

INFLUENCER PULSE

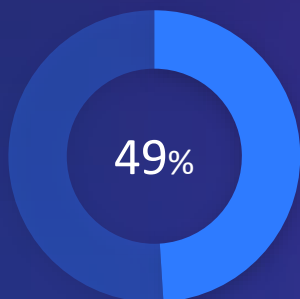
DECEMBER 2023

BACKGROUND



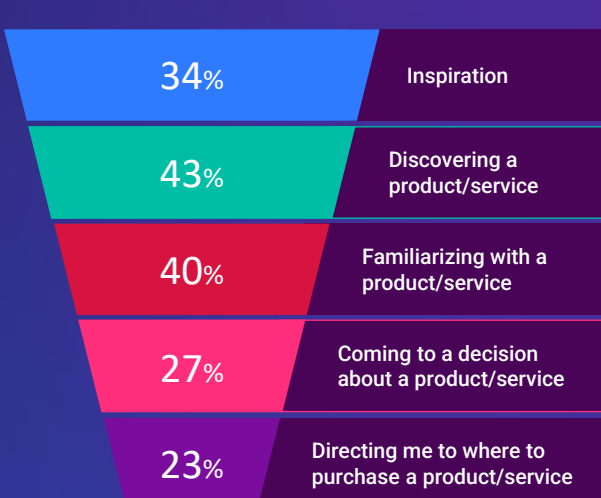
OMG Research and CREO embarked on a new research initiative to assess how consumer sentiments surrounding influencers have evolved due to the growing breadth and depth of influencers' impact on the consumer purchase journey. Findings from our first wave of tracking research (Nov 2023) will provide OMG teams with contemporaneous insight into how, when, where and with whom creators are having the greatest impact on consumer decisioning during all points in their shopping journey.

INFLUENCERS HOLD A LOT OF SWAY IN SOCIAL MEDIA USERS' CONSUMER JOURNEY ESPECIALLY IN THE UPPER FUNNEL. HOWEVER, FOR GEN Zs, THE GAP BETWEEN UPPER AND LOWER FUNNEL USAGE IS CLOSING



Almost half of all social media users have used influencers in their purchase journey

What part of the purchase journey would you go to influencers for help?



After discovering a new product/service from an influencer...
88% does research
12% buy immediately

GEN Z
For younger cohorts, the gap between using influencers for both upper and lower funnel behaviors is closing fast

THE ABILITY FOR INFLUENCERS TO CREATE SPONTANEOUS PURCHASES SHOWCASES THEIR ABILITY TO CREATE "NET NEW DEMAND"

For the purchases that were inspired by an influencer, was it more of a planned purchase or was it spontaneous?



"NET NEW DEMAND"

With nearly half of all purchases from influencer recommendations being spontaneous, this showcases the unique ability for influencers to create and drive demand on the fly

What price range would you be comfortable spending within, based on an influencer's post?



WORD OF MOUTH (69%) AND REVIEWS (70%) ARE PEOPLES' GO-TO FOR MAKING PURCHASE DECISIONS, BUT INFLUENCER MARKETING IS SHOWING SIMILAR EFFICACY TO OTHER FORMS OF ADVERTISING

MOST INFLUENTIAL TYPES OF ADVERTISING FOR CONSUMERS' PURCHASE DECISIONS



52% FOR GEN Z
more influential than any standard form of advertising

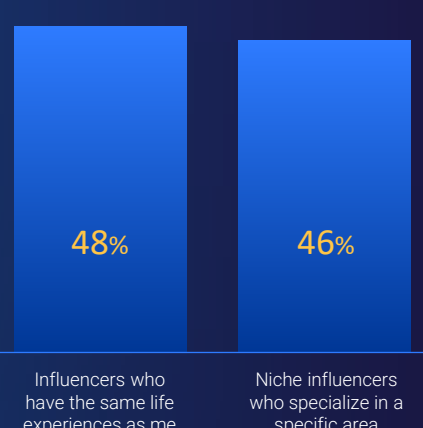
WHEN IT COMES TO CONSUMER TRUST IT'S NOT JUST ABOUT THE NUMBER OF FOLLOWERS AN INFLUENCER HAS... IT'S ABOUT THEIR RELEVANCE

HOW MUCH DO YOU TRUST THE FOLLOWING?

Lower follower count doesn't mean lower trust



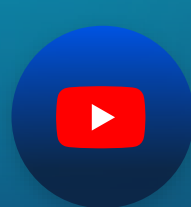
Almost 50% of people trust influencers who either have the same life experience OR who cover a niche are they specialize in



PLATFORM STRENGTHS



Facebook performs well for taking consumers directly to the purchase site



YouTube is a platform that excels in each phase of the purchase funnel for consumers



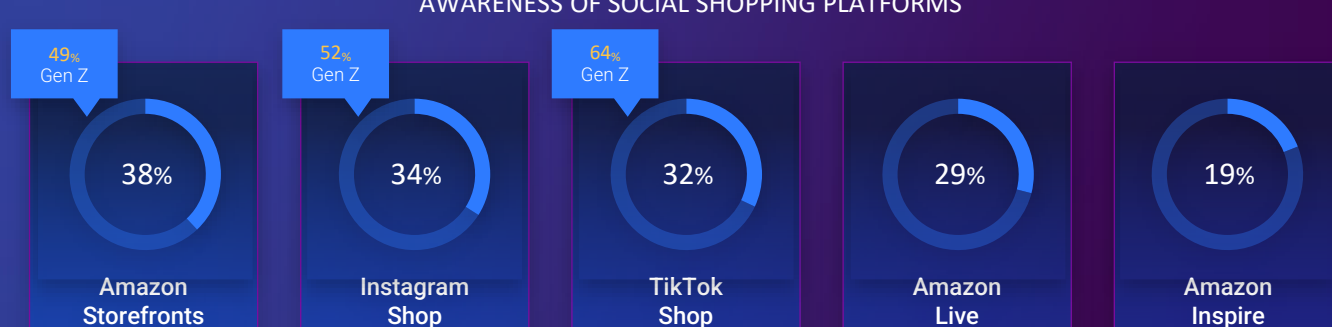
TikTok's strength is its sway over the Gen Z audience



Amazon Storefronts is gaining ground among Gen Zers

GEN Zs ARE PARTICULARLY SAVVY WHEN IT COMES TO NEWER SOCIAL ECOMMERCE PLATFORMS. PEOPLE ARE ALSO EXPRESSING INTEREST IN USING THESE NEW SOCIAL COMMERCE PLATFORMS

AWARENESS OF SOCIAL SHOPPING PLATFORMS



LIKELIHOOD TO USE SOCIAL SHOPPING PLATFORMS



METHODOLOGY

OMG Signal Panel

Fielded November 2023

N=1,062 US census - Social media users

[Must use at least one platform]

N=198 Age 18-26

N=340 Age 27-42

N=346 Age 43-58

N=178 Age 59-65