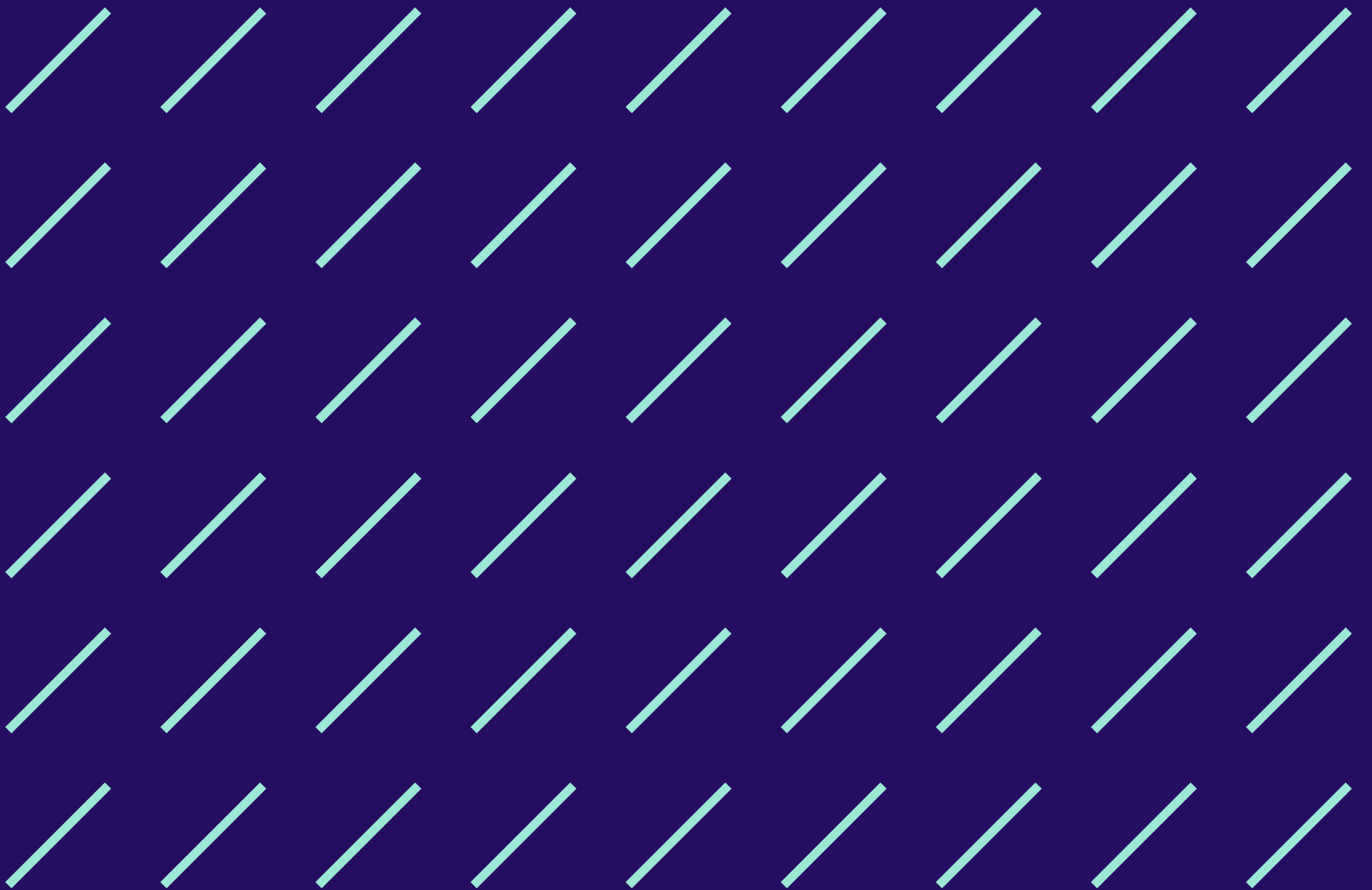


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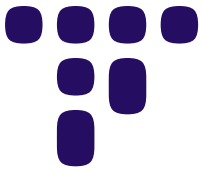
2022 Influencer Marketing Impact Report

How commerce, video content, and platform use are driving the practice of influencer marketing.



Influencer marketing investments are expected to grow to [\\$5 billion next year](#) in the U.S. alone, but given the constant evolution of the social and creator ecosystems, what is the most impactful way to put these investments to use. How can they make sure that they're investing in the right social platforms, brand initiatives, and influencer strategies?

Traackr's 2022 Influencer Marketing Impact Report analyzes survey data from 1,000 Gen Zers and Millennials to better understand how influencers, content, and social platforms have shifted consumer purchase behavior. This report also provides a snapshot of brand budgets, team structures, and influencer marketing strategies via survey data from 500 US-based marketers.



This report is produced by Traackr, the data-driven influencer marketing platform.

We were founded over 10 years ago with the aim of understanding the impact that people and their social content have online. Today we power influencer marketing programs for the world's largest and fast-growing brands. Traackr has hubs in New York City, San Francisco, Boston, London, Paris, and Singapore.

Learn more at www.traackr.com.

Traackr, the System of Record for Data-Driven Influencer Marketing.
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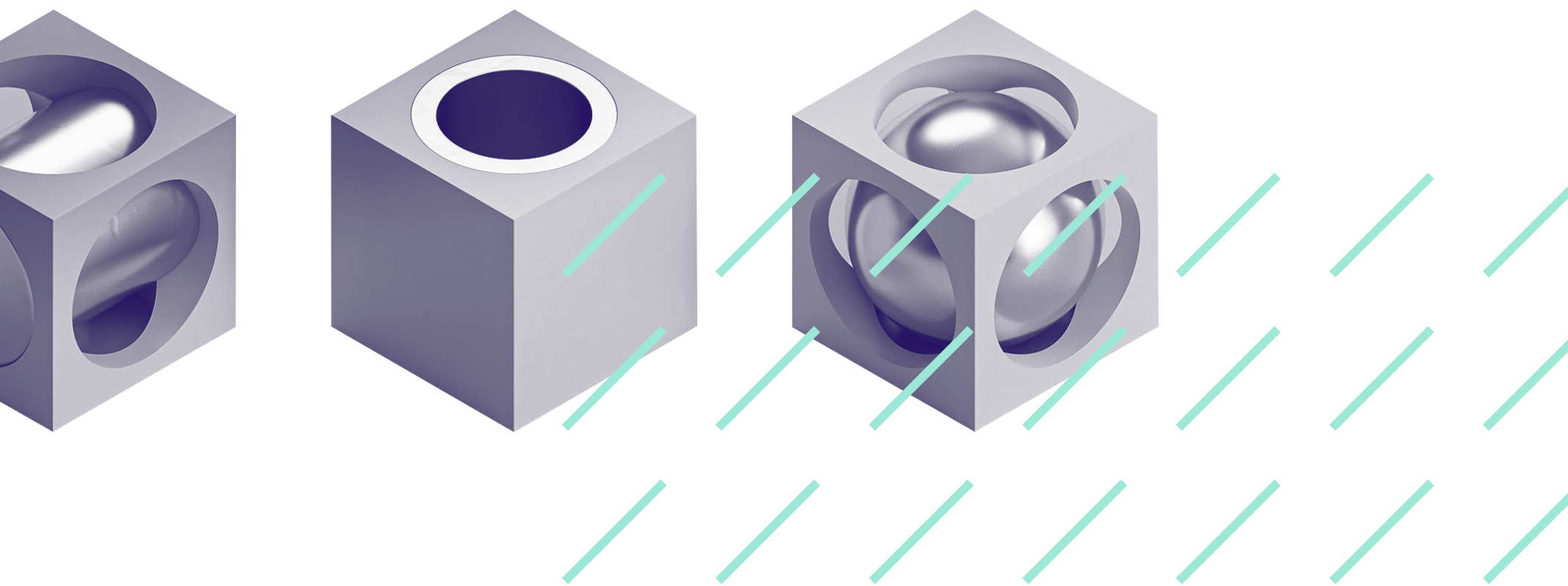
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Platforms & Content



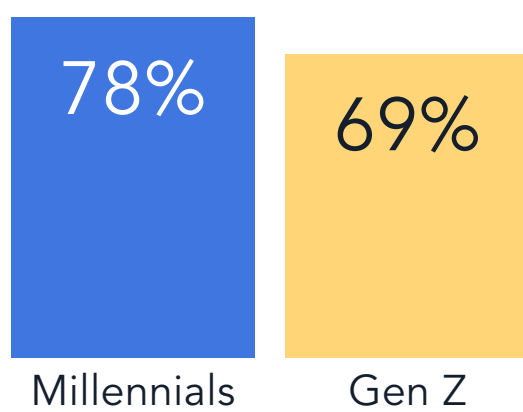
YouTube Makes a Comeback

The influx of new social platforms has undoubtedly benefited influencers and brands alike. However, many are still unsure which platforms will be most effective in reaching their audiences. When asked which social platforms they use most regularly (at least once a week), consumers ranked YouTube number one, with Instagram coming second, Facebook third, TikTok fourth, and Snapchat fifth. Reddit and Pinterest nearly tied for sixth place, with Twitter trailing in seventh place.

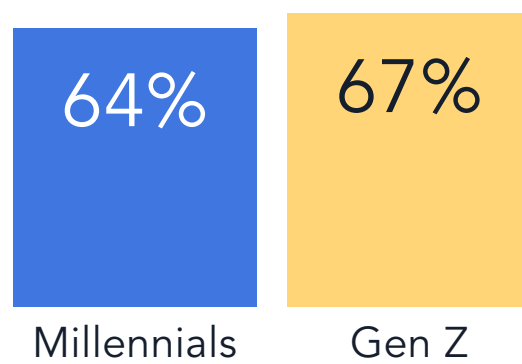
Meanwhile, marketers responded that they use Facebook the most for influencer marketing (68%), followed by Instagram (63%) and YouTube (48%). Does this mean that marketers should rethink their strategies to align with these consumer reported preferences?

Top 5 Most Used Platforms, Ranked By All Consumers and Their Use by Generation:

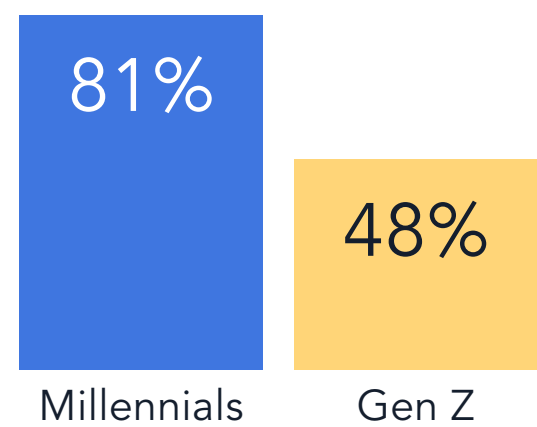
1. YouTube



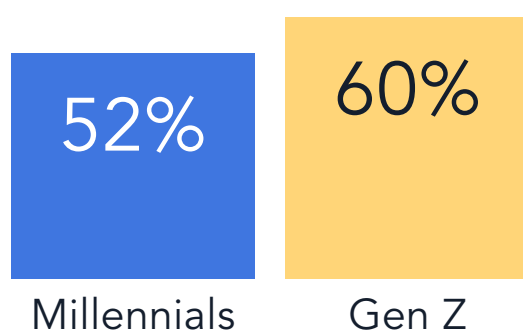
2. Instagram



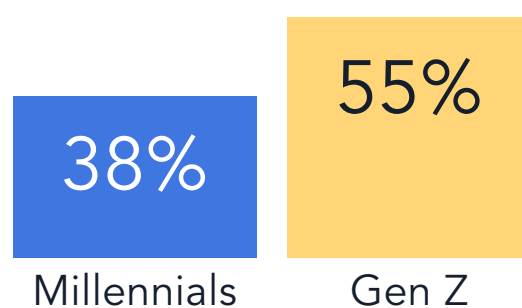
3. Facebook



4. Tik Tok



5. Snapchat



The difficult, yet exciting part about social media and influencer marketing is that the environment is always changing. To stay agile, our team analyzes multiple layers of data so we can identify what's working and what to experiment with. This data-driven approach gave us a clear focus for YouTube in the coming year — create long-form, educational content that will build credibility amongst beauty enthusiasts.

”

Erin Kelly

Director of Integrated Communications and Influencer Engagement, Shiseido.

Video Takes Over As Top Content Choice

The popularity of YouTube might be due to a larger shift in the way that consumers engage with content. A few years ago, highly polished Instagram photos were seen as engaging — now, **45% of all consumers say that short videos are the most engaging content type.** Furthermore, opinions about other content types vary between Gen Zers and Millennials. For example, Gen Zers gravitate more towards long videos and live streaming, while stagnant photos and written posts draw more Millennials.

“We are seeing this consumer shift towards video content in social data too,” said Evy Lyons, chief marketing officer at Traackr. “Over the past year, certain categories of influencer content have seen decreases in likes and comments, but stark increases in video views. We think this is because consumers are more likely to show interest in video content by simply watching or re-watching the post instead of clicking or commenting.”

Content Preference by Generation:

Millennials are ...

3%

more likely to find stagnant photos more engaging than Gen Z.

5%

more likely to find written posts more engaging than Gen Z.

Gen Zers are ...

8%

more likely to find long videos more engaging than Millennials.

3%

more likely to find live streaming more engaging than Millennials.

Social Commerce & Purchase Behavior








Meta Ranked as Top Choice for Social Commerce

Social media is no longer just a place to consume content — it's now a place to shop. Consumers can discover, evaluate, and purchase products in the blink of an eye, all while browsing social feeds. In fact, **just over half (51%) of consumers said they would follow a brand's social media profiles for product recommendations and deals**, while only 39% said they would want community and educational content.

That being said, folks appear to have specific preferences for which social platforms they use for purchasing products. While consumers had selected YouTube as their most used platform, they ranked Instagram and Facebook as the top platforms for purchasing products.

Top Platforms for Social Commerce, Ranked By Consumers:

- | | | |
|----|-----------|---|
| 1. | Facebook |  |
| 2. | Instagram |  |
| 3. | YouTube |  |
| 4. | TikTok |  |
| 5. | Pinterest |  |

Consumers Show Appetite for Lifestyle Products

Consumers also prefer to buy certain types of products on social media — 49% said that they are more likely to buy fashion products, while 44% said beauty and personal care, and 40% said electronics. However, this ranking changed slightly when indexed against the top platforms used for social commerce (see below). Different generations also reported distinct preferences: Millennials were 10% more likely to buy home goods, and 7% more likely to buy health and wellness products than Gen Z.

Top Product Types that Consumers are Likely to Purchase on Social Media:

1. Fashion

2. Beauty and Personal Care

3. Electronics

4. Home Goods

5. Health and Wellness

Top Product Types by Preferred Social Media Platforms:

	Instagram & Facebook	Youtube	TikTok	Pinterest
1.	Fashion	Electronics	Fashion	Fashion
2.	Beauty and Personal Care	Food & Beverage	Beauty and Personal Care	Beauty and Personal Care
3.	Electronics	Fashion	Food & Beverage	Health & Wellness

Influencers Drive Purchases

Consumers are ready to purchase products on social platforms, but what helps convince them? Our survey found that 70% of consumers factor influencers into their purchase decisions, with 59% stating that they look to influencers for product recommendations. Brands already seem to know this and are ramping up activity — a Traackr analysis of 40,371 influencers' content revealed that the number of sponsored posts have increased by 23% year-over-year (June 2020-May 2021 vs June 2021-May 2022).

70%

Of consumers are more likely to buy a product from a brand if they work with an influencer they know and trust.

59%

Of consumers are at least somewhat likely to purchase a product because it was recommended by an influencer.

23%

Increase in influencer posts marked as sponsored.

Product Quality Remains Top Consideration, but Purpose Raises Value

In addition to influencers, our survey found that certain brand/product qualities play a big role in purchase decisions. Consumers said that product quality was the most important factor, followed by sustainability, and affordable prices. In addition, 67% of consumers said that corporate social responsibility initiatives are either somewhat or very important in their decision to purchase from a specific brand.

Further, **66% of consumers are willing to pay a higher price for a product made by a brand that aligns with their values.**

This sentiment is reflected in the types of brands that have emerged over the past few years. In the beauty industry specifically, brands like Rare Beauty and Thrive Causemetics have gained popularity due to their strong missions and value-driven initiatives.

Top Reasons for Purchasing Products, Ranked By All Consumers:

1. Product Quality

2. Sustainability

3. Affordable Price

68%

Of consumers are willing to pay a higher price for a product made by a brand that aligns with their values.

As brand champions, it is our responsibility to bring social purpose to our communities. Now more than ever, brands should be considering how to bring their audience together and examine the societal impact they can truly have. This is something Thrive Causemetics has always stood for, our mission to be Bigger Than Beauty™ is behind all we do, and we make sure our customers know that.

”

Tiffani D. Carter

Vice President of Integrated Marketing,
Thrive Causemetics

Influencer Marketing Strategies

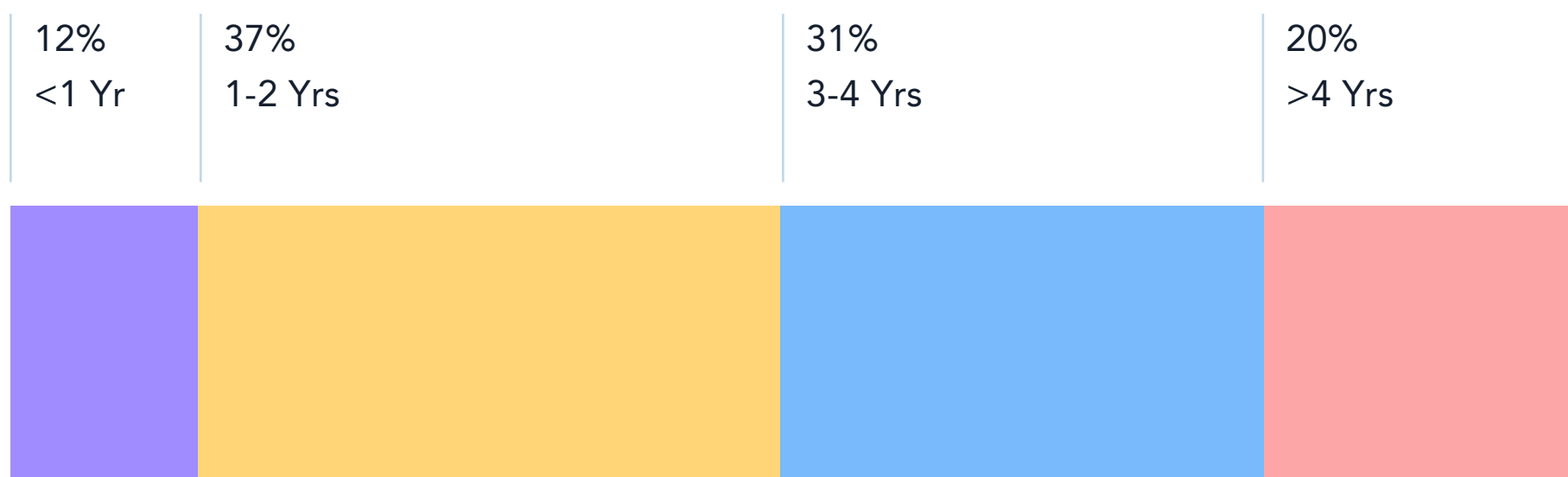


Investment in Influencer Marketing Grows

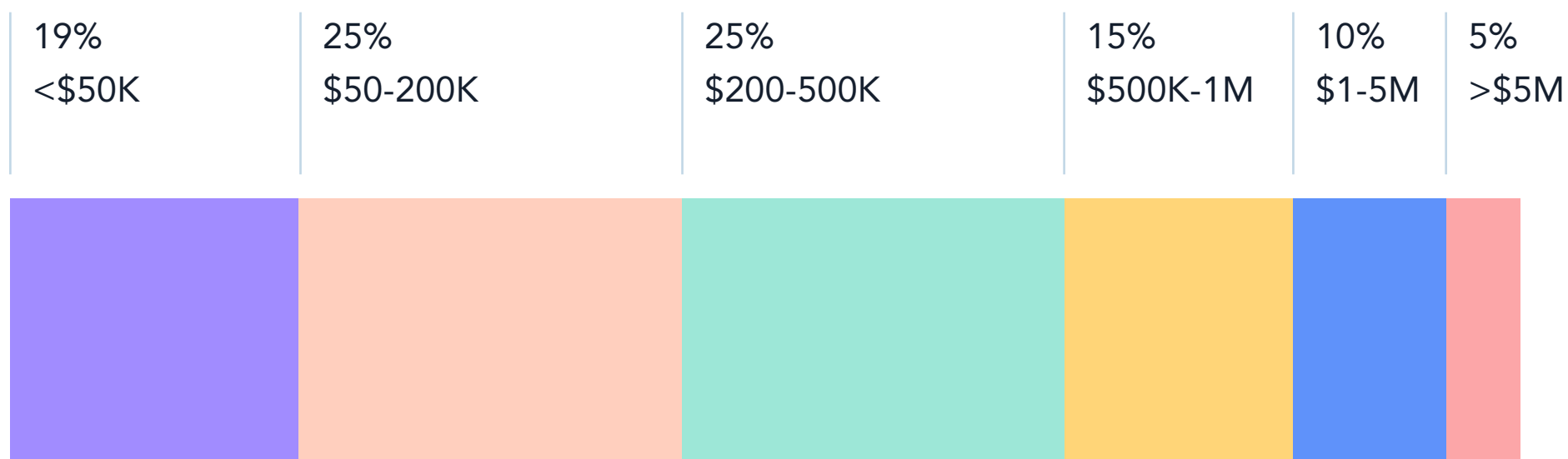
Influencers are key in facilitating certain consumer behaviors, so how are brands reacting? According to our survey, 68% of marketers have relatively young influencer marketing programs (1-4 years old) in their organization. Despite the relatively new programs, budgets are sizeable — 51% of marketers say that they spend between \$50k-\$500k per year, and 15% reported they spend \$1M+.

However, there still seems to be debate about where the practice of influencer marketing should sit within an organization. Generally, larger companies (51-1,000+ employees) feel influencer marketing should be handled by social/digital teams, while smaller organizations (~50 employees) say it should sit with brand marketing.

How long has your organization had an influencer marketing program?



How much do you spend on influencer marketing per year?



Large and Small Influencer Programs Make an Impact

Regardless of the longevity or size of influencer marketing programs, surveyed marketers still report that this channel is extremely effective. More than half of marketers (54%) stated that influencer marketing has successfully increased brand awareness, and even more significantly, 82% acknowledge its impact on driving sales.

54%

Of marketers strongly agree that influencer marketing has successfully increased brand awareness.

82%

Of marketers at least somewhat agree that influencer marketing has successfully driven sales.

Strategy Breakdown: Influencer Tiers

Surprisingly, marketers from brands of all sizes (even small brands with limited budgets) still see VIP, celebrity, and Top influencers as the most important tiers. Influencers with large audiences have often been earmarked as having the ability to generate awareness from a single post. However while survey respondents favored big influencers, Traackr data shows that **nano and micro influencers that post sponsored content see efficient results.**

Paid Collaborations Trends Year-Over-Year (June 2020-May 2021 vs June 2021-May 2022)

	Influencers	Posts	Video Views
Nanos (1K+ foll.)	83%	91%	83%
Micros (10K+ foll.)	45%	69%	512%
Mids (50K+ foll.)	28%	27%	349%
Macros (500K+ foll.)	30%	29%	316%
Megas (1M+ foll.)	25%	38%	141%
VIP (5M+ foll.)	18%	15%	1%

Do not underestimate the power of smaller influencers! At IMAGE Skincare, estheticians have always been part of our foundation. Not only is our founder Janna Ronert an esthetician, we partner with these skin pros to drive growth for our social and eComm platforms and have seen incredible results. Even though our estheticians are micro and mid-tier influencers, they drove over 60% of the share of voice (EMV) in the past year. We have also seen higher revenue, on average, through esthetician discount codes than other non-professionals. In fact, our top performing esthetician partner is driving a ROAS of 27 year-to-date!

”

Linda Popowytsch

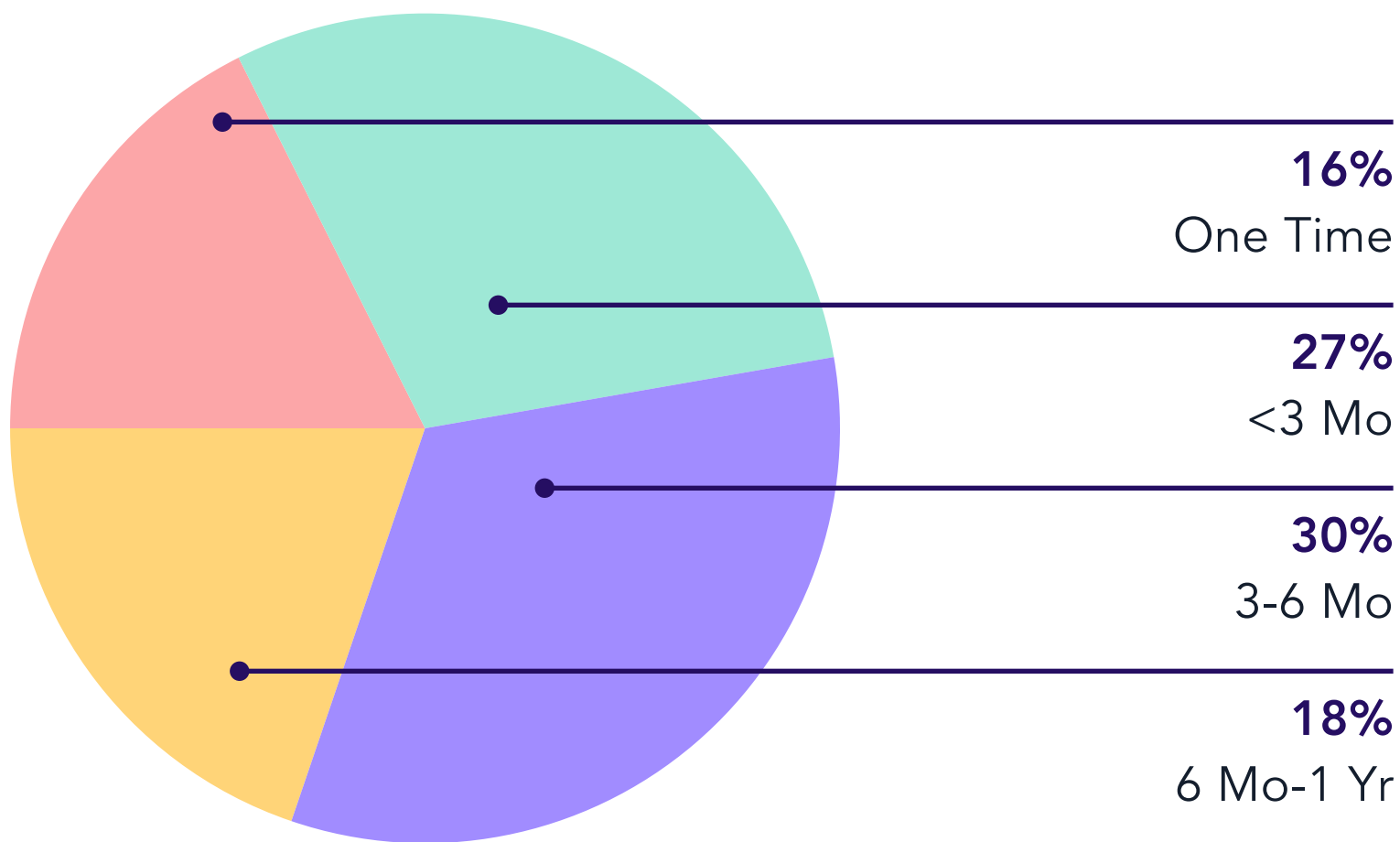
Director of Social Media, Influencer, and PR,
IMAGE Skincare

Strategy Breakdown: Partnership Types

When asked about partnership types, marketers stated that frequent gifting (or product seeding) is an important strategy. 37% of marketers reported sending gifted products on a quarterly basis, while 34% said they do it on a monthly basis.

Even more surprising? Marketers reported that partnerships are fairly short-lived. 30% of marketers said they typically sign 3-6 month contracts with influencers and 27% said they typically sign contracts for less than 3 months. These numbers did not stay consistent between in-house and external agencies. **12% of marketers from PR/Comms agencies were more likely to report signing single post contracts with influencers.**

Average length of influencer contracts, according to marketers:



“Nurturing longer term partnerships with influencers leads to greater impact overall for the brand,” said Holly Jackson, global director of professional services at Traackr. “When consumers can tell that there is a genuine long term relationship between an influencer they trust and a brand, it increases the chance a consumer will act on their recommendations. We also see how longer term partnerships create more opportunities for spontaneous content ‘between campaigns’ which also drives awareness and consideration.”

Strategy Breakdown: Measurement

As influencer marketing programs mature and marketers look to scale, one of the biggest roadblocks has always been measurement. However, this is no longer due to a lack of data, but to a lack of coordination and transparency.

An aggregation of all marketer responses ranked engagements as the most important metric to track, followed by sales.

However, these rankings differed depending on respondents' role and level of expertise.

The #1 metric to track is:

Sales

According to
marketing Executives

Engagements

According to
communications
Executives, Mid-level
marketers, Entry-level
Communications

Performance metrics are great, but they don't give you a concrete understanding of how to improve. This is why it's critical for marketers to also leverage cost equivalency and spend efficiency metrics. Spend efficiency (cost per post, cost per video, etc) will give you a clear view of where your dollars go and how to optimize spend. Cost equivalency can give an overview of performance while also providing a breakdown of the levers that are leading to success. Going beyond traditional performance KPIs is what will actually help brands arrive at a smarter strategy.

”

Holly Jackson

Global Director of Professional Services,
Traackr

Conclusion

It's clear that influencer marketing is an effective, yet constantly evolving channel for reaching consumers. As consumer behaviors on social media shift, so should influencer marketing strategies.

With platform and content format proliferation, it's unlikely that one platform will ever "rule them all". We now live in a world where consumers are using multiple platforms on a daily basis, not to mention each generation has differentiated preferences for social media consumption.

As marketers continue to grow their partnerships with influencers and increase their investments in paid collaborations, it's essential to maintain the test, learn, scale mentality. Keep an open mind, experiment with new tactics, measure progress, and double down as you find success.

Methodology

This report was created by Traackr, the system of record for data-driven influencer marketing.

Learn more at www.traackr.com.

Sign up to the **Matters of Influence Newsletter**.

Two surveys were conducted for this report using the online survey platform Pollfish. The sample of 500 individuals in the United States was surveyed between May 9, 2022 and May 10, 2022. The margin of error is $\pm 4.38\%$ and no additional weighting was done to the initial sample. The sample of 1000 individuals in the United States was surveyed between May 9, 2022 and May 10, 2022. The margin of error is $\pm 3.1\%$ and no additional weighting was done to the initial sample. Pollfish's survey platform delivers online surveys globally through mobile apps and the mobile web along with the desktop web.

For trend analysis, Traackr analyzed content from 40,371 lifestyle influencers located in the United States.

To identify specific trends we analyzed the content produced and shared by these influencers from June 2020 - May 2022.

Traackr works with brands around the world, some of whom are mentioned in this report, not all brands referenced are Traackr customers.

Glossary

Activated / Active Influencers: Number of influencers mentioning the brand.

Engagement Rate: Defined as the number of engagements divided by potential reach.

Mentions: Number of posts mentioning the brand.

Tier Definitions: Based on total audience size across all platforms as follows: VIP: 5M+, Mega: 1M+, Macro: 500K+, Mid: 50K+, Micro: 10K+, Nano: 1K+.

Engagements: Number of likes, shares, comments the content mentioning the brand earned across platforms.