



New Research Uncovers Influencer Marketing Defrauding Brands

Analysis by Sylo of 5,000 social media influencers' accounts designed to reduce risk and increase return on ad-spend

NEW YORK – Feb. 19, 2020 – [Sylo](#), an unbiased 3rd party verification and measurement platform for influencer marketing, today released new research: “[Growing Levels Of Influencer Fraud Swindling Brands' Ad Dollars](#).” According to the study, close to 90 percent of influencers reach less than half of their audience and 30 percent of influencers showed fraud levels for engagement purchasing in fourth quarter 2019 campaigns.

The research provides brand marketers with tangible steps to avoid waste and improve campaign content performance by introducing an alternative to commonly used scraped data.

“There are inefficiencies in the influencer marketing industry that we have the means to improve upon,” said Erick Schwab, co-founder of Sylo. “By shifting away from ineffective practices and pushing for transparency in the form of verified data and unbiased analysis, marketers can reduce their risk, avoid wasting their ad-spend on invalid audiences, and improve their ROI by 5-10X.”

Key findings according to the research:

- Metrics produced through scraping, such as “Fake Followers” or “Bot Percentages,” were not indicative of influencer fraud activity, and were inaccurate by as much as 129 percent.
- Influencer network (scraped) engagement and impressions were off by an average of 55 percent and 48 percent, respectively, from verified data.
- Thirty percent of influencers generate flags for engagement purchasing; this is a higher rate than previous reports and could support Instagram hiding likes would exacerbate the problem.
- Marketers can reduce influencer fees by up to 60 percent by paying for reach, not follower counts.
- Close to 90 percent of influencers reach less than half of their audience; while more than 50 percent of influencers reach less than 25 percent of their audience.

Based on analysis of more than 5,000 influencers' social media accounts in the U.S., Latin America, U.K. and Canada, Sylo used continuous, real-time monitoring of verified metrics, with consent from the influencer, to achieve audience and engagement validation.

“Growing Levels Of Influencer Fraud Swindling Brands' Ad Dollars” is available for download here: <http://bit.ly/SyloInfluencerResearch>

About Sylo

Sylo, is an unbiased 3rd party verification and measurement platform for influencer marketing. Sylo's solutions deliver definitive, real-time data straight from the source – creators – setting the new standard for negotiating the best rates, calculating ROI and providing sourced creator data. Founded by marketing and technology veterans, Erick Schwab and Brett Garfinkel, Sylo is committed to a sustainable influencer marketing industry rooted in transparency and trust.

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