



Influencer Marketing Measurement Guidelines

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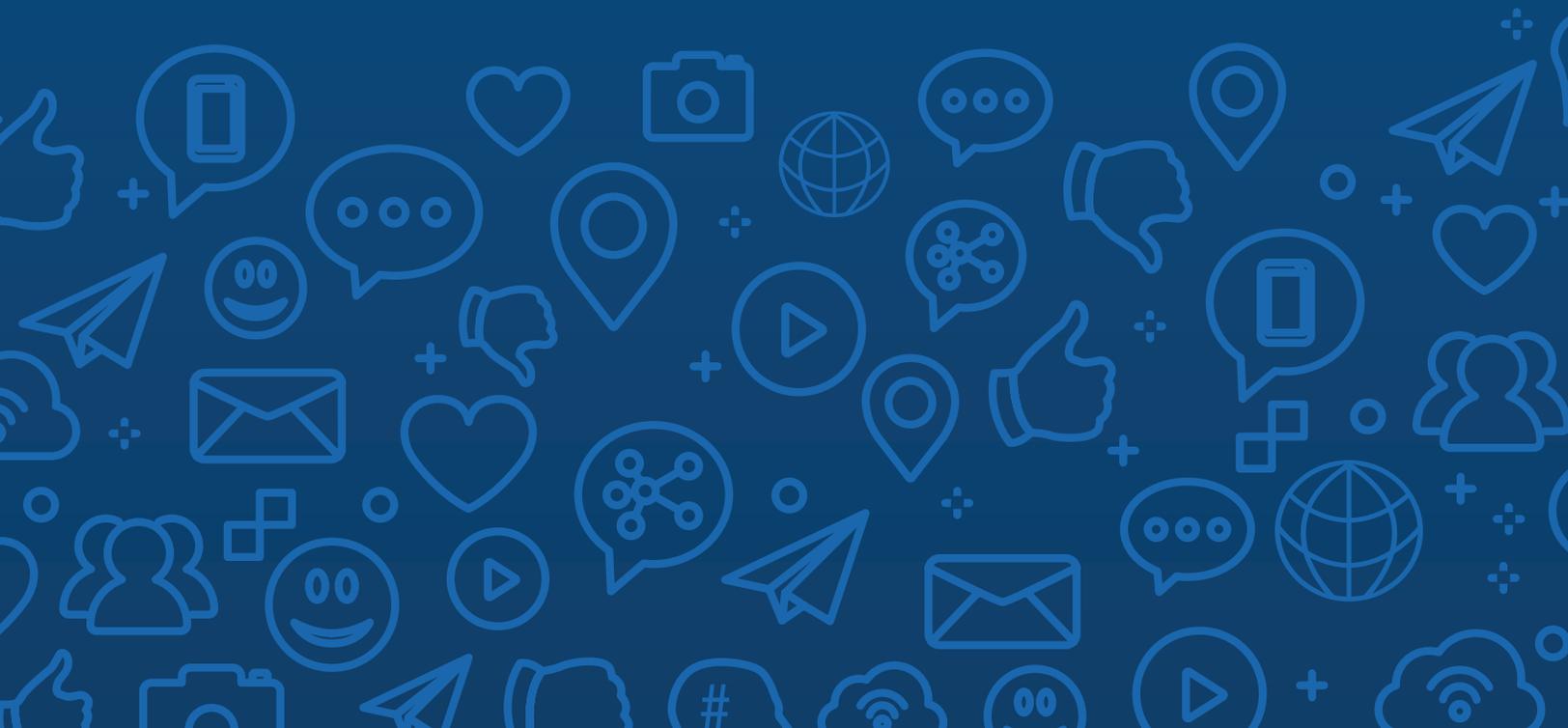


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INTRODUCTION

According to Statista research from August 2021, influencer marketing is a \$13.8 billion global industry, with growth projected to reach \$25 billion by 2025. In 2021, influencer marketing spend in the U.S. was forecasted to reach an all-time high of \$3.7 billion.¹ Yet despite its widespread use and growing importance, particularly in reaching gen Z and millennial audiences, measurement of influencer marketing remains a significant hurdle for advertisers to harness its power.

In December 2020, the ANA conducted a survey of members on influencer marketing. In response to the question, “What are the top challenges you experience with influencer marketing?” the No. 1 response from marketers (79 percent of respondents) was measurement. There were two main reasons driving the response:

1. Lack of Measurement Standardization Across Platforms

Across the eight most commonly used platforms for influencer marketing (Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, and YouTube), each platform defines what constitutes an engagement differently. For example, one platform considers a video auto-playing in-feed as an engagement whereas another only counts actions such as likes, comments, or shares.

Similarly, each platform calculates engagement rate differently, and has a different calculation for what constitutes a video view. A video view could be counted “as soon as the video plays” or “after 30 seconds of continuous play.” For organic (unpaid) influencer marketing, there is no central place for marketers to find, access, and reference these significant measurement differences.

2. Lack of Campaign Measurement Consistency Across Agencies

Across the agencies executing influencer marketing campaigns, the metrics used when reporting to brands are not defined and calculated consistently. Agencies often use proprietary measurement algorithms, which make it challenging for brands to know how different campaigns led by different agencies are performing when compared with each other. Moreover, the use of proprietary algorithms versus consistent measurement metrics masks which agencies are truly delivering the highest-performing campaigns. The lack of consistency, transparency, and standardization outlined above obfuscates influencer marketing’s true ROI.

The ANA’s Influencer Marketing Advisory Board was formed in 2020 to address these challenges faced industrywide by marketers. The Board is an invitation-only leadership community of senior-level marketers from across diverse sectors committed to creating trust and transparency, improving measurement and representation, and spearheading industry initiatives in influencer marketing. The 2020–22 Board is comprised of marketers from Adobe, Bayer, Cigna, Hilton, Mastercard, Nationwide, Procter & Gamble, PUMA, Reckitt Benckiser, SAP, Sephora, Target, Unilever, and Wells Fargo.

¹<https://www.statista.com/topics/8371/influencer-marketing-in-the-us/>

INTRODUCTION

The Advisory Board established as its first priority the creation of standardized measurement guidelines for organic influencer marketing. While MRC (Media Rating Council) has widely-used measurement guidelines for paid advertising and paid influencer marketing, those guidelines are not applicable to organic influencer marketing. MRC's Social Media Measurement Guidelines advocate measuring organic exposure in the same manner as paid exposure using standard deduplication methods. However, while deduplication data is available with paid influencer campaigns, that data is not accessible or made available by the platforms for organic influencer campaigns, and there is no external software or tool that can deduplicate impressions across organic posts. To address this need, the ANA Influencer Marketing Advisory Board has created recommended guidelines for organic influencer measurement to start bringing clarity and consistency to campaign-level organic influencer marketing.

METHODOLOGY AND USAGE

As part of its process to create these guidelines, the ANA Influencer Marketing Advisory Board and its Measurement Subcommittee partnered closely with leading agencies and the major social media platforms.

First, the Board met with approximately 25 agencies that execute influencer marketing campaigns to learn the metric definitions and KPIs they use for the objectives of awareness, engagement, and conversion. The Board and Subcommittee then synthesized all of the responses to create recommended standardized metric definitions for authenticated organic influencer marketing.

The Board held individual meetings with each of the major platforms used for influencer marketing (Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, and YouTube), to learn how they defined engagement, calculated engagement rate, and calculated video views.

These guidelines below are the result of the Board's research and extensive conversations with agency partners and the platforms. They reflect the current state of measurement across platforms and are designed to facilitate more consistency in influencer marketing measurement and reporting industry-wide. The guidelines will continue to be revisited and updated to reflect industry changes, marketers' input after their implementation, and greater platform transparency and access to data in the future.

RECOMMENDED CAMPAIGN-LEVEL METRICS FOR AUTHENTICATED ORGANIC INFLUENCER MARKETING

AWARENESS METRICS

Campaign Objective: To generate visibility for and consumer recognition of your brand, product, service, or message.

- **Total Reach:** Defined as the sum of unique users exposed per post on the platform where the campaign is activated.
 - **Notes:** The measurement of total reach in influencer marketing differs from traditional media in that it does not take into account the duplication of audience/reach across posts or platforms. If unique reach is not available, use the closest metric to reach — e.g., unique video views in the case of a video.
 - **Example:** Influencer A has one post with five million unique reach on Instagram and two million unique video views on YouTube. Influencer B has two posts on Instagram with two million in unique reach each. Total unique reach is 11 million.
- **Cost Per Reach:** Defined as the cost of the influencer program divided by total unique reach.
 - **Example:** Cost is \$500,000. Reach is 10 million. Cost per reach is \$0.05.
- **Total Video Views:** Defined as the sum of views per post on the platform where the campaign is activated.
 - **Notes:** Views differ from total reach in that there can be multiple views per user. If video views are applicable, note that each platform defines and calculates video views differently. Please reference the chart in the Engagement Metrics section of these guidelines for more information. Note that not all of these definitions meet MRC's criteria for a viewable impression.
 - **Example:** A video view on TikTok is counted after the video begins playing. Replays are not included in the count.
- **Total Impressions:** Defined as the sum of impressions per post on the platform where the campaign is activated (does not need to be unique users). If impressions are not available, use the closest metric to impressions — e.g., video views in the case of a video.
 - **Notes:** Impressions differ from total reach in that there can be multiple impressions per user. Sum does not take into account the duplication of audience/impressions within platforms. Use of the term “view” may not meet MRC minimum criteria for a viewable impression.
 - **Example:** Influencer A has two posts with one million total (not deduplicated) impressions each on Instagram. Influencer B has four posts on TikTok with one million total video views each. Total impressions are six million.

RECOMMENDED CAMPAIGN-LEVEL METRICS FOR AUTHENTICATED ORGANIC INFLUENCER MARKETING

ENGAGEMENT METRICS

Campaign Objective: *To get the consumer to interact directly with the brand messaging through different actions (commonly clicks, likes, comments, and shares) as a means of indicating brand interest or affinity.*

- **Cost per Engagement (commonly abbreviated as “CPE”):** Defined as the cost of the influencer program divided by the total number of engagements.
 - **Notes:** If reach is organic, the costs used to calculate CPE should also only reflect organic and therefore should exclude any paid media amplification.
 - **Example:** Cost is \$10,000. Engagements are 5,000. Cost per engagement is \$2.
- **Overall Campaign Sentiment:** The methodology will vary by advertiser and agency, but it should reflect a quantitative assessment of the sentiment on the campaign post(s) across platforms and influencers utilized.
 - **Notes:** It is important to include a sentiment measurement in the campaign analysis. Otherwise, a post or campaign could be deemed “successful” due to strong engagement, but the high engagement could stem from negative reactions.
- **Engagement Rate (commonly abbreviated as “ER”):** As delineated in the Introduction, the definitions of what social media actions constitute engagement and the calculation of engagement rate varies greatly by platform. Please reference the grid below for a breakdown of definitions and calculations supplied by each platform and as recommended by the ANA Influencer Marketing Advisory Board following their meetings with the major platforms:

RECOMMENDED CAMPAIGN-LEVEL METRICS FOR AUTHENTICATED ORGANIC INFLUENCER MARKETING

INFLUENCER MARKETING ENGAGEMENT DEFINITIONS, ENGAGEMENT RATE CALCULATIONS, AND VIDEO VIEW CALCULATIONS BY PLATFORM²

Platform	Actions that Are Considered Engagements and Available Through API ³	Engagement Rate Calculation	Video View Calculation on the Platform ⁴	Notes
Facebook and Instagram	Link Clicks, Photo Views, Post Comments, Post Reactions, Post Saves, Post Shares, Replies, Stories Tap Backs	Sum of engagements divided by total impressions (not video views)	A video view on Facebook is defined as a viewing of three seconds or more.	Instagram shares, Story sticker taps, and votes (participation in a Story poll) are not currently measurable in the organic API but are considered engagements. If possible to obtain the data, count them as engagements.
TikTok	Comments, Likes, Shares	Sum of engagements divided by total video views	A video view is counted after the video begins playing. Replays are not included in the count.	
YouTube	Comments, Likes, Shares	Sum of engagements divided by total video views	A video view is counted after 30 seconds or 100 percent of the video if it is shorter than 30 seconds.	
Twitter	Clicks, Likes, Quote-Tweets, Replies, Retweets	Sum of engagements divided by total impressions (not video views)	A video view is counted after the video is watched for at least three seconds with 100% of the video on screen.	Quote-tweets are not currently measurable in the organic API but are considered engagements. If possible to obtain the data, count them as engagements.
Pinterest	Pin Clicks, Outbound Clicks, Pin Clicks, Saves	Sum of engagements divided by total impressions (not video views)	A video view is counted after the video is watched for a minimum of two seconds with a minimum of 50% of the video on screen.	The engagement metric in the organic API is the sum of Saves, Pin Clicks, and Outbound Clicks.
LinkedIn	Comments, Reactions, Shares	Sum of engagements divided by total impressions (not video views)	A view is counted after two or more continuous seconds of playback with at least 50% of the video on screen.	
Snapchat	N/A	N/A	N/A	Influencer metrics are still being developed for Snapchat. As they become available, they will be added to these guidelines.

²These definitions and calculations were created in collaboration with the platforms, with final review by ANA Influencer Marketing Advisory Board members.

³The terms under “Engagements” align with the API (application programming interface) terminology used by the platforms.

⁴Many of the platform definitions above do not meet MRC viewability standard minimum requirements of at least 50 percent of a video (that has initiated and begun playing) on screen for at least two continuous seconds. The ANA aspires for organic exposure to be measured consistently across all platforms, consistently with paid influencer marketing, and to be compliant with industry impression and viewability requirements.

RECOMMENDED CAMPAIGN-LEVEL METRICS FOR AUTHENTICATED ORGANIC INFLUENCER MARKETING

CONVERSION METRICS

Campaign Objective: *To get the consumer to take the desired action toward a predetermined goal, purchase, or transaction. KPIs will be highly dependent upon the data available to advertiser.*

- **Total Traffic Generated:** Defined as the sum of visitors to a website generated by the influencer campaign.
 - **Notes:** This might include but not be limited to measurement based on link clicks, affiliate link click-throughs, and UTM (Urchin Tracking Module, used to track traffic for attribution). This metric should only include traffic directly attributable to influencer activity and may not be applicable or measurable for all advertisers.
- **Total Conversions:** Defined as the sum of consumer actions taken as a result of the campaign.
 - **Notes:** The definition of conversion will vary based on the campaign and the advertiser. It might include coupon code redemptions, affiliate link clicks, swipe-ups, add-to-carts, signups, and app downloads. Each action that would be considered a conversion should be calculated for campaign evaluation and analysis.
- **Cost per Conversion:** Defined as the cost of the influencer program divided by total conversions.
 - **Notes:** If conversions are generated organically, the costs used to calculate cost per conversion should only reflect organic and exclude any paid media amplification.
 - **Example:** Cost is \$500,000. Total conversions are 10 million. Cost per conversion is \$0.05.
- **Total Sales Generated:** Defined as the sum of sales generated that can be directly attributed to the influencer campaign. This might include coupon code redemptions, sales made via an affiliate link, and the amount of purchases made in-app using shoppable tools.
 - **Notes:** This metric should only include sales directly attributable to organic influencer activity and may not be applicable/measurable for all advertisers.
- **Return on Investment (ROI):** Defined as the cost of the influencer program divided by the total sales generated.
 - **Notes:** If sales are generated organically, the costs used to calculate ROI should only reflect organic and should exclude any paid media amplification.

Note: The ANA is actively participating in and supporting MRC's current efforts to standardize outcomes measurement inclusive of conversions and efficiency metrics. Once complete, elements of these standards will be integrated into these guidelines.

CONCLUSION

The ANA Influencer Marketing Advisory Board's intention with these guidelines is to bring greater clarity and consistency to organic influencer marketing measurement for advertisers. While measurement guidelines have been available for paid advertisers for almost a decade, organic influencer marketing has not benefitted from similar application of this standardization. The lack of both consistency and transparency has limited organic influencer marketing's value to marketers, hamstrung its growth, and obfuscated its true ROI.

The ANA Influencer Marketing Advisory Board members from Adobe, Bayer, Cigna, Hilton, Mastercard, Nationwide, Procter & Gamble, PUMA, Reckitt Benckiser, SAP, Sephora, Target, Unilever, and Wells Fargo are committed to adopting the Measurement Guidelines and sharing them with their teams and partners to facilitate more consistency in organic influencer marketing measurement and reporting industrywide. These guidelines are intended to reflect the current state of measurement across platforms and serve as a starting point toward greater platform transparency, standardization efforts by industry partners like the MRC, and increased consistency between paid and organic exposure.

RECOMMENDED NEXT STEPS FOR MARKETERS

1. Use these guidelines as a starting point to understand the differences across social platforms in measurement definitions and calculations. Communicate with your platform points of contact that you will be using the Guidelines' definitions and calculations moving forward and express the need for greater data transparency, especially in organic exposure.
2. Share the guidelines with your internal marketing teams. Consider including not just the leaders executing the influencer campaigns but also communications and PR, data and analytics, social and digital, media, and content marketing teams.
3. Share the guidelines with your agency partners and align on the use of the guidelines' definitions and calculations for organic campaign measurement and reporting.

ACKNOWLEDGEMENTS

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ANA Influencer Marketing Advisory Board Chair:

- Casey DePalma McCartney, Senior Director, External Communications and Digital Engagement, **Unilever**

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