

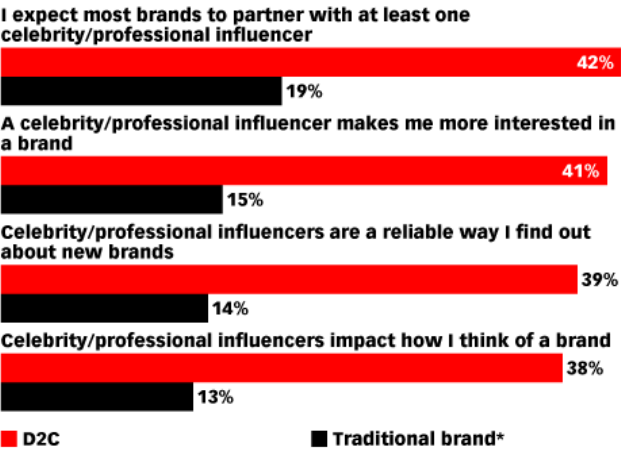
How Authentic Can an Influencer Really Be?

Audio



eMarketer principal analyst Debra Aho Williamson discusses the influencer shift toward authenticity, and why influencer marketing may soon become regulated. She also assesses Facebook's mind-reading program, a TikTok smartphone and Apple's new credit card.

**Attitudes Toward Celebrity/Professional Influencers
Among US Direct-to-Consumer (D2C) Shoppers vs.
Traditional Brand* Shoppers, May 2019**
% of respondents



Note: internet users ages 13+ who are at minimum aware of D2C brands;
*only buy traditional brands
Source: Interactive Advertising Bureau (IAB), "Disrupting Brand Preference:
The impact of Direct Brands across the path to purchase," July 12, 2019
248879 www.eMarketer.com

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