

# **Influencer Marketing Platform Market by Offering, Application (Product Seeding, Influencer Relationship Management), Marketing Type (Content Marketing and Distribution, Event Promotion and Attendance), End User and Region - Global Forecast to 2028**

<https://marketpublishers.com/r/I3851F6141BEN.html>

Date: March 2024

Pages: 330

Price: US\$ 4,950.00 (Single User License)

ID: I3851F6141BEN

## **Abstracts**

The global market for influencer marketing platform is estimated to grow from USD 10.6 billion in 2023 to USD 14.2 billion in 2024 and is forecasted to reach USD 50.3 billion by 2028, at a CAGR of 37.1% during 2024-2028 period. Influencer marketing platforms are essential for brands seeking to harness the influence of social media personalities.

These platforms offer access to a diverse pool of influencers and streamline collaboration processes. With built-in analytics, brands can make data-driven decisions, ensuring optimal campaign performance and ROI. Moreover, influencer marketing is often more cost-effective than traditional advertising channels. By partnering with influencers who authentically connect with the audience, brands can build credibility and forge meaningful relationships. Ultimately, leveraging the right influencer marketing platform enables brands to execute campaigns efficiently, reach their target audience authentically, and achieve marketing objectives with precision.

“The retail & ecommerce is projected to hold the largest market size during the forecast period.”

In the dynamic landscape of retail & ecommerce, influencer marketing platforms serve as vital intermediaries, enabling seamless partnerships between businesses and content creators or influencers. These platforms provide a structured environment where brands can identify, connect with, and collaborate with influencers whose audiences align with their target market. By leveraging the credibility and reach of influencers, businesses effectively promote their products or services to a highly

engaged audience, driving traffic, conversions, and brand awareness. Moreover, influencer marketing platforms often offer tools for campaign management, performance tracking, and analytics, empowering businesses to optimize their influencer marketing strategies for maximum impact and return on investment.

“Among marketing type, content marketing and distribution to account for the largest market during the forecast period.”

Content marketing and distribution play significant roles in the influencer marketing platform market. These platforms serve as hubs where brands can collaborate with influencers to create and distribute compelling content tailored to target audiences. By strategically crafting content that resonates with consumers, businesses can enhance brand awareness, engagement, and ultimately, drive conversions. Influencer marketing platforms offer the infrastructure and tools necessary for efficient content creation, distribution, and performance tracking, optimizing campaign success.

“Among Services, professional services is anticipated to account for the largest market share during the forecast period.”

Professional services play a pivotal role in influencer marketing platforms by providing expertise in areas such as campaign strategy, influencer selection, content creation, and performance analysis. These services help brands identify the most relevant influencers for their target audience, develop compelling campaigns aligned with their marketing objectives, and ensure effective execution and measurement of campaign results. Additionally, professional services may offer guidance on legal and regulatory compliance, negotiation of contracts, and ongoing relationship management with influencers, fostering successful partnerships and maximizing the impact of influencer marketing initiatives.

“North America to account for the largest market size during the forecast period.”

The influencer marketing platform market in North America is witnessing remarkable growth, establishing itself as the top revenue-generating region. This surge is primarily driven by the escalating demand from brands and agencies to forge more profound connections with consumers. Leveraging influencer marketing allows them to extend their reach beyond conventional methods, tapping into the expansive social media landscape where consumers are highly engaged. As brands seek innovative ways to resonate with their target audiences, influencer marketing platforms offer tailored solutions to amplify brand visibility and engagement, contributing to the substantial

growth observed in North America's influencer marketing platform market.

### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Influencer marketing platform market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level Executives: 35%, Directors: 25%, and Others: 40%

By Region: North America: 30%, Europe: 30%, APAC: 25%, MEA: 10%, Latin America: 5%

Major vendors offering Influencer marketing platform solutions and services across the globe are Izea Worldwide (US), Launchmetrics (US), Triller (US), Traackr (US), Upfluence (US), Meltwater (US), Aspire.io (US), CreatorIQ (US), Later (US), Impact.com (US), Linqia (US), Onalytica (UK), Social Beat (India), GRIN (US), BazaarVoice (US), Pattern (US), Lefty (France), Sprout Social (US), Intellifluence (US), Insense (US), Captiv8 (US), InBeat (Canada), Heepsy (Spain), LTK (US), TRIBE Influencer (Australia), Skeepers (France), Influencity (Spain), Zefmo (India), Afluencer (US), HypeAuditor (US), MagicLinks (US), SocialBook (US), Creator.co (Canada), Glewee (US), and ArabyAds (UAE).

### Research Coverage

The market study covers influencer marketing platform across segments. It aims to estimate the market size and the growth potential across different segments, such as offering, application, marketing type, end user, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market

for influencer marketing platform and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing landscape of social media platforms, rising adoption of AI driven solutions boost the growth of market, growth of micro-influencers), restraints (complexity in ROI measurement impedes the growth of market, issues related with fake followers and engagement), opportunities (growing imperative to leverage influencer marketing platforms for deeper consumer connections, rising shift towards OTT platforms and social media channels), and challenges (Lack of credibility and authenticity, Issues in managing influencer relationships).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new software & service launches in the Influencer marketing platform market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the Influencer marketing platform market across varied regions.

**Market Diversification:** Exhaustive information about new solutions & services, untapped geographies, recent developments, and investments in Influencer marketing platform market strategies; the report also helps stakeholders understand the pulse of the Influencer marketing platform market and provides them with information on key market drivers, restraints, challenges, and opportunities.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Izea Worldwide (US), Launchmetrics (US), Triller (US), Traackr (US), Upfluence (US), Meltwater (US), and others in the influencer marketing platform market.

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

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