



IAB Canada

Barometer Report: Influencer Marketing in Canada

2023

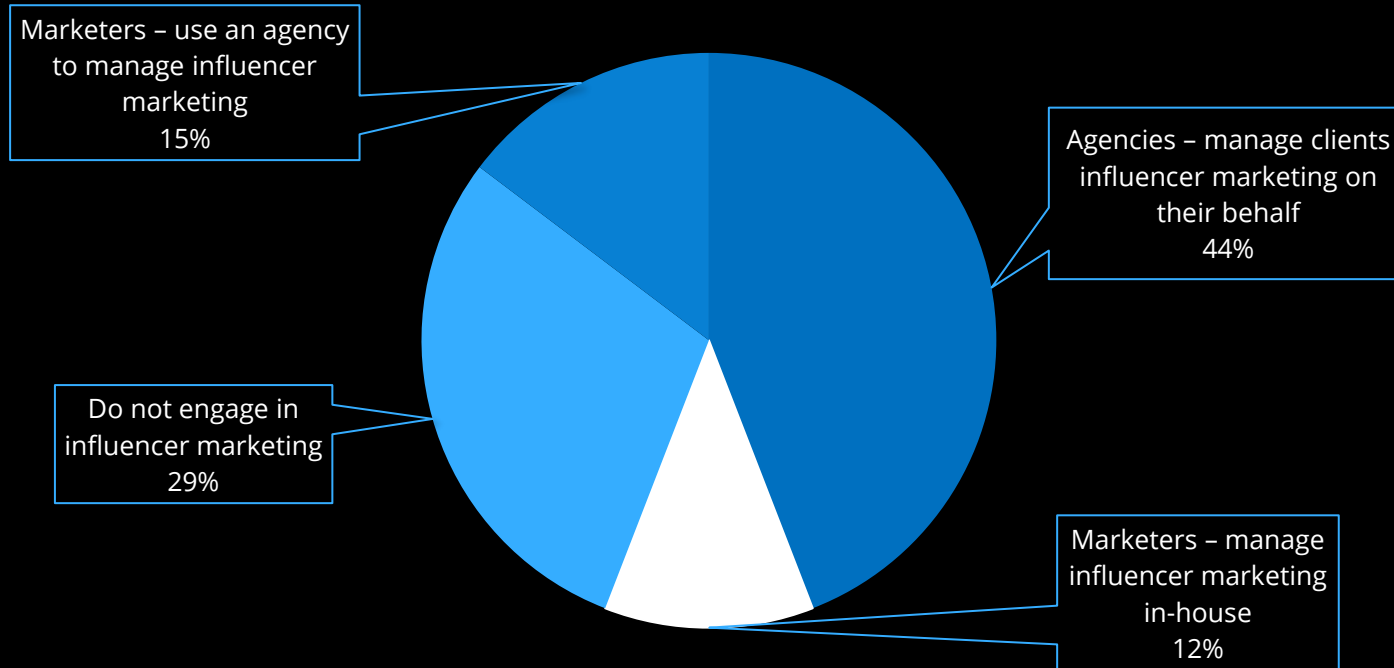
Canadian Influencers

IAB Canada Member Survey

IAB Canada's Branded Content and Social Media Committee discussed a general lack of visibility on the level of investment taking place in Influencer Marketing in Canada. In June 2023, IAB Canada sent out a barometer survey to buy-side members to get a pulse on what is happening in the area of influencers.

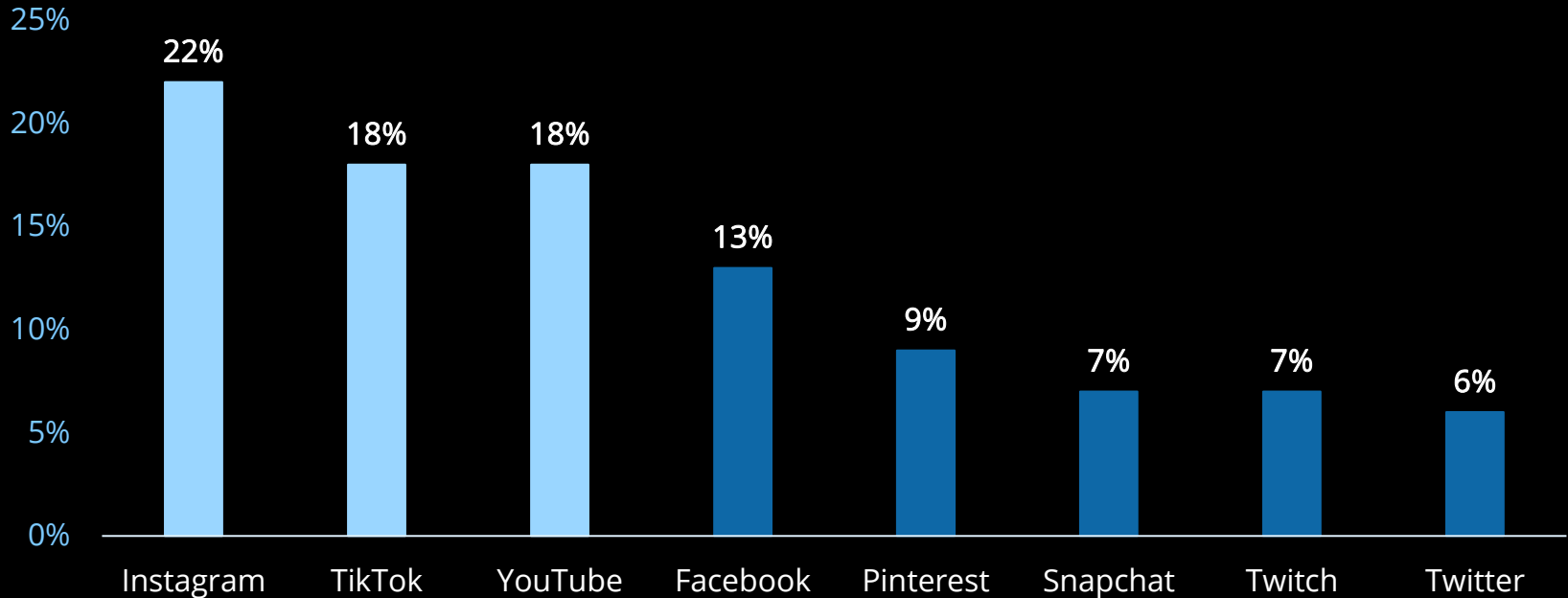
Respondents were asked to provide their honest, anonymous views on the current state of expenditures, platform investments, and future state, so that we can begin to benchmark its presence in Canada, tracking the opportunity over time.

Influencer Marketing is Approached by Way of Agencies, with 30% of Respondents Not Yet Engaging



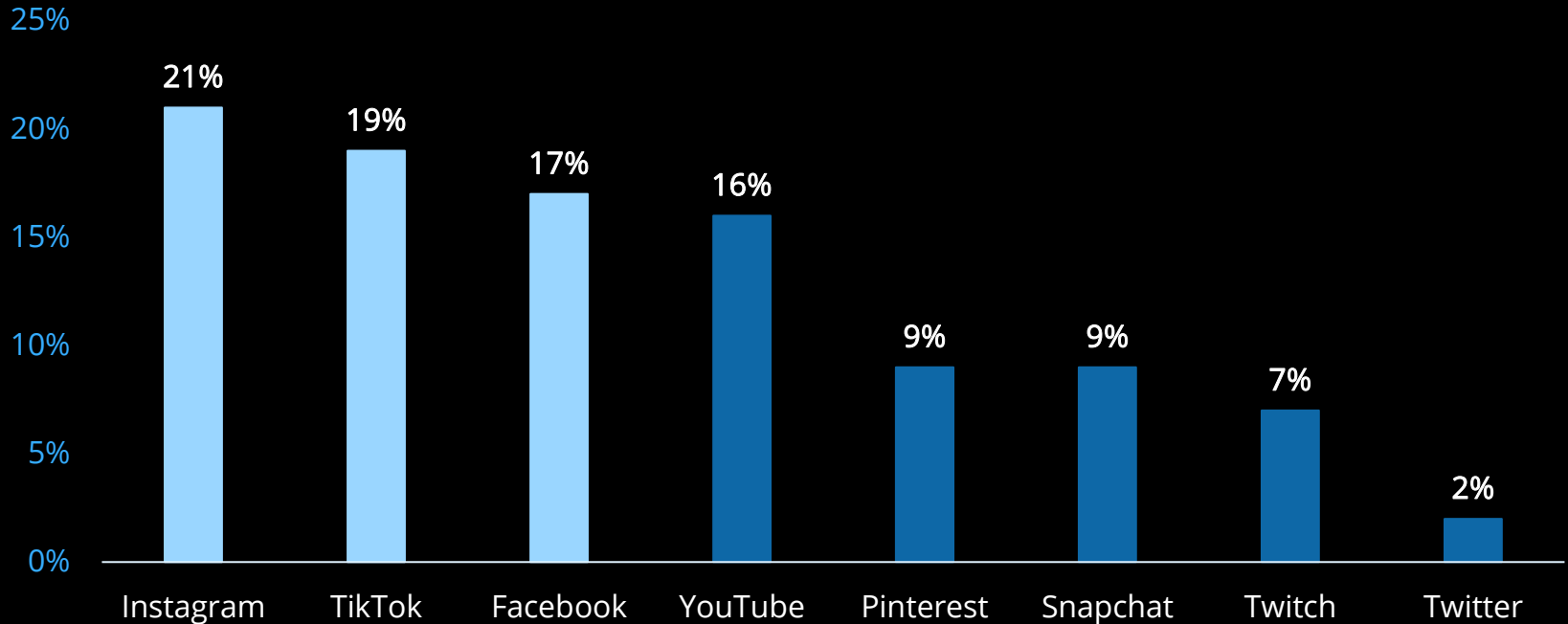
Platforms Used for Organic Influencer Marketing

Members report Instagram as the leading platform followed closely by TikTok

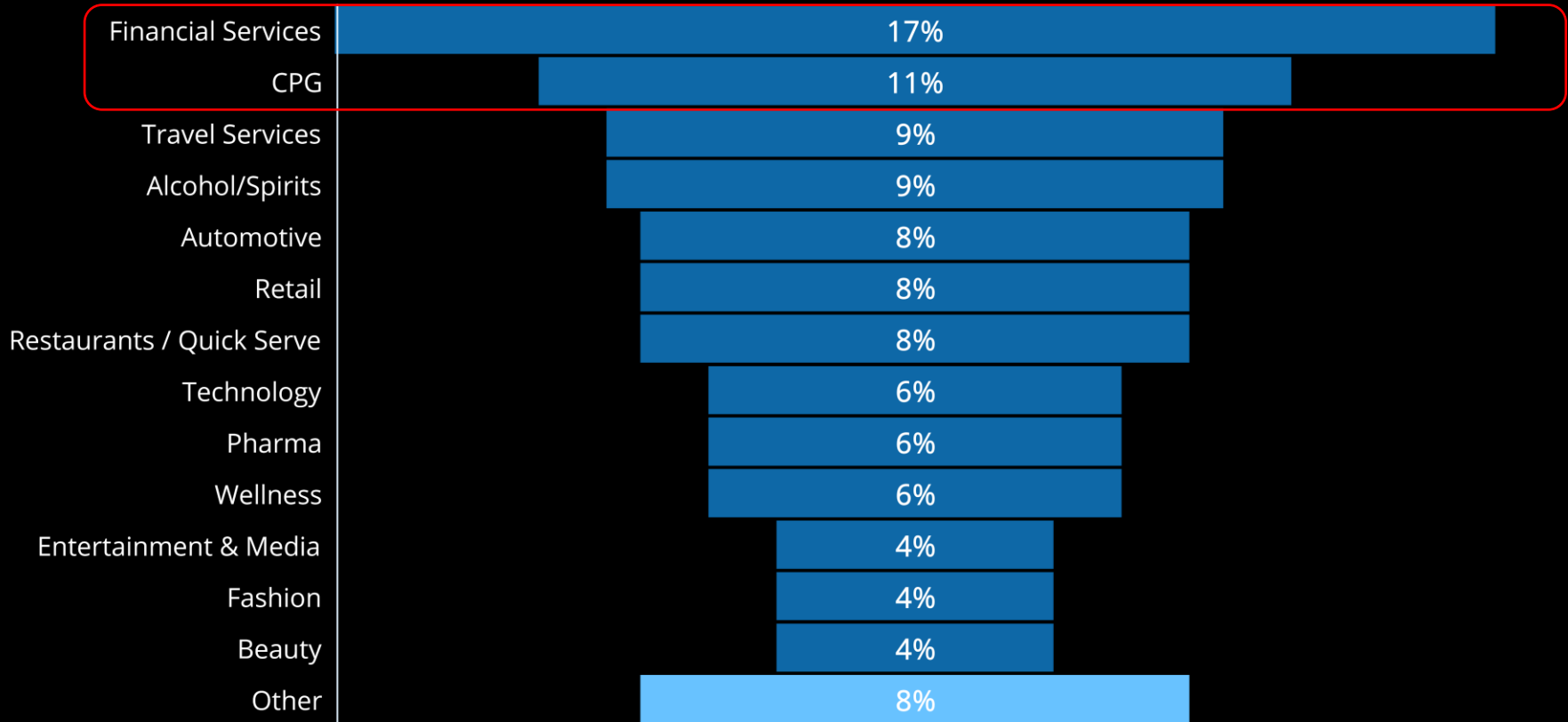


Platforms Leveraged for Paid Amplification

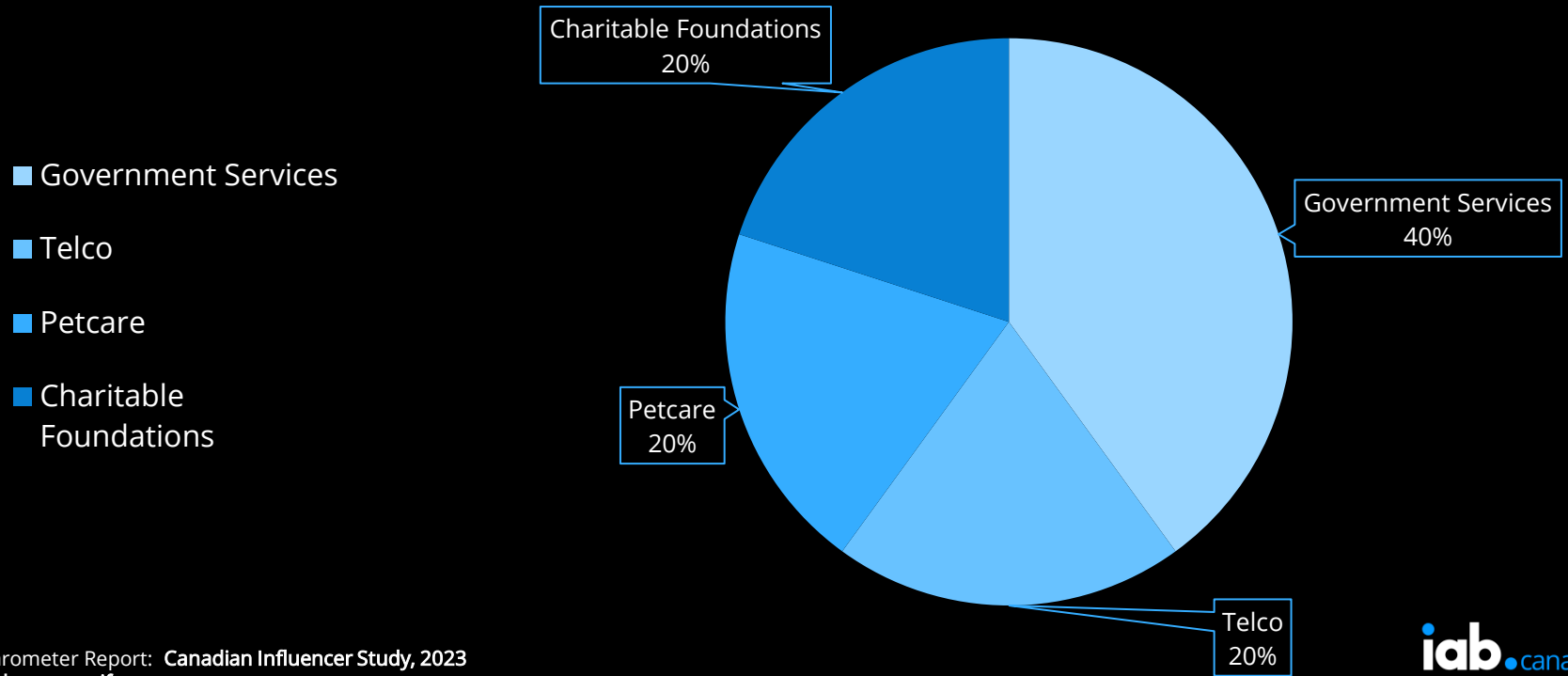
Paid social follows a similar path with Meta properties leading but TikTok edging up



FI & CPG - Top Categories Investing in Influencers



With 'Other' at 8%, Categories Gaining Influencer Budgets Include Government, Charity Initiatives, Petcare and Telco



Selection of Platforms Heavily Dependent on Content Strategy

"The consumer journey varies by category and product."

"Not all channels are necessarily aligned with the content that we want."

"When you drill down beyond the obvious reach and awareness goals, every brand faces unique challenges and has distinct KPIs. We tailor audiences, and regulations are a factor in the decision-making process."

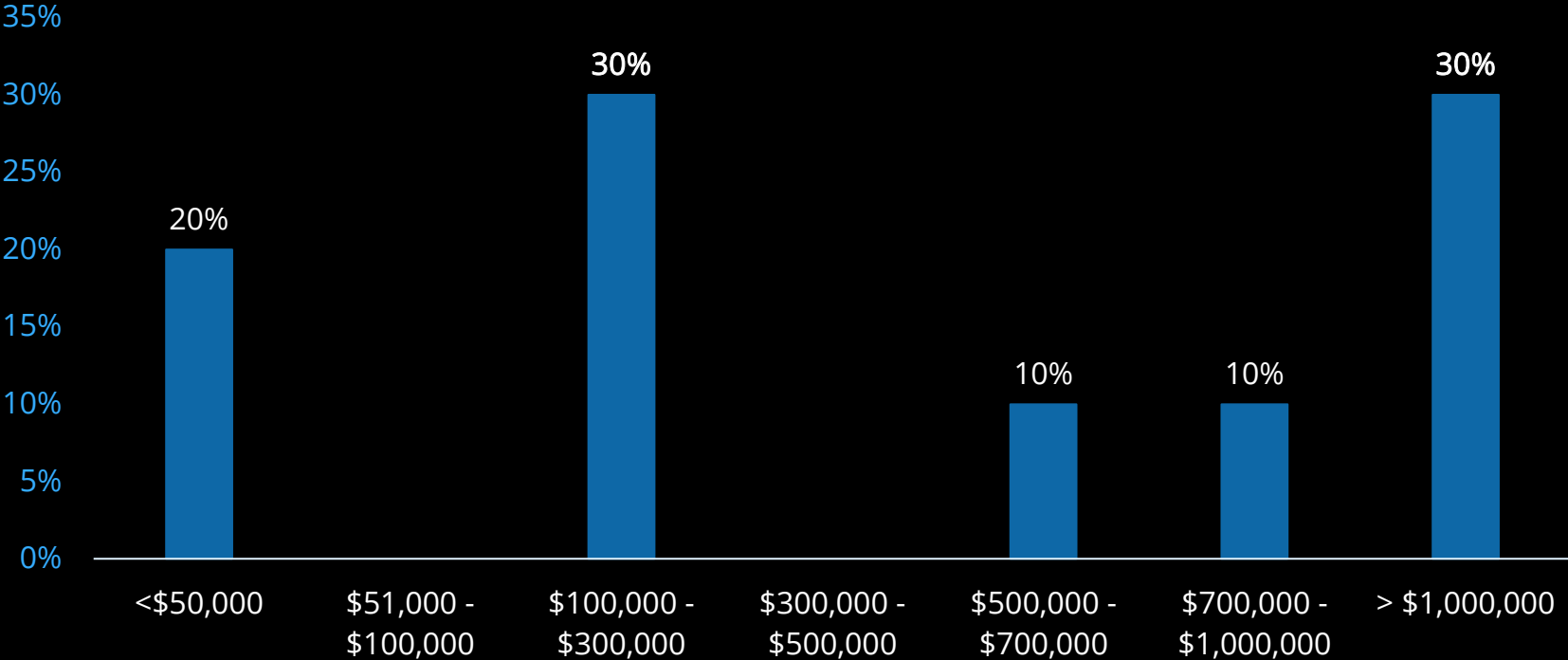
"Different creators, content lengths, platforms, etc."

"The types of content creators and what we are looking for from them vary."

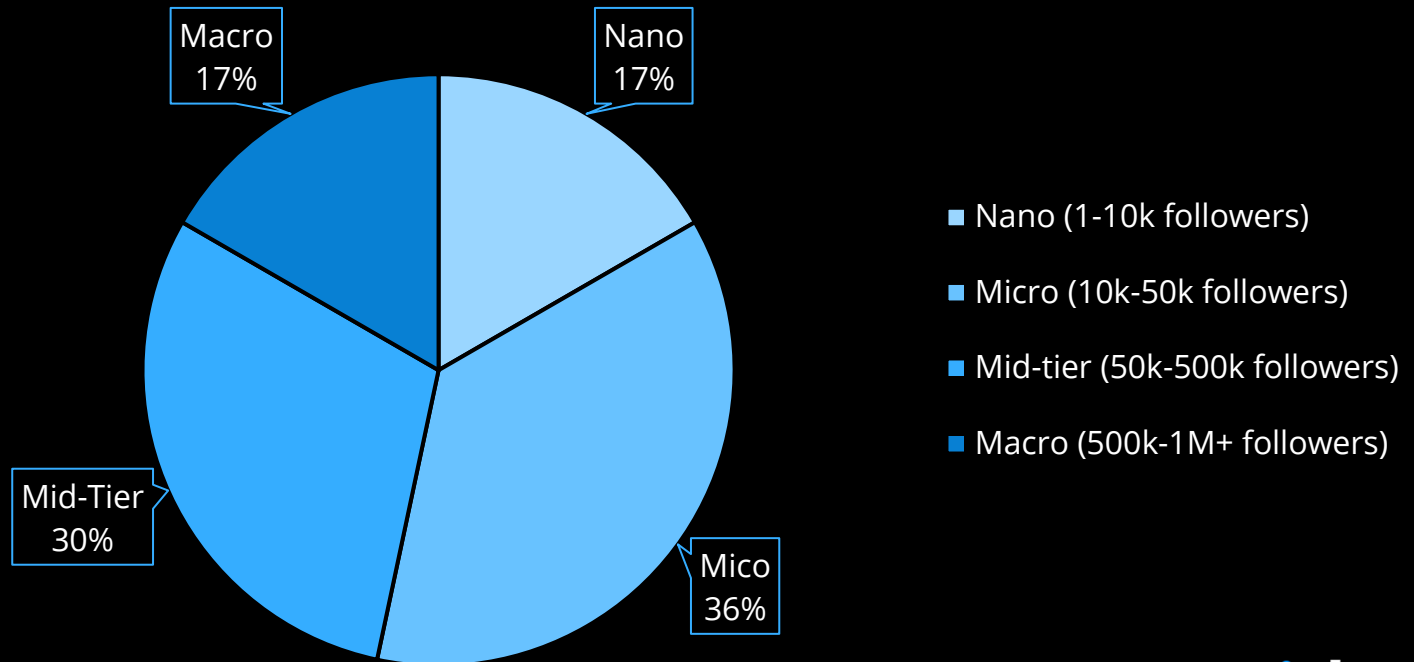
"Variations are found across platforms as users engage differently."

"Different KPIs, platform considerations, content strategies, etc."

30% of Respondents Report Spending over \$1 M in Influencer Marketing, 50% are Spending Over \$500k

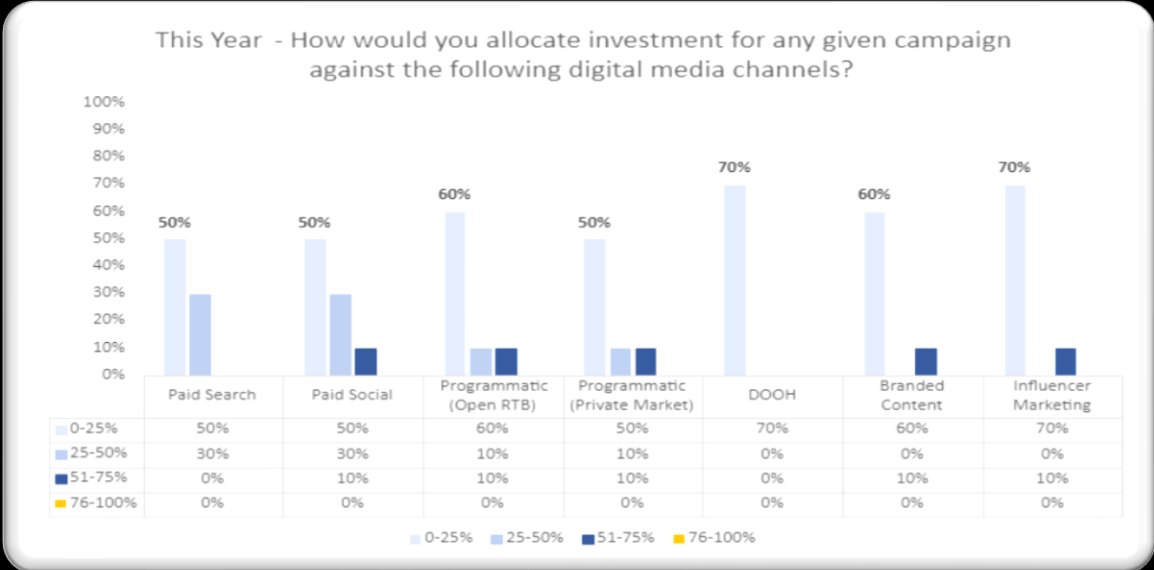


The Long Tail of Influencer Marketing - 66% of Partnerships are Happening with Micro and Mid-Tier Influencers



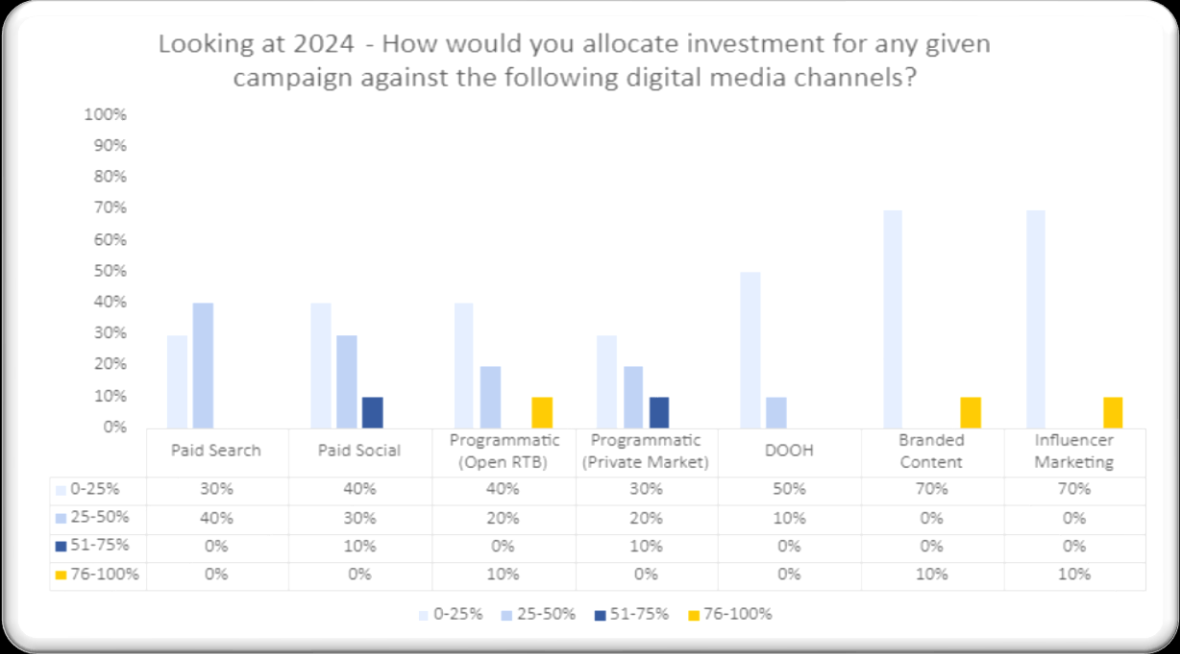
In 2023, DOH & Influencer Marketing saw the Greatest Investment but Followed Closely by Programmatic – RTB and Branded Content

70% of respondents reported investing 0-25% into influencer marketing, and 10% are investing 51-75%.



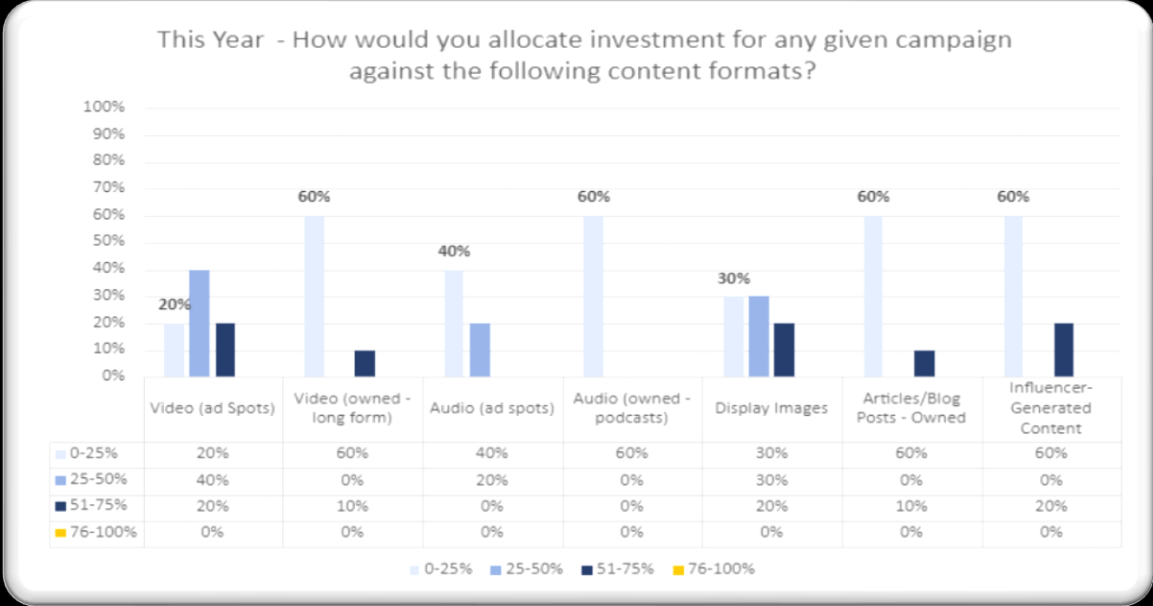
In 2024, Greater Shifts into Programmatic - RTB, Branded Content, and Influencer Marketing

Influencer marketing sees an anticipated shift in expenditure which moves in the direction of 76-100% of investment.



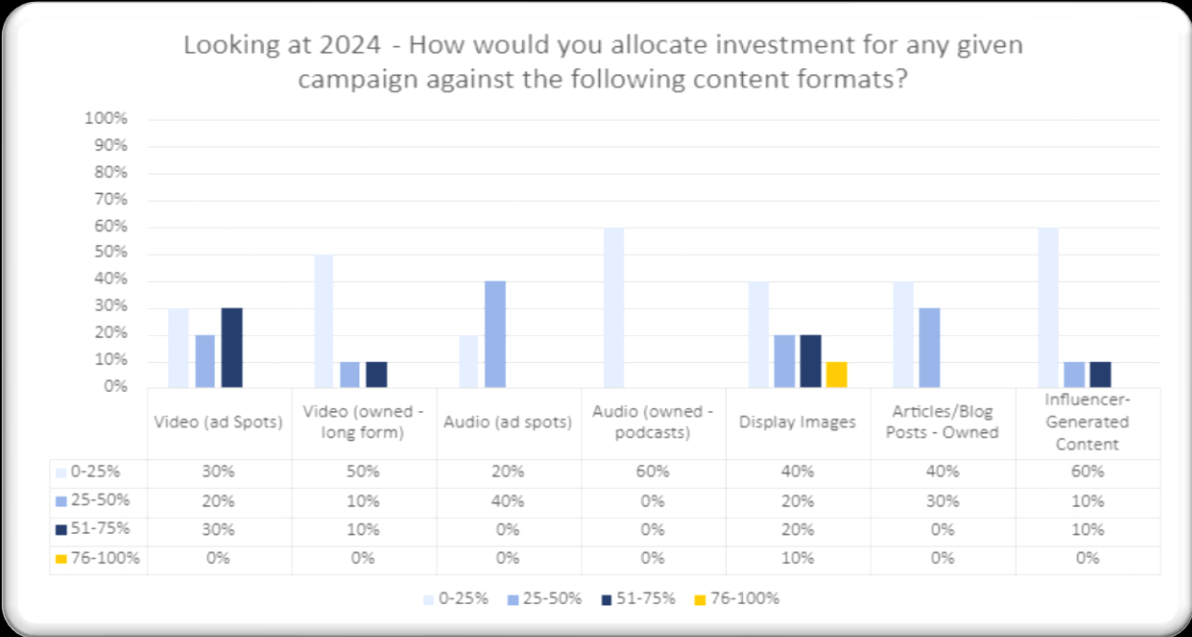
In 2023, Video, Audio, Articles, and Influencer Content are on Par in Terms of Investment

20% of respondents reported 51-75% of expenditure toward influencer-generated content.



In 2024, an Uncertain Market Shows Upswing in Video Investment & Display

Influencer marketing sees an anticipated shift in expenditure which moves in the direction of 25-50% of budgets.



Key Findings

- Investment in influencer advertising is on the rise
- Buyers are finding opportunities at all budget levels with long tail – mid to nano-sized influencers generating the most expenditure
- While most categories engage in some type of influencer strategy, the most predominant ones include financial services and CPG
- Content strategies and underlying KPIs are key determinants of which platforms to invest in

What's Next?

GET INVOLVED! Two more sessions are planned for the Branded Content and Social Media Committee for 2023.

Reach out to committees@iabcanada.com.

Thank you for Supporting IAB Canada

Powerful Digital Leadership