

Influencer Marketing Platform Buyer's Guide



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Introduction

Once dismissed as a fad, influencer marketing has grown to become a key component of the marketing mix for consumer brands, and is also making inroads into the world of B2B.

In 2023 the influencer marketing industry is expected to be worth \$21billion, compared to \$16billion in the previous year. [\[source\]](#)

There are a number of drivers behind this growth. Trust in conventional advertising is difficult to measure because it varies a lot between different demographics and industries, but in a lot of areas it's falling, while online influencers are often seen by consumers as being more credible and trustworthy.

On top of this, many influencers have built hyper-focused audiences within their specific niche, offering a way for brands to target the exact consumer profiles they need, something that is much more difficult through other marketing channels. And, while not always the case, influencer marketing can offer impressive ROI when executed well.

83% of companies believe influencer marketing to be an effective form of marketing [\[source\]](#)

So it's not surprising that marketers continue to see value in working with influencers and, as it grows into a distinct discipline, influencer marketing increasingly requires a specific set of skills and tools to identify the right influencers, scale campaigns, and deliver the best results.



Chapter 1

Why Use an Influencer Marketing Platform



Why Use an Influencer Marketing Platform

As with so many areas of online marketing, it's perfectly possible to manage influencer outreach programs manually but once you start to scale up the activity it can become unwieldy. That's where influencer marketing platforms like Klear can be helpful, making it easier to manage multiple large campaigns, but what benefits do they offer, exactly?

Firstly, and perhaps most importantly, they make it a lot easier to identify the right influencers to work with. They'll have a large, actively maintained database of influencers across a wide range of different subject niches, along with useful information such as audience size, what social platforms they're active on, where they're based, and much more.

Manually searching for the right influencers to work with can be a laborious task, and a good influencer marketing platform will do a lot of the heavy lifting for you, enabling you to filter out the ideal collaborators based on your unique criteria.

It's great to have a diverse roster of influencers you can work with for different campaigns, especially if you have a broad range of products and brands. These can include nano, micro, macro, and mega influencers, as well as those focused on different topics, and a platform like Klear can take the hard work out of finding them all.

Finding influencers is only the first step. Next you need to recruit them to your campaign, either through email outreach or an inbound process such as ambassador sign-up forms, all of which can be streamlined by using a platform.

Managing the execution of influencer campaigns can be an admin-heavy task, keeping track of outreach programs, monitoring activity, tracking progress against campaign goals, it all creates a lot of work. Doing it manually is labor-intensive, and introduces greater potential for errors to be made, whereas an influencer marketing platform will streamline the process (such as paying influencers faster) and reduce mistakes. This in turn creates better experiences for the influencers you work with, laying the foundations for good long term relationships.

Compliance with legal and regulatory requirements can also be challenging, especially for brands operating across multiple markets where rules may vary across national borders, and particularly in highly regulated sectors such as alcoholic beverages, financial services, or pharmaceutical products. Again, influencer marketing platforms can bake compliance processes into their user workflows, reducing the workload and minimizing the potential for error.

Finally, by managing the entire end-to-end process of influencer marketing through a platform, a lot of data can be collected at every stage of each campaign, which can all be analyzed to identify useful insights leading to campaign optimizations and improvements.

Whether you're hoping to grow sales revenue, or increase brand awareness, the insights provided by such a platform can help you track your campaign metrics against those goals. For example, they'll help you understand which creatives and messaging works best for different audiences, or which influencers drive the most sales from your product-seeding campaigns.

Chapter 2

What to Look for in an Influencer Marketing Platform



Database

One of the key functions of an influencer platform is to provide you with a comprehensive and constantly updated database of influencers across all of the regions, topic niches, and social platforms that are important to you.

When assessing different vendors, be sure to find out:

- How large is their influencer database?
- How frequently is it updated with new influencers?
- Which social platforms are covered?
- Which topic areas are included?
- What data is available for each influencer? Which
- countries does the database cover?
- How powerful is the database search capability?

Klear currently includes detailed profiles of over 30 million individual influencers, making it the world's largest influencer database. Multiple options for search parameters layered with customized filter options produce targeted results to find creators best suited for your campaigns.

Our database includes influencers from all of the major social media platforms:

- Instagram
- TikTok
- YouTube
- Facebook
- Twitter
- Pinterest
- Blogs
- Red (Xiaohongshu) - China

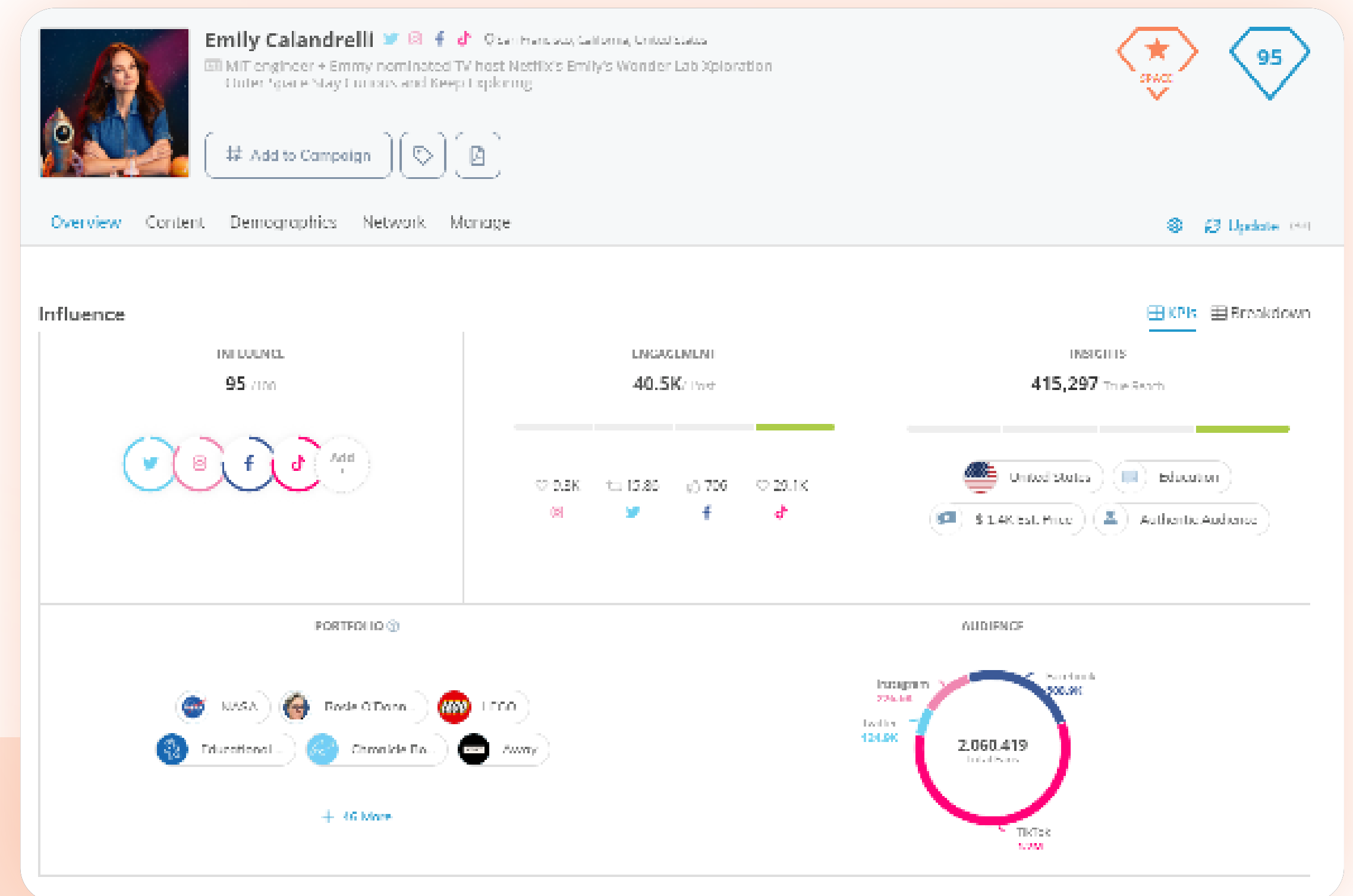


Influencer Profiles

For each influencer in our database, we provide a detailed profile giving you all the information you need to assess their suitability for your campaign. On each profile you'll find

- **Influence:** this is our influence score, from 0 to 100, which is calculated using our proprietary AI algorithm based on thousands of data points from all of the social channels the influencer has a presence on.
- **Engagement:** shows you the typical level of engagement the influencer achieves per post on each of their social channels.
- **Audience:** the number of fans or followers the influencer has on each of their social channels.
- **Audience Data:** demographic breakdown of their followers, such as average age, gender split, geography, as well as information about their common topics of interest, favorite brands, most used hashtags, visited websites, and favorite celebrities.
- **Brand Safety:** our system analyzes the influencer's social media activity to check for signs of influencer fraud, inauthentic behavior, engagement with suspicious accounts, and inappropriate activity, to identify anything that might present a potential risk to your brand if you worked with them.
- **Top Content:** the most engaged with content from across the influencer's social channels.

- **Portfolio:** flags any sponsored/branded content that the influencer has posted on their social channels.
- **Insights:** using AI, we are able to predict the number of views the influencer is likely to get per post on each of their social channels, and we can also estimate the cost of a sponsored Instagram post, video or story with the influencer.



Search Capabilities

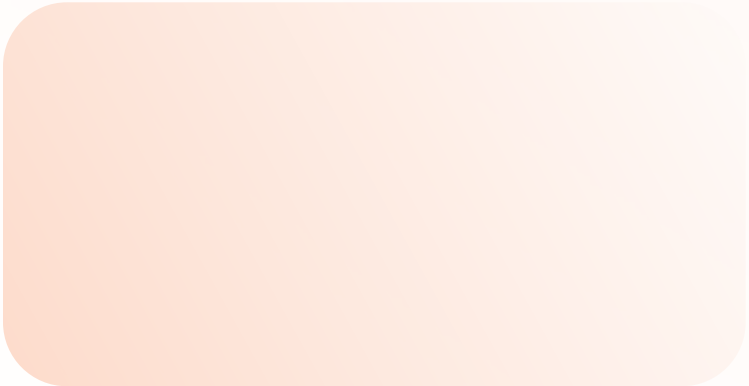
A strong database of influencers is little use if you can't easily search through it to find the information you need. When assessing vendors, it's important to take a good look at how the search function works, and decide whether it will help you filter influencers in a way that's useful to you. Pay close attention to which search filters are available.

Klear provides the following search filters to help you narrow your search and pinpoint exactly the right influencers:

- **Influence:** Mega/Macro/Micro/Nano based on audience size, influence rating, and estimated reach.
- **Social Channels:** which specific channels the influencer is present on.
- **Social Stats:** number of followers/fans, and minimum engagement rate.
- **Vetted:** whether they have been vetted and authenticated by Klear.
- **Topics:** do they post about a specific topic of interest?
- **Brand Mentions:** have they posted about a specific brand.
- **Location:** their geographic location (down to city-level), or the location of their audience.
- **Language:** primary language the influencer uses.
- **Sponsored Content:** only show influencers who have previously posted sponsored content.
- **Messaging:** only show influencers who can be contacted directly through email or via Klear's internal messaging system.
- **People Only:** exclude brand accounts and only show actual people.
- **Gender:** filter by influencer and/or audience gender.
- **Age:** filter by audience age group.

Topics

Influencers in our database are categorized into 48 top-level topic categories to make it easier to broadly identify those relevant to your market. Each of these categories has a number of subcategories, and influencers can of course occupy more than one category. The top level categories are:



 Fashion	 Lifestyle	 Travel	 Beauty	 Food	 Sports
 Parenting	 Art	 Fitness	 Racing	 Geek	 Business
 Technology	 Entertainment	 Marketing	 DIY	 Nature	 Activist
 Finance	 Science	 Education	 Pets	 Culture	 Shopping

Campaign Management

Handling the practical day-to-day tasks of an influencer marketing campaign can be a huge time-suck if you have to do it all manually. One of the key benefits of an influencer marketing platform is that they provide CRM-like functionality that streamlines and automates most of the work involved in running a campaign. This makes scaling influencer programs much easier and more cost effective.

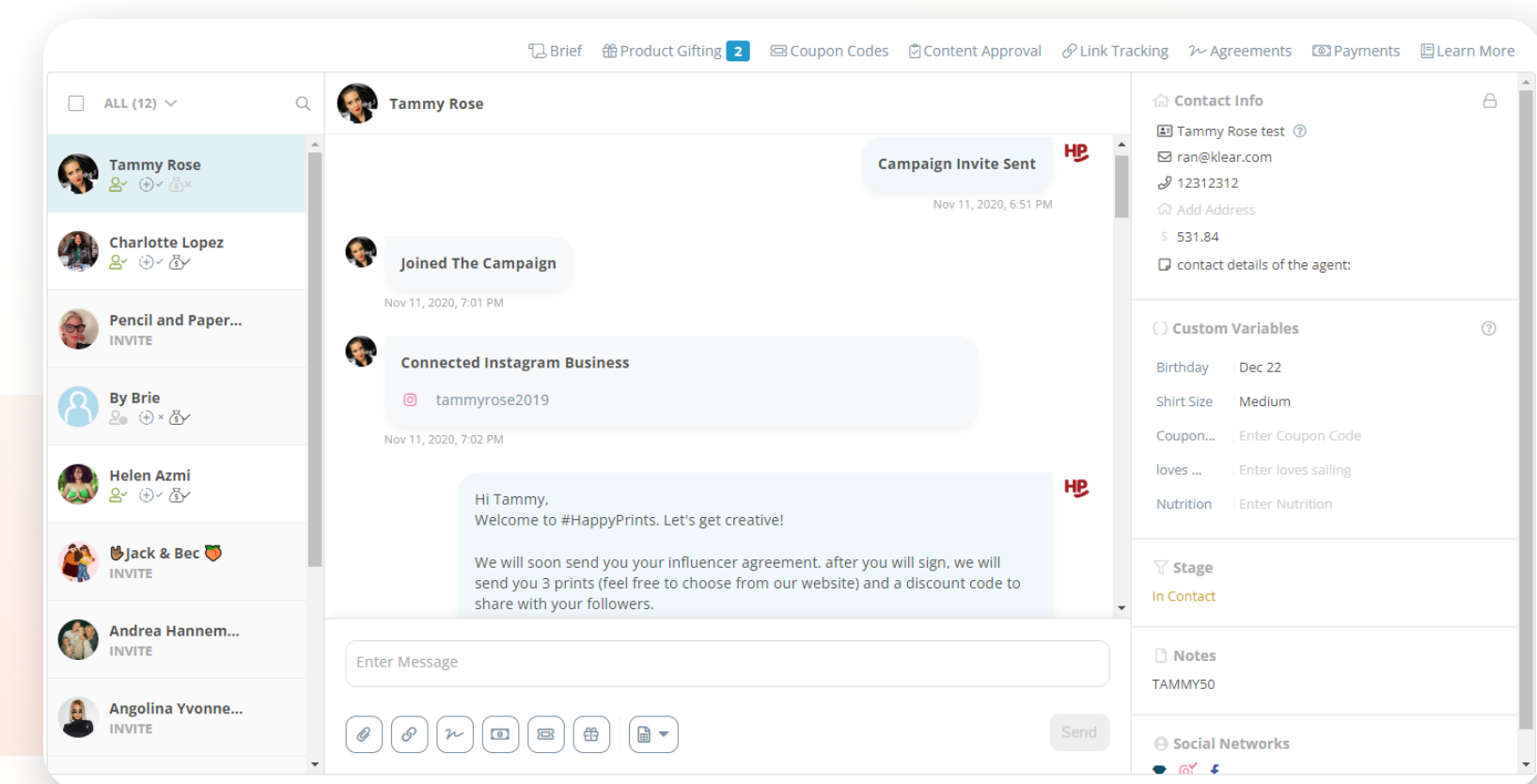
For seasoned influencer marketing professionals this simply means that you can get more done in less time, and with fewer mistakes, while for those who are just getting started it provides a ready-made campaign management framework based on industry best practices. This means you can spend more time on strategic level tasks such as analyzing campaign performance and planning future campaigns. When choosing a vendor, make sure you get a good look at how the campaign management system works, and think about how well it will fit into your own ways of working.

Here are some key components of a campaign management tool you should look out for:

- **Messaging Center** reaching out to dozens, maybe hundreds, of influencers can get messy. Klear provides a messaging center called Connect, which makes it easy to send direct messages, approve content, sign contracts, process payments, and more, all from a single console linked to your campaign.
- **Campaign Recruitment**: as well as adding influencers from the database, Klear makes it easier to capture your customers' social media profiles, vet and analyze them in the same way as influencers, and then add them to a campaign. It's also possible to create customized application forms to gather social media profiles

alongside extended data that can help you to vet influencers and create more targeted campaigns.

- **Briefing Templates**: Klear makes it easy to build campaign briefs that can be distributed to all participating influencers. All you need to do is enter a few details about the nature of your campaign, define what deliverables you need from influencers, your overall expectations, and select a few options around your campaign requirements.
- **Product Gifting Management**: it can be difficult to keep track of your product gifting programme, especially if you're sending out different products to a lot of influencers. Klear makes it easy to manage this whole process, so that you can make sure the right products go to the right influencers, and link that information into your campaign performance metrics.
- **Tracking & Notifications**: you want to be kept up to date as your campaign progresses, so Klear enables you to set up a search for specific keywords and hashtags, and whenever one of the influencers in your campaign posts something that matches, that content will be added to your campaign tracking and you can receive email alerts if desired.



Metrics & Reporting

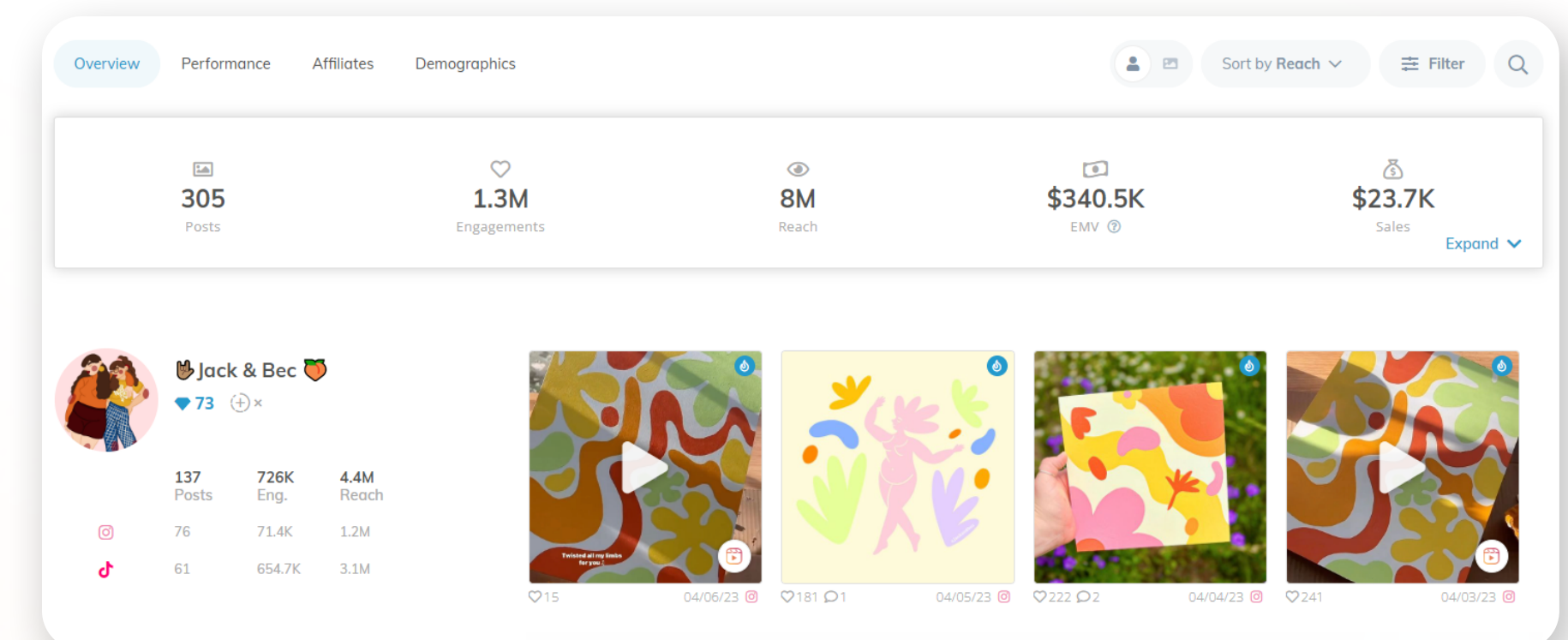
Tracking your campaign performance and being able to accurately measure ROI is essential if you want to prove the value of influencer marketing to your stakeholders. So any vendor you consider should have robust measurement and reporting tools.

Measuring campaign performance manually usually involves pulling together a hodge-podge of metrics from different sources, screenshots from the social platforms native analytics and, often, blind trust that the data influencers are sharing is completely accurate. With Klear, all of this data is automatically imported into our platform and aggregated into a dashboard so that not only looks consistent and ready to share with stakeholders, but you can trust that it's giving you an accurate picture of how your campaign is performing.

Relevant content from participating influencers is collected in real-time, based on brand mentions, hashtags, and any search terms you included in the campaign set up. As well as being presented in a live dashboard that can be viewed at any time, this data can also be exported into a PDF report to share with colleagues. Metrics covered in Klear's reporting tools include:

- Volume of posts created
- Total number of engagements
- Engagement rate
- Cost per engagement
- Reach
- CPM
- Estimated Media Value
- Social ROI
- Clicks
- CPA
- Conversions
- Conversion
- Rate
- CPA
- Sales
- Sales ROI

Each of these metrics can be viewed in aggregate for the entire campaign, for each participating influencer, or a defined subset of influencers. In addition, Klear provides a demographic breakdown for the audience reached by your campaign.

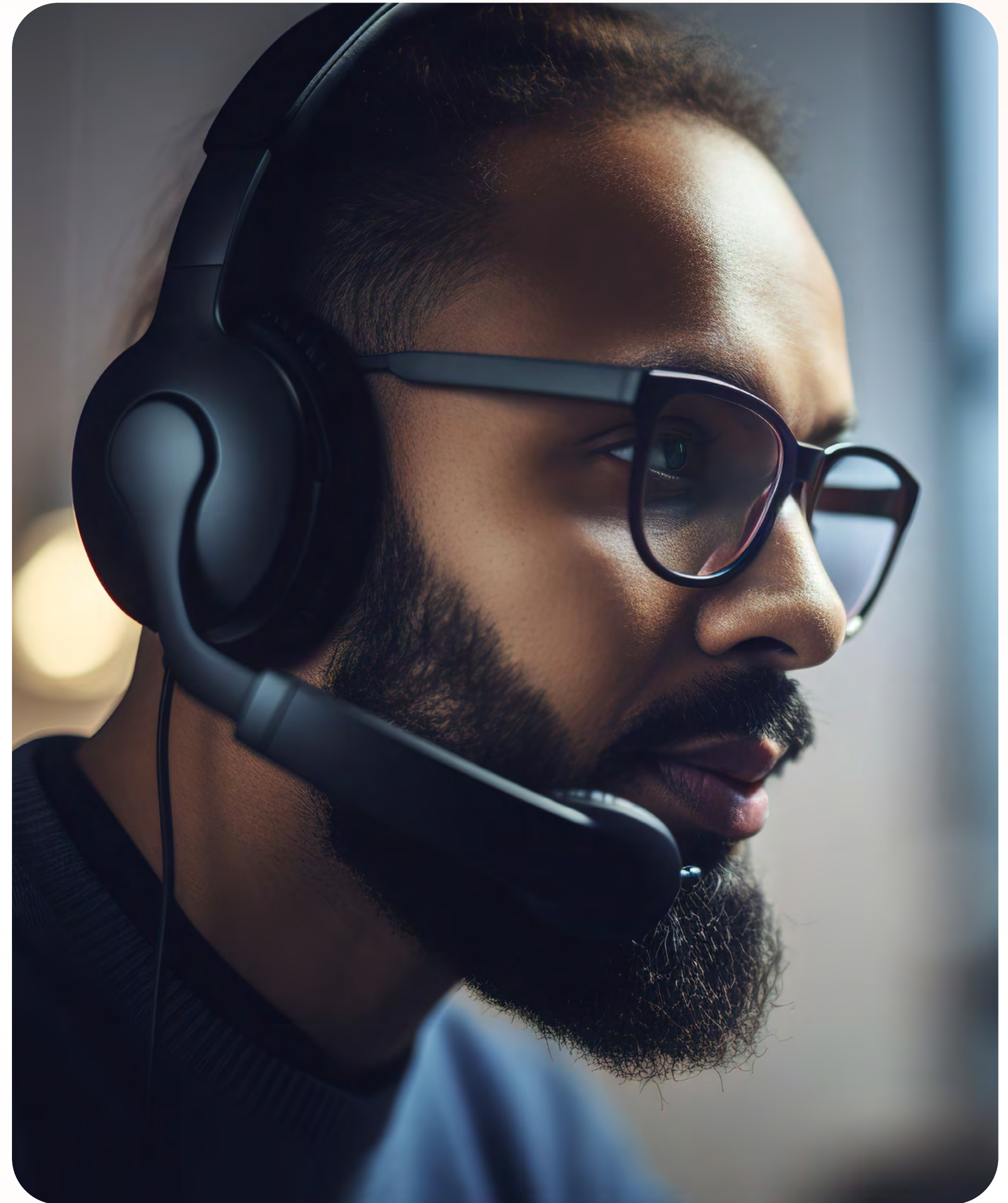


Customer Support

With any martech platform it's very important to have excellent customer support to ensure that you get maximum value from your investment and, ultimately, the tool does the job you need it to do for your company. When speaking to potential vendors, you should get a full understanding of their customer support offering, including:

- **Onboarding process:** how does the company help new customers get started with the platform? Do they just give you a login and leave you to figure it out yourself, or do they offer a comprehensive training program for new users?
- **Round-the-Clock Support:** are they always there to answer your questions and deal with any issues? You should make sure that a vendor is capable of offering assistance in all of the regions, languages, and time-zones that your business operates.
- **User Community:** is there any kind of online user community where you can talk to other users of the platform and share ideas and experiences with each other?
- **Ongoing Training:** beyond the initial product training, does the vendor offer any further education to help you get more from the platform and improve your skills? Is there any kind of certification program?

As part of Meltwater, Klear offers 24/7 global support, along with the **mCommunity online user community**, and the **Meltwater Academy** online training platform.



Chapter 3

Case Studies





Case Study: Domino's Pizza

Domino's Pizza used Klear to run a fun Halloween influencer UGC campaign.

The pizza chain used Klear's Influencer Analysis feature to identify influencers that had a love for food and humor, narrowing them down based on their profiles. The platform allowed Domino's to check each influencer's social media accounts, campaign histories, and contact information to find the best fit. With Klear, Domino's was able to centralize and streamline the process of discovering and vetting influencers, finding ones that would resonate with their target audience.

Klear also allowed the brand to filter influencers by multiple factors, including audience size, geographic location, and channel, to find the best-fit influencers as well as analyze influencers' histories and previous campaigns prior to making contact. Using Klear's platform, the brand found influencers the audience already trusts, streamlining the collaboration process.

The Halloween campaign was a success across multiple social platforms, increasing engagement by 5,000%, and getting 50,000 likes on a single tweet alone.

“

We use Klear almost every day to search for micro and nano influencers.

— **Chloé Allègre, Social Media Project Manager at Domino's Pizza**



Case Study: Ogilvy Social.Lab

Ogilvy Social.Lab's Belgium team faced the challenge of running influencer campaigns for national and international clients that targeted a Belgian audience, and set out to find a tool that would help them streamline the process.

The team's initial approach to influencer marketing relied on follower count and influencer location for influencer selection, but these metrics did not indicate how well an influencer would perform and the type of audience an influencer was engaging with.

They needed a tool with credible data that would allow them to identify relevant influencers and predict successful outcomes for their clients. After adopting Klear into their workflow, the team now uses data-driven influencer metrics to discover new partners for their clients. Klear's ability to zoom in on an influencer's audience and review audience demographics has been invaluable.

By incorporating Klear into their workflow, the Ogilvy Social.Lab team was able to increase influencer identification accuracy by 61%, save time and manual work, adopt a data-driven approach for influencer identification, establish a central-repository of influencers, and seamlessly share potential partners with clients. The team was able to identify 50 potential partners for one of their clients, a leading French retailer, and build brand awareness in a new geo by finding influencers that perfectly aligned with their clients' brand ideology.

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Now when our international clients want to run local campaigns, we use Klear to search for influencers with an engaged audience in the relevant geo.

— **Stefan Bisoux Influencer Marketing Practice Lead,
Ogilvy Social.Lab Belgium**

The New Standard in Influencer Marketing

Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

Learn more at klear.com

