

## INFLUENCER | definition | ▶

- someone who has **10,000+ followers**, or
- someone who **brands engage with to help promote their products/services/messages**, or
- someone who **shares information about products they love**, or
- someone who is **an expert in their field**



**US**  
described as someone consumers "like"

**EUROPE**  
described as someone who has a paid relationship with a brand

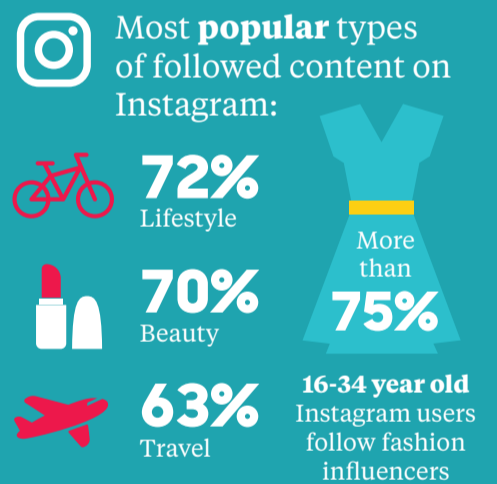
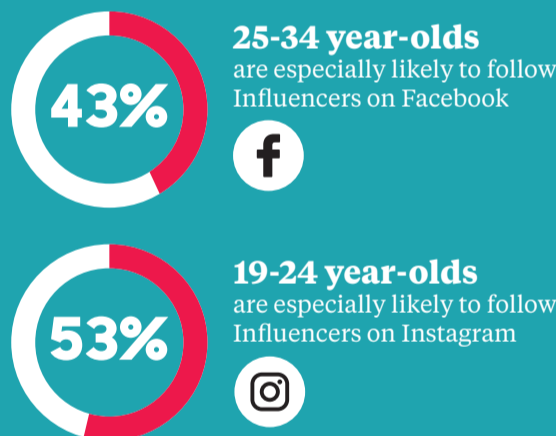
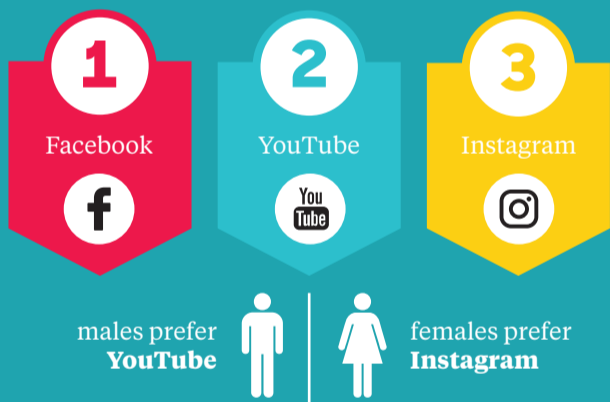
**55-61 YEAR OLDS**  
really didn't know what an Influencer was

**HOW INFLUENCERS DIFFER FROM REGULAR SOCIAL MEDIA USERS**

- Number of followers **61%**
- Share more information in posts **42%**
- Higher quality posts **39%**

## FOLLOWING INFLUENCERS

The **top three** platforms for influencers:



**1 in 3** respondents (33%) say their favorite type of content to receive from Influencers is videos with sound on their feed

**35%** **19-24 year olds** also pledged that they like still images best

**30%** **French social media users** also pledged that they like still images best

## TRUSTING INFLUENCERS

**Authenticity** is the top reason to trust influencers

**43%** of global respondents cite authenticity as the main reason

**Personalization** is key

**66%** said influencers' content must be relevant to interests

**44%** of women consider seeing the **product/service in use** as a reason to trust an Influencer's post

**41%** of males cite **expertise** as a reason to trust an Influencer's post

## ENGAGEMENT

**72%** of social media users, on average, across platforms (Facebook, Instagram, YouTube, Snapchat, Pinterest) who follow an influencer, follow **Lifestyle influencers**

## TRANSLATING TO SALES

**31%** **Action taken** of respondents have purchased a product/service after seeing a product or service in an Influencer's post

**Pictures and reviews** Posting a picture/review to give positive feedback is most common among **23-34 year-olds**

**21%**

**About half** of U.K. and U.S. participants considered a purchase after seeing an Influencer's post

