



IAB SA DIGITAL INFLUENCER MARKETING COMMITTEE

YOUR INVITATION TO PARTICIPATE IN OUR SURVEY TO BETTER UNDERSTAND HOW THE DIGITAL MARKETING SECTOR CURRENTLY MEASURES DIGITAL INFLUENCER CAMPAIGNS

The IAB SA has been working towards generating clearly defined and commonly agreed guidelines, standards, best practice, definitions and benchmarks, in collaboration with IAB Global, to enable the media and marketing industry to make better digital decisions in this growing segment of the industry.

“As part of the process to develop a common set of definitions and expand into secondary projects on best practice, measurement and benchmarks, the IAB Digital Influencer Marketing Committee invites the media and marketing industry, as well as broader stakeholders in the digital influencer marketing community, to participate in this survey,” says Paula Hulley, IAB SA CEO. *“The objective is to better understand the current market management of digital influencer marketing to reach their customers in a relevant and meaningful way.”*

The survey should take no more than 10 minutes of your time and will highlight how digital influencer marketing is currently measured with the intention to enable the continued development of the IAB SA Digital Influencer Marketing Committee, and wider network, to work towards best practice guidelines for advertisers, agencies and publishers to develop their digital influencer marketing strategies.

“Based on the results from the survey, we will get a much clearer understanding of the current landscape and expectations, broken down by category of industry player and job function, which will be used as groundwork to start the analysis. Once we have collated all of the results, we will be integrating this with data that we are sourcing independently in order to report back on the results and ask for industry input. We are aiming for this to be ready in the next couple of months.” Stephane Rogovsky, CEO and Founder R-Squared Digital and the Committee Lead.

Please complete the survey by Friday 26 June at 12 noon 2020.

IAB SA DIGITAL MARKETING INFLUENCER SURVEY

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

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