

INFLUENCER MARKETING

SPAIN - 2021

H2H

HUMAN TO HUMAN



33.6M€

**INVESTMENT
SPAIN
2020**

SOURCE: IAB SPAIN 2021 - PWC

H2H
HUMAN TO HUMAN

7500 CONTENT CREATORS IN SPAIN MAKING
A LIVING AS “INFLUENCERS” .
4TH EUROPEAN MARKET (RU, IT, UK)



45.4M€

**FORECAST
INVESTMENT SPAIN
2021**

SOURCE: IAB SPAIN 2021 - PWC

H2H
HUMAN TO HUMAN

X2

H2H TURNOVER

IN 2021

IN COMPARISON TO 2020

X3

H2H EBITDA

IN 2021

IN COMPARISON TO 2020

> 20% H2H
MARKET SHARE
IN 2021

8.03

**GROWTH POINTS
IN MARKET SHARE
IN 2021**

488

CAMPAIGNS

LAUNCHED

IN 2021 (VS 278 IN 2020)

59

**CLIENTS
WORKING WITH H2H
(+12 NEW)**

62% OF MARKETERS
INTEND TO INCREASE
THEIR SPEND ON INFLUENCERS

40% OF MARKETERS INTEND TO
SPEND MORE THAN 20%
OF THEIR BUDGET ON INFLUENCERS

**WHAT'S THE
REASON
TO EXPLAIN THIS**

SUCCESS



+30%

**HIGHER ROI IF ADDING
INFLUENCERS
TO YOUR MEDIA PLAN**

x2.48

**PEER-TO-PEER MESSAGES
ARE MORE EFFECTIVE
THAN BRAND-TO-CONSUMER ONES.**

**HOWEVER,
THERE IS
A DARK SIDE TO
INFLUENCER MARKETING**

90% OF MARKETERS BELIEVE
INFLUENCER MARKETING
TO BE AN EFFECTIVE FORM OF MARKETING

67%

**OF CAMPAIGNS ACHIEVE A
NEGATIVE ROI**

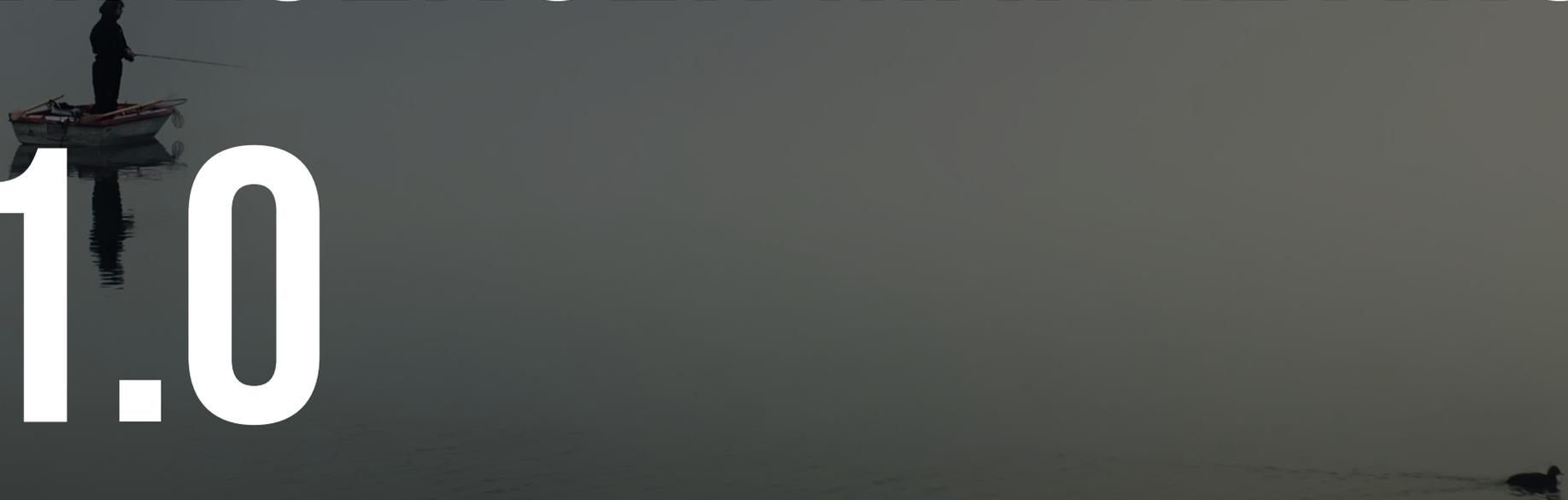
TO BE EFFECTIVE AND EFFICIENT, MARKETERS MUST APPLY AN

ANALYTICS VISION

75% OF THE SUCCESS IN INFLUENCER
MARKETING RELIES ON THE
PROFILE SELECTION.

78% OF MARKETERS CLAIM
DIFFICULTY
OF FINDING THE RIGHT INFLUENCERS.

INFLUENCER MARKETING



1.0



< alexinagraham  ...

 **3394** **800 mil** **790**
Publicaciones Seguidores Siguiendo

Alexina Graham
Modelo
Founder of @xinanyc
 Ambassador for @beder_uk
@elitenyc
@models1... más
xinanyc.com
[Ver traducción](#)

 Le siguen miguelreveriego, blancapadilla y 2 personas más

[Seguir](#) [Mensaje](#) 

 Xina
 2021 highli...
 Mental Heal...
 Love my job
 Moments





@ALEXINAGRAHAM

62%*H*

38%*M*

DEMOGRAPHICS

AUDIENCE LOCATION, GENDER & AGE ANALYSIS

QUALITY

FRAUD AND MASSFOLLOWERS



[@ALMU_RIPAMONTI](#)

27.5%

OF FOLLOWERS WERE
BOTS

20.2%

OF LIKES WERE
FRAUD

AND,
TODAY



67%

**OF FIRMS STILL HAVE WORRIES
ABOUT FRAUD**

38%

**OF MARKETERS CLAIM TO
HAVE SUFFERED FRAUD**

30%
AD SATURATION

INFLUENCER MARKETING

2.0

DEMOGRAPHICS, QUALITY AND AD SATURATION AREN'T ENOUGH.
THERE ARE OTHER METRICS
TO LOOK AT IN ORDER TO BE SUCCESSFUL.



COVERAGE

HIGHER REACH POSSIBLE

A light brown piggy bank is positioned on the right side of the image, partially obscured by the text. It has a simple, rounded shape with small black dots for eyes and a smiling mouth. The background is a solid dark grey.

CPM, CPV, CPC, CPI...

THE NEW INFLUENCER MARKETING KPIS

INFLUENCER MARKETING

3.0

UNTIL 2020, THE INFLUENCER MARKETING RECIPE FOR SUCCESS WAS:

INDIVIDUAL + **ANALITYCS**
AUDIENCE ANALYSIS **APPROACH**

**BUT IN 2020, TECHNOLOGY EVOLVED AND BROUGHT NEW FUNCTIONALITIES
TO MAXIMIZE THE EFFICIENCY
DURING THE SCOUTING AND CAMPAIGN MONITORING PHASES.**

**FOR THE SCOUTING, YOU CAN'T ONLY LOOK INDIVIDUALLY TO EACH PROFILE.
YOU MUST ALSO APPLY A GLOBAL VISION TO IT.**

$$1 + 1 + 1 = 2.3$$



AUDIENCE OVERLAP

SHARED FOLLOWERS



AFFINITY

TO OUR BRAND

A vibrant, crowded street market in Japan at dusk. The scene is filled with people, many wearing green caps. The street is lined with shops and stalls, featuring numerous neon signs and red lanterns. The overall atmosphere is lively and colorful. The text 'COMPETITION' is overlaid in large white letters across the center of the image.

COMPETITION

AFFINITY TO OUR COMPETITOR BRANDS

**AND EVALUATING THE PERFORMANCE CAN'T
ONLY BE DONE ONCE THE CAMPAIGN IS OVER.**

**YOU SHOULD OPTIMIZE IT
WHILE THE CAMPAIGN IS LIVE.**



REAL-TIME

CAMPAIGN MONITORING TO OPTIMIZE THE PERFORMANCE



Campaign Name

Starts at 25/08/2018
Ends at 25/09/2018

CAMPAIGN GOAL



Branding

Goal Description

CAMPAIGN STATUS

ACTIVE

Contents Report

Influencer Platform

- October 4th, 19:43
User Name Deal Pack Name VIEWS \$4.459
REACH 23423 SWIPE UPS 123 CTR 0.48%
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Campaign Name

Starts at 25/08/2018
Ends at 25/09/2018

CAMPAIGN GOAL



Branding

Awareness

CAMPAIGN STATUS

ACTIVE

Contents Report

INFLUENCERS ONBOARD	PUBLICATIONS	IMPRESSIONS	REACH	TOTAL INVESTED
36	123	34575	5635	31.250€

Investment per Deal Pack

Deal Pack Name 1 23 Influencers	Deal Pack Name 1 23 Influencers	Deal Pack Name 1 23 Influencers
2.800€ 27,088 views	2.800€ 27,088 views	2.800€ 27,088 views
CPM 30€	CPM 30€	CPM 30€

Investment per Platform

2.800€ 27,088 views				
CPM 30€				

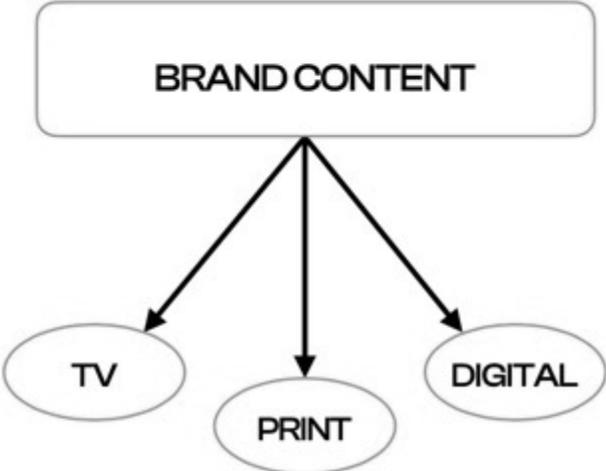
Investment per Influencer

INFLUENCER	DEAL PACK	INVESTMENT	POSTS	SALES	CPM
Clyde Estrada The Fashion Blog	Macro team	€200	5	34,459	€20
Pearl Logan Best ootds	Others	€400	3	34,459	€20
Alice Johnston Green Portland	Squad Member	€100	12	34,459	€20
Darrell Jones Magic Jones	Others	€250	6	34,459	€20
Robert Aston Not Rob	Macro Team	€325	2	34,459	€20
Jessy Lopes Yes it's Jessy	Others	€50	1	34,459	€20

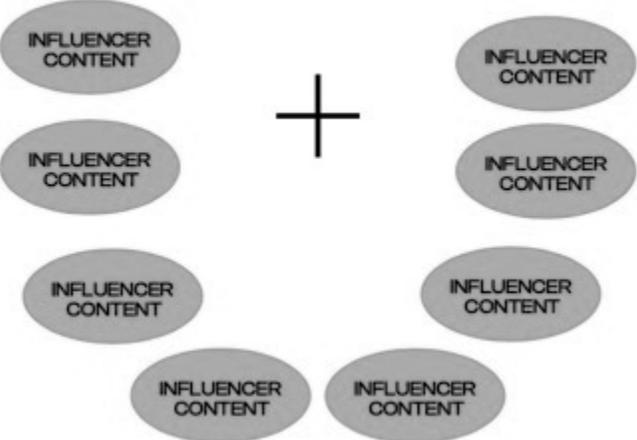
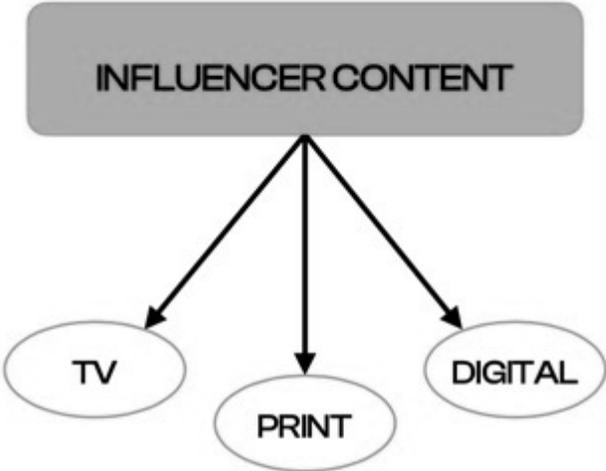
THE FUTURE OF INFLUENCER MARKETING

FROM AMPLIFY TO PIVOT THE MARKETING & COMMS STRATEGIES

THEN



NOW





SAMSUNG HOMIES

Influencers/celebrities open the doors of their homes to let us discover their favourite places.

Samsung TV product placement.

Atresplayer (full program) +
microprograms on antena 3 and neox +
influencers social networks.

**ATRESMEDIA GIVES H2H A UNIQUE POSITION IN THE MARKET
TO CONSOLIDATE OUR LEADERSHIP IN SPAIN.**

CONCLUSIONS

DATA DRIVEN

INFLUENCER MARKETING SHOULD USE DATA TO BE PROFITABLE (POSITIVE ROI)



ROI FOCUS



**AN EFFECTIVE INFLUENCER MARKETING STRATEGY
ISN'T ABOUT WHO HAS THE BIGGEST BUDGET.
IT'S ABOUT **BEING SMART** ABOUT YOUR SPENDING.**



THANK YOU

H2H

HUMAN TO HUMAN