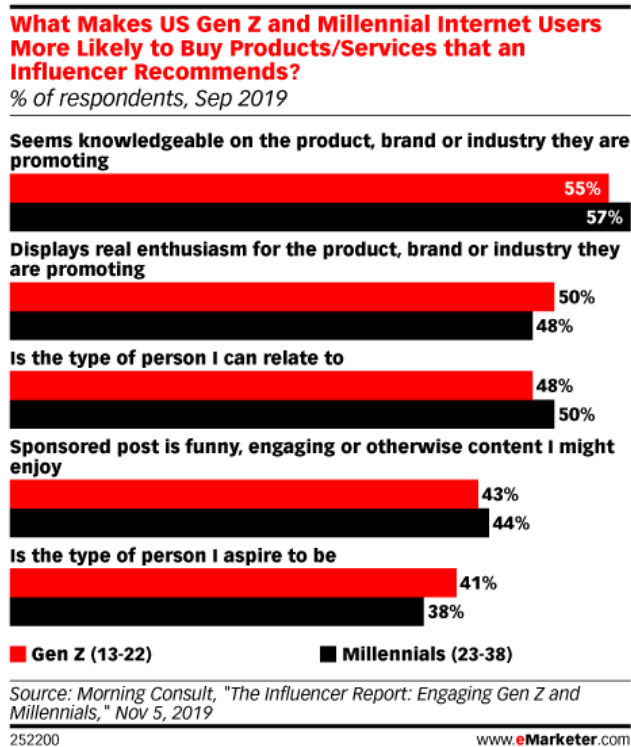


The Role of Influencers in the Purchase Process

AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Drosch recount their experiences interviewing 16 social media creators about how they approach brand partnerships, which platforms are working for them and influencers' role in the purchase process.



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