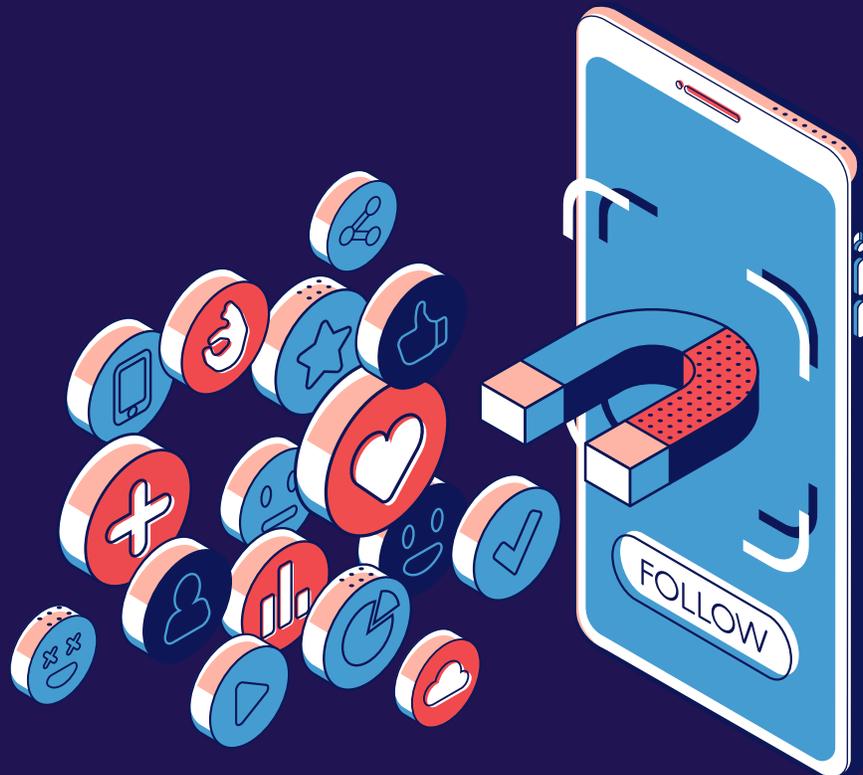




# THE STATE OF INFLUENCE

## CHALLENGES & OPPORTUNITIES IN INFLUENCER MARKETING

DECEMBER 2020



## INTRODUCTION AND METHODOLOGY

The ANA defines influencer marketing as “Marketing that identifies and activates individuals who can sway brand preferences, buying decisions, and the loyalty of the broader population using their own opinions, beliefs, and/or marketing channels.” ([2019 ANA Guide to Influencer Marketing](#))

When brands need to connect with a specific audience, they are increasingly turning to influencers who already have a connection to, and have cultivated trust with, those audiences.

This report covers the findings from 2020 quantitative and qualitative research conducted by the ANA. The purpose was to gain a greater understanding of marketers’ experiences with, usage of, and needs surrounding influencer marketing in the areas of influencer selection, budgets, measurement, ROI, and fraud. In June 2020, a survey was sent to members of the ANA’s Brand Activation and Brand and Media committees. In total, 97 client-side marketers participated.

About the respondents:

- 25 percent have been working in marketing or advertising for less than 10 years, and 75 percent have been in working in the industry for 10 or more years.
- The most common title of respondents was Director (33 percent), followed by Manager (25 percent) and Vice President (10 percent).
- 44 percent work at organizations that have a current annual U.S. marketing budget of \$100 million or more.
- 33 percent of respondents’ businesses are primarily business-to-consumer, 20 percent are primarily business-to-business, and 47 percent are both.

The complete survey questionnaire is available [here](#).

To supplement the quantitative results, in-depth qualitative interviews were conducted, which provided additional insights and perspectives.

[The Conclusions and Implications for Marketers](#) sections on pages 27–29 outline the key learnings and implications of this research, actions the ANA is taking to address the greatest barriers to growth in influencer marketing, and additional resources for ANA members.

# EXECUTIVE SUMMARY

## Incidence

Sixty-five percent of ANA marketers have used influencer marketing in the past 12 months.

## Influencer Budgets

Fifty-one percent of marketers were increasing their influencer marketing budgets prior to the pandemic, while only 5 percent reported spending less.

## Influencer Spending

Fifty-seven percent of marketers spend \$25,000–\$250,000 on influencer marketing annually, with another 34 percent spending more than \$250,000.

## Influencer Marketing Spending During the Pandemic

Influencer marketing spend was negatively affected by the coronavirus pandemic, with 57 percent of respondents reporting reductions in influencer marketing spending.

## Top Benefits

The top benefits to ANA marketers for using influencer marketing are reaching new and different audiences (93 percent), greater brand awareness (91 percent), and authenticity (86 percent).

## Top Challenges

Marketers rank measurement and ROI as the top challenges with influencer marketing.

## Effectiveness and ROI

Thirty-four percent of ANA marketers cite influencer marketing as a better-performing strategy than other marketing activities, while 39 percent remain unsure due to the challenges of accurate measurement.

## Satisfaction with Results

There is strong satisfaction with the overall results of influencer marketing. Seventy-one percent of marketers are satisfied with the results and only 6 percent report being dissatisfied.

## Metrics

Marketers view engagement, reach, and impressions as the most important metrics when measuring the ROI of influencer marketing. Sales was the least important metric.

## Influencer Types

The most common types of influencers respondents reported using were mid-level influencers (25,000–100,000 followers) at 74 percent, subject matter experts at 67 percent, and macro-influencers (over 100,000 followers) at 63 percent.

## Influencer Selection Factors

Ninety-seven percent of marketers consider brand alignment/relevance to be the most important factor when considering what influencers to tap for their brand, followed by content quality and engagement rate.

## Influencer Usage

Half of marketers executed fewer than five influencer marketing campaigns over the past 12 months, whereas 20 percent executed more than 15 campaigns over that same time frame. Approximately half of respondents use fewer than 15 influencers per campaign, and about a quarter use more than 25 per campaign.

## Platforms Used

Instagram and Facebook dramatically lead the pack as the most important platforms for influencer marketing, followed by YouTube.

# EXECUTIVE SUMMARY

## Formats Used

Instagram posts, including stories, photos, and videos, are the most important formats for marketers in influencer marketing, followed by Facebook photos and videos.

## Paid Media Amplification

Three-quarters of marketers reported amplifying influencer marketing with paid media, with more than half of those amplifying it on both the influencers' and brands' channels.

## External Agency Use

Eighty-five percent of marketers use external agencies for their influencer marketing activities, mostly for the identification and selection of influencers. Of those who use external agencies, 69 percent use them for measurement and analysis, 65 percent use them for influencer relations and communications, and 65 percent use them for executing campaigns.

## In-House Utilization

The most important factor for utilizing in-house influencer marketing is speed to market.

## Influencer Fraud

Sixty percent of marketers vet influencers for fraud.

## CGI/Virtual Influencers

Only 3 percent of marketers reported using CGI (computer-generated) or virtual influencers, despite press reports of expanded use.

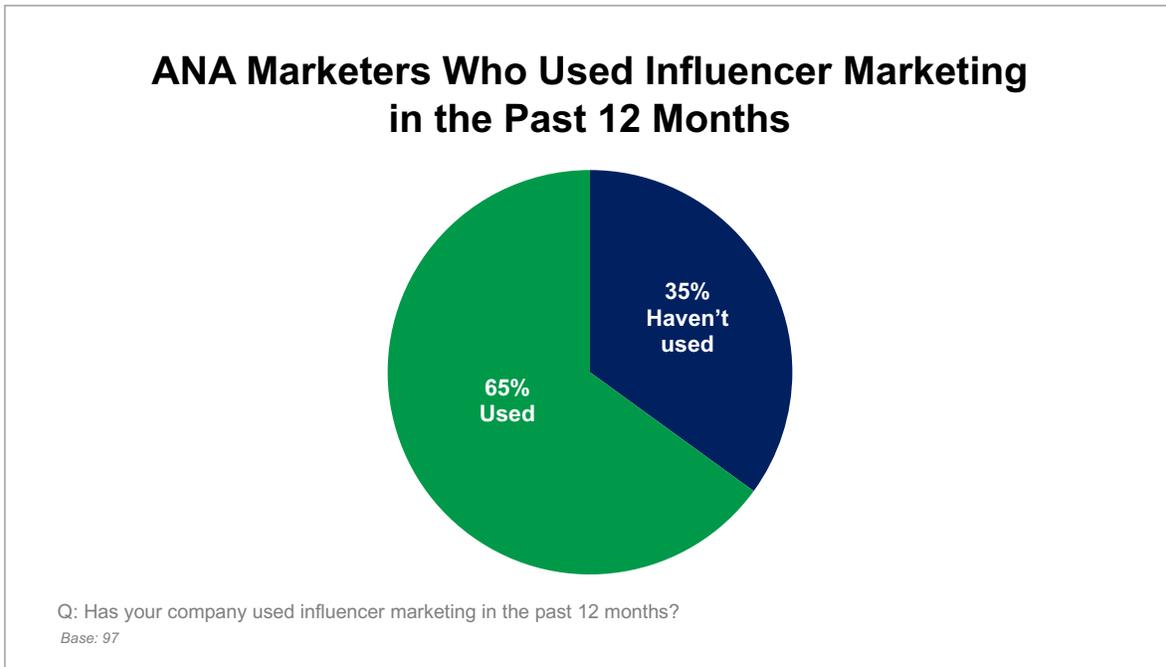
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## DETAILED FINDINGS

### Incidence

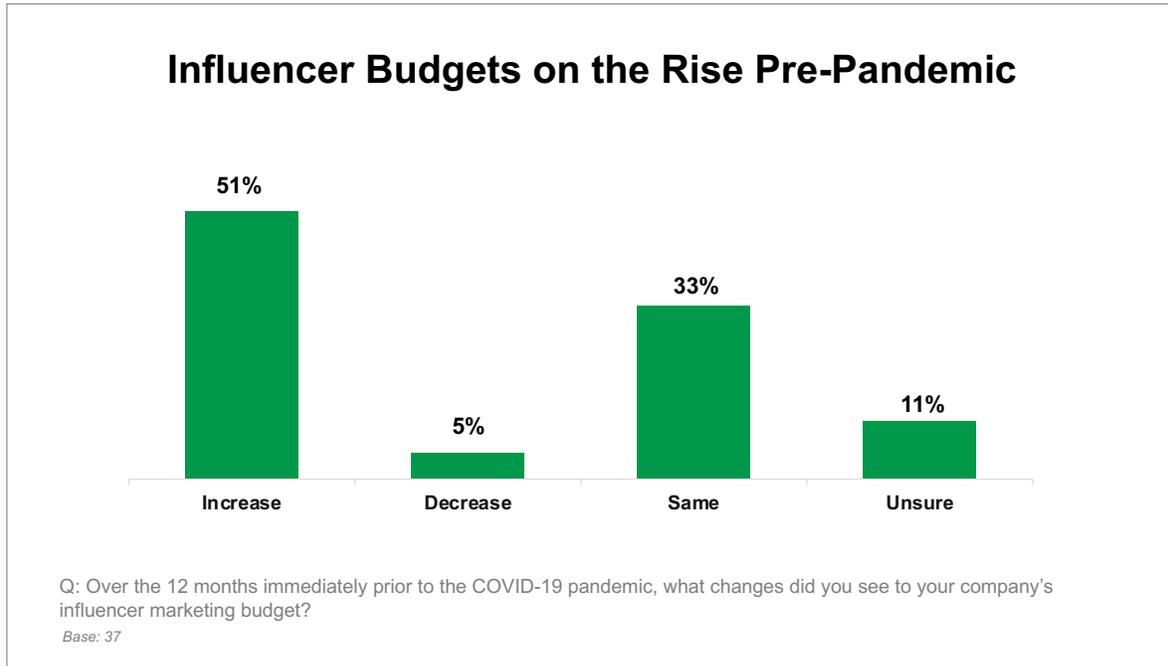
Sixty-five percent of ANA marketers reported using influencer marketing in the past 12 months.



## DETAILED FINDINGS

### Influencer Budgets

Respondents reported that their influencer marketing budgets were increasing prior to the pandemic. Just over half of marketers (51 percent) said they were spending more, with only 5 percent reporting they were spending less.

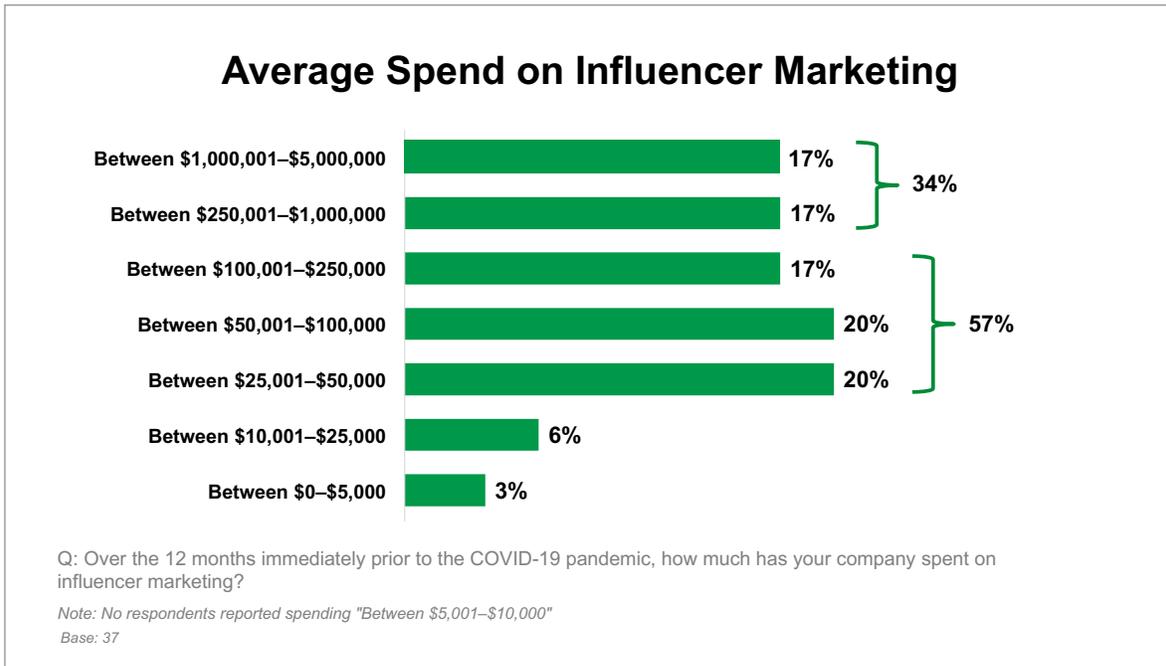


Global influencer marketing spend is projected to grow at a compound annual growth rate of 20.4 percent from 2020–2024 to \$37.69 billion in 2024, according to [PQ Media's Global Advertising & Marketing Spending Forecast 2020–2024](#). The United States is the largest market in the world, accounting for approximately 75 percent of total spending on influencer marketing in 2020.

## DETAILED FINDINGS

### Influencer Spending

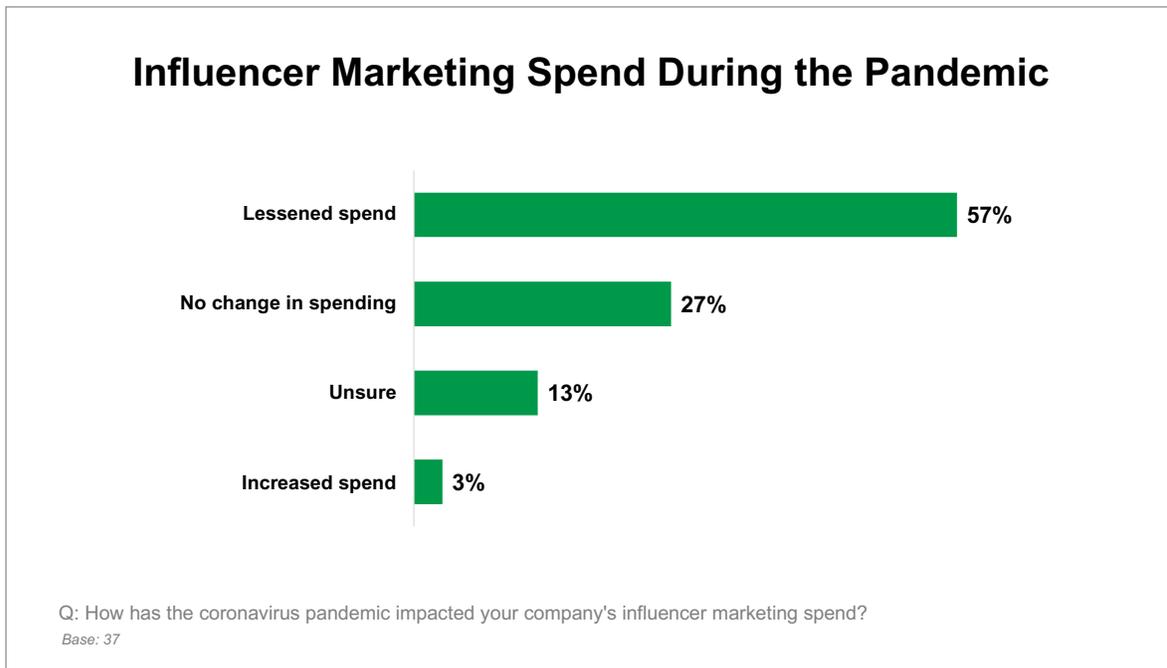
Marketers reported spending on influencer marketing at all levels, with 57 percent spending \$25,000–\$250,000 annually and another 34 percent spending more than \$250,000 annually.



## DETAILED FINDINGS

### Influencer Marketing Spend During the Pandemic

Influencer marketing spending was negatively affected during the coronavirus pandemic, with 57 percent of respondents reporting reductions in influencer marketing spending. When asked during the qualitative interviews if the pandemic has affected influencer investments, respondents reported that as a whole their companies have pulled back on advertising spend and repositioned campaign messaging.



An April 2020 *WIRED* article, “The Influencer Economy Hurtles Toward Its First Recession,” supports this finding:

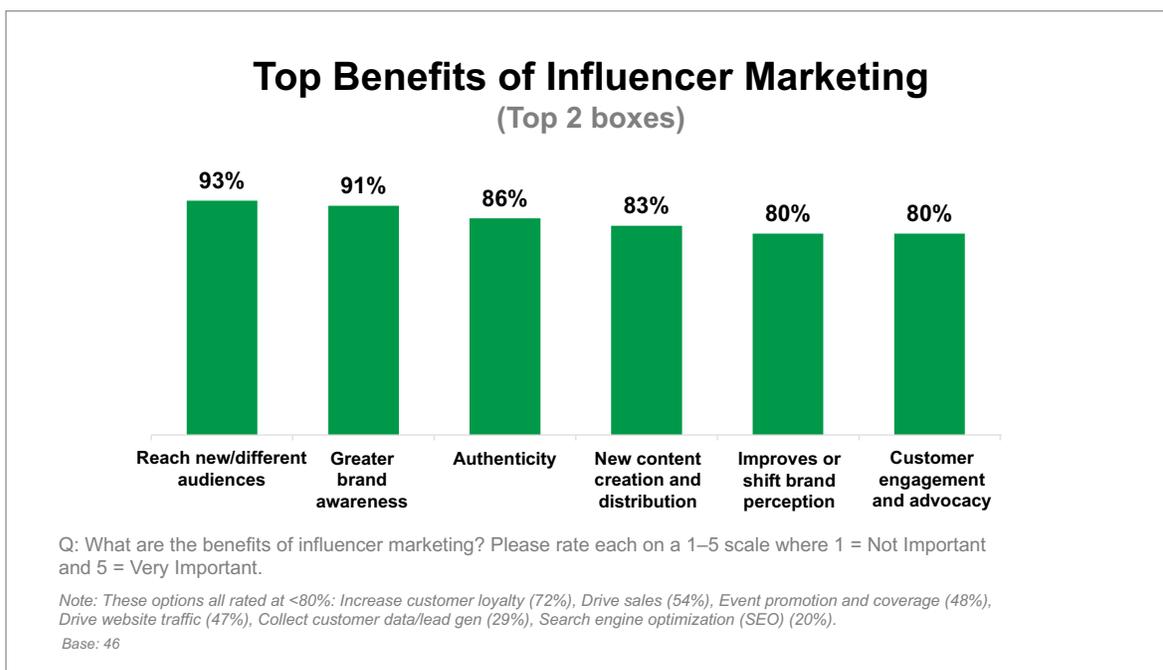
***“The pandemic is having a major impact on the influence industry, and it’ll likely have lasting effects. There’s just less money to go around. As of March, the market research firm eMarketer found that about a third of influencers were already seeing fewer collaborations. Some of those may return as the economy rebounds, but other brands will sever ties with influencers who haven’t shown they can drive sales. Even before the pandemic, brands were already starting to prioritize longer-term collaborations with influencers versus one-off partnerships. Now, [we] expect that trend to accelerate.”***

Perhaps the pandemic will help reshape the industry in a way that promotes quality and transparency and reduces fraud. For influencers, that means massive followings alone won’t guarantee brand collaborations. Influencers who fail to demonstrate their value to brands may find their place in the industry disappearing, and even influencers who can demonstrate their value to brands will need to stay flexible and adaptable.

## DETAILED FINDINGS

### Top Benefits

While there are many benefits cited by marketers for using influencers, the top benefits are reaching new/different audiences, greater brand awareness, authenticity, and new content creation/distribution.



A benefit reinforced in the qualitative interviews was that influencers are often able to create high-performing, high-quality content for brand campaigns. They can create at a pace and level that far exceeds what the brand could produce on its own, for a better price. A survey respondent shared, “Influencers create the most beautiful imagery. They’ve helped us move from product-focused to lifestyle-focused, which has been game-changing.”

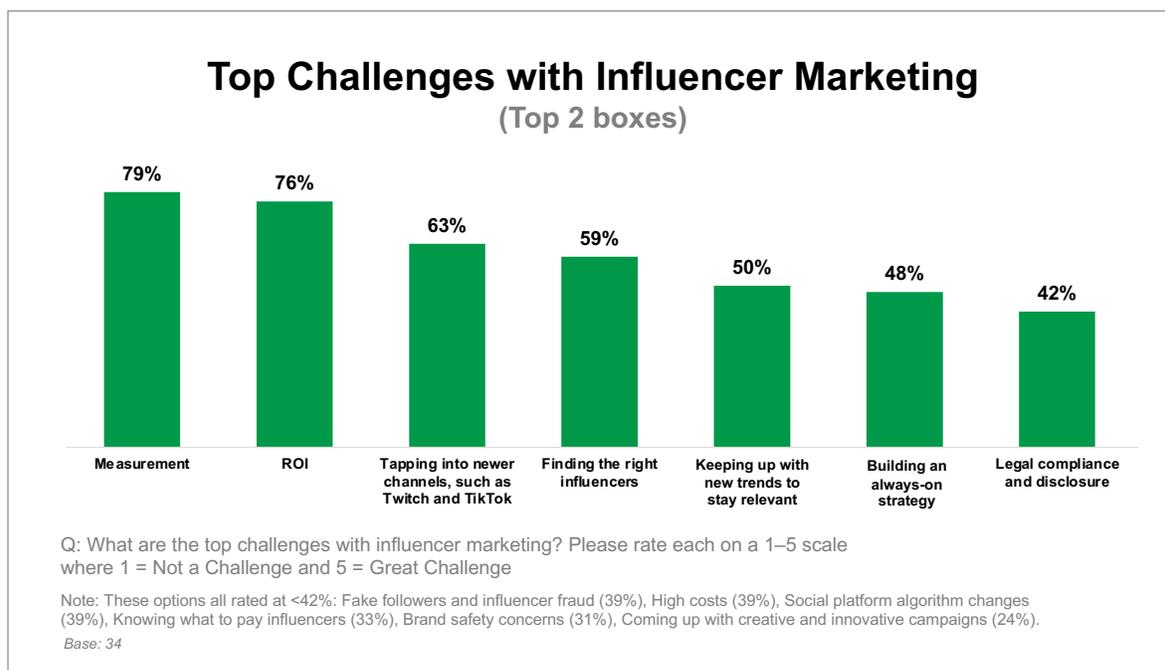
***“The top benefits of influencer marketing are connection to consumers in a genuine way that’s not transactional. It also gives us really authentic insights into what consumers actually want that can then inform our products. Influencers have their fingers on the pulse of consumers’ authentic perspectives and preferences. They also offer high-quality content creation and deep content knowledge expertise, as well as trust, especially in times of uncertainty like COVID-19.”***

— Brand Manager, Kitchen Appliances

## DETAILED FINDINGS

### Top Challenges

Marketers ranked measurement (79 percent) and ROI (76 percent) as the top challenges with influencer marketing.



Qualitative interviews emphasized the height of measurement hurdles in influencer marketing:

***“We need a Comscore or Nielsen ratings for influencer marketing that provides verification of influencers’ audiences. Further, marketers have no objective way of knowing what influencer agencies are best and what creators are best because of follower fraud and the fact that without standardized measurement, there’s not consistency in metrics and definitions when reporting to brands.”***

— Brand Manager, Insurance

## DETAILED FINDINGS

Almost every other form of media has hard measurement metrics and verification safeguards except influencer marketing. That, coupled with the additional factor of fraudulent followers, makes calculating true measurement and ROI of influencer marketing challenging.

***“Let’s take one of the most popular metrics, engagement rate, as an example to illustrate the need for consistent measurement definitions. When calculating an engagement rate, I have seen many definitions of ‘engagement.’ For example, Agency A defines ‘engagement’ as Likes + Comments + Clicks. While Agency B defines as ‘Likes + Comments + Shares + Clicks but only if they are authenticated.’ That’s just 2 agencies. Then there’s the denominator. Do we use followers, post reach, or post impressions? This shows how varied the definitions can be. But on top of that, not all the metrics are available publicly. Clicks, views, post impressions and post reach are only available to advertisers if the influencer has authenticated accounts, access to an agency, or if they have manually shared their post stats. And it differs by platform and type of asset on the platform. There’s no consistency. The metrics are not consistently defined, nor are they consistently available to marketers.”***

— Senior Manager, Consumer Packaged Goods

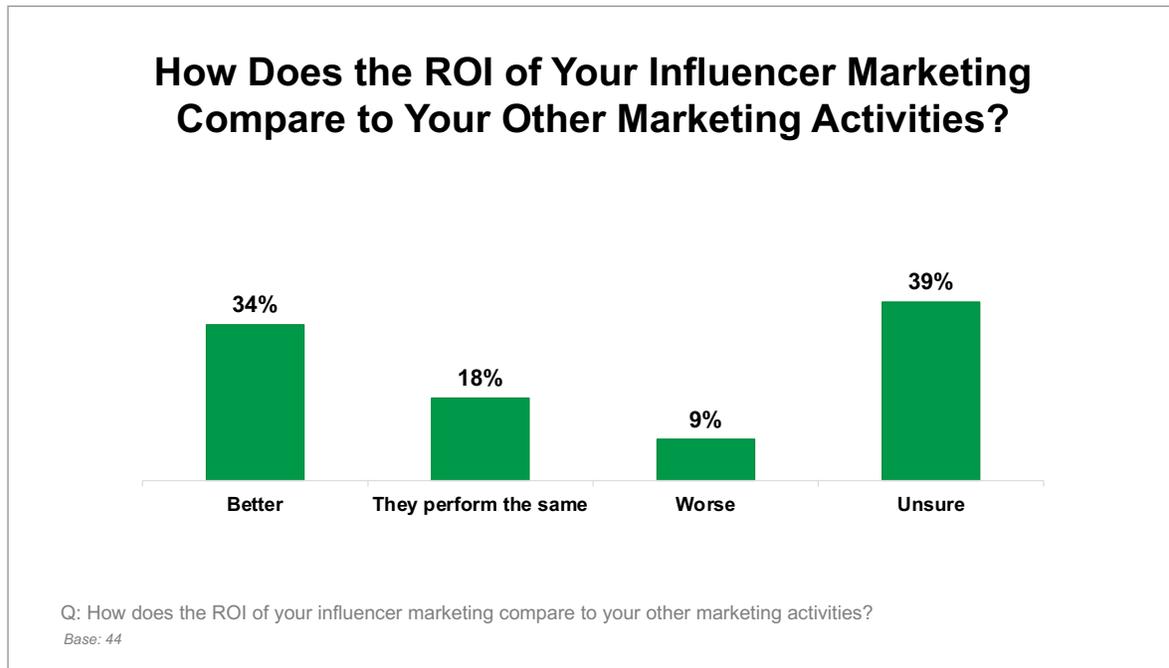
Minimal challenges were knowing what to pay influencers, brand safety concerns, and coming up with creative and innovative campaigns. While an influencer scandal is always a risk, most brands and agencies perform due diligence during the vetting process and craft contracts with strong morals clauses and the ability to exit quickly if necessary. Furthermore, many brands rely on either the influencers or their agencies for creative, which is why “coming up with creative and innovative campaigns” was not reported as a significant challenge (see “External Agency Use” on page 23).

## DETAILED FINDINGS

### Effectiveness and ROI

Compared to other marketing activities, 34 percent of ANA marketers cite influencer marketing as having better ROI. This represents almost four times the number of marketers who think influencer marketing performs worse than other marketing activities (9 percent).

On the other hand, it's concerning that 39 percent of respondents are unsure of its ROI.



In response to the question of “How does the ROI of your influencer marketing compare to your other marketing activities?”:

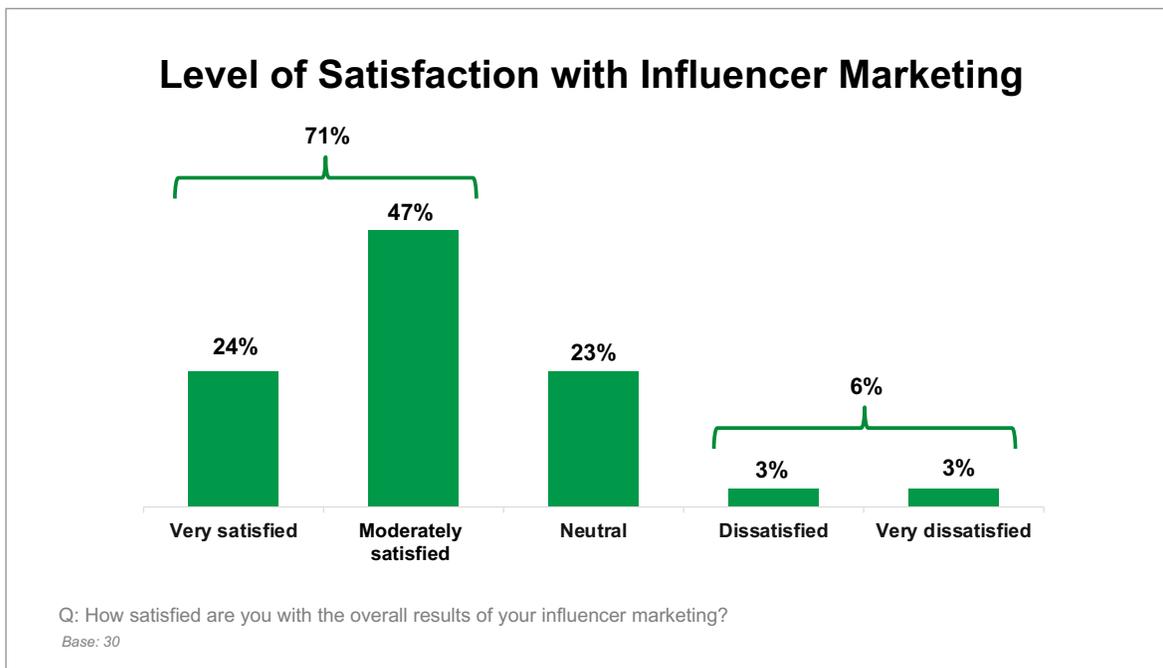
- “We don’t know, because of the challenges with measurement.”
- “We don’t really have a strong way of reporting out on performance outside of the stats influencers share with us.”

This suggests that the measurement challenges related to influencer marketing affect its perceived and calculated ROI.

## DETAILED FINDINGS

### Satisfaction with Results

Overall, marketers are satisfied with influencer marketing. Seventy-one percent of marketers reported being very or moderately satisfied with the results of their influencer marketing, with only 6 percent reporting dissatisfaction.



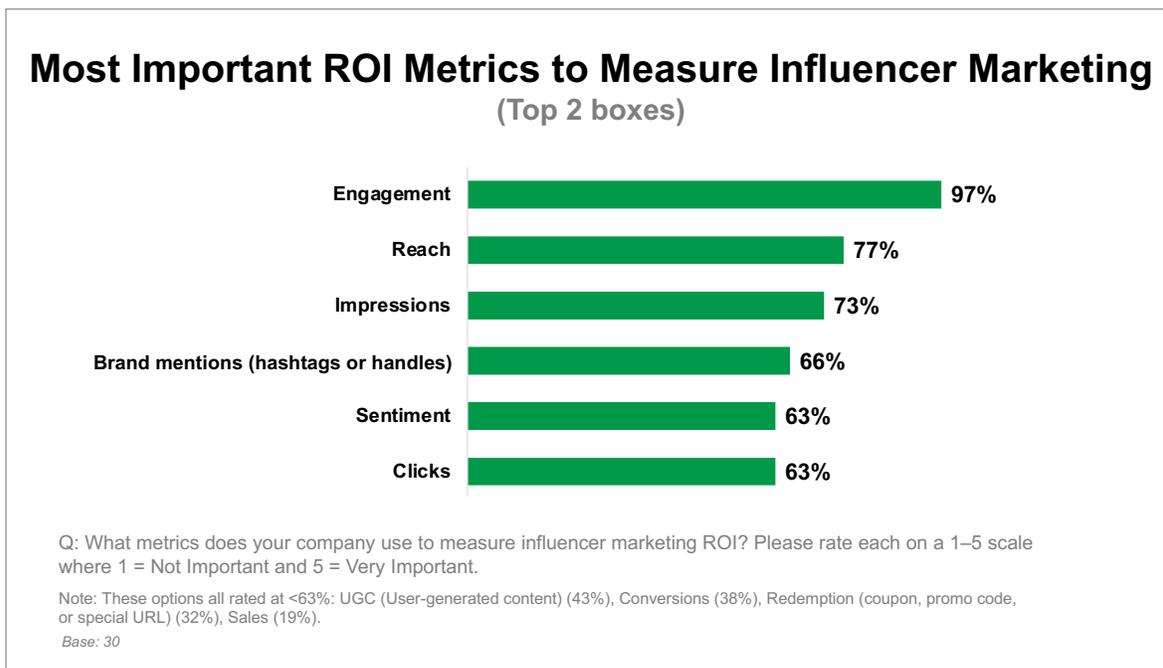
From the qualitative interviews conducted, much of the dissatisfaction comes from not having a consistent form of measurement, as many marketers work with a variety of vendors with differing metric definitions across multiple platforms. Furthermore, available measurement numbers are channel outcomes, not meaningful business outcomes such as sales or conversions.

Because of this lack of standardization, it is hard to calculate ROI and tie marketing activities to sales. There is an immense amount of data available but it is for metrics like impressions, reach, and engagement. Brands also can't access the detailed data on organic posts that they can for paid posts. Therefore, it can be challenging to accurately quantify satisfaction.

## DETAILED FINDINGS

### Metrics

Marketers view engagement (97 percent), reach (77 percent), and impressions (73 percent) as the most important metrics used when measuring the ROI of influencer marketing. Sales was the least important metric at 19 percent, likely because it's challenging to link influencer marketing directly with sales.



The only data that's consistently available is channel outcomes (sometimes referred to as vanity metrics) like engagement and impressions. Since it's so challenging for marketers to track lower-funnel outcomes in influencer marketing, many marketers don't prioritize them as goals or ROI metrics.

***“Some of the metrics we use are redemption of coupon codes in influencer posts, taggable links for webpages, traffic and time on specific pages, video completion rates, sentiment on the influencer's posts or campaign hashtags, amount of UGC, hashtag use, and origin of the click.”***

**— Director, Consumer Healthcare**

***“The biggest challenge in influencer marketing is not having a consistent form of measurement since we work with different vendors and the metrics/definitions vary across them. Furthermore, the measurement numbers available to us are channel outcomes, not business goals like sales or purchase intent.”***

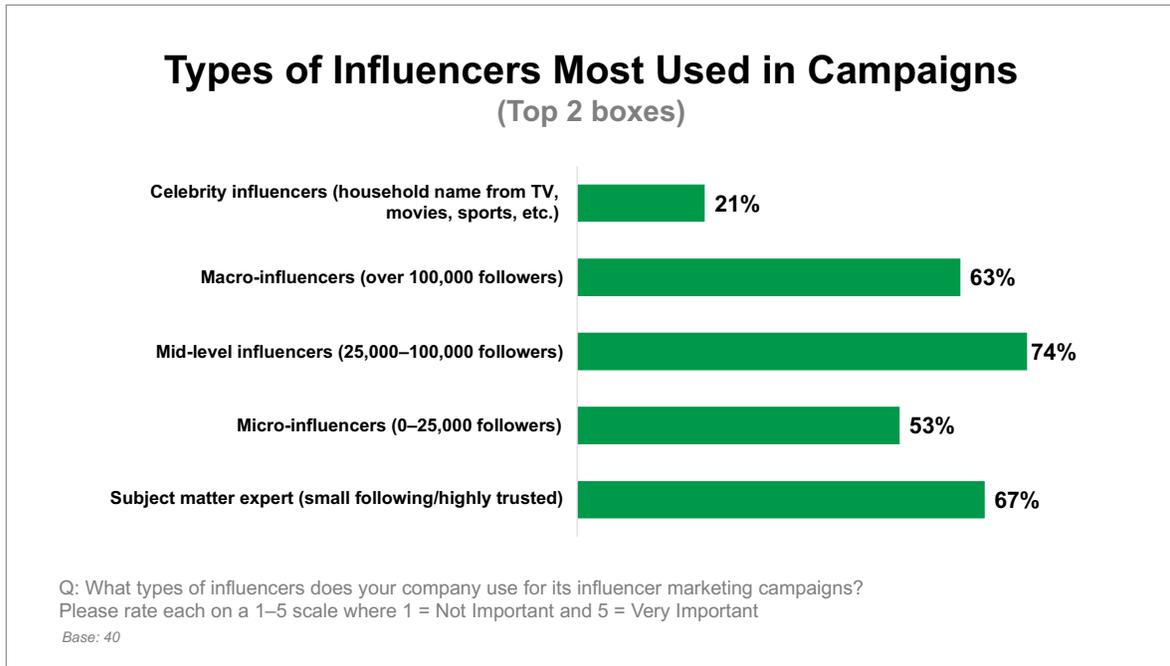
**— Senior Manager, Consumer Packaged Goods**

Another respondent shared, “Senior leadership is a little less trusting of investing in influencer marketing compared to other activities because its reach isn't as large or as easy to quantify as television or other advertising, but it's growing on them.”

## DETAILED FINDINGS

### Influencer Types

The most common types of influencers respondents reported using were mid-level influencers (25,000–100,000 followers) at 74 percent, subject matter experts at 67 percent, and macro-influencers (over 100,000 followers) at 63 percent. Often mid-level influencers, subject matter experts, and macro-influencers who specialize in a specific vertical and share frequently on social have hyper-engaged followings, despite more modest audience numbers.



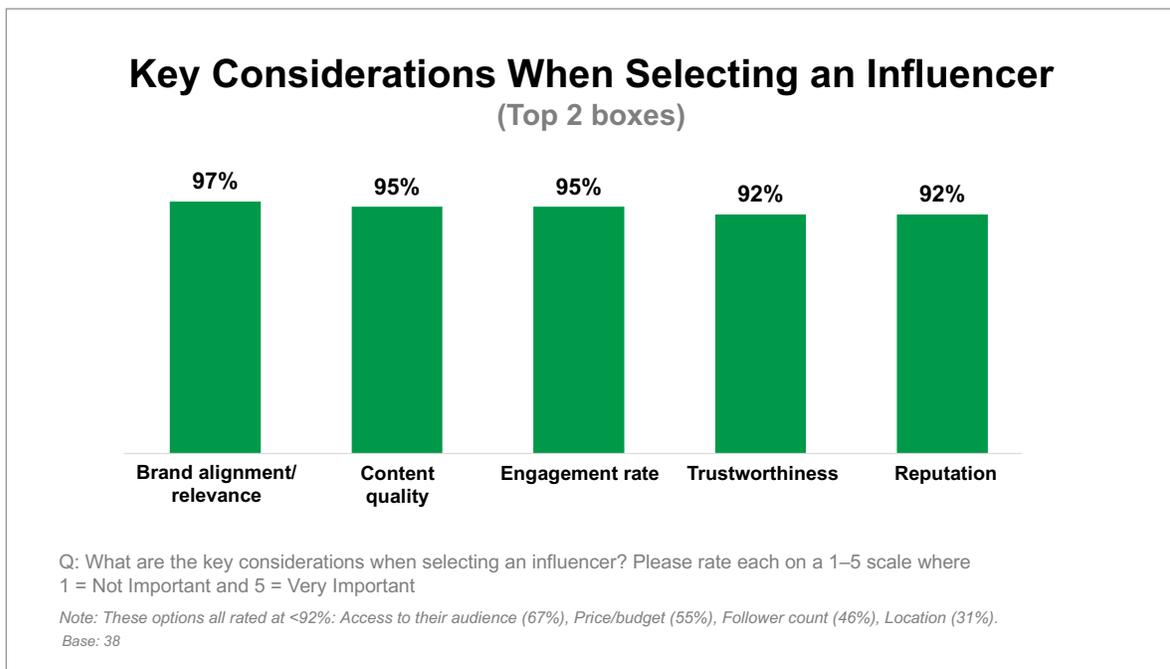
For example, a celebrity fitness influencer might have millions of followers, yet the average post receives limited engagement relative to the size of the follower base, whereas a micro-influencer with a much smaller audience sees dramatically higher engagement rates. Marketers seem to be trending away from big-name celebrities and toward influencers with highly-engaged audiences.

## DETAILED FINDINGS

### Influencer Selection Factors

Ninety-seven percent of marketers reported brand alignment/relevance as the most important factor when considering what influencers to enlist, followed closely by content quality (95 percent), engagement rate (95 percent), trustworthiness (92 percent), and reputation (92 percent). These findings are important because they run counter to the cultural perception of the big-name celebrity influencer hand-picked by a brand for their cachet and audience size. In reality, brands are investing care and consideration in selecting influencers who reflect their brand identity and values.

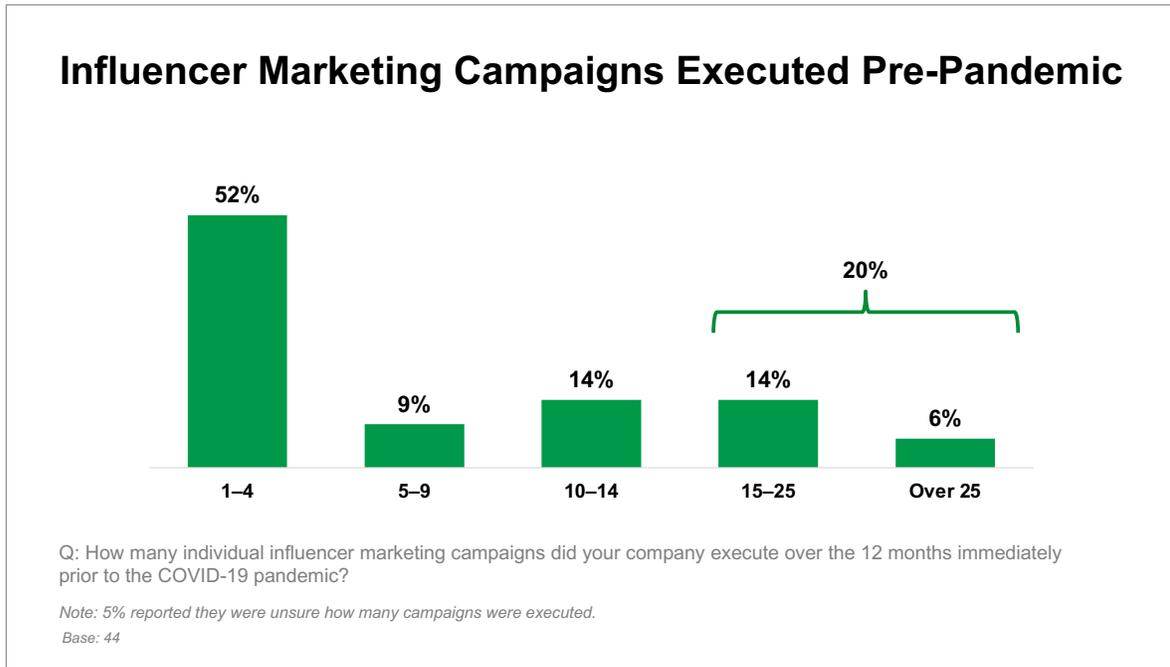
Price/budget was a surprisingly low consideration at 55 percent, as were follower count (46 percent) and location (31 percent), presumably because brands value engagement over reach. Many brands rely on the influencers to lead the full content creation process. Unless the influencer campaign has an offline component, location becomes relatively insignificant.



## DETAILED FINDINGS

### Campaigns Executed

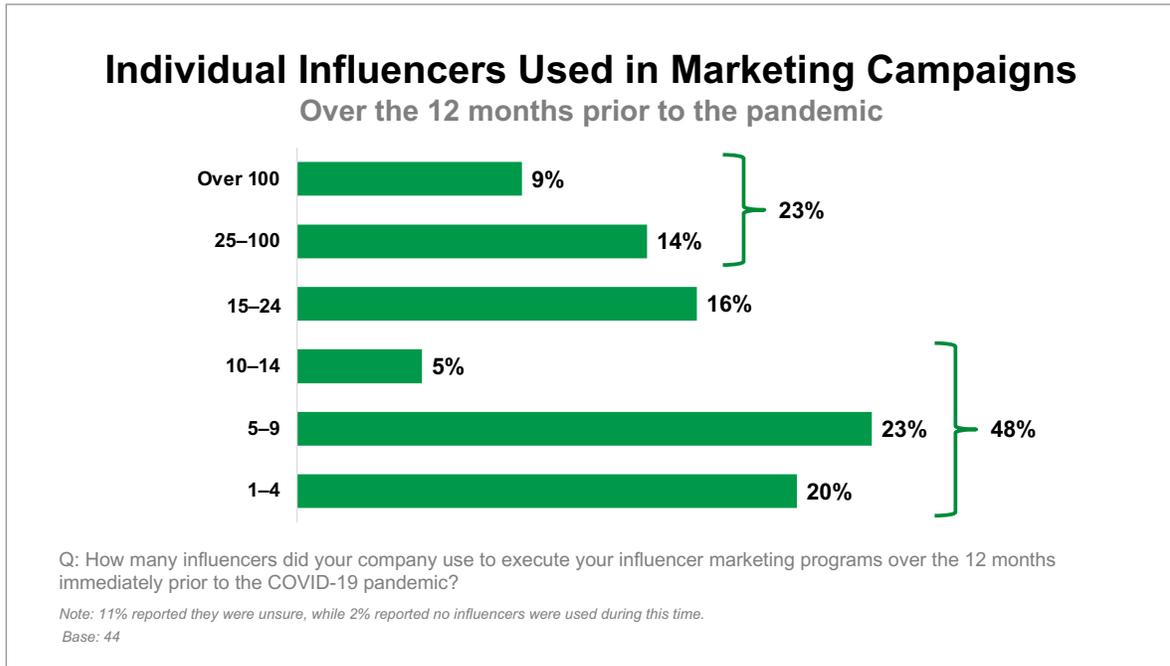
Half of marketers executed fewer than five influencer marketing campaigns over the past 12 months, whereas 20 percent executed more than 15 campaigns over that same time frame.



## DETAILED FINDINGS

### Influencer Usage

Approximately half of respondents use fewer than 15 influencers per campaign, and about a quarter use more than 25 per campaign. The number of campaigns varied based on the company's size and number of brands.

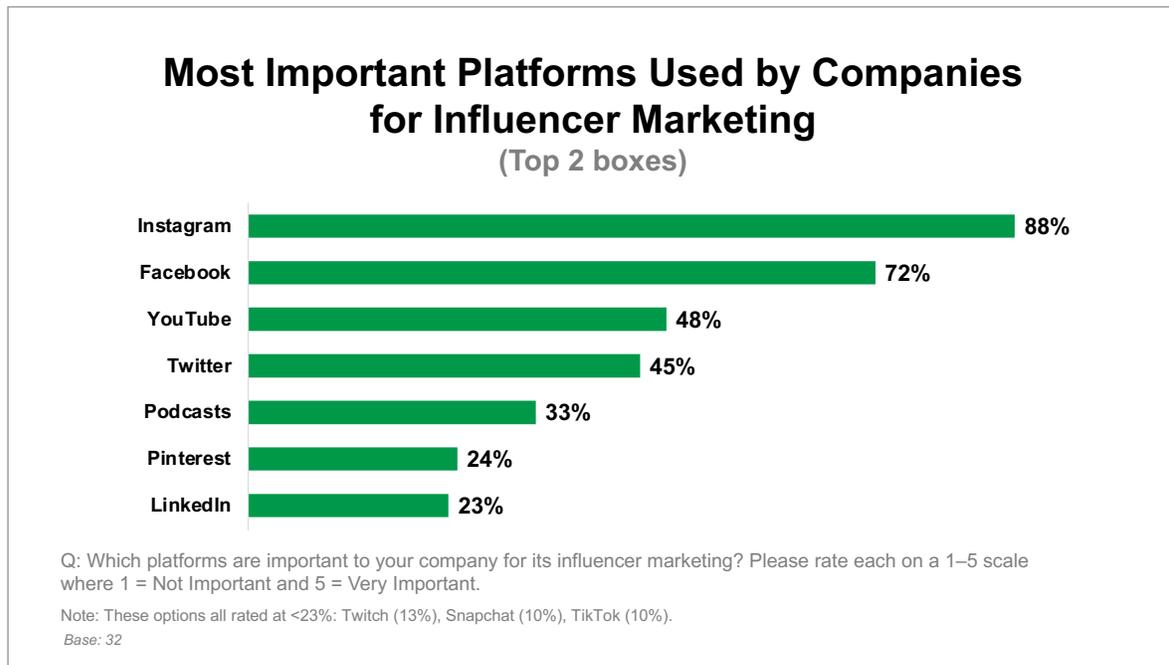


When mid-level influencers and micro-influencers are used, brands will generally enlist a larger number for a single campaign, whereas they might enlist several macro-influencers or one celebrity influencer.

## DETAILED FINDINGS

### Platforms Used

Instagram (88 percent) and Facebook (72 percent) dramatically lead the pack as the most important platforms for influencer marketing, followed by YouTube (48 percent) and Twitter (45 percent).

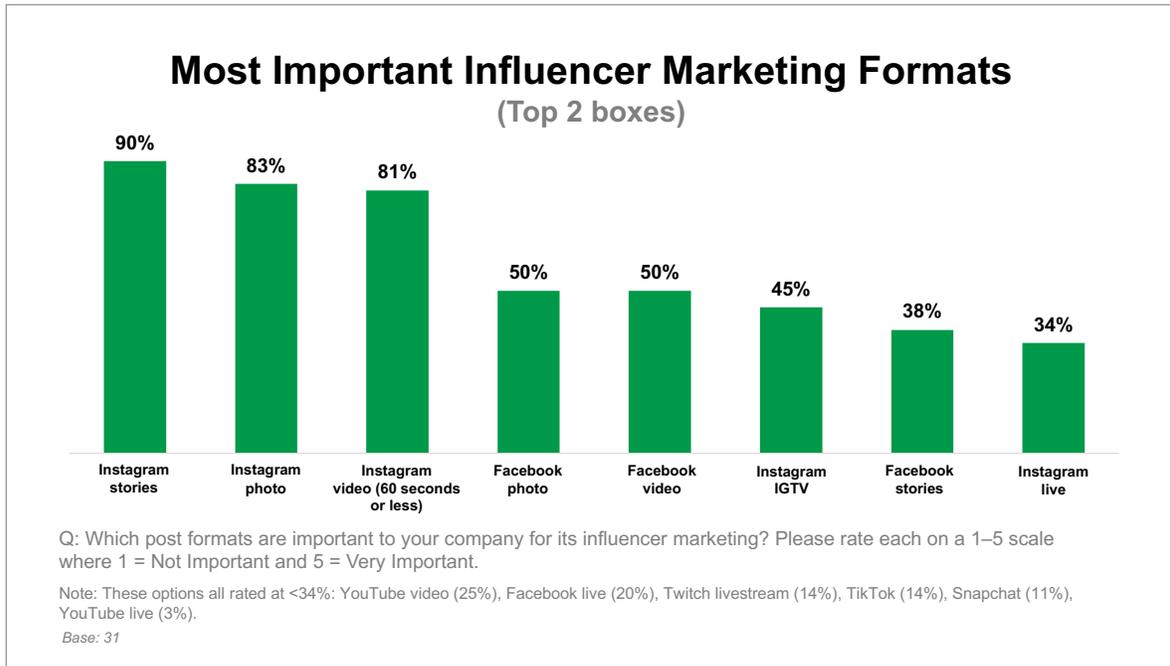


According to Influencer Marketing Hub’s [“State of Influencer Marketing 2019 Benchmark Report,”](#) Instagram was cited as the fastest growing social media network in 2019. Its older sibling, Facebook, still has the largest user base, but Instagram is rapidly catching up because it is beloved by millennials and generation Z.

## DETAILED FINDINGS

### Formats Used

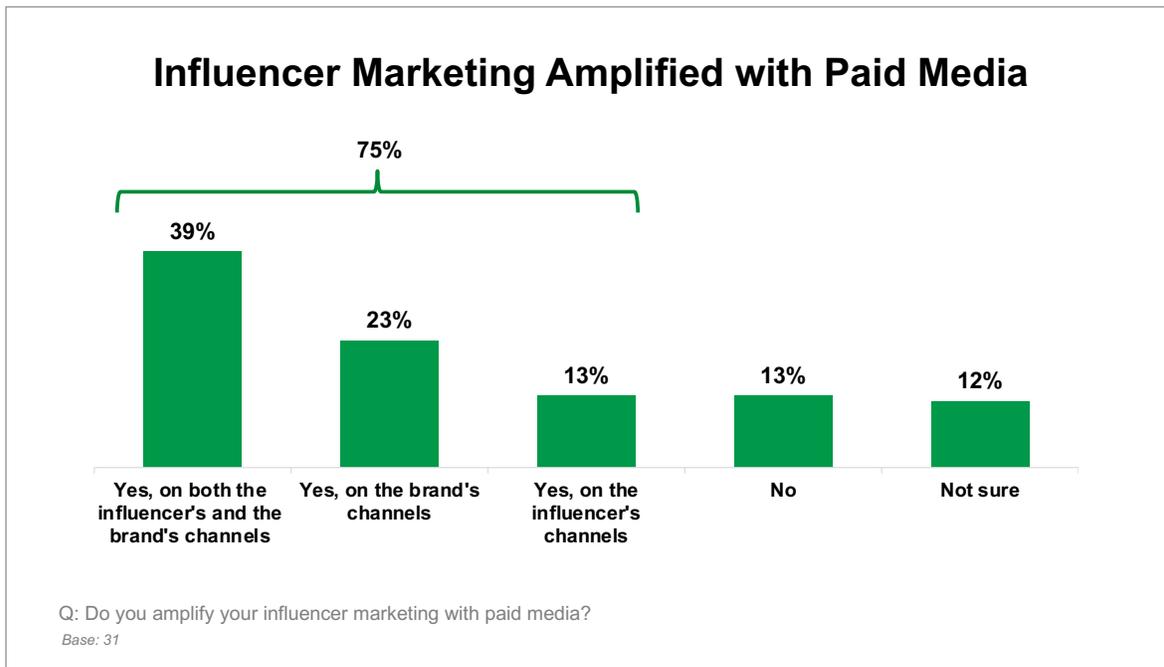
Instagram posts, specifically stories (90 percent), photos (83 percent), and videos (81 percent), are the most important formats used in influencer marketing, followed by Facebook photos (50 percent) and videos (50 percent).



## DETAILED FINDINGS

### Paid Media Amplification

Three-quarters of marketers reported amplifying influencer marketing with paid media, with more than half of those amplifying it on both the influencers' and brands' channels.



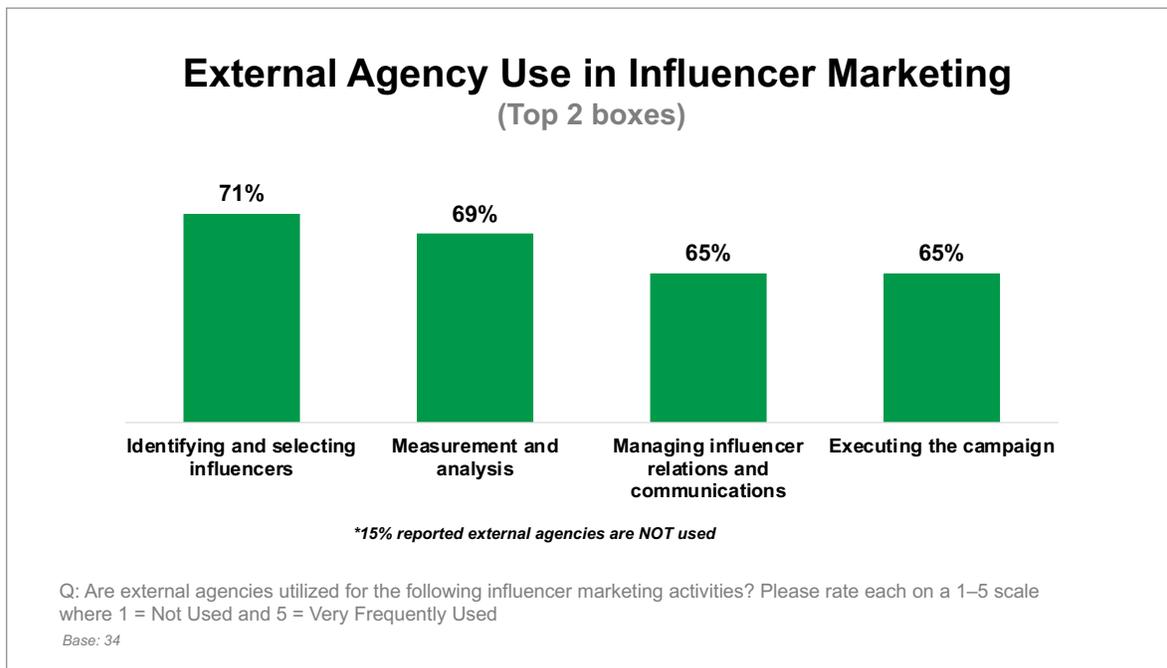
An obvious reason for this behavior is reach. If a brand is investing considerable time and resources in an influencer campaign, it generally wants to maximize visibility with a mix of organic posts (free, public content seen by a percentage of social media followers), earned media (exposure through word of mouth), and paid media (paid exposure).

Yet another reason for investing in paid media is that brands can't access the detailed data on organic posts that they can for paid posts. Without paid media behind a campaign, calculating the program outcomes and ROI is even more limited and challenging.

## DETAILED FINDINGS

### External Agency Use

Eighty-five percent of marketers use external agencies for at least some of their influencer marketing activities. Of those who do, 71 percent use them for the identification and selection of influencers, 69 percent use them for measurement and analysis, 65 percent use them for managing influencer relations and communications, and 65 percent use them for executing the campaign.



Many companies don't have the bandwidth or expertise to handle campaign execution from start to finish. Agencies bring access to critical technology for influencer identification and selection, risk assessment, contract negotiation and support, fraud detection, and data analysis and reporting.

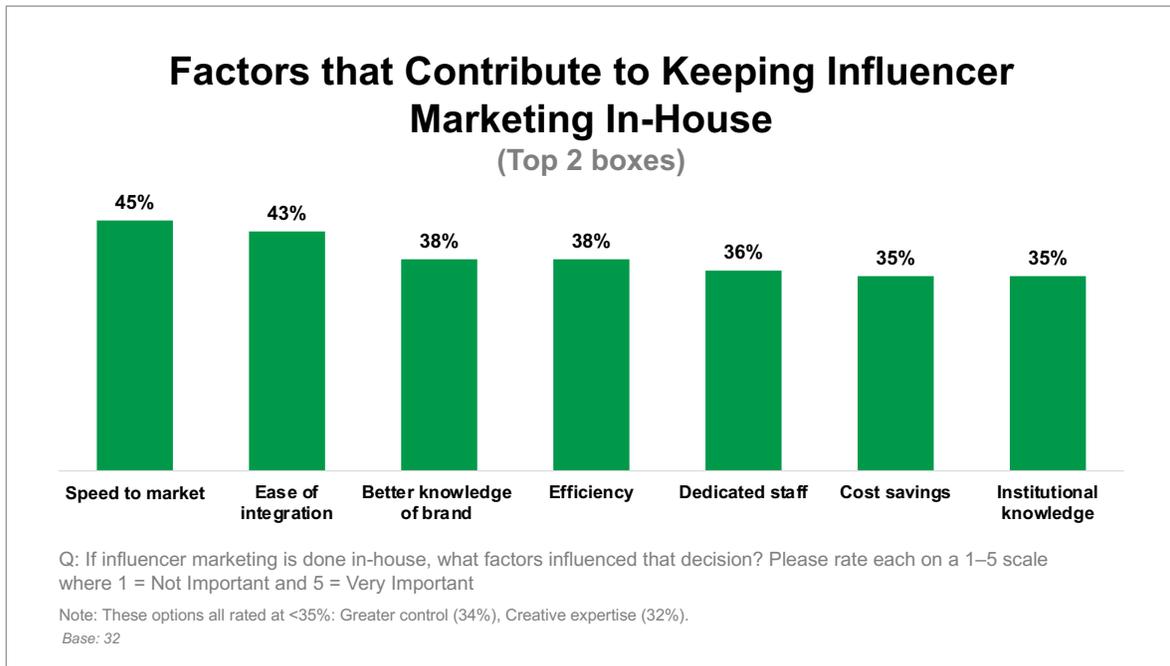
***“We work with an agency for all influencer marketing activities including the identification and selection of influencers, influencer relations and communications, and campaign execution, measurement, and analysis. We generally come up with the ideas and they help us bring them to life. In other words, the brand owns the strategy, the agency owns the tactical pieces.”***

— Associate Brand Manager, Sporting Goods

## DETAILED FINDINGS

### In-House Utilization

Speed to market (45 percent) ranks as the most important factor for utilizing in-house influencer marketing. Also high-ranking are ease of integration (43 percent), knowledge of the brand (38 percent), and efficiency (38 percent). This can apply to large companies with a house of brands which benefit from a well-staffed in-house team, or smaller startup companies that need to move swiftly.

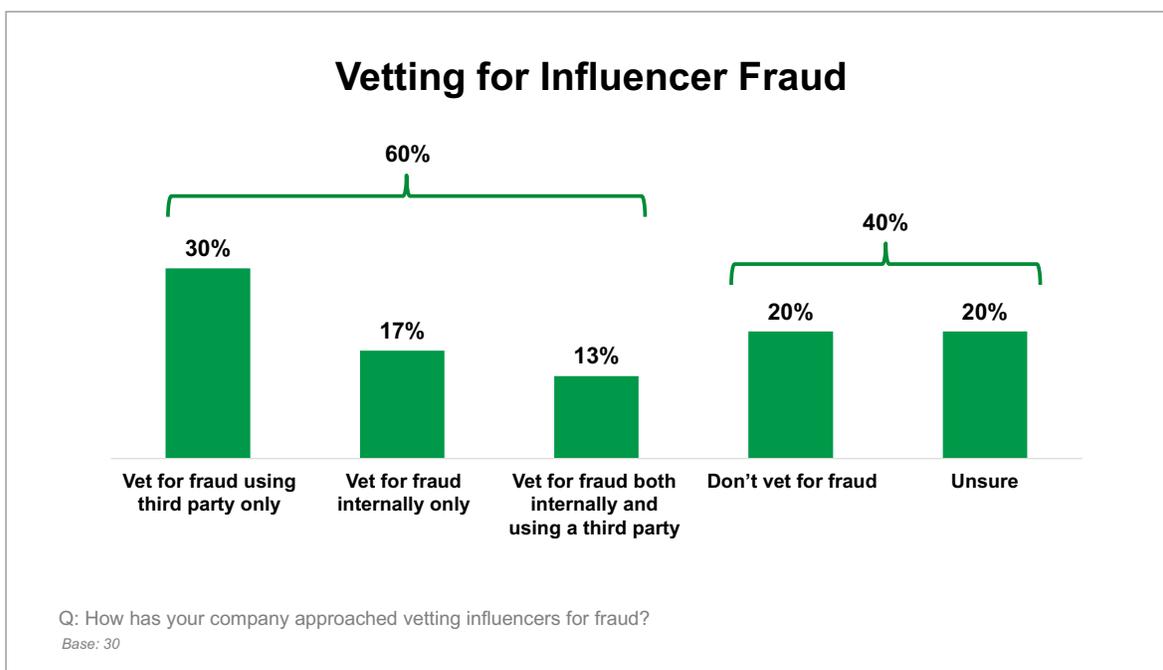


## DETAILED FINDINGS

### Influencer Fraud

Influencer fraud is most commonly defined as influencers accumulating fake followers. While some influencers intentionally purchase followers to boost their numbers, others unknowingly gain fake followers. One way this can happen is when an influencer offers a contest or giveaway, scammers with fake accounts engage in hopes of increasing their chances of winning. Another form of influencer fraud is fake engagement. For example, a social media platform might tally a video view when it is watched from within the mobile app for three seconds or longer, making it relatively simple to generate an inflated view count in the warehouses full of phones piloted by robots clicking videos for views.

Not surprisingly, 60 percent of survey respondents vet influencers for fraud: 30 percent use third-party verification only, 17 percent vet internally without a third party, and 13 percent use both internal protocols and third-party verification. The marketers not vetting for fraud are likely from smaller companies with much smaller influencer budgets.

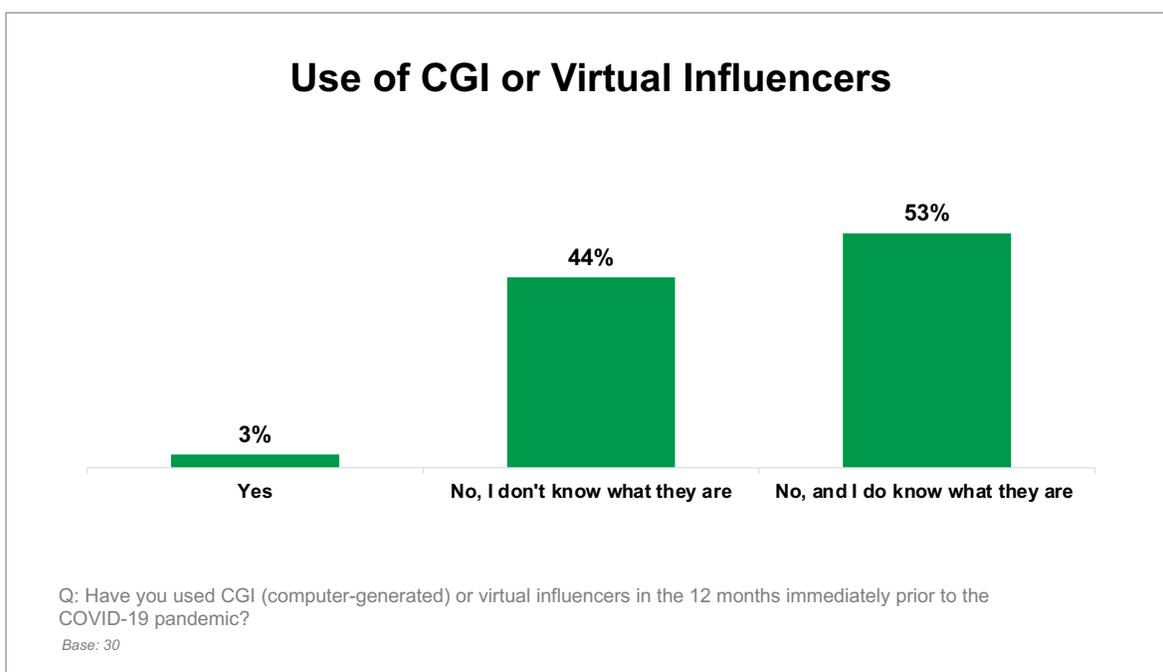


In July 2019, economist and professor Roberto Cavazos wrote a landmark report, [“The Economic Impact of Bad Actors on the Internet.”](#) It estimated advertisers will lose \$1.3 billion in 2019 to influencer fraud, which is 15 percent of advertisers’ influencer marketing spend. For context, influencers with a million or more followers can earn around \$250,000 per social media post, making nearly \$38,000 of that money wasted by brands on fake or inflated follower counts.

## DETAILED FINDINGS

### CGI/Virtual Influencers

CGI/virtual influencers are computer-generated characters that can amass significant social followings, sometimes over several million, and thereby carry powerful influence. Despite press reports of expanded use, only 3 percent of marketers reported using CGI or virtual influencers. These virtual influencers are being leveraged by brands across sectors, although they were initially being dismissed as a gimmick and a fad by marketers and carry ethical concerns. Some brands choose to partner with existing virtual influencers like Lil Miquela, Shudu, and Noonouri, while other brands have created their own.



According to [VirtualHumans.org](https://www.virtualhumans.org), since 2015 the total number of virtual influencers has doubled every year, there are more than 80 documented virtual influencers with notable followings online, and almost 32 million people follow at least one virtual influencer online. Some of the barriers to use by marketers are cost for development and/or partnership, the fact that it is a harder channel to break into because it is a newer tactic, limited audience (they mainly resonate with gen Z and millennials), and the ethical concerns of using an animated character that often looks real to influence consumers.

The ANA hosted a special Influencer Marketing Committee meeting on virtual and CGI influencers in March 2020. You can access the top takeaways, the session recaps, and select presentations [here](#), as well as supplemental information [here](#).

## CONCLUSIONS

There is no question that influencer marketing has arrived. Sixty-five percent of marketers have used influencer marketing in the past 12 months. Fifty-one percent of marketers were increasing their influencer marketing budgets prior to the pandemic, while only 5 percent reported spending less. Seventy-one percent of marketers report being satisfied with their influencer marketing results, compared with only 6 percent being dissatisfied. And influencer marketing spend is projected to grow 20 percent annually for the next three years, according to [PQ Media's Global Advertising & Marketing Spending Forecast 2020–2024](#). But for influencer marketing to further increase its importance in the marketing mix, critical issues need to be addressed.

The top challenges with influencer marketing, by a wide margin, are measurement and ROI. Nothing else comes close. In response to the question “How does the ROI of your influencer marketing compare to your other marketing activities?” the top response was “Unsure.” That’s a problem. We believe that influencer marketing will be under heightened scrutiny to demonstrate measurable ROI, especially if advertising budgets tighten.

Marketers view engagement, reach, and impressions as the most important metrics to measure influencer marketing ROI. Since it’s so challenging for marketers to track lower-funnel outcomes in influencer marketing, many marketers don’t prioritize them as goals or ROI metrics. Channel outcomes (often referred to as vanity metrics) are the only metrics that are consistently available. Clicks, views, impressions, and reach are only accessible to advertisers if the influencer has an authenticated account or access to an agency, or if the influencer has manually shared post stats.

An additional measurement challenge is that definitions of key influencer marketing metrics are not consistent across platforms or platform assets. Agencies use different metric definitions when reporting results to marketers. A brand manager at an insurance company noted earlier in this report, “Marketers have no objective way of knowing what influencer agencies are best and what creators are best because there’s not consistency in metrics and definitions when reporting to brands.” We address how the ANA is responding to this hurdle in the Implications for Marketers section below.

On the other end of the spectrum, marketers ranked the issue of fake followers and follower fraud as relatively low among the challenges with influencer marketing. Sixty percent of marketers vet influencers for fraud, and 40 percent either don’t or don’t know if they do. This is concerning, but also indicative that many marketers have either accepted influencer fraud as an unfortunate cost of doing business or don’t know how to effectively address it.

Lastly, before the pandemic, brands were shifting their emphasis from short-term relationships with influencers to longer-term ongoing partnerships. If this trend continues, the pandemic could help reshape the industry in a way that promotes quality and transparency and reduces fraud. For influencers, that means massive followings alone won’t guarantee brand collaborations.

## IMPLICATIONS FOR MARKETERS

Based on the findings from this survey, there are a number of key implications for marketers.

### 1. You Should Consider Influencer as Part of Your Marketing Mix

If you're part of the 35 percent not using influencer marketing, you may be missing out, particularly in the areas of reaching new audiences, greater brand awareness, and authenticity. Of the marketers who use influencer marketing, 34 percent report that it performs better than other marketing activities, and 71 percent report being very satisfied or moderately satisfied with its results. If you are new to influencer marketing, and don't know where to start, 85 percent of survey respondents use external agencies for at least some aspect of their influencer marketing, including selection, measurement, and campaign execution. ANA members can [contact the Ask the Expert](#) confidential research team for information on which agencies perform which specific influencer services.

### 2. Experiment, Test, and Learn

There are myriad examples of effective influencer marketing campaigns utilizing different types, budgets, and approaches. To identify what works best for your brand, experiment with varying influencer types, numbers per campaign, platforms, and post formats. Mid-level influencers (25,000–100,000 followers), subject matter experts, and macro-influencers (over 100,000 followers) tend to share frequently on social and have hyper-engaged followings, despite more modest audience numbers. If you tend to rely on one type, category of influencer, platform, or post format, test different ones with your audience to learn which perform best.

### 3. Measurement Is Influencer Marketing's Greatest Challenge

To address measurement, a critical barrier to growth, the ANA recently formed the Influencer Marketing Advisory Board, a leadership community of senior-level marketers from across sectors, to help members and the industry at large optimize influencer marketing. The Board includes senior marketing leaders from Cigna, Hilton, Mastercard, Procter & Gamble, PUMA, Nationwide, Reckitt Benckiser, SAP, Sephora, Target, and Unilever. The Board has established as a top priority the creation of standardized measurement definitions to address the variance across platforms and inconsistent usage and reporting by different partners in the ecosystem. Over the coming months, the ANA will survey industry leaders to better understand definitions of common metrics, and based on the results, will be releasing standardized measurement guidelines that will be available by the end of the first quarter in 2021.

## IMPLICATIONS FOR MARKETERS

### 4. Access the ANA's Resources for Additional Support

The ANA is committed to staying on the forefront of influencer marketing and bringing resources like the ones below to our members, to help them navigate and maximize influencer marketing for growth.

#### » Influencer Marketing Guide

The ANA has created a comprehensive [Influencer Marketing Guide](#) that includes top brand case studies from Olay and AT&T; influencer marketing stats and definitions; expert perspectives on issues including influencer fraud, disclosure, and selection; in-depth interviews with specialists; metrics for influencer compensation; standard engagement rates; and guidelines for campaign measurement and FTC compliance/disclosure. Download the Guide [here](#).

#### » Influencer Marketing Playbook

The ANA has also created an [Influencer Marketing Playbook](#) for members, which offers 15 downloadable Word and Excel templates for influencer marketing planning, execution, and campaign measurement. Download the Playbook [here](#).

#### » Influencer Marketing Committees

The ANA's Influencer Marketing Committees provide forums for ANA members to share case studies, explore new tools and technologies, address trends and challenges, and network with the goal of elevating each member's expertise. All meetings are complimentary for ANA client-side, Gold, and Platinum members to attend in-person or virtually. To join, click [here](#).

## ABOUT THE ANA

The ANA's (Association of National Advertisers) mission is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, which has been endorsed by the Global CMO Growth Council. The ANA's membership consists of U.S. and international companies, including client-side marketers, nonprofits, fundraisers, and marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). The ANA creates Marketing Growth Champions by serving, educating, and advocating for more than 50,000 industry members that collectively invest more than \$400 billion in marketing and advertising annually.

For more information, visit [ana.net](https://ana.net) or follow us on Twitter at @ANAMarketers.

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# THE STATE OF INFLUENCE

CHALLENGES & OPPORTUNITIES  
IN INFLUENCER MARKETING

