

INFLUENCER MARKETING IN 2021: KEY TRENDS & STATS

44% OF CMOs FACE BUDGET CUTS IN THE PANDEMIC*

Only 22% report no budget changes greater than 5%

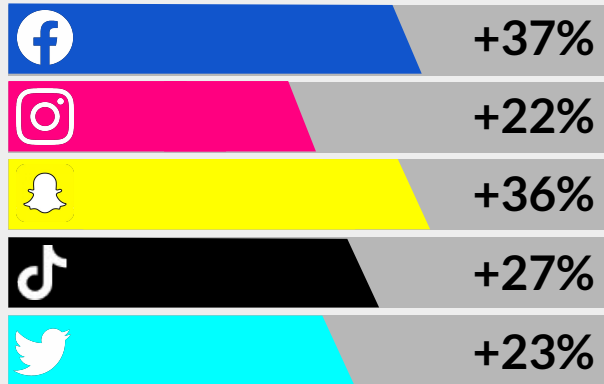


SO THEY'RE TURNING TO INFLUENCERS TO DELIVER MORE VALUE

Brands are finding that influencer content is a much better value since content is produced at a lower cost. With costly production shoots being cancelled or rescheduled, influencer

content offers brands an efficient, effective and authentic way to reach their target audience.

USE OF SOCIAL SURGES IN PANDEMIC



NEW RECORD LEVELS OF INFLUENCER ENGAGEMENT**

