

THE 'TRUE' POWER OF INFLUENCERS #NOTFILTERED

POWERING DECISIONS GLOBALLY THROUGH SEARCH INTELLIGENCE.

PLANNING | ACTIVATION | MEASUREMENT

Video tutorials, lifestyle blogs, sponsored posts and selfies; influencer content is becoming a core channel in a brand's marketing strategy. Does the power of influencers lie in their follower count? Analysing billions of monthly searches, Captify's Search Intelligence reveals the 'true' power of the celebrities, influencers and brand ambassadors dominating search.

THE BEYONCÉ EFFECT

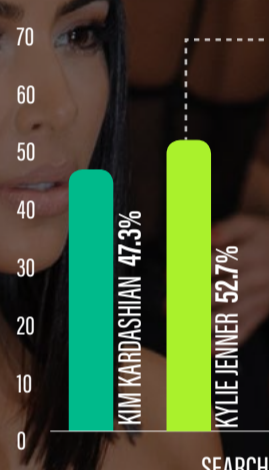
Following the announcement of UK tour dates, Search Intelligence revealed that users searching around **Beyoncé** tickets are **88.93x** more likely to go on to search for the star's fashion line 'Ivy Park'.

+ ACTION: Identify influencers with strong brand affinity through Search Intelligence. Activate high impact campaigns to catch audience's attention around trending influencer moments.

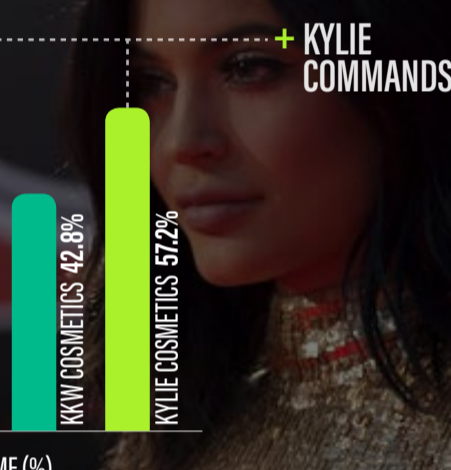


+ BRAND AFFINITY
Despite her last collaboration with H&M being back in 2013, the superstar is still associated with the fashion brand

📷 KIM KARDASHIAN: 110M FOLLOWERS



📷 KYLIE JENNER: 107M FOLLOWERS



BATTLE OF THE K'S

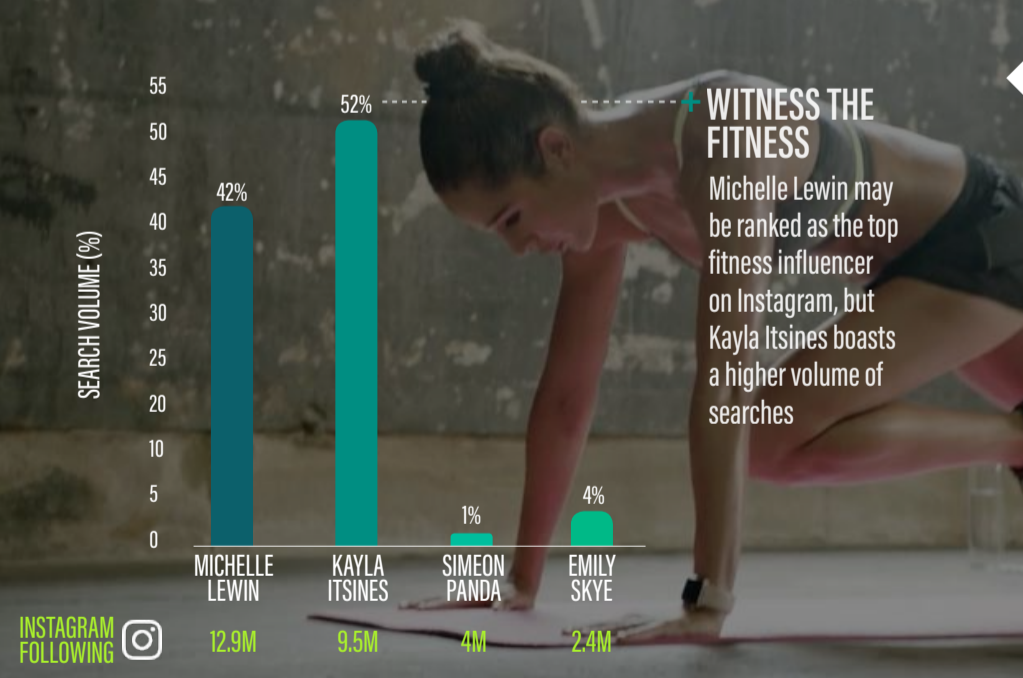
Whilst **Kim** may have 3 million more followers on Instagram, younger sister **Kylie** steals the spotlight in search, commanding larger search volumes for both herself and her competing cosmetic brand.

+ ACTION: Use Search Intelligence to pivot strategies and find audiences who are proactively searching around influencers, brands and competitors.

BACK OF THE NET

As we get warmed up for the World Cup, football icons bring in the bucks for sponsors. Abbott Labs' 2015 'BeThe1Donor' campaign with **Cristiano Ronaldo** still dominates connected search interest over other sponsors Nike, Tag Heuer and Herbalife.

+ ACTION: Take advantage of increased search interest around relevant calendar moments and connected influencers with high impact creative.



+ WITNESS THE FITNESS

Michelle Lewin may be ranked as the top fitness influencer on Instagram, but Kayla Itsines boasts a higher volume of searches

HEALTH IS WEALTH

Fitness star **Kayla Itsines** isn't just influential around her exercise plans and healthy eating guides; users searching for Kayla are also heavily searching around beauty and holiday categories.

+ ACTION: Uncover hidden audiences and expand reach by tapping into broader connected search categories associated with influencers.

YES, CHEF!

The global MasterChef franchise has featured celebrity hosts and chefs from **Nigella Lawson** to **Gordon Ramsay**. Expect the unexpected as cookery programmes influence cross-category searches from ecommerce to betting.

+ ACTION: Sync media activations to influencers on TV to drive incremental reach and awareness with interactive and dynamic video formats for maximum engagement.



+ EYE ON THE PRIZE

It's not all about cooking & recipes as users search around placing their bets on the MasterChef winner

CAPTIFY EXPLAINED

Captify powers decisions globally through Search Intelligence. Captify's unique Semantic Technology analyses billions of searches to power insights and media across all channels and on every device. Captify's actionable insights play a crucial role for brands and advertisers; revealing macro world trends, consumer interests, inner-life behaviours and intent signals to power decisions across media and marketing.