

Business Reporter: Quantifying influencer ROI

How can a brand tap into and track the potential nano and micro influencers present?

LONDON, UNITED KINGDOM, January 24, 2023 /EINPresswire.com/ -- In an article published on Business Reporter, Ellie Davies, Influencer Partnerships Manager at Awin explains how integrating influencer programmes into affiliate marketing can help track and quantify the effectiveness of individual influencers and demonstrate their ROI. While influencers are typically compensated in an upfront flat-fee model, within the affiliate and partner marketing channel, partners' activity is measured with the help of unique tracking links and personal codes. In this latter model, it's also possible to connect top-of-the-funnel data with sales metrics.

What usually stands in the way of treating influencers as partners is that brands aim for collaborating with high-profile, macro influencers with a million or more followers, who are reluctant to work on a performance model. However, niche, nano- and micro influencers with up to 50,000 followers still present an untapped potential for brands. On the one hand, they see more clearly the benefits of working with a popular brand and they are also more flexible in aligning themselves with the goals of a business. To make it easier for influencers to work with brands and measure direct sales, affiliate platforms such as Awin can provide brands with seamless access to influencer marketing sub-networks and partnership solutions that eliminate friction and allow creators to focus on engaging their audiences. A brand's continued presence will impress influencers' followers, while also offering the brand new opportunities in social media marketing.

To learn more about the benefits of integrating influencers into your affiliate marketing programme, [read the article](#).

About Business Reporter

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About Awin

Awin is a global affiliate platform empowering advertisers and publishers of all sizes to grow their businesses online. Operating across the retail, telecommunications, travel and finance verticals, Awin generated £12 billion in revenue for its advertisers and £540 million for its publishers in the last financial year. Its affordable beginner solution, Awin Access gives small online businesses the chance to build direct partnerships, boost brand exposure and drive traffic and sales.

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