

Influencer marketing sees steady adoption and room for growth

Article



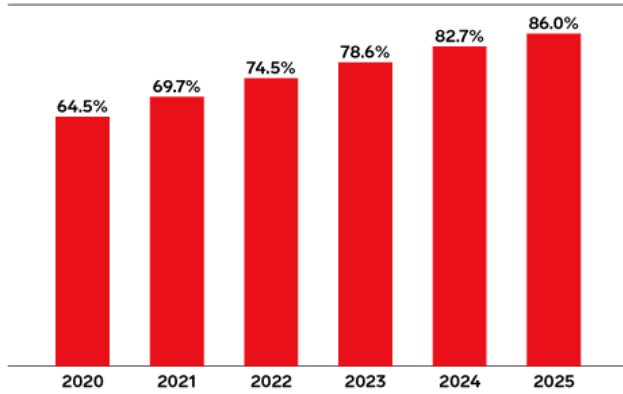
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Close to **75%** US marketers will tap influencers for campaigns this year, up about **5 percentage points** from 2021.

Beyond the chart: Collectively, those partnerships will cost marketers a whopping **\$4.14 billion**, but it's pocket change compared with the nearly **\$240 billion** going toward digital advertising overall in 2022.

US Marketers Who Use Influencer Marketing, 2020-2025

% of total marketers



Note: companies with 100+ employees; includes both paid and unpaid (i.e., compensation in the form of free product or trips) brand-influencer partnerships
Source: eMarketer, Dec 2021

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