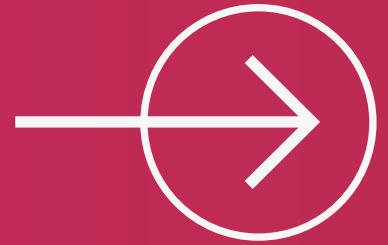


QUIRIOUS
INSIGHT

Beyond the Likes: The **TRUE** Power of Influencers



2025 Quirks NY Marketing Research and Insights
July 24, 2025



Andrew Moffatt
Chief Executive Officer



Lisa Speck
Chief Research Officer

/ 'ɪnfloʊənsər /

*def: a person or thing that
influences another*

THE DATA SET

APP ENGAGEMENT

AD EXPOSURE

WEB ENGAGEMENT

SHOPPING BEHAVIOR

LOCATIONS VISITED

MEDIA CONSUMPTION

SOCIAL MEDIA USAGE



10

App Opens per Day



20

App Opens per Day



17

App Opens per Day



12

App Opens per Day

135-140

Posts Viewed Per Day

75-80

Posts Viewed Per Day

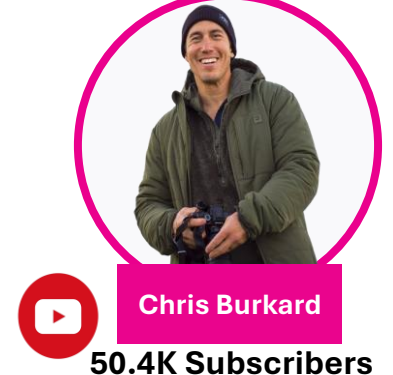
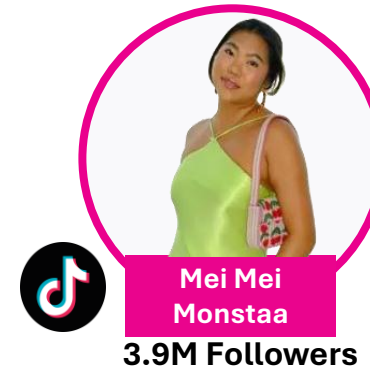
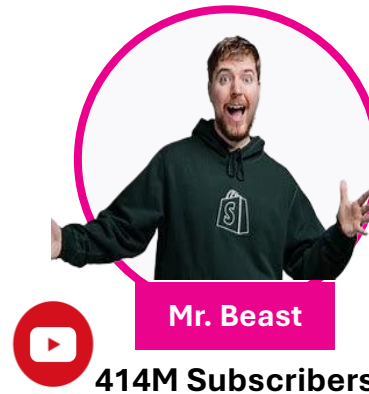
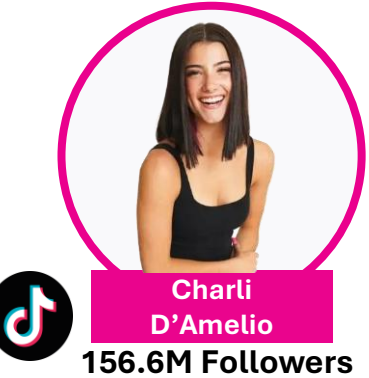
65-70

Posts Viewed Per Day

30-35

Posts Viewed Per Day

TODAYS INFLUENCERS



THE BRANDS & INFLUENCERS

Brands Explored:



Influencers Explored:

100+

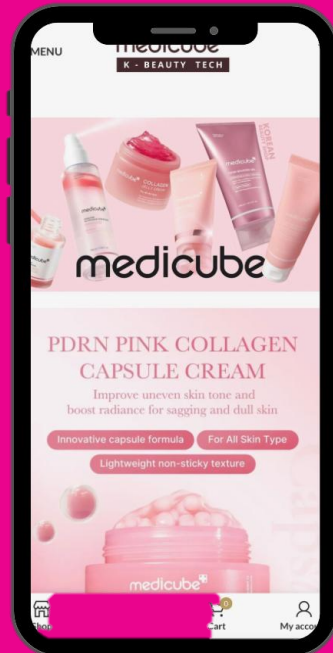
SHOPPING AFTER INFLUENCER



Kylie Jenner

56%

Shop within 1 hour



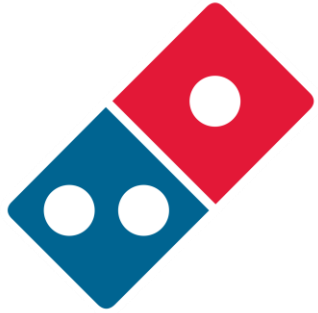
Mr. Beast

36%

Shop within 1 hour



AD EXPOSURE TYPES



Domino's



Dunkin'



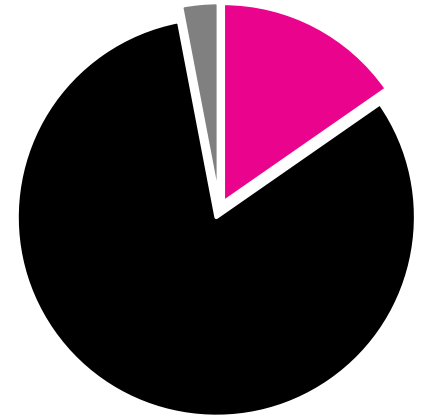
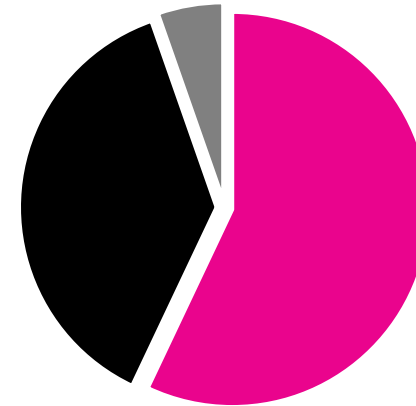
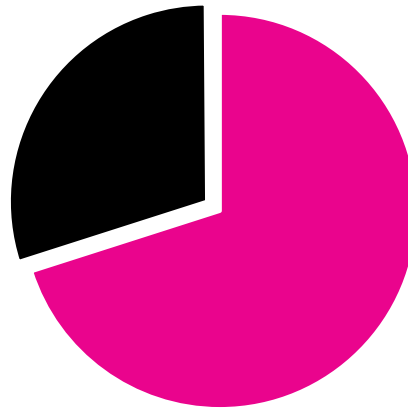
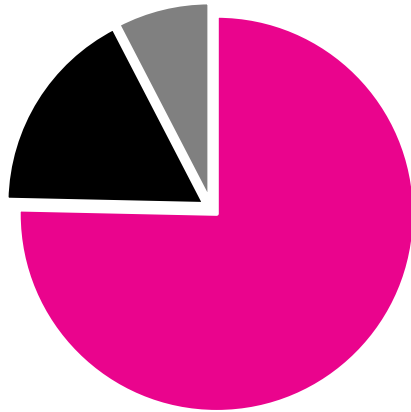
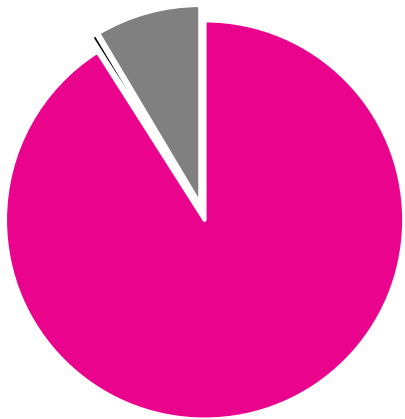
Taco Bell



Subway



Chipotle

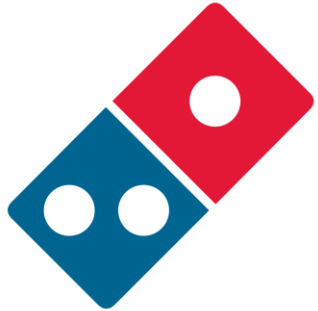


 **Paid Brand Marketing**

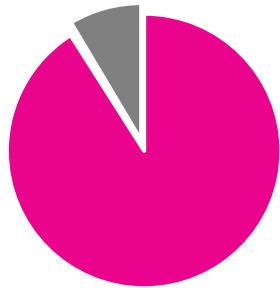
 **Brand Influencer Marketing**

 **Organic Brand Marketing**

AD CONVERSION



Domino's

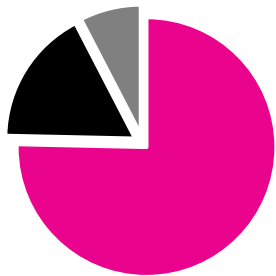


3%

conversion rate



Dunkin'

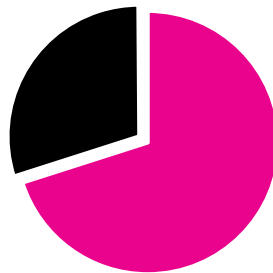


6%

conversion rate



Taco Bell

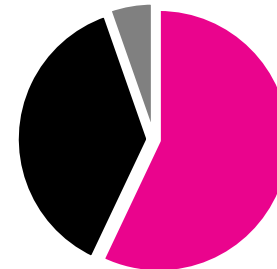


2%

conversion rate



Subway

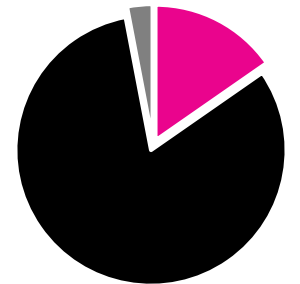


7%

conversion rate



Chipotle



4%

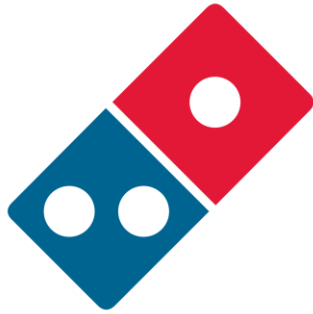
conversion rate

 Paid Brand Marketing

 Brand Influencer Marketing

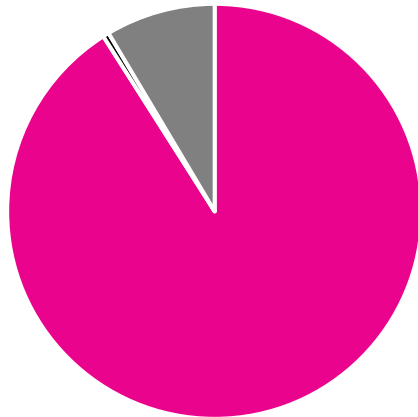
 Organic Brand Marketing

SPECTRUM OF AD STRATEGIES



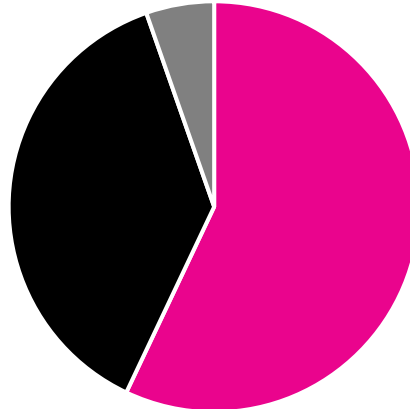
Domino's

Traditional Marketing



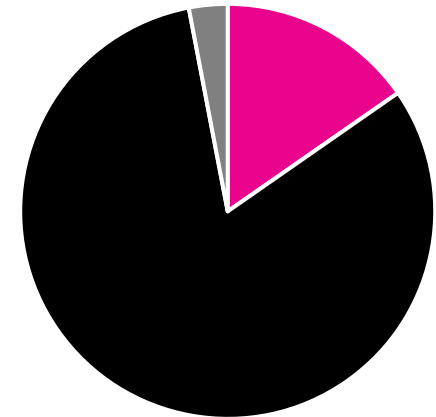
Subway

Diversified Marketing



Chipotle

Influencer Led Marketing



 Paid Brand Marketing

 Brand Influencer Marketing

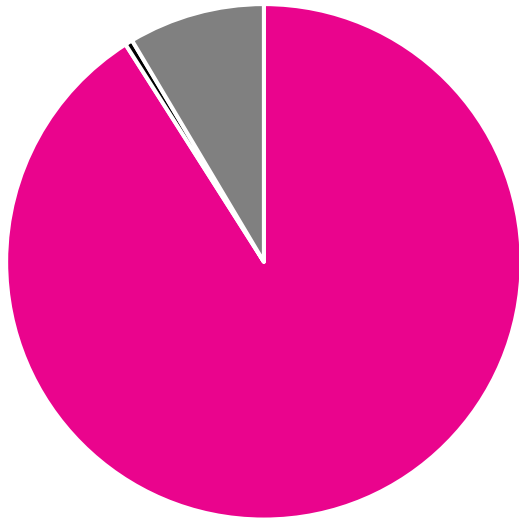
 Organic Brand Marketing



TRADITIONAL MARKETING STRATEGY



Paid, Organic



3%
overall conversion rate
1.3 *paid*, 3.6 *organic*

■ Paid Brand Marketing ■ Brand Influencer Marketing ■ Organic Brand Marketing

1.5x

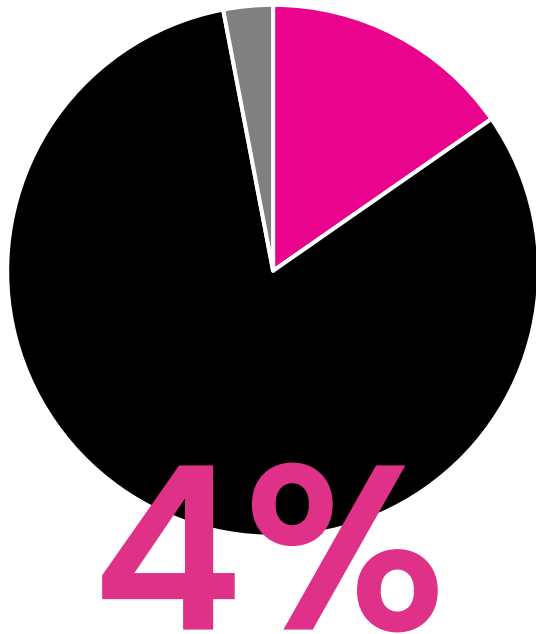
more of overall spend towards paid

2.5x

more paid exposures



INFLUENCER MARKETING STRATEGY



4%
overall conversion rate

4.2, 1.3, 3.6
Influencer, Paid, Organic
conversion rates



spending

2.5x

more of overall spend on
influencer content

receiving

2.8x

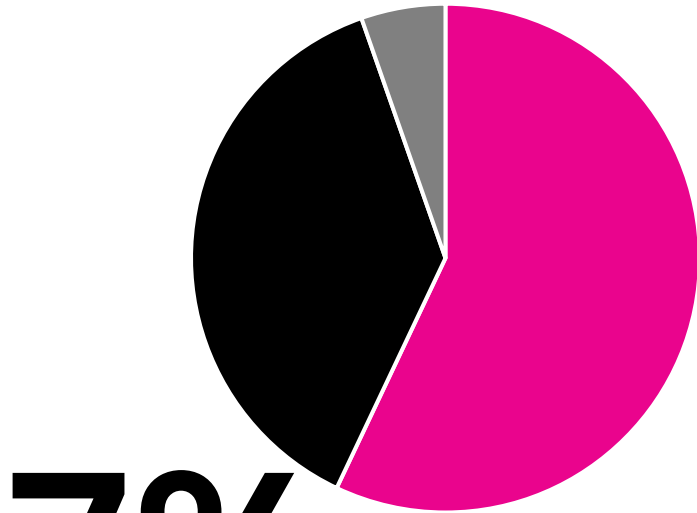
more influencer exposures

spending

1/4

of what others are spending
on paid

DIVERSIFIED MARKETING STRATEGY



7%
overall conversion rate

11.3, 3.8, 1.8
Influencer, Paid, Organic
conversion rates

■ Paid Brand Marketing ■ Brand Influencer Marketing ■ Organic Brand Marketing



receiving $\frac{1}{2}$ as many influencer exposures, yet has the highest conversion rate for influencer marketing and overall

INFLUENCER MARKETING AT ITS BEST

35%

conversion rate

Compared to paid marketing

3.5%

conversion rate



@jordan_the_stallion8

5hr

conversion time

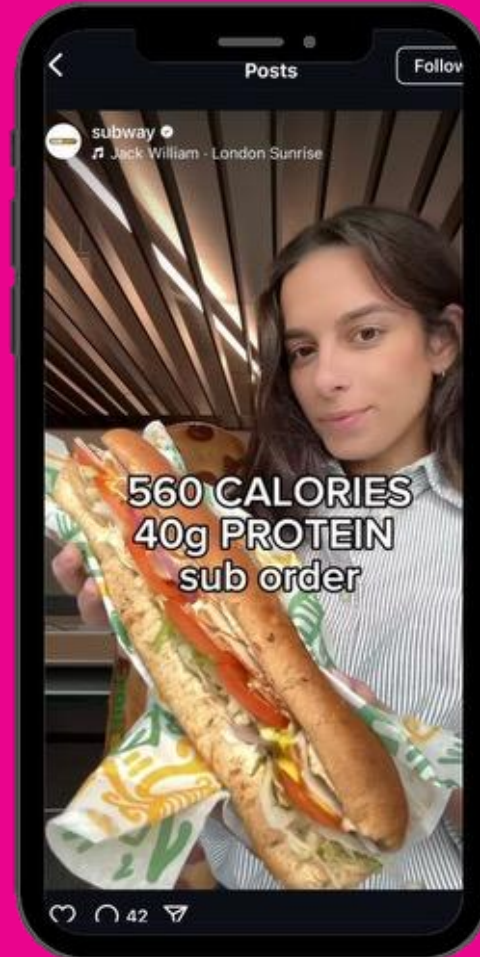
Compared to paid marketing

16hr

conversion time

314.2K
8,643
13K

ORGANIC MARKETING



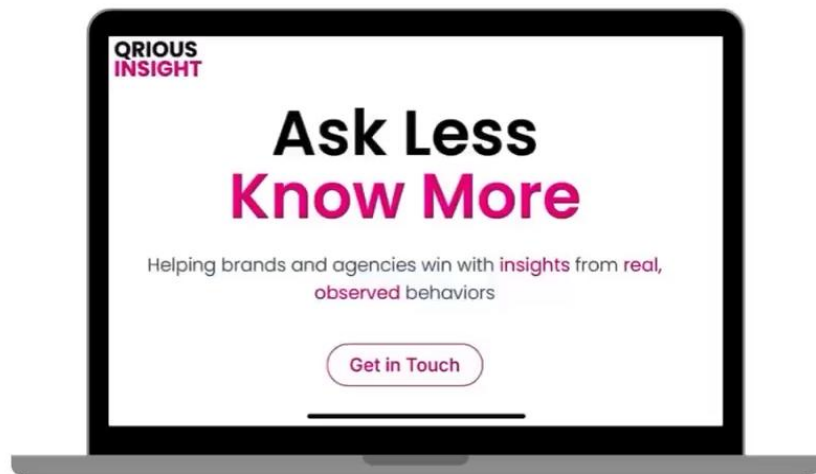


KEY TAKEAWAYS

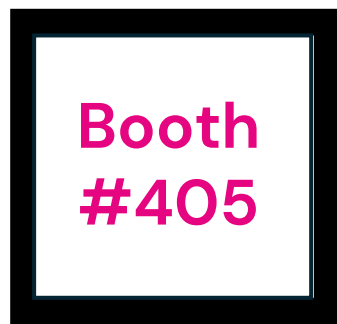
**No One-Size-Fits-
All Digital
Strategy**

**Know Your Brand
AND Your
Consumer**

**Measure
Continuously**



Visit our Website!



Visit our Booth!

THANK YOU!



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