








FULL YEAR 2016

Influencer Marketing Benchmarks Report

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About This Report



RhythmOne's Full Year 2016 Influencer Marketing Benchmarks Report offers an in-depth analysis of **76 RhythmInfluence programs** run between January and December 2016.

This report provides key insights in the areas of branded content execution, earned media value, consumer engagement, brand sentiment and lift, and more.

In 2016, RhythmOne ran US-targeted Influencer Marketing campaigns for **51 unique brands** spanning **18 advertiser categories** and employing more than **8,700 influencers** in total.

RhythmInfluence by RhythmOne

RhythmInfluence, an offering by RhythmOne, helps advertisers maximize ROI by authentically connecting brands with consumers and bringing branded stories to life through beautiful imagery and compelling

content delivered to the right audience, on the right platform.

As digital platforms evolve and consumer media consumption habits change, so too do the solutions we create for our advertising partners. Guided by a tenured team of influencer marketing experts, we work with top advertisers to create and promote branded content and amplify it within our influencers' loyal communities and across the Internet.

As an end-to-end managed service, RhythmInfluence covers comprehensive program execution – from influencer discovery and content ideation, to social and programmatic distribution of Influencer Marketing campaigns. Our advanced measurement and custom reporting capabilities ensure accountability and, ultimately, success.

For more information, visit RhythmInfluence.com

76

Influencer
Programs

51

Unique
Brands

18

Advertiser
Categories

8,700

Influencers
In Total



Full Year 2016 Highlights

In parallel with industry trends, our Influencer Marketing solutions have evolved dramatically since our inaugural 2014 Influencer Marketing Benchmarks Report. Our Influencer Marketing solutions today leverage multiple social channels and tactics that amplify reach and impact, both organically and through paid channels. This report benchmarks our solutions and details how these Influencer Marketing offerings have helped advertisers in 18 categories engage their consumers with branded content programs.

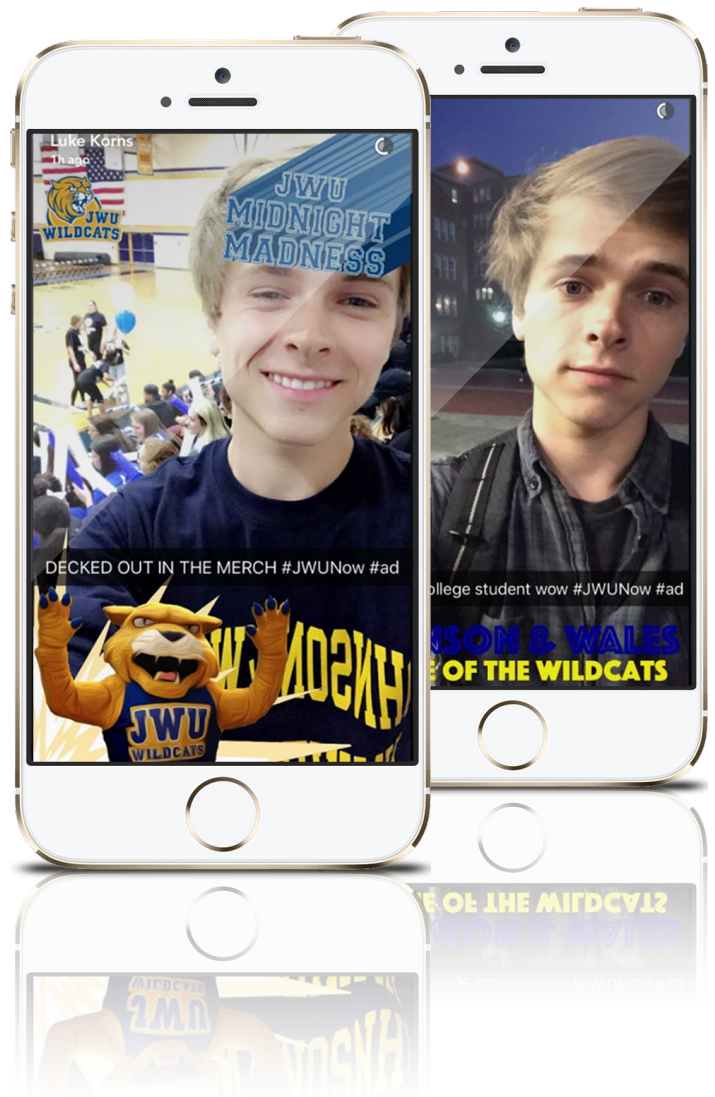
Benchmarks Snapshot

- **The average spend** on Influencer Marketing programs in 2016 was more than \$51,000 per campaign.
- **Advertisers that implemented** an Influencer Marketing program in 2016 received \$11.69 in Earned Media Value (“EMV”) for every \$1.00 of spend on average which is a 4.4% increase over our full year 2015 EMV average of \$11.20.
- **Engagement Rate** (“ER”) across all Influencer Marketing programs was 2.01% on average an increase of 33% over last year’s benchmark of 1.50%.
- **Average Cost-Per-Engagement** (“CPE”) – a new measurement in our benchmarks reporting – was \$0.93 across all Influencer Marketing programs.

Benchmarks Snapshot

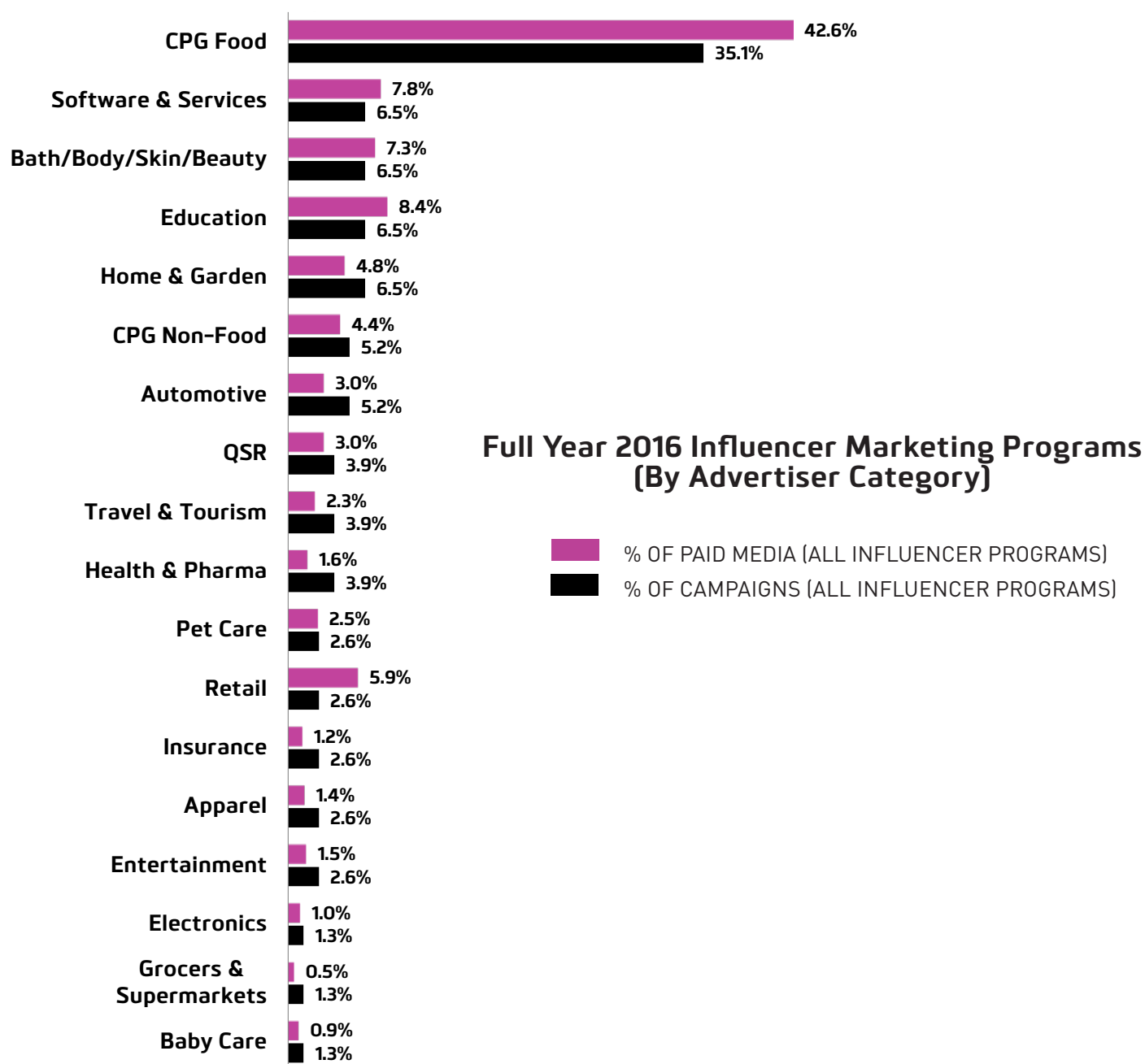
- **Advertisers that ran** an Influencer Marketing program for two or more weeks saw on average an increase of 14.78% in brand mentions and an 8.73% increase in positive brand sentiment (vs. mentions and sentiment prior to the campaign flight).
- **Instagram** – via compelling video and imagery created by RhythmInfluence influencers – proved to be the top-performing channel for driving engagements for several advertiser categories, and the engagements contributed to measured lifts in brand mentions.
- **Snapchat** was effective for campaigns that targeted Millennial audiences.
- **About one-quarter** (23%) of the 51 unique brands included experiential tactics and/or live events as part of their Influencer Marketing program(s), and 38% included giveaways or a sweepstakes. These efforts generally drove higher engagement rates and EMV returns vs. programs that did not include these components.

Luke Kornis visits a JWU campus to share some team spirit on Snapchat.



Full Year 2016 Influencer Marketing Programs Overview

One out of every three (35.1%) Influencer Marketing programs we ran in 2016 were in the CPG Food category. By program count, CPG Food was followed by Bath/Body/Skin/Beauty, Education, Home & Garden, and Software & Services (all at 6.5%). CPG Food also led the advertiser categories in total share of spend, at 42.6% of all budgeted dollars in 2016. Following were Education (8.4%) and Software & Services (7.8%).



FULL YEAR 2016 INFLUENCER PROGRAMS OVERVIEW

The average spend on Influencer Marketing programs in 2016 was \$51,324 per campaign. Of the 76 individual campaigns, 12% had a total program spend of \$100,000 or more, 21% were between \$50,000-\$99,999, and 67% were \$49,999 or less.

By advertiser category, total program spend averages were as follows:

1.	Retail	\$117,500.00
2.	Education	\$66,780.00
3.	Software and Services	\$66,400.00
4.	CPG Food	\$62,992.45
5.	Pet Care	\$50,000.00
6.	CPG Non-Food	\$47,987.25
7.	Bath/Body/Skin/Beauty	\$47,825.00
8.	Electronics	\$40,000.00
9.	QSR	\$40,000.00
10.	Home & Garden	\$38,000.00
11.	Baby Care	\$35,000.00
12.	Travel & Tourism	\$30,066.67
13.	Apparel	\$27,500.00
14.	Automotive	\$26,250.00
15.	Insurance	\$24,000.00
16.	Entertainment	\$23,750.00
17.	Health & Pharma	\$21,666.67
18.	Grocers & Supermarkets	\$20,000.00

FULL YEAR 2016 INFLUENCER MARKETING PROGRAMS OVERVIEW – PROGRAM TACTICS

Sponsored Blog Posts

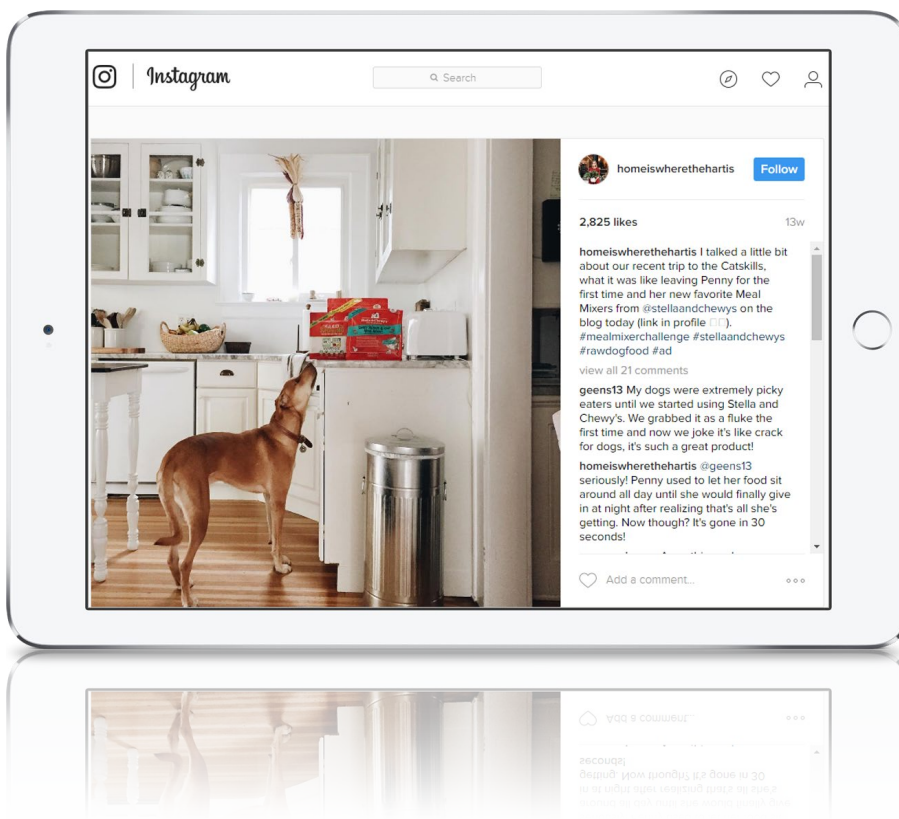
The majority (91%) of our 2016 Influencer Marketing programs included a Sponsored Blog Posts component.

Sponsored Blog Posts pair advertisers with hand-selected influencers who develop and distribute brand-approved content that promotes products, services, or other initiatives. Depending on the specifics of the program, the content of Sponsored Blog Posts takes the form of text, imagery, and/or video.

Social Amplification of Blog Content

In addition, the selected influencers promote Sponsored Blog Posts across their social media accounts including Instagram, YouTube, Snapchat, Pinterest, Facebook, Twitter, and more. Influencers use the features of the specific platforms to creatively feature images, video, campaign hashtags, etc. that tie back to the original blog content. Examples of this “social amplification” are peppered throughout the report.

Sarah Hart shares her dog Penny's favorite treats from Stella & Chewy's.



Social Fire

One-quarter (27%) of our 2016 Influencer Marketing programs featured Social Fire posts.

Social Fire activates additional influencers (beyond the primary influencers being leveraged to develop program content), often in the hundreds, who create their own social media posts sharing the original branded content. Optimization strategies are used to hone-in on the best performing content as well as the top influencer category (e.g., Foodies, Fashion, etc.). In nearly all instances, we ran Social Fire components as part of advertisers' Influencer Marketing programs to drive further reach and engagement of original Sponsored Blog Post content.

Let Influencers Be Influential

When influencer marketing is done right, the consumer feels as though they're listening to a friend. That's what makes it so successful. When an influencer takes the time to work with brands that mean something to him or her, the influencer's followers can absolutely sense that. It establishes a level of authenticity and trust.

The advertiser categories and specific brands that found the most success (i.e., above-average EMV return, high engagement with branded content, and measured lift in social listening metrics) with RhythmInfluence programs in 2016 took the notion of "let influencers be influential" to heart.

While campaign elements and campaign goals vary from advertiser to advertiser, it is essential to always let the influencer's unique point of view create a relevant experience that highlights your brand. The same holds true for social channels – an influencer knows their audience best. If audiences engage more with the influencer on Instagram or Snapchat, for example, focus on amplifying your branded content there.

FULL YEAR 2016 INFLUENCER MARKETING PROGRAMS OVERVIEW – PROGRAM TACTICS

Influencer Social Ads, Social Boosts, and Micro Buzz Builders

Influencer Social Ads (9%), Social Boosts (8%), and Micro Buzz Builders (1%) rounded out the other components of our 2016 Influencer Marketing programs.

Influencer Social Ads are Facebook and/or Instagram ads purchased by our team on behalf of the influencers participating in the program. These branded ads are pushed through the influencers' social profiles directly. This allows advertisers to align their branded content with very specific audiences by leveraging the respective platform's targeting capabilities.

Social Boosts are either add-ons to existing Sponsored Blog Posts or stand-alone social media programs. In the case of the add-ons, the selected influencers for the blogs create supplemental pieces of original content to run across one of their social platforms. The standalone Social Boost program is just that: social-only branded content exclusively on Facebook, Instagram, Snapchat, Twitter, etc.

Micro Buzz Builder programs employ “everyday” influencers across Facebook and Twitter who have generally between 500 and 5,000 followers. These influencers have demonstrated high engagement rates and are ideal for activation-based campaigns including coupon distribution, branded video views, and driving ecommerce traffic. Content in Micro Buzz Builder programs are pure brand content (i.e., not influencer-created).

“People follow people more than they follow brands—that’s why people have larger followings and better engagement. That’s also why [we’ll continue to] allow influencers to take the reins of our channels through takeovers and other projects.”¹

Leanne Johnson
Head of Social
GoPro

¹ Minsker, Maria. “Emerging Marketing Tactics Are Lucrative, but Tough to Measure.” eMarketer. December 5, 2016..

FULL YEAR 2016 INFLUENCER PROGRAMS OVERVIEW

Earned Media Value Defined

Earned Media Value refers to the value that can be attributed to publicity, social sharing, and other organic, unpaid digital media exposure. EMV provides a means of measuring the ROI of influencer programs by assigning a value to the reach of and engagement and interaction with branded content, and it is a good measure to understand the “amplification-effect” of Influencer Marketing. In calculating EMV, dollar values are assigned for every engagement on every channel/social media platform used by Influencer Marketing programs. These values are determined based on industry standards, independent research commissioned by partners of RhythmOne, and data released by social platforms. See the table below for what actions are measured and assessed.

We consider a wide variety of measurements to calculate EMV for RhythmOne’s Influencer Marketing programs. The more clout an influencer has generally means more followers will engage with and share their content. Keep in mind that campaign-specific factors and tactics – including the social media clout (i.e., measured by Klout Score) of the selected influencers themselves – can and do significantly impact EMV, as well as engagement rates and even cost-per-engagement metrics.

RhythmOne EMV Measurements
Sponsored Blog Post Comments and Replies
Contest and Sweepstakes Entries
Facebook: Shares, Comments, Reactions, Video Views, Shares from Posts
Twitter: Re-Tweets, Mentions, Favorites
Pinterest: Re-Pins, Comments, Likes, Shares from Posts
Instagram: Comments, Video Views, Likes
YouTube: Views, Comments, Shares
Google+: Shares, Comments, Likes, Shares from Posts
Snapchat: Views, Screenshots
Vine* : Loops, Likes, Re-Vines, Shares, Comments
Reach of Influencer Social Media Profiles
Other Social Shares: Clicks to Brand URLs, Posts with Specific Campaign Hashtags

*In October 2016, Vine announced that Twitter would be discontinuing the Vine mobile app. The company also stated that the website and the app would be still available for users to view and download Vines; however, users would no longer be able to post.

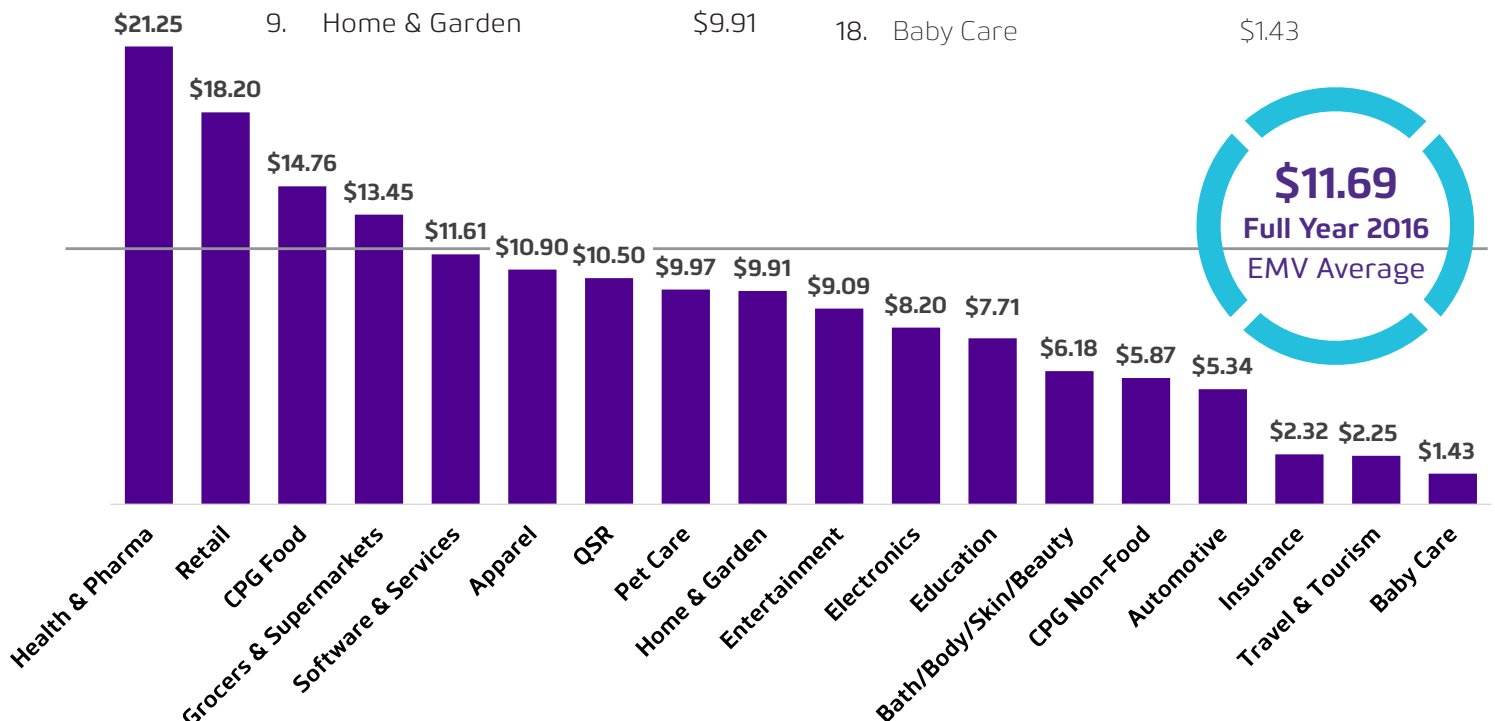
Executive Summary

Earned Media Value

Advertisers that implemented an Influencer Marketing program in 2016 received \$11.69 in Earned Media Value for every \$1.00 of program spend, on average, which is a 4.4% increase over our full year 2015 EMV average of \$11.20.

The average EMV return breakdown is as follows:

1.	Health & Pharma	\$21.25	10.	Entertainment	\$9.09
2.	Retail	\$18.20	11.	Electronics	\$8.20
3.	CPG Food	\$14.76	12.	Education	\$7.71
4.	Grocers & Supermarkets	\$13.45	13.	Bath/Body/Skin/Beauty	\$6.18
5.	Software & Services	\$11.61	14.	CPG Non-Food	\$5.87
6.	Apparel	\$10.90	15.	Automotive	\$5.34
7.	QSR	\$10.50	16.	Insurance	\$2.32
8.	Pet Care	\$9.97	17.	Travel & Tourism	\$2.25
9.	Home & Garden	\$9.91	18.	Baby Care	\$1.43



EXECUTIVE SUMMARY

Engagement Rate

On average in 2016, advertisers that implemented an Influencer Marketing program saw a 2.01% Engagement Rate. This figure represents an increase of 33% over our 2015 average of a 1.50% ER. The average ER breakdown is as follows:

1. Baby Care	5.44%	8. CPG Food	2.10%	15. Bath/Body/Skin/Beauty	0.98%
2. Education	5.12%	9. Home & Garden	1.86%	16. Health & Pharma	0.80%
3. Travel & Tourism	4.10%	10. Software & Services	1.84%	17. Automotive	0.77%
4. CPG Non-Food	3.73%	11. QSR	1.64%	18. Entertainment	0.27%
5. Insurance	2.90%	12. Grocers & Supermarkets	1.34%		
6. Retail	2.49%	13. Electronics	1.30%		
7. Apparel	2.47%	14. Pet Care	1.23%		

Experiential Components, Sweepstakes, and Promotions

When it comes to Influencer Marketing, there is nothing that compares to personal interactions. Therefore, live events, hosted by an advertiser/brand or influencers themselves, provide an incredible opportunity to draw Influencer followers who can create user-generated viral content to share via their social networks.

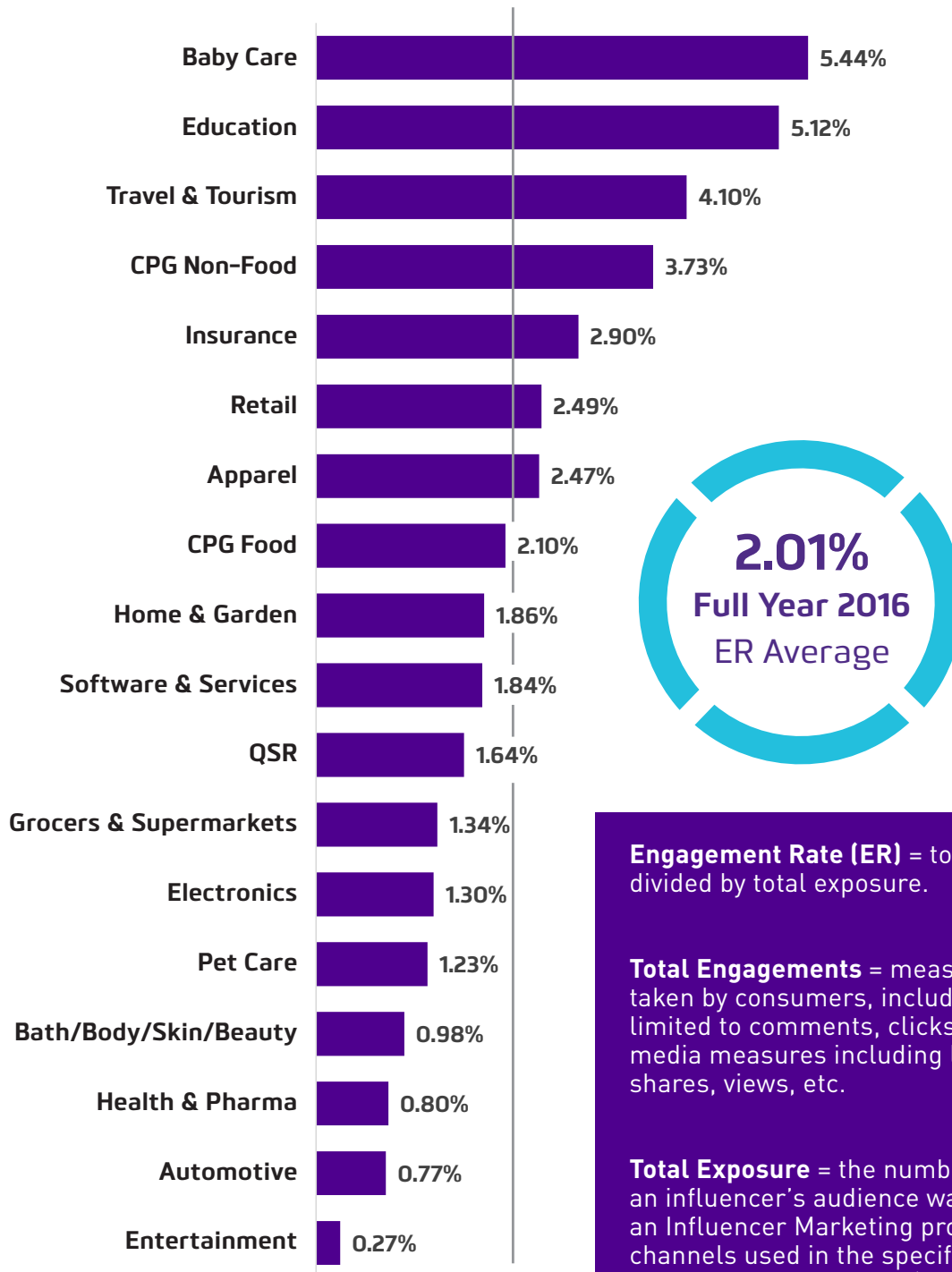
Case in point: in 2016, advertisers in the Education and Travel & Tourism categories that ran experiential components as part of their Influencer Marketing programs enjoyed well-above average engagement rates with branded content.

Contests, giveaways, sweepstakes, and promotions (e.g., promo codes) are also effective tactics to use in Influencer Marketing programs. Many brands assume that the giveaway process is too cumbersome and complicated. While there are state and federal regulations regarding giveaways, working with an Influencer Marketing partner makes it easy to implement and manage. These tactics can drive up engagement rates, too.

Case in point: for a Baby Care advertiser, a product giveaway was provided by the brand and influencers ran the contest on their blogs and social media channels. With a low barrier of entry for the consumer, the program generated an engagement rate that was 2.7x greater than our 2016 average ER benchmark.

EXECUTIVE SUMMARY

Engagement Rate (By Advertiser Category)



EXECUTIVE SUMMARY

Cost-Per-Engagement

On average in 2016, advertisers that implemented an Influencer Marketing program saw a \$0.93 Cost-Per-Engagement on their campaigns. CPE figures are generated by dividing a campaign's total spend (i.e., creative, content development, media spend, etc.) by the number of engagements.

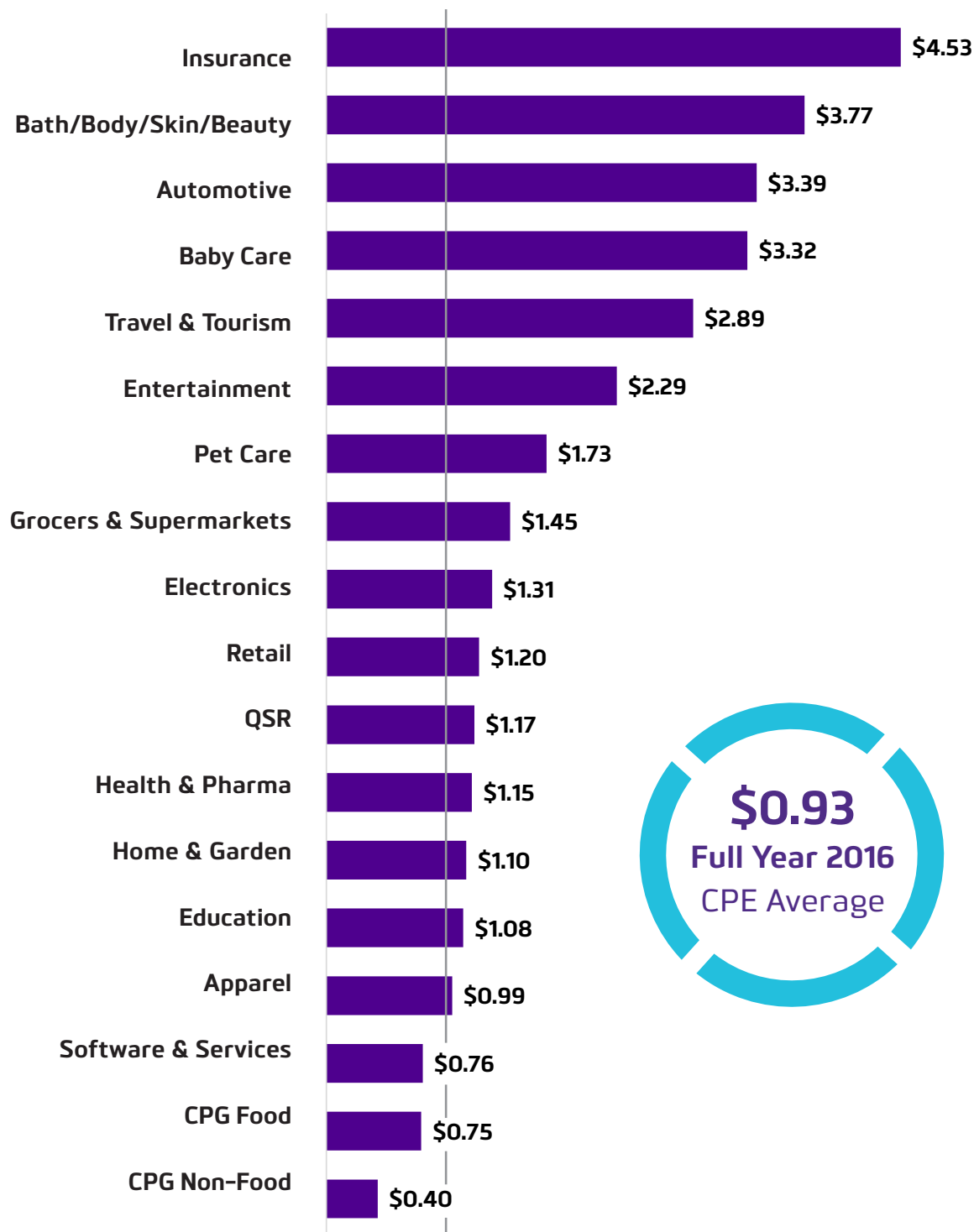
CPE is a new metric for our campaigns and benchmarks study. It seeks to quantify the value of an engaged consumer across all social media channels. Like Cost-Per-Click (CPC), CPE can provide a view into efficiency and competition for that users' attention. The implications of a high CPE could be twofold: (a) that consumers are saturated with messaging and content in this vertical so it will be more difficult to attract attention, or (b) for an otherwise unsaturated vertical, it may indicate that the creative execution is not resonating with an advertiser's target audience. Testing messages, offerings, and/or designs to hone CPE can help create a more effective influencer campaign.

The average CPE breakdown is as follows:

1.	Insurance:	\$4.53	10.	Retail	\$1.20
2.	Bath/Body/Skin/Beauty	\$3.77	11.	QSR	\$1.17
3.	Automotive	\$3.39	12.	Health & Pharma	\$1.15
4.	Baby Care	\$3.32	13.	Home & Garden	\$1.10
5.	Travel & Tourism	\$2.89	14.	Education	\$1.08
6.	Entertainment	\$2.29	15.	Apparel	\$0.99
7.	Pet Care	\$1.73	16.	Software & Services	\$0.76
8.	Grocers & Supermarkets	\$1.45	17.	CPG Food	\$0.75
9.	Electronics	\$1.31	18.	CPG Non-Food	\$0.40

EXECUTIVE SUMMARY

Average Cost-Per-Engagement (By Advertiser Category)



EXECUTIVE SUMMARY

Social Media Listening

Social Media Listening is the process of identifying and assessing what is being said about a company, product or brand by mining text for specific keywords on social media, blogs and across media publications.²

RhythmInfluence offers Social Media Listening to advertisers on a campaign-by-campaign basis. In the case of our Full Year 2016 Influencer Marketing Benchmarks Report, we examined brand mentions and brand lift for a number of advertisers that ran a RhythmInfluence program for at least a two-week flight. Nine advertiser categories were represented in this effort (note that Retailers and Apparel are combined for this reporting only).

"Influencer marketing provides a unique opportunity to deliver quality, brand-specific content that offers a heightened level of authenticity. It complements display and paid social nicely in creating and facilitating meaningful engagements with our brand's core audience segments – and these engagements provide an overall 'halo effect' for the entire program, benefiting our primary KPI of driving online sales."

Barrett Goetz
Associate Media Director
Nina Hale / Performance Digital

On average in 2016, RhythmInfluence's programs helped advertisers achieve an overall increase of 14.78% in brand mentions and an overall increase of 8.73% in positive brand sentiment, versus mentions and positive sentiment prior to the flight of the Influencer Program(s).

The average lifts in mentions and sentiment, respectively, per advertiser category is as follows:

Advertiser Category	% of 2016 Campaigns Evaluated	Brand Mention Increase (Average)	Positive Brand Sentiment Increase (Average)
Bath, Body, Skin, Beauty	60%	15.78%	8.68%
CPG Food	37%	11.11%	10.33%
CPG Non-Food	75%	(Not Reported)	6.14%
Education	60%	(Not Reported)	18.29%
Health & Pharma	100%	18.79%	0.84%
QSR	100%	(Not Reported)	6.27%
Retailers & Apparel (Combined)	75%	4.92%	8.79%
Travel & Tourism	66%	16.04%	5.55%

² SearchCRM. "Definition: Social Media Listening." TechTarget, 2017.

EXECUTIVE SUMMARY

Influencer Marketing + Programmatic

One of the newest trends in RhythmInfluence's programs in 2016 was leveraging programmatic channels to distribute influencer content beyond the walled gardens of social media.

We do this by seeding the branded content created by influencers into standard, rich media, and video ad units that run on both mobile and desktop devices. The ads can either drive back to the original content (e.g., a Sponsored Blog Post) or expand the exposure to the base content itself. In addition, full-page ad units that include additional branding elements as well as video – as opposed to using video content only – can pull in both seeded content and influencer video into an immersive user experience.

Programmatic channels allow for the use of enhanced data. By leveraging the data profile of influencers' communities, for example, we can create look-alike audience segments that allow our brand partners to extend the reach of their programs throughout the Internet. Then, we can hone the creative and messaging based on what is resonating most with target audiences.

These programmatically-distributed ads signal a paradigm shift for Influencer Marketing. They can drive traffic and expose new, like-minded audiences to branded content campaigns – maximizing ROI for these campaign executions.

Amplifying the Reach of Your Influencer Marketing Programs

- Look-Alike Audiences
- Massive Scale
- Exposure for New Audiences
- Traffic and Engagement-Drivers



Conclusions

A Growing Market Puts the Focus on Measurable Results

An increase in Influencer Marketing spending equates to an increase in the need for partners and platforms to have greater campaign accountability, reliable reporting, and better success measurement practices. That's where our Full Year 2016 Influencer Marketing Benchmarks Report comes into play – it's meant to serve as a barometer for helping advertisers make informed decisions about how and where to implement Influencer Marketing programs.

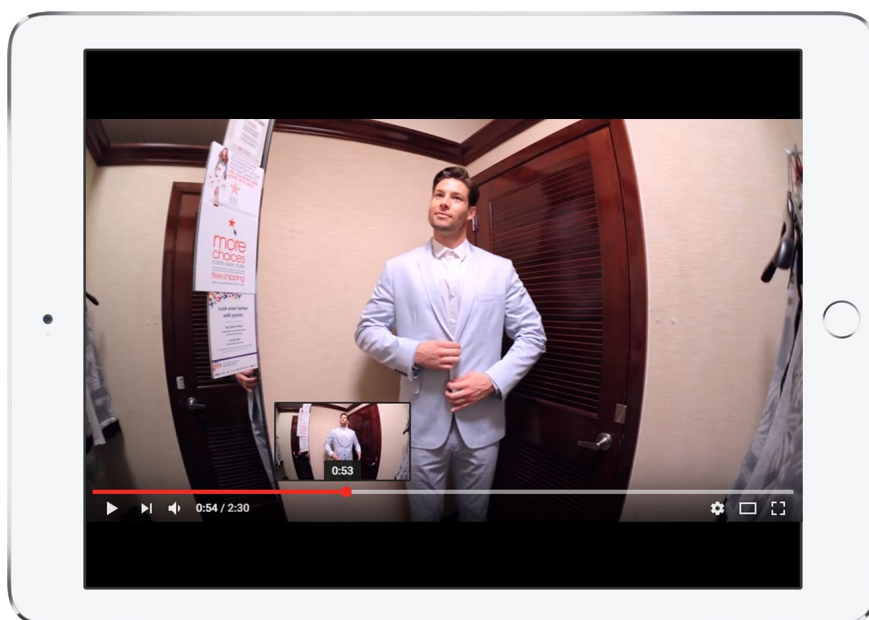
Key Takeaways

- Earned Media Value is a good metric to gauge how advertisers' Influencer Marketing campaigns are performing organically. No matter the category, well-executed paid programs that leverage the right influencers, along with the right elements and channels, deliver the highest EMV returns. Consumers literally “like” branded content that speaks to them authentically, and as such they are more inclined to share, retweet, pin, and favorably react to it.
- When it comes to program spend and engagement levels, it's not necessarily the size of the budget that counts. It's where the budget goes. Knowing the social media preferences of target audiences is key. For example, women aged 25-54 with a child 18 years or younger at home – a.k.a. moms – are more likely than other target consumers to engage with recipe pictures on Pinterest and food videos on Facebook. Conversely, moms generally do not interact with Snapchat branded content or consume YouTube videos as much as 18-24 year-old guys do.
- Cost-Per-Engagement in Influencer Marketing is a measure of efficiency. At the same time, the advertiser category itself can impact CPE levels. For example, a high-consideration product – such as a new car, or a financial investment offering – is not in the same ballpark as fast-food or paper towels. As such, higher-consideration products and offerings can have higher CPEs than other products/offerings.

CONCLUSIONS

- Social Media Listening, like Engagement Rate, is a good way to gauge if branded content is resonating with consumers. However, it's important to understand that outside factors unrelated to paid Influencer Marketing programs can affect brand mention and positive sentiment measures. For example, if an A-list celebrity tweeted about a brand in the middle of an Influencer Marketing flight, it's likely that brand mentions would spike during the period.
- At its core, Influencer Marketing is about customization. The more custom a program is (i.e., not “cookie cutter”), the more authentic it will be in the eyes of consumers. Authenticity is what sells in this game. Work with partners who understand and fully embrace the power of creative thinking and custom offerings.
- Programmatic Influencer Marketing amplification is not just the (near) future, it's now. Highly scalable units, distributed programmatically, can be a great way to introduce branded content to new audiences – as well as drive consumers to landing pages and/or connect prospects with the influencers. With programmatic options, advertisers can move beyond social media alone to reach broader audiences.

Madd Chadd suits up and hits Hollywood at Macy's.



Category-Specific Benchmarks



Apparel

Apparel campaigns comprised 2.6% of all RhythmInfluence programs in 2016 and contributed 1.4% of program spend. Advertisers in this category used a total of 17 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$10.90	2.47%	\$0.99	4.92% Lift in Brand Mentions 8.79% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- One-half (50%) of Apparel advertisers ran a giveaway or sweepstakes. The incentive to engage with branded content for a chance to win a product was a contributor to the above-average ER measured for this category.
- Instagram and Facebook were the top performing social media channels for Apparel advertisers in driving engagements.

CATEGORY-SPECIFIC BENCHMARKS

Automotive

Automotive campaigns comprised 5.2% of all RhythmInfluence programs in 2016 and contributed 3.0% of program spend. Advertisers in this category used a total of 122 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$5.34	0.77%	\$3.39	(Not Reported)

Category-Specific Takeaways

- One-half (50%) of Automotive advertisers ran a standalone Social Boost program without a Sponsored Blog Post component, and an equal number (50%) targeted men with their Influencer Marketing programs.
- Facebook and Twitter were the top performing social media channels for Automotive advertisers in driving engagements.
- Automotive had the third highest CPE among all categories – likely indicating message saturation, or a high threshold for engagement.

CATEGORY-SPECIFIC BENCHMARKS

Baby Care

Baby Care campaigns comprised 1.3% of all RhythmInfluence programs in 2016 and contributed 0.9% of program spend. The single advertiser in this category used a total of 22 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$1.43	5.44%	\$3.32	(Not Reported)

Category-Specific Takeaways

- Precise targeting works – this Influencer Marketing program was geared towards breastfeeding mothers. A giveaway of the product was an element of the program and helped drive a high engagement rate.
- Facebook and Instagram were the top performing social media channels for this advertiser in driving engagements; photos of the product in use – with a mention of the giveaway – were the best performers.

CATEGORY-SPECIFIC BENCHMARKS

Bath/Body/Skin/Beauty

Bath/Body/Skin/Beauty campaigns comprised 6.5% of all RhythmInfluence programs in 2016 and contributed 7.3% of program spend. Advertisers in this category used a total of 875 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$6.18	0.98%	\$3.77	15.78% Lift in Brand Mentions 8.68% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- Twitter, Instagram, and Pinterest – in some cases powered by our Social Fire offering – were the top performing social media channels for Bath/Body/Skin/Beauty advertisers in driving engagements.
- Including a product promo code helped drive higher engagement for one of the programs.
- Social media interactions and engagements on Twitter – in the form of retweets, mentions, and favorites – contributed to the above average lift in brand mentions.
- This category had the second highest CPE – likely do to competition for attention in this very prolific category.

CATEGORY-SPECIFIC BENCHMARKS

CPG Food

CPG Food campaigns comprised 35.1% of all RhythmInfluence programs in 2016 and contributed 42.6% of program spend. Our biggest category in 2016 in terms of campaign count and spend, CPG Food advertisers used a total of 3,587 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$14.76	2.1%	\$0.75	11.11% Lift in Brand Mentions 10.33% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- More than two-fifths (41%) of CPG Food advertisers ran a giveaway or sweepstakes. The incentive to engage with branded content for a chance to win a product was a contributor to the above-average ER for this category. One advertiser ran a major contest (a \$1,000 trip giveaway) to drive consumers to vote for influencers' recipes on the brand's official Facebook page.
- More than one-fifth (22%) of CPG Food advertisers ran experiential marketing tactics as part of their Influencer Marketing programs – such as sending RhythmInfluence influencers to a brand's commercial greenhouse facility.
- Instagram and Facebook were the top performing social media channels for CPG Food advertisers in driving engagements. Social posts via Social Fire contributed to success for many brands, as did a Buzz Builder program for one brand and Influencer Social Ads for several others.
- Influencer Marketing campaigns that encouraged recipe sharing (with photos and videos) contributed to lift in brand mentions and positive brand sentiment.

CATEGORY-SPECIFIC BENCHMARKS

CPG Non-Food

CPG Non-Food campaigns comprised 5.2% of all RhythmInfluence programs in 2016 and contributed 4.37% of program spend. Advertisers in this category used a total of 2,731 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$5.87	3.73%	\$0.40	6.14% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- Three-quarters (75%) of CPG Non-Food advertisers ran a giveaway or sweepstakes. The incentive to engage with branded content for a chance to win a product was a contributor to the above-average ER for this category.
- Instagram and Facebook were the top performing social media channels for CPG Non-Food advertisers in driving engagements.
- Again, precise targeting works – one campaign that targeted men aged 18-34 leveraged a Buzz Builders program to encourage the development of brand-related user-generated content in the form of videos and photos.

CATEGORY-SPECIFIC BENCHMARKS

Education

Education campaigns comprised 6.5% of all RhythmInfluence programs in 2016 and contributed 8.36% of program spend. Advertisers in this category used a total of 50 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$7.71	5.12%	\$1.08	18.29% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- One-fifth (20%) of Education advertisers ran experiential marketing tactics as part of their Influencer Marketing programs.
- Campaigns in this category were geared towards teens, young Millennials, and/or their parents. As such, Instagram, Snapchat, and YouTube were top social channels for driving the engagement rate to 154% above our 2016 ER average.
- Snapchat geo-filters proved effective in reaching specific audiences of teens in several Designated Market Areas.
- For the Education advertisers who ran them, Influencer Social Ads positively impacted ER success.

CATEGORY-SPECIFIC BENCHMARKS

Electronics

Electronics campaigns comprised 1.3% of all RhythmInfluence Influencer Marketing programs in 2016 and contributed 1.0% of program spend. The single advertiser in this category used a total of 224 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$8.20	1.3%	\$1.31	(Not Reported)

Category-Specific Takeaways

- In addition to a Sponsored Blog Post, Facebook and Twitter were the top engagement-driving social media channels for the Electronic advertiser.
- Precise targeting was an element of this campaign – it was geared towards a specific audience of women interested in Science, Technology, Engineering, or Math fields and leveraged tech-related blogs authored by female influencers.

CATEGORY-SPECIFIC BENCHMARKS

Entertainment

Entertainment campaigns comprised 2.6% of all RhythmInfluence programs in 2016 and contributed 1.5% of program spend. Advertisers in this category used a total of 33 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$9.09	0.27%	\$2.29	(Not Reported)

Category-Specific Takeaways

- One-half (50%) of Entertainment advertisers ran both a giveaway/sweepstakes and experiential components.
- Live event marketing works. One advertiser sent RhythmInfluence influencers to Las Vegas to experience a new show at a luxury hotel – and on-location posts, filled with fun videos and photos, helped to engage consumers.
- Facebook and Pinterest were the top performing social media channels for Entertainment advertisers.

CATEGORY-SPECIFIC BENCHMARKS

Grocers & Supermarkets

Grocers & Supermarkets campaigns comprised 1.3% of all RhythmInfluence programs in 2016 and contributed 0.5% of program spend. The single advertiser in this category used a total of 10 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$13.45	1.3%	\$1.45	(Not Reported)

Category-Specific Takeaways

- This national chain of grocery stores launched a micro-targeted Influencer Marketing program to celebrate the opening of a local supermarket. The program had influencers visit the location and post engaging food photos on Pinterest, Instagram, and Facebook – the top performing channels that drove an above-average EMV.

CATEGORY-SPECIFIC BENCHMARKS

Health & Pharma

Health & Pharma campaigns comprised 3.9% of all RhythmInfluence programs in 2016 and contributed 1.6% of program spend. Advertisers in this category used a total of 11 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$21.25	0.80%	\$1.15	18.79% Lift in Brand Mentions 0.84% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- Health & Pharma had the top EMV in this year's benchmarks report and was up significantly from last year's findings; this is likely due to above-average reach numbers on Pinterest and Facebook – and % reach of social media is an EMV factor.
- One-half (50%) of Health & Pharma advertisers ran a giveaway/sweepstakes.
- Pinterest and Facebook were the top performing social media channels for Health & Pharma advertisers.

CATEGORY-SPECIFIC BENCHMARKS

Home & Garden

Home & Garden campaigns comprised 6.5% of all RhythmInfluence programs in 2016 and contributed 4.8% of program spend. Advertisers in this category used a total of 50 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$9.91	1.86%	\$1.10	(Not Reported)

Category-Specific Takeaways

- Four-fifths (80%) of Home & Garden advertisers ran giveaway or sweepstakes.
- Two-fifths (40%) ran Social Fire programs to further extend campaign reach and engagements.
- With branded content generally geared towards women aged 25-54, Facebook and Pinterest proved to be the best performing social media channels for the category.

CATEGORY-SPECIFIC BENCHMARKS

Insurance

Insurance campaigns comprised 2.6% of all RhythmInfluence programs in 2016 and contributed 1.2% of program spend. Advertisers in this category used a total of 32 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$2.32	2.9%	\$4.53	(Not Reported)

Category-Specific Takeaways

- All Insurance campaigns leveraged experiential components as part of their Influencer Marketing programs, including having RhythmInfluence influencers attend brand-sponsored wellness events for Sponsored Blog Posts content.
- Insurance had the highest CPE across categories in this year's benchmarks report, but this is likely due to the heavy spend emphasis on live events; engagement at live events are not currently measured as part of our benchmarks report.
- Facebook and Twitter were used exclusively as social media channels, driving the overall ER well above the 2016 average.

CATEGORY-SPECIFIC BENCHMARKS

Pet Care

Pet Care campaigns comprised 2.6% of all RhythmInfluence programs in 2016 and contributed 2.5% of program spend. Advertisers in this category used a total of 20 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$9.97	1.23%	\$1.73	(Not Reported)

Category-Specific Takeaways

- One-half (50%) of advertisers in this category leveraged giveaways or sweepstakes as part of their Influencer Marketing programs.
- Facebook, Instagram, and Pinterest were the top-performing social media channels for Pet Care advertisers. Influencers featured “cute” photos and videos of their pets to drive engagement.

CATEGORY-SPECIFIC BENCHMARKS

QSR

Quick-Serve Restaurant (QSR) campaigns comprised 3.9% of all RhythmInfluence programs in 2016 and contributed 3.0% of program spend. Advertisers in this category used a total of 196 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$10.50	1.64%	\$1.17	6.27% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- Two-thirds (66%) of QSR advertisers ran both a giveaway/sweepstakes and experiential components (e.g., live events) as part of their Influencer Marketing programs. In the experiential instances, RhythmInfluence influencers posted photos and videos of themselves at physical restaurant locations.
- Instagram and Pinterest were the top performing social media channels for QSR advertisers.

CATEGORY-SPECIFIC BENCHMARKS

Retail

Retail campaigns comprised 2.6% of all RhythmInfluence programs in 2016 and contributed 5.9% of program spend. Advertisers in this category used a total of 122 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$18.20	2.49%	\$1.20	4.92% Lift in Brand Mentions 8.79% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- One-half (50%) of Retail advertisers ran a giveaway or sweepstakes, and all ran experiential components by having RhythmInfluence influencers post video and photos from retail locations. One influencer hosted a live event that drew ~300 attendees at a retail location.
- The incentive to engage with branded content for a chance to win a product was a contributor to the above-average ER measured for this category.
- Instagram and Facebook were the top performing social media channels for Retail advertisers in driving engagements. Snapchat geo-filters were also effective.
- YouTube proved successful for one advertiser; stars (such as Madd Chadd) were leveraged as Influencers for Social Boost programs and sent to retail locations to film their experiences.

CATEGORY-SPECIFIC BENCHMARKS

Software & Services

Software & Services campaigns comprised 6.5% of all RhythmInfluence programs in 2016 and contributed 7.8% of program spend. Advertisers in this category used a total of 345 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$11.61	1.84%	\$0.76	(Not Reported)

Category-Specific Takeaways

- No advertisers ran a giveaway or sweepstakes, however the inclusion of product promo codes helped drive engagement for some Influencer Marketing programs.
- Instagram and Facebook – in some cases powered by our Social Fire offering – were the top performing social media channels for Software & Services advertisers in driving engagements, especially with video.
- One advertiser leveraged a stand-alone Social Boost for their Influencer Marketing program, highly targeted to audiences of sports-related RhythmInfluence influencers. Again, precise targeting contributed to high Engagement Rates.

CATEGORY-SPECIFIC BENCHMARKS

Travel & Tourism

Travel & Tourism campaigns comprised 3.9% of all RhythmInfluence programs in 2016 and contributed 2.3% of program spend. Advertisers in this category used a total of 13 influencers.

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
\$2.25	4.10%	\$2.89	16.04% Lift in Brand Mentions 5.55% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- All Travel & Tourism advertisers leveraged influencers for experiential components; influencers posted video and photos from travel/CVB destinations.
- One-third (33%) ran a giveaway or sweepstakes.
- Instagram, Facebook, and Pinterest were the top performing social media channels for Travel & Tourism advertisers; videos and photos posted to Instagram specifically contributed to the well-above average ER for the category.
- The high ER also drove the exceptional lift in brand mentions for the category.

Case Studies





Improving Brand Awareness and Driving In-Store Purchases

Objective: Increase household penetration, improve brand perception, and drive traffic for in-store purchases of Marzetti® Simply Dressed® Salad Dressings.

Solution: Twenty-one mom influencers created custom recipe content in the form of Sponsored Blog Posts and videos showing how Marzetti® Simply Dressed® Salad Dressings are a choice they feel good about. The influencers syndicated their recipes across their social networks to unlock the full potential of their communities.

Via RhythmInfluence's Social Fire offering, we activated a second set of influencers to create 780+ social media posts sharing the original recipes from the Sponsored Blog Posts. We also amplified the original posts through a rich media display unit that infused the influencer-created content directly in ads that ran across sites geared towards audiences of moms.

"Savvy consumers know that celebrities are often paid to say what we want them to say, versus believing in everything the brand or product stands for. Discovering fresh talent and new voices has unearthed more authentic content, and this content creates better conversations with our audiences."

Jamie Dorfman
VP, Group Media Director
MullenLowe Mediahub

RESULTS

- 665+ reader comments
- 5,500+ contest entries
- 114,000+ consumer engagements on blogs and social media
- 58+ million total social media reach



Influencer Marketing Drives Customers to the Checkout Line

Objective: With the help of influential experts of DIY auto repair, educate consumers about AutoZone, and encourage preventative maintenance to save time and money during key drive times.

Solution: Thirteen influencers were selected and tasked to create 45 blog, social, and video content posts promoting AutoZone's #HoodsUpAmerica campaign. "How-To" videos were created by auto-focused YouTube personalities and bloggers wrote posts around DIY projects, weaving in AutoZone key value props like free services, helpful employees, convenient locations, and store hours.

To further increase the reach of the campaign, RhythmOne executed Social Fire, activating 108 additional influencers who generated 280+ social posts sharing the original content created.

As a campaign add-on, Chris Fix, one of the YouTube influencers, hosted a live meetup for his fans at his local AutoZone. Chris performed product demonstrations, judged car contests, and mingled with the crowd. AutoZone gave out free food, products, and coupons to drive attendees to shop in-store.

"Influencer Marketing is a balance of hitting brand objectives while keeping consumers' needs and concerns top of mind. The key is to ensure content is aligned with brand goals and connected to consumer interests. Prioritizing influencers who believe in the product, positively represent the brand's personality, and have a consistently engaged following is how we successfully solve for this."

Elizabeth Brock
VP, Director - Social Media
Socialyse

RESULTS

- 53+ million total social media reach
- 7+ million total estimate views
- 170,137 total engagements
- 2.42% engagement rate



Whom We Work With

RhythmInfluence by RhythmOne works with some of the world's top brands and agencies. Spanning a dozen and a half advertiser categories, our solutions connect all manner of consumers with all kinds of branded content.

Some of our partners include:





About RhythmOne

RhythmOne is an online advertising company that connects digital audiences with brands through premium content across devices.

Founded in 2004 as a pioneer of video search, RhythmOne works with advertisers, publishers and content providers to offer fully integrated, cross-screen advertising solutions that span desktop and mobile video, rich media, display, social and native formats. Through its fully integrated programmatic platform, RhythmMax, the Company represents inventory across owned, controlled and extended supply sources. The RhythmMax platform includes specialized brand safety technology, RhythmGuard, which combines leading third-party verification methodologies with proprietary filtering technology to ensure quality inventory in brand safe environments. RhythmOne's mission is to maximize return on spend by providing the most efficient and effective marketplace for digital advertising.

The Company is headquartered in San Francisco, California with offices in the U.S., UK and Canada. Visit www.RhythmOne.com or call +1 (415) 655-1450 for more information.