

# Europe Influencer Marketing Platform Market (2019-2025)

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## Abstracts

The Europe Influencer Marketing Platform Market would witness market growth of 29.6% CAGR during the forecast period (2019–2025).

Typically, influencer marketing platforms focus on a wide range of functions. These functions include search and discovery, contact & contract management, campaign content management, promotion & amplification of an influencer ad content, analytics & reporting, and influencers' compensation. Search and discovery aims to provide a built-in search mechanism to find influencers. Search is performed based on criteria that characterize either an influencer or her/his audience. Types of search include – by platform, by follower count, by influencer demographic info, and by influencer audience demographic info.

France has seen more than 5% growth in active social media users in the last year alone, while more than half of the population takes online reviews into account before purchase. What's more, 36% of French people have discovered a new product or brand via an Influencer. Quite clearly, the significance of influencer marketing within the French beauty market is huge. Shopping tags on Instagram is one of the recent innovations from Instagram that turned on shopping tags. In Russia, only several accounts have got these functions so far. But in 2019, it is expected that this functionality will become available to all pages that do business in Russia via Instagram.

Based on Component, the market is segmented into Solution and Services. Services are further segmented into Integration & Deployment, Advisory & Consulting and Support & Maintenance. Based on Application, the market is segmented into Search & Discovery, Campaign Management, Analytics & Reporting, Compliance Management & Fraud Detection, Influencer Relationship Management and Others. Based on

Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on End User, the market is segmented into Fashion & Lifestyle, BFSI, Travel & Tourism, Health & Wellness, Agencies & Public Relations, Consumer Goods & Retail and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IZEA Worldwide, Inc., HYPR Corporation, Traackr, Inc., Launchmetrics, Klear, Upfluence, Inc., AspireIQ, Inc., Mavrck, Lumanu, Inc. and Linqia, Inc.

### Scope of the Study

#### Market Segmentation:

#### By Component

- Solution

- Services

  - Integration & Deployment

  - Advisory & Consulting

  - Support & Maintenance

#### By Application

- Search & Discovery

- Campaign Management

- Analytics & Reporting

- Compliance Management & Fraud Detection

- Influencer Relationship Management

Others

### By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

### By End User

Fashion & Lifestyle

BFSI

Travel & Tourism

Health & Wellness

Agencies & Public Relations

Consumer Goods & Retail

Others

### By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

### Companies Profiled

IZEA Worldwide, Inc.

HYPR Corporation

Traackr, Inc.

Launchmetrics

Klear

Upfluence, Inc.

AspireIQ, Inc.

Mavrck

Lumanu, Inc.

Linqia, Inc.

### Unique Offerings from KBV Research

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