



Influencer Marketing: Fraud Detection, Fake Social, Audience Health

Influencer marketing is the practice of engaging internal and industry experts/influencers with active networks to influence audiences and help achieve measurable business goals.



Fake followers will cost brands **\$1.3 billion** this year

- Cheq, cybersecurity firm research

63%

of marketers and brands admitted to having personal experience with influencer fraud in past campaigns – Influencer Marketing Hub

50%

of engagement on sponsored content is fake. – eMarketer

60%

of influencers use artificial methods of Instagram growth – Mobile Marketing Magazine

Investment and Investigation = Key to Success

Social Channels
Video
Blogs
Website

Content



Comments
Accounts
Audience
Quality

Engagement



Shares
Likes
vs. Comments
Numbers Lie
Tools

Quality vs.
Quantity





Sign in with Twitter

How many of your followers are real?

Twitter Username Audit

The first audit is free!
Upgrade to Pro to find and block fake followers!

TWITTERAUDIT PRO
Upgrade to Pro to find and block fake followers!

TwitterAudit Report



Jen Stirrup #DataPlatformSummit2019 @jenstirrup

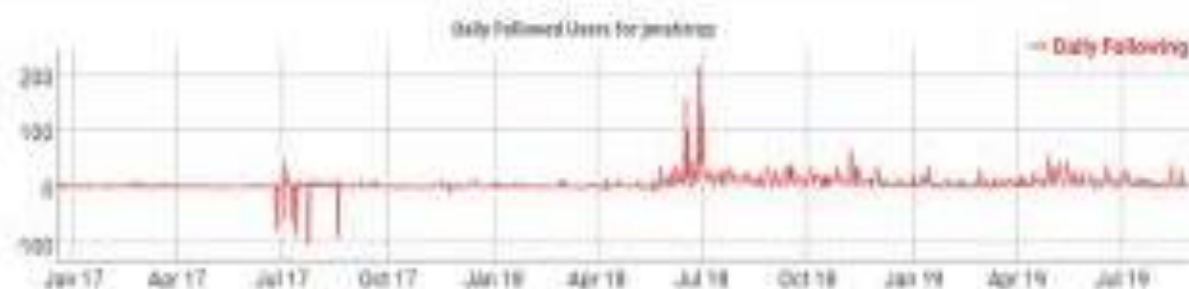
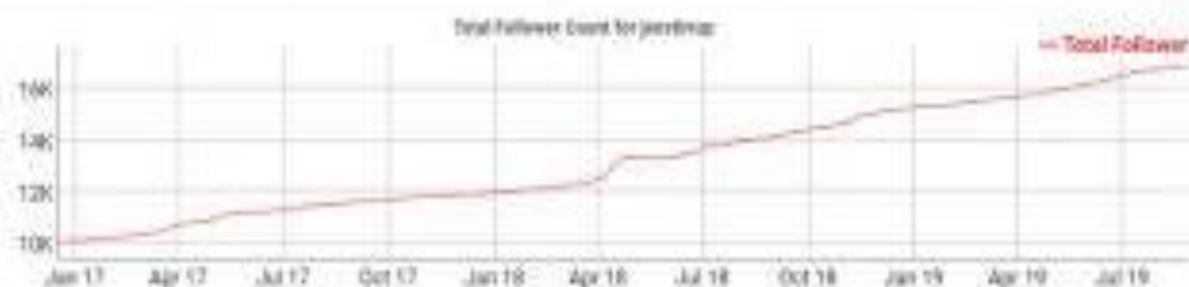
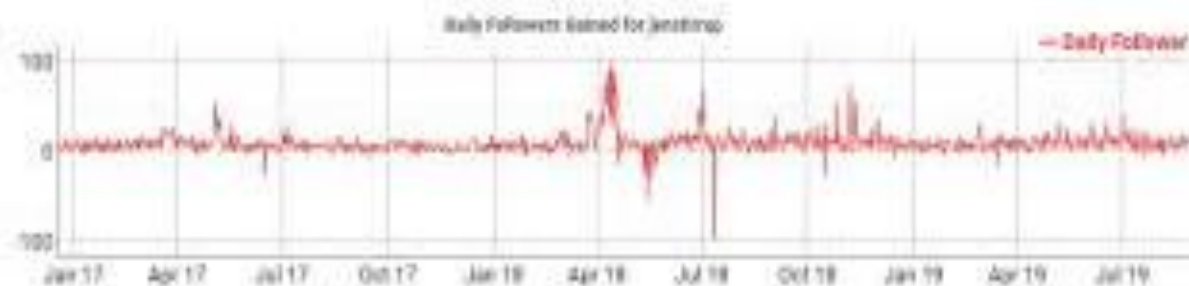


91%
Audit Score

View Tweet Re-Audit

Updated 1 year, 10 months ago

TWITTER STATISTICAL HISTORY GRAPHS FOR JENSTIRRUP





Trinny Woodall ★
 Founder, TRINNY London
 Founder @trinnylondon 🍷
 📍 London, Greater London, England, United Kingdom



👁 Audience 1.31M
 🗣 Reach 99
 🔄 Resonance 59
 💎 Brand Safety ●

☰ CONTENT

🌐 FOOTPRINT

👁 AUDIENCE

📁 COLLABORATION

🔗 CONNECTIONS

🐦 CONVERSATIONS

👤 INFO

Audience Insights for trinnywoodall on Instagram



Audience Quality



Quality Audience 483K

Avg Authentic Eng Per Post 2.8K

Audience Type



● Real People	80.4%
● Influencers	1.97%
● Mass Followers	12.4%
● Suspicious Accounts	5.27%

Authenticity & Reachability

Audience Authenticity	Very Good ●
Audience Reachability	Good ●
Comments Authenticity	Good ●
Growth	Low ●
Likes Spread	Good ●
Likes/Comment Ratio	Good ●

Audience Growth


642K +2.65%

Engagement Rate Growth

0.7% -0.07%

AT&T 10:18 AM 93%

< dreaming_outloud ...




1,712 Posts 341K Followers 875 Following


Hailey Miller
Public Figure

love others + travel often
married to @bryce_miller
vehicles: @themillermobiles
↓ click to watch our new video!
youtu.be/bslnGWTE-I8
Followed by itismarg, onasugardiet and 2 others


[Follow](#) [Message](#) [Email](#) ▾





VS



[Message](#) [View in Sales Navigator](#) [More...](#)

Katie Mehnert · 1st 

CEO, Pink Petro and Experience Energy
Houston, Texas Area · 500+ connections · [Contact info](#)

 Experience Energy
 Louisiana State University

Articles & activity
23,115 followers

Authenticity

Who drives audience action?

Do they motivate audience?

Content

Quality?

Consistent across social channels?

What channels?

Publish frequency?

Search

Google them: What's said?

Lists?

Interviews?

Connected to who?

Audience

Who follows?

Category?

Macro

Micro

Nano

Demographic?

Psychographic?

Vet carefully.

Look at content.

Real expertise.

Attitude.



Thank you.