

2023

Influencer Marketing Insights

A REPORT BY NINE AGENCY

Agenda

- Welcome
- Background
- Methods for and the role of influencer marketing
- Challenges, benefits and pricing
- Channel strategy and profile selection
- Trends & 2023 outlook
- Q & A

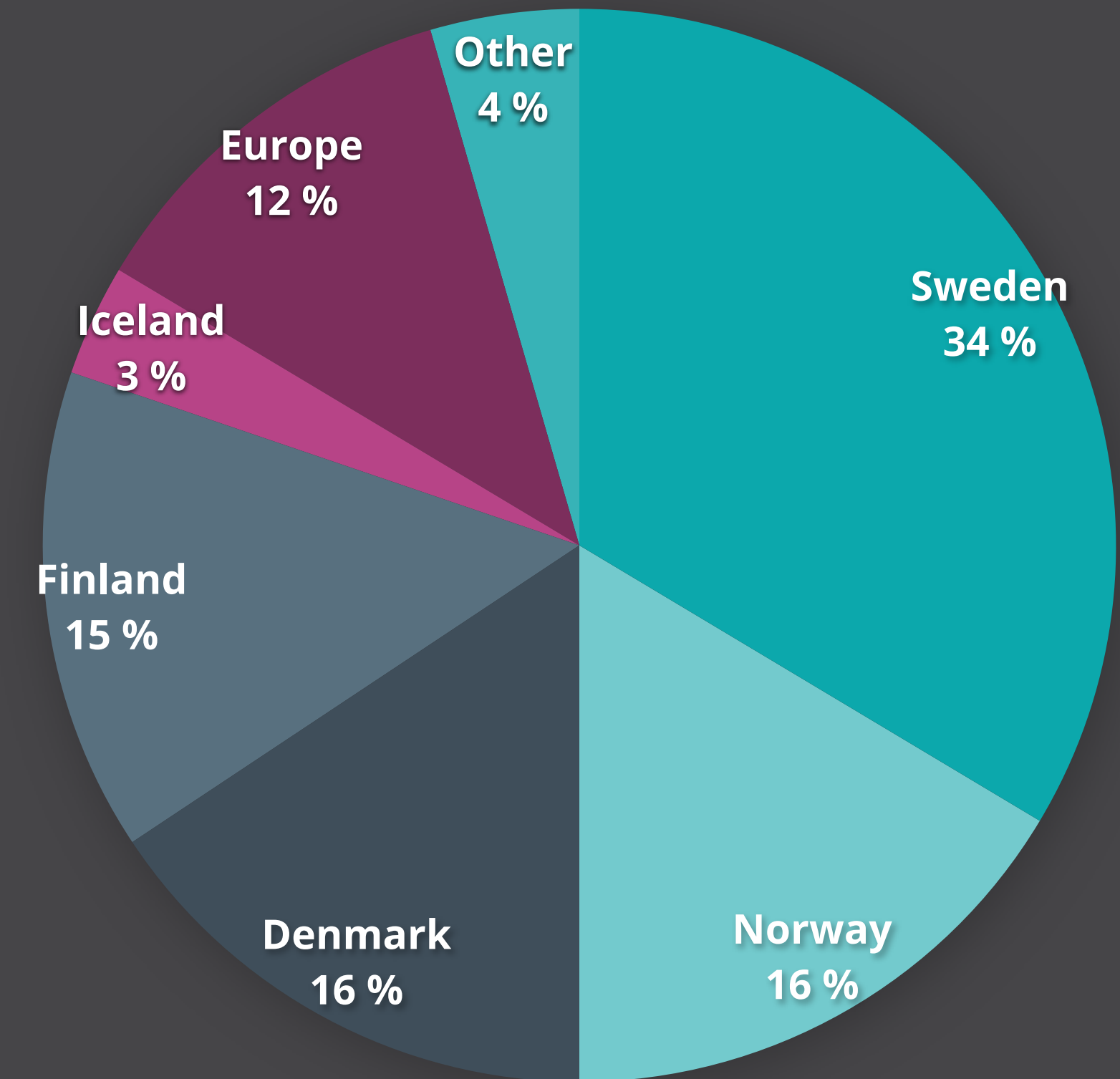
Nine Agency

- Nordic Influencer Marketing agency with European reach
- Gold Standard Influencer Marketing by IAB
- IAB Task Force for Influencer Marketing
- Nine CIMS - Real datadriven and insight driven influencer marketing
- Full service offering in the Nordics and Europe
- NPS + 82% for 2022

Background

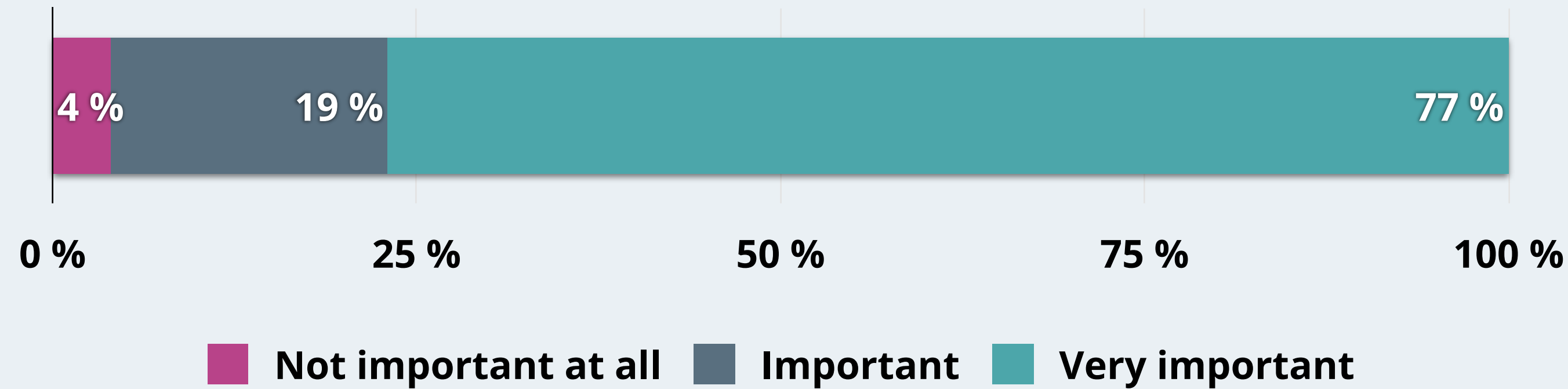
- ✓ 106 respondents from 21 different industries
- ✓ Respondents are primarily working with Marketing (33%), Marketing Management (30%), Management (18%) or Communications & PR (16%).
- ✓ Respondents are working on companies of different sizes ranging from 1-10 employees (27%), 11-100 (40%), 101-500 (18%), 501-1000 (6%), 1001+ (8%).

Markets where respondents are using Influencer Marketing

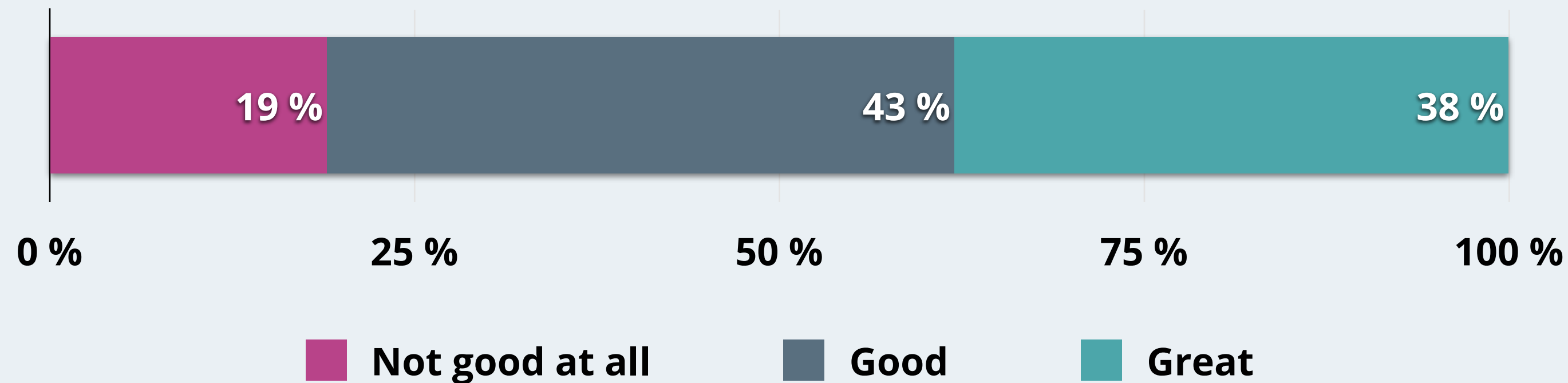


A gap between importance and output

How important do you believe it is to work with influencer marketing?



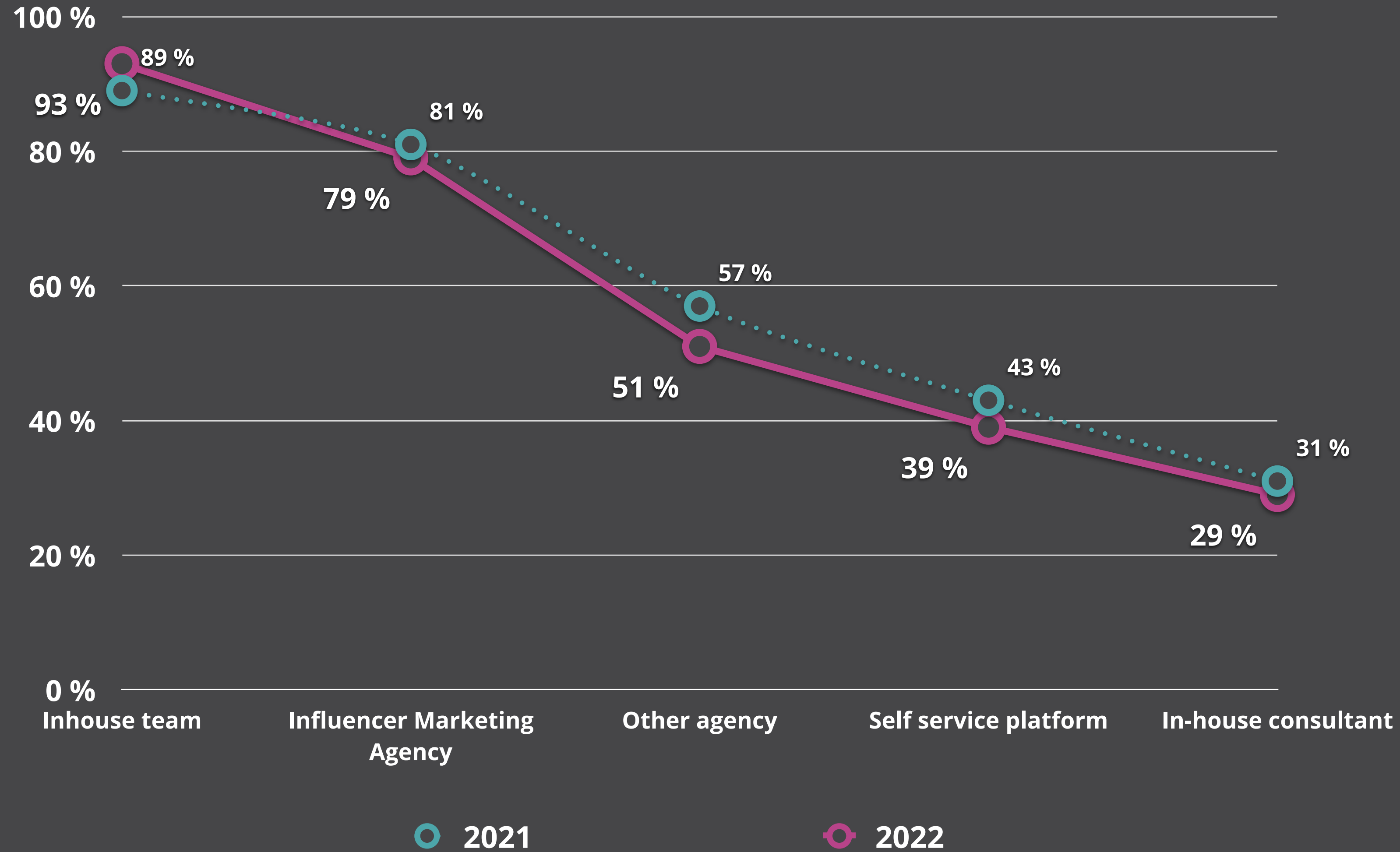
How good do you think your company is at working with influencer marketing?



Increasingly important channel

- ✓ 96% of companies believe that working with influencer marketing is important. This further strengthens the notion that the channel is becoming increasingly critical.
- ✓ Despite 96% believing influencer marketing is important only 38% believe they are really good at it.
- ✓ There is a clear gap between importance and skill within the field where increased competence can be one of several key factors to reduce the gap.

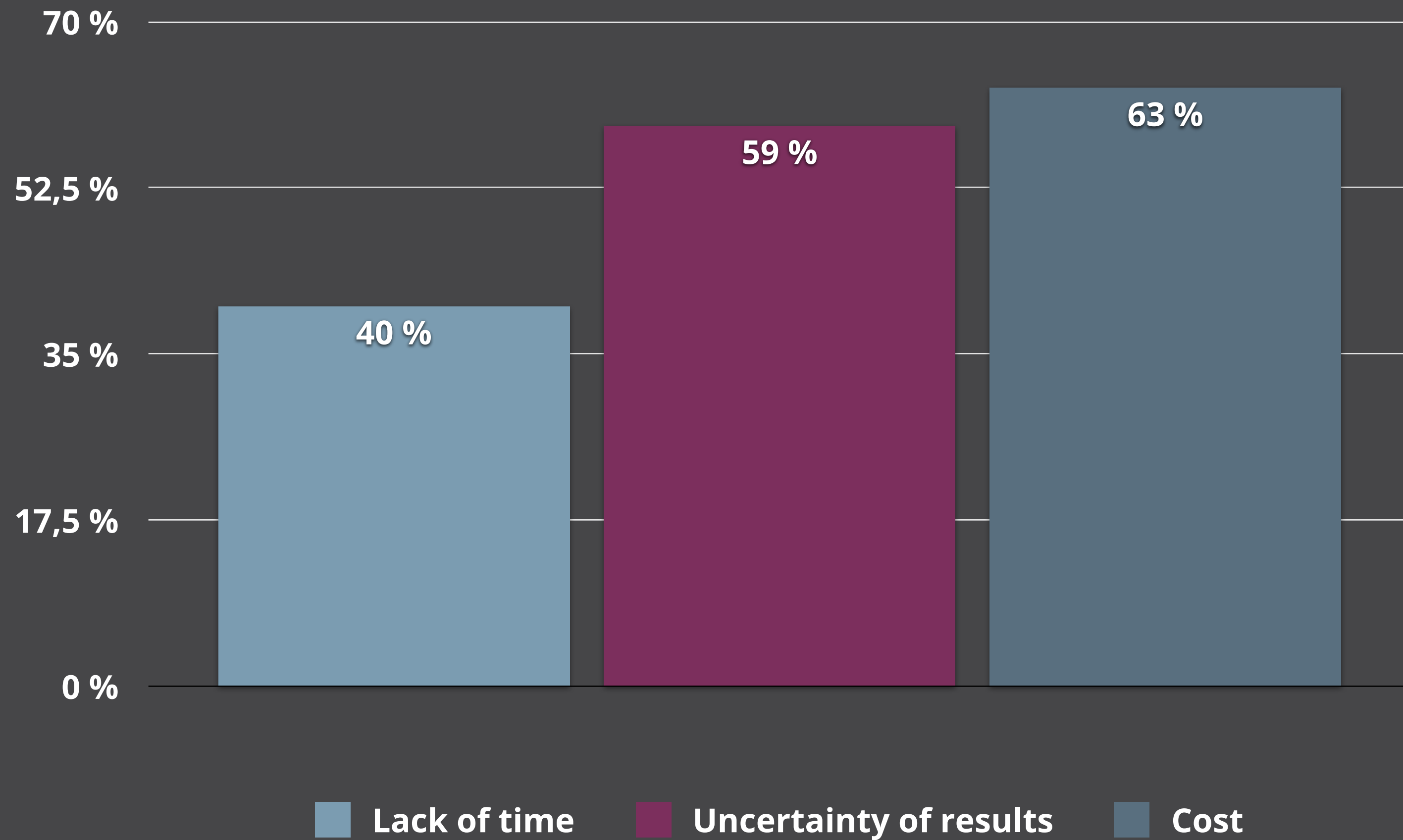
How satisfied have recipients been with different influencer marketing methods?



Is it working?

- ✓ Only 7% feel unsatisfied with their results from influencer marketing
- ✓ 43% are more than satisfied with their results from influencer marketing and 50% feel they are getting amazing results

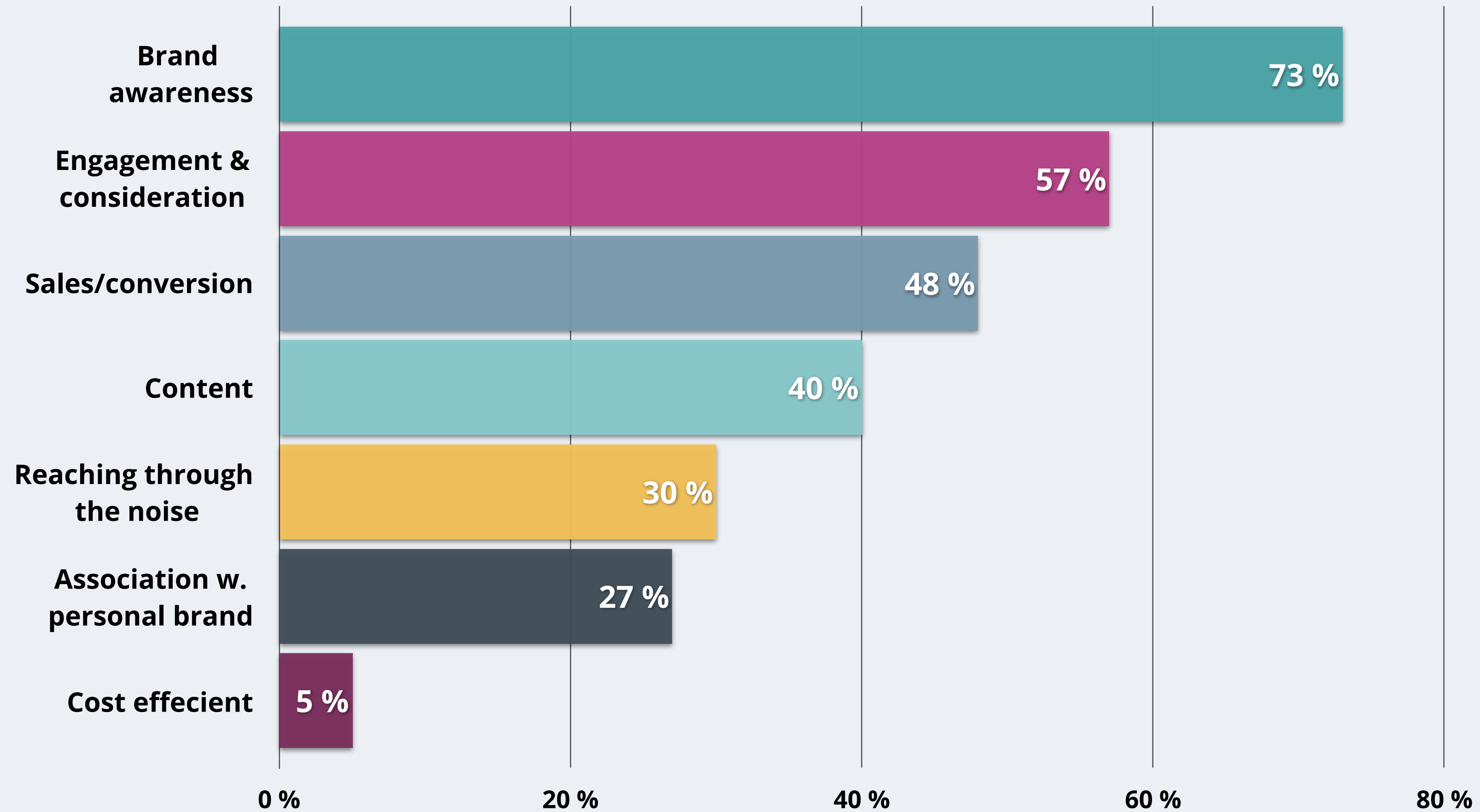
What are the main challenges working with influencer marketing?



Data leads the way for influencer marketing

- ✓ 37% of respondents believe the ability to track influencer campaigns is a challenge
- ✓ Cost have increased 18% since 2021 due to the current economic climate
- ✓ A better understanding of potential results, ROI and improved tracking capabilities are central to resolving current challenges with influencer marketing along with lack of time for managing influencer campaigns.

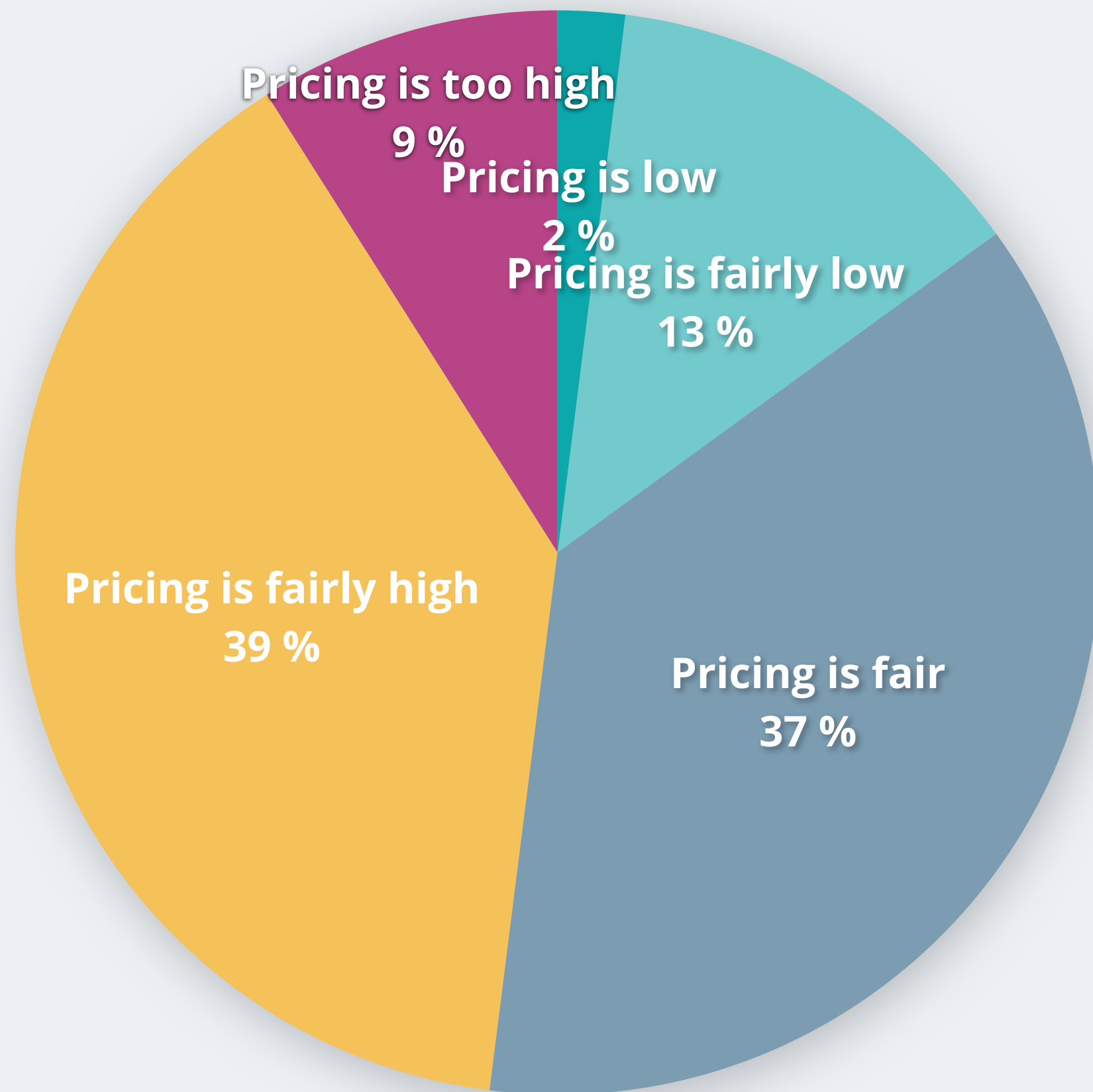
Why we use influencer marketing



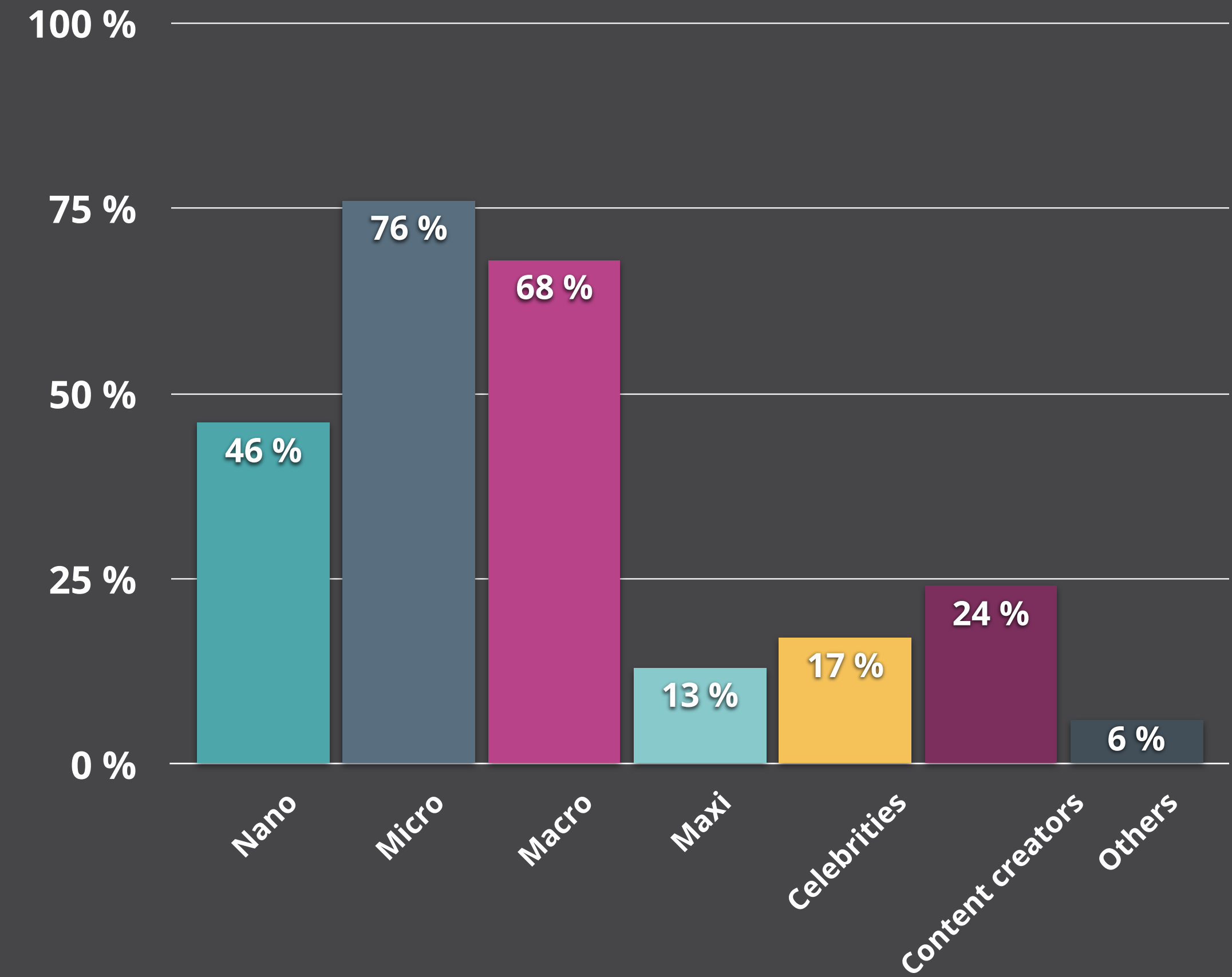
Market trends

- ✓ Sales & conversion is increasingly popular - up 13% compared to last year. A reflection of advertisers wanting tangible results.
- ✓ UGC is increasingly popular - up by 11% since 2021.
- ✓ Using content in paid ads is a successful strategy to generate sales, companies are seeing results increase 50% when combining paid and influencer marketing.

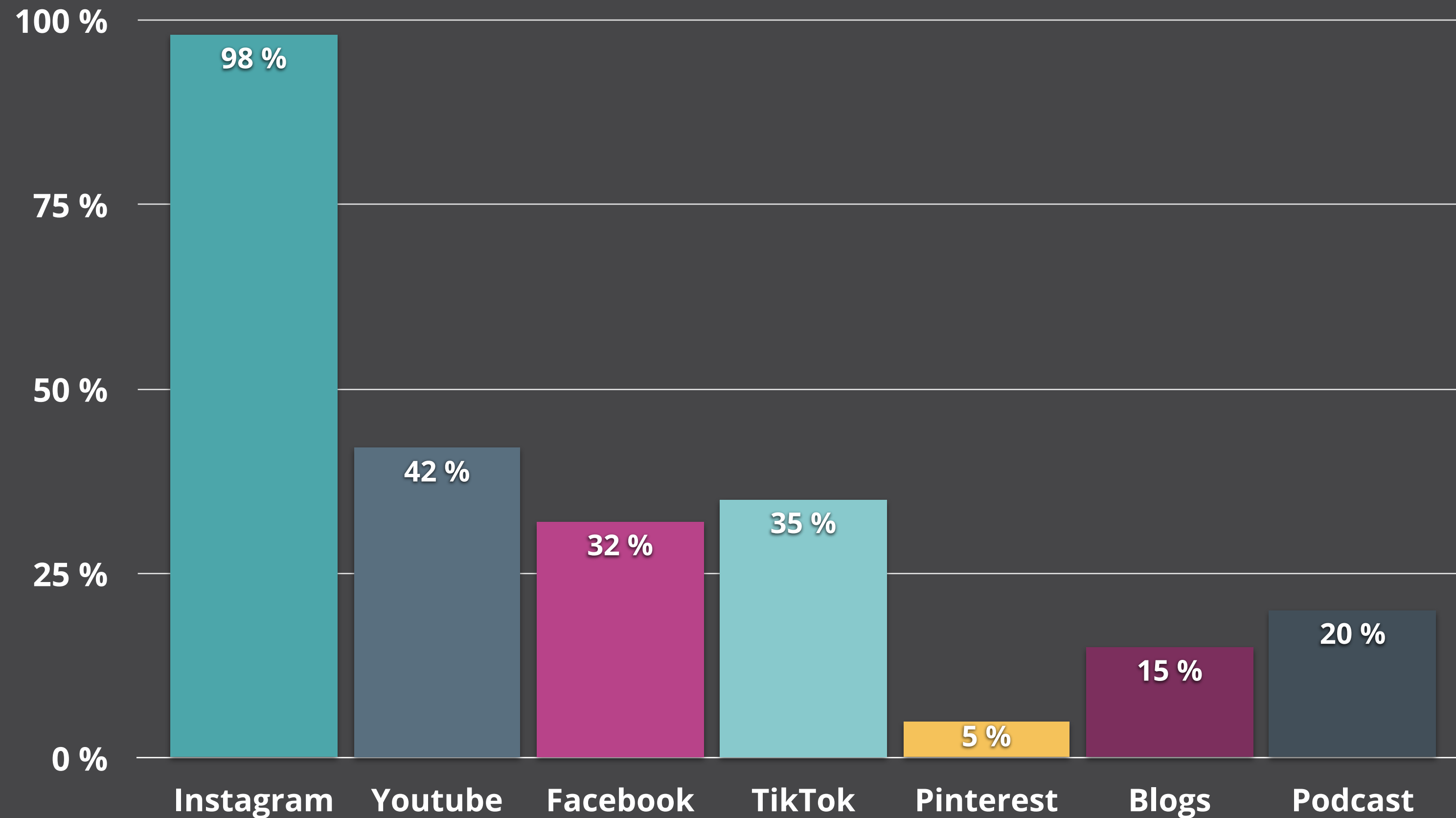
Percieved value in relation to cost



Profiles preferred for influencer marketing



Channels used for influencer marketing



"We've had to rethink our strategy for conversion through influencers and when adding paid to the mix, we've seen increased results."

Marketing Manager within the retail industry

An outlook for 2023

60%

Believe more companies will be using
influencer marketing during 2023

84%

Believe that data collection and tracking
influencer marketing will be increasingly
important in 2023

82%

Believe that a more structured framework of
pricing influencers is needed

54%

Believe their competitors will increase their
influencer marketing efforts

83%

Believe influencers marketing on TikTok will
increase

90%

Believe that creative concepts will increase in
importance

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