

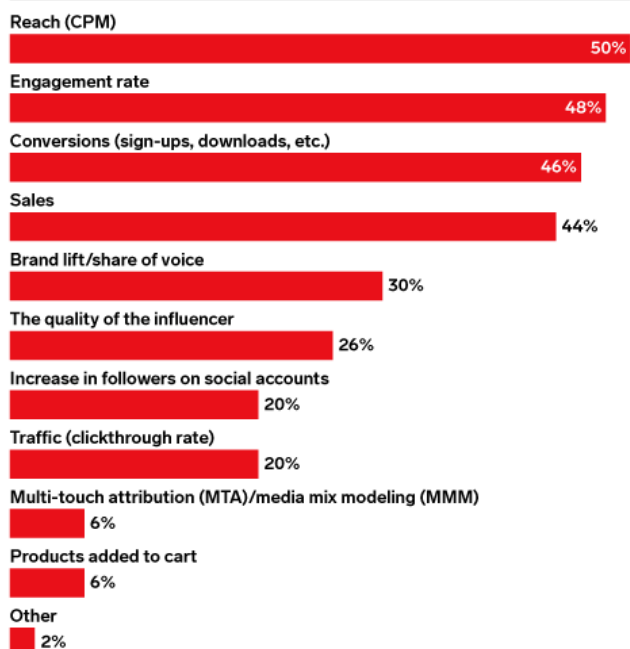
US marketers prioritize reach, engagement to measure influencer campaign success

Article



How Do US Enterprise Marketers Measure the Success of Their Influencer Marketing Programs?

% of respondents, Sep 2024



Note: n=200; respondents selected top 3 measures

Source: Linqia, "2025 State of Influencer Marketing," Oct 3, 2024

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Key stat: Reach is the most popular metric for measuring the success of **influencer marketing** programs among US enterprise marketers, per a Linqia study.

Beyond the chart:

- Multitouch attribution (MTA) and media mix modeling (MMM) are only used by 6% of US enterprise marketers. But 30.1% of US marketers at companies that have spent more than \$500,000 on digital advertising in the past 12 months consider **MMM the best type of measurement** for identifying brand value and business outcome drivers, according to an EMARKETER study conducted in partnership with Snap.
- Marketers are likely prioritizing reach, engagement rate, and conversions when working with influencers because these metrics are readily available. But less commonly used metrics like MMM and brand lift may provide marketers with a more holistic view of how influencer marketing campaigns perform.

Use this chart: Marketers and retailers can use this chart to determine what measurement strategies to use for influencer marketing campaigns or make the case to prioritize a different

KPI.

Related EMARKETER reports:

- [The Influencer Marketing Opportunity](#) (Subscription required)
- [US Creator-Driven Commerce 2024](#) (Subscription required)

Methodology: Data is from the October 2024 Linqia report titled "2025 State of Influencer Marketing." 200 US brand and agency enterprise marketers were surveyed during July-September 2024.