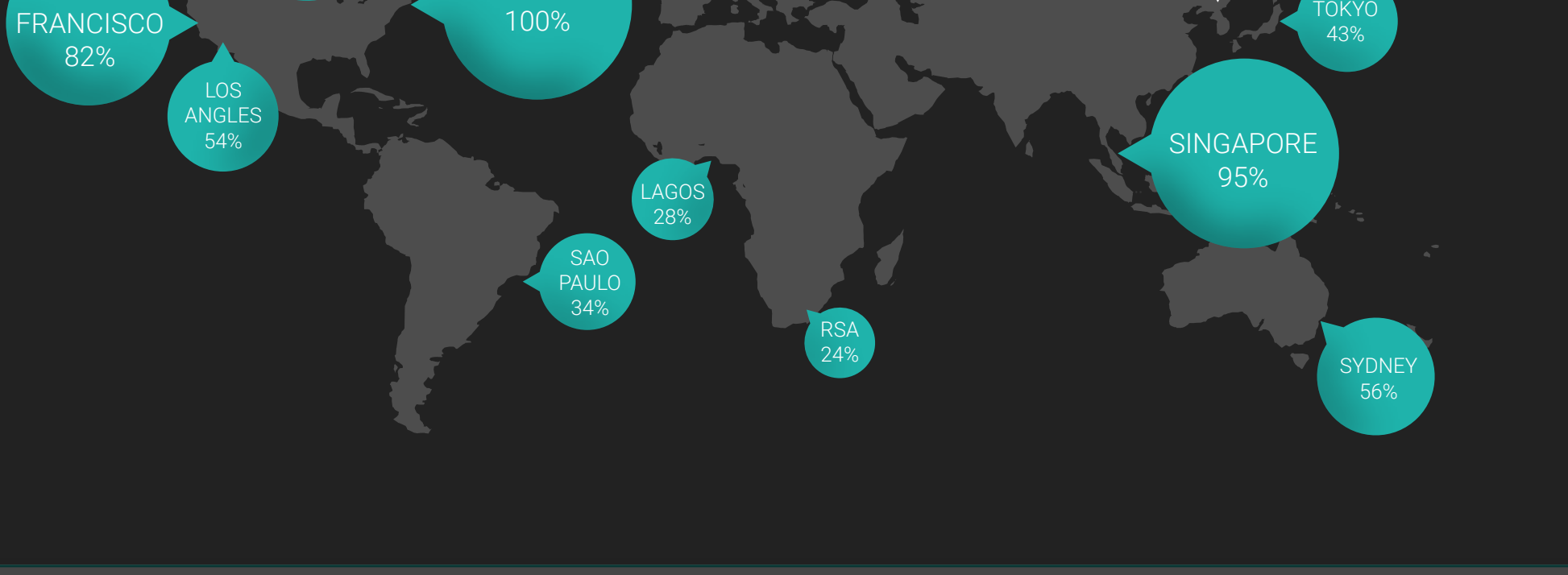
WE ANALYSED OVER 100 INFLUENCER MARKETING CAMPAIGNS AND THIS IS WHAT WE FOUND...

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



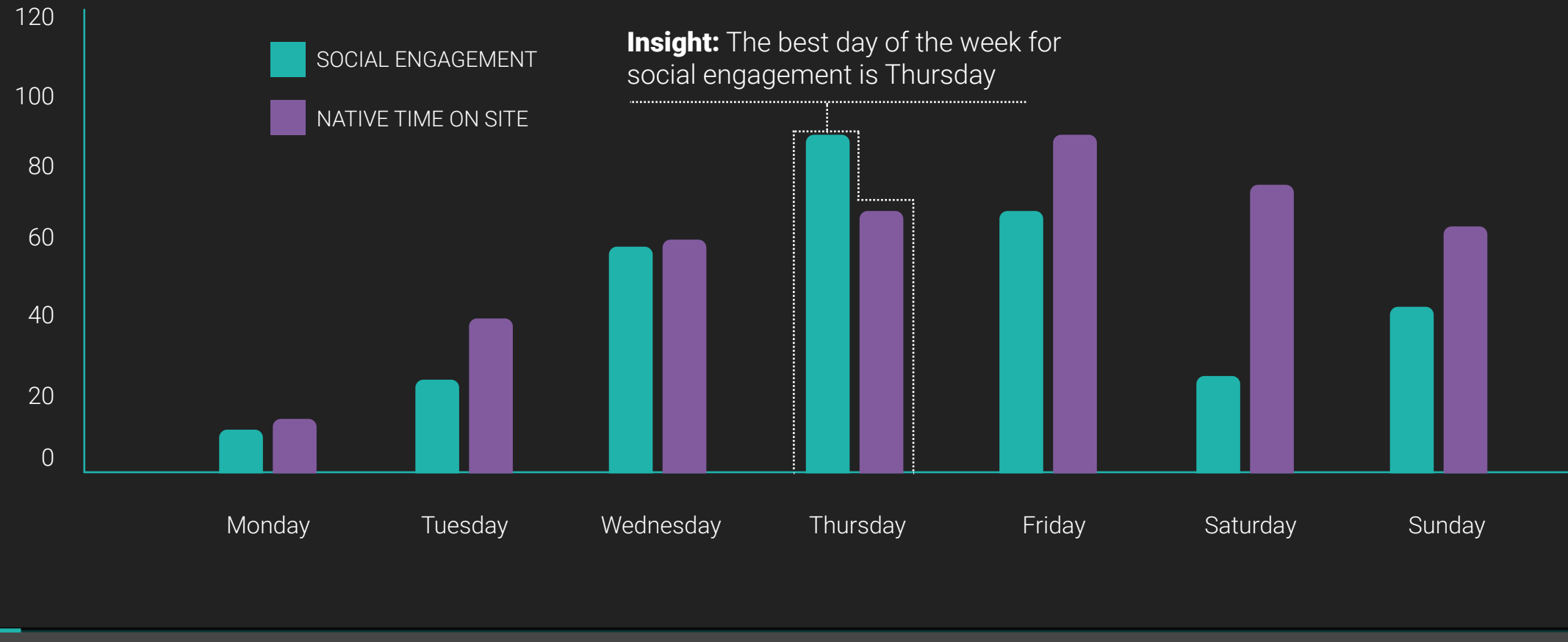
RISE OF NATIVE ADVERTISING

Two-thirds of advertisers are planning to spend more on native advertising in 2015.

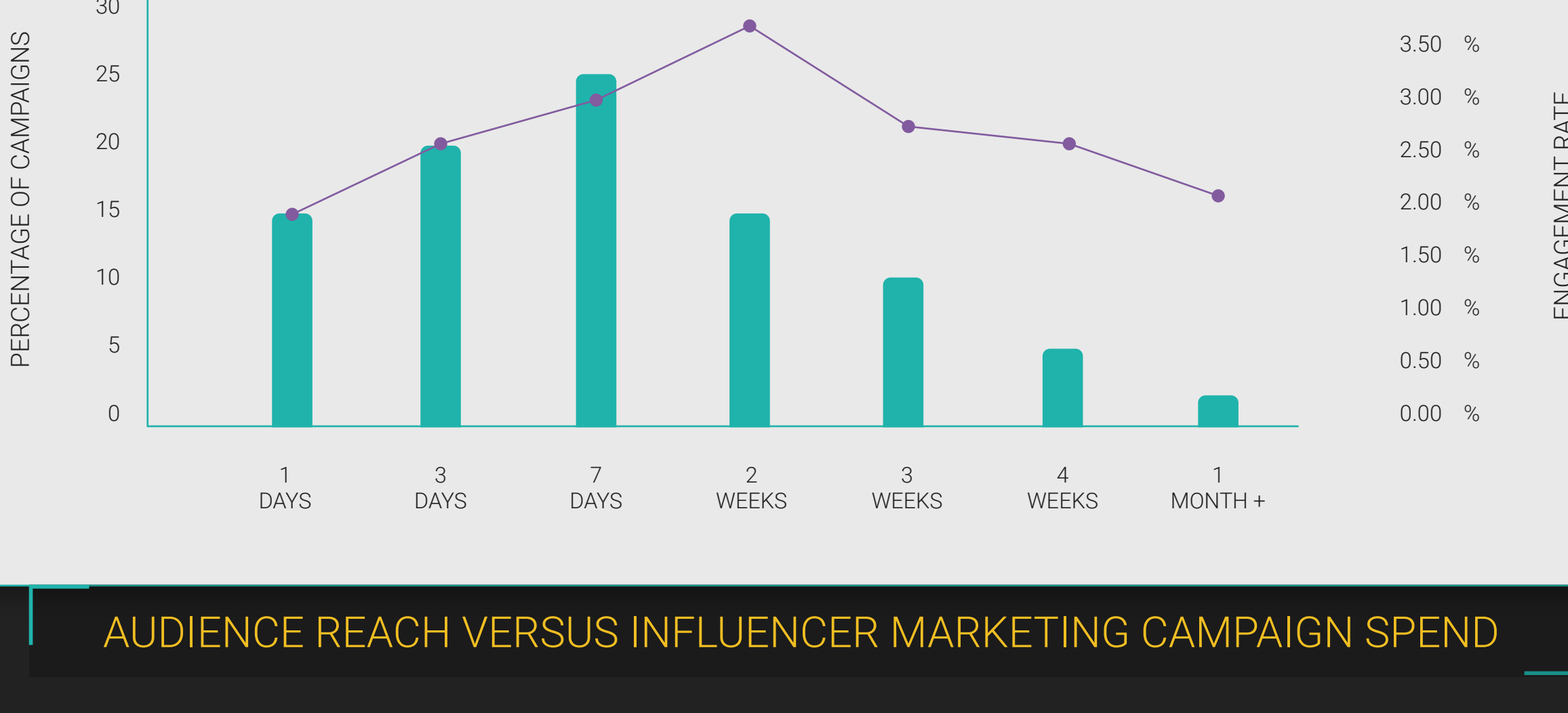
70% of individuals want to learn about products through content rather than through traditional advertising.

Native ads that include rich media boosts conversion rates by up to 60%

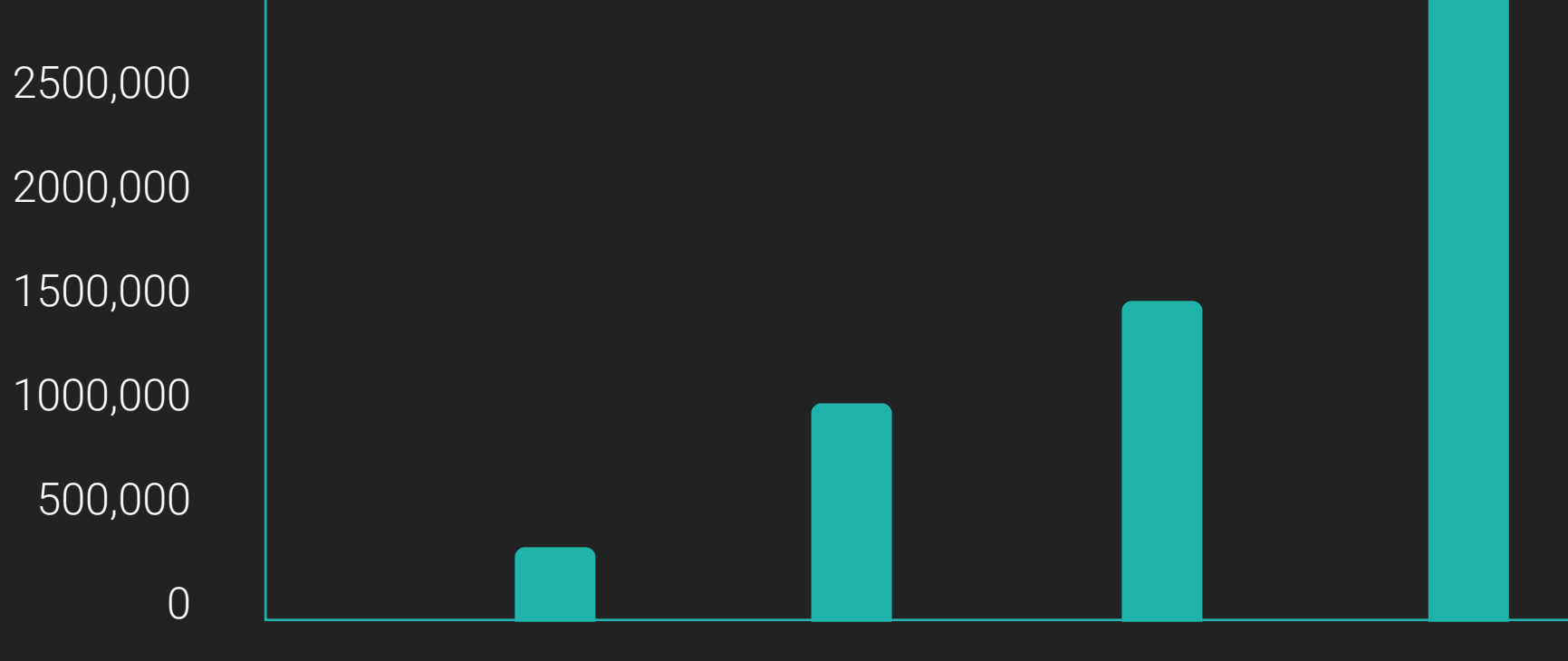
WHICH DAYS OF THE WEEK LEAD TO THE MOST TIME ON SITE AND ENGAGEMENT WHEN POSTING INFLUENCER CONTENT?



WHATS THE AVERAGE DURATION OF AN INFLUENCER CAMPAIGN?



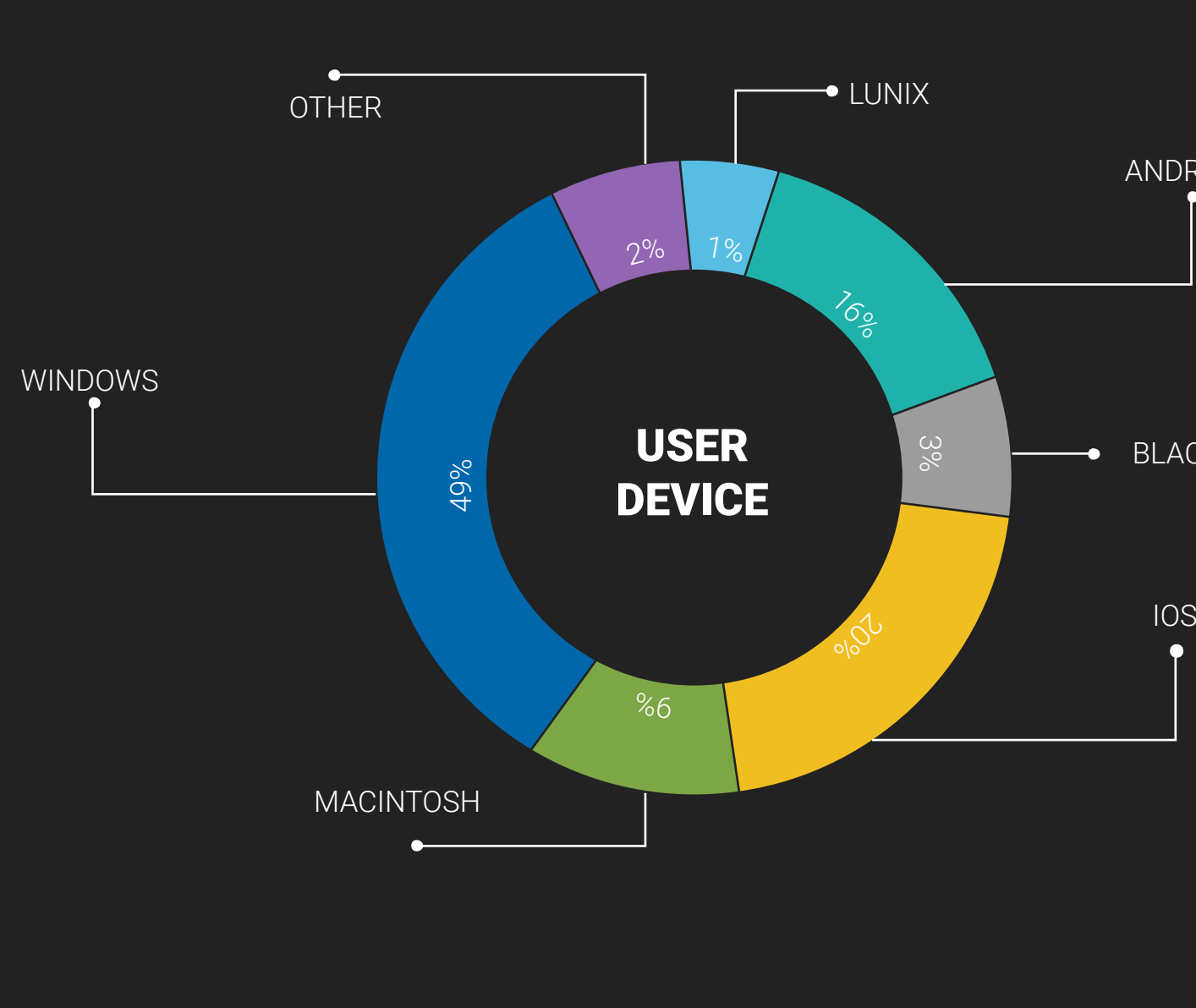
AUDIENCE REACH VERSUS INFLUENCER MARKETING CAMPAIGN SPEND



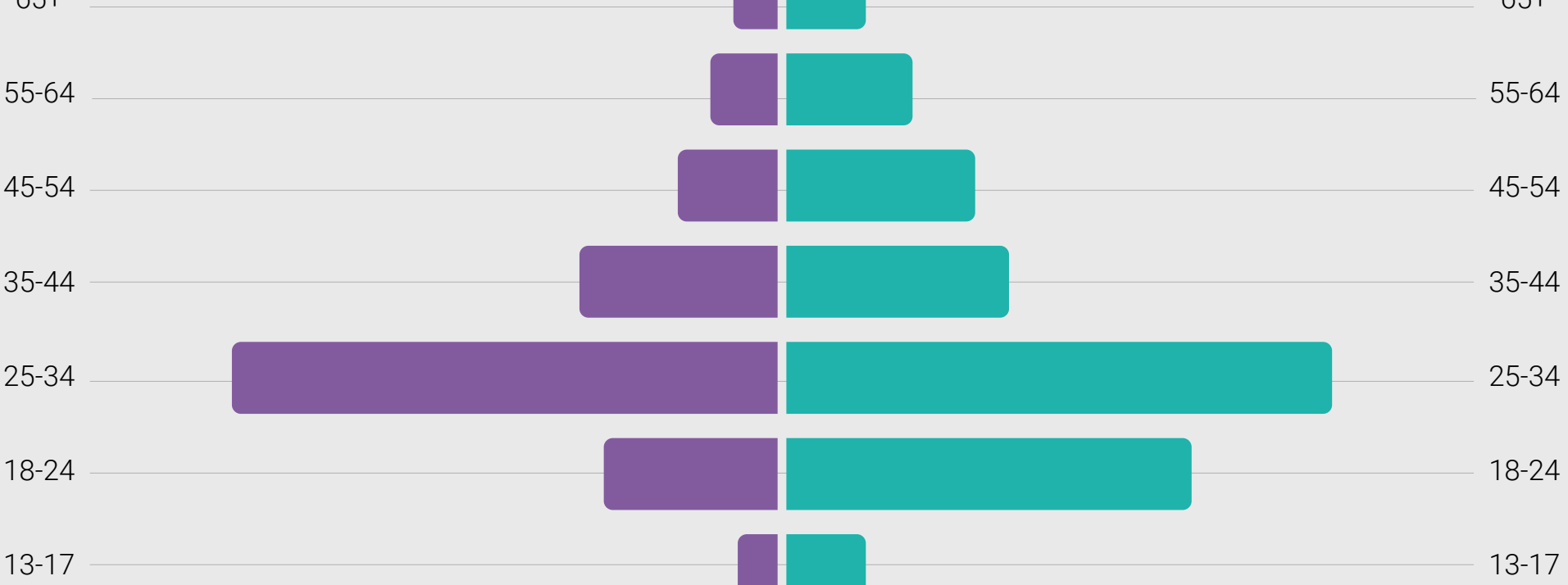
REGISTER AS A MARKETER

WEBFLUENTIAL.COM IS A TECHNOLOGY PLATFORM IMPROVING THE WAY BRANDS ENGAGE WITH INFLUENCERS TO RUN CAMPAIGNS AND TRACK RESULTS

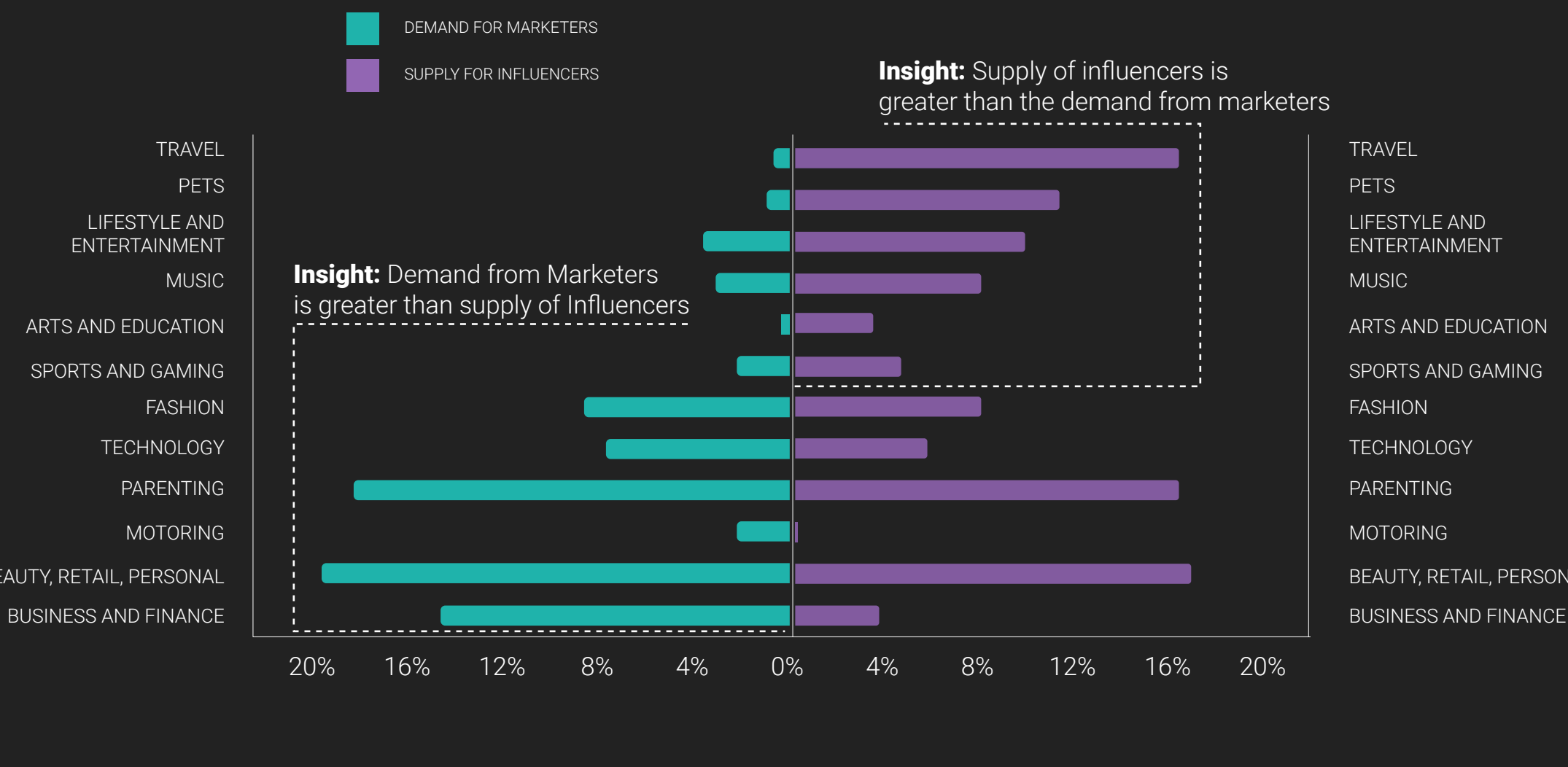
AVERAGE DEVICE OF AUDIENCE CONSUMING INFLUENCER CONTENT



WHAT IS THE AVERAGE AUDIENCE AGE AND GENDER VIEWING INFLUENCER CONTENT?

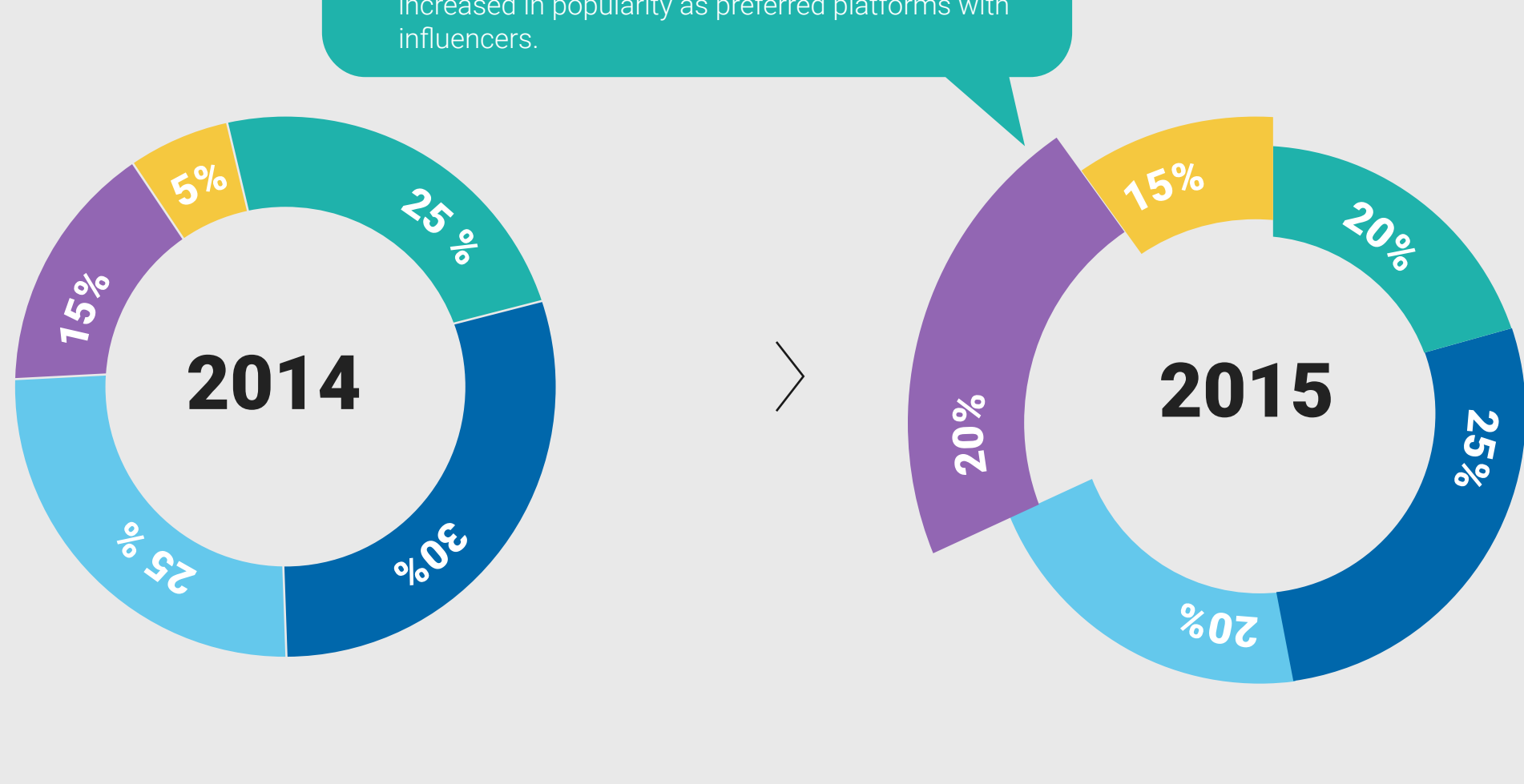


MARKETER DEMAND FOR INFLUENCER PARTNERSHIPS VS SUPPLY FROM BLOGGERS



INFLUENCER CHANNELS THEN

INFLUENCER CHANNELS NOW



This graph shows more than just the growth of influencers disseminators 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

REGISTER AS A MARKETER

Join the smartest marketing platform and connect to influencers, tell stories and positively influence consumers.