

Internal Benchmarking



Are your 2021 influencer marketing campaigns outperforming previous years? Are they meeting industry averages (or not)? Our Internal Benchmarking Report will tell you!

How Does It Work?

Our Strategic Data Services team will analyze your past performance data and provide a breakdown of your campaign metrics, along with industry benchmarks. This will allow you to track campaign performance over time, ensuring that internal benchmarks are being met, while comparing your campaign effectiveness against competitors.

Actionable insights on your highest performing:

Platforms | **Creator Audience Sizes** | **Asset Types**

...oh, and how you're stacking up against the competition!