

Influencer Marketing Drives 11X MORE ROI VS All Other Forms of Digital Media

We have the data to prove it. We're not talking earned media value. We're talking actual sales lift - real revenue directly tied to marketing spend.

HOW DID WE DO IT?

TapInfluence collaborated with Nielsen Catalina Solutions and WhiteWave Foods to conduct the first ever study to connect influencer marketing to sales.

THE RESULTS WERE GAME-CHANGING

Influencer Marketing blows away other studies, creating **\$285 in incremental sales per 1000 views.**

That leads to **11X** the ROI of traditional advertising annually.*

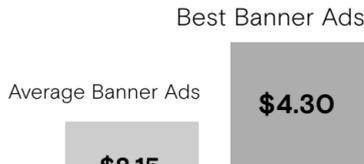
Influencer Marketing

\$23

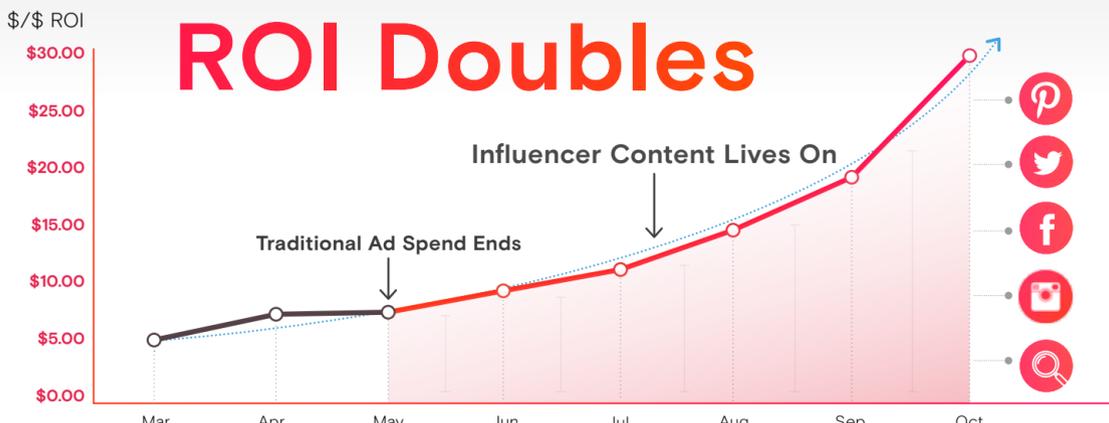
\$/ \$ ROI annually*

*Based on TapInfluence and customer data

\$23

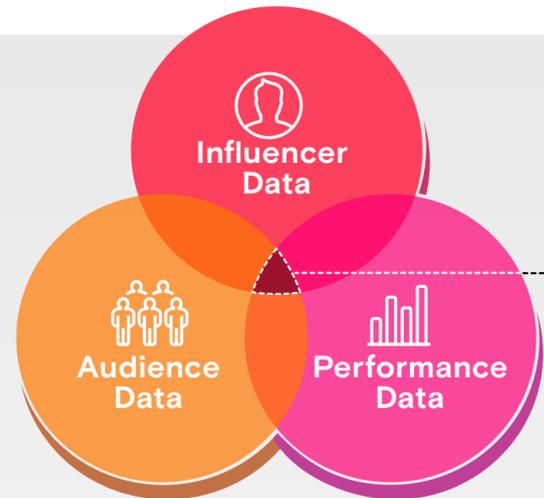
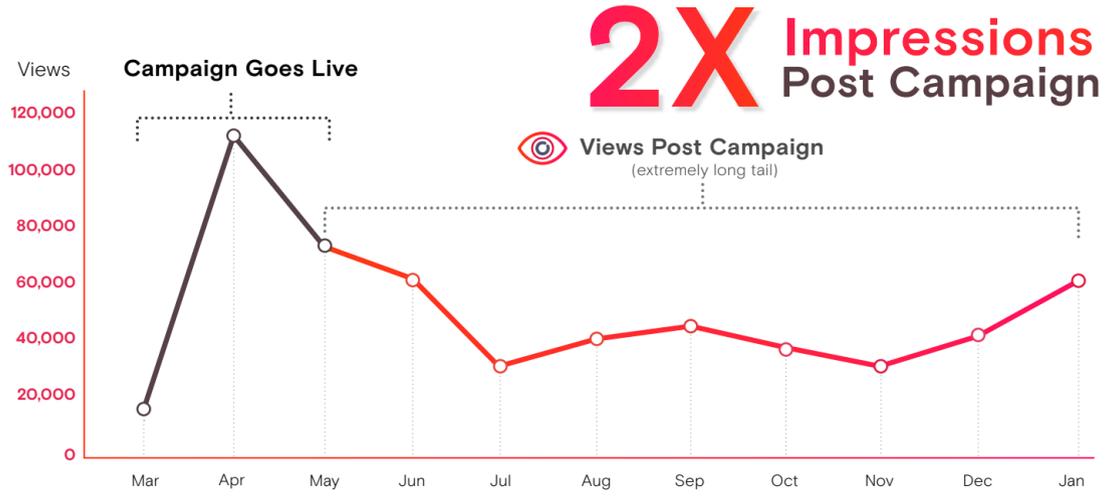


So how does TapInfluence marketing work? Well, it's all about quality content created by our network of trusted influential consumers - it's genuine, relatable, and motivating. **This translates to sales.**



Unlike a paid digital ad, influencer content **stays online forever**, continuing to perform with earned media value growing at **\$0 extra investment.**

So what? **How about 2X the impressions after the campaign ended.** ROI doubling after three months! No other channel gives you that kind of return for free.

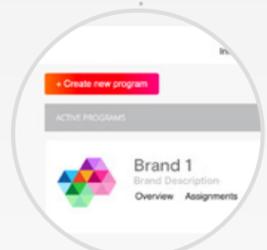


But wait, there's more. **Without TapInfluence's automated solution powering our clients' influencer marketing, results would have been 3X lower.** So while influencer marketing alone works, the right technology boosts your performance significantly.

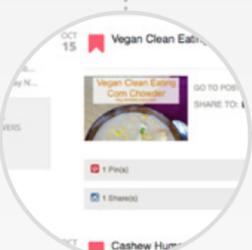
Our platform matches you with the best talent, tapping into the **highest ROI potential.**

HOW THE PLATFORM WORKS:

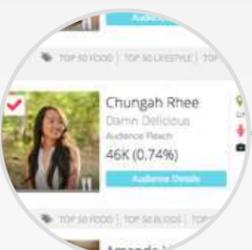
1. Develop Programs



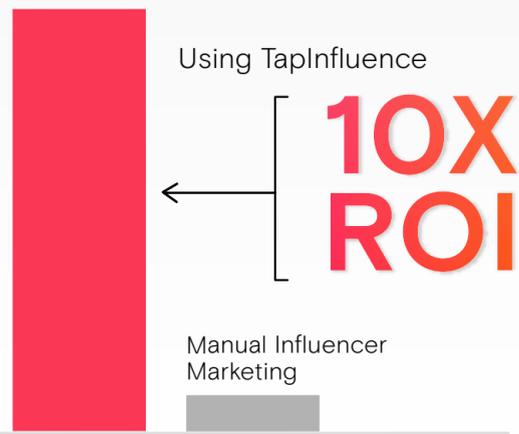
3. Share Assignments



2. Select your Influencers



4. Measure Results



TapInfluence's complete solution is driving **exponentially better sales compared to anything else you're doing.** Why continue buying underperforming banner ads when you can get your message heard with marketing that actually works?

Want to know more about our platform and measurement practice? **Read the case study** and **sign up for our webinar** at:

tapinfluence.com/ROI