

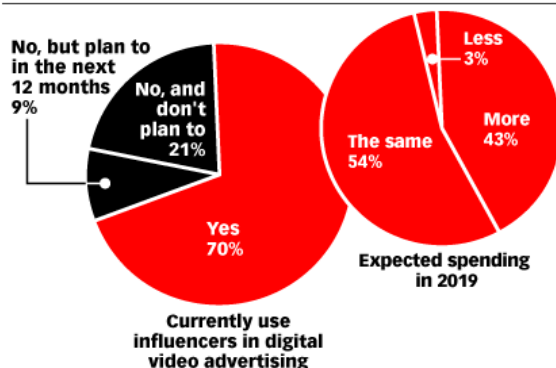
# Are Influencers Really Worth It?

**AUDIO | OCTOBER 28, 2019**

**eMarketer Editors**

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Drosch discuss whether influencers have too many fake followers to be worthwhile, TikTok's race to expand its ad sales team, and whether fake reviews for skincare products should give consumers pause.

**Do US Agency and Marketing Professionals Currently Use Influencers in Their Digital Video Ad Campaigns?**  
% of respondents, March 2019



Note: n=350; includes desktop/laptop and mobile  
Source: Interactive Advertising Bureau (IAB), "Digital Content NewFronts: 2019 Video Ad Spend Report" conducted by Advertiser Perceptions, April 29, 2019

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