

Fohr

# The Secret to Influencer Marketing ROI & Attribution



# Show me the receipts

As a marketer, acronyms are a part of your every day. Who doesn't love a solid KPI? But now, with increased scrutiny and pressure mounting to report return on ad spend (ROAS), cost to acquire a customer (CAC), or return on investment (ROI), conversations around measurement and success metrics can feel daunting.

Now more than ever, marketers must prove that their influencer investments are paying off. In your gut, you *know* it works. So how can you best tell that data story to decision-makers?

Together, let's tackle conversion with confidence.

## This guide covers:

- Calculating the ROI equation for influencers
- Reframing the measurement conversation
- External factors impacting ROI & measurement today
- How to increase value and return on your influencer campaigns

Watch the full recording of the webinar here!



James Nord (he/him)  
*Founder & CEO*



Nell Goddard (she/her)  
*Director, Strategic Sales*



Calvin Walker (he/they)  
*Director of Strategy*

# ROI – Who is she?

This equation is straightforward enough for display and paid - but what does this mean for influencer marketing?

For influencers, we need to dig a little deeper into that sales funnel and consider how views & clicks at the top of the funnel can further lead to sales or conversion.

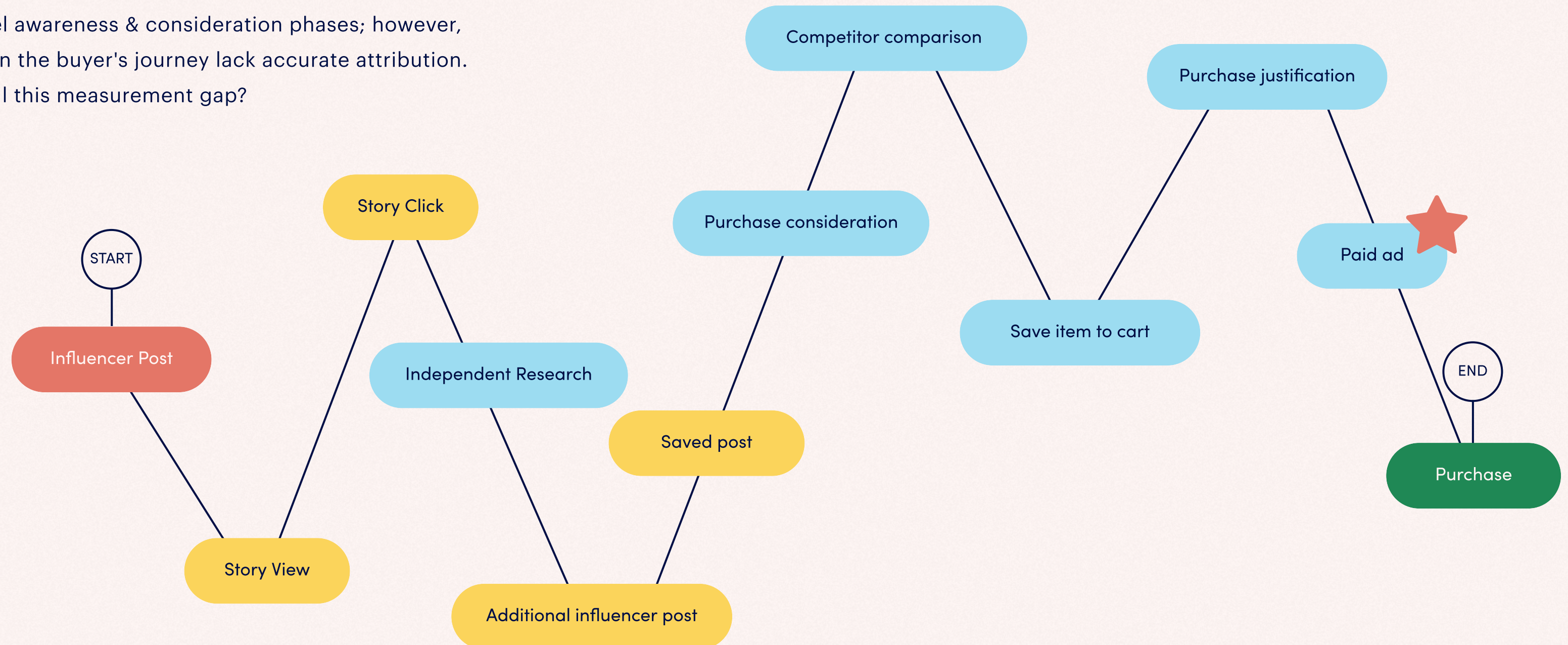
COST

SALES

VIEWS → CLICKS → SALES

# The journey from cost → sale

How often do you buy something directly from a social media ad?  
Our guess is rarely, if ever. Influencer campaigns dominate the upper-to-mid funnel awareness & consideration phases; however, many touchpoints in the buyer's journey lack accurate attribution. How can we best fill this measurement gap?



# You may be fishing in the wrong pond

*We can easily lose sight of the value of influencer work when we laser-focus on conversion as our sole success metric.*

You can have all the right gear, perfect weather, and new tools—yet a hyper-focus on conversion can still leave you at the bottom of the hill, fishing at the pond that has already been picked over. There may be more opportunities elsewhere.

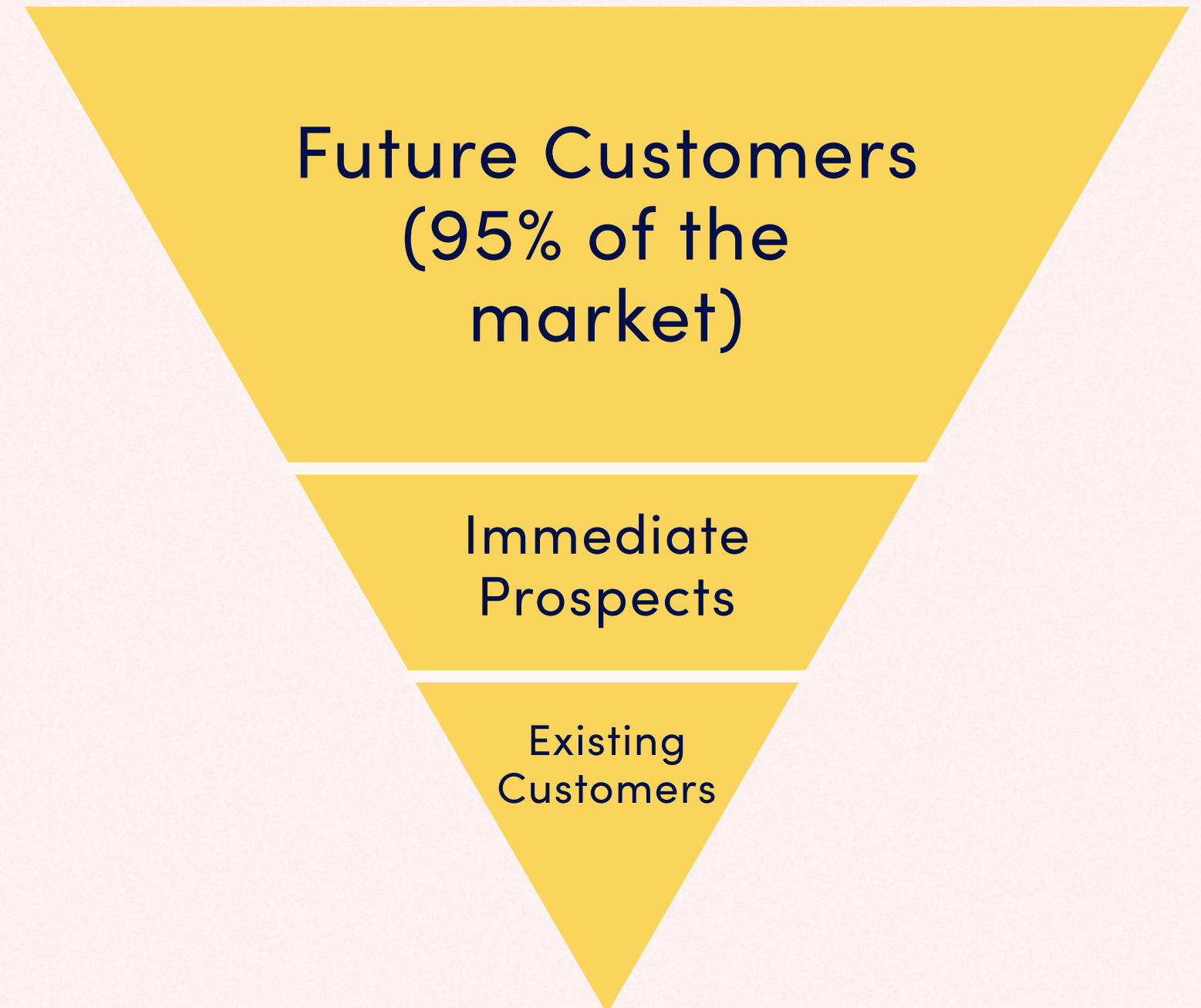


Advertising to the bottom of the funnel customers is the most costly, but easier to track conversions and ROI. Whereas the top of the funnel, where influencers come in, can be more cost-efficient but harder to track.

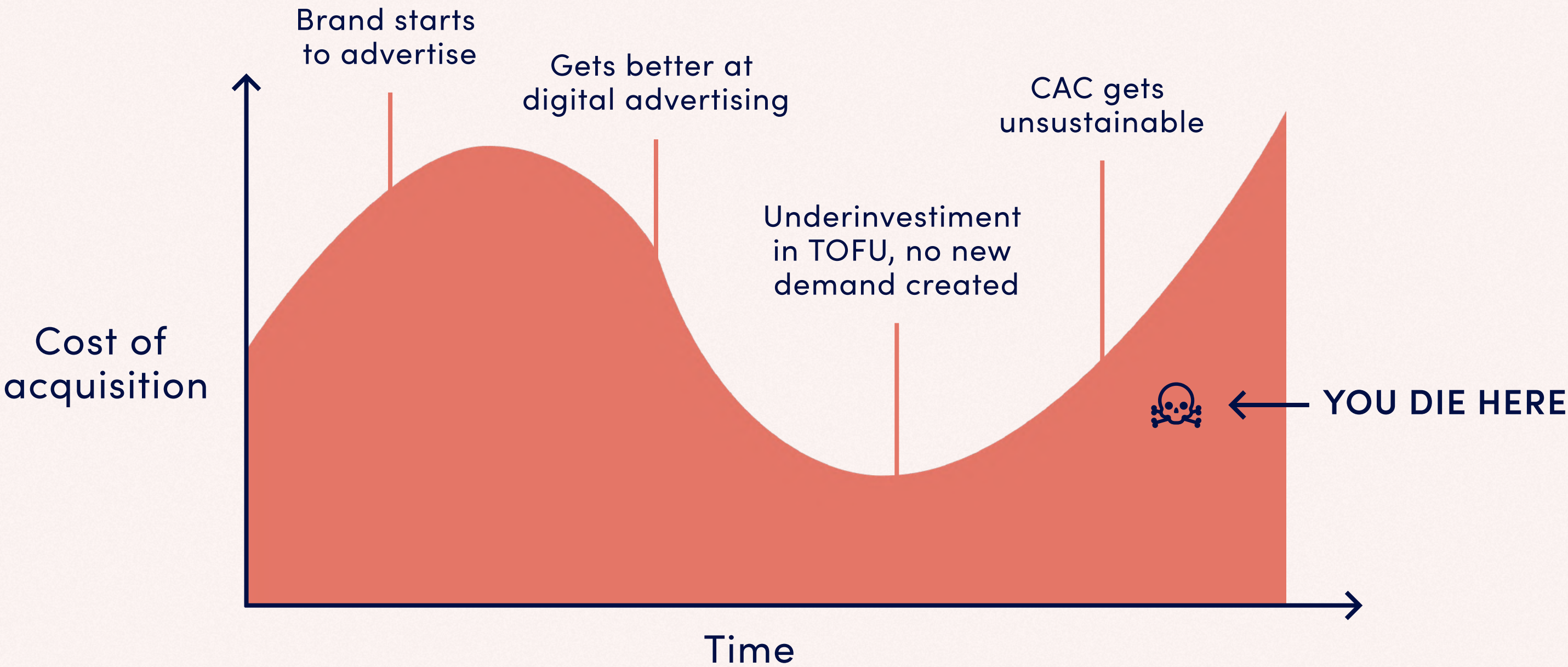
Less likely  
to buy



More likely  
to buy



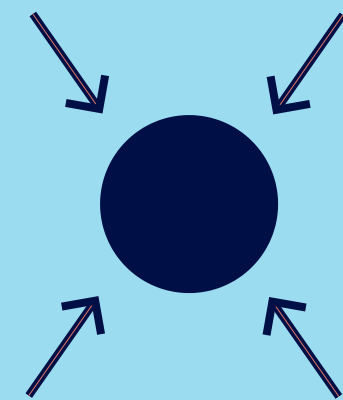
When too focused on lower funnel customers, you can miss the bigger opportunity for new leads or potential customers.



It's also a much more competitive pool to target this small circle of existing demand.

# Potential Customers

Existing Demand



# The factors impacting ROI & measurement today

1

The pivot to privacy has broken the way we advertise on mobile.

According to a mobile measurement company's data, Apple's privacy changes on iPhone have cut the average mobile advertiser's return on investment *by almost 40%* and caused them to drop mobile ad spend *by 25%*.

2

Our shopping behaviors have changed (or were wrongly predicted).

US consumers are reportedly reluctant to shop where they are being inspired and entertained, and platforms are rethinking their commercial strategies and capabilities.

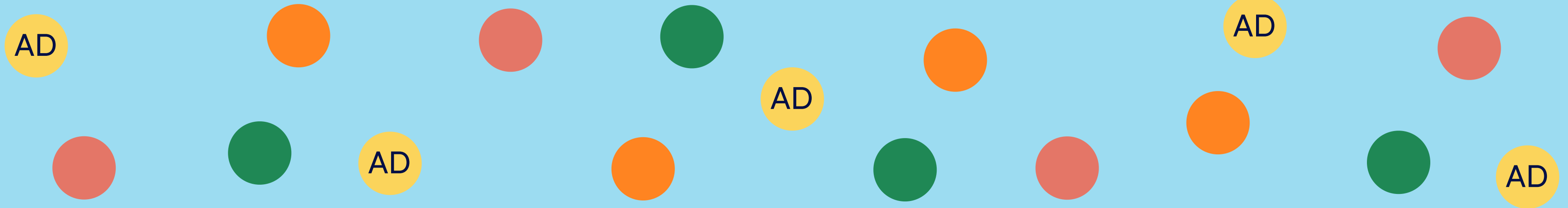
3

Our attribution models are not telling the full story.

The last click does not tell the full story, and yet in most cases, gets 100% of the sale.

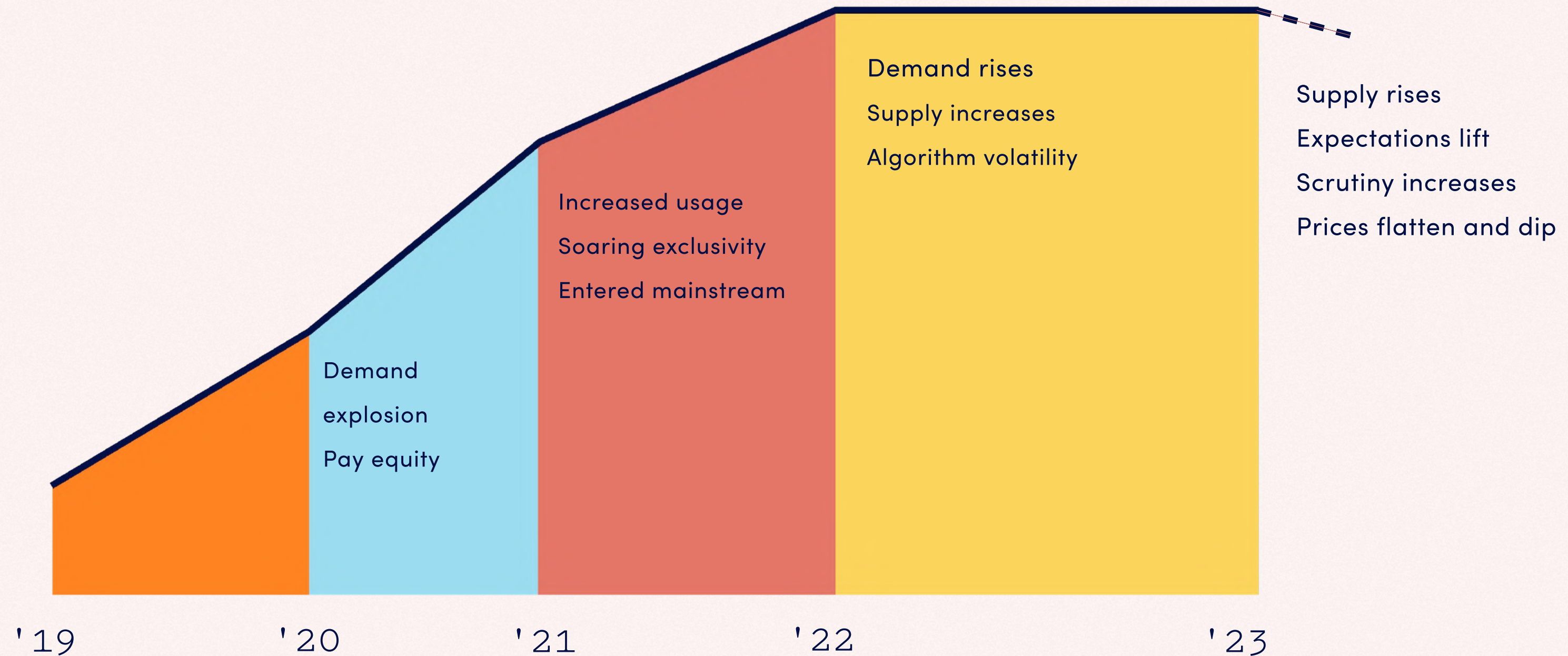
# How influencers create an impact

Influencers help you enter the conversation, not interrupt it.



Further reading: *In This Economy?! How to Drive Value*

# Moving forward, influencer costs will likely level out



# What costs we can control:

## 1. Influencer selection

You have control over choosing the *right* influencers for your brand, not just the influencers with the most clout or the ones having a viral moment.

Further reading: *How to Spot Invisible Influence*

COST

SALES

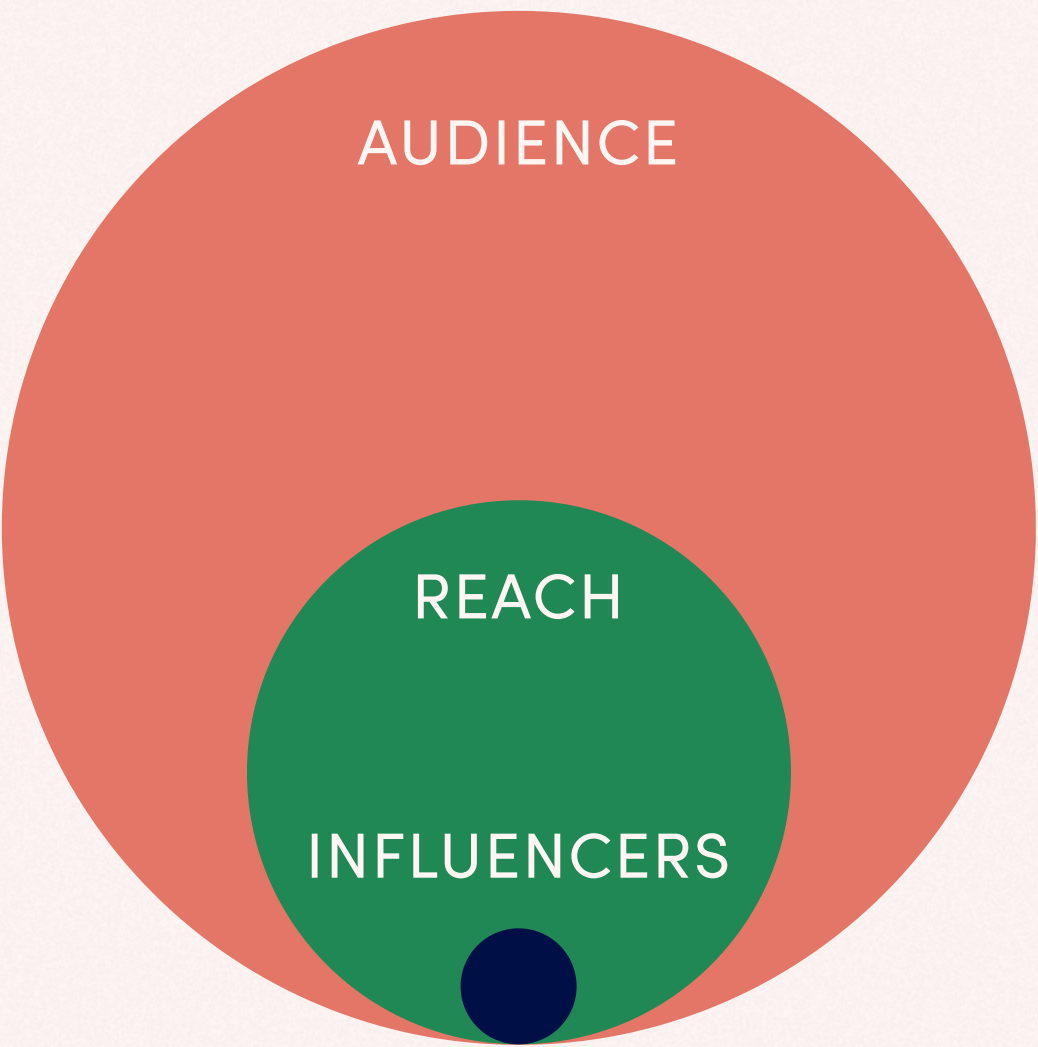
VIEWS → CLICKS → SALES

level of control

## 2. Evaluating true reach over follower count

Reach is the average number of people an influencer reaches via their content versus their total number of followers. Considering external factors like algorithmic changes, 15-20% reach is average.

Working with influencers with a high reach will maximize your brand exposure and ensure you get the most out of your influencer dollars. [Book a demo](#) to see how Fohr can help you discover influencers with an above-average reach easier than ever.



5 x Influencers

100k followers each  
costing \$10k

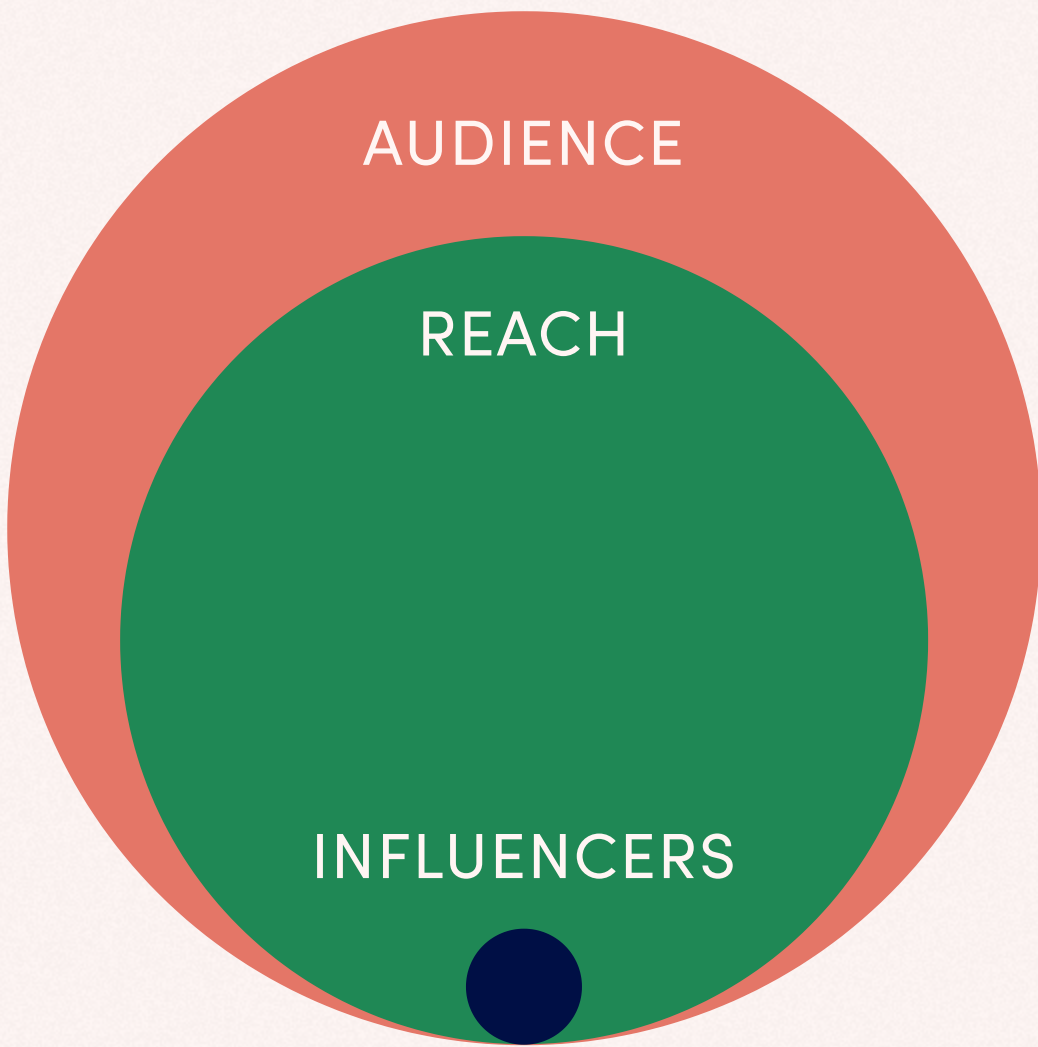
15% Reach

= 75,000

people reached

\$133

cpm per influencer



5 x Influencers

100k followers each  
costing \$10k

65% Reach

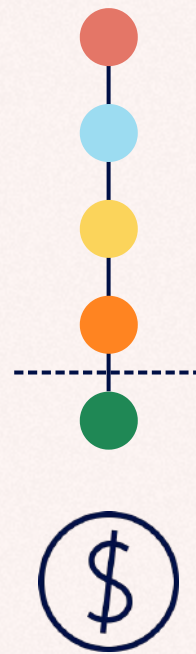
= 75,000

people reached

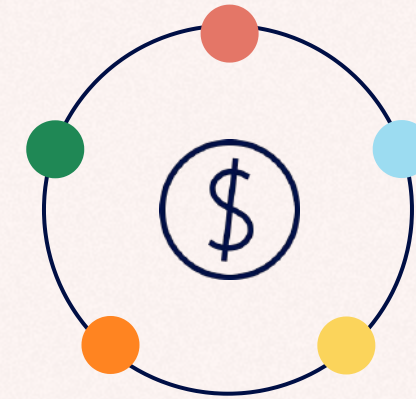
\$30

cpm per influencer

# Multi-touch attribution is the way forward



Fohr is actively investing in technology that tracks beyond a first-click linear purchase.



To tell the full picture.

# Hello, we're Fohr. An ambassador marketing company.

Fohr is an ambassador marketing company changing the game since 2013. We do two things—run best-in-class campaigns for some of the biggest brands in the world, and combine technology and analytics to create tools for brands, influencers, and our agency.

We offer proprietary tools to help you scale campaigns, manage relationships, and find the right influencers and brand ambassadors to maximize your investment.

[Schedule a Demo now](#)