Sales Effect Study: Influencer Marketing
Nielsen Catalina Solutions (NCS)
Executive Summary

This study looks at the effects of influencer marketing on in-store sales. The study uses point of sale data to compare purchases from consumers exposed to influencer content to a matched control group of consumers who did not see influencer content.
Introduction:

4 Things To Know about Influencer Marketing
Searches for Influencer Marketing = 5x growth in 2015

Adblock is 40% for Millennials and growing fast²

Content Marketing is #1 priority for CMOs in 2016

3. Fanatics Media and Marketo Study
“Last step for big dollars to flow into Influencer Marketing is **Measurement**...” – Disney

4. *Personal conversation with Rustin Banks*
01. Methodology
What We Did

TapInfluence partnered with a Fortune 500 Food Brand and Nielsen Catalina Solutions to complete the first ever Influencer Marketing Sales Effects Study.
Who They Chose

258 Top Fitness & Food Influencers, chosen using the Tap data layer that optimizes for performance.
Influencers created content for “Meatless Mondays”
The Content

All include references to Brand Products (and full FTC Disclosure)

¼ cup Silk Unsweetened Vanilla Almond milk
Influencer Distribution

Content was also shared via influencers’ social networks, no additional paid distribution.
All Automated by TapInfluence Platform

Entire process automated, managed and tracked by the TapFusion platform, including payments & FTC disclosure insertion.
How Tracking Works

Special NCS tracking pixel automatically inserted by software into blog content for every post.

When someone clicks over to the post from social media, the NCS tracking pixel fires and that person is attempted to be matched to their loyalty card data.
Methodology

Track purchases of exposed consumers vs. control group

Campaign: Sep – Nov 2015

Incremental Sales
Exposed household purchases during the campaign in addition to their normal purchase behavior
02. Results
What We Learned

Exposed consumers purchased more.

Compared to the control group, exposed buyers purchased significantly more product on each purchase occasion.
What We Learned

There was a competitive shift away from competitors products.

![Bar chart showing difference in percent change within Milk Category Shares.](chart.png)
What about Sales Lift?
Normalized:

Sales lift data is normalized to **incremental sales** (over the control group) **PER 1000 Impressions**
Sales Lift Results

1000 people viewing influencer content generated $285 of incremental sales over the control group which...

“Blows traditional digital advertising results out of the water.”

- Customer
Are the results good?

Incremental sales per 1000:

**Display Ads:** Milk Category - $16 per 1000 impressions

**Influencer Marketing:** Silk - $285 per 1000 views

Influencer marketing cost per 1000 views is higher than Display Ads cost per 1000 impressions
Why more sales / impression?

1. True Engagement

With influencer marketing, an impression means a truly engaged individual vs display advertising where an impression may or may not have even been seen.
2. Halo Effect

The Halo effect carries over to the brand the influencer creates content for. Not so with display ads. People know that ads on the side rail of an influencers site are not associated or endorsed by the influencer so there is no halo.
There’s more to the story...
Zero Additional Creation Costs

Other studies in traditional digital advertising DO NOT include cost of content creation.

With Influencer Marketing, the cost of content creation is included.
Limitless Potential Value from Reuse

You can fuel your brand’s entire social media pipeline by re-using influencer content. Influencer content can be more cost effective than an internal design team, with the added value of distribution to the influencers audience.
Impressions After Study = More Sales

An additional 2x Impressions generated post campaign. We can assume they resulted in additional sales not accounted for in sales study window.

540k
Impressions as of Nov 30th 2015

1.3M+
Impressions as of Feb 29th 2015 (without additional posts or paid distribution) due to organic search, Pinterest, etc... and counting
Example: Historical Program shows the “always on” nature of content

Views/Month: "Fall in Love With Soy" Program (Active March 25 - May 22)
Study Program: Views / Month

Views Per Month – Meatless Monday

- Organic spike in February due to Super Bowl (Football based content)

\[ y = 179002e^{0.0045x} \]
The Gift That Keeps on Giving: More Views = Lower Cost

Effective CPM has a half life of **3 months** (every 3 months, CPM is halved)
So what’s the actual ROI?
ROI from Blog Posts Only ($ for $)

Every **3 Months** ROI Doubles

Return $/$ - Meatless Monday
ROI Vs Average Display Ad

ROI vs. Average Display Ad (blog posts only)

11x vs display after 12 months

\[ y = 0.4391e^{0.215x} \]
Not Included: Shopable Views from Social

An additional 4M Views (5x vs blog posts) on Pinterest which generate shopping without tracking
BONUS: Immune to Adblockers

Ad blockers do not block content
03.
How did they get this performance?
Trifecta of Data

Our platform matches you with the best talent. Tapping into the highest ROI potential.
Performance Data

Influencer Cost Per Engagement data from prior assignments used to select highest value influencers.
Audience Data

Use new **Audience Insights** to optimize influencer selection even more to better reach WhiteWave consumers and further increase sales.

Target Influencers by **audience age, location, etc**

Select Influencers by **audience**
Impact

“Without the TapInfluence data layer, ROI performance would have been at least 3X lower”

– based on program analysis
Key Takeaways

Influencer marketing can drive annual incremental sales at a rate of 11x vs traditional digital advertising.

“Evergreen Content” creates a continually growing ROI.

Using data, we can do performance driven Influencer Marketing which increases performance by at least 3x.
Thank You

To learn more about TapInfluence’s influencer marketing platform:

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