



2025

Influencer Marketing Insights

A REPORT BY CIMS

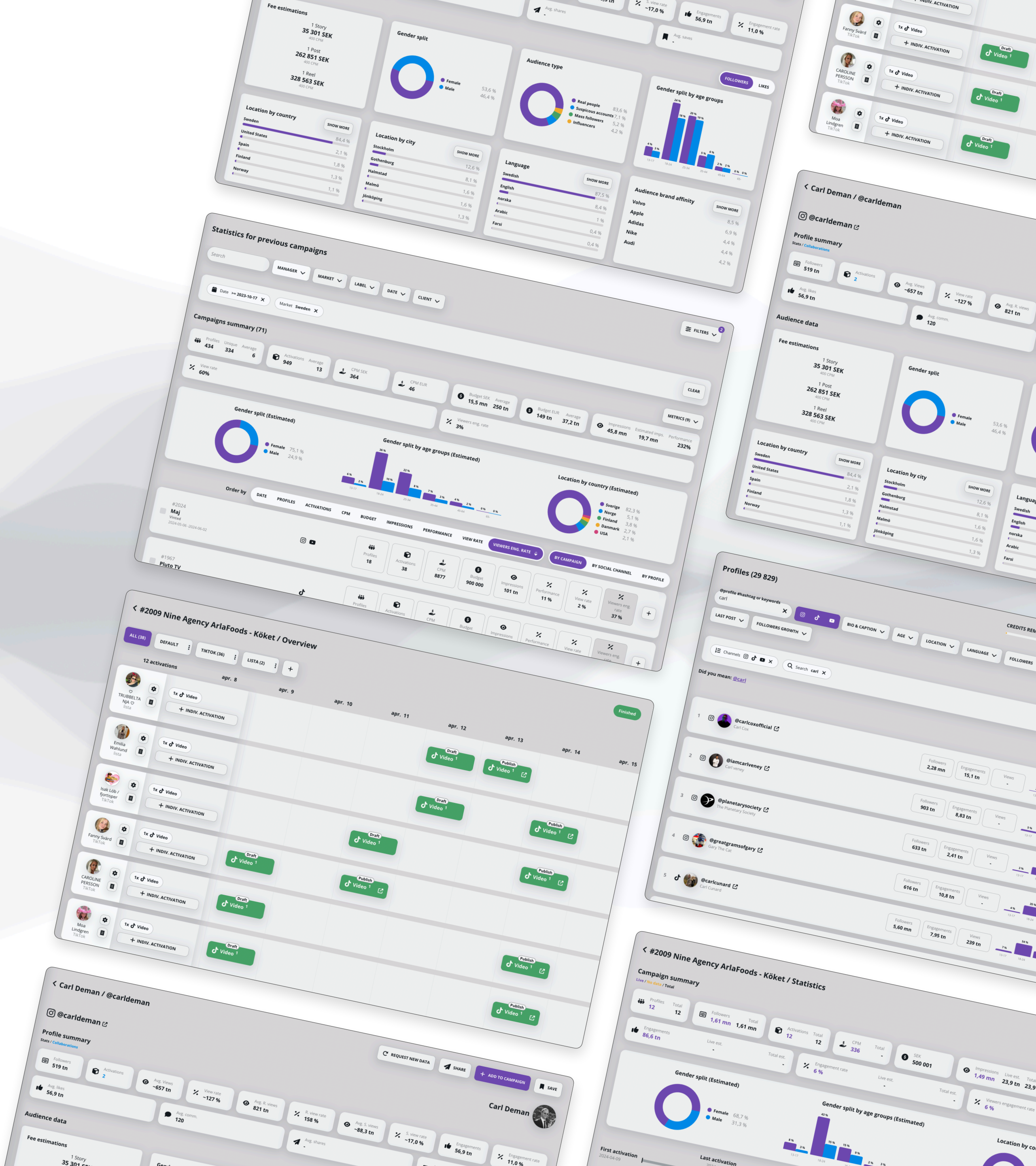


CIMS IN 30 SECONDS

By marketers, for marketers

With CIMS you get a powerful tool that helps you create influencer marketing that makes a difference. CIMS is developed to save time where it matters whilst ensuring you can create world class influencer marketing campaigns.

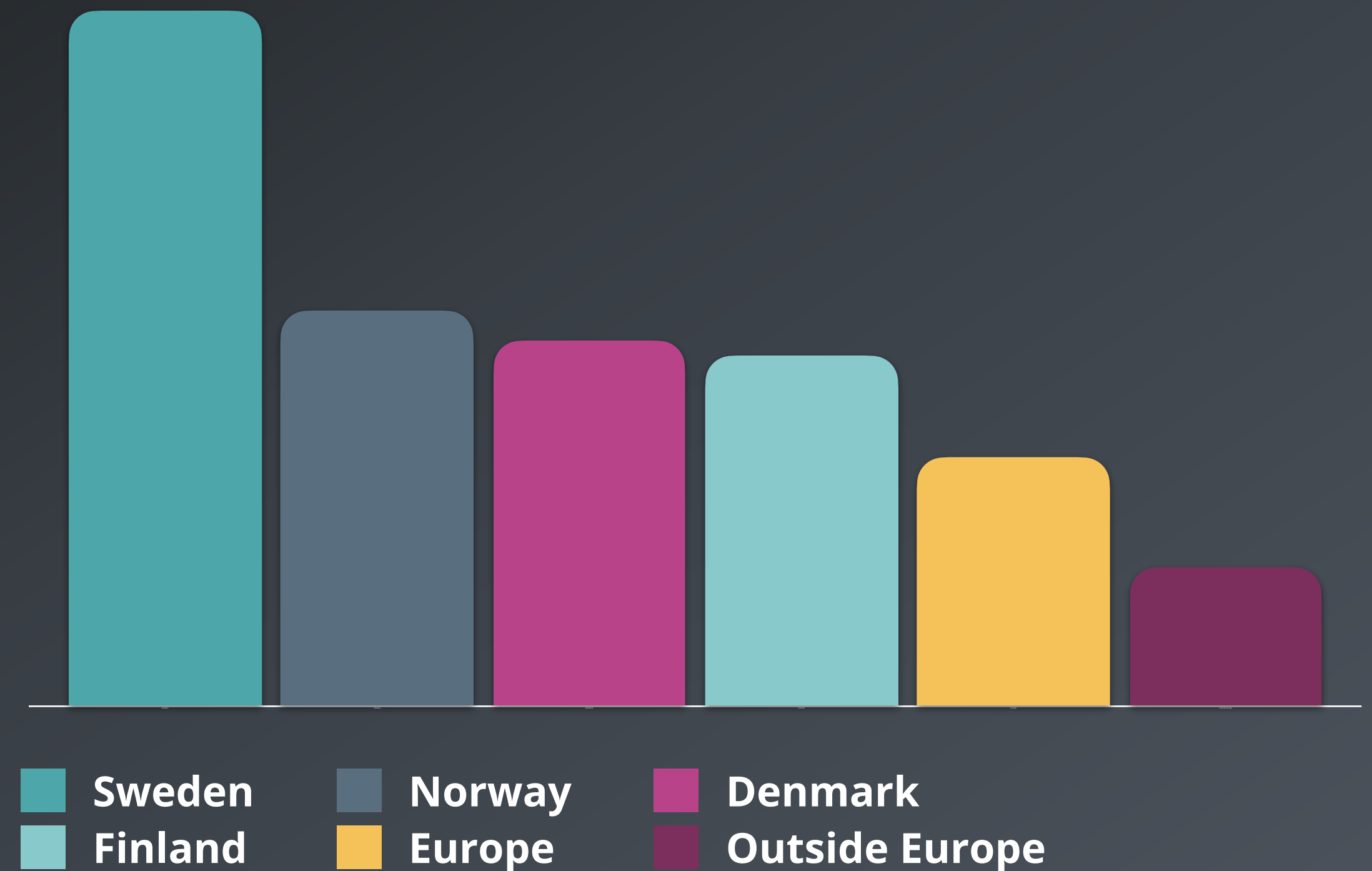
- Profile database with over **200 million profiles** worldwide
- **Efficient** campaign management - one program for all influencer marketing
- Developed **by influencer marketers, for influencer marketers**, and used in over 10 000+ collaborations.



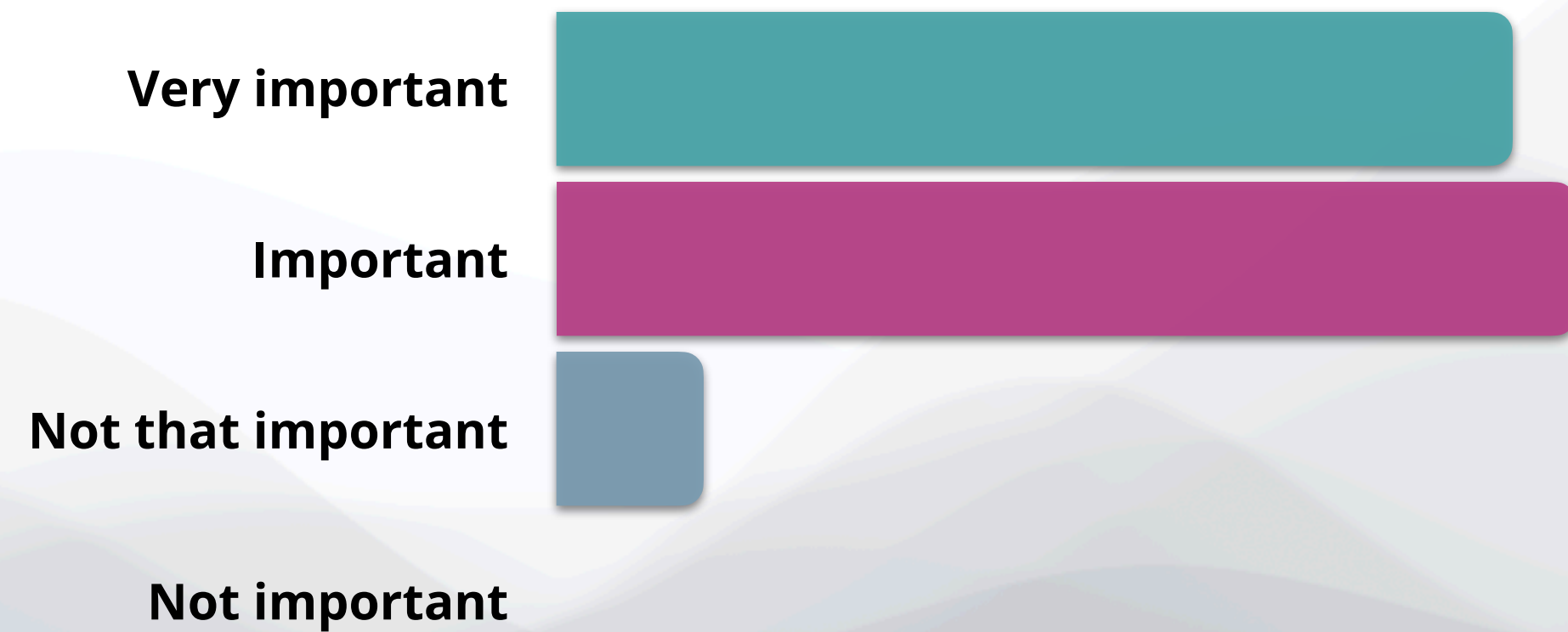
Background

- The goal of this survey is to provide valuable insights and identify key challenges within the influencer marketing landscape. By understanding these factors, companies can make informed decisions and improve their influencer marketing strategies. We will also compare the results of this survey to our previous studies conducted in 2021, 2022, and 2023.
- We have conducted a survey with 115 respondents from marketing professionals primarily in the Nordics. Respondents are working on companies of different sizes ranging from 1-10 employees (22%), 11-100 (38%), 101-500 (18%), 501-1000 (8%), 1001+ (14%).
- Respondents are in different industries like retail, travel, FMCG and many more.

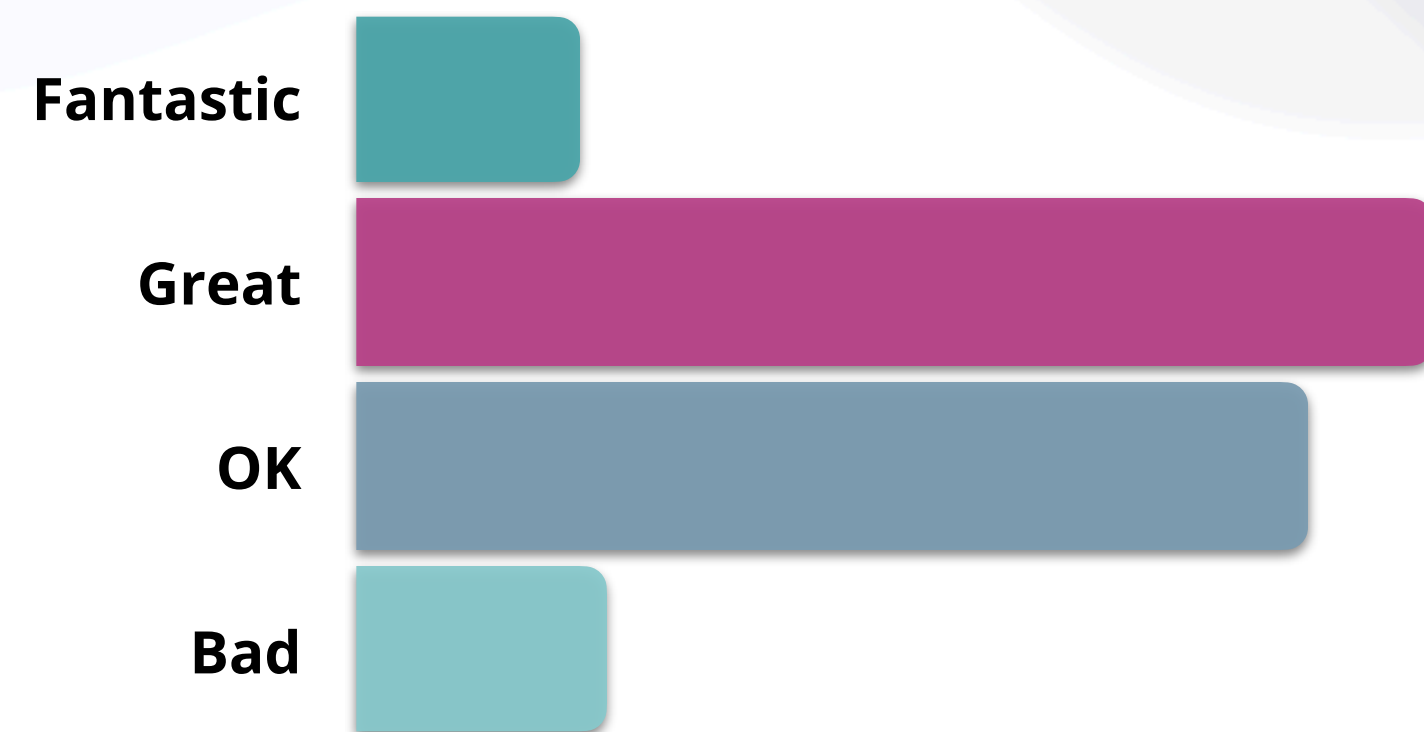
Markets where respondents are active



How important do you believe influencer marketing is?



How good do you think your company is at influencer marketing?



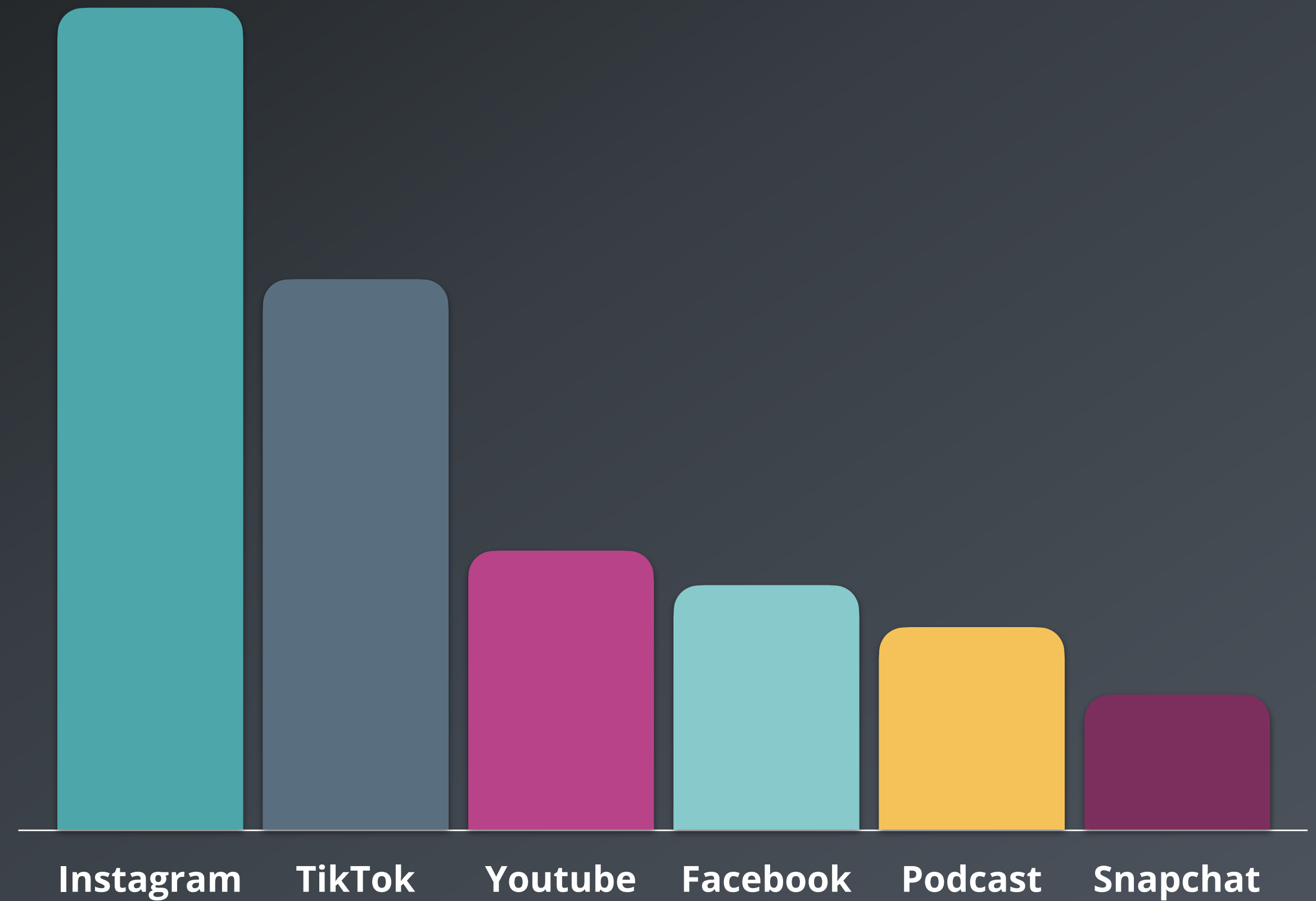
The gap between importance and knowledge

- While most marketers recognize the importance of influencer marketing, there's a notable disparity between perceived importance and actual skills. Enhancing competence in this area could be crucial for bridging this gap.
- Compared to our 2022 study, there has been an improvement in competence levels. The number of those who felt they were bad at influencer marketing has decreased from 19% to 10%. Nevertheless, a significant gap remains between the perceived importance and the number of marketers who believe they're great or fantastic at influencer marketing. This highlights the need for more education and understanding.

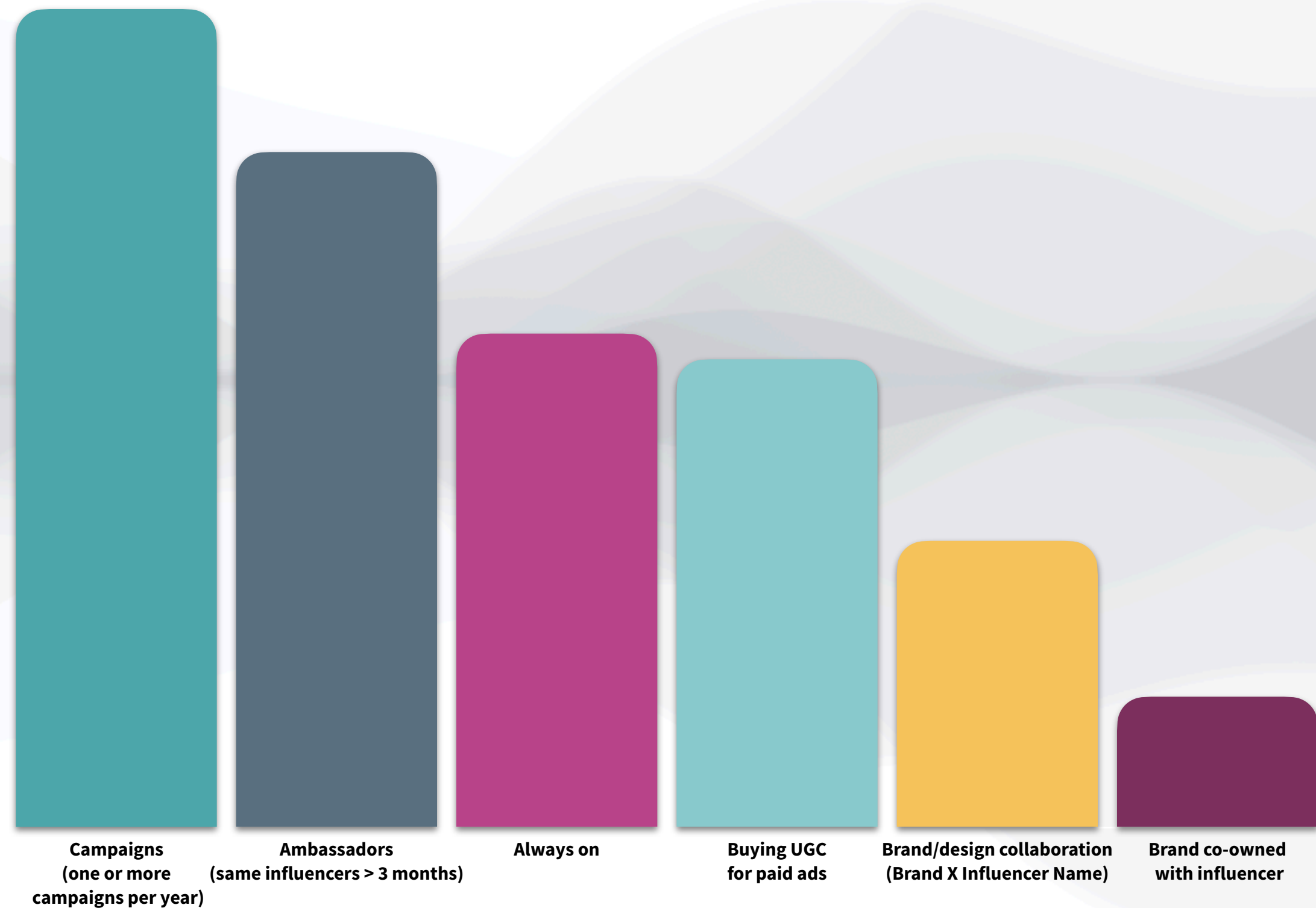
Channels used for paid collaborations

- Instagram continues to be the biggest social media platform for influencer marketing and offers a variety of activations that work for different KPIs.
- TikTok has witnessed substantial growth in recent years and is poised for further expansion. The use of TikTok by marketers has surged dramatically, increasing from 26% in 2021 to 65% this year, tripling in use.
- Youtube and Podcast are unique in that followers actively choose to consume content on these platforms, unlike other channels where we're used to scrolling through a feed. Both podcast and YouTube usage have remained relatively stable, with podcast usage ranging from 20% to 24% and YouTube usage from 33% to 42% in recent years.
- Snapchat primarily appeals to a younger demographic and has a 16% usage rate among marketers according to our study.

Channels used for influencer marketing

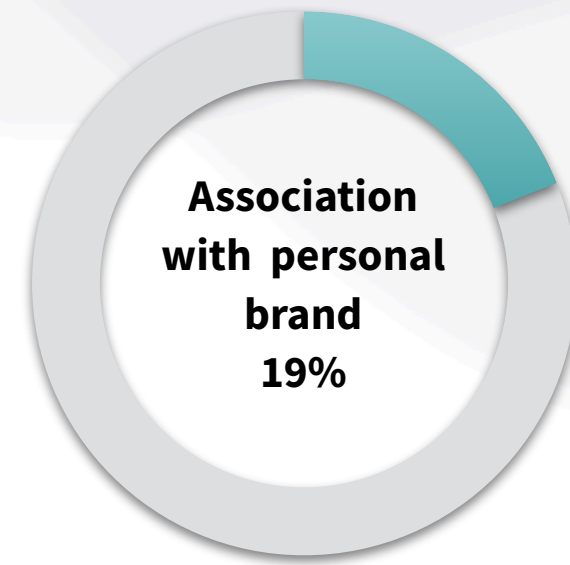
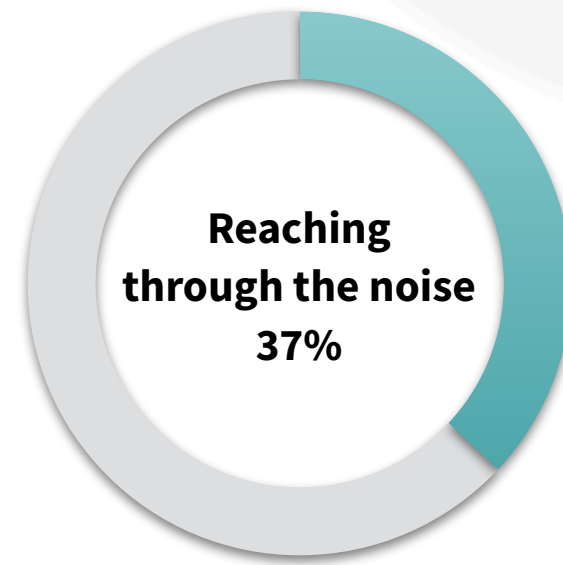
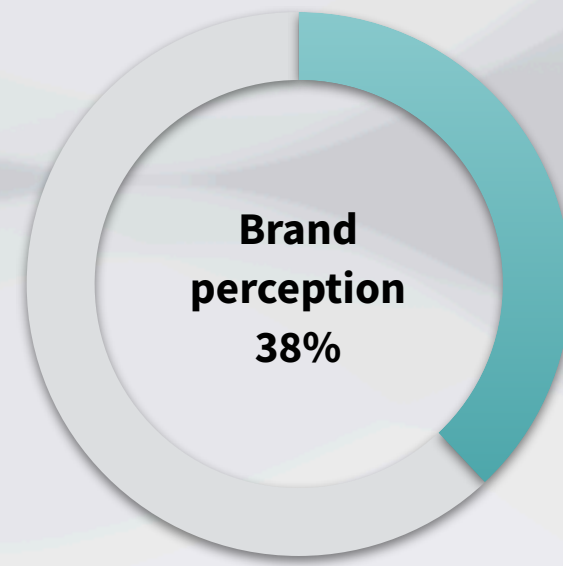
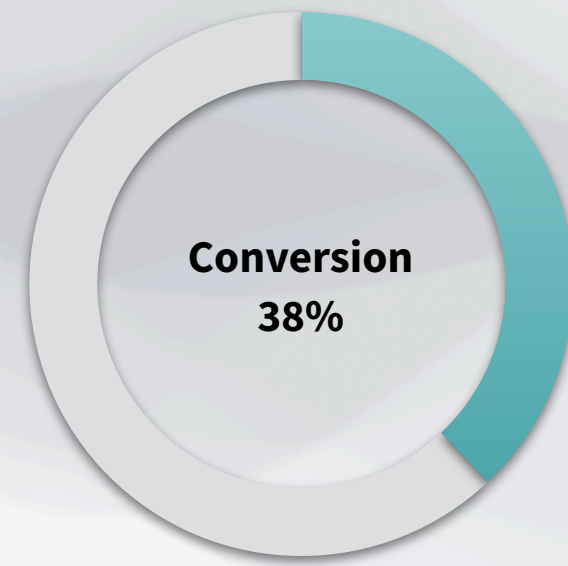
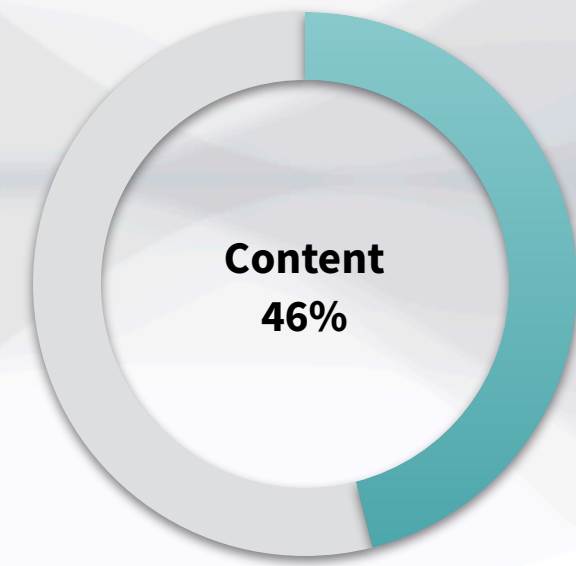
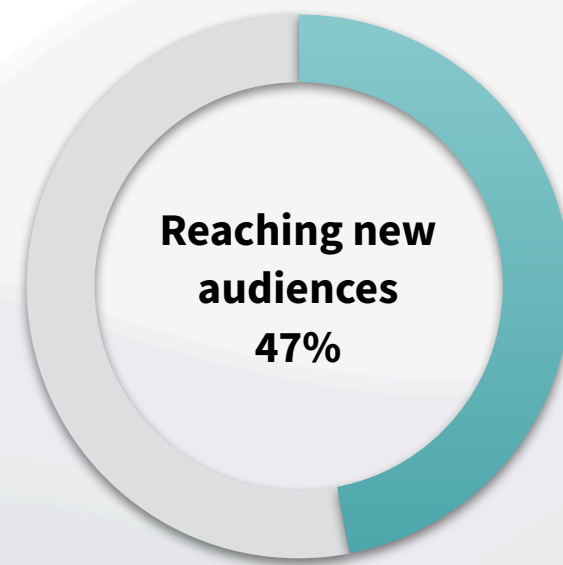
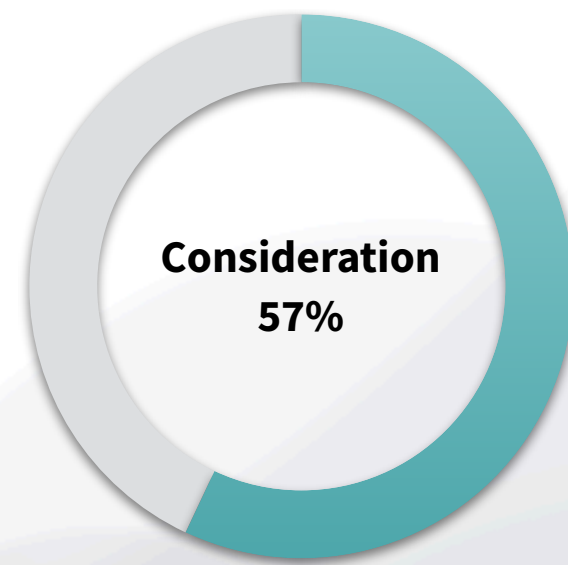


Influencer Marketing Strategies



Different strategies

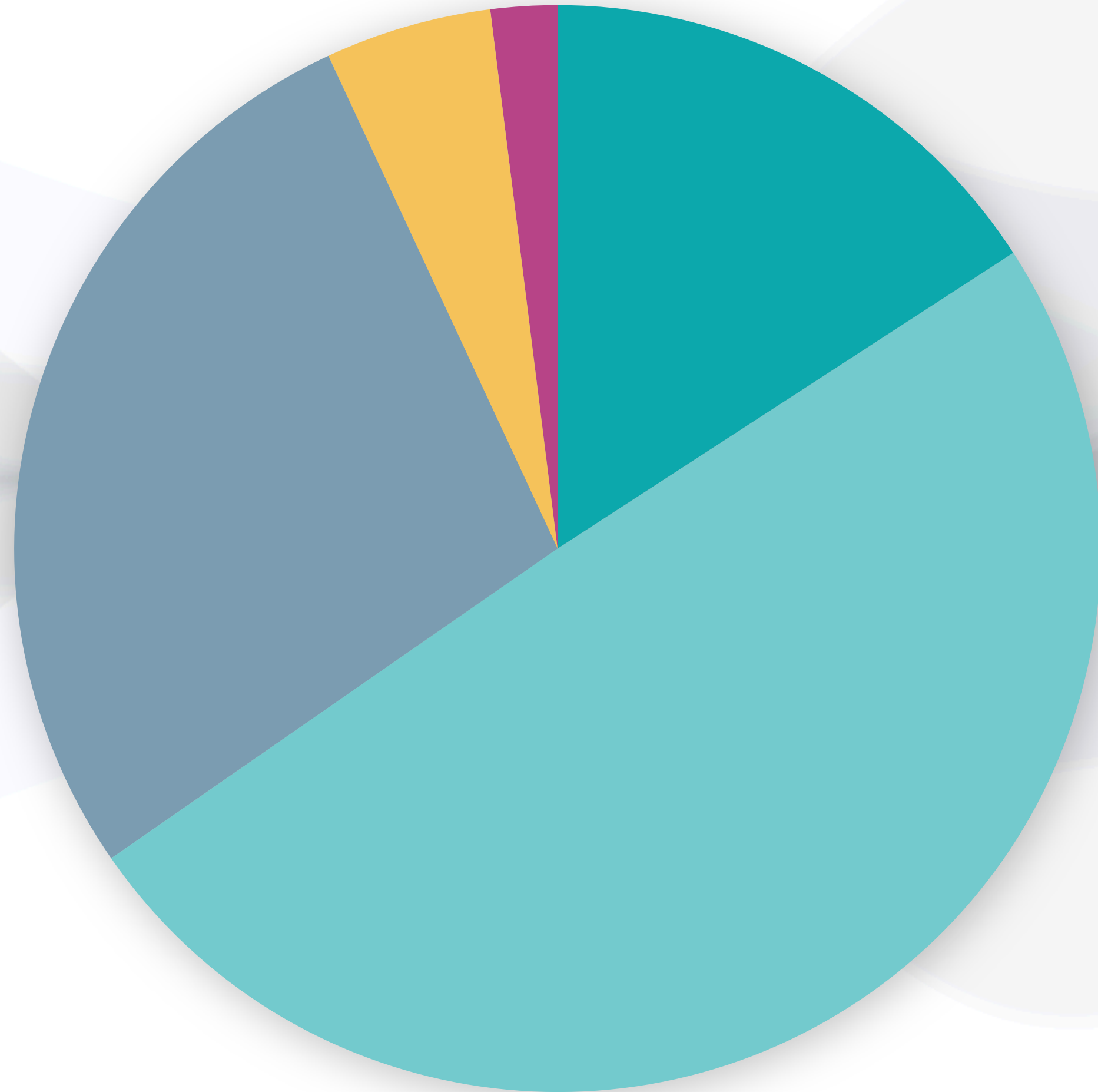
- Short-term campaigns, consisting of a few activations within a limited timeframe, remain the most common approach to influencer marketing. This strategy is well-suited for product launches or seasonal offerings.
- The use of always-on influencer marketing has increased from 26% last year to 38% this year, demonstrating its growing popularity. These extended engagements provide valuable data, enabling more effective and optimized collaborations.
- Companies are increasingly leveraging content created through paid collaborations for their advertising efforts. This is a highly recommended practice, as it can lead to engaging and effective advertisements. The use of influencer-generated content in paid ads has risen from 30% last year to 38% this year.



Why Influencer Marketing

- The biggest advantage is brand awareness which has grown a lot over the last years, from 35% (2021) to 73% (2024).
- Sales has increased from 13% (2021) to 38% (2024) showing how influencer marketing can be used to increase conversion.
- The use of content is crucial nowadays, rising from 10% (2021) to 46% (2024).
- Influencer marketing's effectiveness has grown significantly in recent years, especially for brand awareness and sales. Its versatility allows it to be tailored to various marketing objectives. Additionally, leveraging influencers for content creation and distribution has become a valuable strategy.

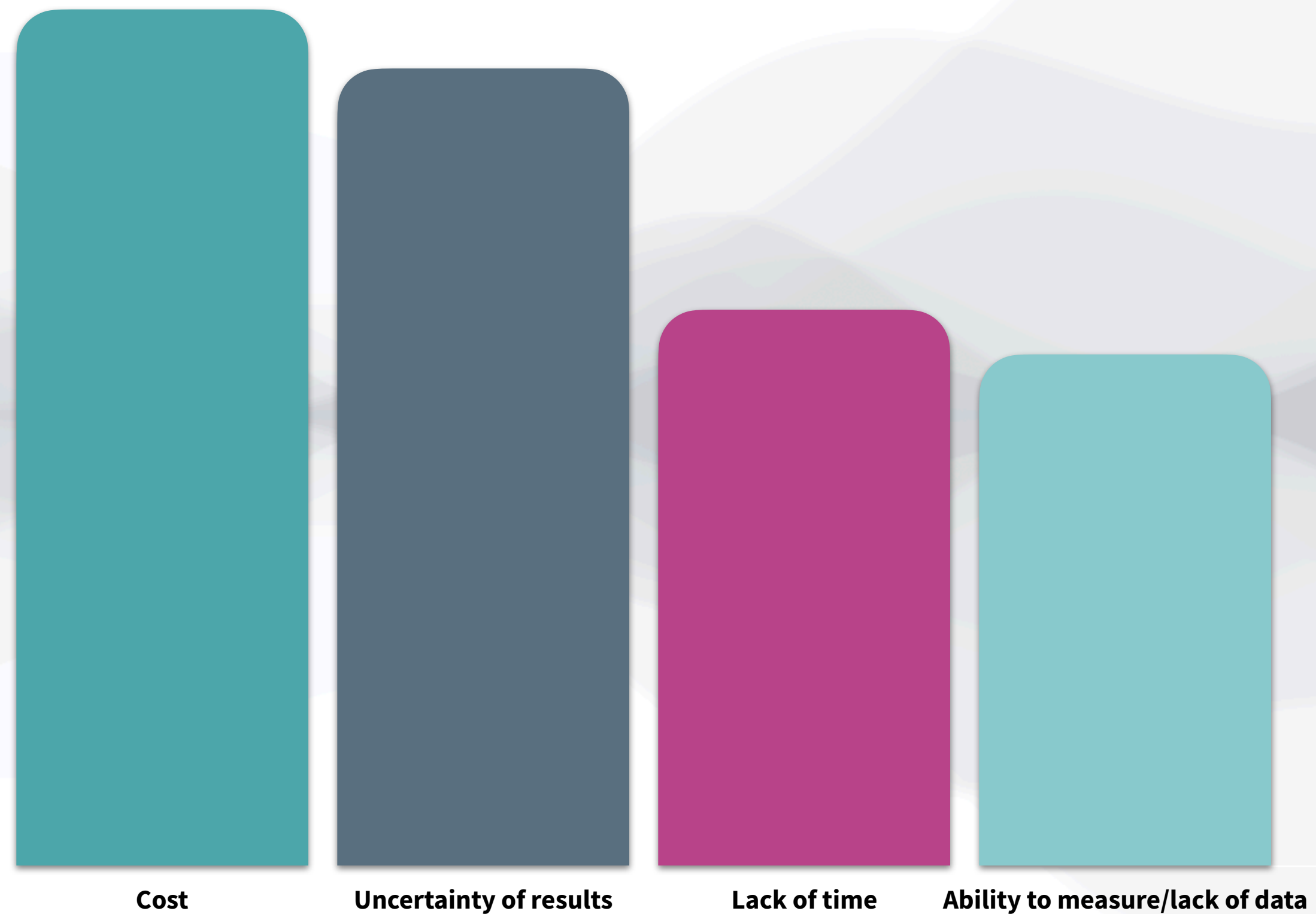
Overall satisfaction with Influencer Marketing



Results from Influencer Marketing

- There are a majority of marketers that see great or fantastic results from influencer marketing, adding to 66% and 28% believe it is ok results, which demonstrates the effectiveness of this strategy.
- Influencer marketing has become an essential component of many companies' marketing strategies due to its numerous benefits. The positive results achieved across various industries underscore its effectiveness.

Challenges with Influencer Marketing

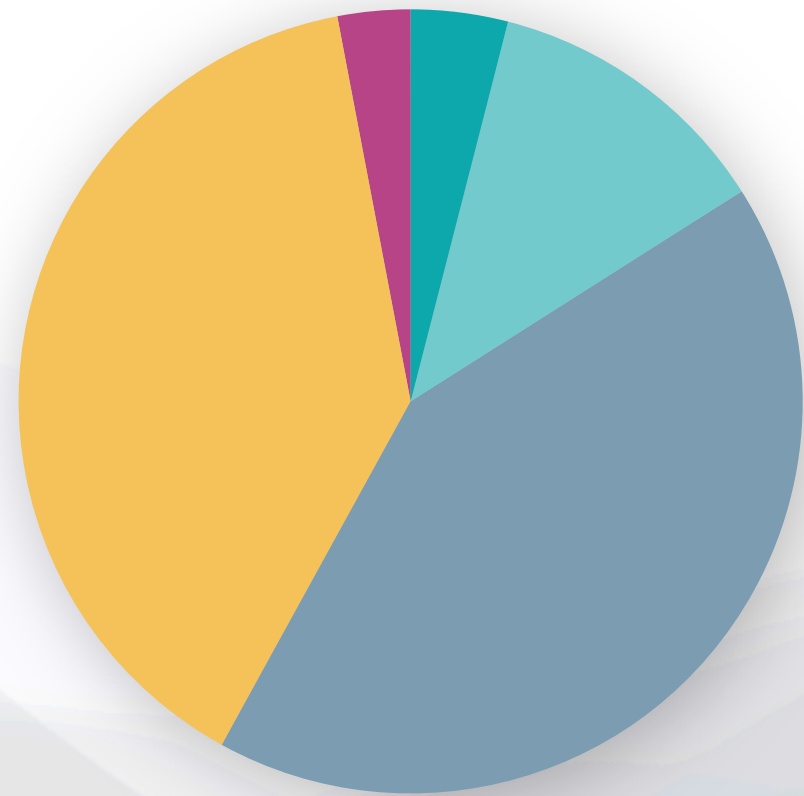


Pain Points

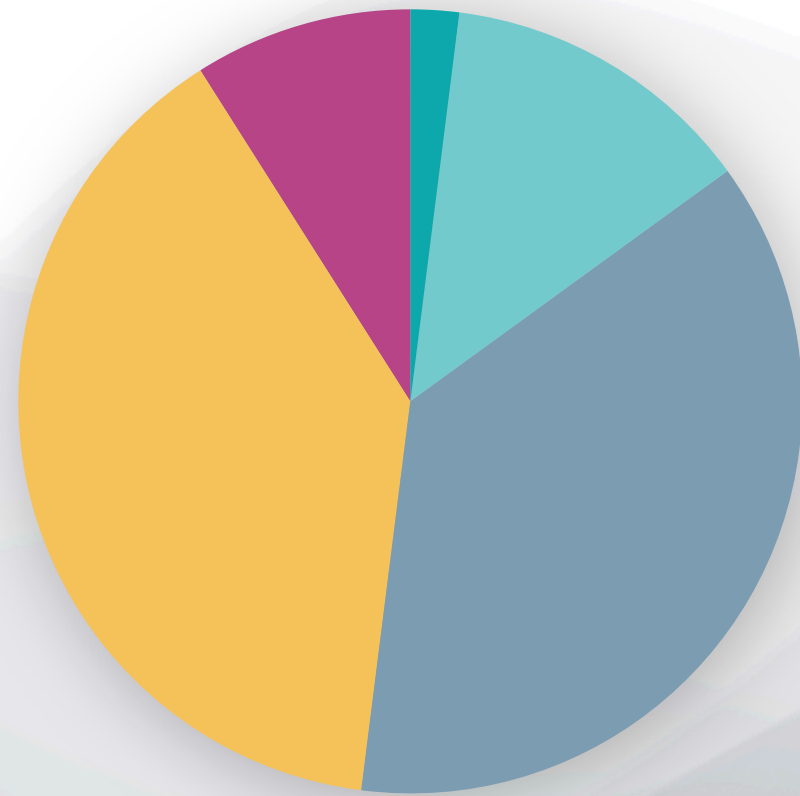
- Companies reported their main challenges are cost, uncertainty of results, ability to measure, and lack of time.
- Cost has increased from 45% in 2021 to 57% in 2024, highlighting the ongoing pricing challenges faced by companies. Additionally, 87% believe a more structured pricing framework is needed.
- Uncertainty of results has decreased from 62% in 2021 and 2022 to 53% in 2024. However, it remains one of the most common challenges. There's also a growing recognition that data collection and tracking influencer marketing will be increasingly important.
- Pricing remains a significant concern, with costs increasing over time. While uncertainty of results has decreased slightly, it remains one of the biggest challenge. The ability to accurately measure and analyze influencer marketing campaigns is therefore crucial.

Value in relation to cost

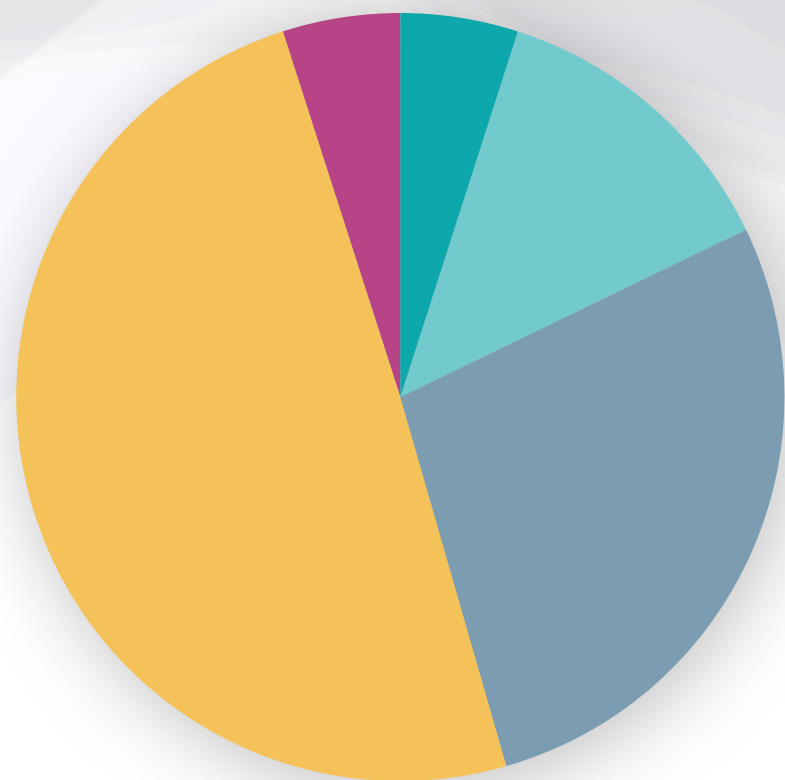
2021



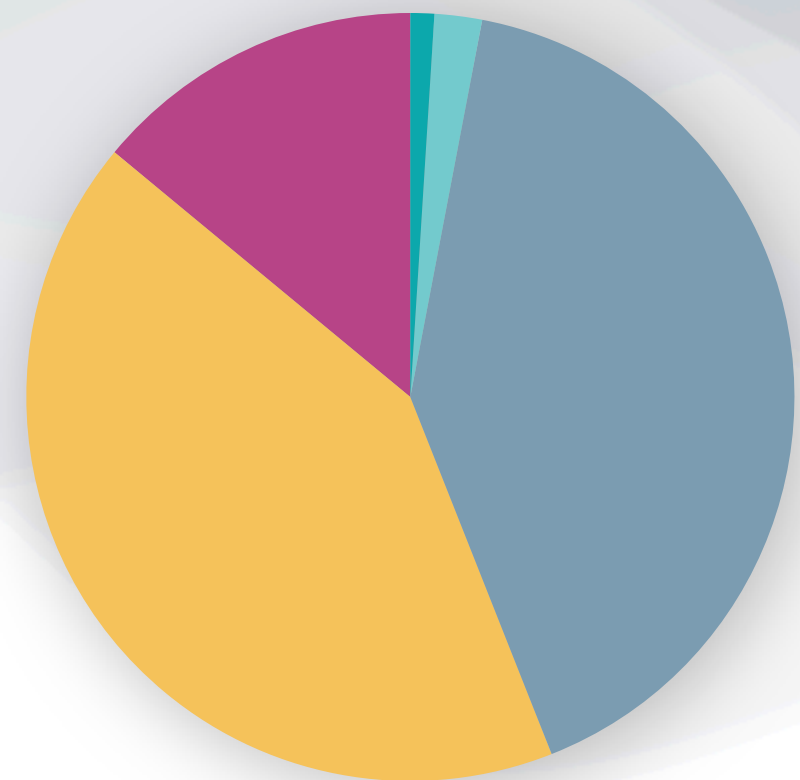
2022



2023



2024



● Pricing is low ● Pricing is fairly low ● Pricing is fair ● Pricing is fairly high ● Pricing is too high

Value and price over the years

- Compared to previous years, the percentage of respondents who believe the price is fairly high compared to the value has slightly increased from 39% to 42% in 2024. The perception that pricing is fair decreased from 42% in 2021 to 28% in 2023, but then increased to 41% in 2024.
- A crucial factor for a successful collaboration is agreeing beforehand on expectations and desired results for the agreed price. This helps create realistic expectations and makes measurement easier, such as using CPM as a measure in advance.

73%

Believe more companies will be using influencer marketing during 2025

75%

Believe their competitors will increase their influencer marketing efforts

95%

Believe that data collection and tracking influencer marketing will be increasingly important in 2025

73%

Believe influencers marketing on TikTok will increase

87%

Believe that a more structured framework of pricing influencers is needed

84

Believe that creative concepts will increase in importance

Trends for 2025

- Influencer marketing continues to grow in importance among marketers, with 75% believing that their competitors will increase their influencer marketing efforts in 2025.
- Data is increasingly crucial for effective influencer marketing. As many as 95% believe this will become even more important, up from around 85% in previous years.
- Pricing remains a challenge for many brands. A significant 87% believe a more structured pricing framework for influencers is needed in 2025.

2025

Influencer Marketing Insights

A REPORT BY CIMS