A NEW INFLUENCER MARKETING AGENCY
POWERED BY STORYTELLERS, NOT BOTS.
COMING MARCH 2019
BE THE FIRST TO THE STORY.
FOLLOW US ON INSTAGRAM @THEFIFTHAGENCY

TALENT FOR TELLING

FIFTH

A NEW INFLUENCER MARKETING AGENCY POWERED BY STORYTELLERS, NOT BOTS.
COMING MARCH 2019
BE THE FIRST TO THE STORY.
FOLLOW US ON INSTAGRAM @THEFIFTHAGENCY
Analyze any Instagram account for fake followers and engagements

Using the most advanced AI-based fraud-detection system

Check

Engagement Rate

10.59%
Excellent

Followers

87%
Real People
HypeAuditor is an **AI-powered Instagram analytics tool** that helps to gain insights into a creator’s audience and safeguard authenticity in influencer marketing.

It sets a **standard for Instagram analytics** by providing the most advanced fraud detection system and most accurate data.

**HypeAuditor** applies machine learning to determine behavioral patterns and **identify fake followers** and engagement on influencer accounts.

It presents users with a breakdown of demographic data for an influencer’s audience and brings benchmarks for each metric for influencers with a similar number of followers.

**Headquarters and global office locations**

Headquarter: Indianapolis, US
Developers and sales office: Saint-Petersburg, Russia

hypeauditor.com
Unique selling point

HypeAuditor provides full influencer transparency to agencies, brands, and platforms. Our solution is legal and most reliable for a long-term partnership. We do not use Instagram API for data collection, but only open data sources for further aggregation, anonymization, and structuring.

HypeAuditor is trusted by the world biggest brands and agencies, such as TAKUMI, groupm, L'ORÉAL.

3 main competencies of our platform

Demography and audience quality analytics
Find out where a blogger’s audience lives and get age and gender insights to evaluate the percentage of your target audience among the influencer’s followers. Get an in-depth analysis of the audience quality and find the number of fake or ghost followers.

Engagement analytics
HypeAuditor analyses Engagement authenticity and presents benchmarks for bloggers with a similar number of followers.

Advertisers Dashboard
Organize your influencers and calculate the total quality audience and engagement for your next campaign.

hypeauditor.com
How Brands Can Combat Influencer Fraud on Instagram with HypeAuditor

In influencer marketing, marketers often neglect the measurement and focus on the subjective indicators of quality and vanity metrics of posts.

But if you implement a data-driven approach to your influencer marketing campaigns, you can achieve incredible results that have a positive impact on your business metrics: conversions, sales, ROI.

The data-driven approach is especially important now when influencer fraud is on the rise.

Is Influencer Marketing Fraud a Thing?

56% of influencers in the UK and US use artificial methods to boost their followers number and engagement.

The problem is widespread among all groups of influencers, from nano-influencers with follower counts as low as 1,000 to macro-influencers and celebrities.

The percentage of influencers from the UK who use artificial methods to boost their follower number and engagement:

<table>
<thead>
<tr>
<th>Number of followers</th>
<th>UK Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;1M</td>
<td>64.49%</td>
</tr>
<tr>
<td>100K - 1M</td>
<td>53.09%</td>
</tr>
<tr>
<td>20K - 100K</td>
<td>58.85%</td>
</tr>
<tr>
<td>5K - 20K</td>
<td>60.31%</td>
</tr>
<tr>
<td>1K - 5K</td>
<td>44.74%</td>
</tr>
</tbody>
</table>
How to spot fake influencers?

There are dozens of methods to detect fraudulent activity on Instagram, and all of them should be used altogether.

Most marketers say that the best way to check an influencer’s authenticity is to analyze their audience engagement.

Unfortunately, this is not always applicable. Low engagement depends not only on audience quality but also on cultural traits and language. If you work with influencers from different countries, consider using country-specific benchmarks.

36%

As for high engagement rate, about 36% of influencers from the UK and US use artificial methods to boost their comment and like numbers.
HypeAuditor checks influencer’s authenticity using 28 metrics and shows aggregated Audience Quality Score, which is updated several times a day.

HypeAuditor combines a scientific approach with a deep insight of marketing concepts to provide the best possible comprehensive report on audience quality and authenticity of engagement. It shows a breakdown of demographic data for an influencer’s audience.

It also brings benchmarks for each metric from influencers with a similar number of followers.

Influencer marketing is far from transparent, thus data-driven decision making is clearly the strongest weapon. Quantitative and qualitative analysis will provide you with the most cost-effective influencer posts and ROI.

hypeauditor.com
WHO THEY ARE / WHAT THEY DO

Open Influence, the world’s leading influencer marketing company, designs and executes comprehensive, scalable campaigns for the world’s biggest and most discerning brands, including Calvin Klein, Bose, L’Oreal, Hyundai, Fiat, P&G, Unilever, Amazon, and many more. They enjoy a unique position in the industry, with a demand-side solution that is both talent and platform agnostic, allowing them to focus on the advertiser’s needs.

No matter the scope, Open Influence has the infrastructure and experience to execute all types of influencer campaigns. They leverage their first-to-market experience, first party data base, proprietary technology, and data-driven creative to design and distribute their client’s messaging through multiple content creators on social media.

UNIQUe SELLING POINT

Open Influence is positioned as the most effective and scalable solution in the influencer industry. OI’s database and proprietary analytics suite is recognized as the best in class, allowing them to track half a million influencers across the various social platforms. By using big data and machine learning to identify the right influencers for each campaign, along with processes that take away the logistical burden, it is no surprise that they are able to outperform the rest of the market. Influencer marketing is a complex ecosystem, Open influence makes it easy, reliable, and cost effective for advertisers.
MAIN COMPETENCIES OF THE PLATFORM

INFLUENCER IDENTIFICATION

OI’s best-in-class platform grants unprecedented access to over 480,000 creators and counting. Powered by AI, including advanced machine learning and image recognition technology, their proprietary software can parse through millions of data points at lightning speed. OI digs deeper than the usual search functionality with a system designed around contextual relevance, identifying which influencers possess the most engaged audience for a specific topic.

CAMPAIGN MANAGEMENT

OI has created a streamlined experience that facilitates campaign coordination and removes friction for both advertisers and influencers. The OI dashboard features tools to easily schedule, edit, and approve content in real-time, as well as make smart decisions during the campaign.

CAMPAIGN REPORTING

The OI platform offers a range of metrics, empowering clients to track performance and determine actionable next steps during and after each campaign. Users can set benchmarks and instantly compare results along a range of KPIs.
CHALLENGE

Open Influence was tasked with promoting Nine West’s iconic Thandi bag, a sporty shoulder purse available at Macy’s for the 2018 holiday season. With fashion being one of the world’s most crowded markets, OI’s challenge was not only to raise awareness of Nine West, but to position the Thandi as the perfect way to complete a seasonal wardrobe.

SOLUTION

OI partnered with five influencers from across the US whose aesthetic and tone best matched Nine West’s savvy-chic image. These fab-five fashionistas each created an in-feed Instagram post and a series of stories, organically incorporating the Thandi bag into their holiday looks. Together, these creators demonstrated the bag’s versatility across a range of sophisticated styles in the approachable, relatable voices their followers love.
**PROCESS**

If you want to market a bold, stylish product, you need to recruit bold, stylish creators!

The campaign began with OI’s best-in-class software, which blasted through billions of data points to select influencers who best represented New West’s trendy, feminine and confident brand. The search resulted in figures with a more refined style and whose audience followed them for aspiration rather than general fashion advice.

Additionally, OI gave creative direction to accomplish a natural integration. Instead, the dapper divas incorporated the Thandi into their own unique styles, photographing the bag in the context of a completed outfit.

**RESULTS**

Between the fabulous five, OI targeted a combined audience of three million fashion-forward Instagrammers, ending with over 250,000+ organic impressions and 30,000+ engagements. According to sentiment analysis, viewers loved seeing the Thandi in action, with many followers mentioning how great it looked and asking where they could find one!
Headquarters and global office locations

The Blogger Programme was founded in August 2014, and started with a skeleton team of 7 members in a shared co-working space. Fast forward to 2019, we are now a team of 20, in a private office in the heart of Covent Garden, London.
Who we are / what we do

TBP is a full service influencer marketing agency; we’re one of the only agencies to offer a complete self-service option. TBP believe in an influencer first approach; we understand influencers and our team have a unique relationship with content creators, meaning we can deliver market leading engagement rates and ROI for brands.
Unique selling point

TBP has an offering like no other, with in-house experts to create and execute the most successful influencer campaigns. We also have our influencer platform, providing brands with advanced filtering tools to discover influencers best suited to their target audience. TBP are one of the only platforms to offer a subscription as opposed to PAYG. We are proud to have 40,000+ self-registered influencers, making us one of the largest platforms in Europe.
Main competencies of your platform

The Blogger Programme’s Unique Triple Play is what sets our agency apart from our competitors. Our in-house agency, with a team of experts that are on hand to execute bespoke influencer campaigns from start to finish; brainstorming ideas, creating briefs, sourcing the influencers and executing the content. TBP have delivered campaigns with up to 7.9% engagement (industry average 3%).

Our data driven, self-service platform has a huge 40,000+ self-registered influencers. Within our platform, you can discover influencers using our advanced filtering tools and also see a host of data such as audience locations, ages and genders as well as growth and engagement tracking, hashtag and brand mentions and of course engagement rates, among some other features. This allows brands to really analyse any influencer in detail before you decide to collaborate.

Finally, our boutique in house management service - representing commercially savvy influencers that cover a range of genres. Our management service helps to generate organic leads, increase our industry knowledge, identify market trends and monitor competitor activity.
Case Study

Challenge:
So…? Fragrance is a global fragrance brand that has become a cult beauty favourite amongst female millennials worldwide. So…? Fragrance wanted to increase brand and product awareness and sales around their new range, whilst also increasing social reach, interaction and engagement.

Solution:
So…? Fragrance joined forces with The Blogger Programme to create an influencer driven marketing campaign around the launch, targeting an audience of females in the UK, aged 16-25.

Process:
The Blogger Programme carefully selected influencer Ellie Adams as an ambassador and the face of the new fragrance for an out of home advertising campaign shared nationwide. Ellie was strategically selected as her audience aligned with So…? Fragrance’s target audience, and her content aesthetics represented their brand identity.

The Blogger Programme and So…? Fragrance coordinated a creative photoshoot at Feya Café providing on brand imagery for the campaign. Feya Café was chosen also due to its colour, playful aesthetics that perfectly aligned with So…? Fragrance. The final campaign images were then shared across telephone booths & bus shelters at 900 locations across the UK. In addition, images were shared across Press Releases, Company Website, Email Marketing, Social Media, Brochures and POS.

Alongside this activation, The Blogger Programme hosted an impressive launch party at the Instagrammable Elan Café (Knightsbridge, London) with an exclusive guest list of 45 influencers with a total of 2.2M followers. Each influencer’s audience was carefully analysed using The Blogger Programme’s internal tool to ensure the influencers met So…? Fragrance’s target audience.

Results:
The social media content from the launch party reached an audience of over 2 million consumers, with a total engagement rate of 4.3% and 668k impressions. The content also generated viral follower interaction around the new Sorbet Dreams range. As well as this, So…? Fragrance saw an incredible 424% uplift in sales during the week of the campaign.
Whalar

Whalar is a global company that has offices in London, Los Angeles, New York, Austin, Singapore, Malaga, Amsterdam and Berlin.

Who we are & what we do

Whalar provides creative solutions, powered by influencers.

Our aim is to produce work that’s culturally relevant, digitally innovative, and uniquely personable thus making advertising more effective.

We build our business around the mission statement ‘Liberating the Creative Voice’. This we ensure by enabling brands to collaborate with premium creators and influencers around the world. Our platform utilises industry-leading matchmaking technology to power each of our bespoke campaigns.
Unique selling point

Creative excellence is at the heart of everything we do. Our primary focus is not vanity metrics, but what each creator can uniquely offer in terms of visual assets and providing cultural significance to that brand. Being official marketing partners to Facebook, Instagram and Snapchat, we have unparalleled access to metrics and audience demographic to then maximise the impact of each campaign.

Main competencies of the platform

Content production is consistently at the forefront, we commission content that subverts traditional media and drives organic conversations around brand narratives. Our process is fuelled by our platform's advanced match-making, reporting on audience demographics and analytics, live client dashboards and influencer credibility scoring. Whalar's creative community are hand-picked to ensure they are of industry-leading quality and ready to deliver on their campaigns.
Case study
Halloween Beauty Campaign

Boots struggled to connect to a Gen Z audience, and were looking for a way fun and engaging way to promote their younger makeup lines such as 17 and Collection.

For Halloween 2018, they came to Whalar for relevant content from creators who could effectively reposition Boots into a new space by tapping into their artistry and audience. The targeted demographic was 16-24-year-olds who love beauty, going out, and being creative, and the results speak for themselves.
Working with Whalar has continued to delight us in terms of ease and co-collaboration. We’ve seen amazing digital content created for Boots through the opportunity of working with some great content creators who we may not have discovered without Whalar. The success of the campaign is a testimony to Whalar taking time to understand our briefs, the efficiency of their vetting process to find influencers to help us to achieve our objectives and exceed benchmarks.”

Boots’ Social Media Marketing Manager, Kavita Sharma.

Liberating the Creative Voice

I think that audiences and followers can tell when their content creator is being disingenuous and are turned off by the limitations. I think Boots allowed me the right amount of creative freedom when it came to creating my look - even when it looked nothing like any of the briefs they sent me as a guideline. When brands don’t think openly when selecting influencers they are limiting their potential.

@rag.moth (Elle White)

Components of success
Creator selection was crucial. A perfect example of this is with creator Elle White (@rag.moth). Young, vibrant, quirky, and dedicated to her art - Elle represents an audience that Boots would have previously struggled to tap into. Her content alone amassed 23.5k likes - equalling a huge engagement rate of 20.48%.

Key Stats
Total engagements have risen to over 287k, 314% higher than expected.

The average engagement rate is 8.6% which is 281% higher than expected.

9 out of the 20 influencers involved outperformed their usual content.

Story views commissioned for this campaign were 9 out of the 20 influencers involved outperformed their usual content.
Contact Us

[TALKING INFLUENCE]

↗ talkinginfluence.com

✉️ content@talkinginfluence.com

Performance IN

↗ performancein.com

✉️ content@performancein.com