

STATE OF INFLUENCER MARKETING



01.

Introduction

Methodology
About Samy Alliance

02.

Executive summary

03.

Live shopping : The latest innovation in Influencer Marketing

In the moment of truth: Instagram is always there
The Live shopping race

04.

From simple advocacy to an accurate data based solution

An accurate identification of sales-driven influencers
Intelligence, a new member in the house
Amplification, the key to reaching audiences at scale
The importance of first party data

05.

Influencer Marketing for Gen-Zers: TikTok, Instagram &... Gaming

The Perfect Blend
Twitch and E-sports

06.

Gaming: The New Kingdom

Influencers in Gaming
The Advergaming Age
How to combine Influencers and NFTs?
Discord: the meeting point between influencers and its brandlovers

07.

Virtual Influencers, a new horizon in Advocate Marketing



Introduction

*Methodology
About Samy Alliance*

Metho dolo gy

Samy's State of Influencer Marketing '22 is a qualitative and quantitative approach on the current state of Influencer Marketing.

A team of 10 experts over 8 weeks have analyzed reports from more than 20 sources, regarding the current state of Influencer Marketing and 2022 predictions. In addition to this information, we've leveraged historical data and results from our campaigns, and client surveys. This combination of external and internal data has enabled us to compile the most valuable benchmarks, learnings, metrics and knowledge in the industry, delivered to you to help you design solid marketing strategies.

Some of our experts:



Jayson Fittipaldi

Co-Founder &
Chief Innovation Officer
at Nobox



Fabio Queirazza

Global Marketing and
Communications Manager
at Samy Alliance



Marta Nicolás

Co-Founder & CEO Americas
at Samy Alliance



Max Dougall

New Business Director
at Samy Alliance



Ian Cassidy

CEO
at Share Creative



Sonsoles P. Kruik

VP Sales Europe
at Samy Alliance



Amaia Álvarez

Spain Country Manager
at Samy Alliance



Rogier Van Duivenbooden

Benelux Country Manager
at Samy Alliance



Charles Ruyant

Global Head of Performance
at Thyga



Milly Liechti

Marketing Manager
at Share Creative

About Samy Alliance

Samy Alliance is the first global ecosystem of indie agencies created to offer best-in class data-informed creative solutions for brands. For the last 10 years, Samy has delivered growth to top leading brands worldwide, being one of the pioneer players in the field of Advocacy marketing.

With over 300 employees and 15 offices in 15 countries in Europe, the US and Latin America, Samy Alliance operates in 55 markets for 100+ AAA customers such as L’Oreal, Disney, Unilever, and Nestle, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user’s purchasing behaviour and product trends.



We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations.

Samy Alliance was recently named by the Financial Times one of Europe’s Top 1000 fastest-growing companies for the third consecutive year.



Executive Summary

E

xecutive Summary

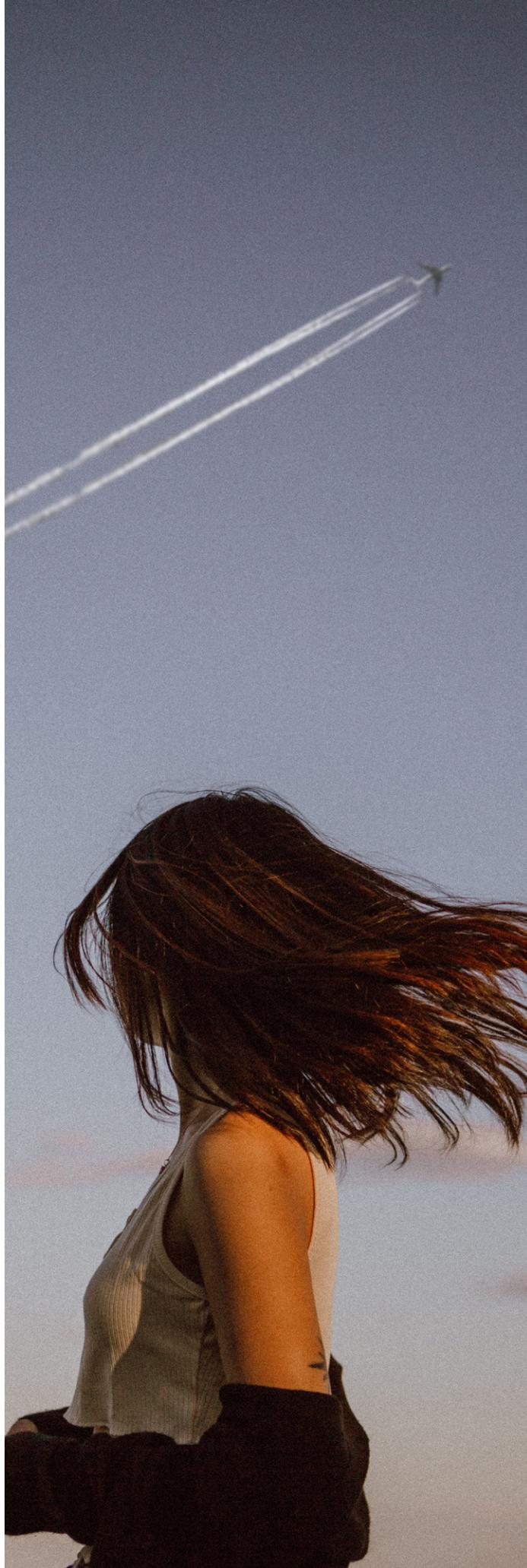
For the past few years the Influencer Marketing industry has been ever-changing and evolving.

The main focus has always been on finding the right influencer for the brand, but this decision no longer depends on a single number (the number of followers). Marketers now have to search for reliable metrics to measure ROI; first-party data appears as the only alternative to avoid inaccurate results in your campaign.

Therefore, getting a deep customer understanding through the right technology is the next reasonable step in Influencer Marketing. This is essential, especially when latest reports show that retail will continue to be the primary industry for Influencer Marketing. The big paradigm marketers will face is that the customer's newest favourite store is a social platform. We base this new consumer behaviour on a further boost of social consumption.

We talk about Livestreaming and the burst of unveiled players such as TalkShopLive, which has recently broken into the scene as the new live social-shopping network, gathering leading brands, artists, celebrities and valuable products.

Consumers do not trust or believe in the authenticity of most brand communications; but many-to-many communication is here to stay. Conversations are happening on social media, and brands need to engage in the conversation authentically, building trust with their content, striking the right tone, and ensuring their influential role.





“ With nearly 70% of the world’s population playing video games weekly, gaming influencers offer brands a powerful way to connect with their customers.

We are at the doorstep of micro-communities. Brands have to learn how to engage with smaller audiences of different ages and gender, who are interacting in several smaller communities, to find more accurate content and higher complicity between their members.

We find the ultimate manifestation of this trend in the metaverse and the democratisation of the NFTs. It appears to be an extraordinary opportunity for brands to generate high-quality audiences through an exclusive brand experience and personalised products.

Last but not least, we can’t avoid zooming-in on the Gen Zers and the gaming world. Gaming influencers are becoming increasingly popular and are the rock stars of the influencer community. 1 in 10 gaming consumers follow at least one streamer influencer, which indicates they’re enriching a large portion of users in global markets. With nearly 70% of the world’s population playing video games weekly, gaming influencers offer brands a powerful way to connect with their customers.

Is Influencer Marketing still influential?

Stakeholders say YES.

BRANDS

The Influencer Marketing market size worldwide in 2021 was 13.8B USD, a 50% increase vs 2020. This evolution means staying positive considering that almost 8 out of 10 marketers intend to dedicate budget to Influencer Marketing, and 68% of marketers will increase their marketing spend in 2022.

Source The Influencer Marketing Hub

CONSUMERS

When asking the consumers, 61% are likely to trust recommendations from friends, family members, or influencers on social platforms, increasing to 66% if we only consider Gen Zers.

It's not only about awareness of sales-driven interactions; 82% have purchased, researched or considered purchasing a product or service after

seeing friends, family, or influencers post about it.

Source Matter Communications

SOCIAL MEDIA

Brand-sponsored influencer posts on Instagram grew from 1.2 million in 2016 to 6.12 million in 2020. Numbers which suggest the spending in 2022 will continue to exponentially increase

Source: Statista.com

Consumers no longer perceive brand communication as authentic. But social conversations can create clutter making it challenging for brands to advertise effectively. The challenge is therefore for brands to break through the noise, participating in these conversations with the right content and tone, leveraging the right tribes and understanding who is influential in the conversation.





Live Shopping:

The latest innovation in Influencer Marketing

*In the moment of truth: Instagram is always there.
The liveshopping race*

Live Shopping

Retail is the most influential sector of all. Social e-commerce is growing fast and is accelerating influencers' impact on the retail industry by increasing the competition.

According to RetailDive, 72% of consumers buy and consume influenced by something or somebody they saw on Instagram. Social e-commerce is rapidly evolving, and brands seek to capitalise on all the purchase avenues available.

Live shopping represents the ultimate expression of retail and Influencer Marketing. The main advantage of live shopping is that it creates an **original real-time shopping experience in which customers and brands become closer.**

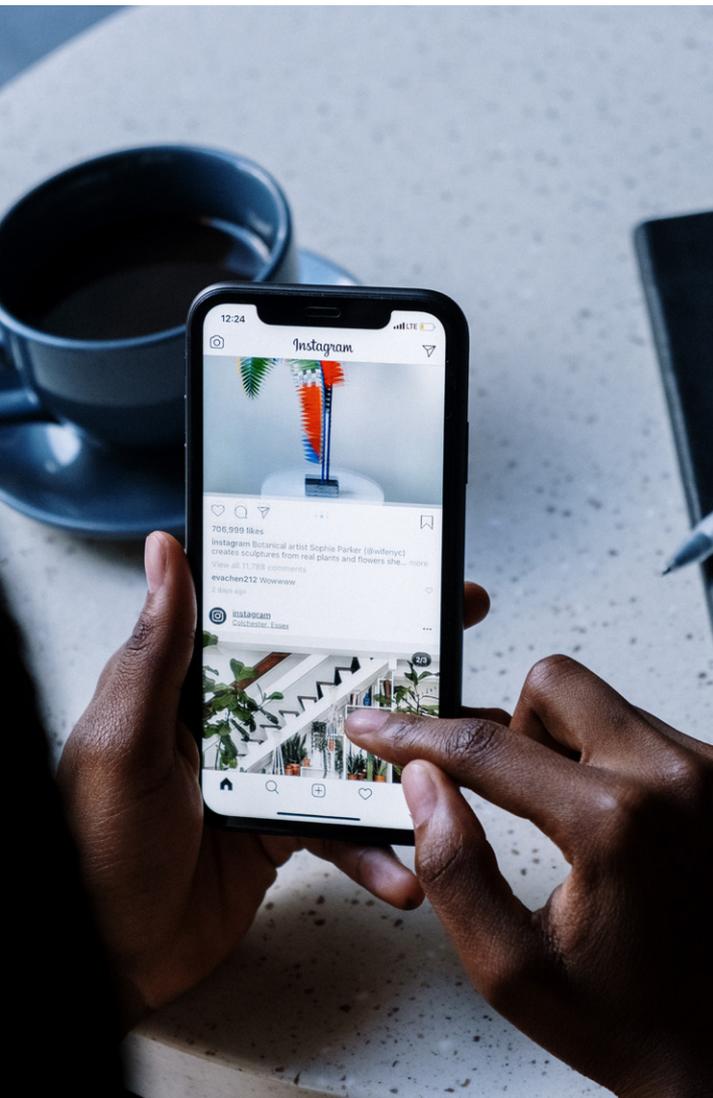
Like telesales productions, live shopping allows customers to interact directly with businesses selling their products, offering online retailers live Q&As, sharing product details or product demos while having the items listed for sale at the bottom of the live video.

72% of consumers have had purchase decisions influenced by something they saw on Instagram

Source: RetailDive

**“
Being able to combine your favourite social platforms with the perfect selection of influencers to talk about your brand is unrivalled; there is nothing more powerful than that**

Amaia Álvarez Country Manager Samy Alliance Spain



WHEN IT COMES TO CRUNCH: INSTAGRAM, THERE IT IS.

Influencers are powerful and can drive vast retail traffic. Proof of this is that more than 130 million users engage with Instagram shoppable posts every month. A figure likely to have prompted the launch of IGTV Shopping.

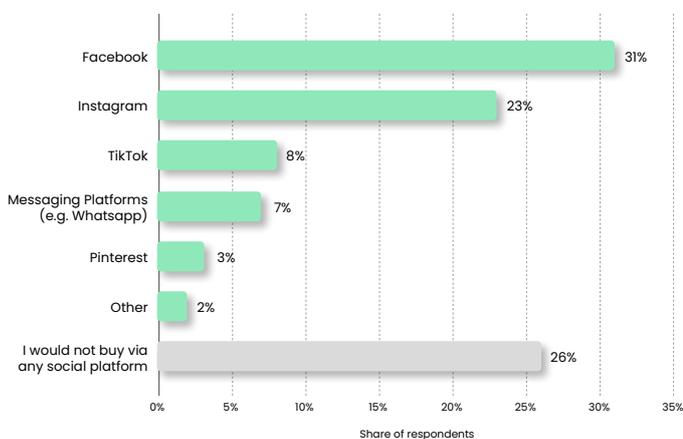
“ Nearly one-third of B2B and B2C organizations have included selling on social platforms as part of their digital commerce strategy — motivated by growing customer purchase activity on social channels. As e-tailers vie for market share, brands need to rethink the customer experience and how organizational design supports it

Charles Ruyant
Global Head of Performance at Thyga

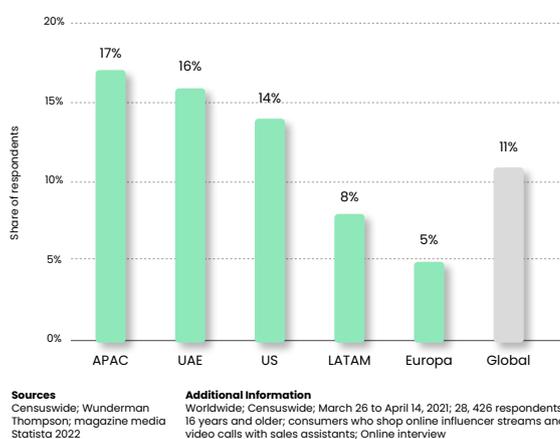


Live Shopping

SOCIAL MEDIA PLATFORMS THROUGH WHICH ONLINE SHOPPERS WORLDWIDE ARE MOST LIKELY TO MAKE PURCHASES AS OF APRIL 2021



INTEREST IN LIVESTREAM COMMERCE FROM ONLINE SHOPPERS WORLDWIDE AS OF APRIL 2021, BY REGION



Indeed, Instagram has been chosen by 23% of respondents as their favourite social media platform for shopping, only behind Facebook, and considerably far from Tik Tok (8%).

THE LIVESHOPPING RACE

As mentioned in our ‘Consumer Trends 2022’ report, by 2026, 60% of millennial and Gen Z consumers will prefer making purchases on social platforms over traditional digital commerce platforms. And the opportunity in Europe is even bigger than in other markets.

TalkShopLive events statistically have three to nine times more sales than other online pre-orders with a 45% organic cart-to-purchase ratio.

Source: BusinessWire

3 to 9

There are many competitors in this race, and they are in very different stages. On one hand, we have early adopters like Pinterest and Twitter, who are determined to prove they can drive brand sales with their new checkout features.

Pinterest has jumped into the eCommerce race by offering the new shop on site, including a tool to identify trends, ads to monetize idea pins and an API that allows partners to tap into first-party data. Thanks to this approach, Pinterest is looking to continue to grow this year, after a successful 2021, with 52% increase in revenue.

- Pinterest's primary goal is to develop a personalised shopping destination for brands to tap into trends and create meaningful connections with users.
- Another one in the eCommerce race is Twitter, opening Twitter Shops. Merchants will be able to curate a collection of up to 50 products to showcase on their profiles. The free mobile-first feature encourages users to go from just talking about a product on Twitter to clicking on the merchant's selection and checking out his products.

On the other hand, an **unexpected player who has broken into the scene** is TalkShopLive, the first online platform for live streaming and home shopping. It's hard not to compare it with an old-fashion-telesales, but that's precisely the key to their success. They've reinvented an existing format, enriching it with the elements and features that today's consumer is demanding: leading brands, global artists and celebrities and valuable products with a built-in buying experience that anyone can use.

This creates a whole new concept of an always-on live shopping network.



Live Shopping

In 2021 Walmart and TalkShopLive began a trial period. Retailers provided shoppable content through TalkShopLive's embeddable video player directly on Walmart.com/live, MSN shopping tab, and other partner sites. This new integration permits Walmart's distribution partners to produce and share shoppable live content, build brand awareness, and increase sales conversion.



THE
JORDAN

*From simple
advocacy to an accurate
data based solution*

*An accurate identification of sales-driven influencers
Intelligence, a new member in the house.
Amplification, the key to reaching audiences at scale
The importance of first party data*

From simple Advocacy to an accurate Data Based Solution

During the last decade, Influencer Marketing has proved to be far from being a passing fad and the increasing professionalisation of this activity is mostly due to the fact that advocacy is poised as the most authentic way to connect the brand with its customers.

At Samy we strongly believe we are on the edge of a new era in Influencer Marketing, where certain disciplines that had been independent from each other are now about to become correlated. This merge opens the door to an interesting evolution in the nature of Influencer Marketing, turning it into a **more complex data-based scalable solution**.

Influencer selection based on simple indicators such as awareness or reach, slowly shifts towards sales-driven influencers or conversation-starters or other more complex indicators.

In fact, the latest surveys report that 78% of marketers are finding it relatively easy to find appropriate influencers, probably as a result of the multiple Influencer Marketing plug and play solutions available. However, at the same time, in only two years there's been a dramatic change in what marketers consider the main goals and pin points when activating Influencer Marketing. In 2019 awareness was the main KPI for 34% of the marketers, above sales generation in third place (31%). Two years later, sales conversion has increased by 36% and is currently the most demanded goal when considering

Influencer Marketing, reaching 42.3% of total respondents. Tapping into new targets appears more and more as a preferred objective for clients as well.

The question therefore becomes whether a "traditional" influencer strategy is enough when the main goal is to increase sales. And the answer might be a little controversial: independent, one-shot strategies might no longer do the trick, and other more complex strategies, with more variables involved, need to be considered.

From simple Advocacy to an accurate Data Based Solution



The number of brands running Influencer Marketing Campaigns in-house decreased by 8% in 2021.

Measuring ROI and Campaign Results is Now the Greatest Challenge for Those Who Run Influencer Marketing Campaigns

The latest updates regarding data privacy aim to favour quality instead of quantity, which suggests that new regulation encourages companies to build their marketing strategies on audiences rather than demographics targeting.

Why should we define our marketing strategies by leveraging individuals' age, gender or location if there's an opportunity for segmentation based on interests and content territories? People from different ages, genders, and backgrounds might participate in relevant conversations in terms of brand consideration.

However, transforming raw data into knowledge and actionable insights requires technology and analytic resources, so the role of an agency becomes essential for brands to upgrade their Influencer Marketing strategies.

Intelligence,
a new member
in the house.



The application of intelligence to Influencer Marketing campaigns brings the opportunity to:

IDENTIFY NEW CONTENT TERRITORIES.

Brands can leverage social listening to explore how social authors interact with one another and identify content themes. This data also enables marketers to identify topics their target audience is engaging with, some of which may not seem related to the brand's value proposition and are therefore even more valuable.

IDENTIFY INFLUENTIAL SPOKESPERSON (NOT NECESSARILY INFLUENCERS)

By studying brand conversations on social media to identify network effects, you can pinpoint which authors are genuinely driving the conversations that will impact your brand goals.

When approaching Influencer Marketing with a purely quantitative reach, you might miss out on niche content generators. At Sammy Alliance, we are grateful to have our Sammy Intelligence Suite where we have developed our technology suite capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user's behaviour. ConnectR, for example, uses network analytics to visualise

interactions between social media authors leading to deeper understanding of how conversations flow online. This enables us to see which authors are delivering influence through shaping the conversation, in order to gain impact.

IDENTIFY PRODUCT AND SERVICE INSIGHTS.

New methodologies in social intelligence enable you to leverage social media conversation data and uncover the organic voice of consumers. This data can be fragmented and analyzed to obtain insights related to the product experience, providing brands with an understanding of how products are used and therefore use this information to amend and improve when necessary.

Thanks to Sammy Intelligence Suite, which uses pioneering research methodologies and technology to solve better core business problems, we can truly understand consumers and find a real marketing opportunity to reach, engage, and convert them into customers.

AMPLIFICATION IS THE KEY TO REACHING AUDIENCES AT SCALE.

The successful application of intelligence to Influencer Marketing campaigns is spearheaded by data-informed influencer selections and paid media amplification.

The reach of these campaigns can be further optimised with paid media boosting, increasing platform and audience relevance with accurate targeting.

Combining intelligence with paid media enables you to reach audiences at scale, giving brands the potential to reach millions of their target market and delivering more authentic and relevant content for improved performance vs traditional paid social media.

Top leading brands are adopting enhanced Influencer Marketing solutions by collaborating with specialised agencies that are able to add social listening and other intelligent advanced analytics to the core service. This upgrade widens the gap between the brands that run intelligence-based-Influencer Marketing campaigns and those that follow the standard model.

THE IMPORTANCE OF FIRST-PARTY DATA

Today, influencers can authenticate their profiles on many major social networks (Instagram, YouTube, Twitter, Facebook and Pinterest) via approved API partners for increased access to data. (TikTok also does this to a certain degree if creators have joined the TikTok Creator Marketplace.)

Brands that engage in Influencer Marketing can now access analytics data directly from the platforms themselves rather than relying on influencer-supplied reporting. This is known as first-party data: influencer data collected directly from the platform (including some metrics that are not on display to their followers) with direct consent from the influencer.

We can obtain a successful, authentic audience report by combining influencer authentication with profile analysis and historical data on our platform. At Samy Alliance, we've created an algorithm, ShineBuzz, that helps our clients find the right influencer for a specific campaign or brand; we can identify the influencer, predict their



success, potential repercussions on your brand, and the campaign results.

Authenticated data provides the campaign engagement metrics and audience demographics that modern brands need to fine-tune their outreach and prove ROI. It also ensures a deeper and more accurate understanding of a creator's audience before a campaign begins.

Platform authentication and first-party API data are the keys to legitimising the value of Influencer Marketing. Without the first-party API data that reveals reach, impressions, engagement and more, brands can't be sure of their results.



Influencer Marketing for Gen-Zers:

TikTok, Instagram &...Gaming

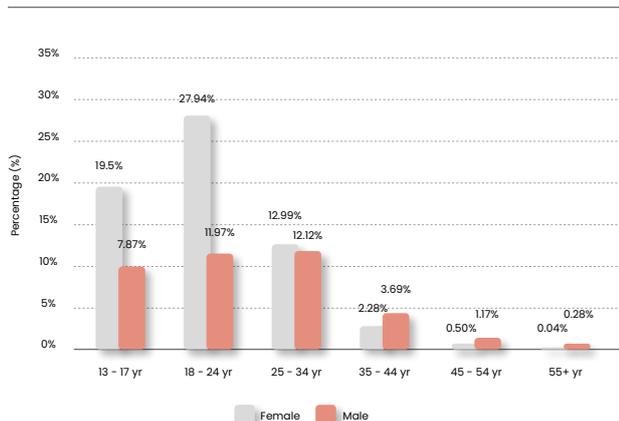
*The Perfect Blend
Twitch and E-sports*

Influencer Marketing for Gen-Zers: TikTok, Instagram &...Gaming

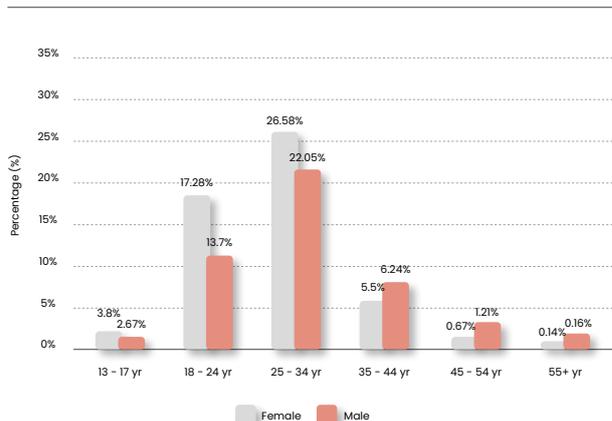
THE PERFECT BLEND OF AWARENESS, CONSIDERATION AND CONVERSION.

For anyone closer to the younger generations, it will be no surprise to say that TikTok has taken Generation Z by storm. TikTok is the loadstone of Gen-Zers, so if you wish to market to Gen Z, you definitely can't miss TikTok and the influencers on it.

TIKTOK USER DEMOGRAPHICS



INSTAGRAM USER DEMOGRAPHICS



Data by Hypeauditor
Source: Influencer MarketingHub

Influencer Marketing for Gen Zers



TikTok had a total of 78.7 million users in the United States.

Around 37.3 million of these users belong to Generation Z.

TikTok gathers a higher percentage of Gen-Zers than Instagram but this doesn't mean that marketers have to put all their focus on TikTok; Instagram is still relevant for this audience.

Indeed, marketers face a beautiful challenge finding the perfect balance between Instagram and TikTok because they respond to different goals when speaking of Influencer Marketing.

In terms of engagement, there's a few reports and sources claiming that TikTok's average engagement rate exceeds 4x the figure registered in Instagram. It is a surprising figure worth monitoring closely in the near future.

According to the latest reports, TikTok is generating 4x higher engagement rates compared with Instagram.



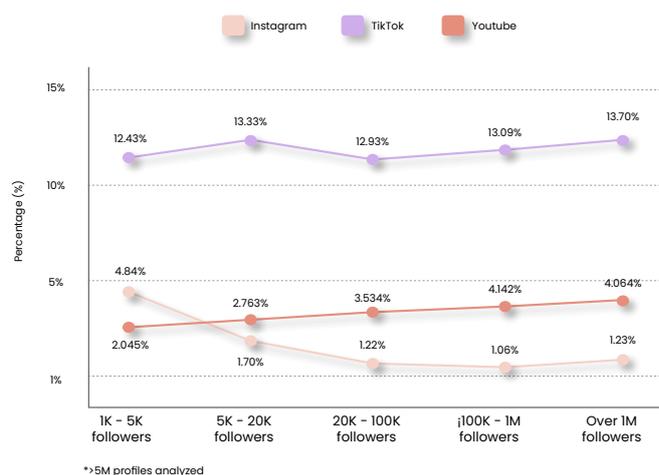
However, as mentioned before, Instagram immediately takes the lead role when it comes to generating sales. Instagram is perfectly aware of its strength, and that's why they have recently made a significant shift into becoming an e-commerce-friendly application. Social influence is a unique concept Instagram has taken advantage of to create an e-commerce powerhouse for the social media app. Being aware of this is crucial when defining Influencer Marketing strategies, as this channel offers greater opportunities to capitalise campaigns in terms of sales.

“

TikTok is pure entertainment. The creator is not as relevant as the content itself. This is a huge change compared to Instagram, where the creator is still who makes the difference.

Fabiola Guerrero Ros
Head of Brand & Campaign Strategy Europe

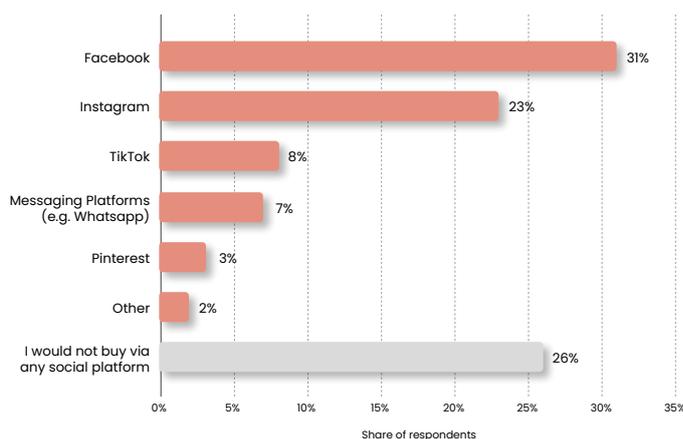
AVERAGE ENGAGEMENT RATE



Data by Hypeauditor
Source: Influencer MarketingHub

Influencer Marketing for Gen Zers

SOCIAL MEDIA PLATFORMS THROUGH WHICH ONLINE SHOPPERS WORLDWIDE ARE MOST LIKELY TO MAKE PURCHASES AS OF APRIL 2021



How to choose

STORIES

REELS

TIKTOK

TIKTOK STORIES

...

TikTok	10 minute long videos	Higher chances of going viral	Appealing to GenZ in terms of content generation
IG Stories	Possibility to redirect traffic elsewhere through a link or tag	Easily trackable	Format strongly focused on the discovery of new content
IG Reel	Pure entertainment content that directly competes against TikTok	Format strongly focused on the discovery of new content	Instagram Reels for brands outperforms TikTok, most likely due to the preexisting followers

TIKTOK: SHOPPING THROUGH ENTERTAINMENT

While TikTok may not have as large a shopper base as Facebook or Instagram, its shoppers are highly active and engaged. Thanks to its algorithm and cultural relevance, TikTok is now the number one for the brand’s social commerce strategy and the right platform to create content that entertains and leads to shopping.

TikTok is a powerful discovery vehicle, and the platform’s new in-app shopping capabilities drive lower-funnel behaviours.

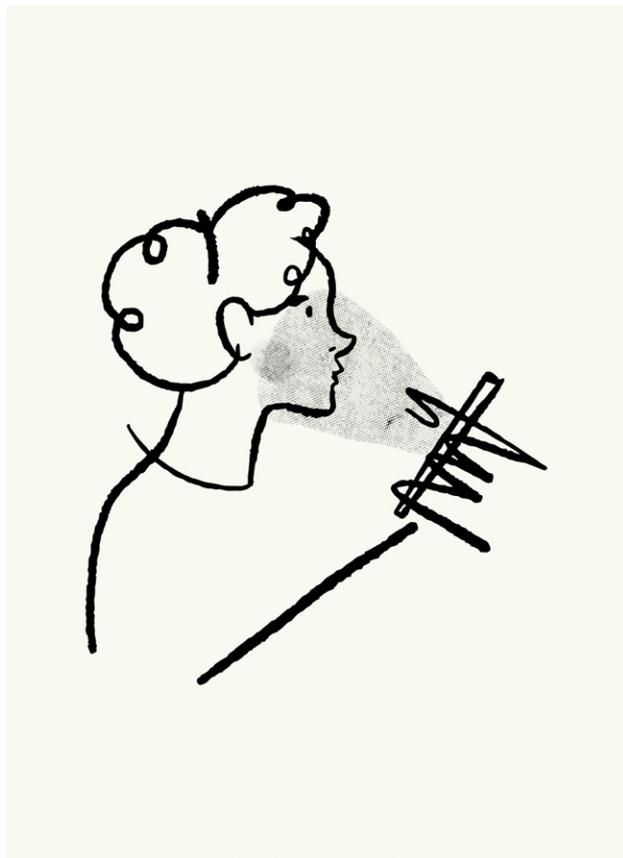
Brands should first prioritise which content to deliver and, second, which commerce approach they should take. The best way to perform on TikTok is to entertain with content that generates interest around a product, regardless of where the transaction occurs.

The Creators master the TikTok shopping experience. Going viral is impossible to predict; creators know best how to make content that resonates with users and natively incorporates products.

TIKTOK DRIVES PURCHASE INTENTION.

A seemingly random assortment of products can go viral in minutes and generate sales. TikTok’s research strength is its algorithm that surfaces relevant and entertaining content to users on the main, personalised “For You” feed. These videos often feature products, including items users never thought of seeing in the feed and leading them to purchase.

TikTok videos with the hashtag #TikTokMadeMeBuyIt has already garnered 10.2 billion global views. We expect 755.0



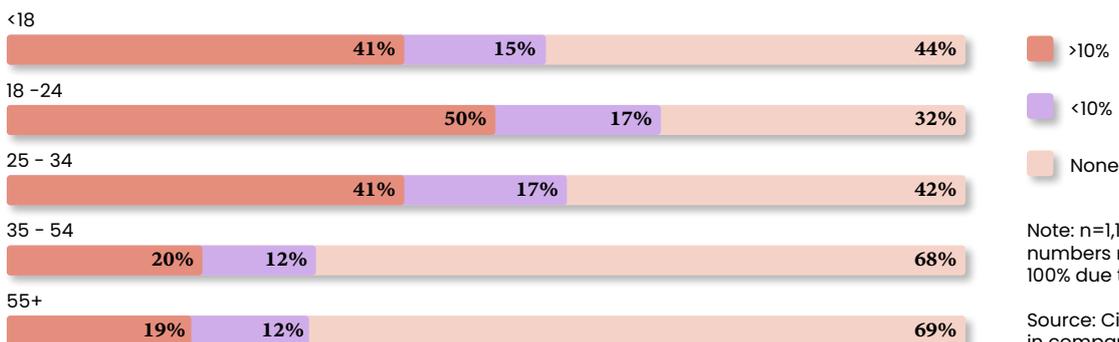
million people worldwide to use TikTok in 2022 if every user views the hashtag 13 times.

Many of the viral shopping trends are driven by Creators, and they will remain an essential part of the purchase journey on TikTok in 2022.

A January 2022 CivicScience survey said that about one-third of all US TikTok users follow and watch influencer videos, 10% or more of the content they watch on TikTok. But, from ages 18 to 24, 32% of these TikTok users claim that they don’t watch influencer content.

HOW MUCH OF WHAT US TIKTOK USERS WATCH ON TIKTOK IS INFLUENCER CONTENT?

% of respondents, by age, Jan 2022





TWITCH: THE RIGHT PLACE TO BE

One of the most active platforms for Gen-Zers is Twitch, which has recently gained power in the gaming world with more than 140 million monthly active users.

This platform tends to be used by gamer influencers who follow active users daily. As many influencers and even esports teams have experimented on the platform over the past year, fans have noticed.

Compared to 2020, the total number of hours watched on the platform increased by almost 30% and amounted to 24.03 billion hours. The average number of channels aired increased to 104,700, nearly 20% more than in 2020.

Gaming influencers active on gaming channels like Twitch create a strong connection with their fanbase. They enjoy a high level of trust and are valuable sources of information. They represent Generation Z, and they're an enticing group for brand marketers targeting key brands in categories that appeal to these demographics. That's why brands are looking

for new ways to connect with their audience through gaming influencers. Recently, we've seen the first live horror movie planned by Netflix for the first unboxing of the new Playstation 5 by Ibai Llanos, the famous Spanish gaming influencer. The campaign had a +137% increase in mentions of Netflix, 52 million interactions on social media and a total audience of 70.7 million.

Twitch has been at the forefront of esports viewership for a long time and continues to expand. Last year, Twitch launched an esports directory to bring all sports topics together in one place. Twitch also partnered with tournament organisers ESL and DreamHack, with the leading English esports events streaming exclusively on the platform.

For influencers in esports, using esports and teams as influencers could be a good channel, as the majority of fans follow esports players on social media platforms and are more likely than the average player to learn about new brands/products through known acceptance.

Case Study: Twitch & Influencers



UBER EATS

To carry out our Uber Eats campaign, we leveraged our property intelligence Suite to identify the creators that best fit the campaign's concept. As a result of this process, we selected an interesting and diversified group of influencers from different fields: lifestyle, family fooders and gamers.

We realised gamers could generate higher traction among users, so we came up with a new opportunity for the brand; what if we ran a campaign focused on the gaming audience?

We came up with #UberEatsHideOuts: a "pret a porter" creative concept for our influencers to fully engage with the audience. We found an interesting insight: when gamers get hungry, they have to stop the game to be able to eat: you need both hands to play! We wanted them to enjoy their food while playing, so we asked them to order their favourite meal on both Uber Eats, and eat it while hiding in their secret spot inside the

game. This way, they could do both things at the same time. As a plus, if they came out their hiding place while eating, they could participate in different gamer accessories like headsets, chairs and even a brand new, custom made CPU. Their followers went crazy!

It was Uber Eats's first-ever campaign with live content on Twitch in Chile, and the results were astonishing. We truly connected with the gamer audience by talking to them in their language and exceeded the expected impressions by 14%.

We went back and analysed past campaigns and realised that the effort of creating a full-gaming-oriented creative strategy was an evident success.

The results speak for themselves. We went back to our last Christmas campaign, where we had eight different profiles and compared the results with our Uber Eats Hide Outs campaign, with only six profiles.

Influencer Marketing for Gen Zers

Results

+ 70%

in reach post

+ 18%

in reach story

+ 10%

in reach total

+ 25%

in interactions

+ 58%

in impressions

Views rate stories from

9% to 14%

Engagement Rate

2% to 6%

Who are the most watched influencers on Twitch?

When looking at the landscape of big names on Twitch, one of the significant changes in the past couple of years is the growth of non-English speaking streamers.

In particular, Spanish-speaking streamers are taking up two of the top three spots, thanks to the growth of streaming in Spain and South America.

#1 Ninja

Blevins began streaming in several esports teams in competitive play for Halo 3 and gradually became famous when he played Fortnite Battle Royale in late 2017. Blevins's rise started in March 2018 when he played Fortnite with Drake, Travis Scott and JuJu Smith-Schuster on stream, breaking the viewer count record on Twitch. By December 2021, Blevins had over 17 million followers on his Twitch channel, the most followed channel on Twitch.



*Followers: 17.5M
(+910K from Apr 2021)*

Mostly Known for: Fortnite

Influencer Marketing for Gen Zers

<i>Various Metrics</i>		<i>Per Stream Metrics</i>	
Followers to date	17.5M	Followers	5,144 stream
Views to date	570M		
Total games streamed	22	Views	192,558 stream
Daily broadcast time	6hrs		
Hours watched daily	73.229hrs	Average games	1,4 stream
Active days per week	4 days		

[Link \(TwitchTracker\)](#)

#2

Auronplay

Raúl Álvarez Genes, alias AuronPlay or simply Auron, is a Spanish YouTuber, Twitch streamer, and comedian.

As of September 2021, AuronPlay's YouTube channel has over 3.8 billion total video views, and he is the third most-subscribed YouTuber in Spain, with over 28.7 million subscribers. According to analytics company Social Blade, he is also among the most popular streamers on Twitch, running the second most-followed Twitch channel globally.



Followers: 11.9M
(+3.1M from Apr 2021)

Mostly Known for:
Grand Theft Auto V

Influencer Marketing for Gen Zers

<i>Various Metrics</i>		<i>Per Stream Metrics</i>	
Followers to date	12,2M	Followers	15,120 stream
Views to date	253M		
Total games streamed	52	Views	494,189 stream
Daily broadcast time	4hrs		
Hours watched daily	431,390hrs	Average games	2,1 stream
Active days per week	5,3 days		

[Link \(TwitchTracker\)](#)

#3

Rubius

Rubén Doblás Gundersen, known as elrubiusOMG or El Rubius, has the most subscribers in Spain and is among the top 50 globally. In 2018, he obtained the world record of live viewers during an online YouTube broadcast for a Fortnite video game and tweeted one of the most retweeted tweets since 2016.



Followers: 11.5M
(+2.6M from Apr 2021)

Mostly Known for: Variety

Influencer Marketing for Gen Zers

<i>Various Metrics</i>		<i>Per Stream Metrics</i>	
Followers to date	11,5M	Followers	12,319 stream
Views to date	264M		
Total games streamed	170	Views	461,614 stream
Daily broadcast time	6hrs		
Hours watched daily	239,222hrs	Average games	3,3 stream
Active days per week	5 days		

[Link \(TwitchTracker\)](#)

#4 Tfue

Turner Tenney, alias Tfue, is an American streamer and esports player, best known for playing Fortnite. He is currently #4 on the most followed Twitch streamer list. Tfue was the only Fortnite streamer who could rival Ninja during the game's prime in 2018 and later usurped him in viewership in 2019.



Followers: 11.5M
(+2.6M from Apr 2021)

Mostly Known for:
Fortnite and Call of Duty

Influencer Marketing for Gen Zers

<i>Various Metrics</i>		<i>Per Stream Metrics</i>	
Followers to date	10,9M	Followers	12,556 stream
Views to date	308M		
Total games streamed	12	Views	127,322 stream
Daily broadcast time	7hrs		
Hours watched daily	84,173hrs	Average games	1,1 stream
Active days per week	6 days		

[Link \(TwitchTracker\)](#)

#5

xQc

Félix Lengyel, known as xQc or xQcOW, is a Canadian Twitch streamer, internet personality, and former professional Overwatch player.

He recently joined esports org Luminosity Gaming as a content creator. While he's mainly into FPSs, he streams various games now, and even 'Just Chatting' will pull over 50,000 viewers. The most-watched streamer in 2021.



Influencer Marketing for Gen Zers

Followers: 11.5M
(+2.6M from Apr 2021)

Mostly Known for: Overwatch

<i>Various Metrics</i>		<i>Per Stream Metrics</i>	
Followers to date	10,2M	Followers	12,319 stream
Views to date	509M		
Total games streamed	12	Views	461,614 stream
Daily broadcast time	7hrs		
Hours watched daily	735,537hrs	Average games	3,3 stream
Active days per week	6,7 days		

[Link \(TwitchTracker\)](#)



Twitch is gaining momentum and trying to diversify the field, even if gaming is at the forefront. Brands are increasingly considering gamers themselves to communicate their products.

Fabiola Guerrero Ros Head of Brand & Campaign Strategy Europe at Samy Alliance

RELEVANT WAYS FOR BRANDS TO BE ON TWITCH

Twitch is home to thousands of live streamers, including some who have racked up millions of dedicated followers. This makes it the perfect platform for Influencer Marketing or partnerships. The main difference is that promotions and tie-ins are live-streamed instead of distributed through pre-made videos or photos.

84% of Twitch users believe showing support for creators is an important part of the experience, and 76% appreciate brands that help their favourite streamers achieve success, so the potential for a return on investment is huge.

Source: Twitch Advertising

Twitch analytics are great for creators and Twitch partners. You can also use the platform's built-in features to understand the success of your campaigns.



ADS

Brands can run two types of ads on Twitch: banners and in-video ads to help increase brand awareness.

You can only showcase Video ads on Twitch on specific Twitch channels, and the streamer must be a Twitch Partner to run ads on the channel. You can place the ad before the streaming starts, during the streaming, or at the end.

BRANDED CONTENT

A branded channel on Twitch is another excellent way to increase brand exposure and awareness. Wendy's is a brilliant example of creating a valuable space on Twitch.

It's important to always use your branded channel to host weekly live streams with your customers (or potential customers!) or host exclusive events for followers. You will create a community and a sense of FOMO.



3 TOP Tips for successful Twitch Influencer Marketing

WORK WITH THE RIGHT STREAMER:

Brand alignment is as important as a large follower count. Working with a video game streamer makes perfect sense if you're looking to promote a new caffeine drink, but partnering with a chess player doesn't. The product needs to match the streamer's content.

CONSIDER BROADCAST FREQUENCY:

Work with streamers with a regular broadcasting strategy; they usually have a more loyal follower base who will be more open to hearing about your brand and engaging with the streamer.

THINK ABOUT COMMUNICATION:

Streamers and viewers can communicate through Twitch Chat. Analyze whether your potential streamer is active in the chat and has his own.



Gaming: The New Kingdom

*Influencers in Gaming
The Advergaming Age
How to combine Influencers and NFTs?
Discord: the meeting point between influencers and its brandlovers*

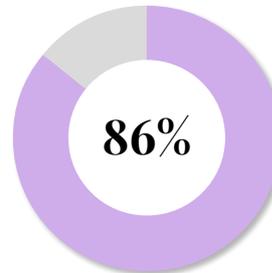
Influencers in Gaming

In recent years, the popularity of gaming influencers in the video game market has grown significantly, with leading personalities reaching an audience of tens of millions of loyal followers, most of them Gen Zers. The growing demand for gaming content has also led to a significant increase in game streamers broadcasting content, with more mid-level and micro-influencers entering the scene.

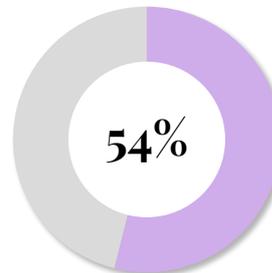
A survey by YouGov shows that **among all US teenagers, gaming influencers are the second most popular type of influencer with 36%**, followed by music influencers who top the influencer category with 38%.

For gaming influencers, there are more qualities than just knowing how to play a game. **80% of their most significant attributes is their personality, how they entertain (70%) and their gaming skills (44%).**

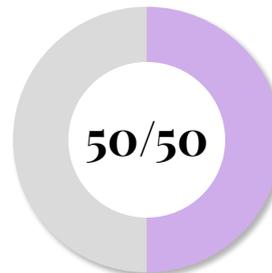
Gaming influencers can build deep connections with their followers. The relationship and the community built between gaming influencers and their fans provide valuable partnership opportunities for brands looking to tap into a loyal and engaged audience.



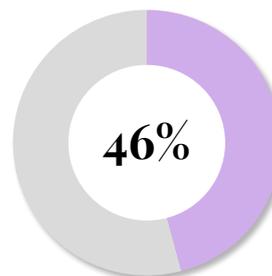
of people aged **16-69** have played computer or mobile games in the past year



of whom play on **most days**



Those who play on most days is **50/50 split men and women**



of which are aged **over 40**

70%

of gamers in the UK and US who started gaming because of the pandemic haven't stopped since

Source: r/gaming Reddit

Media

	AUDIENCE SIZE	AVG. AGE	GENDER	
Esports viewers*	46	31	65	35
Livestream viewers**	38	31	63	37
Branded game players***	15	31	67	33

*watch esports content at least once a week

**watch gaming streams on Twitch or YouTube

***have played a branded game in the last month

Types of Gamers

To talk about Influencer Marketing in gaming and targeting audiences, you should first understand the nature of gamers by realising how they think and behave online.

Gaming: The New Kingdom



THE PASSIVES

Gamers who engage in the most basic advocacy or extra engagement behaviour: recommending games to friends or watching streamers on YouTube. Their experiences and opinions come from acquaintances or branded content, but are rarely made visible to others online.

THE REVIEWERS

Those who blog about games, write online reviews, participate in online communities or post on social media. They're a louder audience than passive players and can influence the opinions of others.

THE STREAMERS

They stream their games or upload footage to video sharing platforms; they're comparable to reviewers, but usually better informed.



Brands are increasingly considering gamers themselves to communicate their products.

The Advergaming Age

In terms of advertising, an increasingly popular option for gaming influencers is what's known as advergaming. Brands promote their products through video games that appeal to a potential audience. This form of Influencer Marketing amplifies in-game advertising. 37% of mobile gamers admit that in-game advertising has influenced them to purchase in the last three months*.

Video games are a huge opportunity for consumers and, by extension, advertisers. With 3 billion active gamers spending \$175.8 billion on games in 2021 and a figure expected to rise to over \$200 billion in 2023, the potential of the channel is enormous – even more significant than that of social media.

In the advergaming world, bettors in the UK (93%) and US (94%) will continue to invest in advertising with Influencers over the next 12 months

Source Admix

In early 2021, Admix became the first in-play advertising company to offer advertising inventory measured and verified by its integration with IAS (Integral Ad Science).

Admix pioneered In-Play, a tech solution that allows creators to monetize virtual experiences through non-intrusive brand placements. For example, replacing an in-game billboard with a real-life advert generates revenue for the developer and enables advertisers to display their brand to a highly engaged audience. Plus, it doesn't interrupt gameplay, so retention isn't affected.



Discord: The meeting point between influencers and its brandlovers

2022 will see users either migrating to or creating smaller communities with a stronger sense of belonging where they can communicate with like-minded individuals about common interests.

The leading example of this trend is Discord. In 2015, Discord was born as a chat app for gamers who wanted to communicate with fellow players while playing. After seven years, this platform hosts 150M monthly active users, with roughly 1/3 playing in communities dedicated to specific topics other than gaming: memes, fashion, cryptocurrencies, shared learning and even karaoke.

Influ-gamers use Discord to build their community, and establish a stronger and more personal bond with their brand lovers. Discord allows them to get to know their brand lovers and understand their way of living. It's a new way for influencers to social listen and highlight new insights from their audience.

A perfect example is the community Ibai Llanos has created on Discord with more than 400.000 members. Thanks to the platform, Ibai Llanos and their brand lovers have developed a stronger relationship, and his impact on them is stronger.



THE MOST POPULAR DISCORD SERVERS

RANK	SERVER NAME	TOPIC	MEMBERS
1	Fornite	Game	827,000
2	Genshin Impact	Game	800,000
3	Minecraft	Game	800,000
4	Valorant	Game	800,000
5	TommyInnit's Discord	Streamer	727,000
6	MrBeastGaming	Streamer	700,000
7	Roblox	Game	604,000
8	Rocket League	Game	596,000
9	Rainbow 6	Game	585,000
10	/r/ wallstreetbets	Trading	582,000

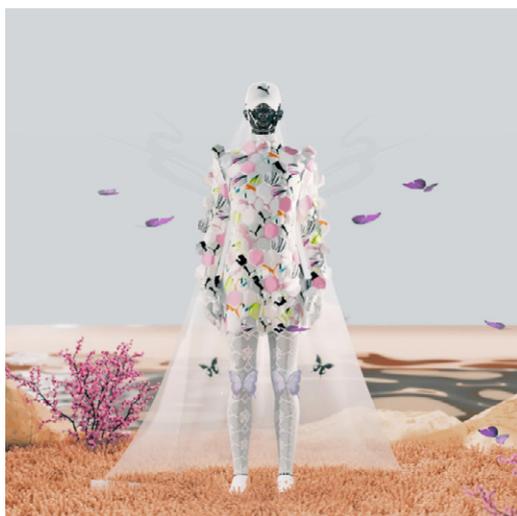
How to combine influencers with NFTs?

Right now, NFTs seem intertwined directly with digital collectables, and many brands' first step into the NFT world has been to launch their collections.

However, NFTs are not only used to extend product lines into digital worlds or create unique digital assets; the underlying technology could identify an **unforgettable experience, an exclusive event or a unique physical-world object.**

One of the exclusive events we can highlight is the **Metaverse Fashion Week**, the first virtual runway. Visitors could buy NFTs of the fashion brands using cryptocurrency MANA's platform through their digital wallets. They could either buy the look digitally or transform it into a physical product later.

Source: glamour.mx

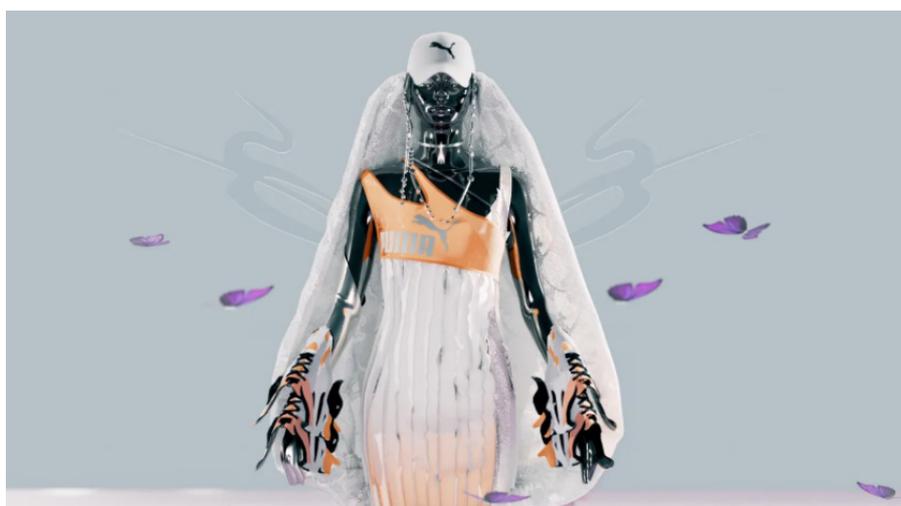


60
BRANDS

500
LOOKS

30.000
VISITORS ON THE FIRST DAY

6.000
VISITORS IN THE LUXURY DISTRICT



Source: glamour.mx

Another perfect example of an exclusive and unique experience is Zara’s first virtual collection, named “Lime Glam”, launched in Zepeto, the SouthKorean Metaverse. The virtual “Lime Glam” collection will be available physically in the real world, and in the Zepeto universe, in virtual format for the avatars.

We’ve seen different forms of influencers, metaverse influencers and brand virtual influencers creating content about the event and each brand during both events.

Influencers’ primary purpose in the NFT marketing space is to generate organic engagement and educate followers about digital assets.

Almost 30% of millennials already invest in NFTs, which will keep increasing—leveraging these audiences through NFT influencers will help your project expand.

However, there is still much scepticism from influencers towards purely speculative NFTs such as certain pieces of art. Top 5 gaming influencers Ibai Llanos or XQC, have already publicly shown their rejection of promoting these kinds of NFTs.

“ There isn’t any concrete value behind speculative NFTs, any real contribution to a significant project or return to society

Ibai Llanos (March 2nd , 2022)
Source: The Wild Project



Source: zara.com



It doesn’t mean Influencers are just against NFTs, not at all. As it stands, the final decision of an influencer partnering with a brand or not is deeply rooted in the nature of its product, service or project. This means brands will receive as resounding no if the influencer perceives the content might backfire on him or her.

Source: zara.com



*Virtual Influencers,
a new horizon in
Advocate Marketing*

Virtual Influencers, a new horizon in Advocate Marketing

Virtual Influencers are the new avatars that live on Instagram, TikTok, Facebook, Twitter, and different brands' advertising campaigns. Over the last few years, virtual influencers have been a growing reality of internet interaction, and their influence is such that some of them have managed to collaborate with some of the world's biggest brands.

Although they are not real people, virtual influencers (an avatar created digitally) seek to create a community on social networks and show a lifestyle like anyone else.

Brands collaborate with them to create advertising campaigns because of their continued growth and high engagement.

NOT THE FIRST VIRTUAL INFLUENCER

We tend to think that virtual influencers can separate us too much from reality when the truth is that we've been exposed to this fiction forever.

We must remember that all the characters we've created through literature or the movies industry are virtual influencers.

Imagine if Harry Potter was an influencer? How would his IG be? Which brands would he work with?

Stories create characters for readers or viewers to interact with, fall in love or follow. They create communities and a lifestyle and even dictate trends; in other words, fictional characters were the first virtual influencers.



44%
*of people have the same
level of trust in a product
when endorsed by a virtual
influencer rather than a human
influencer.*

Who are these new virtual influencers



Lil Miquela

Describes herself as a “19-year-old robot living in Los Angeles with 3 million followers.” Her publications reach more than 60 thousand likes. Among the brands that have decided to collaborate with her are MINI Cooper, Givenchy, Spotify, and Samsung. She has created a large community with whom she even shares parts of her life that have led her to existential crises.



Ronald F. Blawko

Known as Blawko, is a self-proclaimed low-life who identifies as a robot man. He spends his time with his other virtual friends on IG or venting on Youtube to his subscribers.

Blawko has worked with brands such as Aliexpress.



KnoxFrost

Another male virtual influencer with more than 600.000 followers on IG, has partnered with global organisations from the World Health Organization to Rock the Vote. Knox has also appeared in various media: Forbes, Business Insider, AdAge, Fortune, Adweek, BuzzFeed, Mashable, Dazed, Betches and CNN.



Mar.ia

Is the first Mexican virtual influencer. Her main focus is to raise awareness about different issues the world faces, such as climate change and other human issues such as gender equality.



Shudu

Is a digital supermodel in her mid-to-late 20s from South Africa. Shudu advocates for the virtual human race; having worked with Cosmopolitan, Vogue, Balmain, and Smart Car, Shudu spends her time posing in premier, mystical shoot locations to display eye-popping fashion pieces.

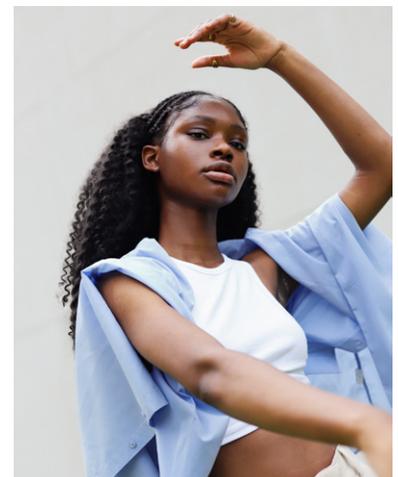
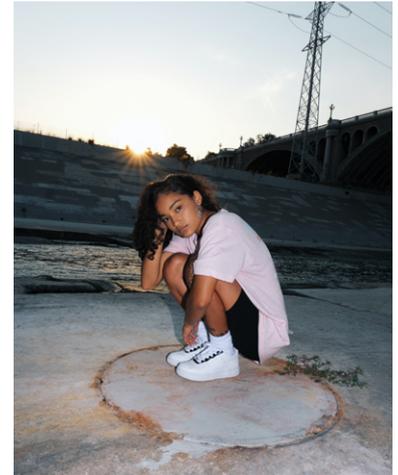
WHAT ARE THE PROS

The planned and implemented strategy behind each post or story of the virtual influencer encourages brands to work with virtual influencers because as well as being cheaper to work with, there is a reduced risk over working with a human influencer. The team behind each virtual influencer has full control of the narrative, deciding what brands they collaborate with, what the avatar should look like, what it publishes and its principles and values.

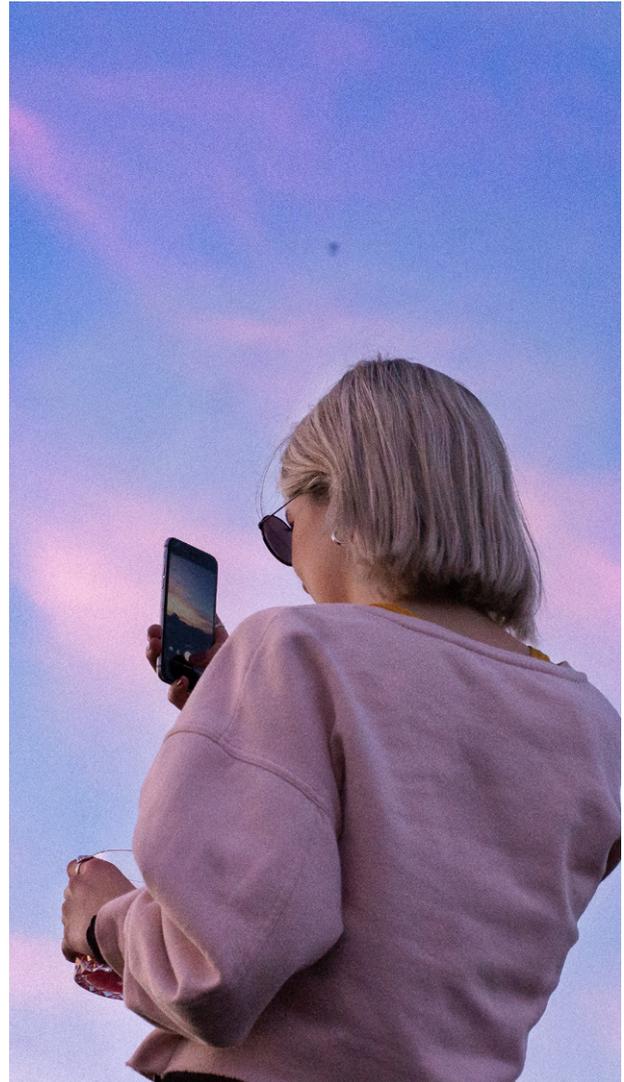
Virtual Influencers could be less controversial than human influencers as avatars are less likely to receive negative comments, similarly for brands that use these influencers. We live in a cancel culture; anything an influencer says or does can have huge and lasting effects on an influential figure's public perception so working with an influencer who aligns to the brand values is incredibly important.

The virtual influencer content is highly customizable; there are endless possibilities for creative and seamless product integration. There is nowhere a virtual influencer cannot go and nothing they cannot do.

Carlos Mendiola, associate director of the Department of Media and Digital Culture at Tec de Monterrey Campus Santa Fe, states that it may be irrelevant for brands if the influencer is an avatar. Brands are looking for someone who can engage with an audience and raise awareness about their products.



Should brands create Virtual Influencers?



Virtual Influencers a new horizon in Advocate Marketing

Brands should be asking themselves whether they should start thinking about creating their avatar. This virtual character can represent them on social media and build a community like any other influencer. Today we can see quite a few brands that have already created a character in their likeness, a virtual influencer who shares all their values and aesthetics and intends to create a community.

KFC's fast-food brand transformed the iconic Colonel Sanders into a virtual avatar and used him for several campaigns as the new image. Like any other model, the new Colonel performs and acts within the brand's values and creates a stronger bond with the KFC community.

In South Asia, the fashion brand Puma launched a new campaign for their Puma Future Rider sneaker and created a virtual influencer for the campaign named Maya.

Designed by UM Studio and Ensemble Worldwide, Maya's personality evolves as her interests are built according to her interactions on social media, thanks to Artificial Intelligence.

Prada is another example. They created their first virtual influencer named Candy to represent Prada's aesthetic and values through their campaigns, building a stronger connection with their audience.

These brands demonstrate that the future is within the virtual world; future generations, such as Gen Zs, believe in these new adaptations and feel comfortable creating a community around these virtual avatars.

VIRTUAL REALITY



**IS THE NEW
REALITY.**