



# INFLUENCER MARKETING

GLOBAL SURVEY

# CONSUMERS



# Introduction

Influencer marketing has continued to provide advertisers with authentic opportunities to tell their brand story to consumers. By leveraging the creative expression and organically grown audience from an influencer partner, a brand can reach new consumers and cultivate loyalty. To fully understand the importance influencers can have on a brand's success, Rakuten Marketing helps bridge the gap to better realize the impact influencers have on consumers' shopping behavior.

This report uncovers insights into:

- What kind of influencers consumers engage with most often
- How consumer shopping behavior is influenced by different types of influencers
- What consumers expect from an influencer and what can change a consumer's relationship with an influencer

Methodology:

Rakuten Marketing conducted research with Viga in December 2018 and January 2019. The survey includes the responses of 3,600 global consumers interviewed across the United States (1,030), Australia, United Kingdom, France and Germany.

# The New Online Shopper Interactions

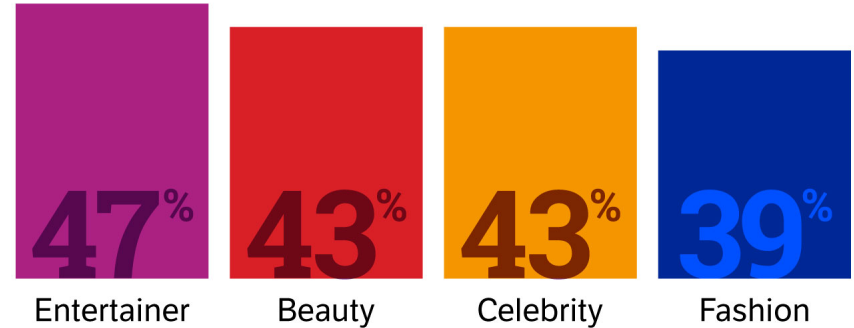
Almost 3,600 shoppers surveyed around the world provided their insights and online shopping behaviors as it relates to influencer marketing for this report. Of those surveyed, 61% interact with an influencer at least once a day and 35% interact with influencers multiple times a day. Men engage daily with influencers slightly more often than women, with 65% of responding males saying they engage with an influencer at least once a day, compared to 60% of females, (as we'll see shortly, the influencers they interact with contrast drastically). Additionally, 32% of those surveyed shop online daily, but a majority at 48% will browse or buy online weekly.



# Most Popular Influencer Types for Consumers to Follow

The most popular influencer type for consumers to follow are in entertainment, with 47% of those surveyed saying they follow entertainer influencers. Closely behind entertainers are beauty influencers, with 43% saying they follow those that can provide tips and recommendations for looking great. Celebrities were also followed by 43% of respondents who want to hear directly from their favorite actors, musicians, and more. Rounding out the top four are fashion influencers, with 39% of consumers following those influencers.

## TYPES OF INFLUENCERS FOLLOWED:



# Most Popular Influencer Types for Consumers to Follow

## POPULAR INFLUENCER TYPES BY GENDER:

56%

of women follow beauty influencers

54%

of men follow gaming influencers

Males and females follow different types of influencers. The top three influencer categories for females to follow are beauty (56%), entertainers (48%), and a tie between celebrities and fashion (47%).

Men, on the other hand, most commonly follow gaming influencers (54%), followed by influencers dealing with technology (46%), and then finally entertainer influencers (44%).

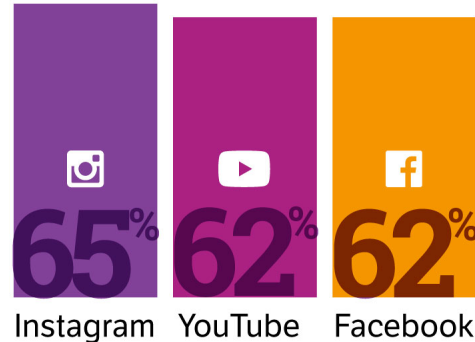
# Where are Influencers Being Followed and What are People Watching?

Media-driven social platforms are the most common for consumers to follow influencers. Instagram is the most popular social platform, with 65% of consumers saying they follow their favorite influencer on the image (and video) driven social media channel. Facebook and YouTube were tied for the second most common at 62% each.

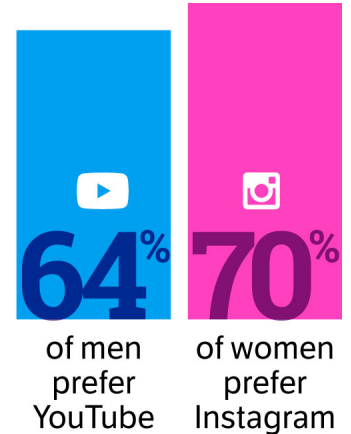
YouTube was the most popular platform used by men to follow influencers. Sixty-four percent of males use this platform, which aligns with the type of influencers they follow the most – gamers.

Female consumers, on the other hand, primarily leverage Instagram (70%), which provides a good balance between images and video and can deliver a robust experience for beauty and fashion.

## WHERE CONSUMERS FOLLOW INFLUENCERS



## PREFERENCE BY GENDER



# Where are Influencers Being Followed and What are People Watching?

There is no surprise for why Instagram, Facebook, and YouTube are so popular – 64% of consumers said they prefer watching videos when interacting with influencer content. Only 38% of consumers prefer written content. Furthermore, 61% of consumers say they prefer picture content and while all three of the aforementioned platforms provide video experiences, Instagram utilizes a blend of video and image. This blend could be what makes Instagram the most popularly used platform for following influencers.

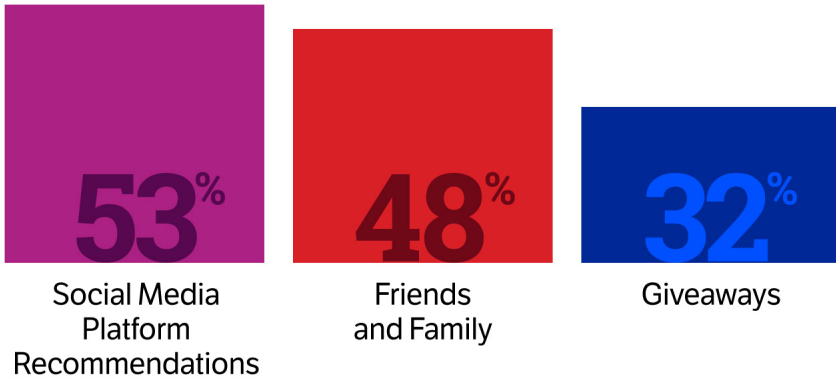
Also of note, live video is preferred 44% of the time. Brands should prepare for this number to rise as influencers find new ways to leverage live video and consumers become more accustomed to using it.

## CONSUMER CONTENT PREFERENCES:



# How Are Consumers Finding New Influencers?

## INFLUENCER DISCOVERY:



Although most consumers said that they find new influencers through recommendations from social media platforms (53%), many still utilize referrals from their friends and families, or influencers they already follow. Forty-eight percent of consumers said that friends and family are how they learn about a new content creator to follow, while 45% said that a celebrity or influencer would recommend someone worth following – either by working with them directly or offering an endorsement of some kind.





# How Are Consumers Finding New Influencers?

Another interesting method of discovery is giveaways. Thirty-two percent of those surveyed said that they found a new influencer to follow through a contest or giveaway that invites them to follow the influencer in exchange for a prize. This is an interesting opportunity to create a symbiotic relationship between brand and influencer. The brand provides the products for the giveaway and the influencer in turn promotes the giveaway with the products, which then drives an increase in followers for the influencer but who are now also more familiar with the brand and its products.

# Brand/Product Discovery and Shopping Inspiration

Consumers are frequently discovering new products and brands through influencers, with as many as 41% of consumers saying they find at least one new brand or product from an influencer weekly, and 24% saying they did so daily. With 65% of shoppers discovering something of this frequency, brands are presented with many opportunities to reach new consumers through influencers. Less than one percent of respondents said they “never” discover a new brand or product through an influencer, and only 10% said it happened less than once a month. Influencers are valuable sources of inspiration for shoppers looking to get ideas on products to buy.

With 87% of surveyed consumers saying that they were inspired to make a purchase based on what they saw from an influencer, this proves not just that influencers are valuable to marketers but how “influential” they actually are for consumers.

## BRAND/PRODUCT DISCOVERY FREQUENCY:



# Consumer's Purchasing Through Influencers

When consumers do get inspired, they have little reservation about shopping through an influencer's page. Four in five globally surveyed consumers said they made a purchase recommended by an influencer through clicking on a link or image that was shared, while 88% of consumers surveyed have been inspired to purchase based on what they saw from an influencer. More specifically, 83% of US men are inspired this way, sitting just below women at 89%.

This also raises a new perspective on influencers. In the past, many marketers have felt that influencers were good for building awareness or inspiration but not necessarily good for getting the consumer to convert right then and there.

Consumers, however, are telling a different story – they will click through a post and make the purchase if the product is right. This leads to new opportunities and potential for both influencers and marketers going forward into 2019 and beyond.

**80%** of consumers made a purchase recommended by an influencer by clicking on the link or image

# Consumers Purchasing Through Influencers

When a shopper does find a product through an influencer, they're not afraid to open their wallets and spend. Almost three-in-four consumers said they would spend between \$1-\$629 on a purchase that was inspired by an influencer, with a majority of consumers surveyed (42%) saying they would spend less than \$100.

US women are thriftier as men tend to spend more money on products recommended by influencers, and the price point per item is higher than what women tend to spend starting at \$100 or more.

However, after the \$629 threshold, global shoppers are far less inclined to spend, with 12% saying they've spent up to \$1,259, and only 9% saying they've spent up to \$6,299.

This indicates that consumers will click through a post and spend money via an influencer's content, disproving the misconception that influencers aren't effective at the end of the path-to-purchase.

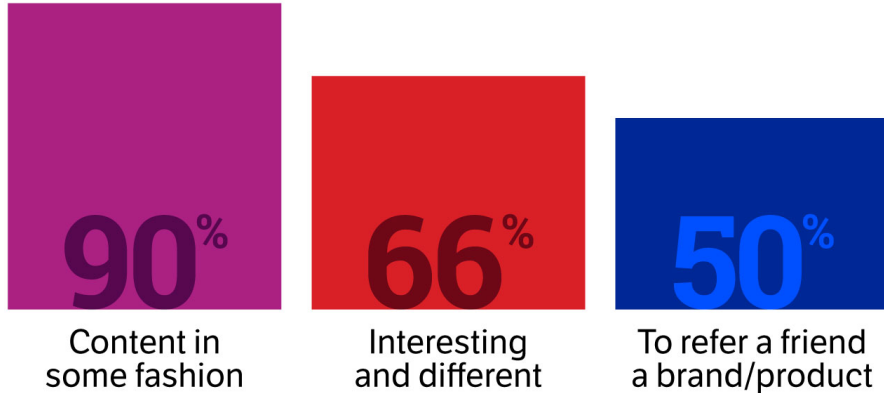
## HOW MUCH WAS SPENT:

**74%**  
of customers  
spent up to  
**\$629**

on a single purchase  
that was inspired by an  
influencer they follow

# When Do Consumers Share Content?

## WHAT CONTENT IS BEING SHARED:



Content is shared by consumers for various reasons, with 66% of surveyed shoppers saying that they share content when they find it interesting and different. Half of all consumers surveyed say they share content when they think one of their friends will like a brand or product the consumer saw from the influencer. Only one in every ten shoppers say they don't share content at all, and 29% say that they share content whenever they think a community they're involved with will find the content interesting.

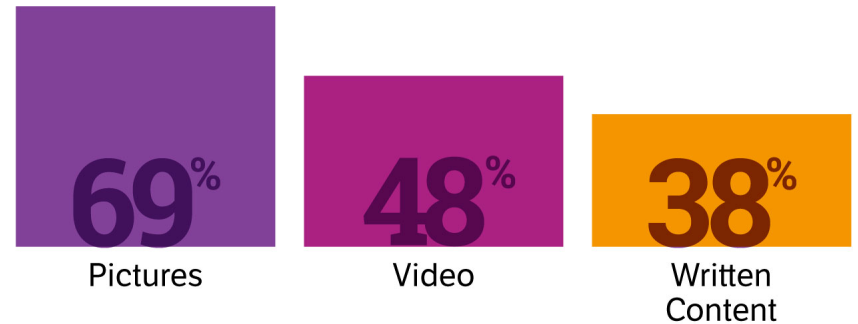
# When Do Consumers Share Content?

One challenge for marketers and influencers alike to be mindful of when it comes to sharing content is the oversaturation of content that currently exists. This oversaturation creates a challenge where consumers see so much content they're less inclined to thoroughly read or share the content being presented. It's up to the influencer to provide meaningful content that, as the consumer puts it, would be interesting and different from anything else out there that their followers might see.

When consumers do share content, the most common type are pictures. Sixty-nine percent of surveyed consumers said that they typically share images from influencers with others, far exceeding any other content medium including video (48%),

written content (38%), and live stream video (27%). Women are most likely to share images (74%) while men are more inclined to sharing videos than females (51%).

## TYPES OF SHARED CONTENT:



# How Often Are Consumers Recommending Influencers?

## RECOMMENDING INFLUENCERS:

31%

share or recommend an influencer to friends and family at least once a week

15%

only recommend an influencer after they've begun following a new one

## RECOMMENDING INFLUENCERS BY GENDER:

35%

of men recommend influencers to friends

29%

of women recommend influencers to friends

Though consumers will share influencer content with their friends and family, they are not as likely to directly recommend following an influencer to them – though it's more common than one might think. Thirty-one percent of consumers say they recommend an influencer to their friends at least once a week, while 29% say they do so monthly. Interestingly, 15% say they recommend an influencer whenever they follow a new personality or celebrity, which means they could be following a new influencer once a month or even a week. If a consumer doesn't follow this statistic, it's only because they don't track how often they follow influencers – but our research reveals they are still mindful of making influencer recommendations to friends and family.

# International Influencers

Influencers seem to be transcending regions, with almost 70% of consumers saying they follow an influencer from a country not their own. A question many marketers will need to ask themselves is not “how will this affect our sales if we’re getting traffic from other countries via influencers,” but rather “are we prepared to deliver a borderless shopping experience for international shoppers?”

Though each region follows international influencers differently, marketers must consider who they’re reaching when they partner with influencers – and if it’s possible to win the business of those international consumers.

For brands with a more limited reach or brands with small (or no) expansion goals, this may not be

a priority. However, for brands looking to successfully expand their business internationally, they’ll want to take extra consideration in creating a seamless experience when customers engage with an influencer that in turn brings them to an international site.

## **INTERNATIONAL FOLLOWING:**

**68%**

of customers say they follow an influencer from another country





# Do Consumers Avoid Clicking Sponsored Links?

Although many consumers have said they've clicked a link from an influencer and made a purchase through that link, awareness of the influencer being sponsored for their content can affect the way that consumers choose to interact with the link. Of those surveyed, 61% said that they will click a sponsored link from an influencer to find out more about the product, while 39% said they would avoid the sponsored link and search for the product elsewhere.

In the US, four in five consumers have made a purchase through clicking a link or image an influencer shared.

# Do Consumers Avoid Clicking Sponsored Links?

By and large, this is positive news for many marketers who carried concerns about whether consumers were deterred by knowing a link or piece of content resulted from a sponsorship because the answer is no, they are not.

Men are slightly more likely to avoid links they know are sponsored, with 46% saying they'd avoid a sponsored link compared to 36% of females.

## SPONSORED CLICKS:

**61%**

said that they will click a sponsored link from an influencer to find out more about the product

## SPONSORED CLICKS BY GENDER:

**64%**

of women don't avoid clicking a sponsored link

**54%**

of men don't avoid clicking a sponsored link

# Benefits from Following an Influencer

Consumers' opinions were spread evenly about the benefits they feel they gain from an influencer. The most common benefits were entertainment and product discovery.

Of those who provided insights, 49% said they enjoy an influencer providing entertainment of some kind, such as a product unboxing or watching them play a game while providing commentary over the gameplay.

Another 49% said they discovered a new brand or product that they may be able to utilize in the future, thanks to a recommendation from an influencer they follow.

## ENTERTAINMENT AND DISCOVERY:

49%

of customers said they follow influencers for entertainment, as well as brand/ product discovery

# Benefits from Following an Influencer

## RECOMMENDATIONS FROM INFLUENCERS:

**46%**  
say they follow  
an influencer for a  
recommendation

Slightly below entertainment and discovery are recommendations, with 46% of consumers saying that influencer recommendations can help them decide on a product to purchase or brand to purchase from.

Only 3% of shoppers felt that they didn't get anything beneficial from an influencer. Thirty-six percent see authenticity as a benefit from influencers, who say that the authenticity helps them feel assured that they get honest feedback about products or brands from a person they trust.

# The Authenticity of Influencers

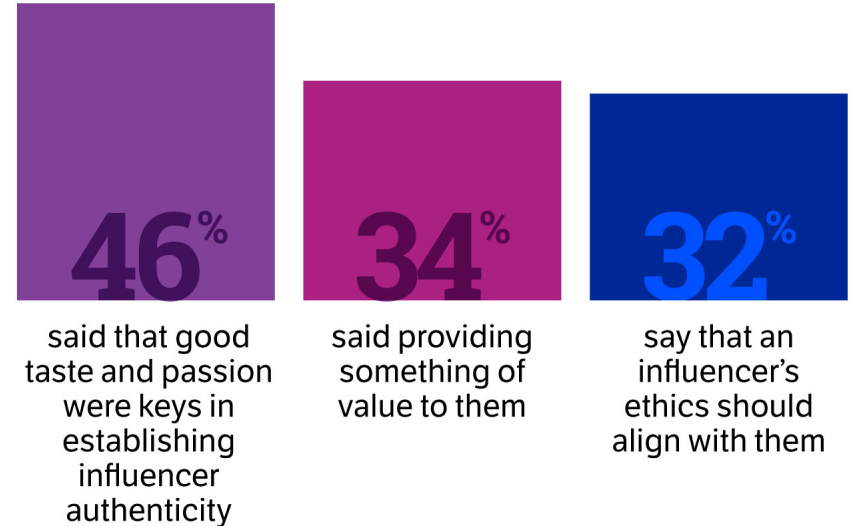
But what defines authenticity for consumers? Though marketers have perceived authenticity as just “being yourself” when it comes to influencer marketing, consumers say that a combination of good taste and passion are the most authentic traits. In fact, 46% of those surveyed believe “good taste or recommendations” and “passion about a topic” made an influencer authentic. In other words, the influencer needs to demonstrate excitement and enthusiasm about a topic, and the recommendations should be something genuinely helpful rather than “salesy.” This keeps an influencer’s authenticity and credibility from decreasing.



# The Authenticity of Influencers

Additionally, 34% say that authenticity comes from an influencer when they're able to provide something that benefits the shopper personally. Also, 32% say that the influencer's core values should also align with the consumer's. Equally important in the eyes of consumers is that influencers have some connection or participation in the community. Oddly, the least important factor in evaluating an influencer's authenticity – expert guidance, with just 31% saying that influencers need to be experts in order to be authentic. This sends a clear message – you don't need to know the ins and outs of everything as an influencer, but you do need to be passionate about what you're speaking to and provide good recommendations in that realm.

## AUTHENTICITY DEFINITION:



# When Consumers Distrust or Stop Following Influencers

Consumers are not naïve – they know that influencers are receiving some form of compensation when they work with a brand. However, there is still plenty that marketers and influencers must be aware of regarding the impact of these partnerships. For example, 43% of consumers not only trust the influencer to give an honest review or evaluation of whatever they're discussing, they appreciate that they have disclosed their relationship with the brand; 66% of American consumers feel the same.

Likewise, 34% feel that they can't trust a review that's coming from a sponsored post in some fashion, even if the influencer is trustworthy.

**TRUST:**

43%

trust an honest review or evaluation & appreciate disclosure of their relationship with the brand

34%

can't trust a review that's coming from a sponsored post in some fashion, even if the influencer is trustworthy



# When Consumers Distrust or Stop Following Influencers

As noted, with only 3% of consumers stating that a sponsored piece of content would cause them to distrust the influencer and the brand, brands and influencers have little to worry about in losing the trust of their follower or consumer. If anything, this highlights a net positive with recent legislation that influencers must disclose sponsorships and partnerships – influencers can follow their legal obligations without worrying about losing their followers.

Sponsored posts or distrust are not the primary reasons why a consumer would stop following an influencer.

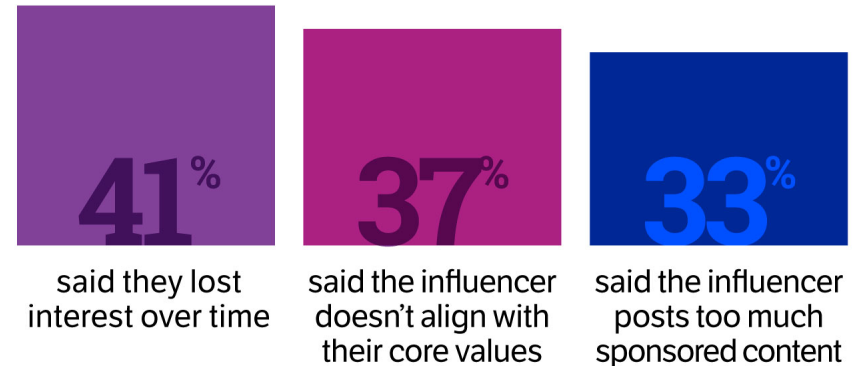


# When Consumers Distrust or Stop Following Influencers

Forty-one percent said they stopped following an influencer over time due to lost interest. This reason was higher than an influencer making a post that didn't align with the consumer's core values (37%), a change in the quality of posts (35%), or if they post too much sponsored content (33%). As long as an influencer stays relevant and interesting to a follower, the follower will stick around, but once the follower has gotten what they need and moved on, they'll find the next influencer that can help them with whatever they're looking for at that time. This is a good opportunity for influencers and marketers to consistently be finding new followers and consumers so long as the content remains relevant.

US brands should take note that 38 percent of consumers would stop following an influencer if they post content that does not align with their core values, personal opinions and ethics.

## WHY CUSTOMERS STOP FOLLOWING INFLUENCERS:



# 2019 Influencer Marketing Global Survey – Consumer Conclusion

This report delivers insight into how influencer marketing impacts consumers and their shopping behaviors. Through this research, Rakuten Marketing discovered:

- Consumers still regularly rely on influencers for brand and product discovery
- Consumers often share influencer content with friends and family, continuously growing an influencers' audience reach, increasing brand awareness for brand partners
- Authenticity and transparency still remain the heart of successful influencer marketing strategies

Influencers create genuine, long-lasting relationships with consumers, revealing that influencers, are indeed, still worth a brand's spend.

2019

INFLUENCER  
MARKETING

GLOBAL SURVEY

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# 2019 Influencer Marketing Global Survey – Marketer Introduction

Influencer marketing has continued to provide advertisers with authentic opportunities to tell their brand story to consumers. By leveraging the creative expression and organically grown audience from an influencer partner, a brand can reach new consumers and cultivate loyalty. Yet, marketers are asking how these partners will continue to drive measurable success. Rakuten Marketing helps bridge the gap to better understand influencers and their sustainable success through its 2019 Influencer Marketing Global Survey.

This report uncovers insights into:

- How the measurement of campaign performance has matured
- What payment models are most popular and efficient
- What and how influencer marketing investments affect a brand's performance

Methodology:

Rakuten Marketing conducted research with Viga in December 2018 and January 2019. The survey includes the responses of 719 global marketers interviewed across the United States (200), Australia, United Kingdom, France and Germany. The respondents include marketers at varying management levels ranging from organizations of less than 50 employees to over 50,000 working directly on influencer programs.

# Measuring Influencer Performance in 2019

Influencer marketing has matured globally over the past few years and one of the strongest areas of maturation has been in measurement and scalability. Influencer programs have presented two unique challenges in whether or not their primary objective should be to drive sales or something else – but if influencers are not driving sales, then what are they delivering to a partnered brand?

When it comes to marketers understanding whether an influencer drives sales, 71% of marketers globally said they were able to tell when an influencer is performing.

At 39%, brands in the U.S. would be encouraged to invest more in an influencer program if they could see the impact of their activity across the wider consumer purchasing journey.

## MEASURING PERFORMANCE:

**71%**  
of marketers  
can tell when  
an influencer  
is performing

# Measuring Influencer Performance in 2019

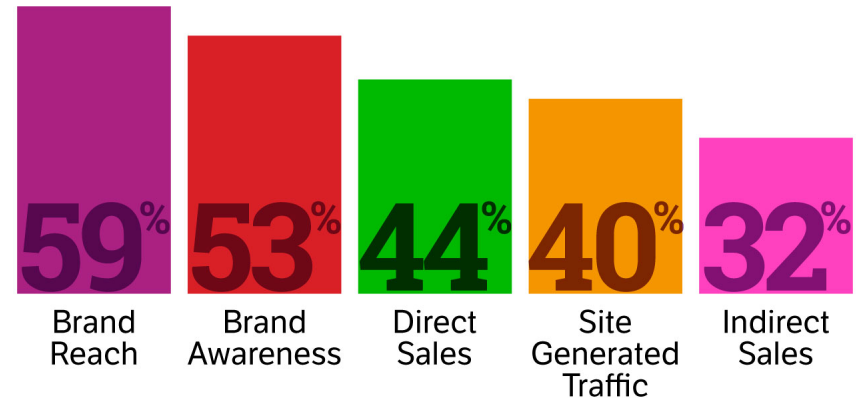
Survey data revealed that different influencer deliverables are being measured by marketers including; brand reach, brand awareness, site generated traffic, and both direct and indirect sales.

Globally, brand reach is the most measured key performance indicator; closely behind is brand awareness. Direct sales is less of a prioritization than both reach and awareness but still important to a marketer, along with site generated traffic.

Marketers should continue evaluating not only how effective they are in measuring results from influencer partnerships, but what metrics are most critical to their campaign goals and how they can

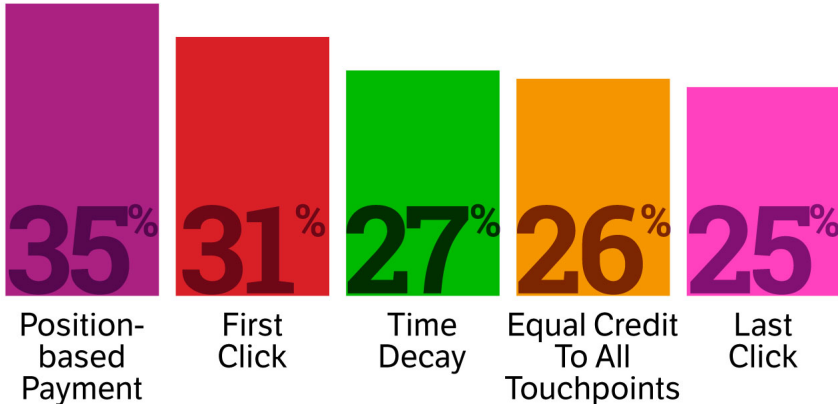
exceed those goals through better measurement and understanding.

## WHAT BRANDS ARE TRACKING:



# Payment Models for Influencers

## PAYMENT MODELS MARKETERS USE:



Position-based payment models are the most common method for marketers to pay their influencers, with 35% of marketers from around the globe saying 40% of credit is assigned to both first and last interactions.

Last click is the least popular option globally at just one in every four marketers using this model for payment, and 10% of global marketers aren't sure how they work out payments for their influencers.



# Payment Models for Influencers

There are two things marketers must consider in their payment models when working with influencers: what are you paying for and how does this impact the relationship with the influencer?

Influencer payment preferences will no doubt be a factor in choosing how they work with brands. Marketers who are able to identify effective payment models based on campaign expectations can yield a better ROI for their goals and a stronger relationship with the influencer.



# Marketers Investing More with Influencers

The growth of influencer marketing popularity, coupled with effective measurement strategies, has resulted in a global increase in influencer spending this year.

Globally, 59% of marketers said their budget for influencers has increased. Thirty-six percent said they'll spend about the same, and four percent said they'll spend less.

This increase demonstrates a commitment to influencer marketing and a belief that influencer marketing can yield powerful results. So much so that marketers are willing to put money on it.



# Influencers and Suggestions

A majority of influencers have no problem hearing a brand's perspective and ideas, according to marketers from around the world. In fact, 61% say that the influencers they work with are open to suggestions about the content they produce and how a brand should be involved, as opposed to 18% of marketers who say influencers hold all the creative power.

This is an important revelation in the way marketers work with influencers because marketers need to balance both trusting the influencer to be authentic and who they are while also not risking harm to the brand itself in their content.

## GIVING CREATIVE SUGGESTIONS TO INFLUENCERS:

61%

say influencers are open to suggestions

18%

say influencers hold all the creative power

By working with influencers who are open to suggestions, marketers can ensure that they're getting the best representation for their own products and reputation, while still enabling influencers to be themselves.

# Influencers and Suggestions

Interestingly, only two in five global marketers said that influencers are receptive to best practices.

As the industry of influencer marketing grows, marketers are able to be more particular about working with open-minded, eager-to-learn influencers. This can contribute to the fact that marketers feel influencers are open to best practice suggestions. Also, influencers must first succeed for themselves if they're going to bring value to a brand, which requires a collaborative relationship between marketers and influencers so that both the influencer and brand can grow.

## PROVIDING BEST PRACTICES

**40%**

say influencers are open to best practices

## PAYMENT GUIDANCE:

**23%**

say influencers are open about how they get paid



# Influencers and Suggestions

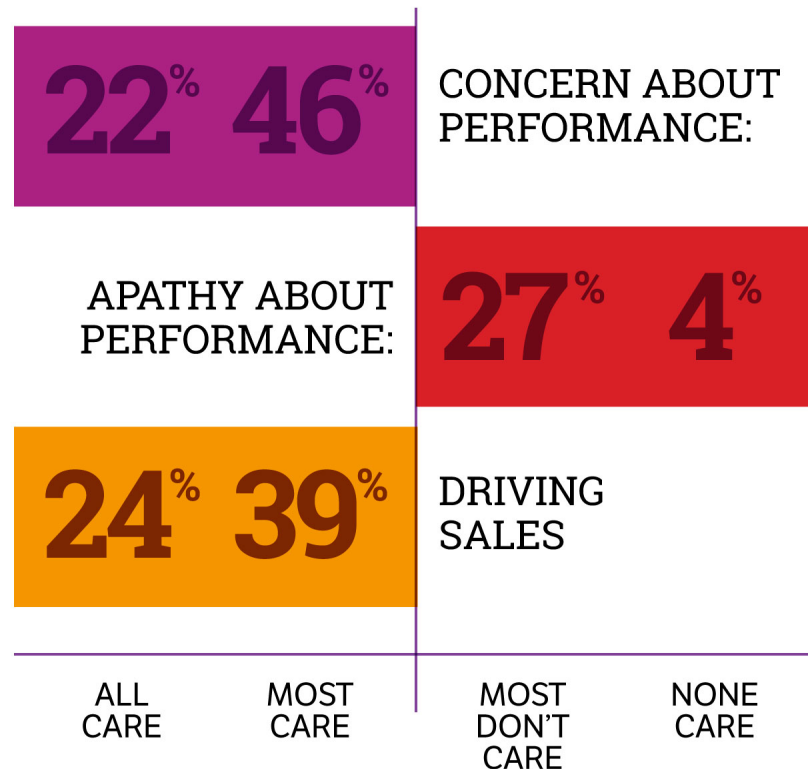
While things like tone and creative control may vary based on brand or industry, certain best practices (such as ad disclosure) aren't just best practices for the brand to enforce, they're legally required.

Marketers looking to leverage this should be advised that creative suggestions and best practices could be welcome and payment suggestions should be worked on together, with the influencer involved in how they feel they should be paid.

# Do Influencer's Care About Performance?

While marketers understand what they use to evaluate influencer performance, many remain uncertain about how much influencers truly concern themselves with these KPIs. When asked if they feel influencers are concerned with performance related to brand awareness, reach, and site generated traffic, only 22% of global marketers say all their influencers are concerned about these metrics, while 46% say most care but some don't. On the other side, 27% of global marketers believe that their influencers mostly don't care about results, and 4% said none care all.

## GAUGING HOW MUCH INFLUENCERS CARE:





Results driving sales found similar trends, with 24% of global marketers saying all their influencers care if they drive sales, and 39% saying most care. This consensus around sales may also directly relate to the expectations that marketers outline for influencers, recalling that direct and indirect sales were lower priorities when compared to driving awareness, engagement and site traffic.

Marketers should also consider the payment model when identifying why an influencer may care (or not care) about a certain result and tailor those payment methods to the objectives of the campaign. If their performance is sales-based, they will likely care more about driving direct sales. If they're expected to increase brand awareness, their focus will be on driving traffic and engagement to the brand, rather than being a factor in the path-to-purchase.

# Understanding Influencer Marketing Fees

Marketers have indicated that, overall, they have a solid understanding of how influencer fees are calculated. Globally, 31% say they “completely” understand but a majority still have some learning to do with 54% stating they “somewhat” understand.

As marketers continue to invest in influencers and put more of their budget towards these partnerships, the best thing a marketer can do is make sure they have a robust, well-rounded understanding of how influencer fees are calculated and how they’re being paid.

## UNDERSTANDING INFLUENCER FEES

**31%**  
“completely”  
understand  
influencer fees

**54%**  
“somewhat”  
understand  
influencer fees

**5%**  
have no  
understanding of  
influencer fees

# Micro Influencer vs. High-Tier Influencer

Micro influencers (influencers with less than 30,000 followers) make up the highest percent of influencers used by marketers globally, with marketers saying 36% of their influencer partnerships comes from smaller influencers. Comparatively, high-tier/celebrity influencers (those with more than 500,000 followers) make up only about 30% of a given brand's partnerships.

Spending between micro influencers and high-tier influencers aren't as extreme as marketers may assume. Globally, there is a less than \$10,000 spending difference between what a marketer is prepared to spend on micro influencers (\$30,132) and a high-tier influencer (\$39,577).

## MICRO INFLUENCERS:

36%

use micro influencers

30%

use high-tier/celebrity influencers

## CAMPAIGN SPENDING BY INFLUENCER SIZE:

\$30,132

micro influencers average

\$39,577

high-tier influencers average



# U.S. Marketer Spending Trends

Celebrity influencers make up just 28% of annual influencer spend compared to 40% for micro-influencers.

U.S. marketers said they are willing to spend up to \$32,000 on a campaign with a micro-influencer compared to \$39,000 with a celebrity influencer.



## SPENDING BY PLATFORM (MICRO INFLUENCER):

**\$28,203** average per  
YouTube  
video

**\$25,873** average for  
an Instagram  
post

## SPENDING BY PLATFORM (HIGH-TIER):

**\$34,886** average per  
YouTube  
video

**\$33,021** average for  
an Instagram  
post

YouTube and Instagram are the platforms that marketers are prepared to pay the most amount on for influencers to post.

Marketers need to have a solid understanding of what type of influencers they work with, as well as how much they should be investing based on campaign and content.

*\*Note on sizes: Micro-influencers – 30,000 or less followers; mid-tier – 31,000-499,999 followers; high-tier/celebrity – more than 500,000. Note that when we say “celebrity” we mean they are a prolific influencer to their community or they are a Hollywood-esque star. High-tier influencers could be both, or they could just be well-known content creators in their community (a “YouTube celebrity” for example).*

# 2019 Influencer Marketing Global Survey – Marketer Conclusion

Influencers continue to drive success for brands investing in this marketing strategy. This report indicates marketers continue to evolve the way they invest in, measure, and increase the performance of influencer marketing.

In understanding the impact influencers have on consumer shopping behaviors and a brand's overall performance (from increasing brand awareness to driving actual sales), marketers can better see the whole picture influencer marketing paints. From beginning to end in the consumer journey, working with influencers can bring a unique connection with consumers for brands. Also, in discovering how others are working in the landscape of influencer marketing, marketers can adjust their own strategies accordingly to ensure their capitalizing on all the opportunities influencers bring as well as how to nurture and grow the brand-influencer-consumer relationship.

# Influencer Campaigns with Rakuten Marketing

**We combine technology and data to deliver influencer campaigns efficiently with the target consumer in mind.**

## **STRATEGY THAT FOCUSES ON AUTHENTIC ENGAGEMENT**

We work with trusted influencers who offer credible opinions, and brand-relevant authentic connections with their audiences.

## **PREDICTIVE ANALYSIS TO RECOMMEND INFLUENCERS**

Our influencer platform employs data and audience analytics to identify relevant influencers beyond the traditional 'followship' reach numbers. Recommendations are based on the automated assessment of audience insights, relevancy, and the analysis of trends to filter out fake followers.

## **FULL POST-CAMPAIGN INSIGHTS WITH ATTRIBUTION DATA**

We provide insights beyond reach and engagement, analyzing performance related to business-specific objectives, such as reaching new audiences, new customer visits, and influencer-driven sales, across the entire user journey.

## **TRANSPARENT END-TO-END CAMPAIGN MANAGEMENT**

We provide end-to-end management across local and global campaigns, including transparent agreements and communication with influencers, control over the influencers connected to campaigns, and vetting of content to ensure FTC, CMA and ASA compliance.

# About Rakuten Marketing

Rakuten Marketing uses innovative, data-driven technology to help brands reach consumers with timely and authentic digital advertising experiences. Pioneering AI and machine learning, paired with unique data and inventory from the Rakuten ecosystem, enable brands to identify new audiences and re-engage existing ones. This predictive technology allows Rakuten Marketing to deliver valuable experiences people love, resulting in cost-effective performance across its integrated marketing solutions: affiliate, display and search.

Rakuten Marketing is a division of Rakuten Inc. (4755:TOKYO), one of the world's leading Internet service companies. The company is headquartered in San Mateo, California, with offices in Australia, Singapore, Brazil, Japan, France, Germany, the United Kingdom, and throughout the United States. Follow us on Twitter or learn more at <https://rakutenmarketing.com>.

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