

# Influencer content works

PROVING THE IMPACT OF INFLUENCERS WITH RAPID RCT PRE-TESTING



**MADDIE PERKINS**

ASSOCIATE DIRECTOR,  
STRATEGY & ANALYTICS



**JAMES SLEZAK**

CEO / FOUNDER



# The Shift.

The creator economy has evolved from a test & learn sandbox to a strategic pillar. It's now a core driver of brand growth across verticals.

# The Creator Economy Boom

Influencer is no longer a nice to have, it's a need to have

**\$32B**

**Current** global creator marketing market size in 2025

**\$60B**

**Estimated** global creator marketing market size in 2030

**36%**

Estimated annual **growth rate** (CAGR)

Source: MarketsandMarkets Influencer Marketing Platform Market review; Nielsen; Adweek; Influencer Marketing Hub; Statista

# We are Influential

Influential is the **world's largest influencer marketing company**, by revenue, and is the only influencer company that is the preferred and API partner of all major social media platforms.

Our mission is to drive successful business results for our clients by unlocking the creativity, influence, and measurability of the creator economy. Our vision is to be the most innovative, equitable, and largest influencer marketing company in the world.

- TRUSTED BY 50% OF THE FORTUNE 50

- \$500M+ CAMPAIGNS

- 10+ YEARS IN BUSINESS

- 300+ TEAM OF EXPERTS

- ~90% CLIENT RETENTION RATE

- 91% STAFF RETENTION RATE

- OFFICES: LA, CHI, NY, LDN

- DATA COMPLIANT: CCPA, GDPR, SOC 2 & TAG CERTIFIED

**Ad Age** SOCIAL MEDIA/INFLUENCER  
AGENCY OF THE YEAR

## • CLIENT PARTNERS



## • STRATEGIC PARTNERSHIPS

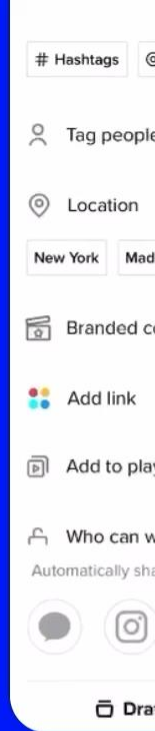


## • PURPOSE-DRIVEN PARTNERS



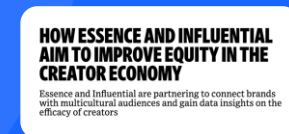
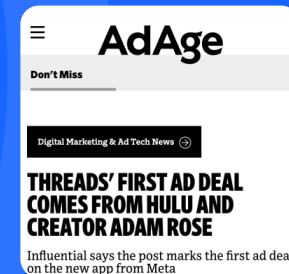
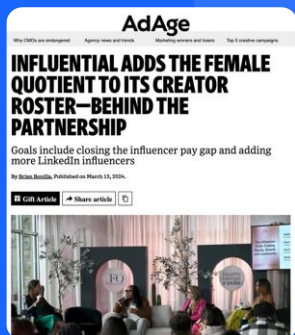
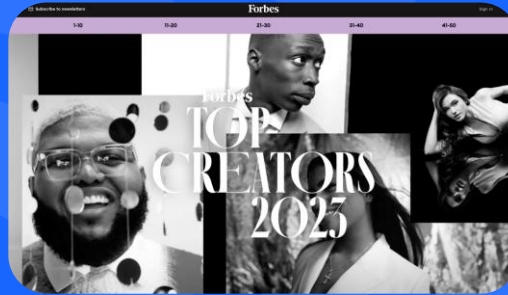
## • PLATFORM PARTNERS





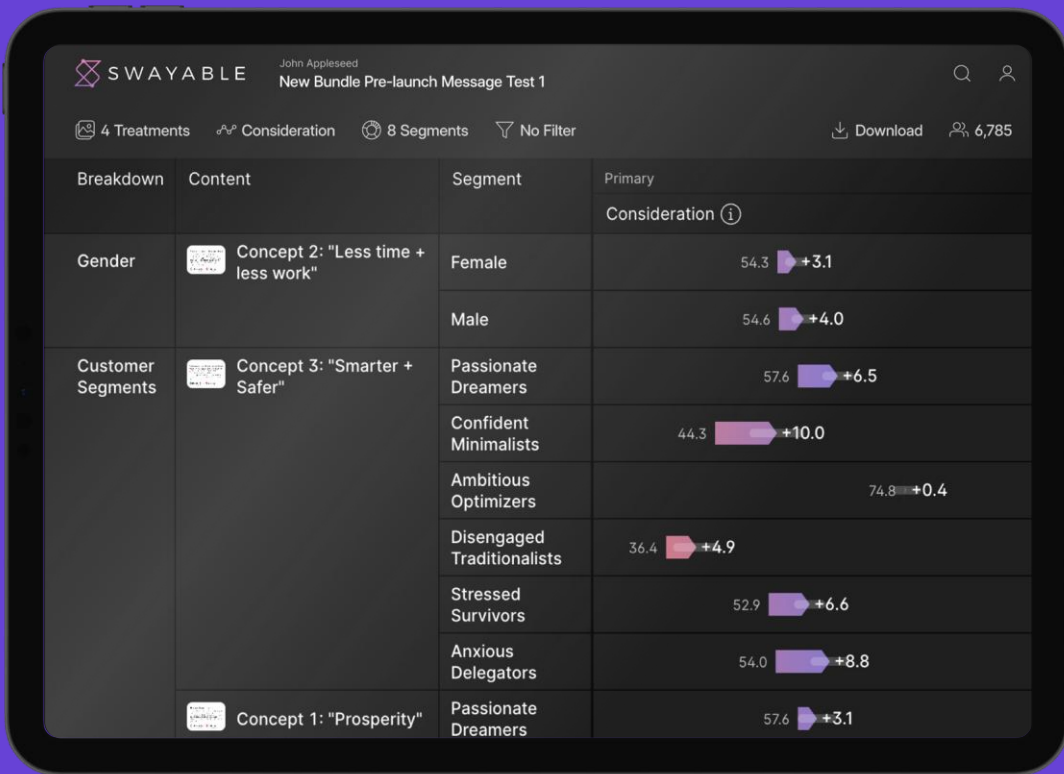


# Proud to be Defining the Industry



SOCIAL MEDIA/INFLUENCER  
AGENCY OF THE YEAR  
2024

# Prove lift.







## Create demand

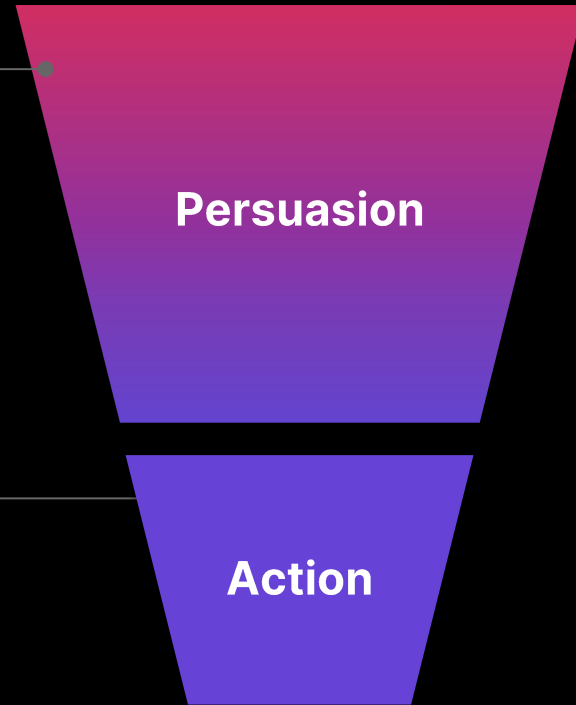
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- Favorability
- Consideration
- Intent
- Brand equities

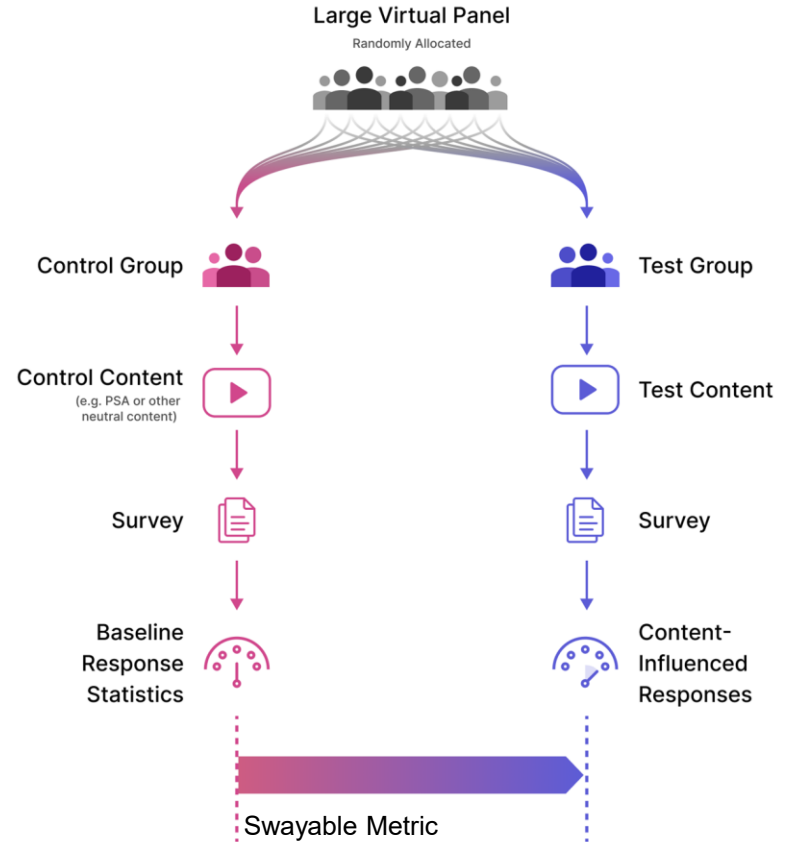
## Harvest demand

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- Clicks
- Sales
- Sign-ups




# Swayable Metrics are **randomized controlled trial** survey experiment measurements




54.3  +3.1

54.6  +4.0

57.6  +6.5

44.3  +10.0

74.8  +0.4



Influential

X



SWAYABLE



Disney store

hulu



amazon



Zappos.com

ring

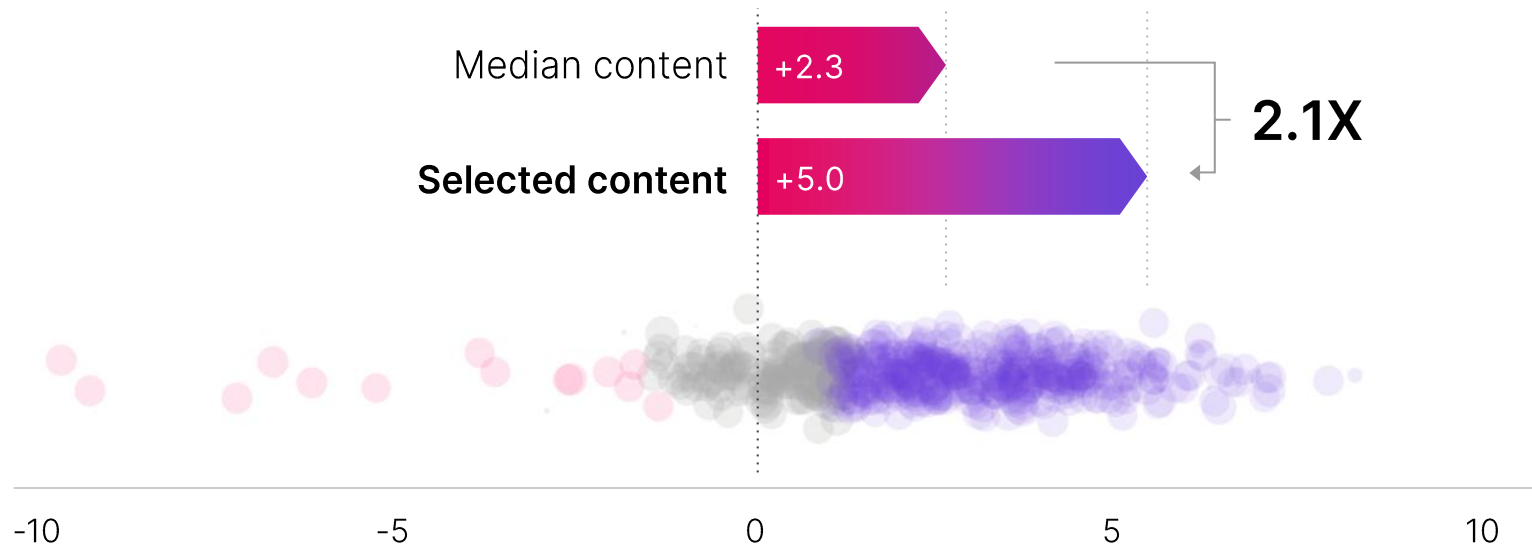


Nu Finish



# The impact is **large increases in ROI**

Swayable Lift Metric, percentage points



- CASE STUDY

## Finish Ultimate Awareness & Consideration

Influential partnered with Swayable to measure the effectiveness of Finish Ultimate's Game Day campaign leading up to Superbowl weekend. The campaign aimed to drive awareness & consideration through influencers across cooking/food, comedy and family to authentically illustrate that Finish Ultimate tackles tough messes so hosts don't miss out on game day festivities.

Through Swayable's test vs control methodology, Influential proved the effectiveness of campaign content, driving lifts across awareness, consideration and purchase intent - with consideration and purchase intent lifts pushing above historical benchmarks.

**+9pp**

Awareness Lift

**+5pp**

Consideration Lift

+2pp above BM

**+6pp**

Purchase Intent Lift

+3pp above BM

[Link to test results](#)



- CASE STUDY

## Lolli Wines

### Awareness & Consideration

Influential partnered with Swayable to measure the effectiveness of the Lolli Influencer Activation in 2025. The campaign aimed to drive awareness & consideration for a variety of Lolli products through elevated lifestyle, food and fashion influencer content.

Through Swayable's test vs control methodology, Influential proved the effectiveness of campaign content, not only hitting campaign goals by driving above benchmark awareness and consideration lifts, but also pushing lifts in purchase intent and brand recall.

**+43pp**

Awareness Lift

+33pp above BM

**+12pp**

Consideration Lift

+8pp above BM

**+12pp**

Recommendation Lift

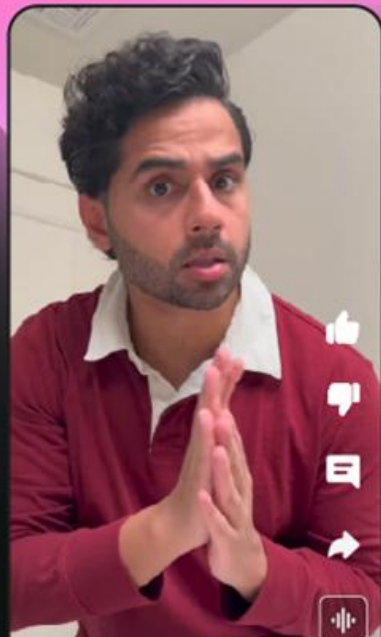
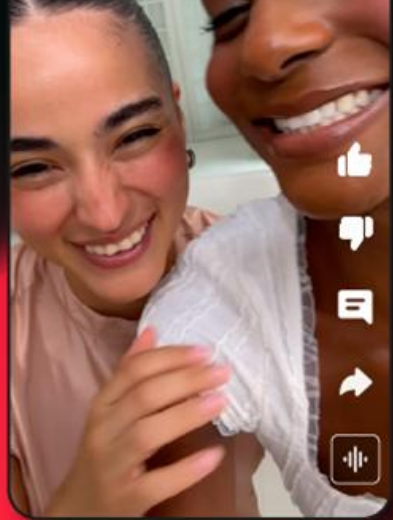
+6pp above BM

[Link to test results](#)



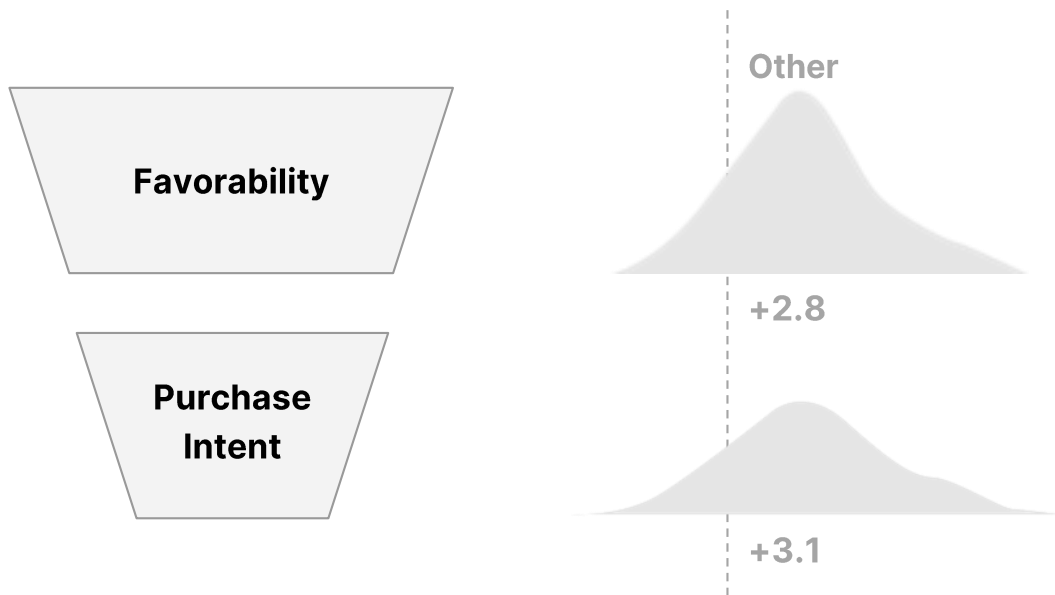
What about all the rest?





# Influencer content vs other content

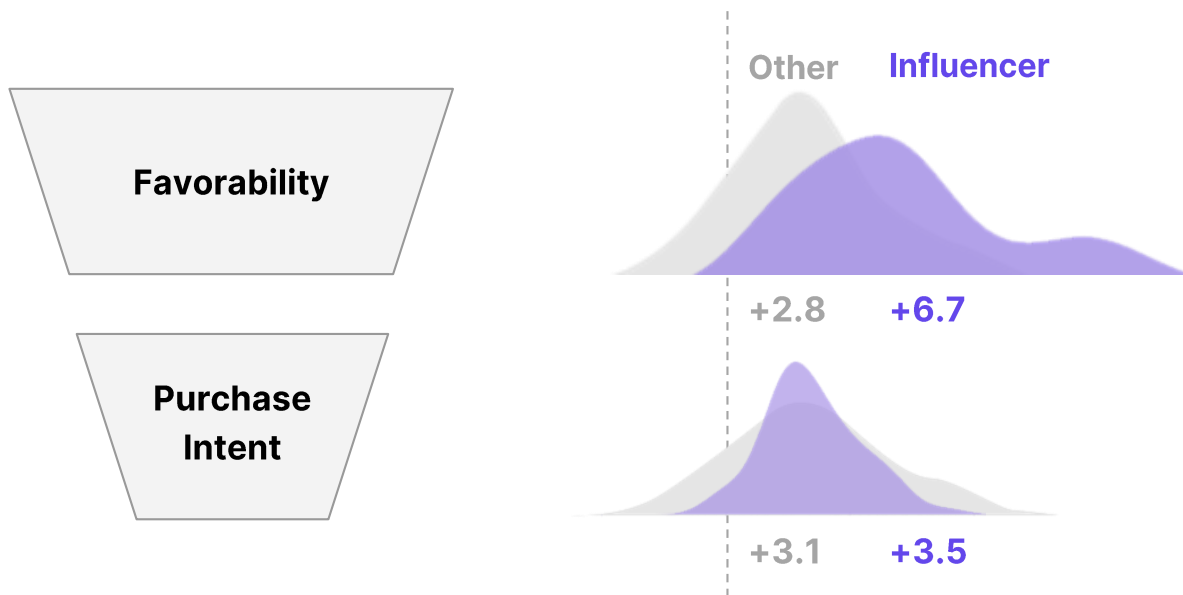
Lift, percentage points



Note: Persuasion scores for Influencer-content calculated from 70,000 responses to 69 ads for NPS, and 54,000 responses to 56 ads for Purchase Intent

# Influencer content vs other content

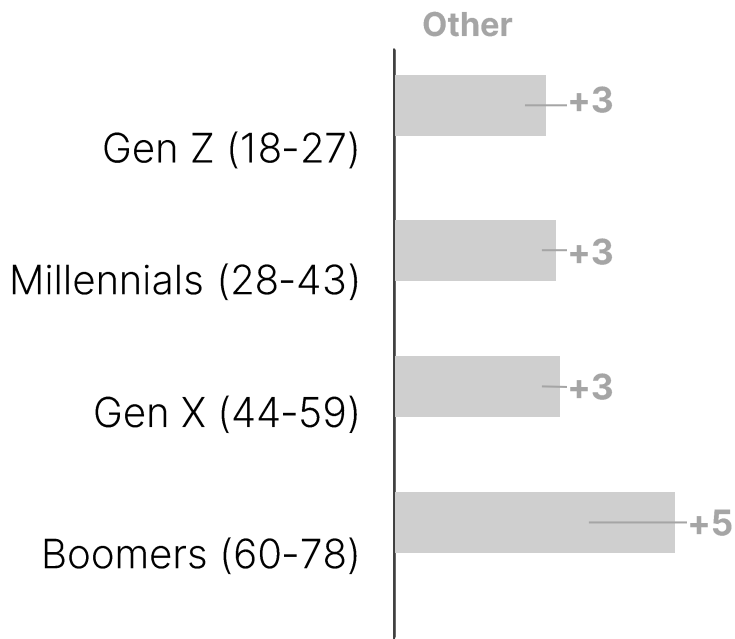
Lift, percentage points



Note: Persuasion scores for Influencer-content calculated from 70,000 responses to 69 ads for NPS, and 54,000 responses to 56 ads for Purchase Intent

# Influencer content outperforms other content formats

Lift, percentage points

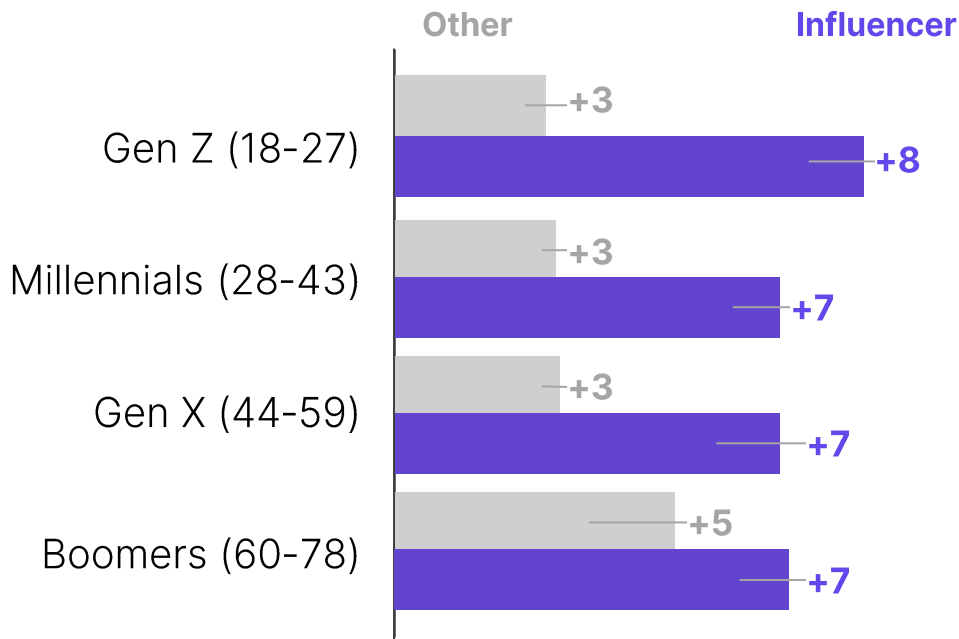


Note: Persuasion scores for influencer content calculated from 70k responses to 69 ads



# Influencer content outperforms other content formats

Lift vs. industry benchmark, percentage points



**Highest impact on Gen-Z**

**Outperformance even among older consumers**

Note: Persuasion scores for influencer content calculated from 70k responses to 69 ads

# Influencer CPG content outperforms other content

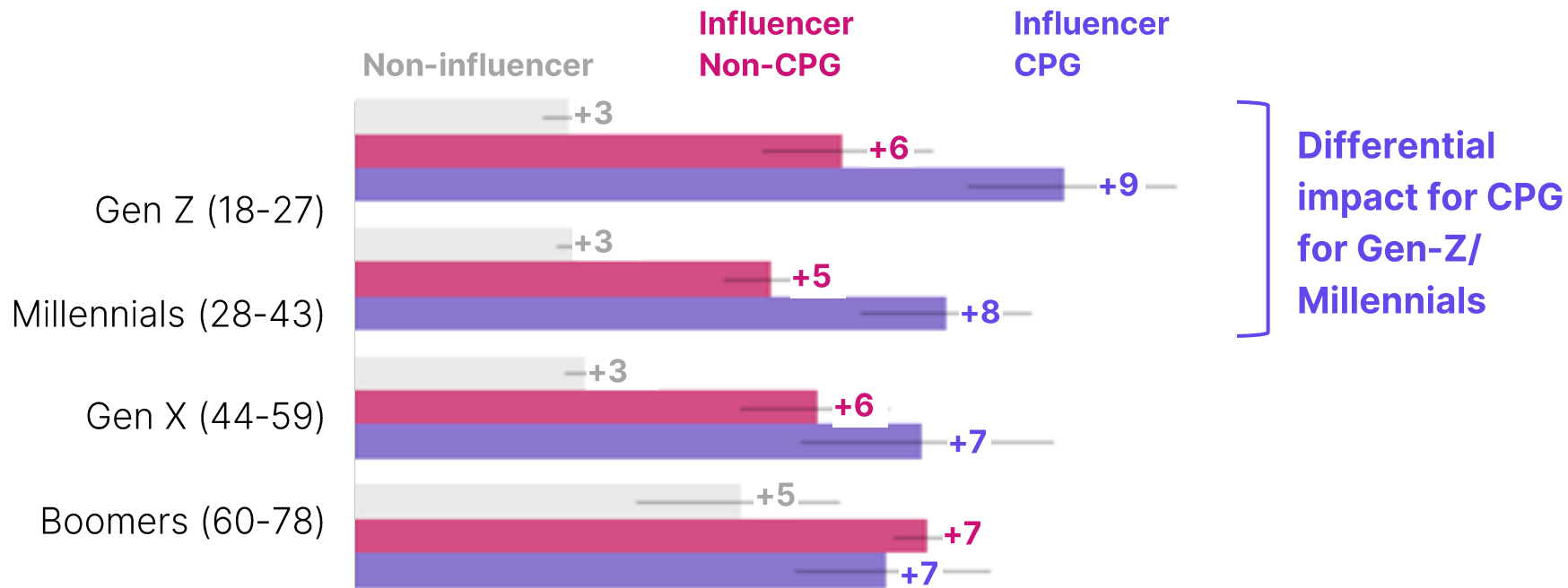
Lift, percentage points



Note: Persuasion scores for influencer content calculated from 70k responses to 69 ads for NPS, and 54k responses to 56 ads for Purchase Intent.

# Influencer CPG content vs. non-CPG and non-influencer content

Lift, percentage points



Note: Persuasion scores for influencer content calculated from 70k responses to 69 ads

# Takeaways

**Influencer content  
systematically  
outperformed traditional  
content**

- Throughout the funnel
- Across all ages/generations

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**Influencer content systematically outperformed traditional content**

- Throughout the funnel
- Across all ages/generations

Creators are winning by **proving that what they're doing works**, using gold-standard RCT proof of lift

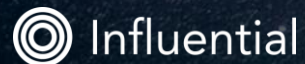
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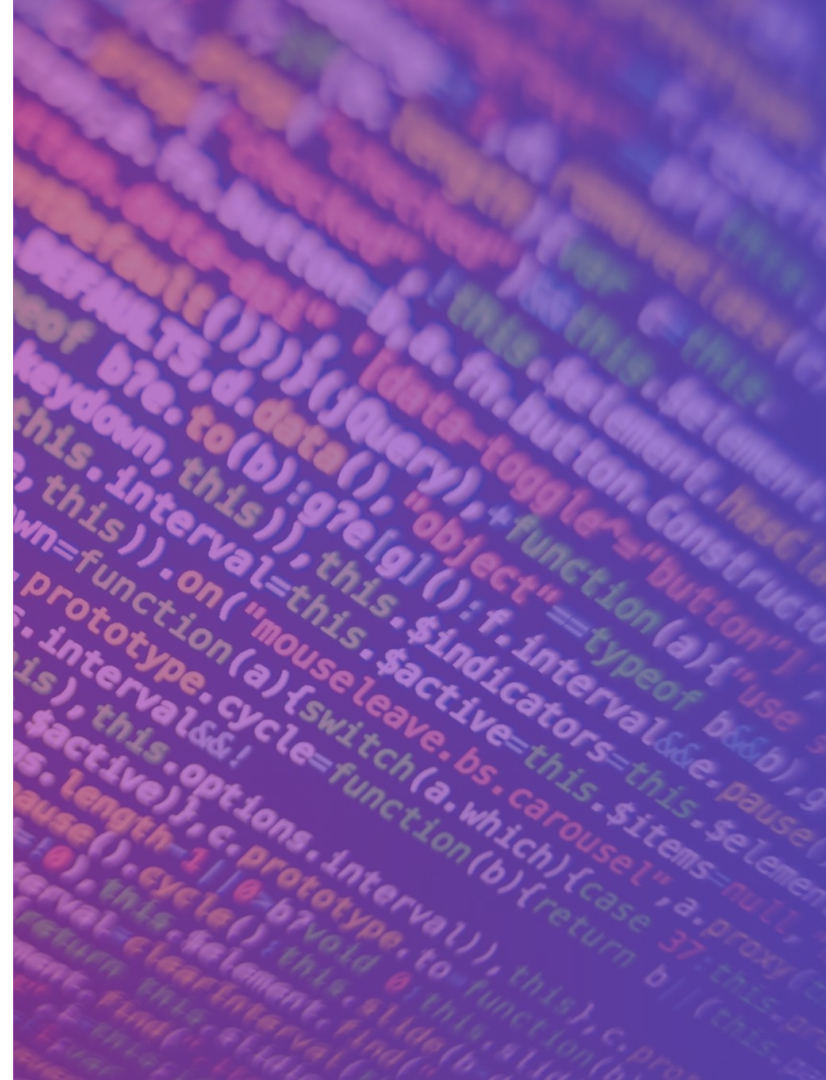


# Appendix



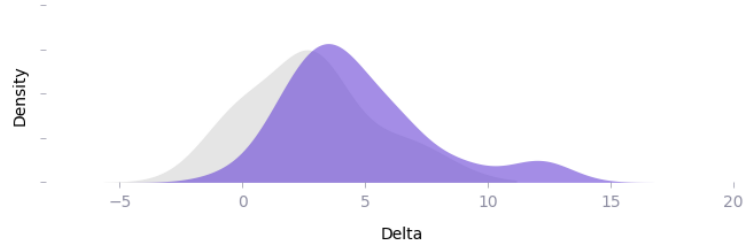
# Influencer Content metastudy research approach

- AI-powered classification on 14K+ creative tests to identify those featuring influencer or social content.
- Measurements were based on Swayable's proprietary machine learning model, which uses population modeling to assess ad impact.
- Aggregated upper and lower funnel measurements (e.g. NPS, purchase intent) of influencer/social ads using our AI tagging feature.
- Compared the lift results of influencer and social ads to category benchmarks for all content types across Swayable's extensive benchmarks library.

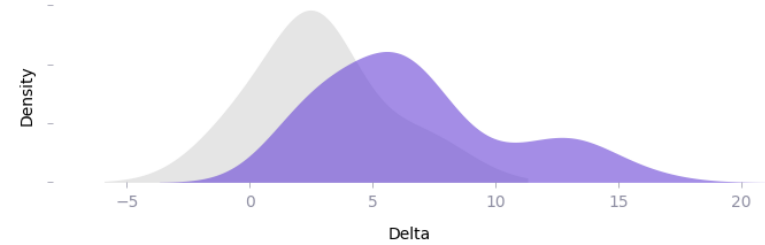


# Raw Figs

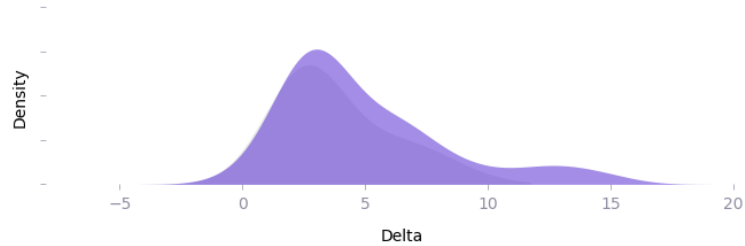
('Brands', 'Brand Favorability', 'Everyone')  
Measurements=126, Responses=120913  
 $\mu=4.69$ ,  $\mu_{\text{benchmark}}=2.75$



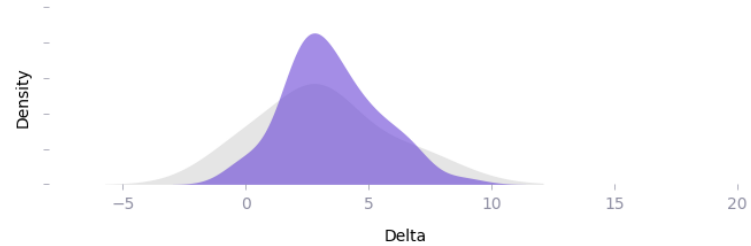
('Brands', 'NPS', 'Everyone')  
Measurements=69, Responses=69198  
 $\mu=6.70$ ,  $\mu_{\text{benchmark}}=2.81$



('Brands', 'Purchase Consideration', 'Everyone')  
Measurements=152, Responses=146551  
 $\mu=4.95$ ,  $\mu_{\text{benchmark}}=2.66$

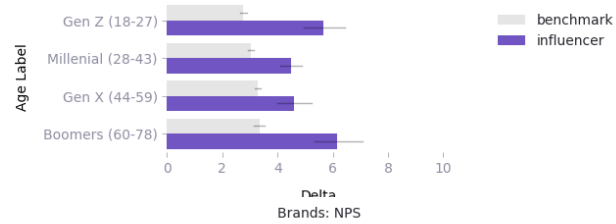


('Brands', 'Purchase Intent', 'Everyone')  
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 $\mu=3.48$ ,  $\mu_{\text{benchmark}}=3.11$

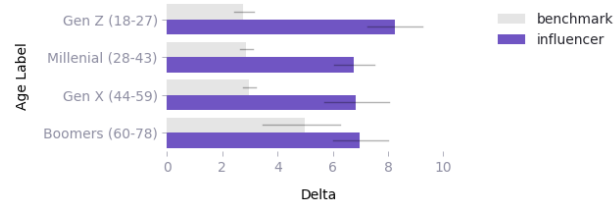


				delta
vertical	category	segment	type	
Brands	Brand Favorability	Gen Z (18-27)	influencer	5.644024
			benchmark	2.748698
		Millenial (28-43)	influencer	4.494537
			benchmark	3.019162
		Gen X (44-59)	influencer	4.584182
			benchmark	3.279569
		Boomers (60-78)	influencer	6.144658
			benchmark	3.343899
	NPS	Gen Z (18-27)	influencer	8.247255
			benchmark	2.758363
		Millenial (28-43)	influencer	6.764383
			benchmark	2.853629
		Gen X (44-59)	influencer	6.842743
			benchmark	2.980068
		Boomers (60-78)	influencer	6.990128
			benchmark	4.992946
	Purchase Consideration	Gen Z (18-27)	influencer	6.672102
			benchmark	2.631982
		Millenial (28-43)	influencer	4.777000
			benchmark	2.598747
		Gen X (44-59)	influencer	5.284270
			benchmark	2.892903
		Boomers (60-78)	influencer	7.410079
			benchmark	2.789422
	Purchase Intent	Gen Z (18-27)	influencer	4.563126
			benchmark	3.388430
		Millenial (28-43)	influencer	3.392595
			benchmark	3.506216
		Gen X (44-59)	influencer	4.046979
			benchmark	3.880045
		Boomers (60-78)	influencer	6.394900
			benchmark	5.245153

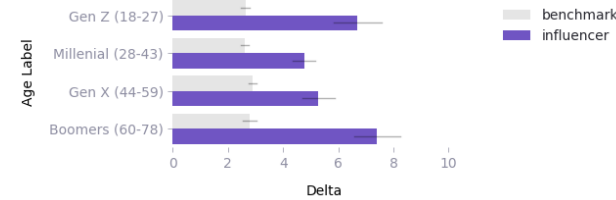
Brands: Brand Favorability



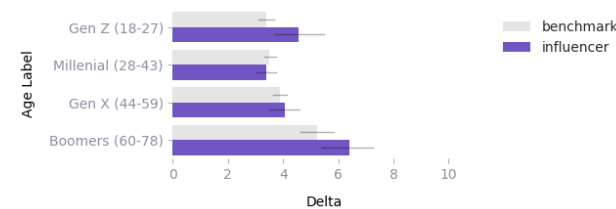
Brands: NPS



Brands: Purchase Consideration



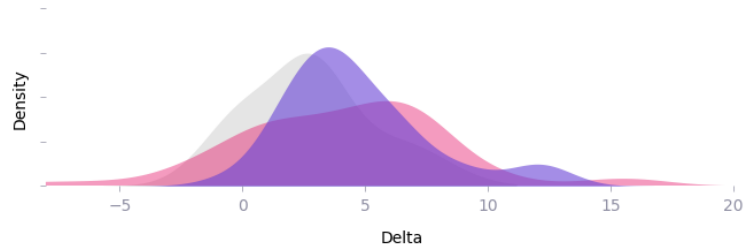
Brands: Purchase Intent



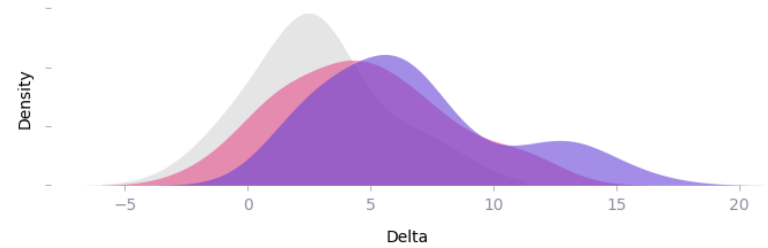
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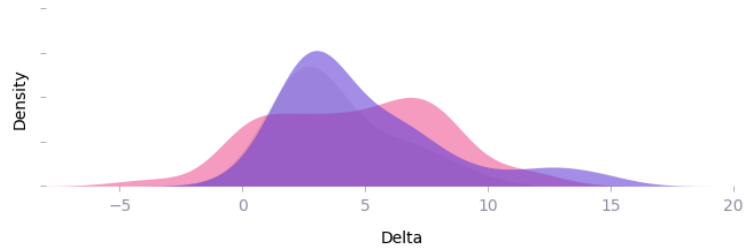
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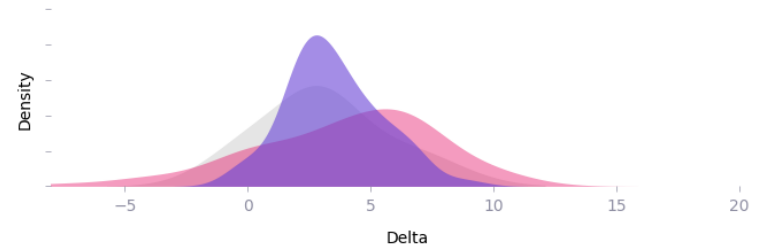
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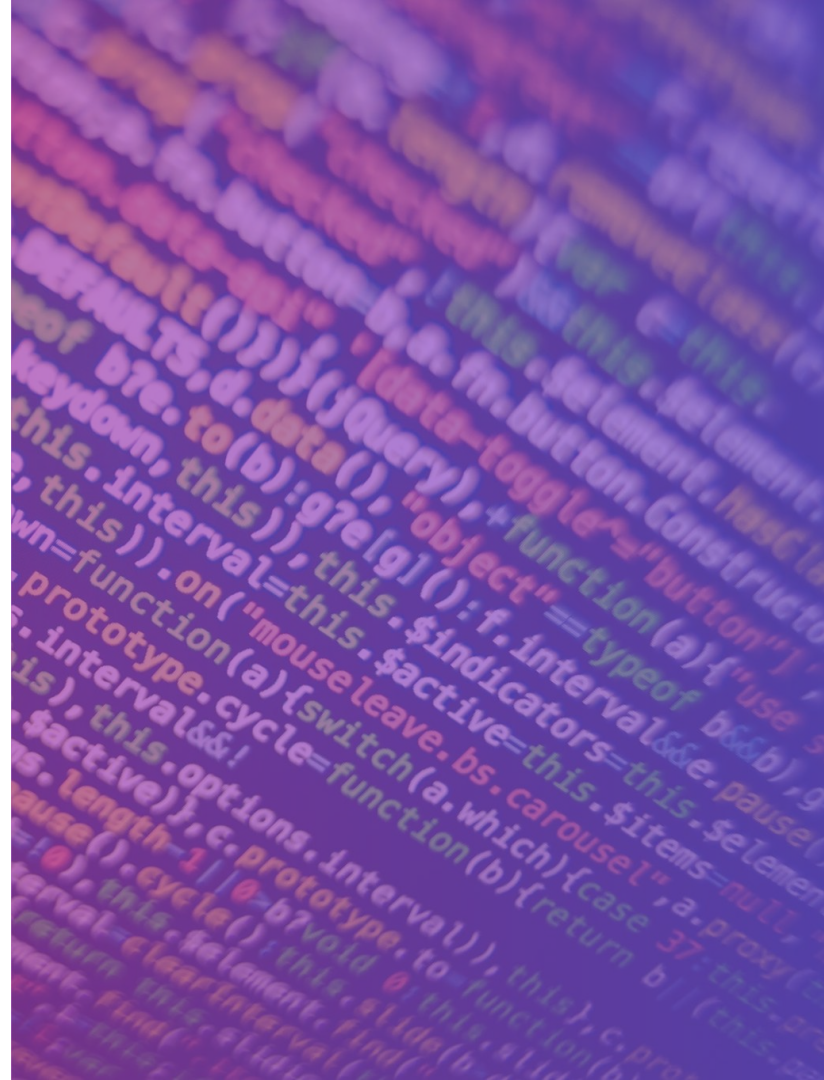
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Measurements=56, Responses=53968  
 $\mu=3.48$ ,  $\mu_{sc}=3.94$ ,  $\mu_{benchmark}=3.11$



# ML population modeling

Swayable uses sophisticated proprietary machine learning models to understand consumer populations, adding power to all measurements on the platform. These models find real trends in the data and use them to regularize results, giving greater precision and tighter margins of error. This delivers especially large gains for results in smaller sub-segments.

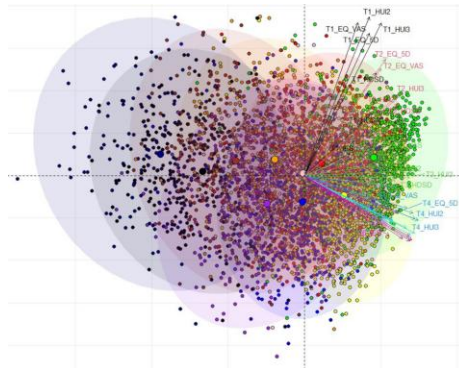
Analysis by MIT research collaborators estimated that this adds statistical power comparable to doubling the underlying sample size.



## How can AI help predict what will work?

## Training data

## Model



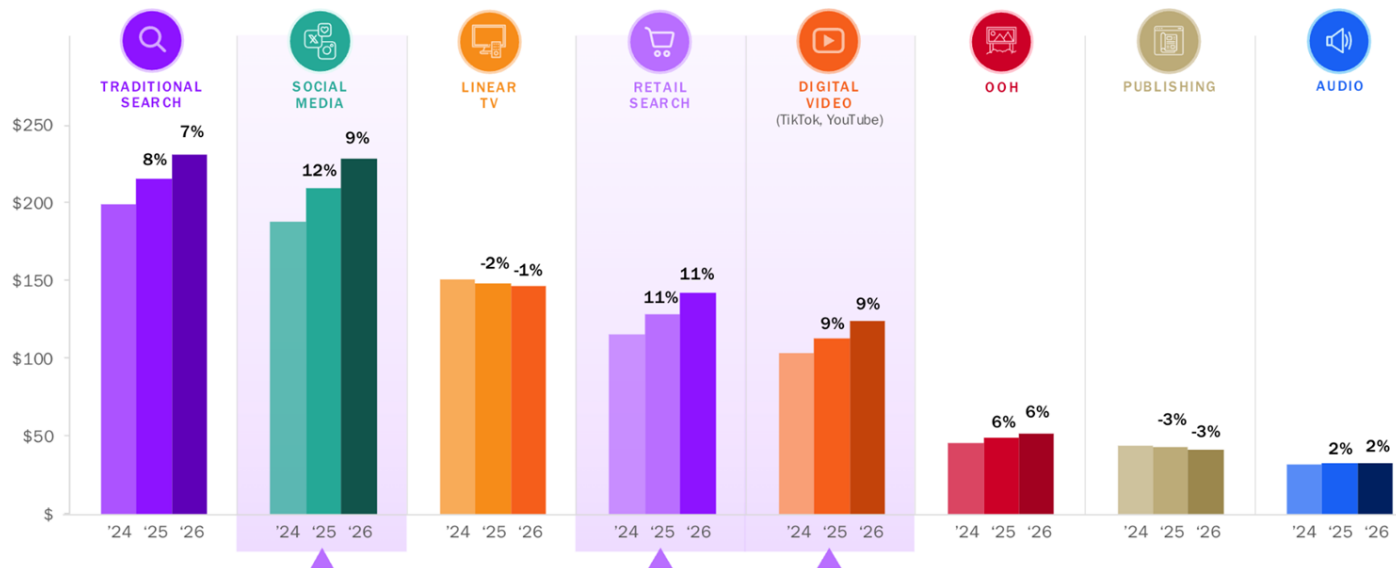
With enough training examples, it is possible to create a model that “predicts” what will generate lift.

But do those predictions have any value?

And how many examples are needed?

# Social is the Fastest Growing Channel

Volume in Millions of Dollars & Percent Change



Source: Zenith Advertising Expenditures Forecast (Political ad spend excluded)



# Recognized as Ad Age's 2024 Social Media/Influencer Company of the Year

The A-List & Creativity Awards celebrate innovative agencies, production companies, brand marketers, talent, and outstanding work.

Ad Age's editorial staff judges the long-standing A-List after a meticulous review of hundreds of submissions.

“The influencer marketing agency celebrated its **10th anniversary with a year of record growth**— jumping from \$100 million revenue in 2022 to an estimated \$150 million in 2023—and executing a series of innovative influencer-led campaigns.”



# Ad Age A-List Awards