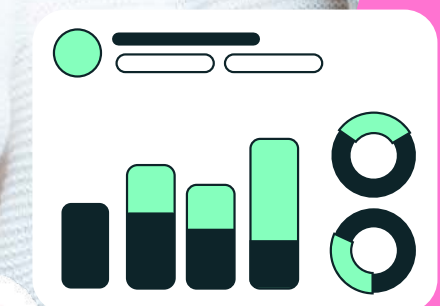
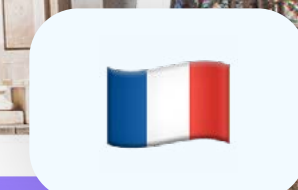
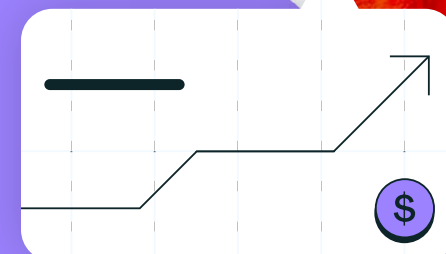


# THE STATE OF INFLUENCER MARKETING IN EUROPE 2024

A Deep Dive into Budgets, Organisational Structures, and Future Trends

A Comparative Study of Europe's Leading Markets





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A Deep Dive into Budgets, Organisational Structures, and Future Trends

A Comparative Study of Europe's Leading Markets ; France, Germany, Italy, UK, Spain

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# INTRODUCTION

2024 has been a pivotal year for Influencer Marketers in Europe. Following the sustained growth of the past decade, Influencer Marketing has entered a new age of maturity, confirming itself as a key pillar of the marketing mix.

I love Influencer Marketing. It combines passion, innovation, and storytelling in ways traditional advertising never managed to do.

As a new media, influence marketing is perhaps the most efficient communication platform ever created, anchored deeply in the human connections between content creators and their audiences.

Kolsquare has been a pioneer of the industry since 2011 and on the frontrow to observe the phenomenon. During all this time as CEO, I've had the privilege of interviewing hundreds of inspiring brands, witnessing not only their enthusiasm and increasing collaborations with Key Opinion Leaders (KOLs), but also the rise in professionalism, expertise and innovation across our continent.

As much as I have been astonished by the stunning growth of all European markets, I have also been fascinated by the cultural and practical differences in their approaches to Influencer Marketing.

Where exactly does European Influencer Marketing stand today? On which criteria are campaigns being run exactly, and what are brands' goals and strategies in 2024? What

really matters the most for Influencer Marketers today? Are there differences between countries like France, Germany, Italy, Spain, and the UK?

Until now, we had no answers to these questions, no comparative empirical data across countries measuring the evolution of our industry. This is why we decided to partner with the trusted B2B research firm NewtonX to conduct a groundbreaking study. And we decided, for this first edition, to focus our survey on carefully selected influencer marketing professionals and decision-makers within brands, across the five biggest advertising markets in Europe.

I am really excited to share the results of Kolsquare's inaugural The State of Influencer Marketing in Europe report with you, which present a comprehensive picture of the European Influencer Marketing landscape in 2024.

Among the unprecedented data, you will see that our industry is in very good shape, with an average spend per brand of €3.375 million annually on influencer marketing. But you will also see that local markets favour different strategic pillars, for example with the emphasis on affiliate marketing in the UK.

Aside from examining strategies and budgets, it was also important that part of the study focused on a topic close to our hearts at Kolsquare: Ethics and Responsibility. I was particularly happy to see many respondents share that they are placing extra importance on choosing KOLs who

not only perform and align with their brand values, but also communicate in a responsible, considered way to their audiences.

This study not only underpins the dynamic evolution of our sector, but also reveals a great outlook for its future. Here's to an even bigger, more inspiring and more responsible year in 2025!

Happy reading. I hope you find the insights in this report as informative and inspiring as we do.



**Quentin Bordage**, Founder & CEO, Kolsquare



# METHODOLOGY

**385** Decision makers in Influencer Marketing



**>11** Employees



**>2** years of XP



**5** Countries

86 respondents

78 respondents

78 respondents

71 respondents

72 respondents

The survey conducted by Kolsquare and Newton X involved **385 decision-makers** from brands leveraging influencer marketing, including CMOs, Heads of Influence, PR leads, and Social Media Managers, excluding agencies.

Participants represented medium to large organisations across various sectors, such as **Beauty & Fashion, IT, SaaS & Telco, Retail, Food & Beverages, Entertainment** and more, reflecting the diverse application of influencer marketing.

All respondents had at least two years of experience managing or executing influencer marketing campaigns and held decisive power over their company's strategy.

The study focused on five European markets: **France (n=86), Germany (n=78), Spain (n=78), Italy (n=71), and the United Kingdom (n=72)**, providing a comprehensive view of influencer marketing trends across key regions.

Data was collected through a **19-item questionnaire** addressing budget allocation, campaign objectives and strategies, influencer selection criteria, growth predictions, and industry challenges. Conducted in **June/July 2024**, the survey offers valuable insights into current market trends, utilising a quantitative approach to establish benchmarks and highlight emerging trends both locally and across Europe.



# 1

# THE EUROPEAN INFLUENCER MARKETING LANDSCAPE

## EXECUTIVE SUMMARY: THE STATE OF INFLUENCER MARKETING IN EUROPE 2024

In 2024, influencer marketing (IM) continues to mature, with Europe at the heart of the action. Across the five biggest digital advertising markets in Europe —Germany, France, the UK, Spain, and Italy—brands are working with influencers more strategically than ever, balancing creativity, ethics, and data to achieve growth.

This report takes a deep dive into the influencer marketing landscape across Europe, offering unprecedented insights into spending patterns, platform preferences, KOL (Key Opinion Leader) collaborations, and potential for growth. Through the lens of our country-specific personas, we have showcased the unique approaches, challenges, and opportunities faced by marketers in each region.

## EUROPEAN MARKET OVERVIEW: A SNAPSHOT

### Spending on the Rise

- European brands spend an average

€3.4

Million/annually on influencer marketing

- with Germany the most bullish at average spend

€5.7

Million/annually

UK brands spend an average £848,661 (€1.02M) annually on influencer marketing.

### Influencer Preferences:

Across Europe, micro-influencers (10,000-100,000 followers) are the most popular, with

75%

of marketers collaborating with them

### Growth Expectations:

Despite budget constraints in some markets,

54% of brands

expect to increase their influencer marketing spend in the next year and 37% will maintain budgets at current levels.

### Platform Power

Instagram remains the dominant platform for influencer marketing (89% of campaigns), with TikTok and YouTube similarly strong (64% and 62% of campaigns respectively). Markets like the UK and Italy still hold strong on Facebook.

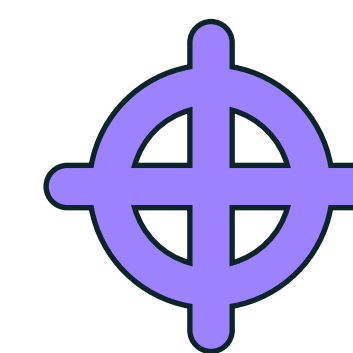


Despite downward pressure on marketing budgets generally, spending on influencer marketing in Europe is set to increase. The biggest gains are expected in Germany, where 82% of marketers expect to raise budgets by 10%-49%, and Spain where 78% of marketers predict a similar rise.

**82%**

of german marketers expect to raise budgets by 10%-49%

While most brands, 63%, declare collaborating with less than 50 KOLs on a yearly basis, there are signs brands are beginning to significantly scale their campaigns. 19% of brands in the UK, and 20% in Spain activate up to



**56%**

of respondents expect to become more selective in the influencers they work with over the coming year.

Influencer marketing will become more important in the marketing mix, according to

**27%**

of respondents,

and 6% expect it will become the majority of their marketing spend

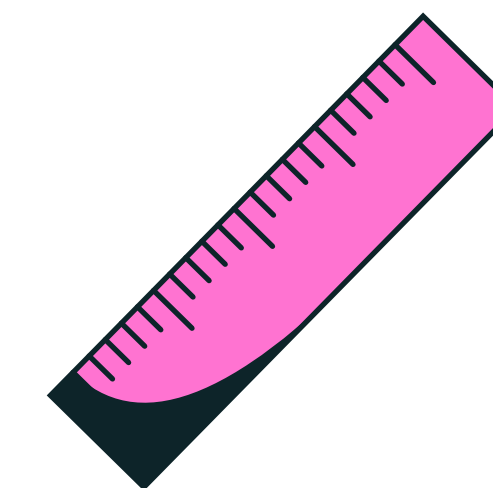


All countries rate the challenge of striking the right balance between brand control and influencer freedom in content creation in the top 5 pain points for influencer marketers.

**1000**

KOLs annually

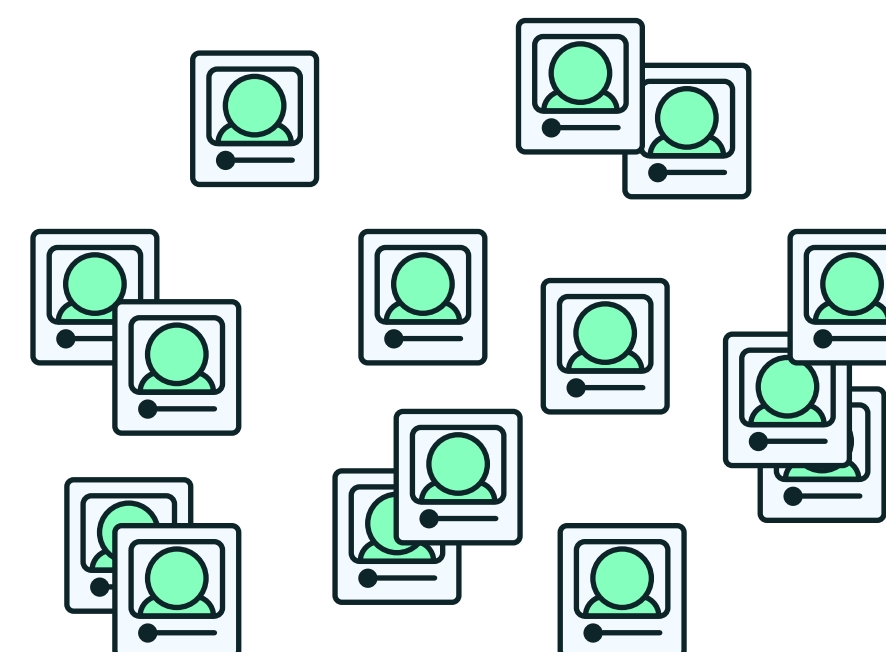
Accurately measuring ROI/ROAS is a key challenge in all markets, but especially in Italy (61% of respondents rate it in the top 5 pain points).



Spending on influencer marketing is lower in the UK than in Continental markets, with an average

**£848,661**

(€1.02M) spend annually on influencer marketing.



Market Outlook: 66% of decision makers do not think influencer saturation is a problem and only 20% think influencers will lose impact.



**59%**

KOL ethical conduct and transparency are top considerations for influencer selection in Italy (59%) and France (53%).



**53%**

Most brands apply ethical or behavioural conditions to KOLs, with 63% systematically including them in contracts, and 33% requiring them to sign ethical charters.





# MEET THE EUROPEAN INFLUENCER MARKETERS: 🇩🇪 GERMANY



## THE BIG SPENDER

- Loves to Spend:** German marketers spend the most, with an average annual budget of €5.74 million.
- Bold Investments:** 82% of German marketers increased their spending by 10-49% in the past year, with 65% expecting to do the same next year.
- Lower Ethical Concerns:** Germans are the least likely to consider ethical factors when selecting influencers.
- All-rounders:** Germans love operating across multiple platforms, specifically showing higher preference for YouTube, Snapchat and Pinterest than other markets

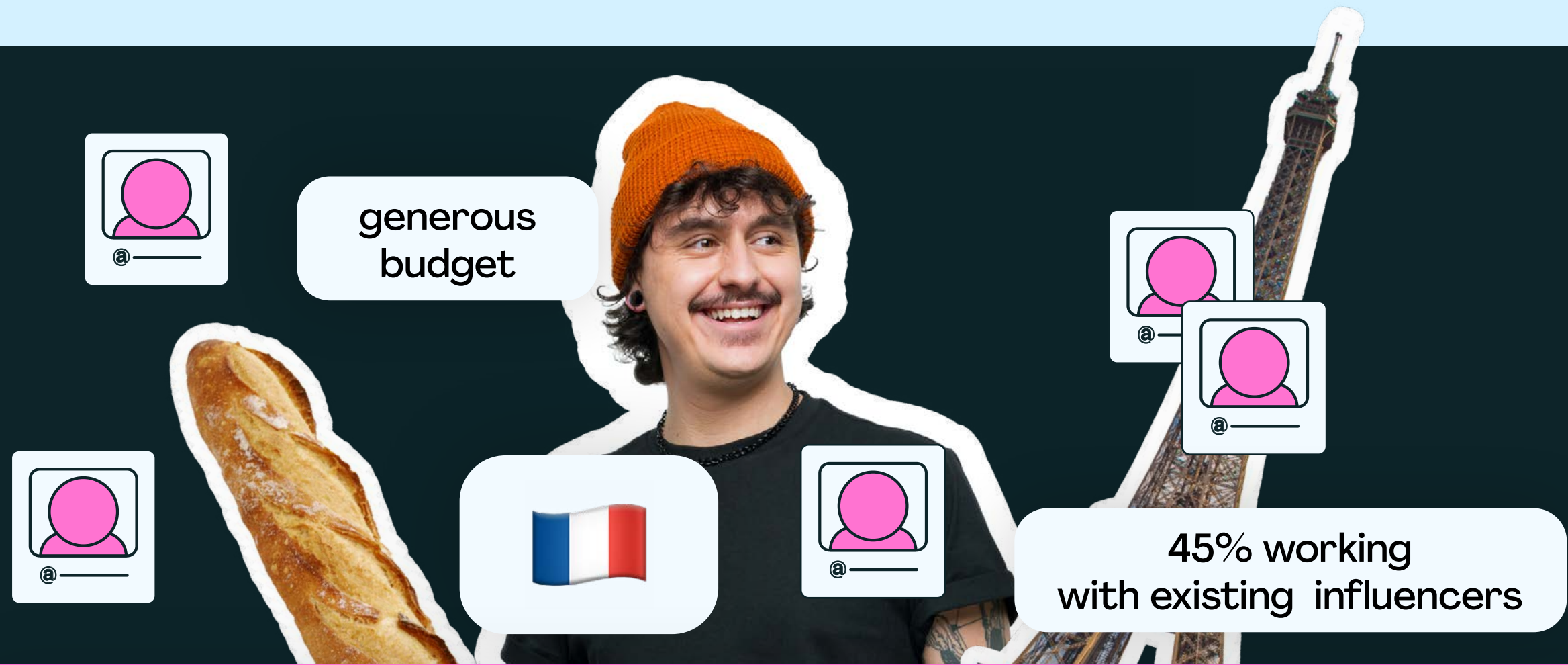
"I am very confident and convinced of the success of influencer marketing. A positive ROI is absolutely achievable, depending on the product and industry. I take a more critical view of the fact that marketing spend on influencer marketing in Germany has been increasing for years, which means that competition for influencers and, as a result, costs are constantly growing, which can inevitably have an impact on ROI."

**Katja Eulau**, Gymondo Head of Influencer Marketing & PR





# MEET THE EUROPEAN INFLUENCER MARKETERS: 🇫🇷 FRANCE

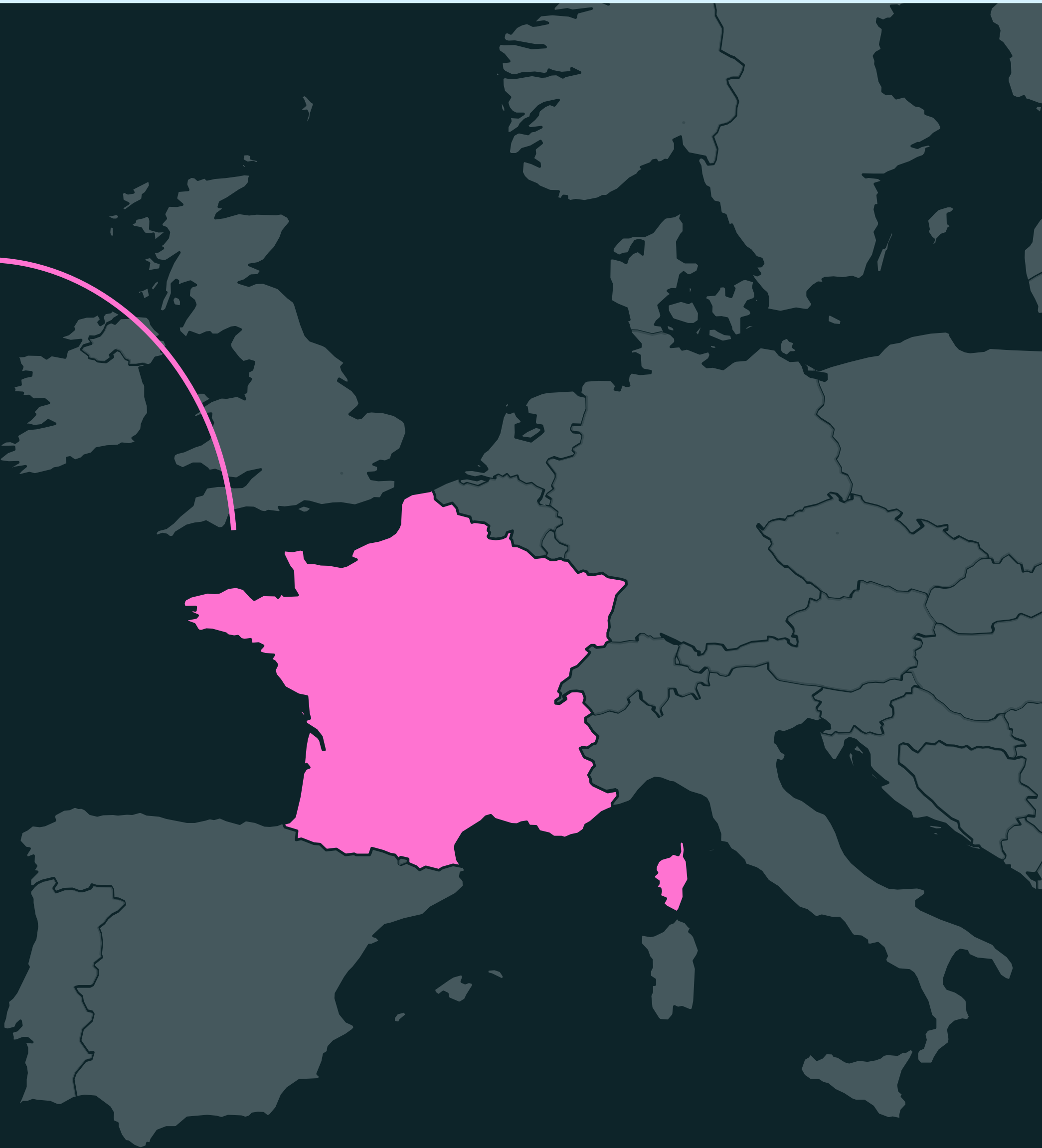


## THE LOYALIST

- Loyal to Known Influencers:** French marketers are the most loyal, with 45% working with existing influencers.
- Generous budgets:** 32% of French marketers spend €250K+ on influencer marketing, including 14% with annual budgets of over €1M
- Ethics First:** French marketers rank ethical considerations and transparency high when selecting influencers.
- Event Fans:** 67%, love staging influencer events to generate authentic, organic content.

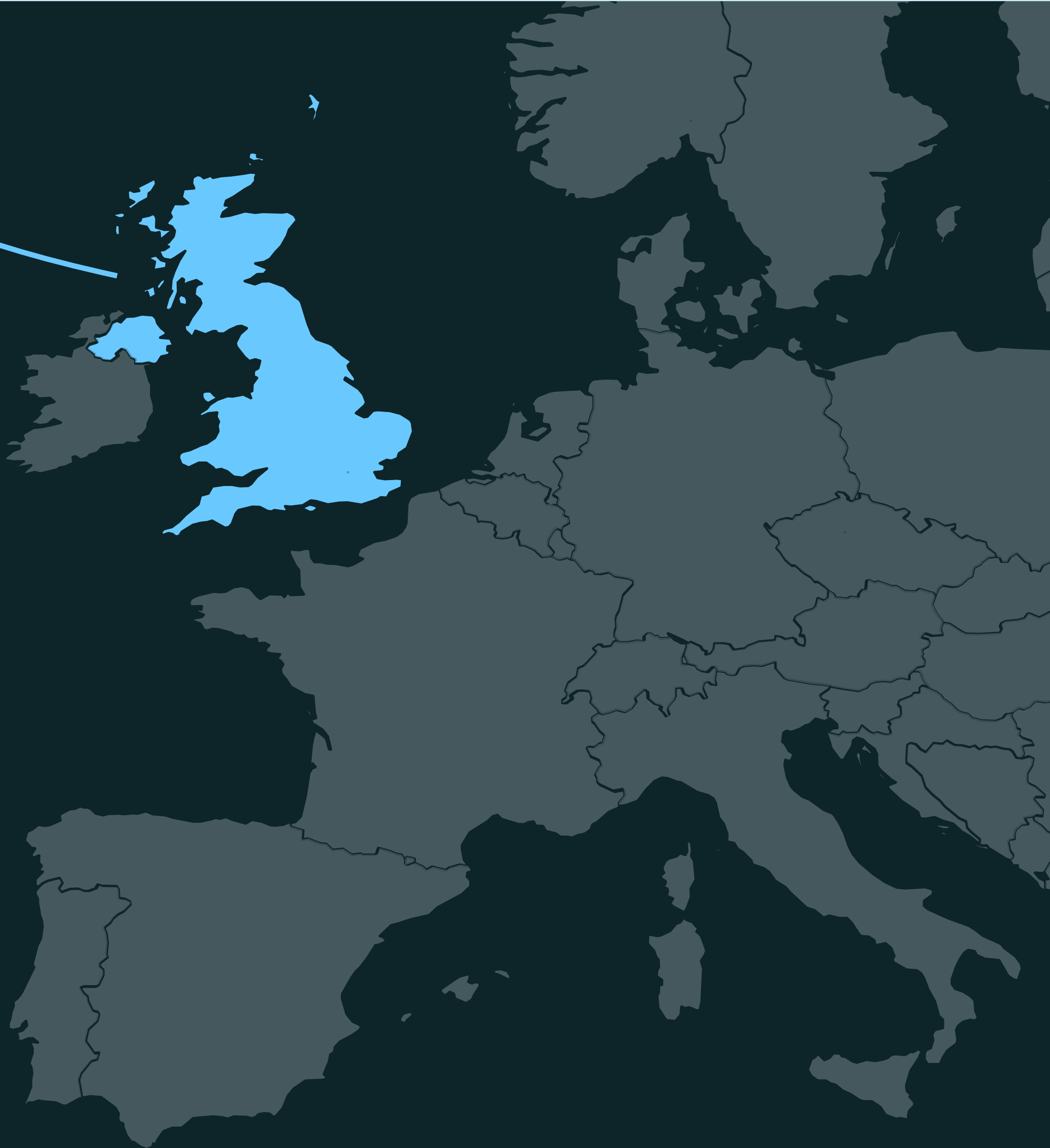
“KOLS play a decisive role in initiating a dialogue with their audience, and more and more creators are raising their audience’s awareness of environmental issues – and these are the ones we’re most interested in! In this vein, influencer platforms like Kolsquare offer major insights into the ethical positioning of KOLS (audience credibility, business practices, access to content...) and guarantee alignment with brand commitments.”

**Elodie Dupré**, Greenstory agency Head of Media & Influence PR





# MEET THE EUROPEAN INFLUENCER MARKETERS: UNITED KINGDOM



## THE CAUTIOUS STRATEGIST

- All About Micro:** The UK loves working with micro-influencers, with 81% using this community size.
- Less Confident in Growth:** Only 50% expect an increase in influencer marketing budgets next year.
- More Platforms:** The UK leans heavily on Facebook, with 72% using it for influencer marketing.
- The most sensitive to diversity:** 18% of marketers in the UK (compared to the average 12%) strive to work with a KOL roster representing societal minorities.

“Whilst the UK may be small in size, as a nation we punch above our weight when it comes to influencer marketing. We were early adopters and, as a result, our influencer ecosystem is more mature than many other markets. With that in mind, it’s no surprise that British brands are the ones investing in larger scale strategies.”

**Mischa Joslin**, Summer agency Managing Director



# MEET THE EUROPEAN INFLUENCER MARKETERS: 🇪🇸 SPAIN



41% marketers increased their spendings

39% working with new influencers

## TEST-AND-LEARN CHAMPION

- Embraces New Influencers:** 39% of Spanish marketers lean towards working with new influencers, the highest among all countries.
- Low Budgets:** Spanish marketers have the smallest budgets, with 30% of companies spending less than €50K.
- Focused on Growth:** Despite small budgets, 41% of Spanish marketers increased spending by 20–49% in the past year.

“The reduced budgets in Spain compared to other European markets reflects understandable caution, but the increase in investment in influencer marketing shows that companies are beginning to see the long-term value of these campaigns, even in an environment with some measurement issues.”

**Juan Merodio**, Digital marketing expert, @juanmerodio, 338K followers Instagram







## THE ETHICAL GUARDIAN

**Ethics Lead the Way:** Italians prioritise ethics, with 77% prioritising corporate ethics when selecting influencers

**Facebook's Still in Play:** 69% still favour Facebook as their go-to platform.

**Mixed Growth Expectations:** 46% expect growth, while 19% expect a decline, the highest of any country.

“In Italy, ethical conduct and transparency are considered of paramount importance in the context of influencer marketing. This issue is particularly significant for brands, which have recently slowed their activities to comply with higher ethical standards. Forecasts indicate that companies will become increasingly selective in choosing the influencers they collaborate with.”

**Raffaella Pierpaoli**, INTARGET digital marketing agency Head of Content & Social





# 2

## HOW DOES EUROPE RUN ITS CAMPAIGNS?

### WHICH SOCIAL NETWORKS ARE THE MOST FREQUENTLY USED FOR INFLUENCER MARKETING IN EUROPE?

On which social media networks do you run campaigns?

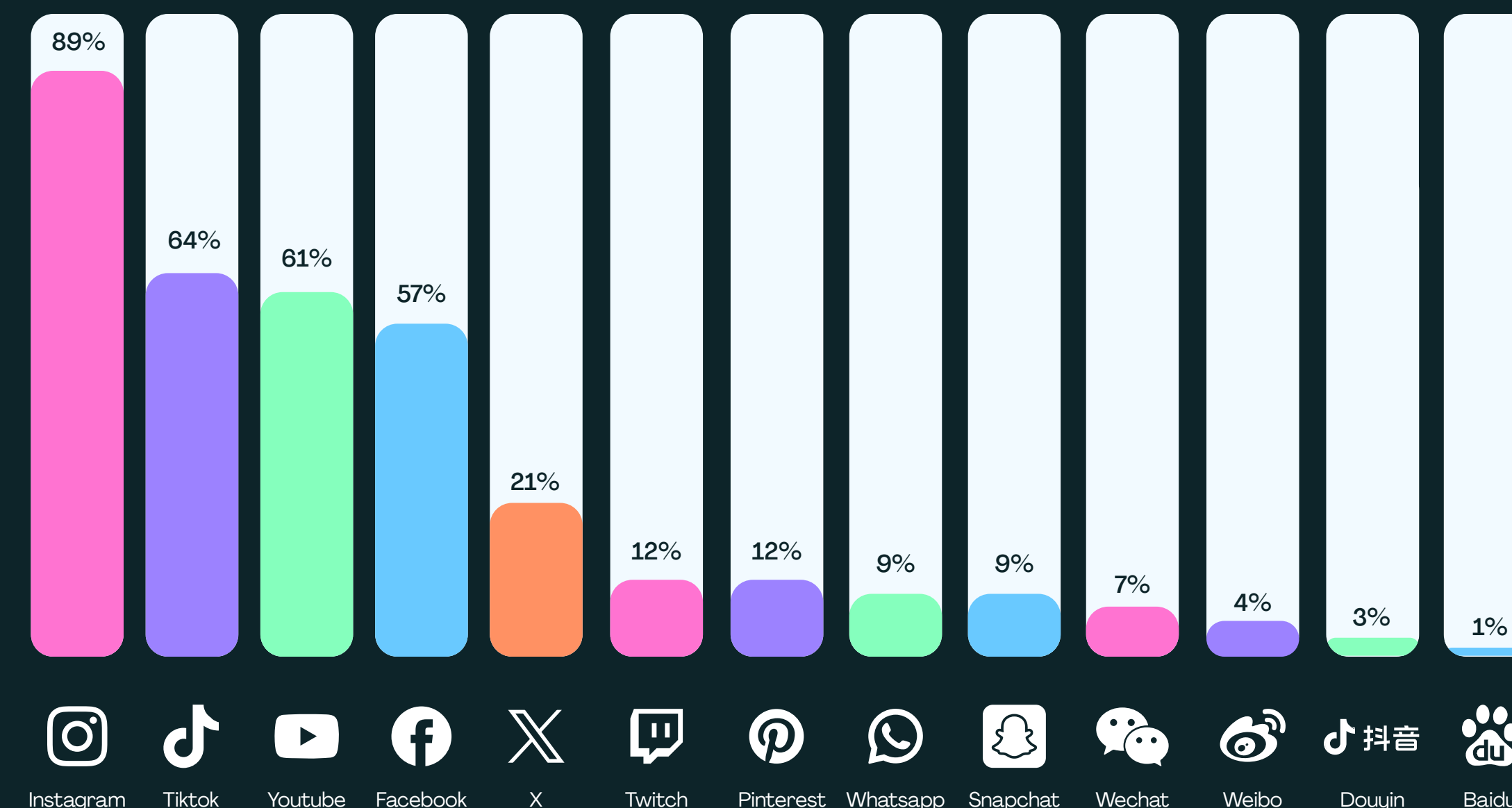
Across Europe, Instagram is the dominant platform for influencer marketing, reflecting its universal appeal, robust data capabilities, and versatility for running awareness or conversion campaigns. Snapchat is staking out territory in France and Germany, and to a lesser extent in the UK where it is (perhaps surprisingly?) bigger than Twitch. The survey also reveals Europeans have a strong eye to the Chinese market; more marketers in France are using WeChat (9%) than What'sApp (7%), for example, and more Italians are using WeChat (9%) than Pinterest (6%) or Snapchat (3%).

“A distinctive aspect of the Italian market is the relevance of Facebook, which is used more frequently than in other European countries. This situation is closely linked to Italian demographics, characterised by a significant percentage of users over 60, who represent a substantial portion of the population and are increasingly online. This reflects not only a cultural peculiarity but also a trend that influences companies' marketing strategies, prompting them to maintain a stronger presence on platforms like Facebook, where the mature audience is more active.”

**Raffaella Pierpaoli**, INTARGET digital marketing agency Head of Content & Social

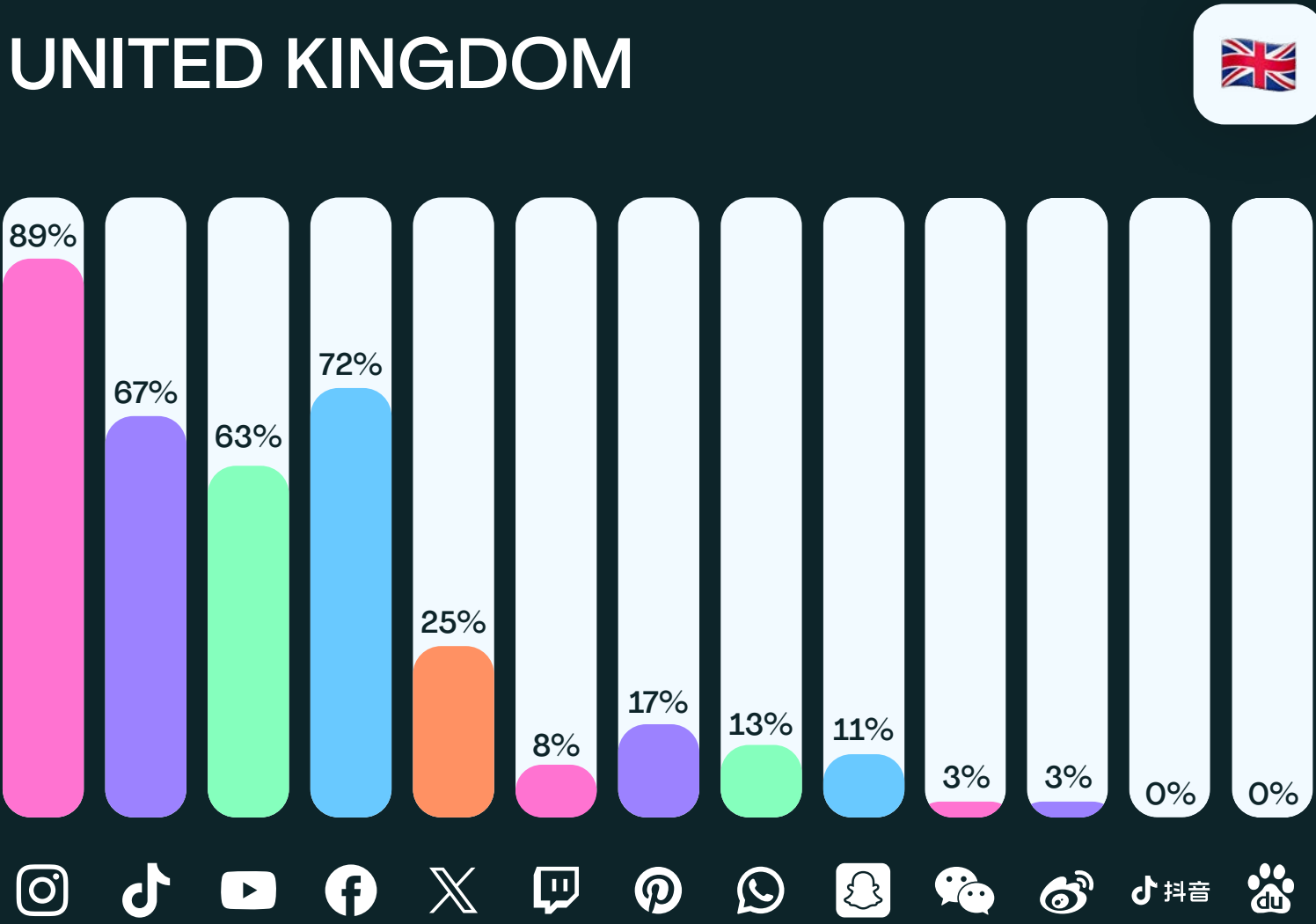
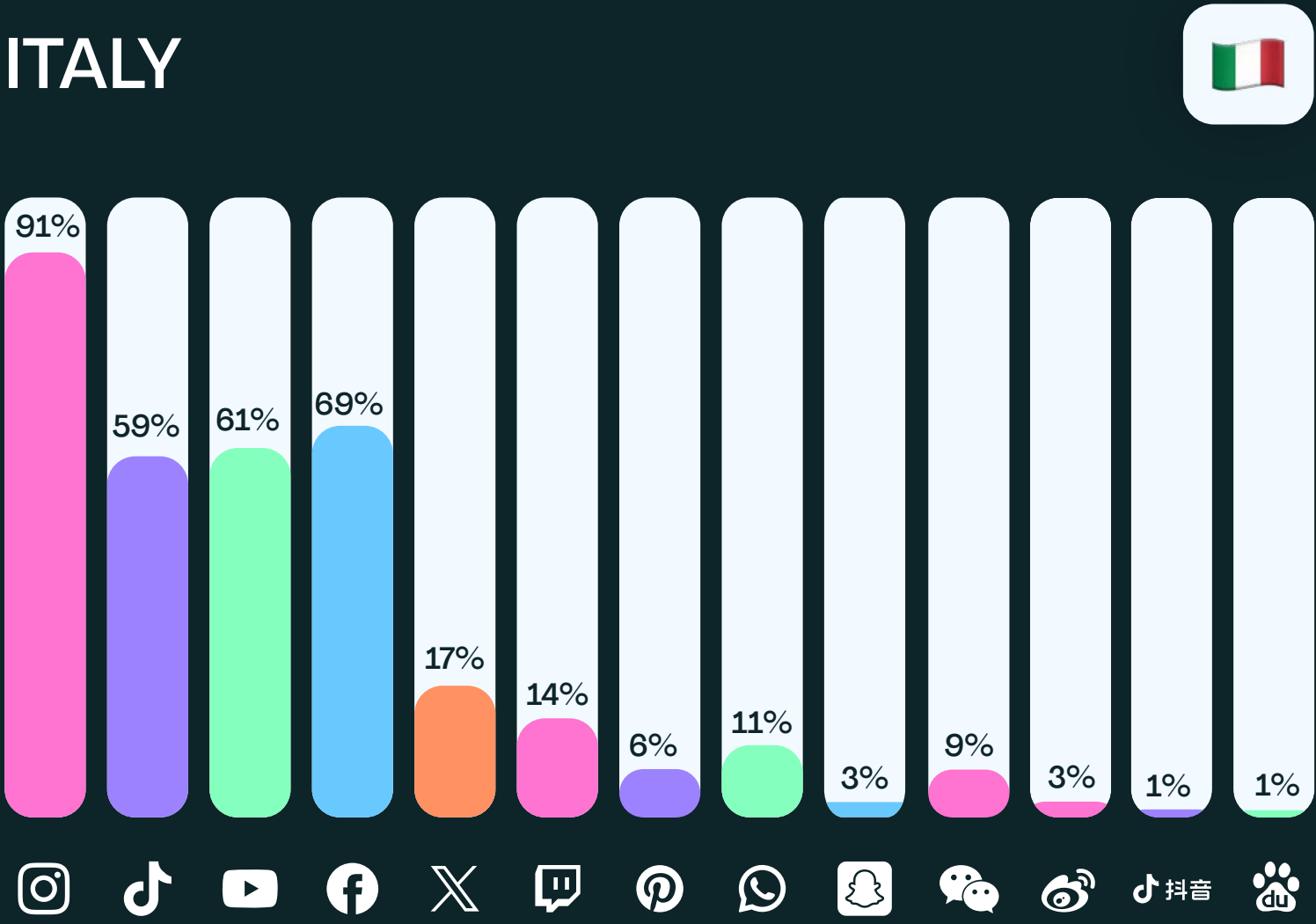
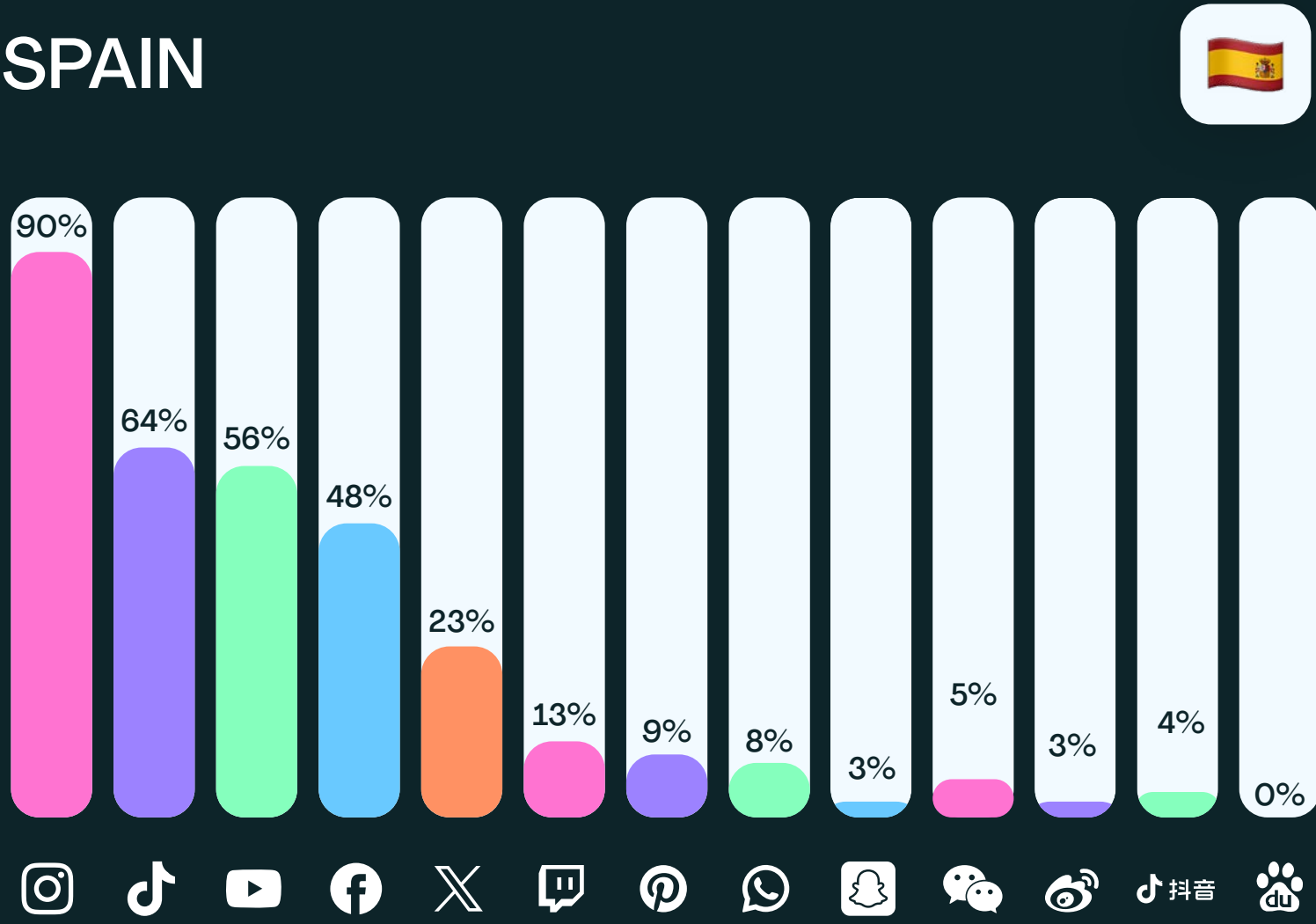
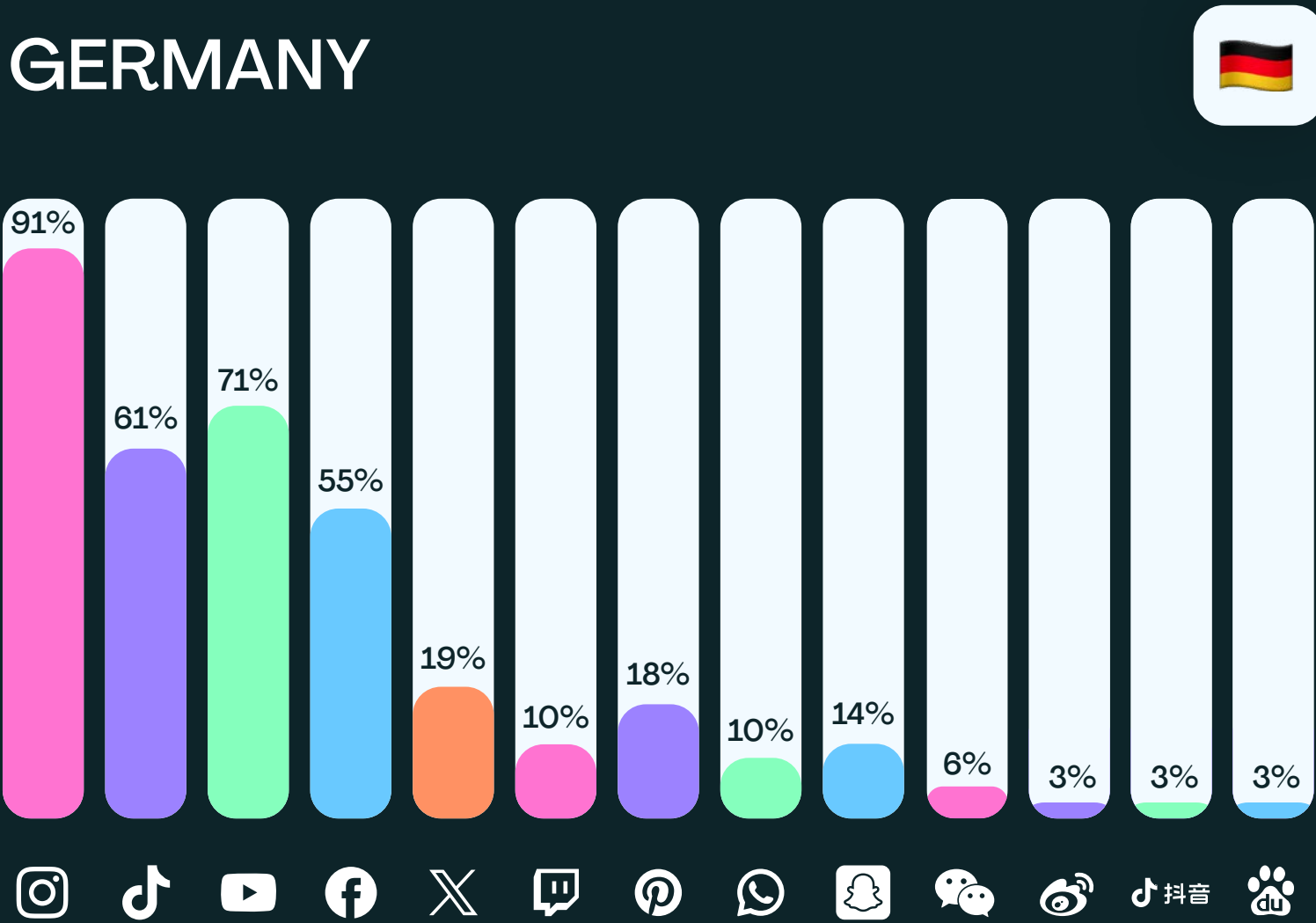
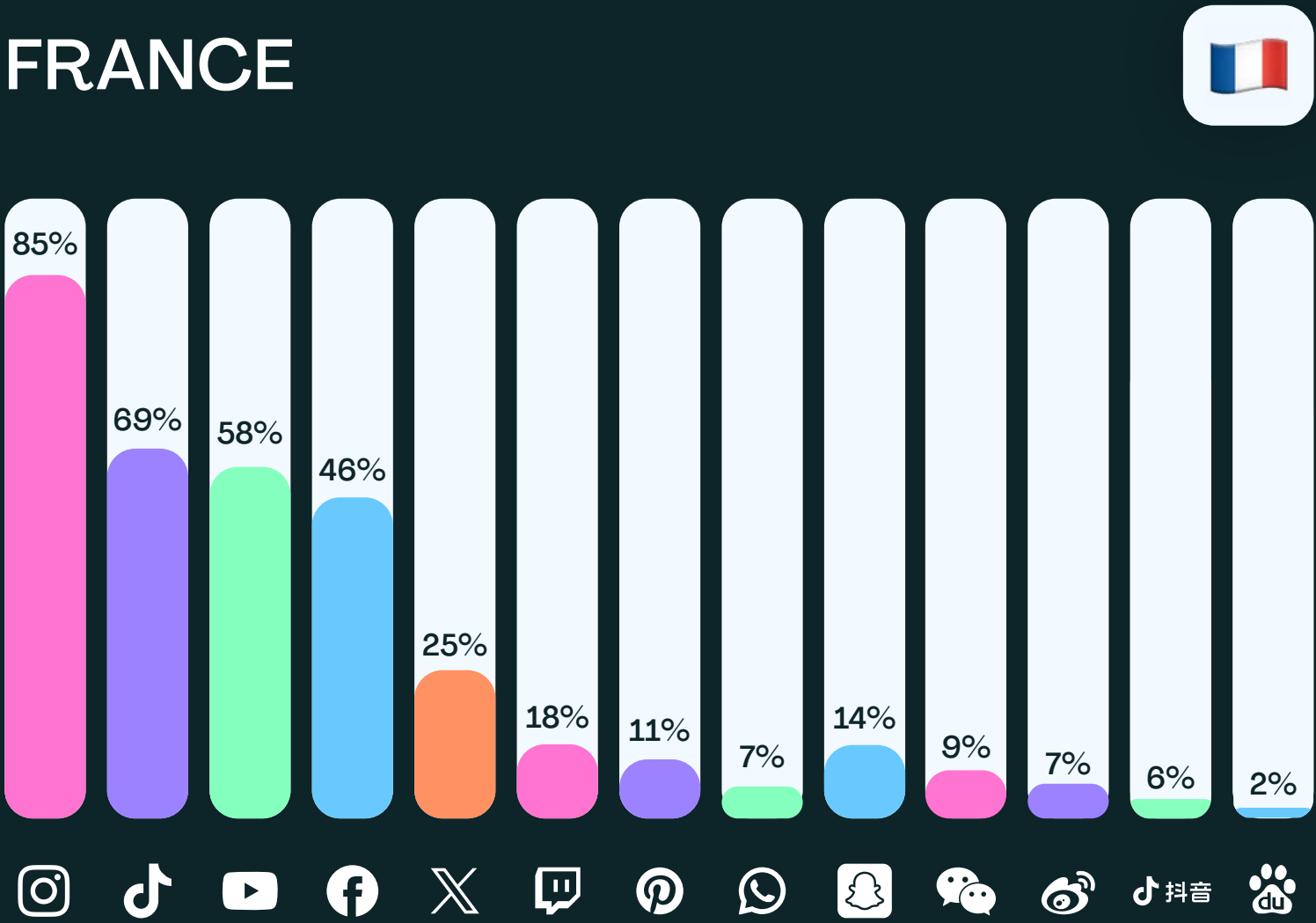
### EUROPE: INFLUENCER MARKETING SOCIAL NETWORK USAGE

(All values in percentage)





ON WHICH SOCIAL MEDIA NETWORKS DO YOU RUN CAMPAIGNS?





# WHICH TYPES OF INFLUENCERS DO BRANDS MOST FREQUENTLY COLLABORATE WITH?





Most European brands favour working with micro- (75%) and macro-influencers (65%). This reflects their ability to deliver higher engagement rates at lower costs than Mega influencers, and probably more authenticity. 42% of respondents use nano-influencers, whose grass-roots appeal makes them ideal for niche and gifting campaigns (sending free products).

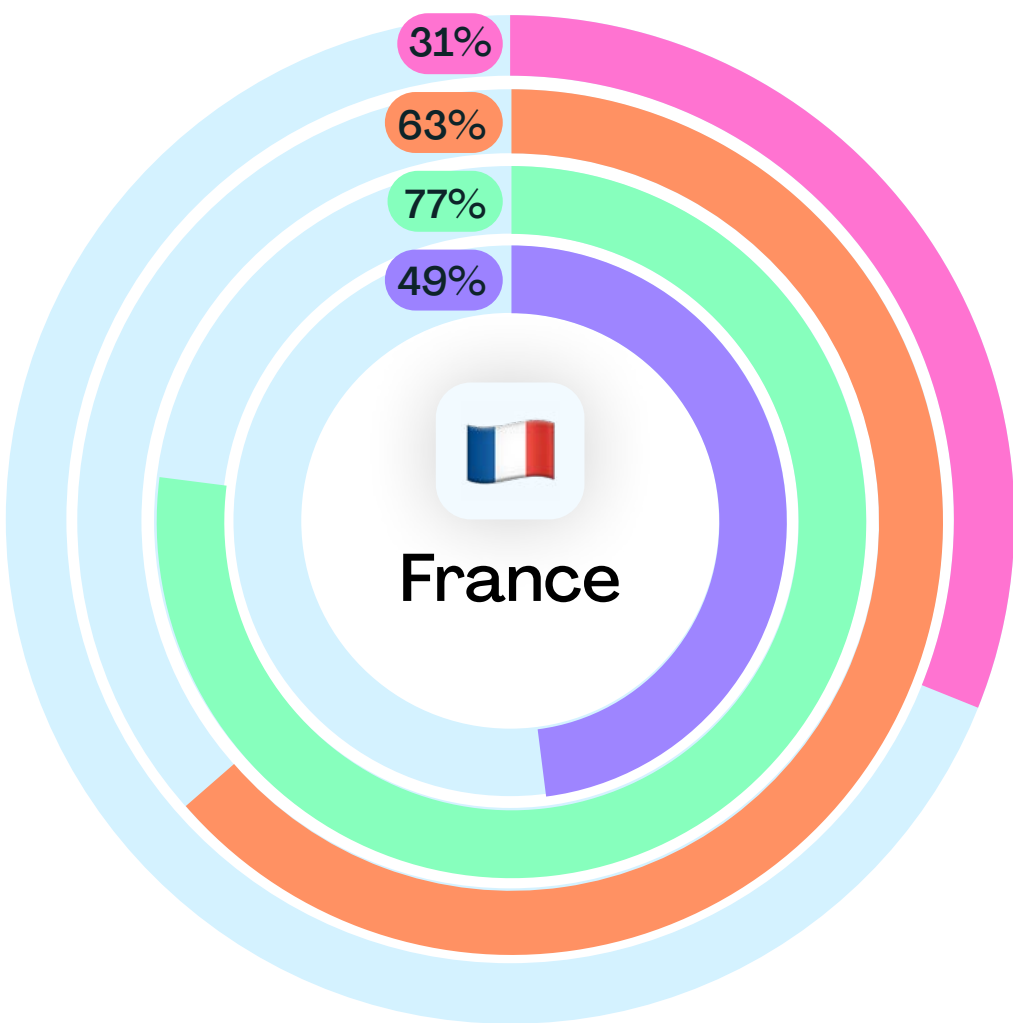
“[Brands] are circling back to volume-based strategies, but volume that’s inexpensive. Access to platforms like Kolsquare means brands can conduct very qualitative KOL selection, whether they are macro or micro, which allows them to do more volume, that’s more impactful, via gifting.”



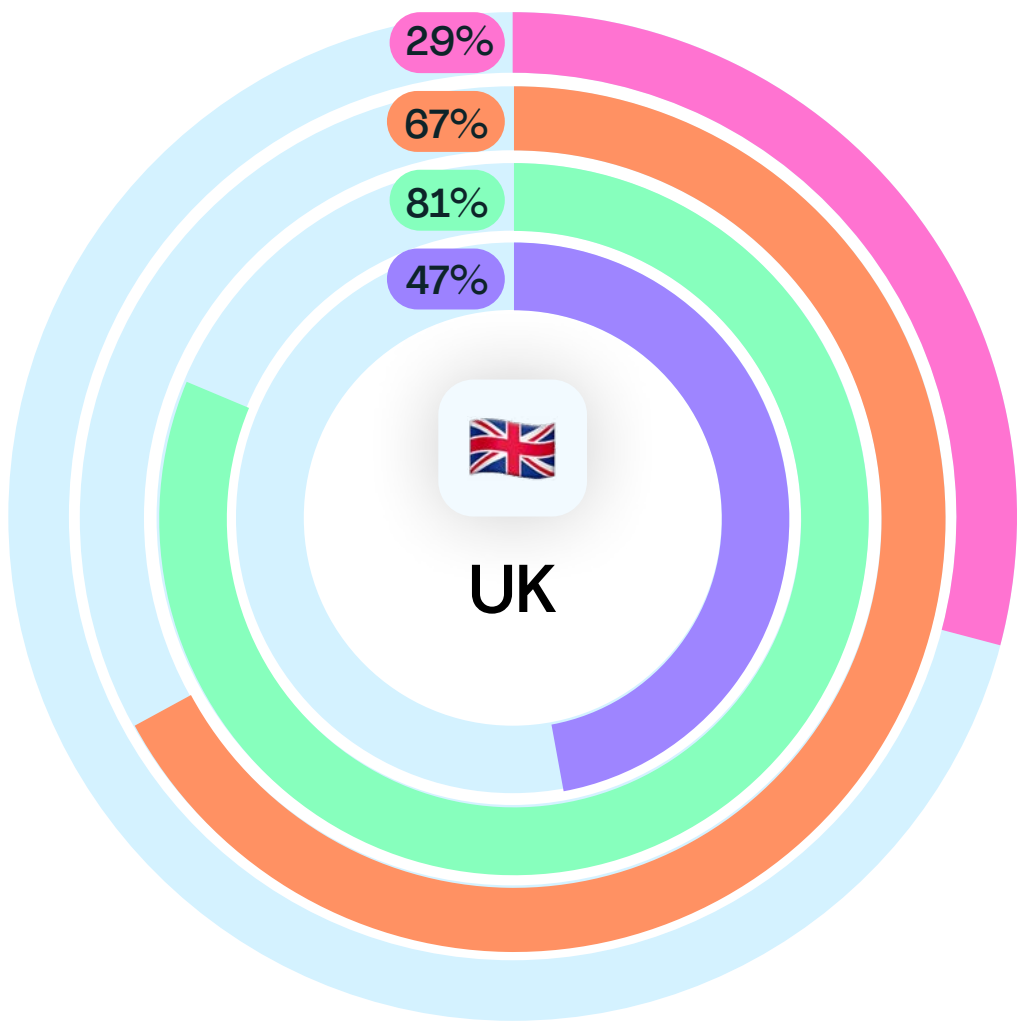
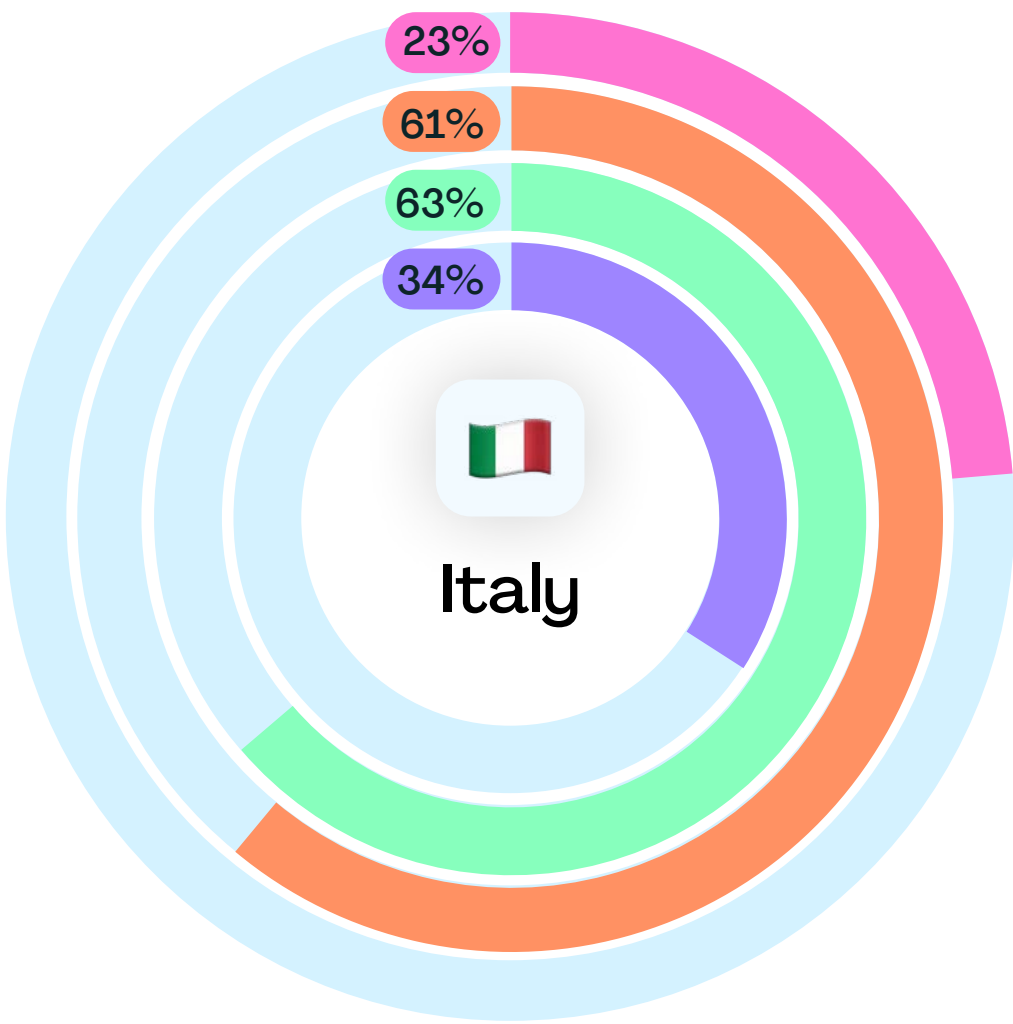
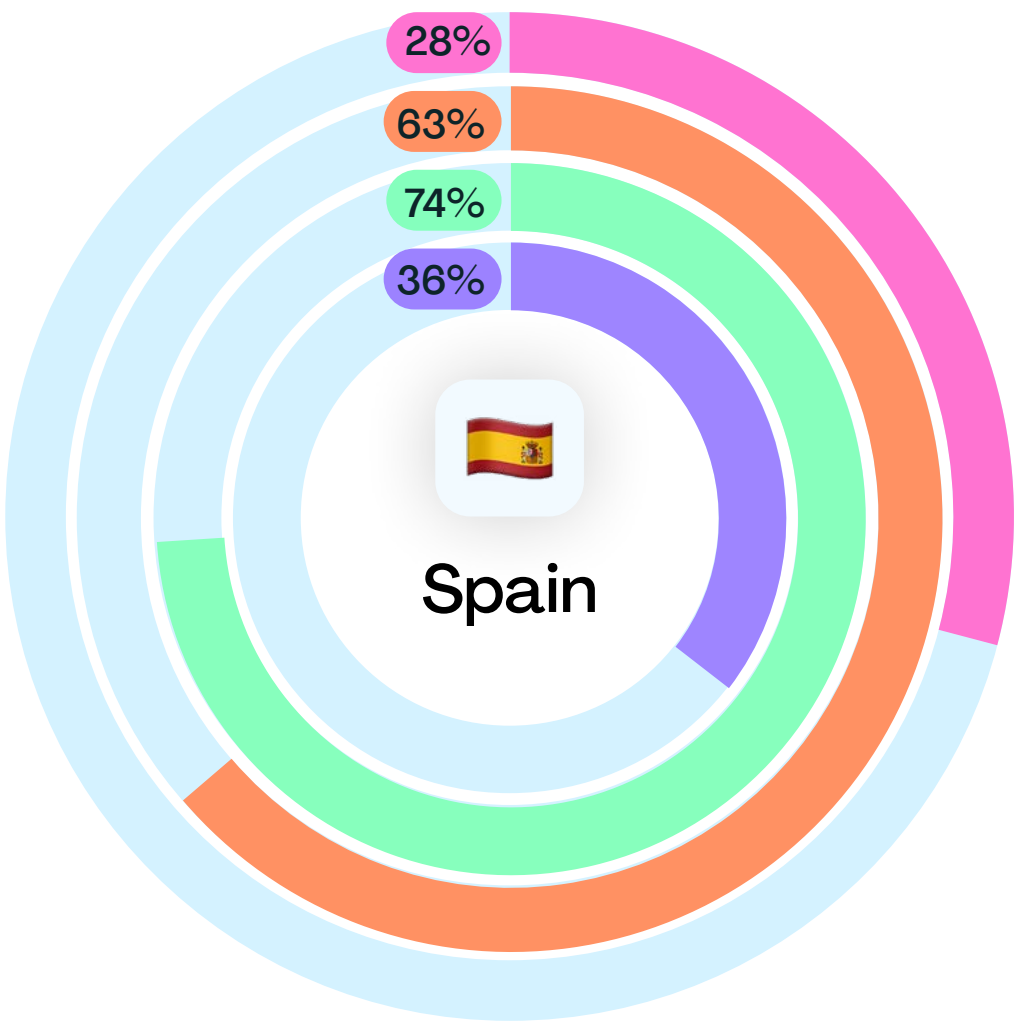
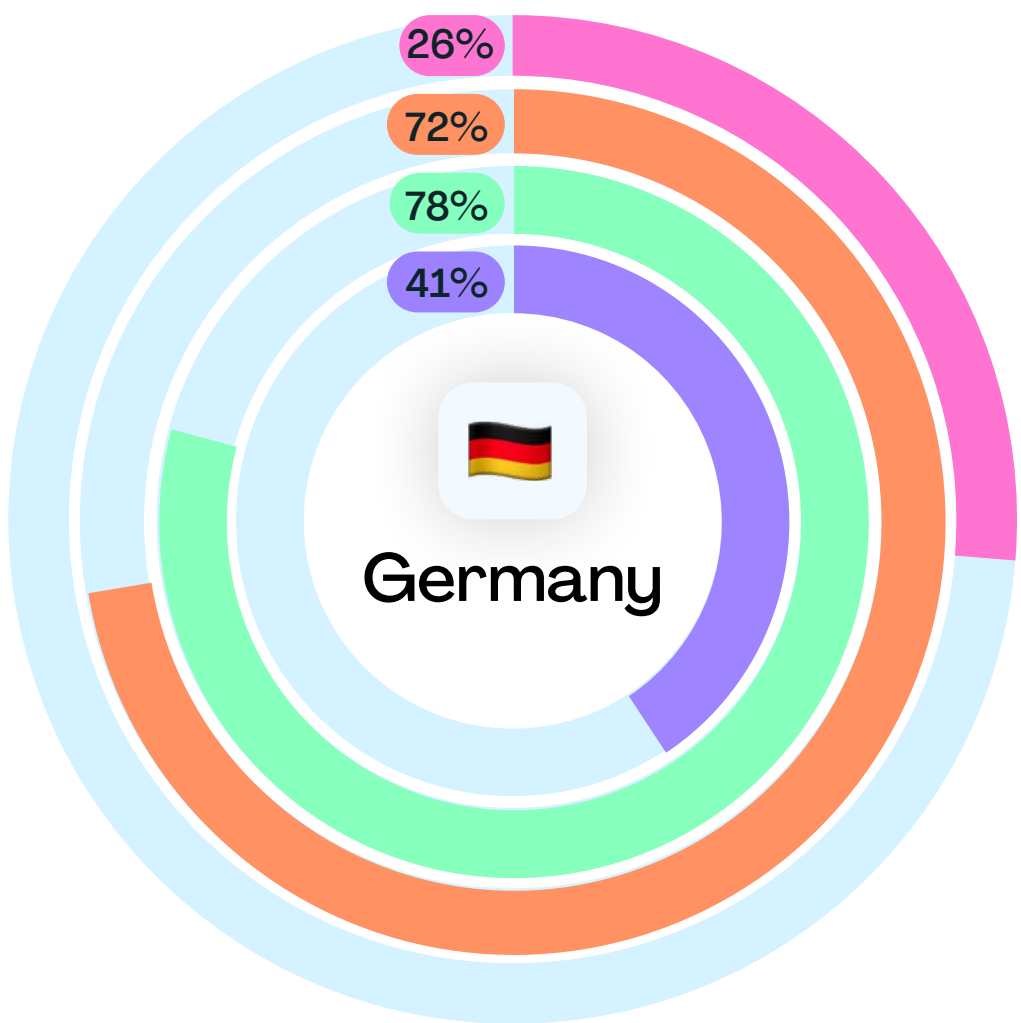
**Alix Dumarest**, Kolsquare Key Account Manager

# NANO, MICRO, MACRO, OR MEGA KOLS?

-  Nano influencer: 1,000-10,000 followers
-  Micro influencer: 10,000-100,000 followers
-  Macro influencer: 100,000-1M followers
-  Mega/celebrity influencer: 1M+ followers



Which of the following types of influencers do you work with?





# QUANTITY VS. QUALITY - HOW MANY INFLUENCERS DO BRANDS COLLABORATE WITH ?

Approximately how many influencers do you work with annually?

64%

of companies work with up to 49 KOLs annually.

28%

of companies work with up to 50 - 249 KOLs annually.

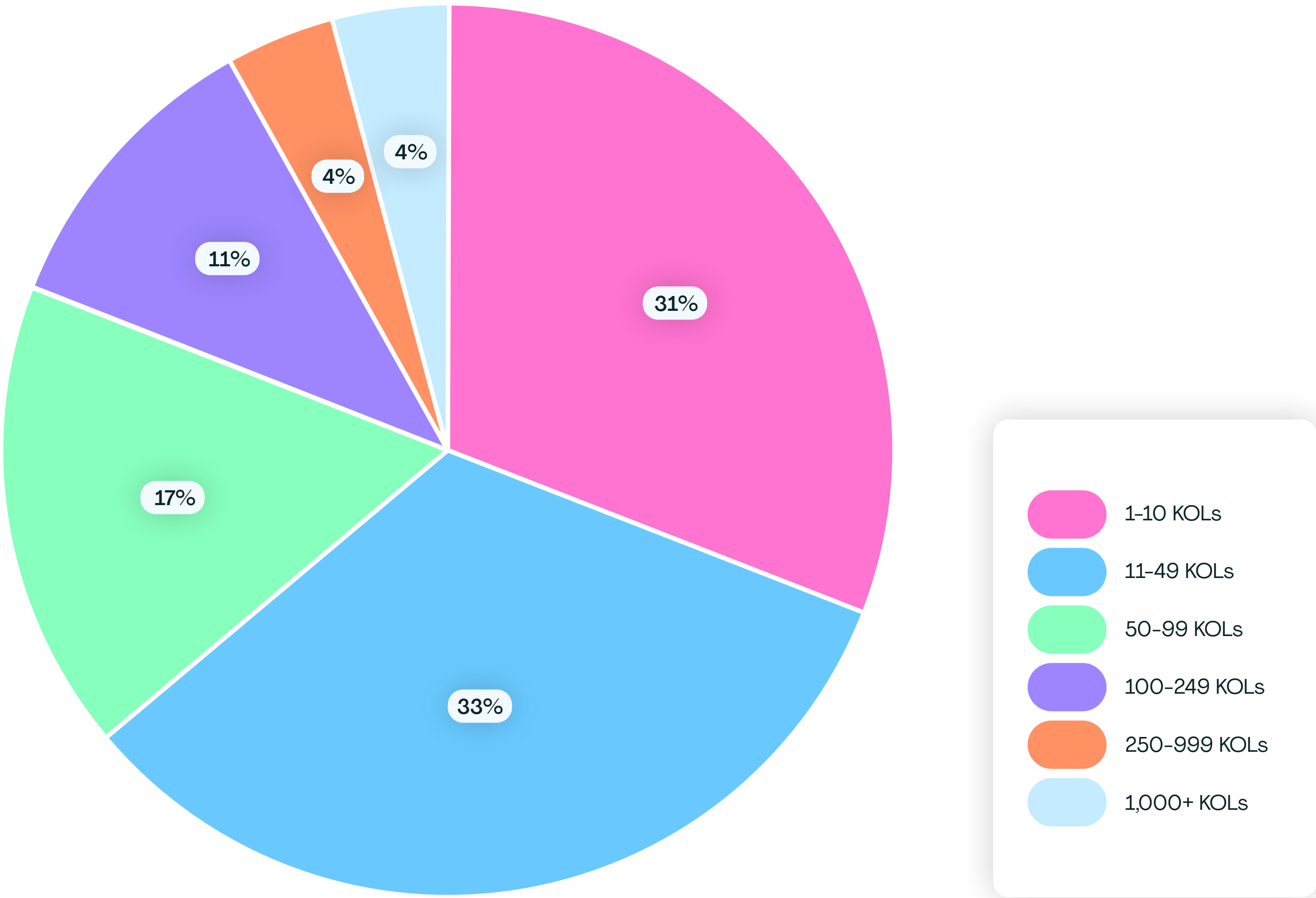
61%

of companies expect to increase the number of KOL partners in the coming year.

Europe-wide, 64% of companies say they collaborate with up to 49 KOLs annually, with a further quarter (28%) leveraging 50-249 KOLs on an annual basis.

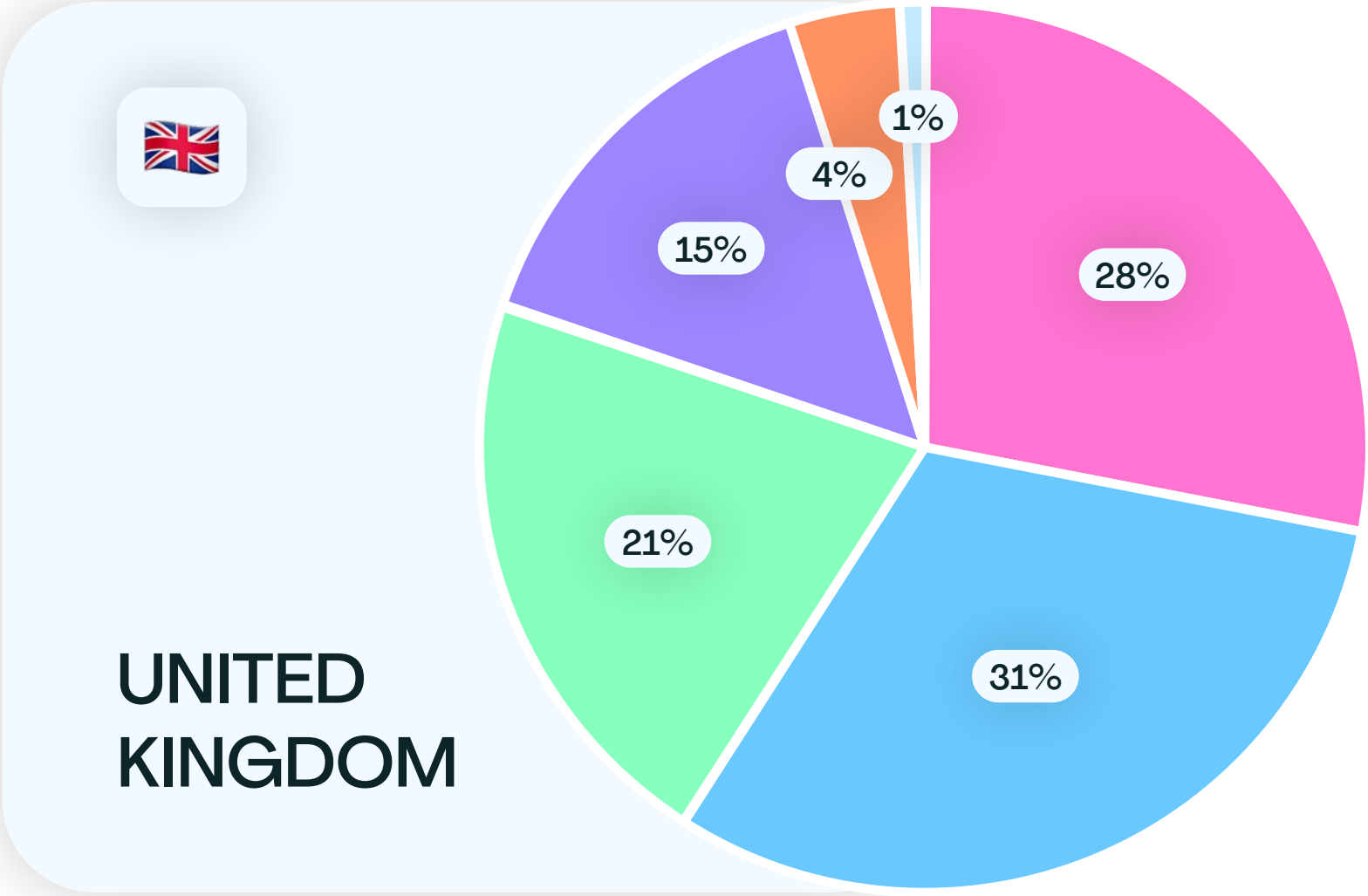
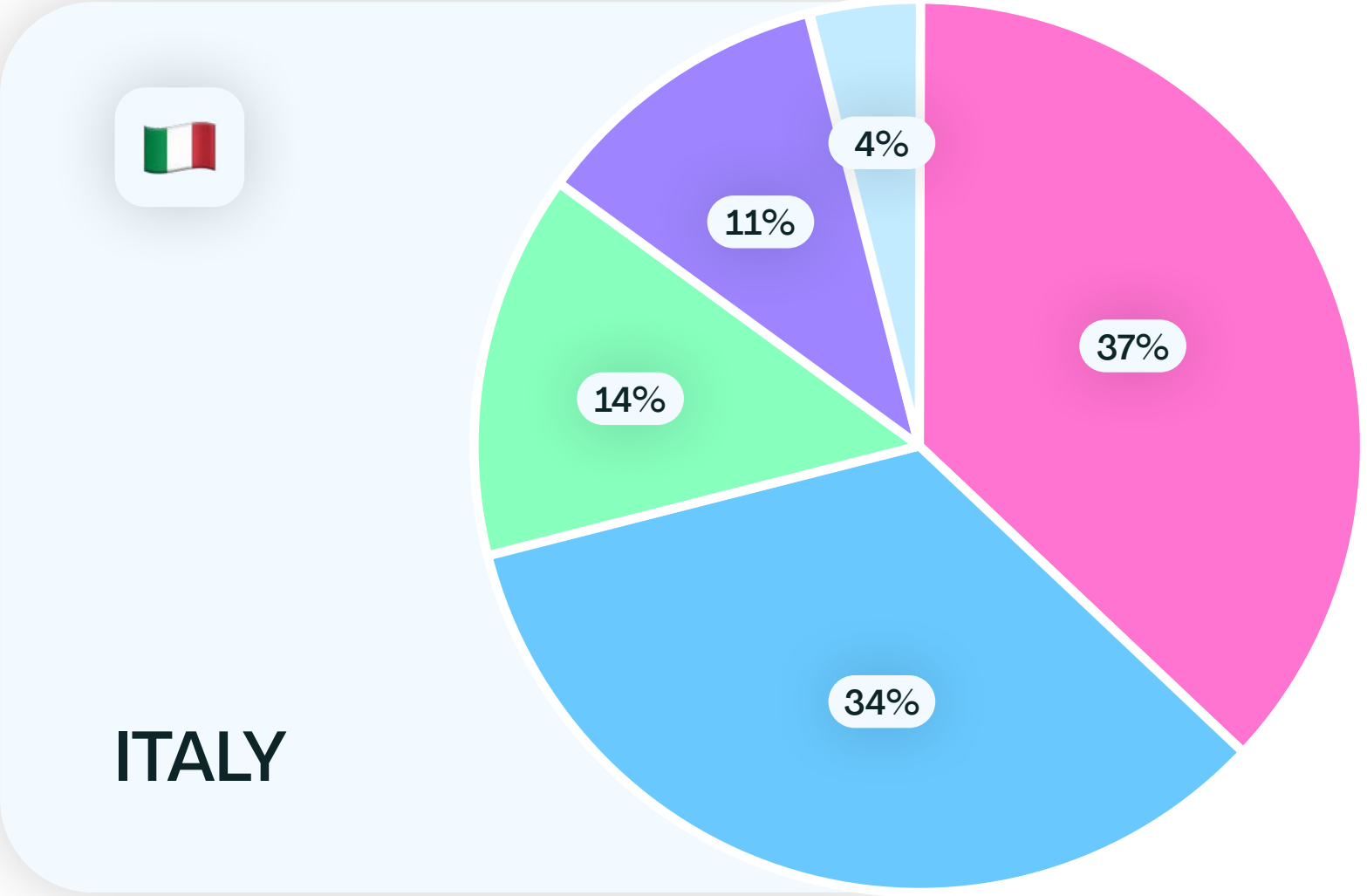
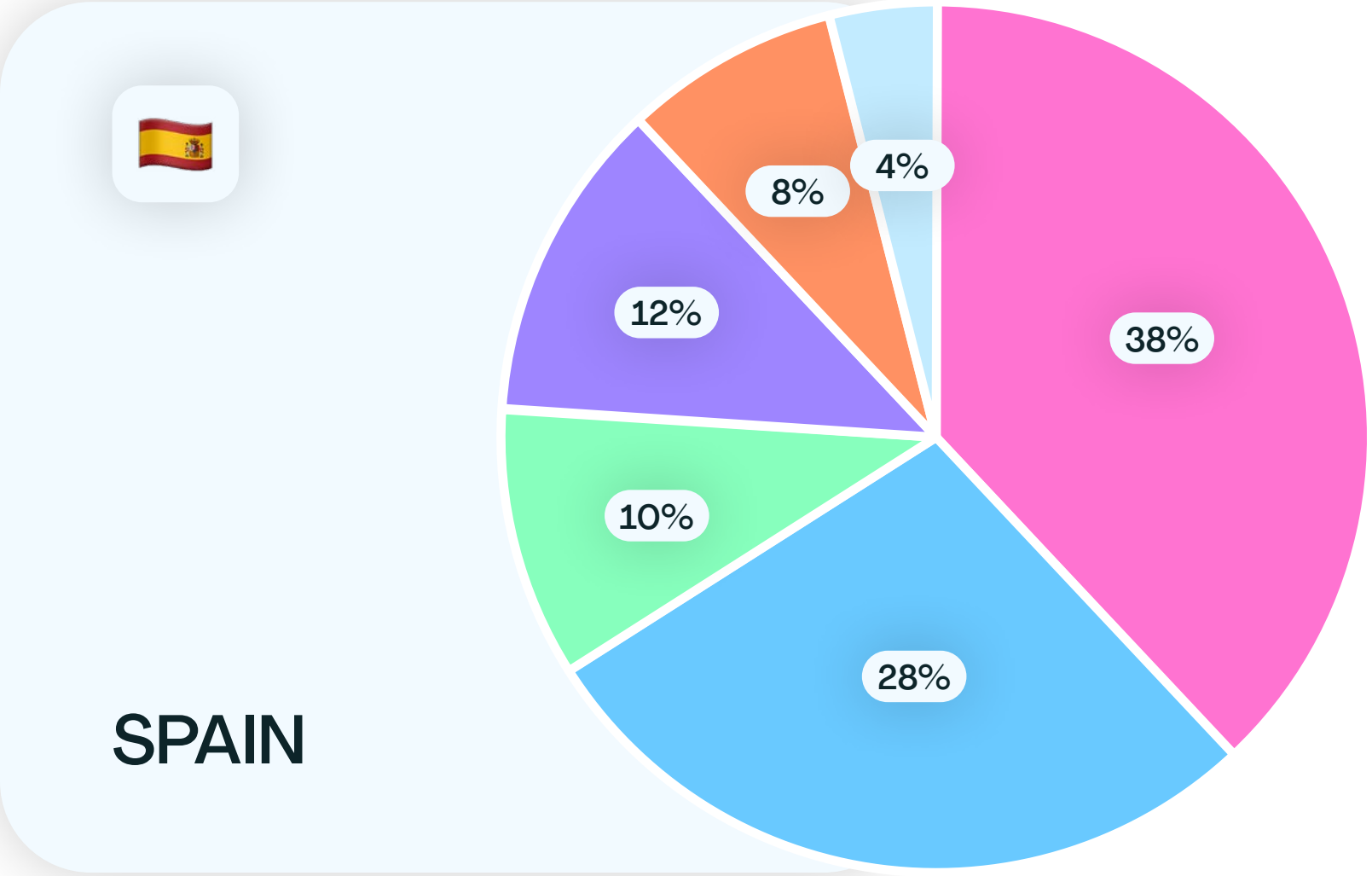
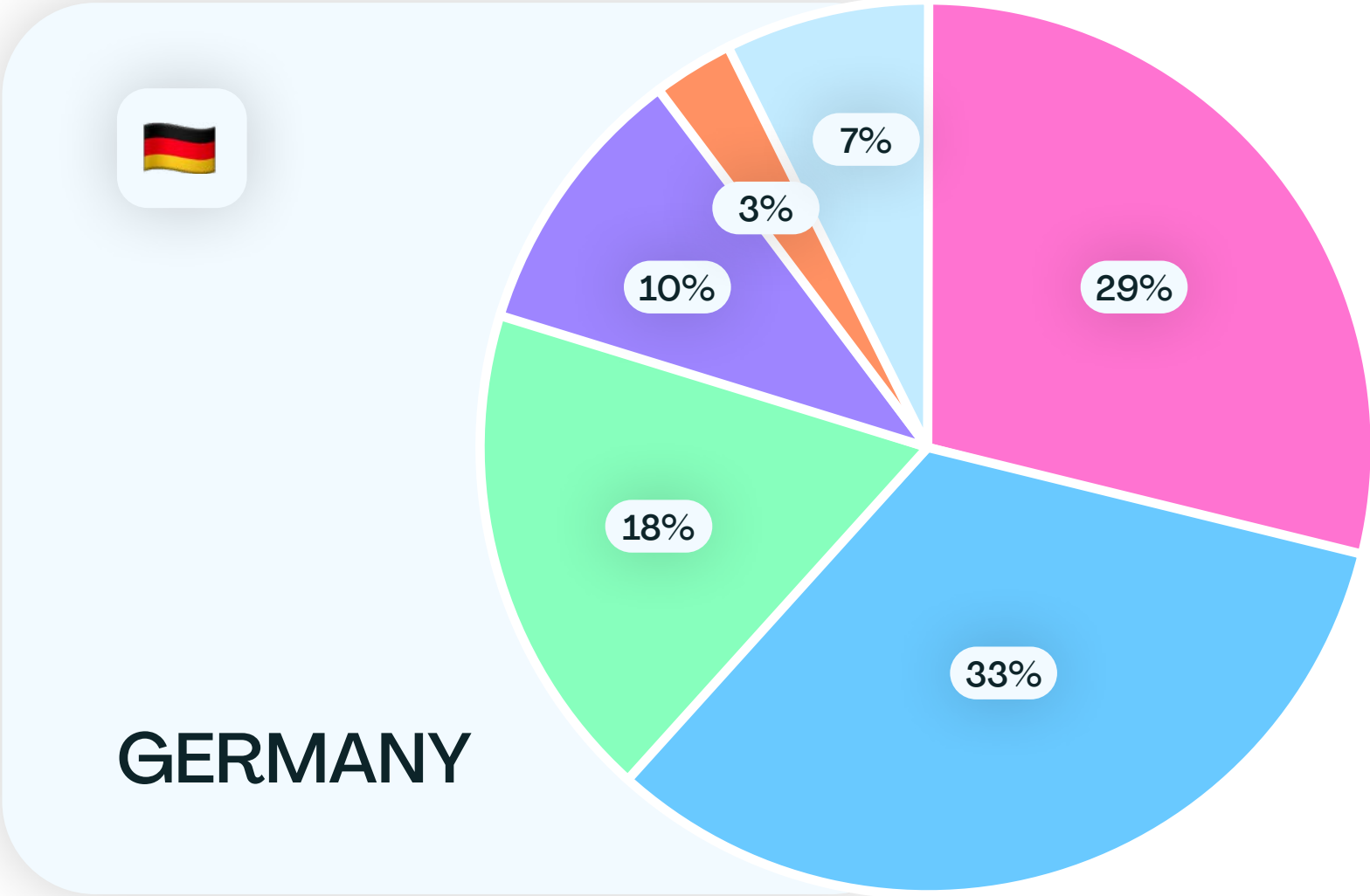
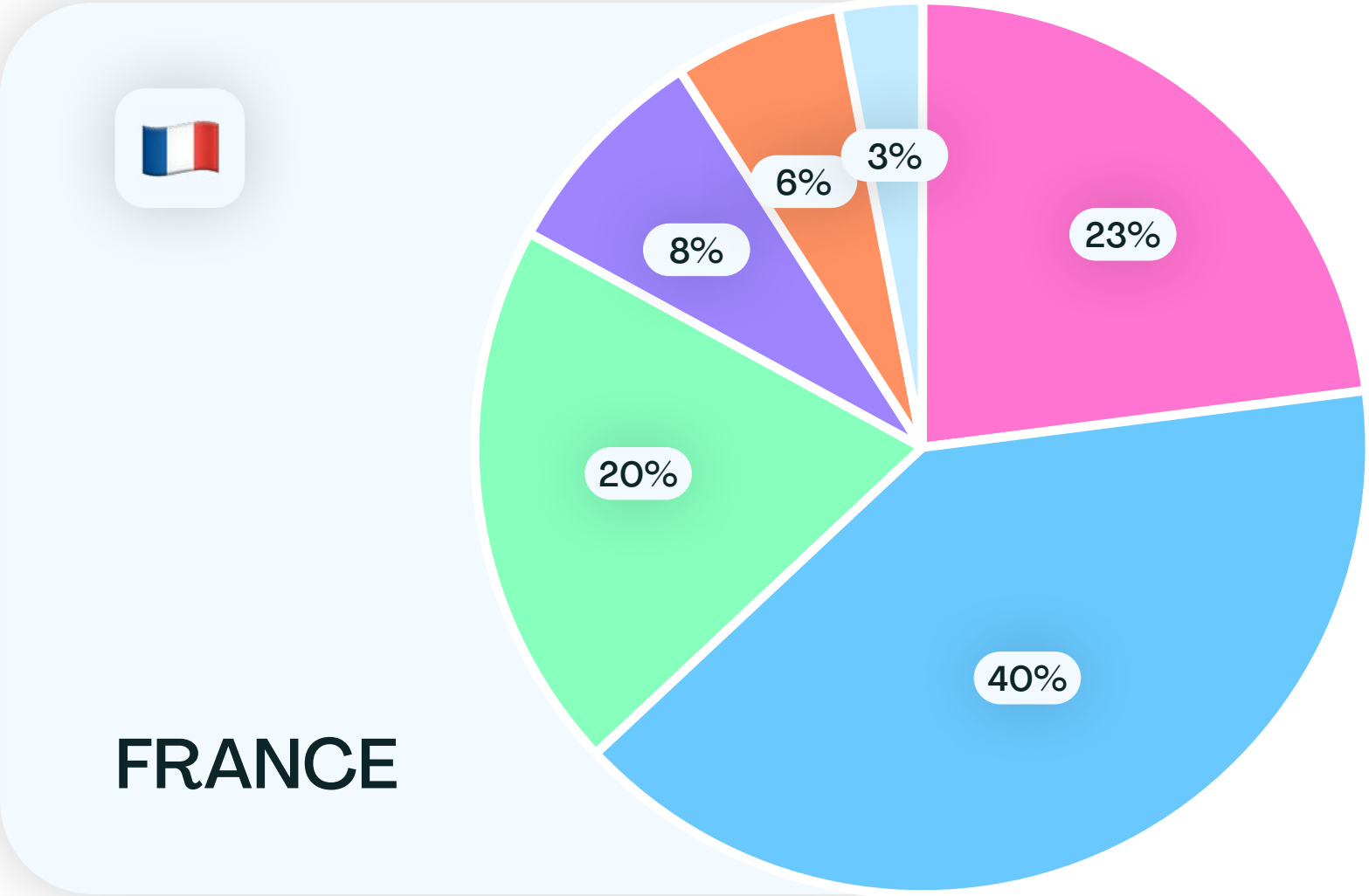
In most countries, marketers prefer to work with a combination of new and existing KOLs (KOLs they have collaborated with in the past). The exception here is Spain, which shows a high preference for working with new KOLs; this could be due to the market's relatively recent acceleration and indicates a strong test & learn mentality. A clear majority of companies (61%) expect to increase the number of KOL partners in the coming year.

# TOTAL NUMBER OF KOLS ACTIVATED OVER THE PAST 12 MONTHS (EUROPE)





TOTAL NUMBER OF KOLS  
ACTIVATED OVER THE PAST  
12 MONTHS





# ONE-SHOT VS. LONG-TERM COLLABORATIONS

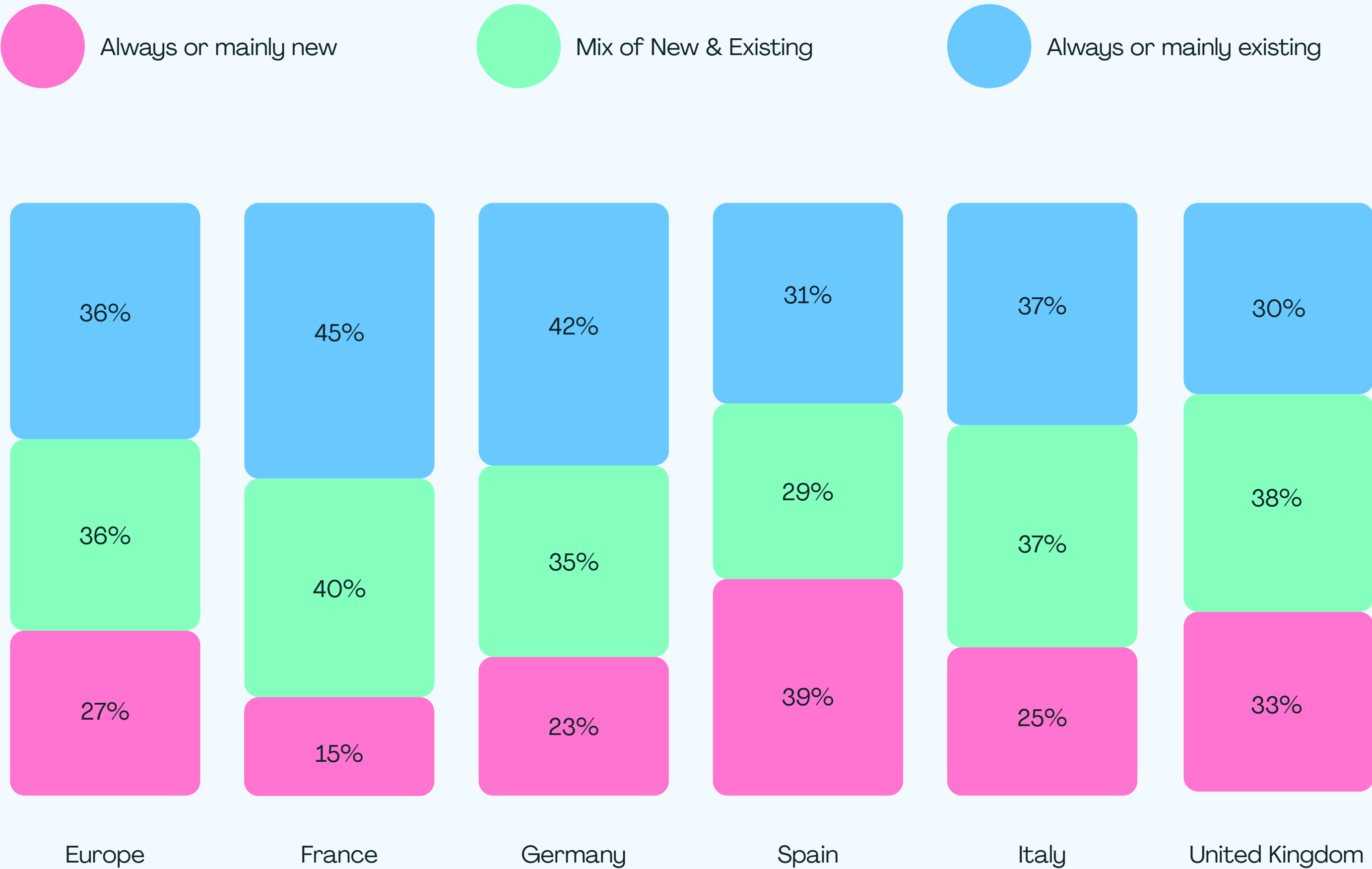
Do you typically work with the same influencers or are you always working with new ones?

A significant portion of brands today (37%) are collaborating mainly with the same KOLs from one campaign to another. But as the market continues to grow, brands must look for new profiles in order to reach untapped audiences, and renew their image. France and Germany are the most ‘loyal’ to existing KOL partners (45% and 42% of ‘mainly existing’), perhaps due to the markets’ maturity and recognition that long-term relationships foster brand loyalty and authenticity. Spanish brands are the most likely to work with mainly new KOLs for campaigns (39%).

“We look to work with new influencers who are not so overwhelmed by brands, in order to give more visibility and [to prioritise] influencers who have more organic content.”

**Ángela Villarejo**, INFINITY digital agency  
Head of Inbound Marketing and PR Digital

Use of New vs. Existing Influencers



# 3

## CONTENT FORMATS... HOW DO BRANDS COLLABORATE WITH KOLS?

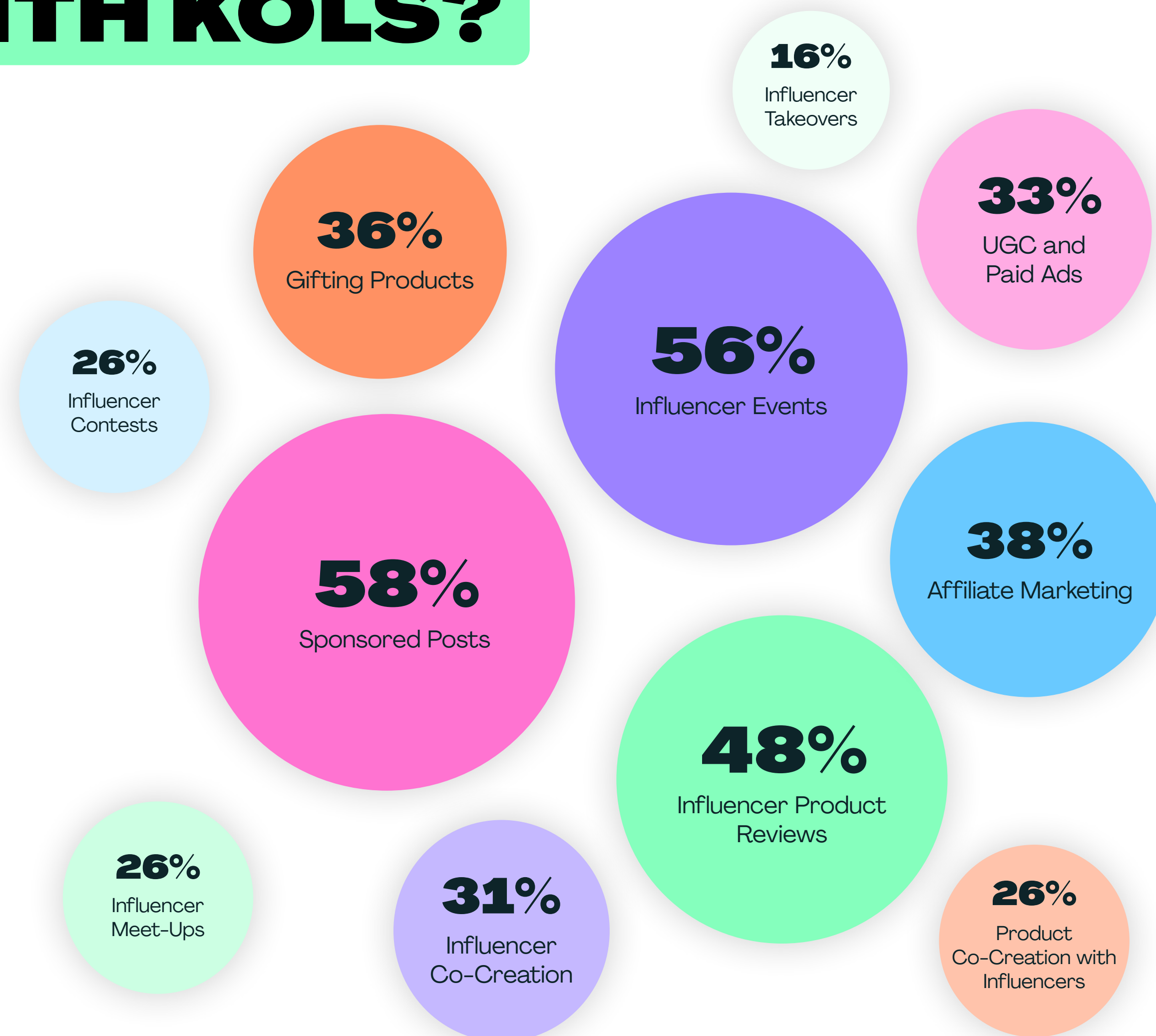
In which of the following ways does your company use influencer marketing?

European companies employ a variety of collaboration formats for influencer marketing. The most common methods include Sponsored Posts (58%), Influencer Events (56%), and Product Reviews (48%), though preferences differ significantly between countries. In Germany and Spain, Sponsored Posts are used frequently, while France leans more towards Influencer Events (67%). Affiliate Marketing is particularly popular in the UK (53%), highlighting the historical and strategic differences in approaches to influencer marketing across Europe.

"Influencers and their communities are in high demand, especially in an environment marked by 'snack content' and scroll culture. It's a real challenge for brands to stand out. Creating events is a way of creating a real experience and a link with the brand. This not only strengthens brand loyalty, but also promotes brand awareness. The content created afterwards will be more authentic!"



**Charlotte Caron**, Agence Wellcom  
Consulting Director Influence Strategies





# COLLABORATION FORMATS, SPLIT BY COUNTRY



**Sponsored Posts:** Influencers promote your brand or product in return for a product, service or payment

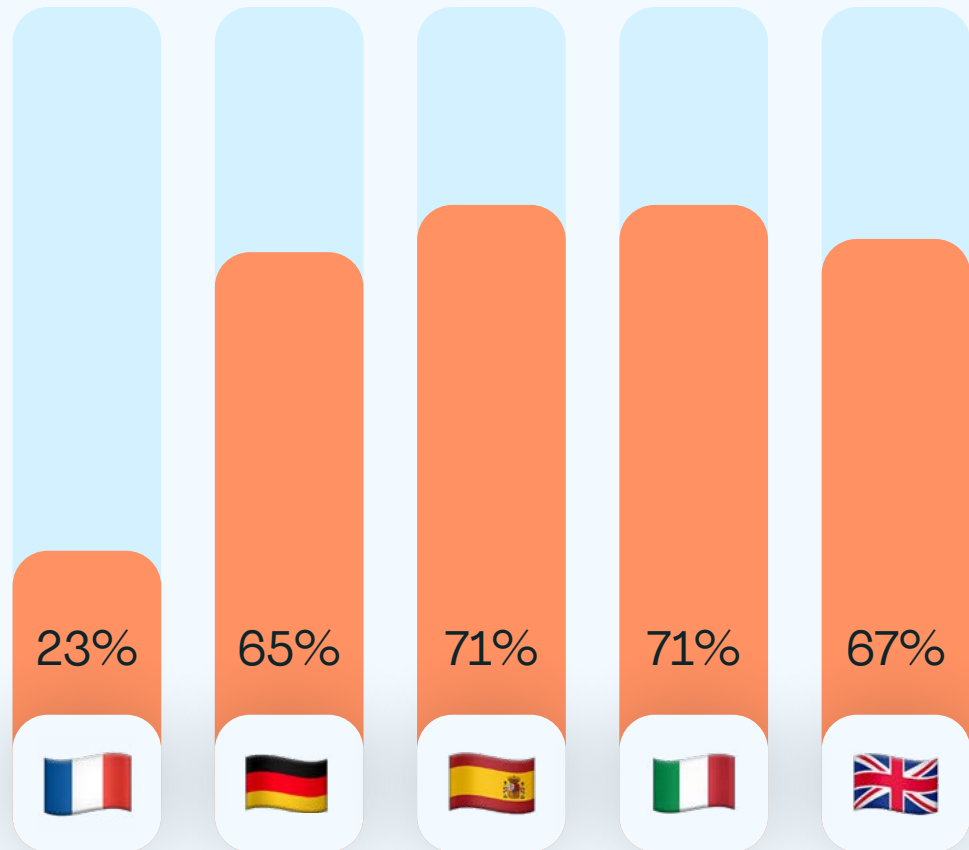
**Influencer Events:** One or more influencers are invited to branded events, from which they create content to share on social media.

**Influencer Product Reviews:** Influencers test and review your product on their social media channels.

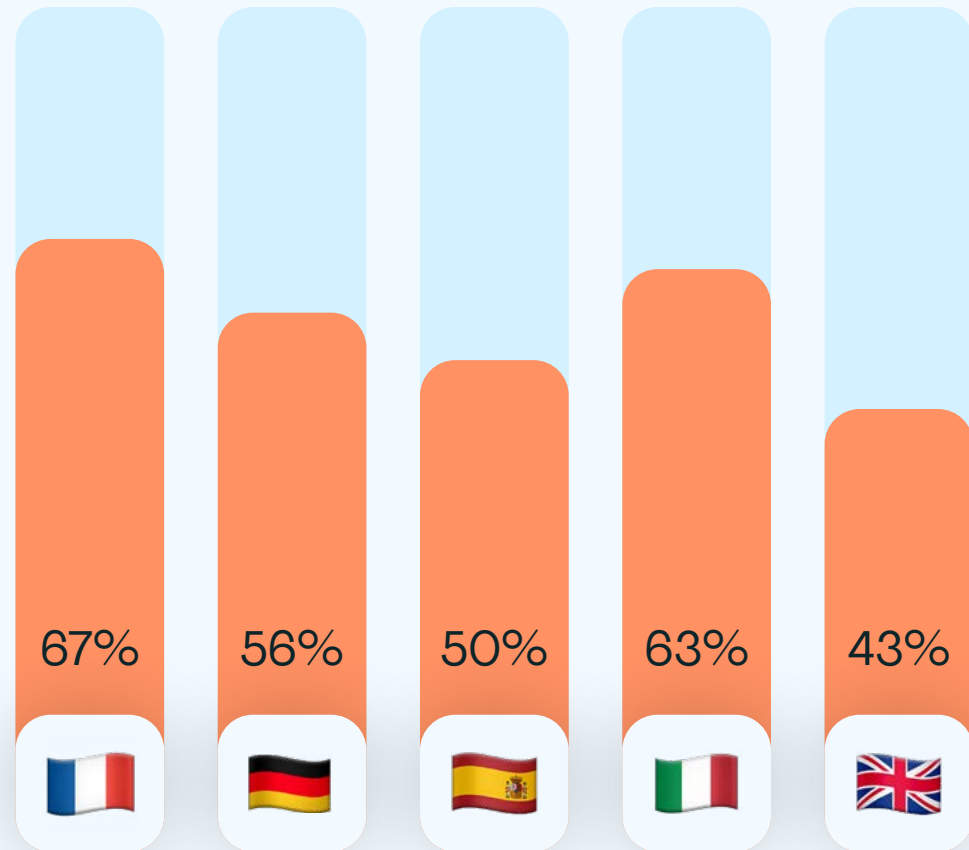
**Affiliate Marketing:** Influencers promote your brand or product on their channels and earn a commission for each resulting sale.

**Gifting products:** without obligation to post

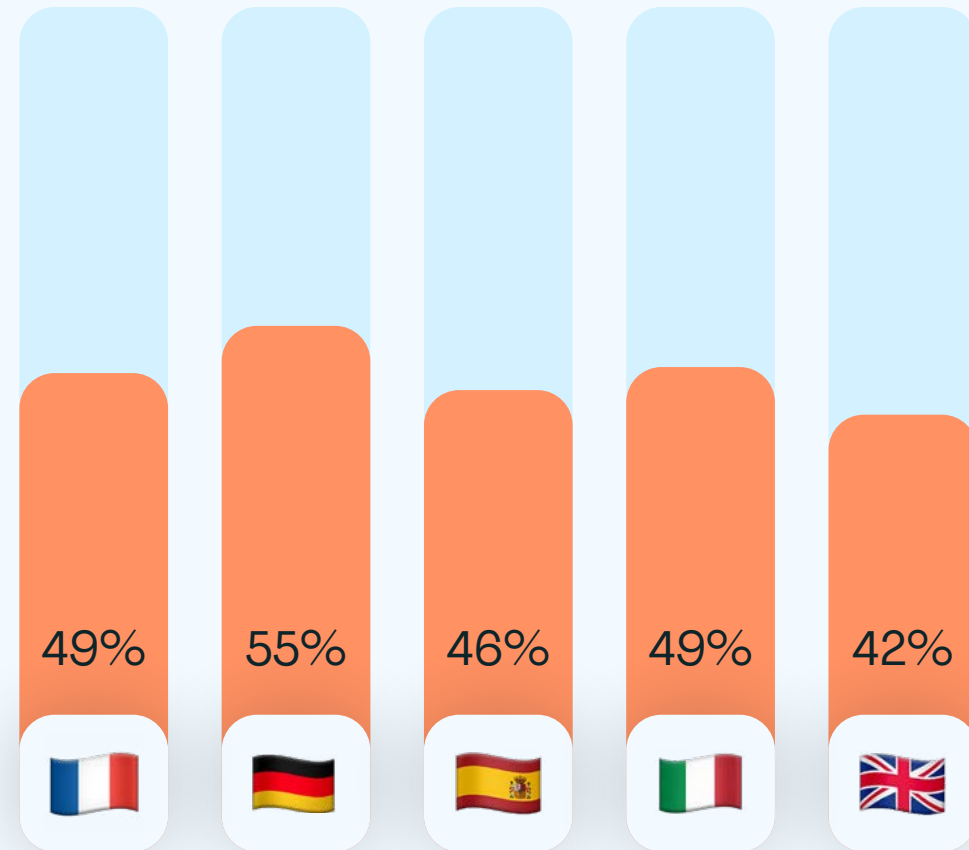
## Sponsored Posts



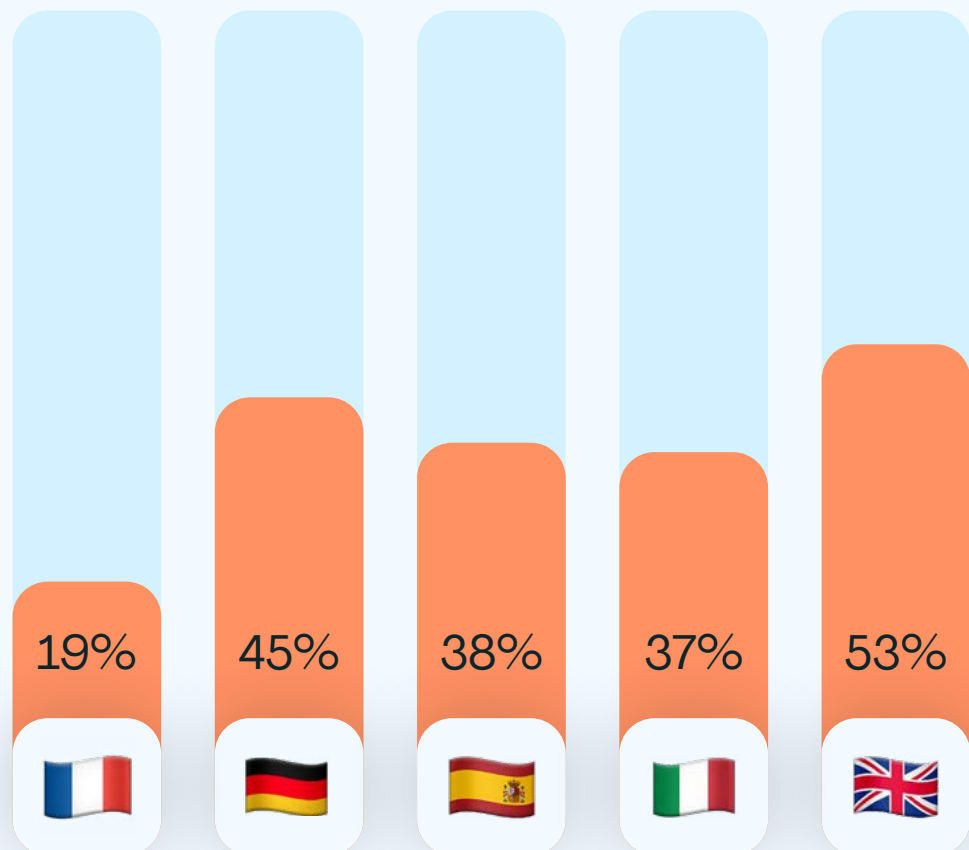
## Influencer Events



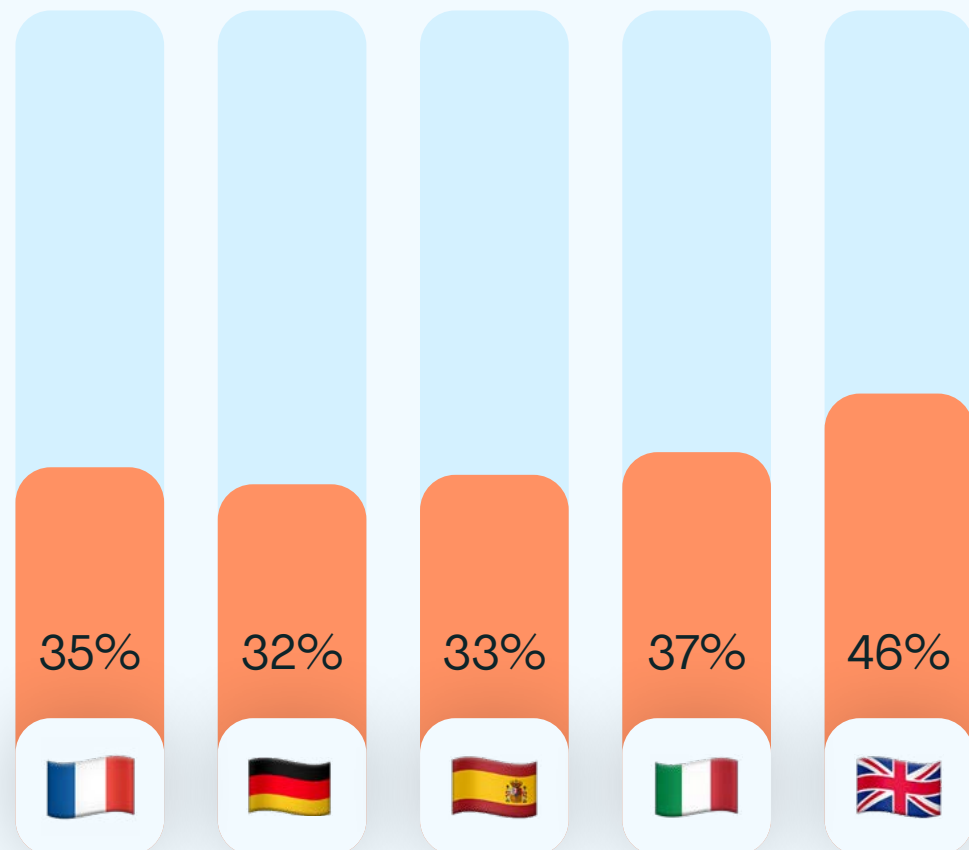
## Influencer Product Reviews



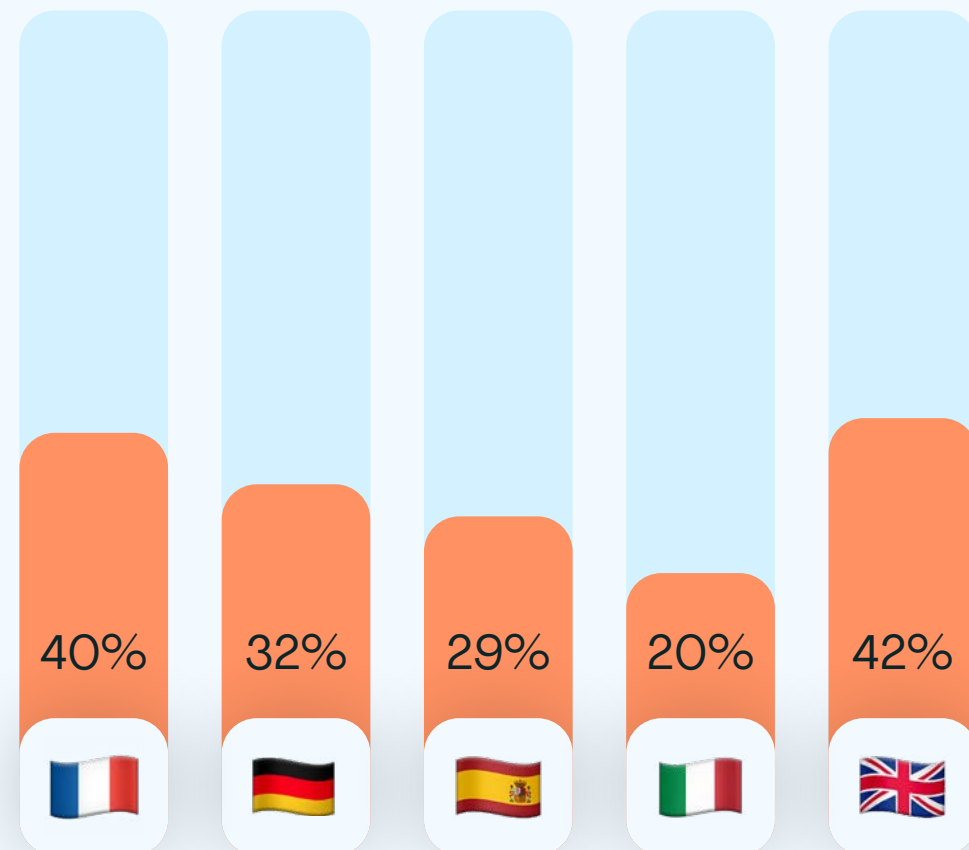
## Affiliate Marketing



## Gifting products



## UGC and Paid Ads



# COLLABORATION FORMATS, SPLIT BY COUNTRY



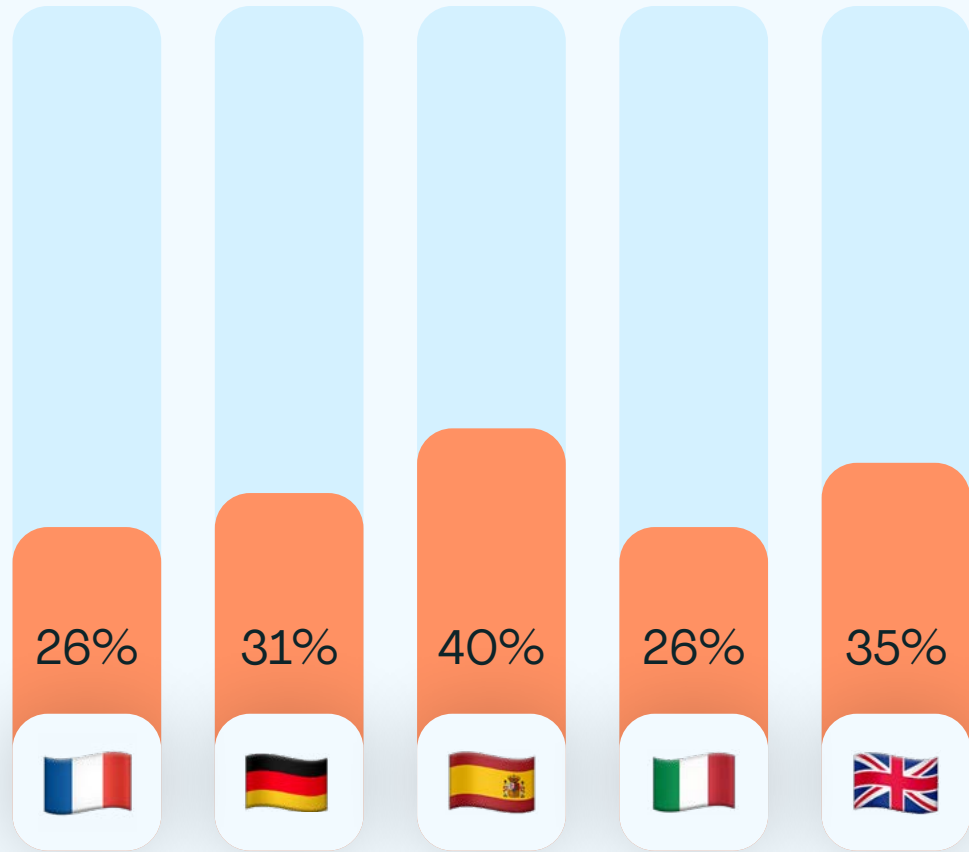
**Influencer Co-creation:** Two or more influencers team up to create content together.

**Influencer Contests:** Influencers run contests on their channels, such as giveaways or photo contests.

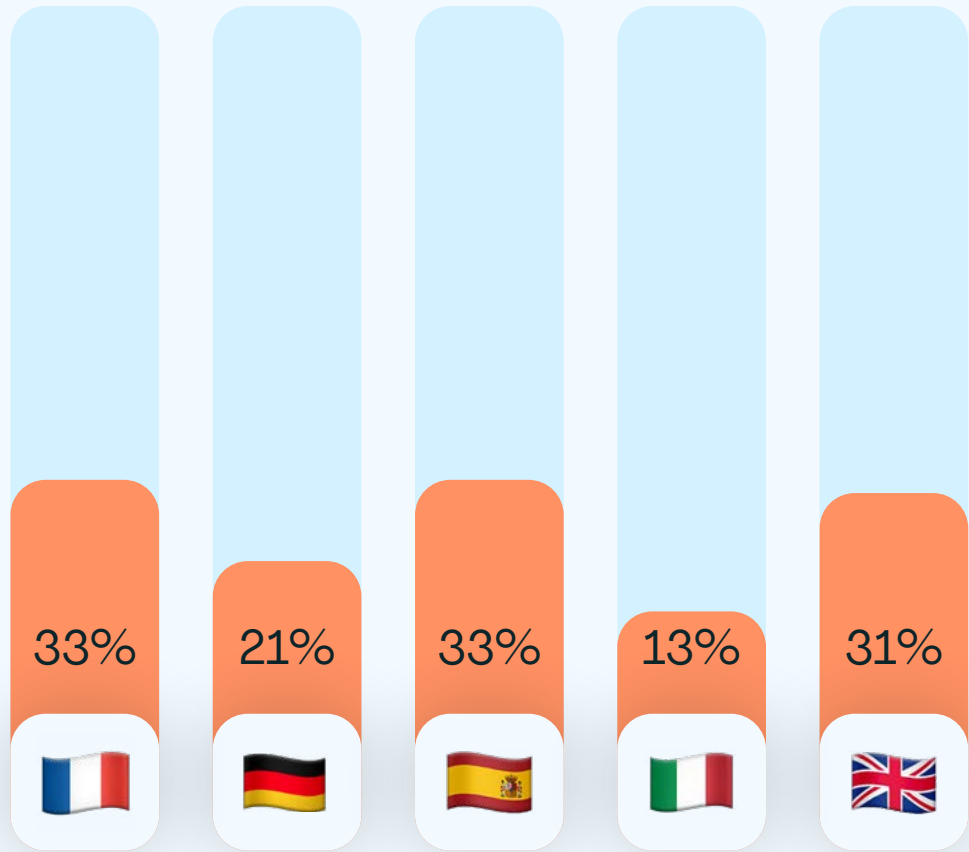
**Influencer Meet-Ups:** Influencers invite their followers to events such as product launches or store openings.

**Influencer Takeovers:** Influencers take over your brand’s social media for a set period, usually 24 hours, posting content like photos, videos, and live streams.

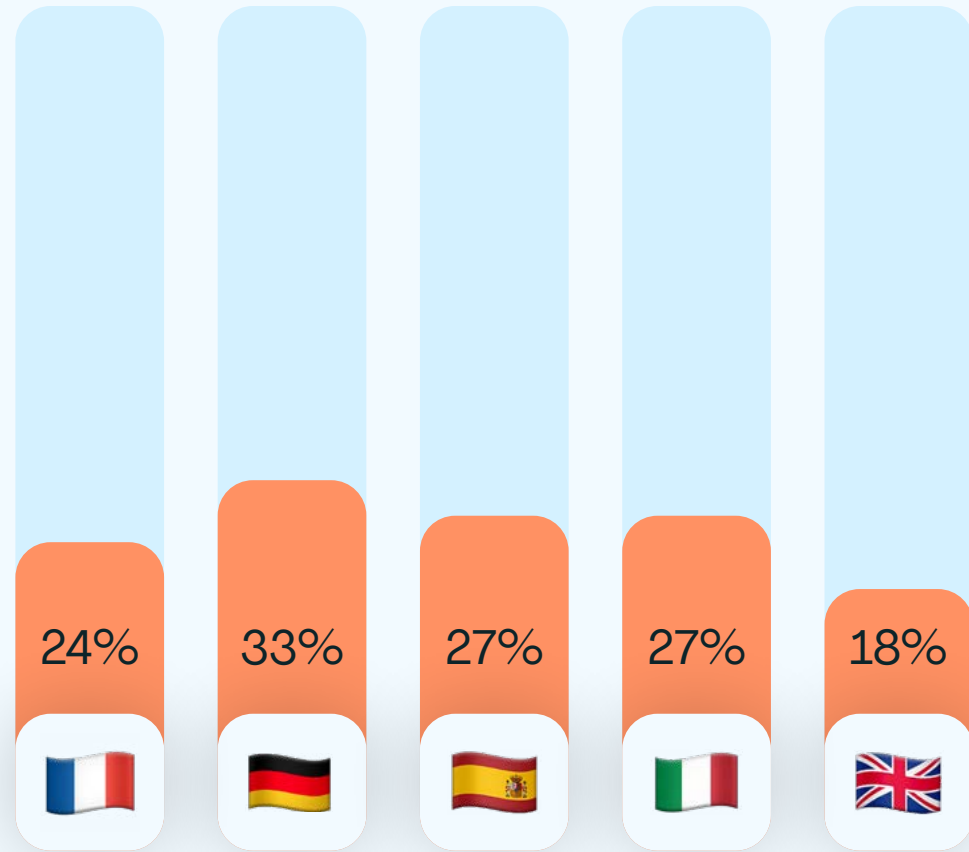
## Influencer Co-creation



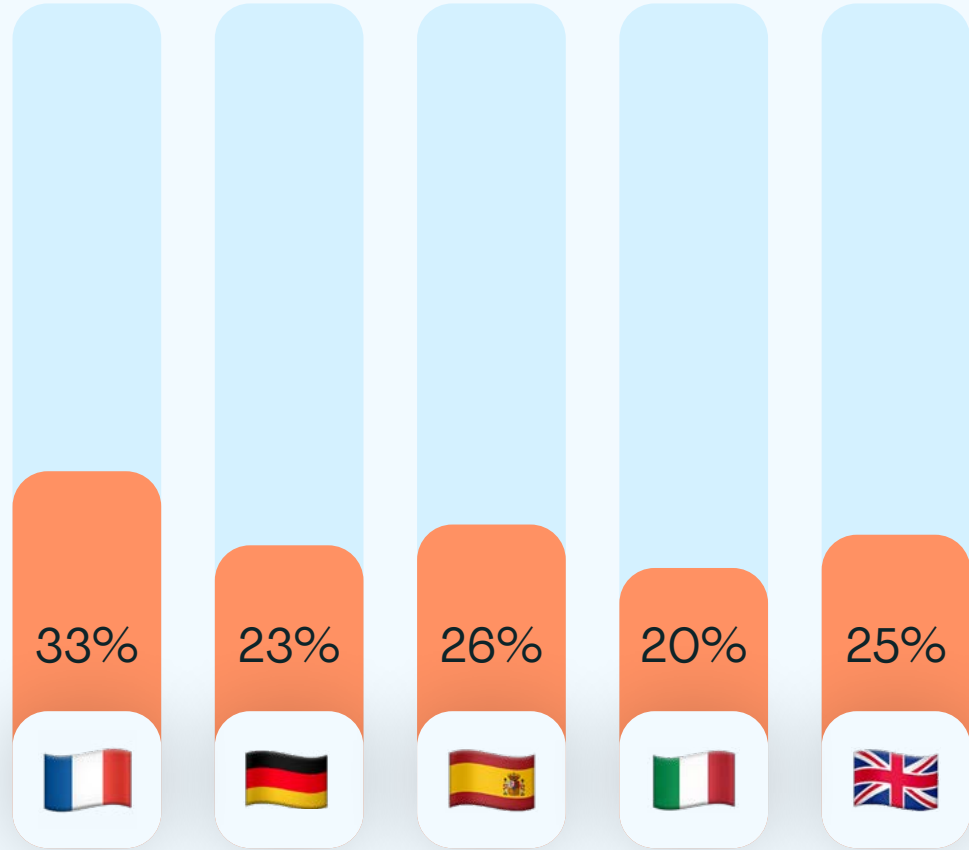
## Influencer Contests



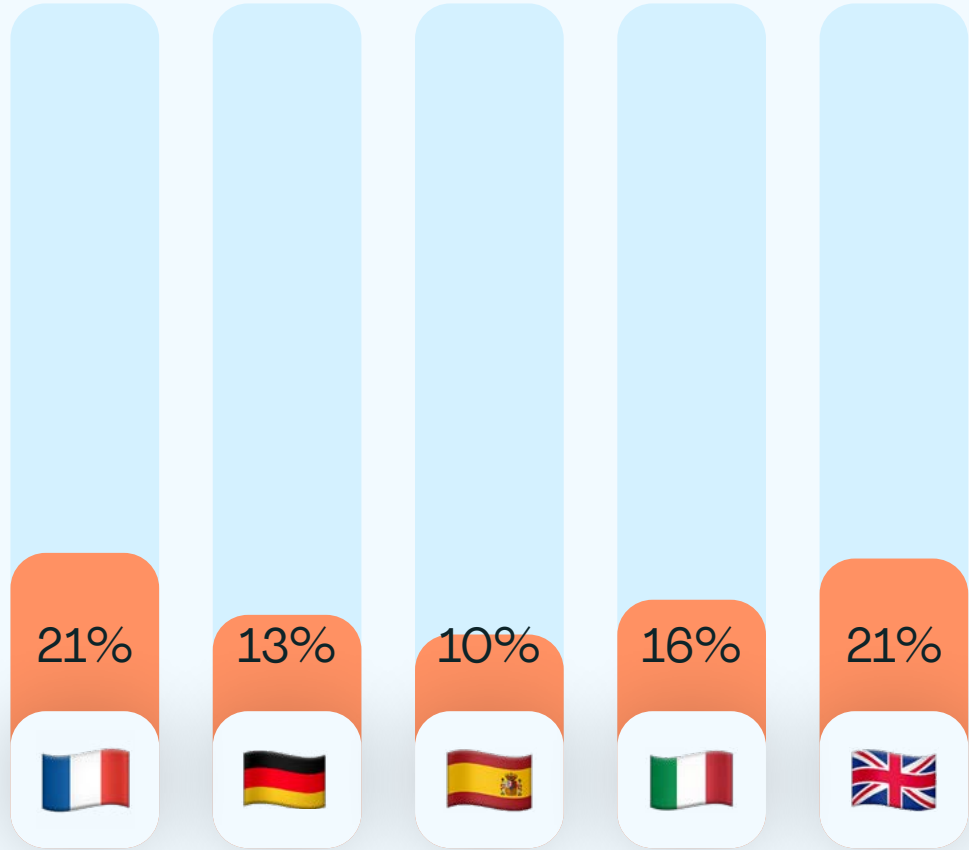
## Product co-creation with influencers



## Influencer Meet-Ups



## Influencer Takeovers





# 4

## GROWTH PREDICTION: WILL COLLABORATION VOLUMES INCREASE OR DECREASE?

How do you expect the number of influencers your company works with to change in the next 12 months?

**10-19%**

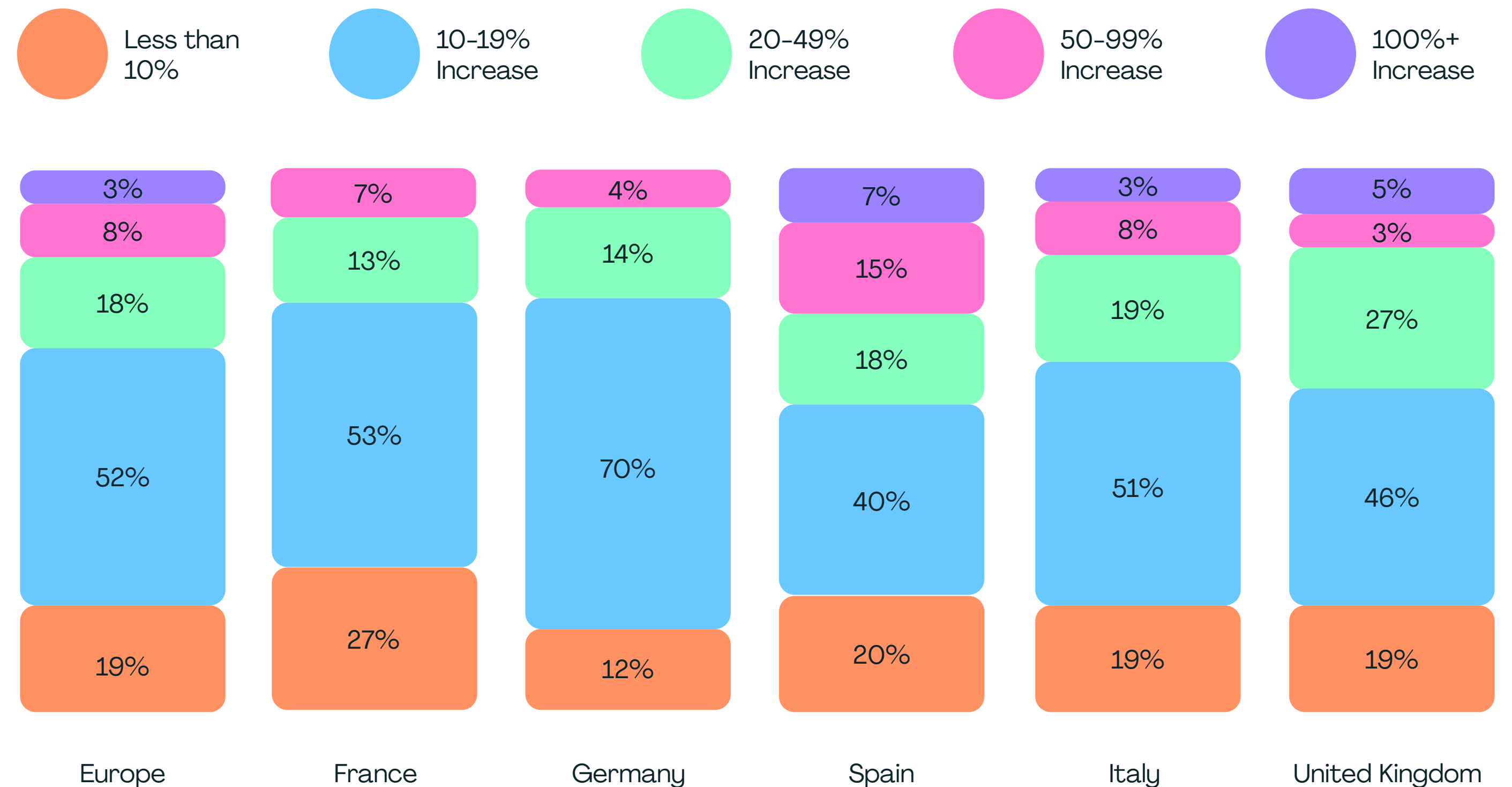
Boost in collaborations  
for 2025

**70%**

German marketers see a  
10-19% boost for next year

Most European marketers are gearing up for a surge in the number of influencers they collaborate with over the next year, with many (52%) expecting a minimum 10-19% boost. This trend is especially strong in Germany, where a remarkable 70% foresee this level of growth.

While the general outlook is optimistic, Italy takes a more cautious stance, with 18% predicting a decline in the volume of collaborations.



# 5

## STRATEGY & SPENDING

### SPENDING ON INFLUENCER MARKETING ACROSS EUROPE

Which of the following best describes how much your company spent on influencer marketing in the last fiscal year?

Marketers across Europe are heavily investing in influencer marketing, with more than one quarter (27%) spending more than €500K each year. That said, there are significant differences in budget allocation by country. Germany leads with the highest average annual spend at €5.74M, while Spain operates with smaller budgets (€866k on average), with 30% of companies spending less than €50K.

France also shows a substantial investment, with an average of €3.45M, aligning closely with the broader European average of €3.37M across the four EU markets in our study. Meanwhile, the UK's influencer marketing spend is comparatively low, with an average spend of £848.6K and over 60% of companies spending less than £250K per year on Influencer collaborations. This could reflect a shift in strategy towards using more micro-influence.

#### Spending levels in 2024



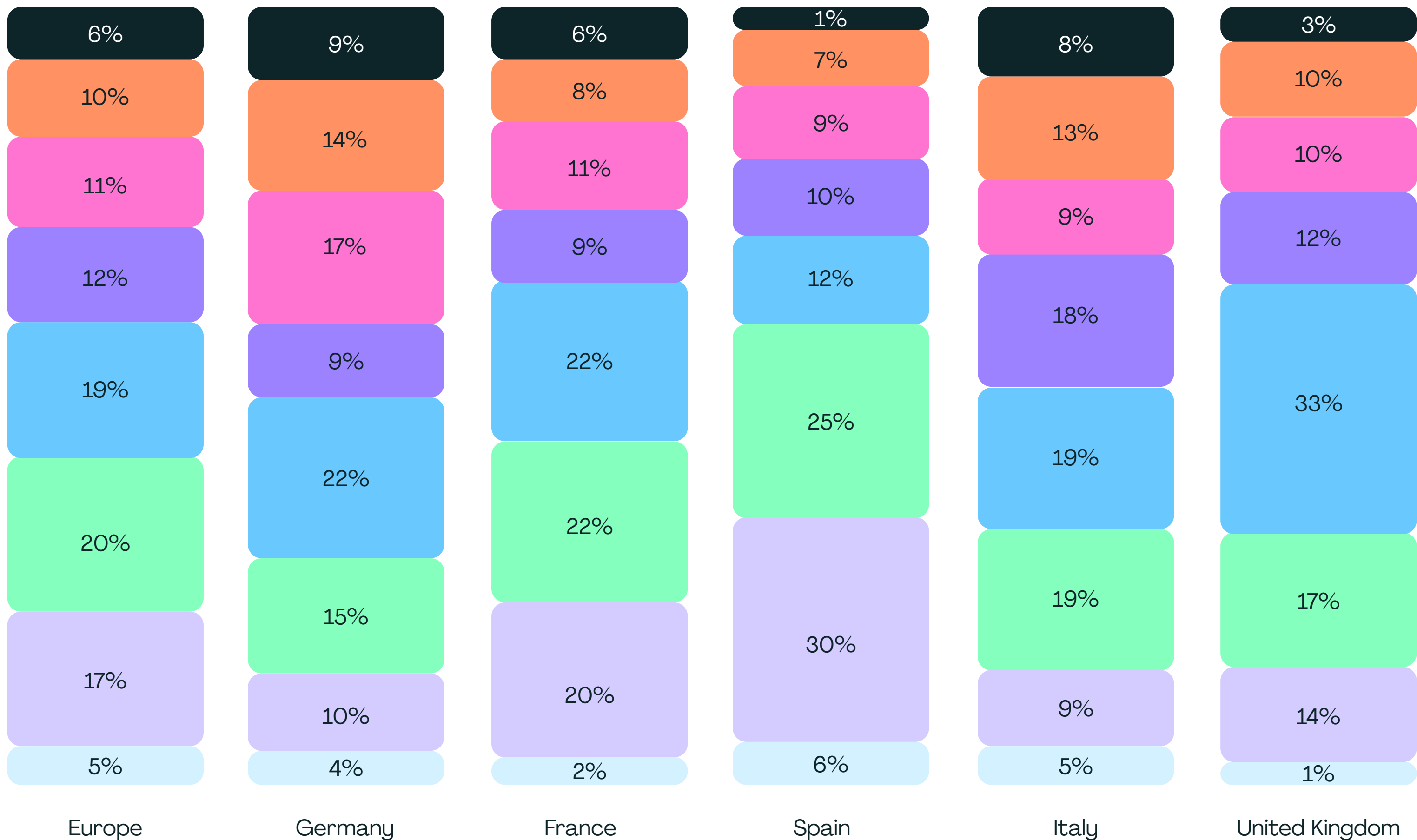
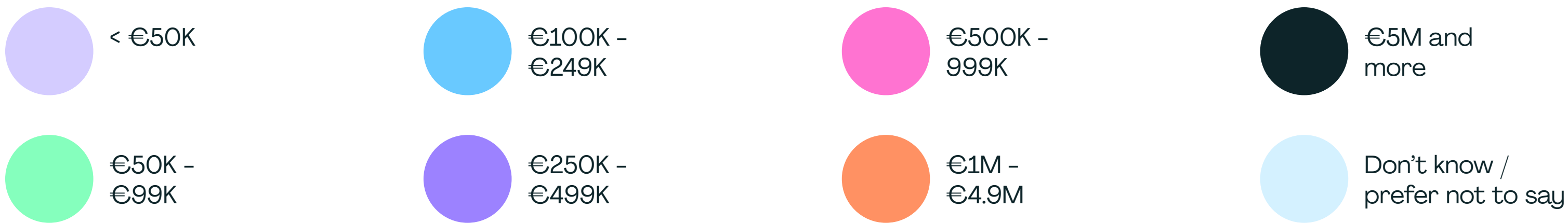
#### NOTE ON THE SURVEY RESULTS:

A small number of companies with very large budgets for influencer marketing are responsible for the high European average budget result. The majority of businesses who responded to our survey spend €/\$250K or less on influencer marketing annually, but a significant 16% of companies spend €/\$1M+.

“The evolution of the market in the UK has seen many brands place an emphasis on ROI and, with that, we’ve seen a rise in part payment, part commission deals with influencers – where the creator gets a smaller fee, but also receives a cut of sales or an affiliate kick back. This approach helps to reduce spend, whilst still allowing brands to amplify their impact on social.”

**Mischa Joslin**, SUMMER agency Managing Director





Across Europe, influencer marketing budgets reveal distinct patterns. Germany stands out with nearly a third of companies investing between €500K and €5M, signalling a bold commitment to high-budget campaigns. France and Italy follow suit, with about 20% of marketers in each spending between €100K and €249K, showcasing steady investment.

Spain is the most budget-conscious market in Europe, with 30% of companies spending less than €50K. The UK shows lower overall spending, reflecting the country's shift towards working with micro influencers, and the rise of fee+commission deals with influencers.

“We’ve observed a trend in which one of the ‘must-have’ criteria to segment content creators - community size - has shifted to the average reach of their content, according to the social network and the format used. Thus, if the influencer marketing tools allow us to segment by reach, we can identify content creators with an excellent Community/Reach ratio. As most creators still set their fees based on the size of their community, it is possible to close a collaboration with a below-average CPM, which positively impacts ROAS.”

**Oscar Cumi**, IM365 agency CEO

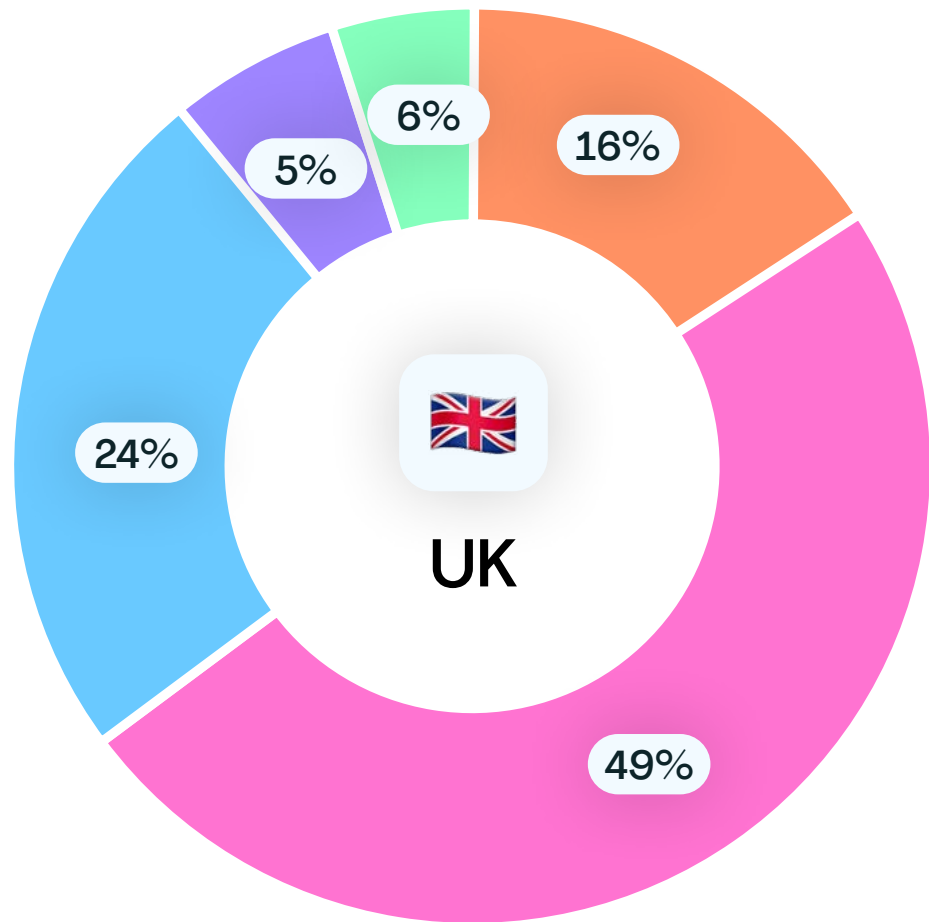
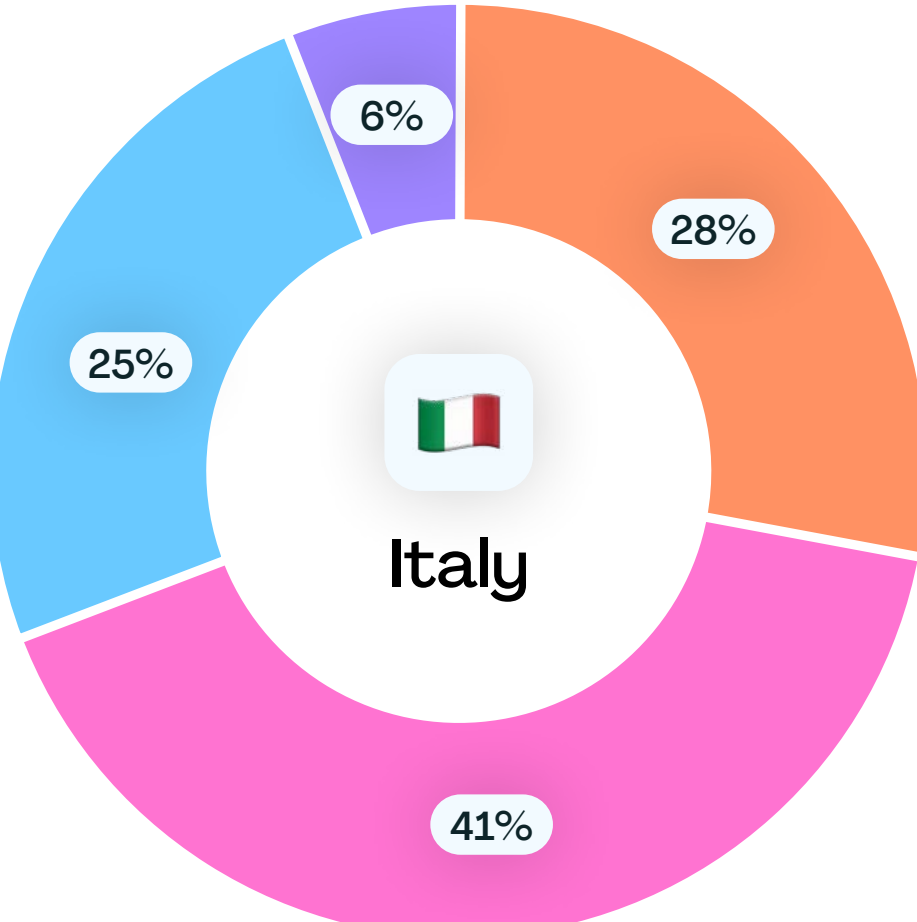
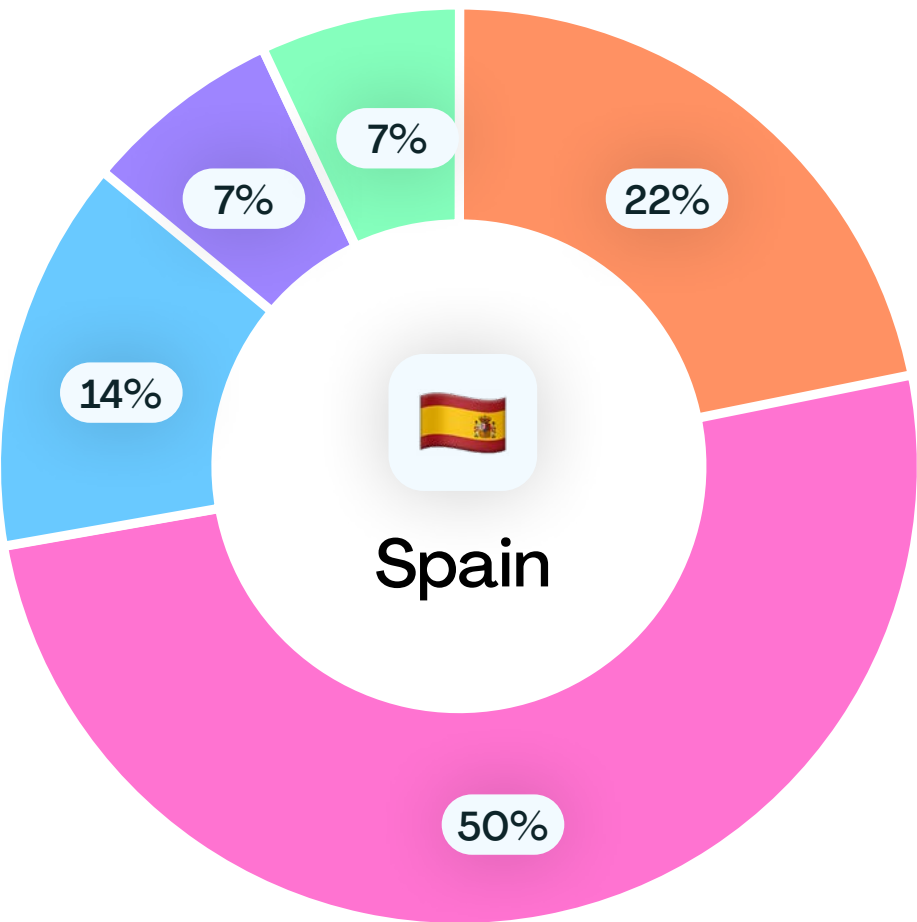
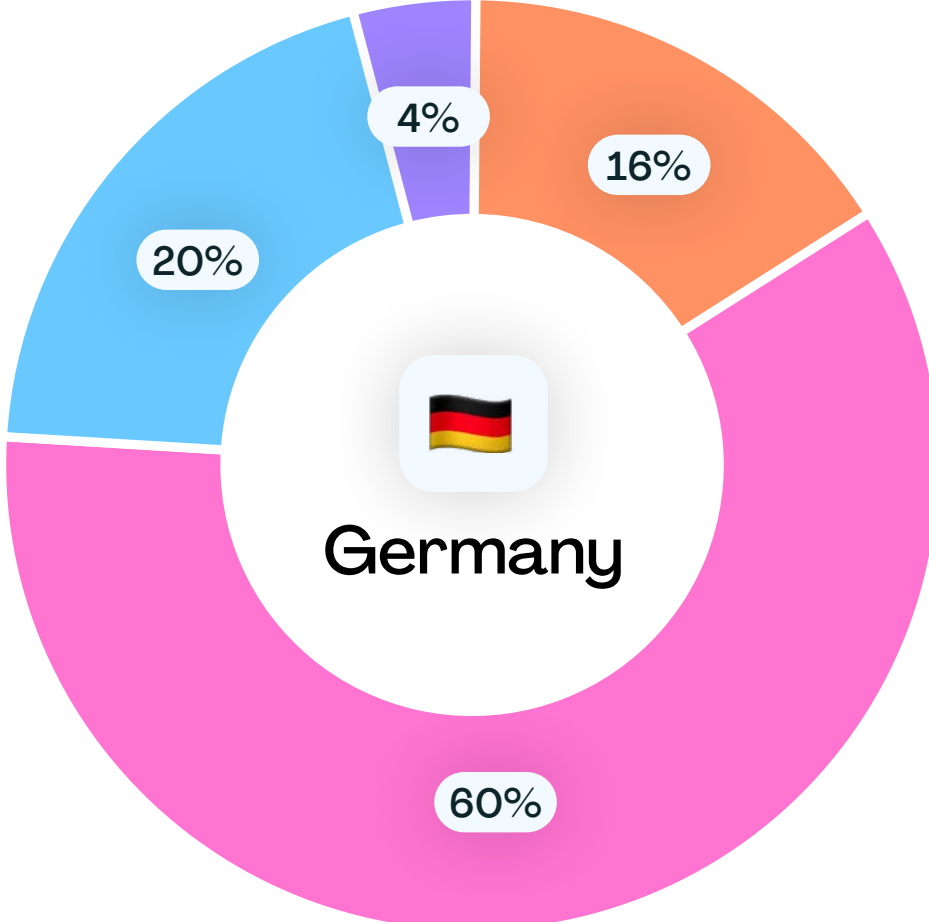
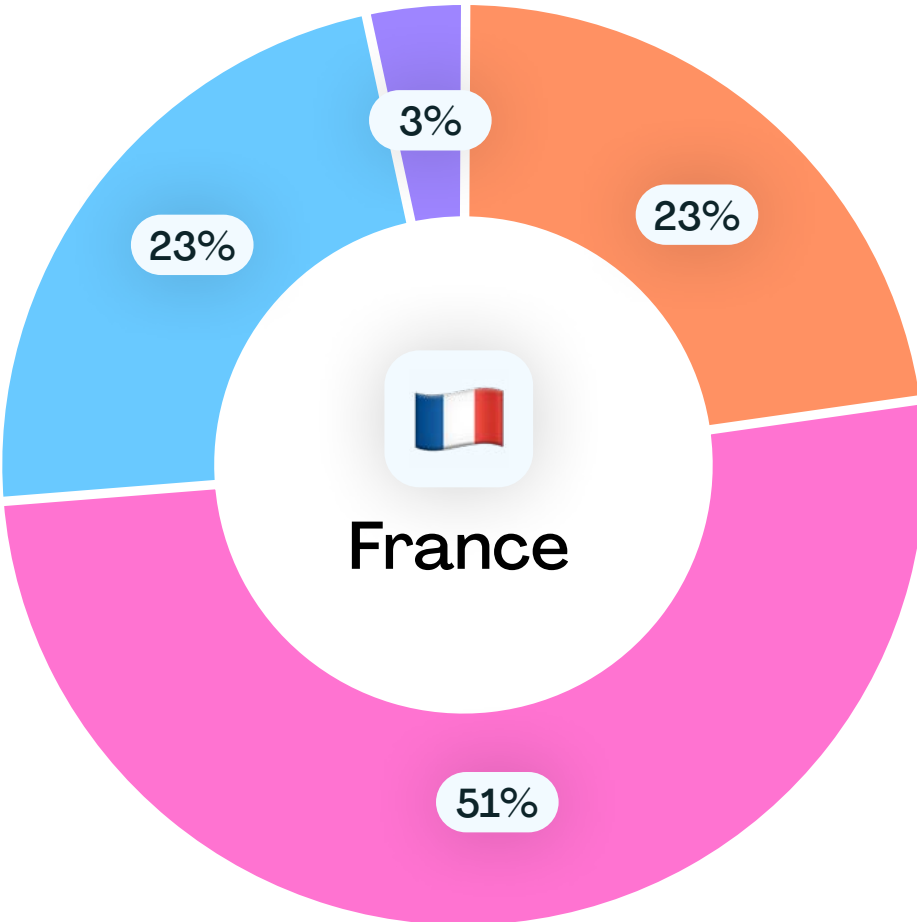
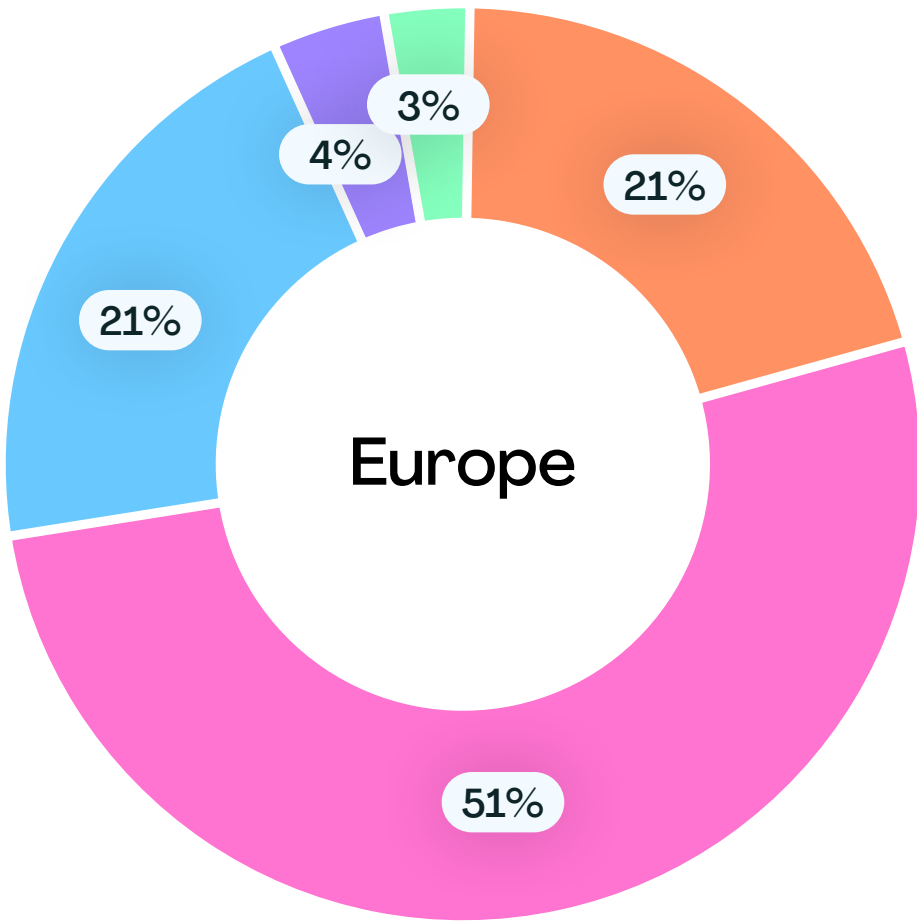
# WHAT'S NEXT? 2025 BUDGET PREDICTIONS

How much do you expect the amount your company spends on influencer marketing to increase in the next 12 months?

Influencer marketing spend is expected to grow across Europe, with most marketers anticipating a 10-19% increase in budgets. Germany is the most optimistic, with 60% predicting this growth, while Italy is more mixed, with 36% expecting no change. Overall, very few expect budgets to decline, indicating a positive outlook for the next 12 months.

“It is evident that in countries such as Spain and Italy, despite the growth of the sector, there are still few human resources exclusively dedicated to influencer marketing. This phenomenon suggests that the value of these activities is not yet fully recognized. Companies must understand that adequate investment in qualified human resources is essential to fully leverage the potential of influencer marketing campaigns and achieve successful results.”

**Raffaella Pierpaoli**, INTARGET digital marketing agency Head of Content & Social





# THE MOST IMPORTANT KEY PERFORMANCE INDICATORS (KPIs) FOR INFLUENCER MARKETERS

When evaluating an influencer marketing campaign on its performance against [the business goal] which of these KPIs are important to you?

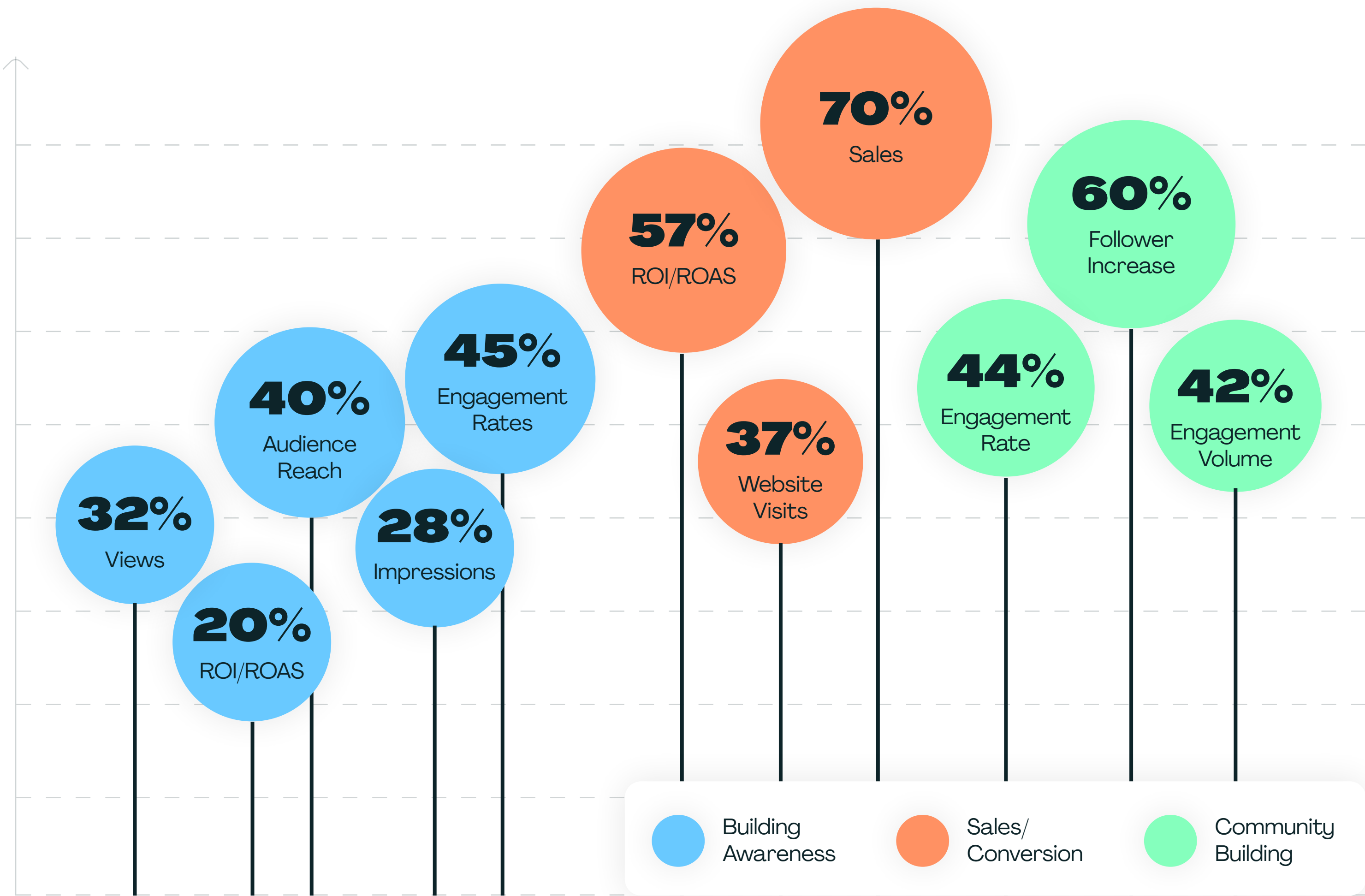
You can't improve what you can't measure, and influencer marketing is no exception. Marketers assess campaign performance through various Key Performance Indicators (KPIs), tailored to their specific goals—be it brand awareness, sales conversions, or community building. Across Europe, certain KPIs consistently align with these objectives: Engagement Rates and Audience Reach are key for awareness campaigns, while Sales and ROI/ROAS lead for conversions. For community-building efforts, increasing Follower Count and maintaining Engagement Rates are crucial. The chart below visualises the relative importance of these KPIs for Influencer Marketing experts in Europe across the three key campaign goals.

“In the upper funnel, the precise representation of the brand and brand values is very important and relevant, as control is given to the influencers in favour of authenticity. The performance of the posts also plays a more important role here. In the middle and lower funnel, which is becoming increasingly important due to growing social commerce opportunities, conversions and ROI are the more meaningful values in relation to the objective.”

**Torsten Hasse,**  
FALKE Teamleiter Social Media Management

“Followers is a pure vanity metric. It's much more important to consider metrics like reach, Reel views or average saves per post, which are the ones that really give you visibility into the relevance a profile has to its community.”

**Ángela Villarejo,** INFINITY digital agency Head of Inbound Marketing and PR Digital



# 6

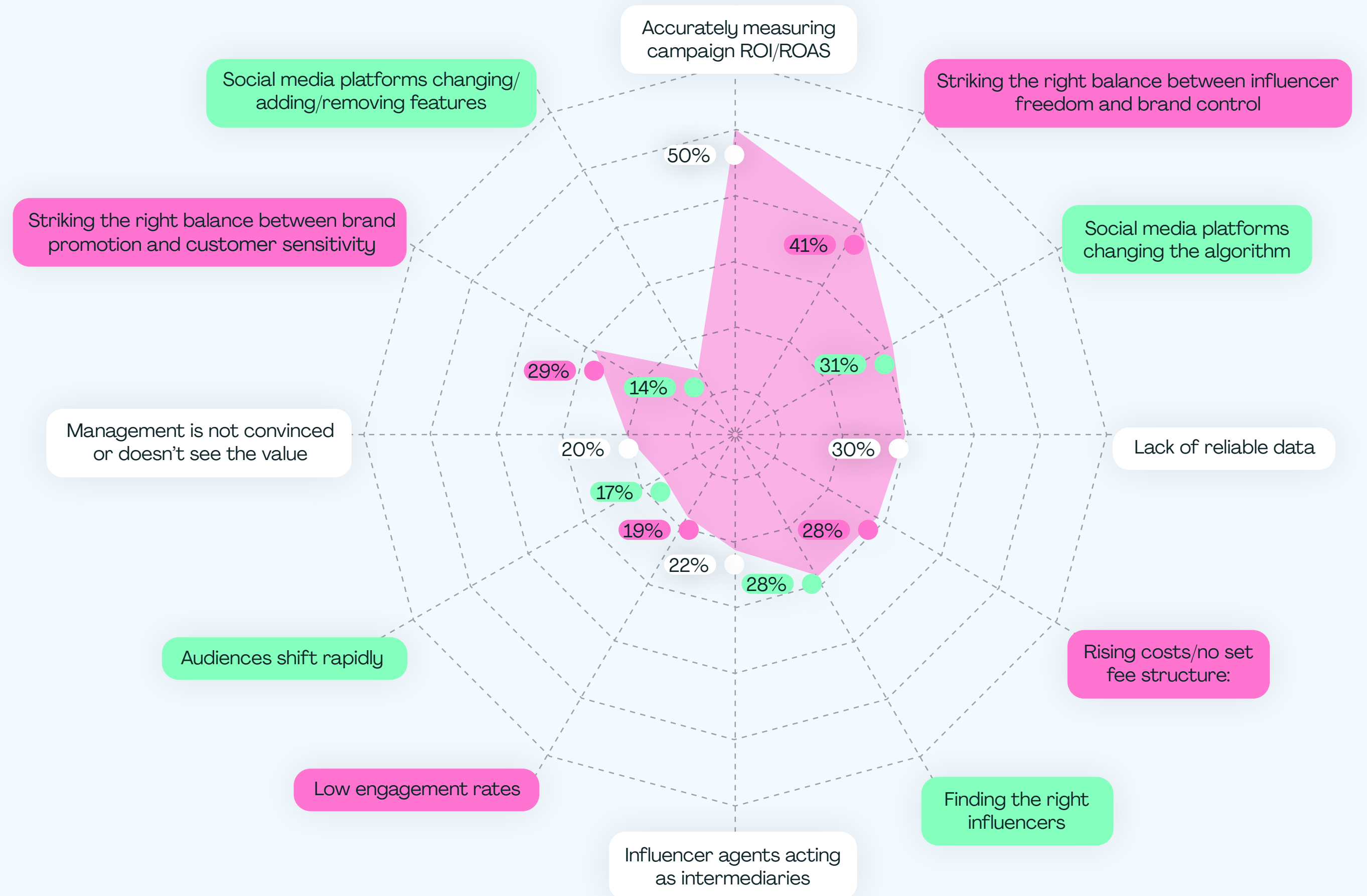
## PAIN POINTS: THE BIGGEST CHALLENGES OF INFLUENCER MARKETING

### COMMON CHALLENGES FACED BY EUROPEAN INFLUENCER MARKETERS

What are the key pain points when running influencer marketing campaigns today?

The rapid rise of influencer marketing has created a complex landscape for marketers. They grapple with challenges from managing influencer relationships to measuring ROI. In a tight economic climate, measuring campaign ROI/ROAS tops the list of pain points (50% of respondents).

Additionally, the struggle to balance influencer freedom with brand control (nº2 pain point, with 41% of respondents) highlights the lingering influence of traditional marketing practices in the age of social media.





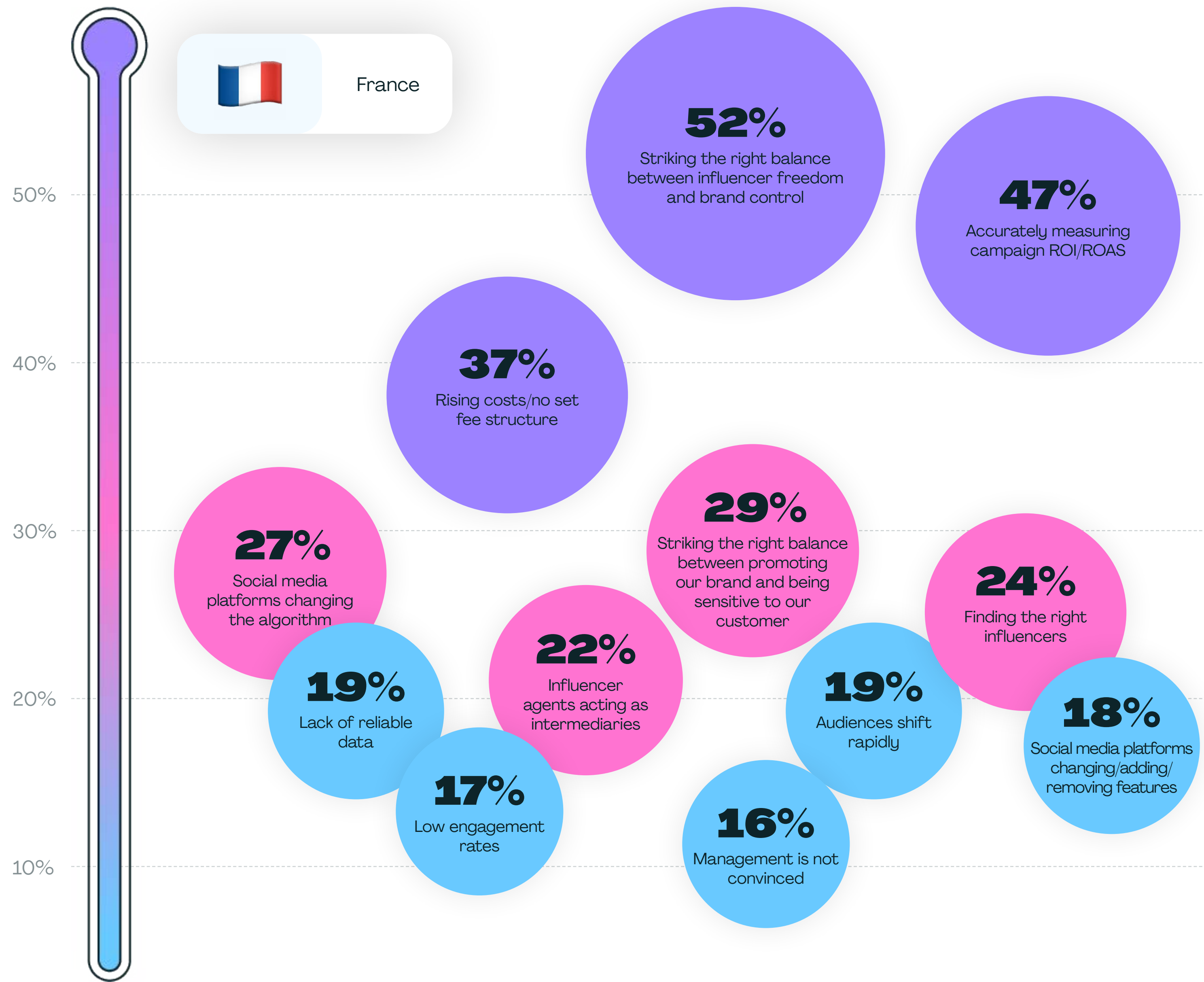
# SPECIFIC PAIN POINTS BY COUNTRY

Influencer marketing campaigns come with their own set of challenges in different countries. France finds it the most difficult to strike a balance between protecting their brand image and leaving freedom to creators when promoting content, while in Germany, choosing the right KOLs to partner with is a main challenge. Meanwhile, Spain and Italy struggle with accurately measuring ROI, which is also a major concern in the UK.

“For those with a vision of performance (and a little less branding, such as luxury brands), IM will play an increasingly important role once it becomes profitable. Today, it takes a lot of time to manage campaigns and interactions with content creators, their rates are relatively high and non-transparent (we systematically negotiate and there’s always a negotiation margin). There’s more friction than when setting up a social ads or search campaign, naturally.”



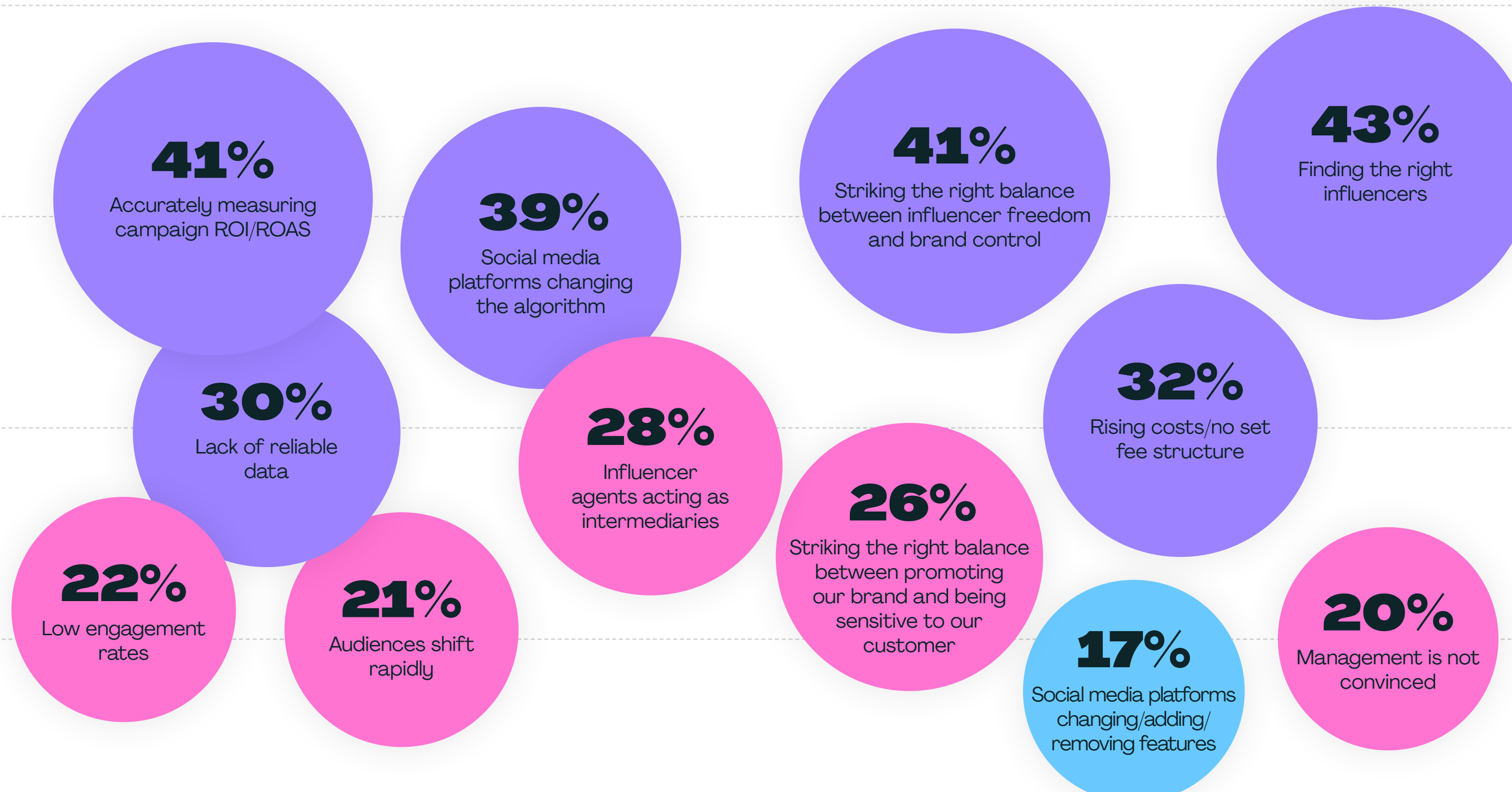
Thomas Hervet, WOILO Founder & CEO





Germany

50%  
40%  
30%  
20%  
10%



“Influencer Marketing in Germany has matured significantly over the past two years, and with more brands injecting bigger budgets the increased focus on ROI is to be expected. German consumers are often quick to call out questionable behaviour of brands and influencers, which results in brands being overly cautious in relinquishing control over content to KOLs.”



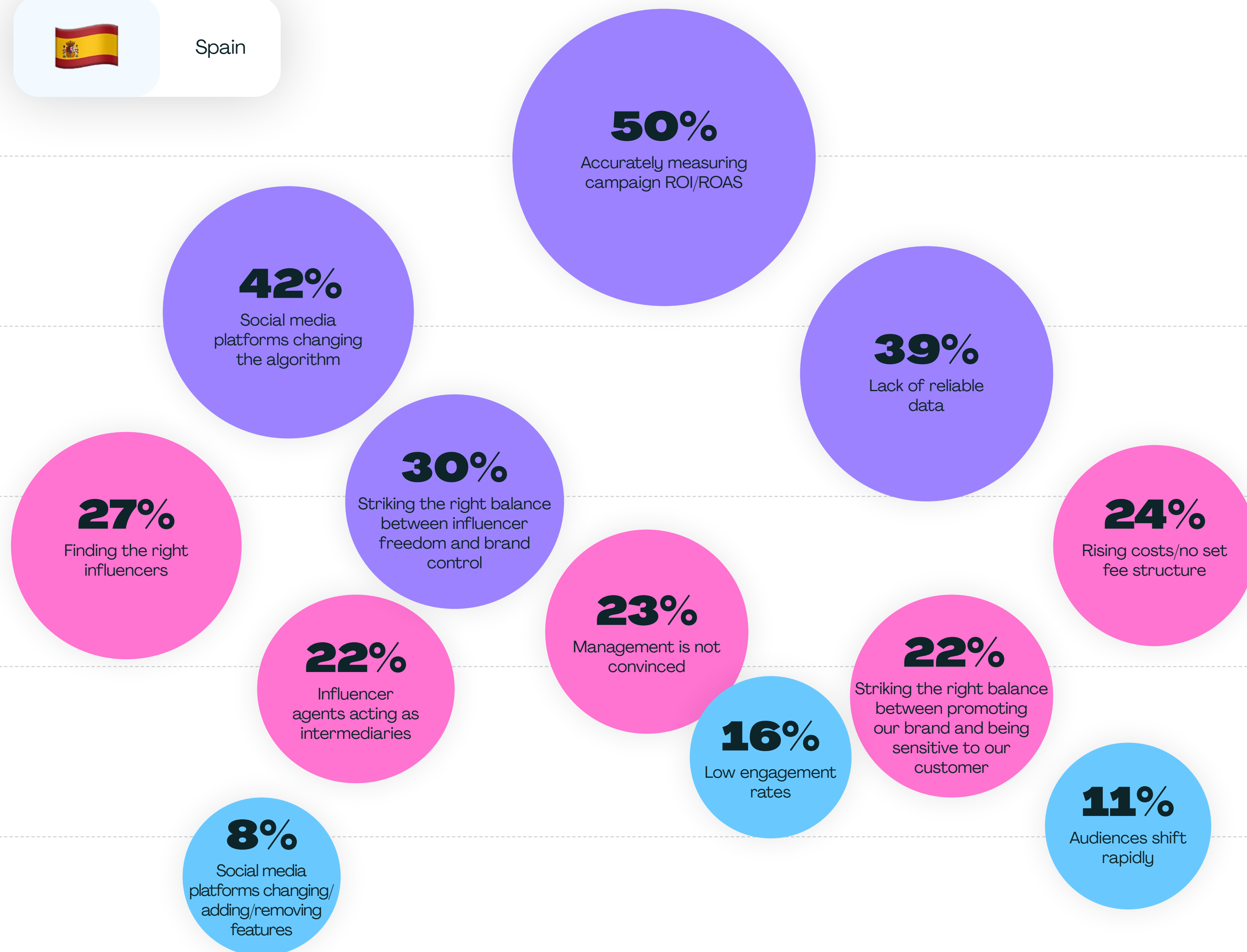
**Jeanette Okwu,**  
BeyondInfluence Influencer & AI Marketing





Spain

50%  
40%  
30%  
20%  
10%



“The growth in influencer marketing investment in Spain is a positive sign of growing confidence in this strategy, although concerns about measuring ROI and adapting to changes in algorithms indicate that the market is still in a developing stage but with great opportunities.”



**Juan Merodio,**  
Digital marketing expert,  
@juanmerodio, 338K followers Instagram



Italy

50%

40%

30%

20%

10%

**20%**

Management is not convinced

**20%**

Low engagement rates

**16%**

Social media platforms changing/adding/removing features

**39%**

Striking the right balance between influencer freedom and brand control

**27%**

Social media platforms changing the algorithm

**36%**

Striking the right balance between promoting our brand and being sensitive to our customer

**19%**

Finding the right influencers

**21%**

Influencer agents acting as intermediaries

**16%**

Rising costs/no set fee structure

**61%**

Accurately measuring campaign ROI/ROAS

**34%**

Lack of reliable data

**20%**

Audiences shift rapidly

“Increasing sales emerges as the second most important goal for companies. This implies that influencers must adapt their approach and work more closely with brands to achieve tangible results. At the same time, brands must recognize that activities based solely on organic content are no longer sufficient to make a significant impact. An integrated planning of organic and paid content, aligned with sales objectives, is necessary. Moreover, advancing measurement techniques to more accurately assess the ROI of campaigns is urgently needed.”



**Raffaella Pierpaoli,**  
INTARGET digital marketing agency Head of Content & Social





United Kingdom

50%

40%

30%

20%

10%

**51%**

Accurately measuring  
campaign ROI/ROAS

**42%**

Striking the right balance  
between influencer  
freedom and brand  
control

**31%**

Striking the right balance  
between promoting  
our brand and being  
sensitive to our  
customer

**31%**

Rising costs/no set  
fee structure

**28%**

Lack of reliable  
data

**24%**

Finding the right  
influencers

**24%**

Management is not  
convinced

**20%**

Social media  
platforms changing  
the algorithm

**21%**

Low engagement  
rates

**17%**

Influencer  
agents acting as  
intermediaries

**15%**

Audiences shift  
rapidly

**11%**

Social media  
platforms changing/  
adding/removing  
features

“The crackdown we’ve seen from the (UK) ASA in the past few years has improved the influencer marketing space and we’re seeing many creators ensure they are disclosing their posts in the right way. However, what we have seen this year from a brand point of view is a rise in creators behaving badly - missing deadlines, posting incorrectly, not reading briefs and hiding insights. This, coupled with fees going up, is a problem that goes beyond regulation.”



**Mischa Joslin,**  
Summer agency Managing Director

# 7

## KOL SELECTION:

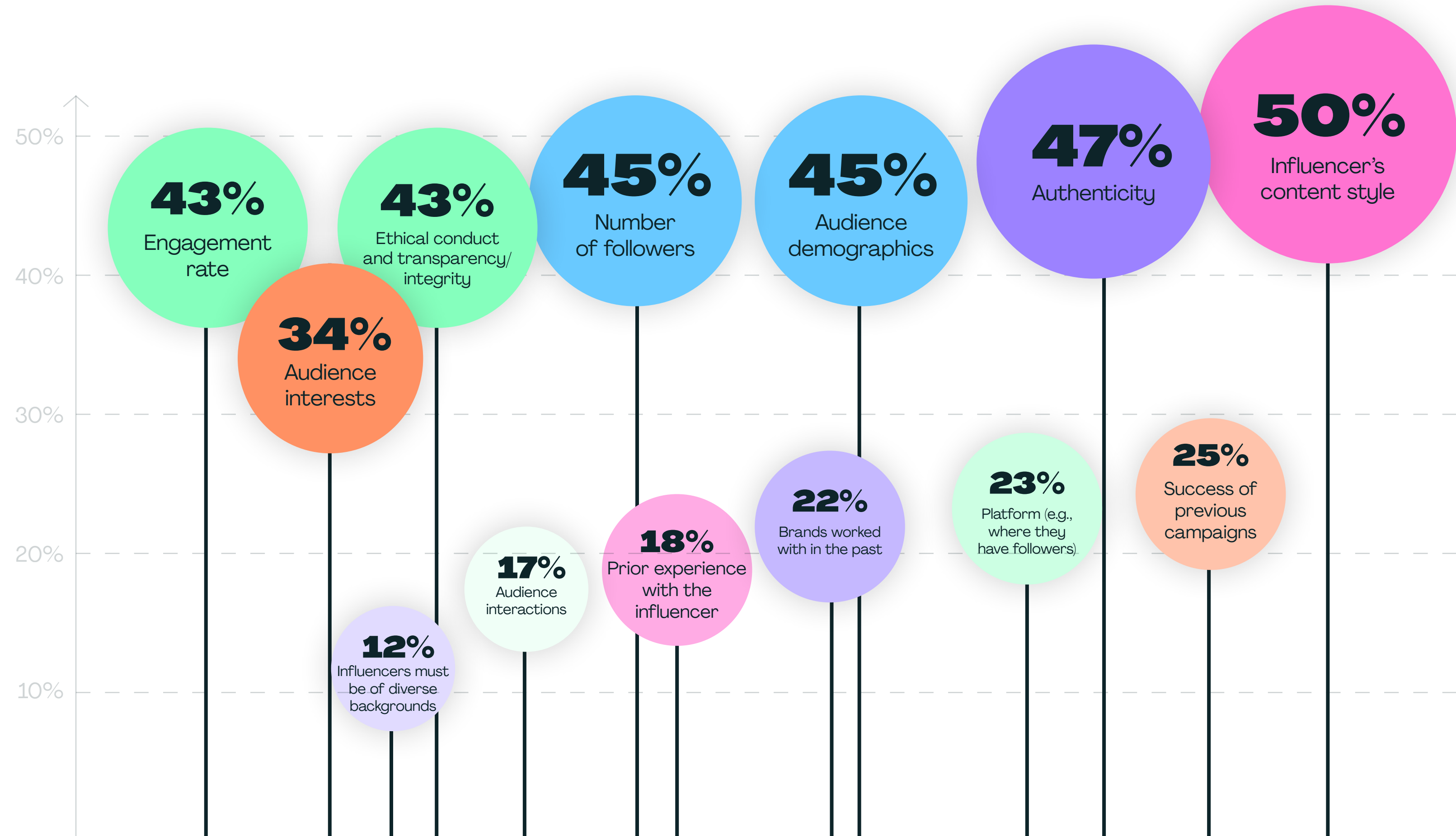
## WHAT MATTERS TO MARKETERS?

Which of the criteria are important when selecting an influencer to work with?

As the market matures, audiences are more inclined to challenge KOLs and the brands they partner with. The result is a much stronger focus on selecting the right influencer to reach the right audience with relevant content

"It is vitally important for brands to be more aware of the DNA of the influencers they hire as well as of their path, both at an analytical level due to the reach they achieve and at a demographic level due to the type of follower that makes up their community. There must be previous work of tracking and analysis to obtain the best score between influencer and brand."

**Álvaro Blanco López**, NATIVE influencer marketing agency CEO





# DIFFERENT CULTURES, DIFFERENT KOLS: LOCAL SPECIFICITIES IN INFLUENCER SELECTION

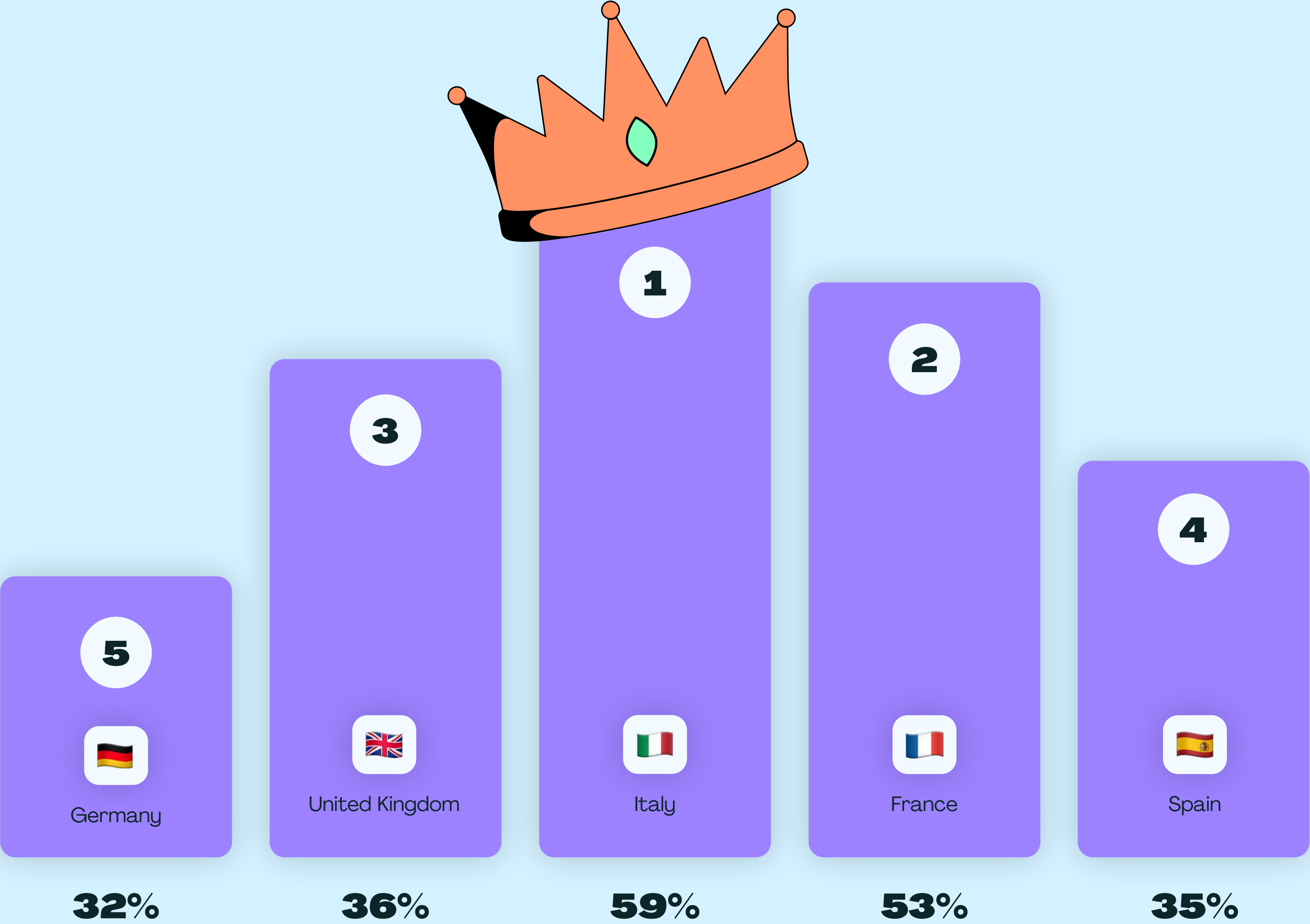
Although business considerations drive influencer selection criteria, companies are also increasingly prioritising ethical conduct of KOLs: in France and Italy for example, ethical conduct and transparency is more important than content style. This is to be expected in France, which passed a dedicated influencer marketing law in 2023 following months of intensive debate about responsible influence. It’s perhaps more surprising in Italy, but likely related to the recent, high-profile scandal involving top influencer Chiara Ferragni.

Questions of representation are also beginning to cut through, with UK marketers more likely to select influencers according to diversity criteria.

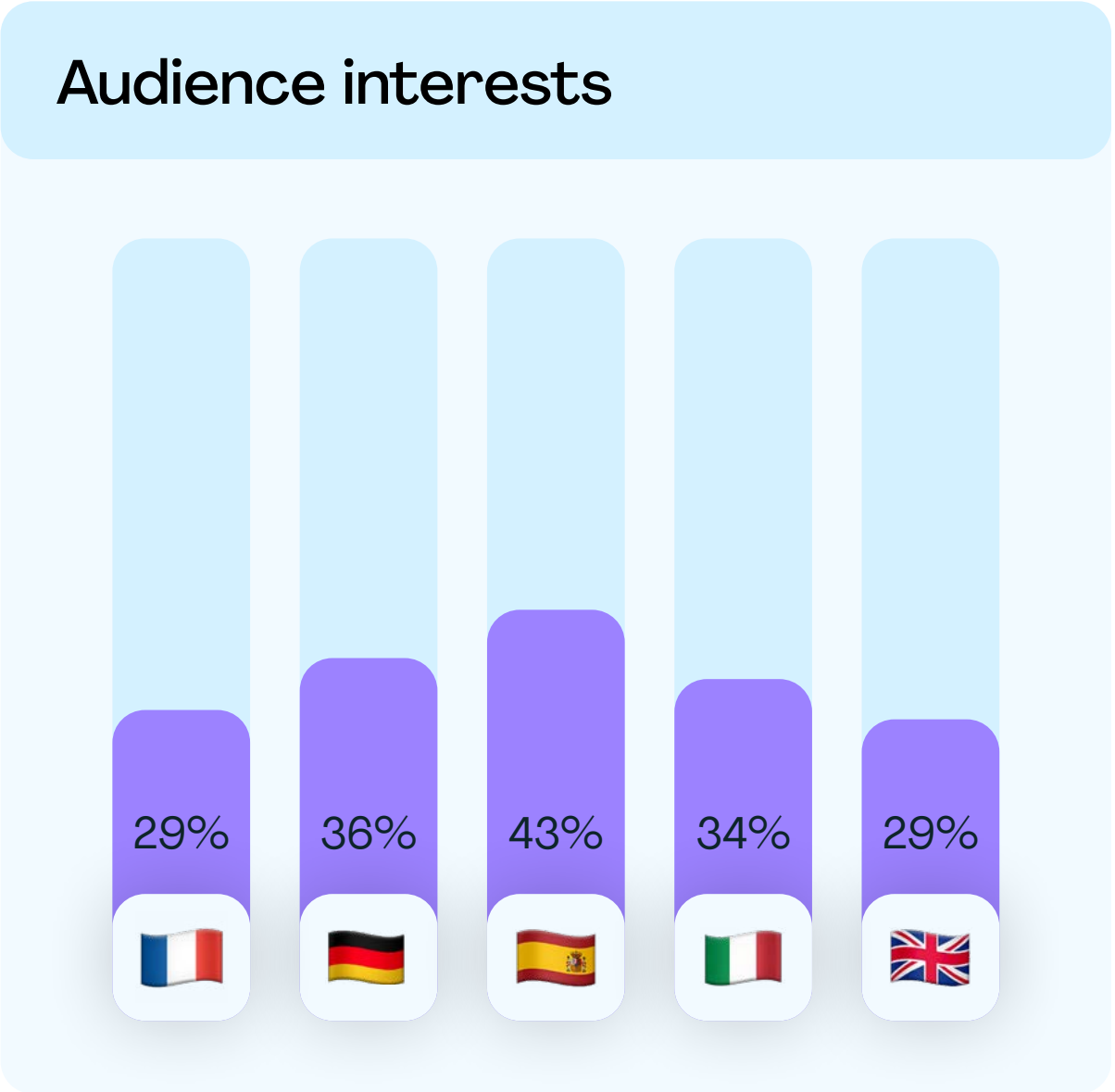
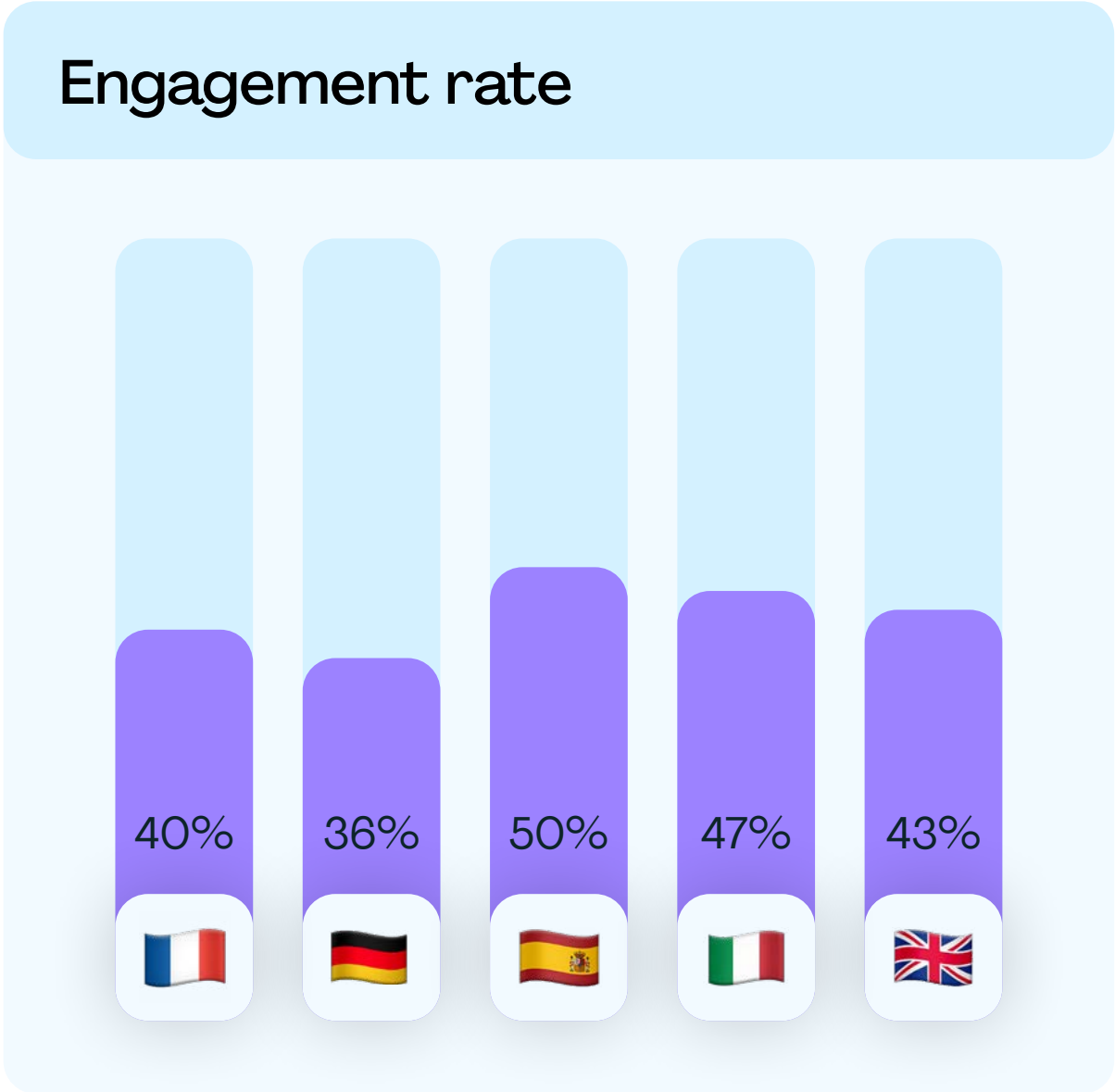
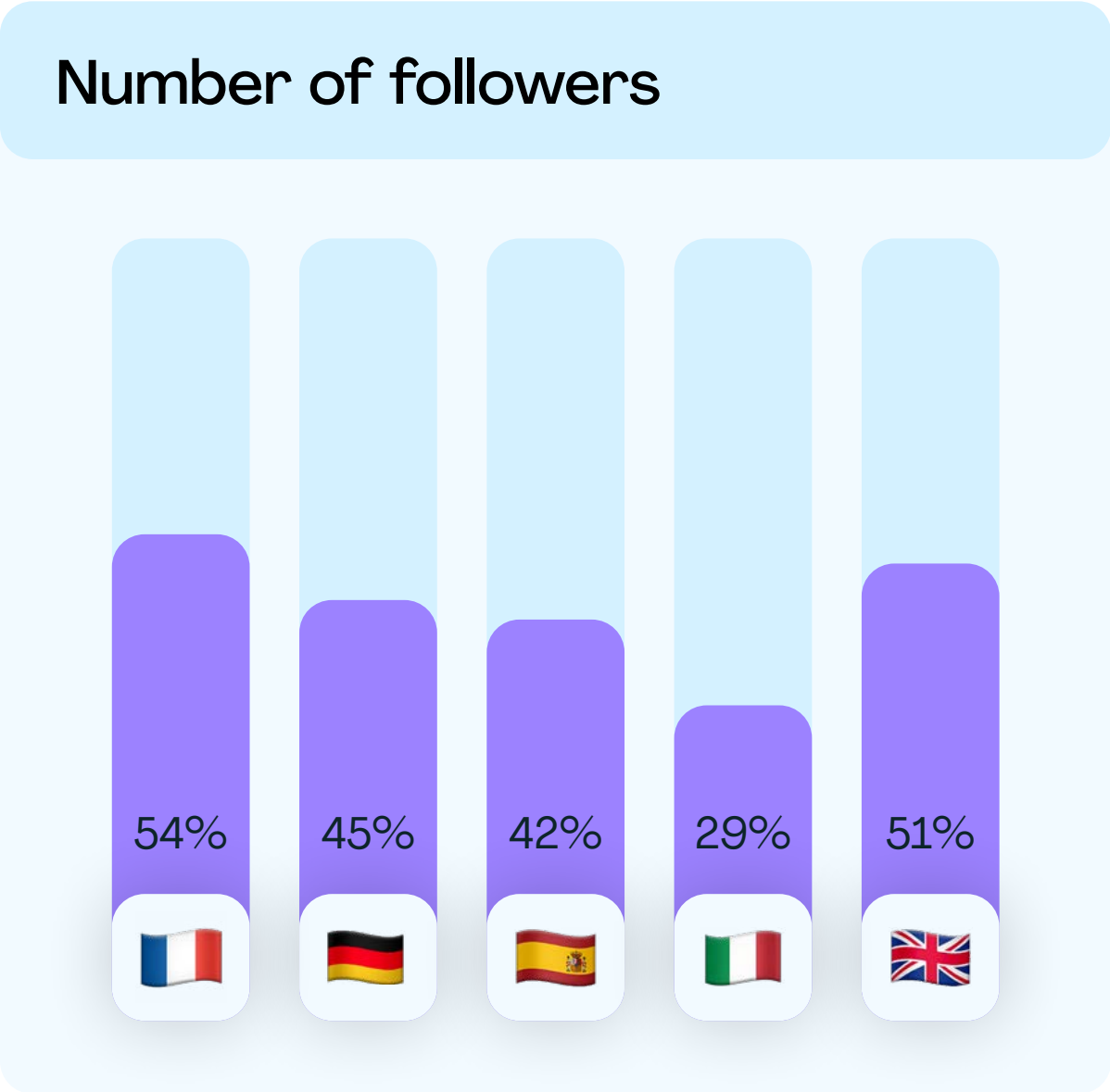
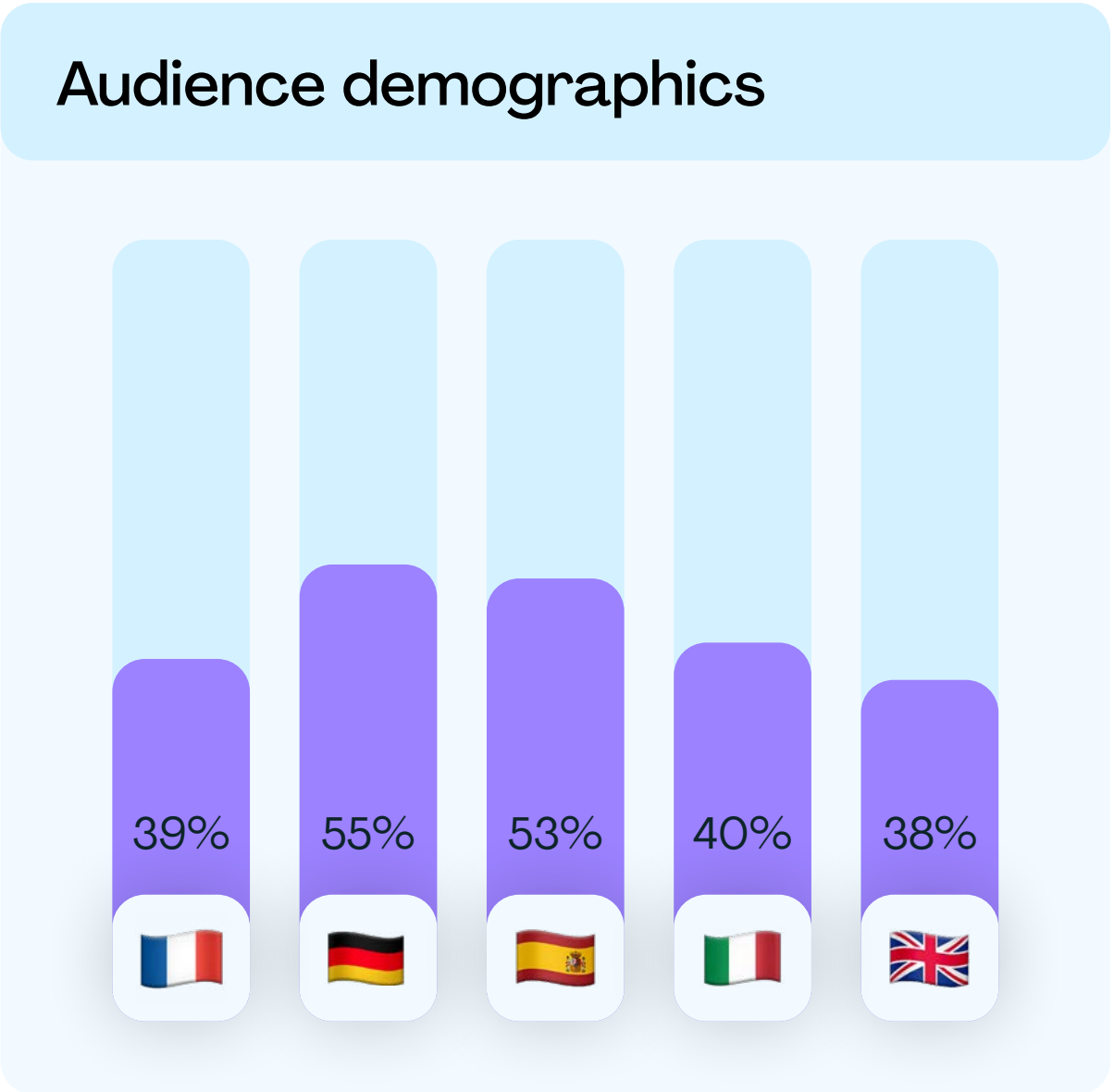
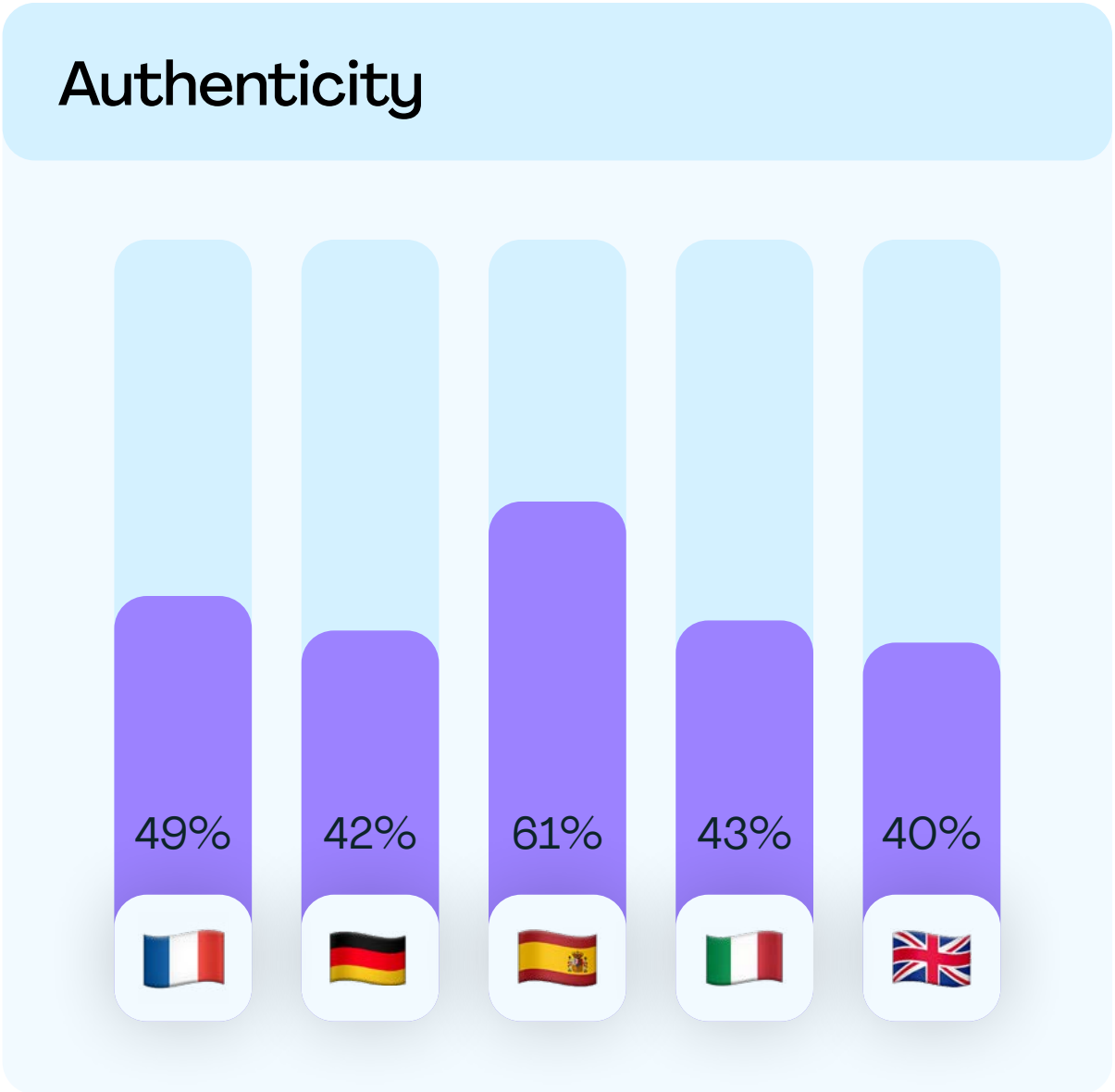
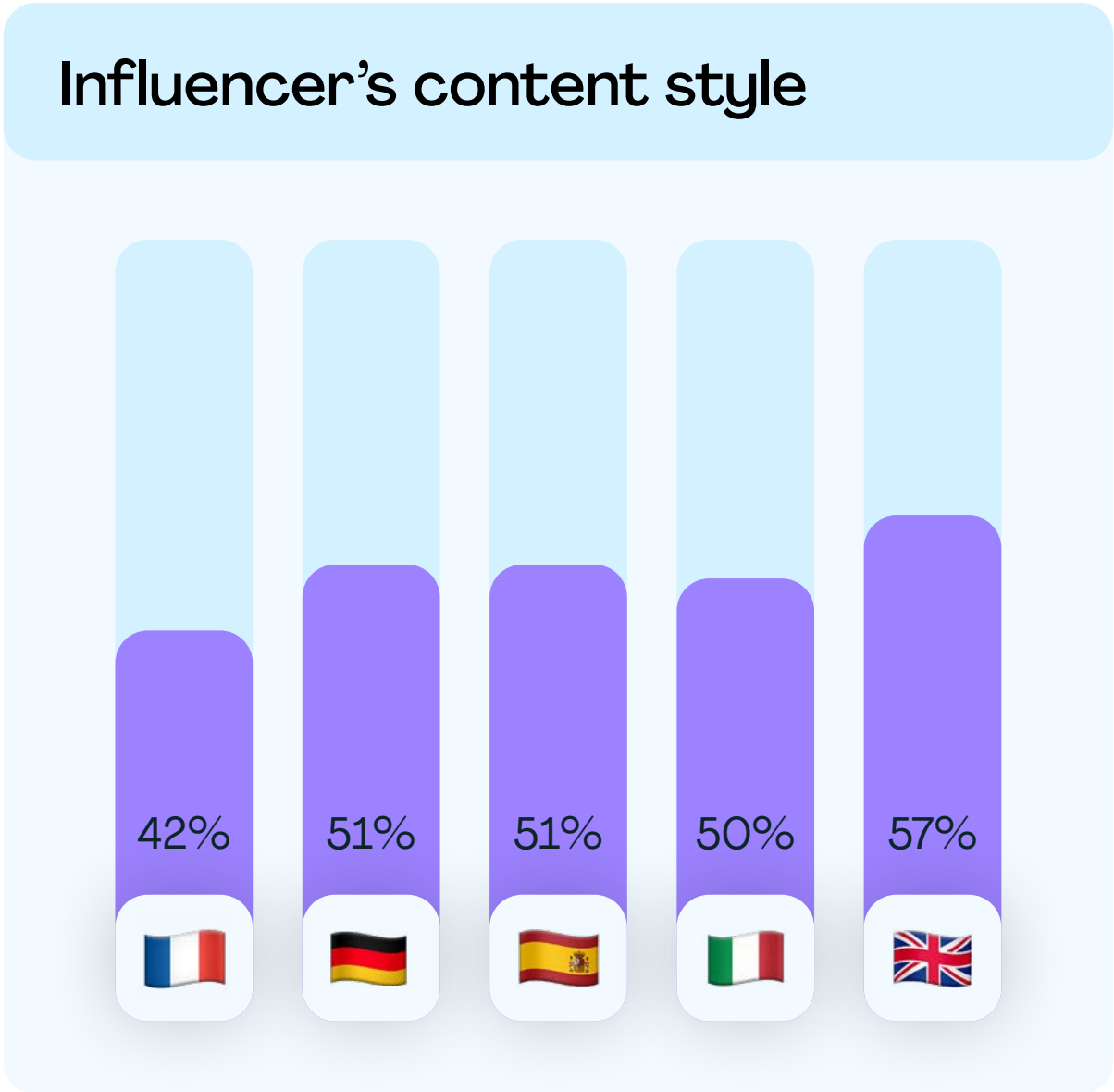
“Diversity is really important to us, and we always push our brands to ensure their campaigns accurately represent their audience – whether that’s regarding race, age or disability. Brands that don’t showcase diversity are getting called out in the comments, so they know that not only is it the right thing to do, but they’ll also come under fire from their customers if they don’t do it!”

**Mischa Joslin**, Summer agency Managing Director

How important is Ethical Conduct to you when selecting an influencer to work with?

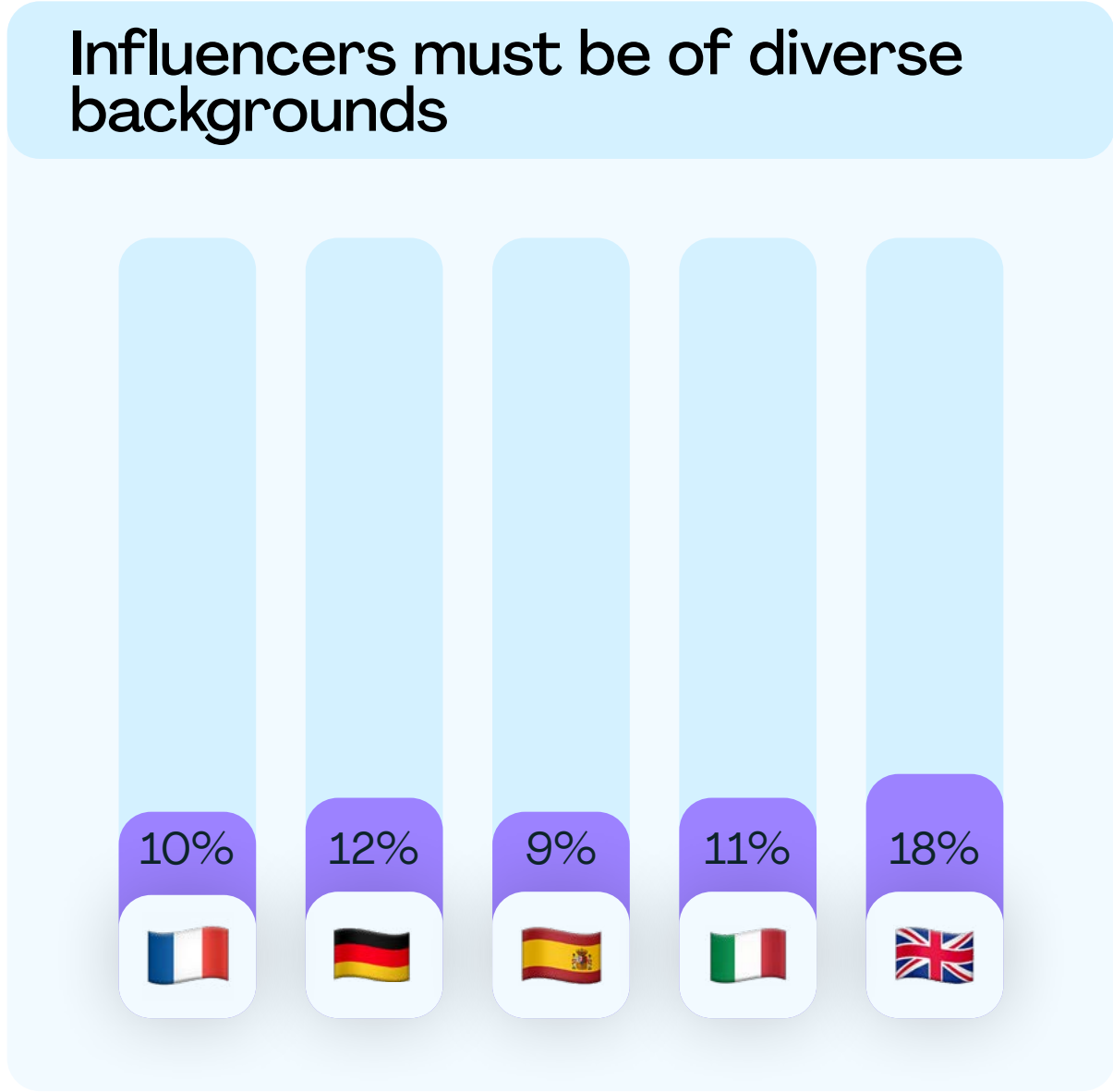
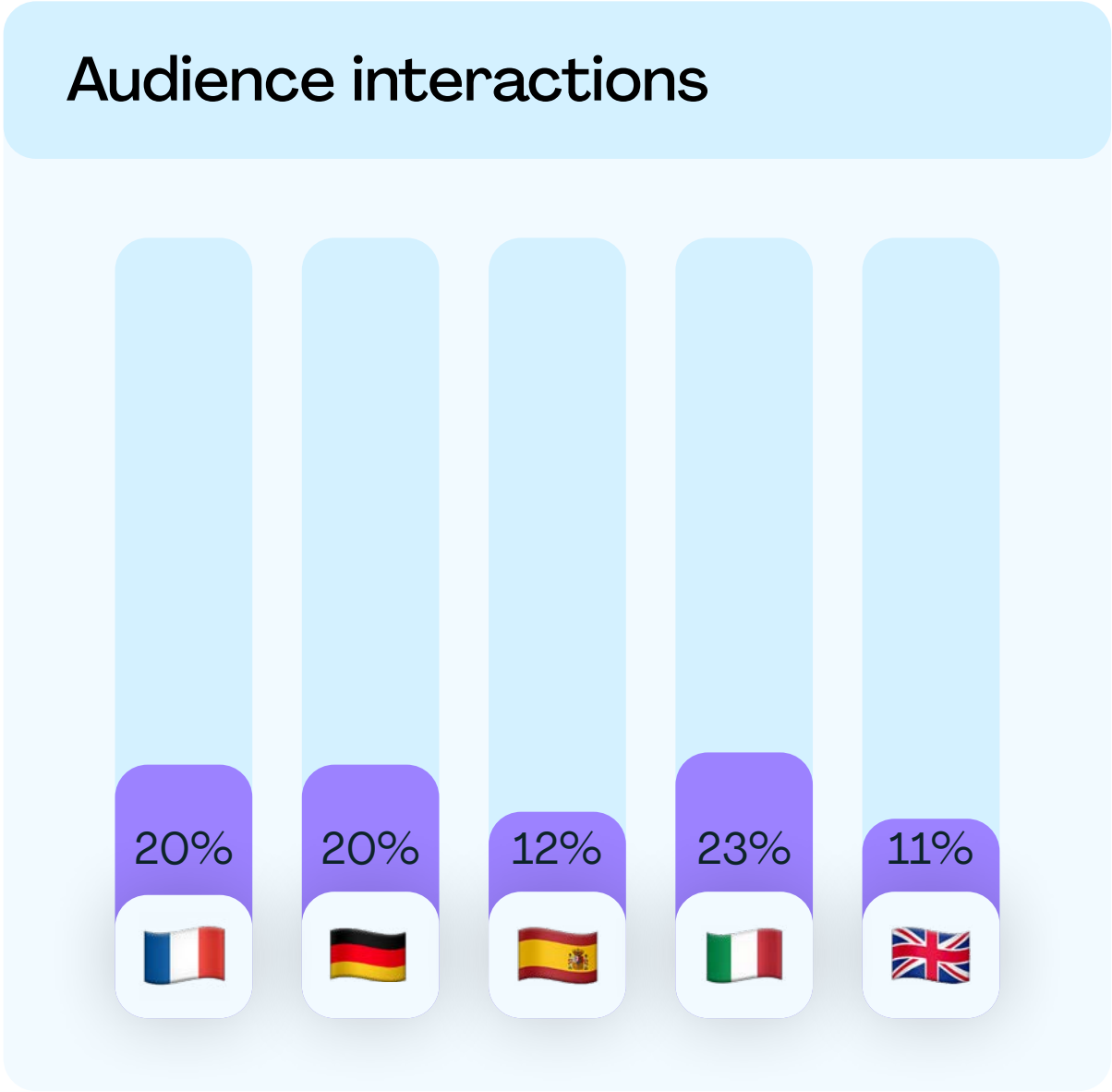
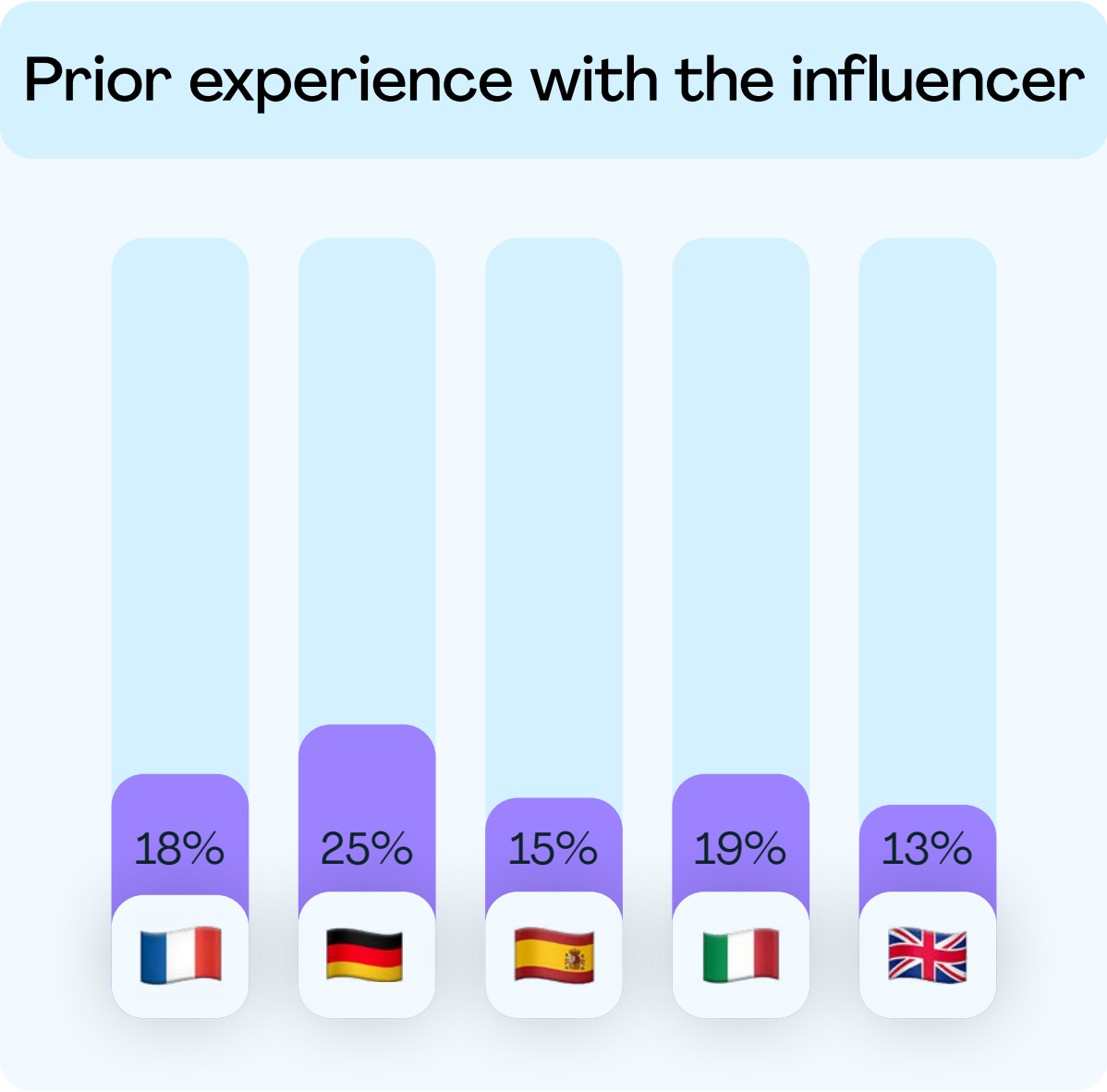
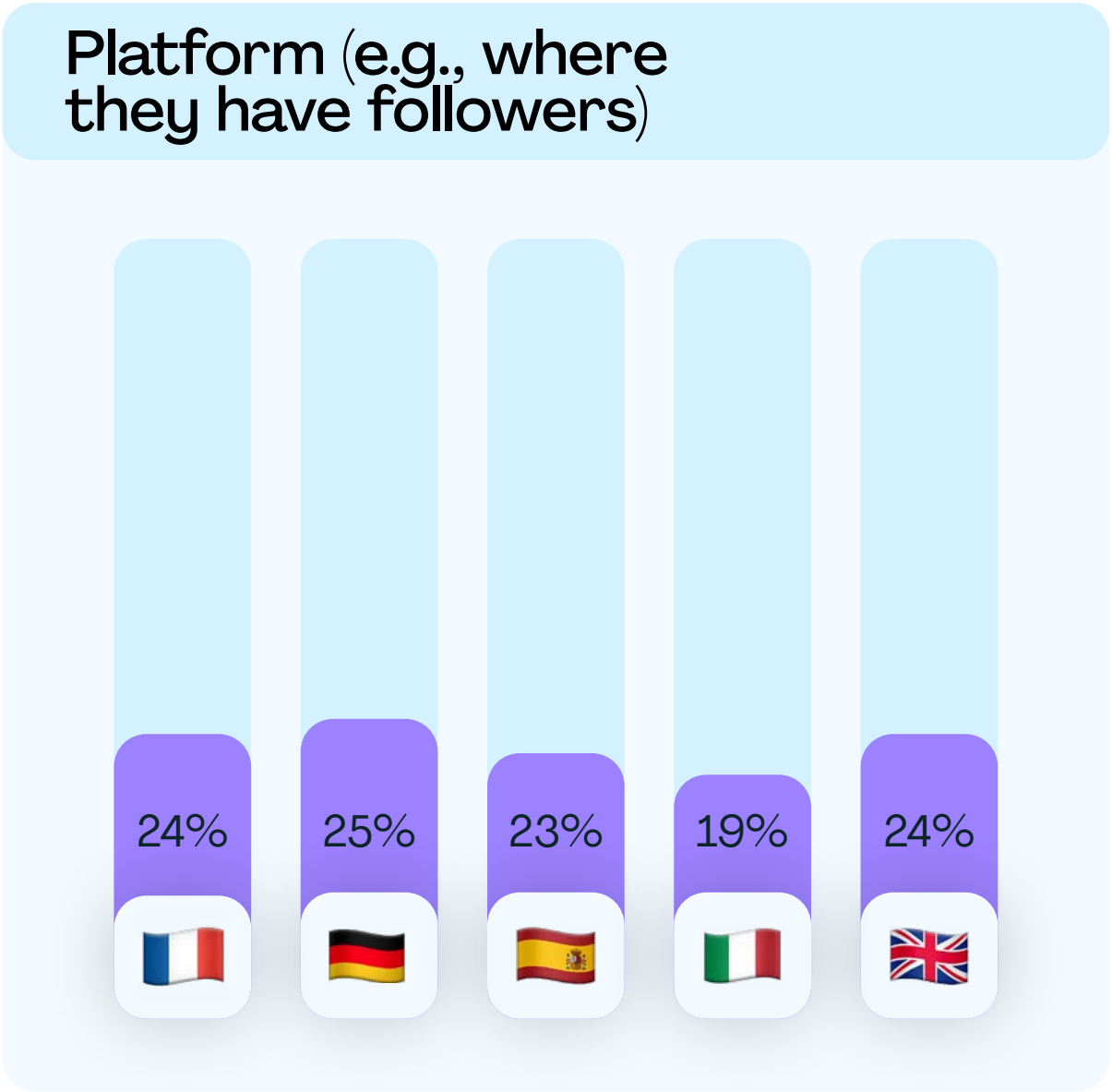


WHICH OF THE FOLLOWING ARE IMPORTANT WHEN SELECTING AN INFLUENCER TO WORK WITH?





WHICH OF THE FOLLOWING ARE IMPORTANT WHEN SELECTING AN INFLUENCER TO WORK WITH?



# 8

## #INFLUENCEFORGOOD GATHERS PACE.

New content transparency regulations combined with audiences' increasing scepticism of influencer content is seeing increased focus on ethics from brands and creators.

More than that, the fierce public debate around the impacts of social media on society is also clearly driving marketers to think more carefully about the broader impact of their influencer marketing campaigns.

Remarkably, more than a quarter of marketers in Europe (27%), and an impressive 37% in Italy, rate 'inspiring positive change' as an important consideration in developing influencer marketing campaigns.



"At Kolsquare, we believe that responsible influence is key to driving positive change in the world. Despite the often jarring headlines, social media has the power to bring people closer together, boost the fortunes of small businesses, and facilitate debate about important issues that are often overlooked by traditional media. Together, let's establish #InfluenceForGood as the new standard."

**Quentin Bordage**, Kolsquare Founder & CEO

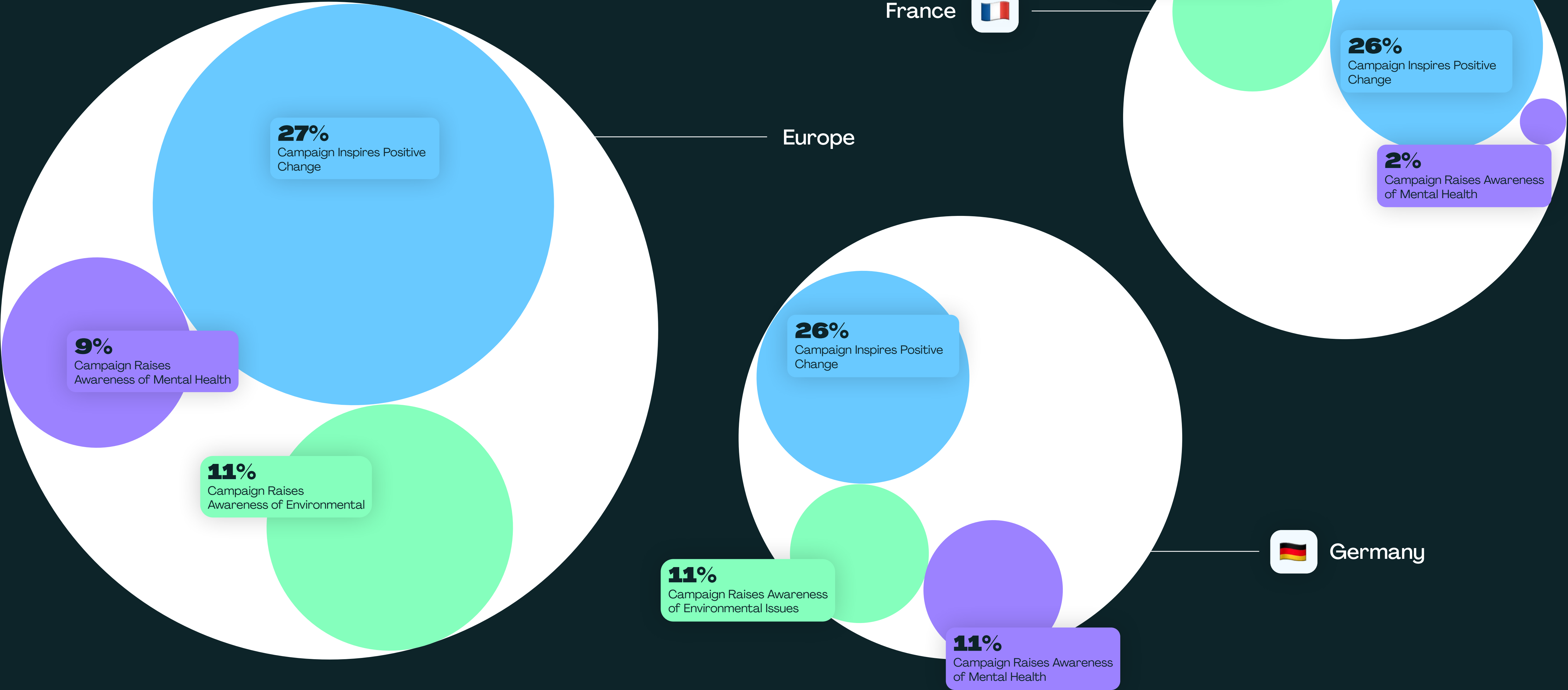
"All our customers develop their activities by directly or indirectly integrating a strong "social, societal and environmental responsibility" dimension. Right from the casting phase, our Influence project managers' guidelines are to identify the profiles who are the most sincerely committed and concretely involved. On Kolsquare, you can choose KOLS according to the "ARPP certified" label, the new 'vade mecum' of influence which guarantees KOLs act with greater transparency for their audience. For brands, this allows them to control what they say on social networks, and spread a serious, qualitative message that matches the brand's commitments."



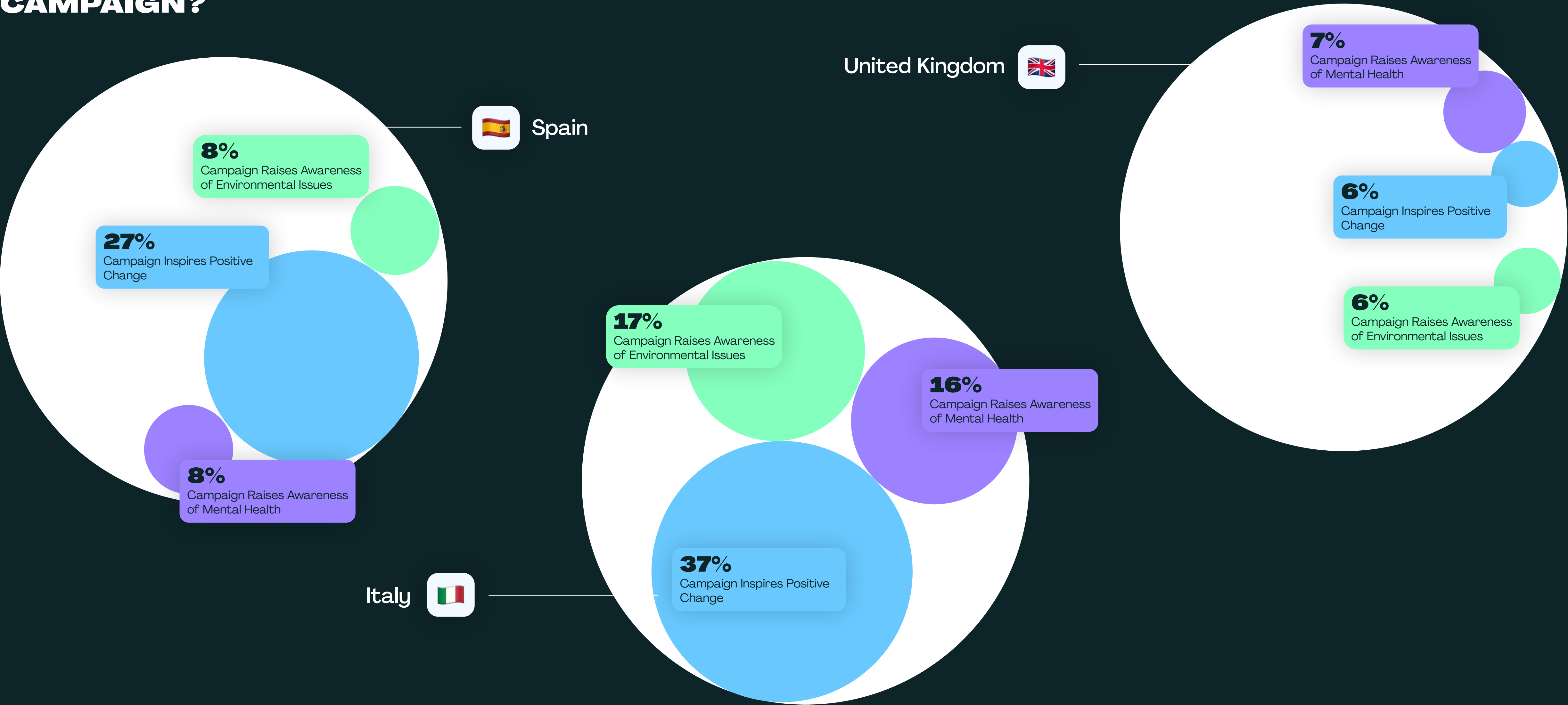
**Elodie Dupré**, Greenstory agency Head of Media & Influence



# HOW IMPORTANT ARE EACH OF THE FOLLOWING WHEN YOU ARE CONSIDERING AN INFLUENCER MARKETING CAMPAIGN?



# HOW IMPORTANT ARE EACH OF THE FOLLOWING WHEN YOU ARE CONSIDERING AN INFLUENCER MARKETING CAMPAIGN?





# ETHICS & INFLUENCER MARKETING: WHAT MATTERS MOST TO TODAY'S DECISION-MAKERS?

What, if any, of the following ethical or behavioural conditions do you apply to influencers you partner with?

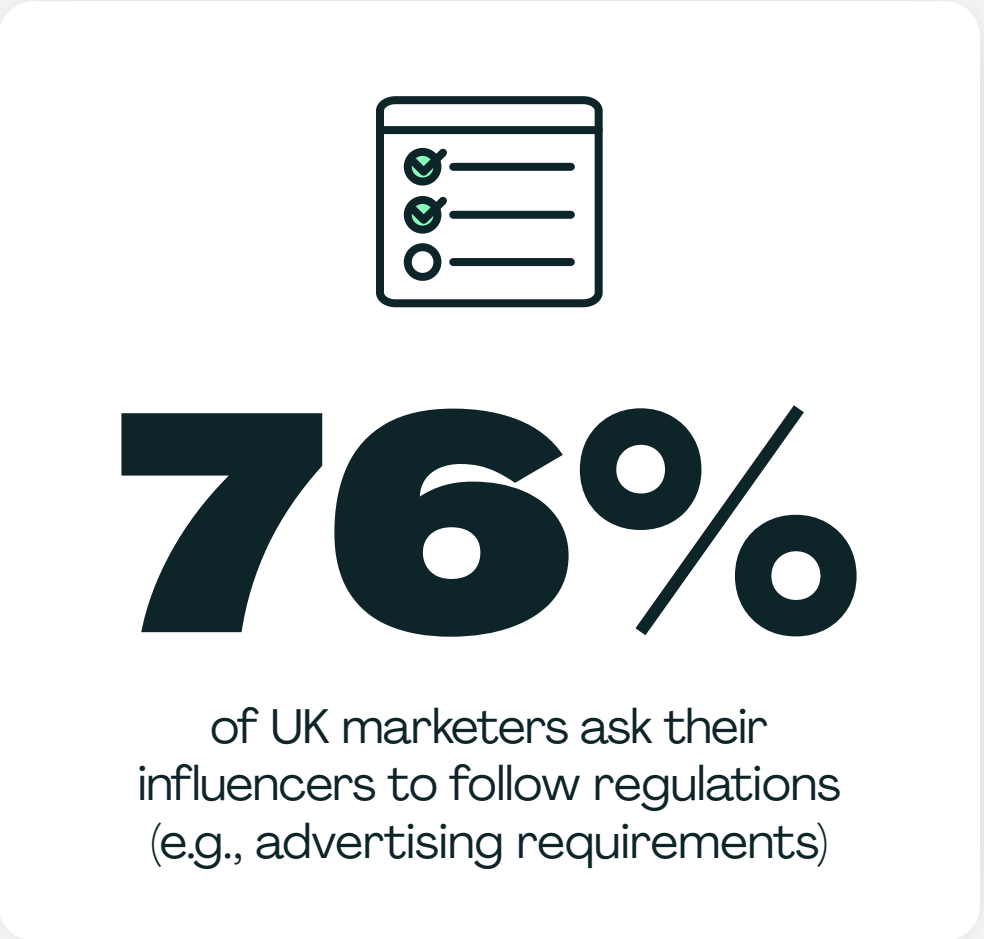
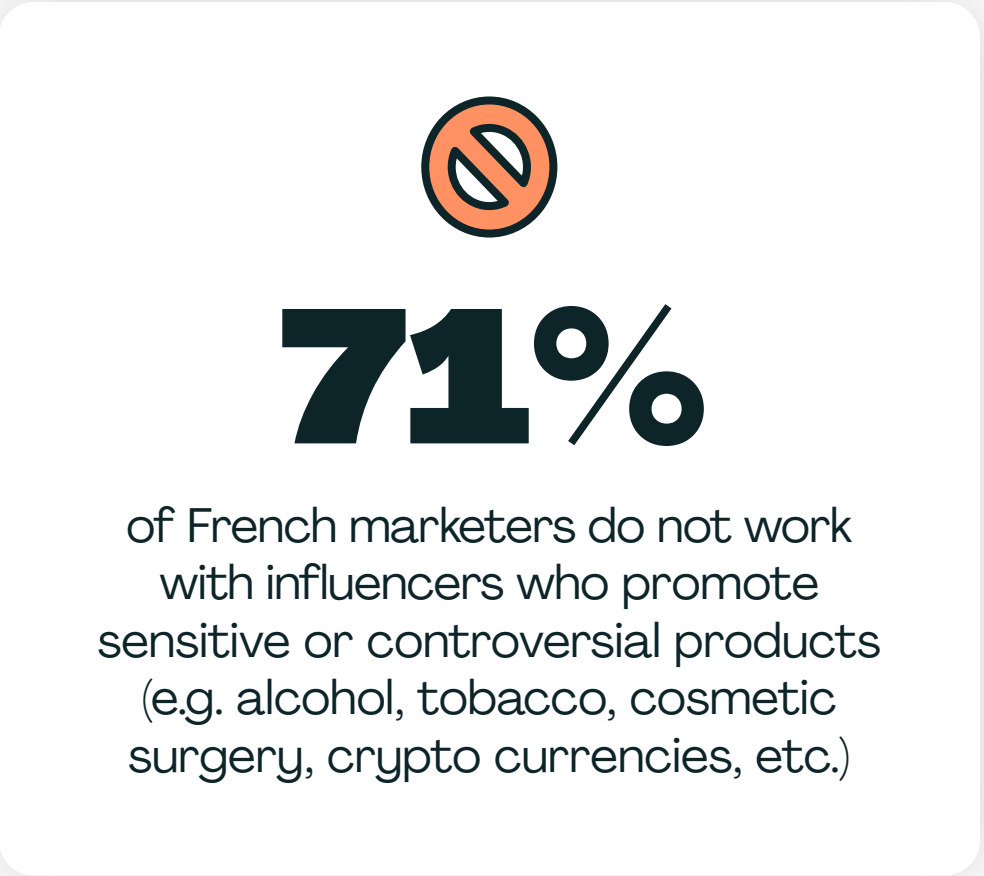
More and more European countries are implementing specific laws for influencer marketing, and ethical considerations are rising among marketers. Not only do they strive to respond to an increasing demand for transparency, many integrate ethical charters and guidelines in their collaborative framework.

In Europe, 77% of Italian marketers declare asking influencers to sign ethical charters, while 76% in the UK focus on regulatory compliance. Sensitive to consumer protection, particularly regarding minors, 61% of marketers emphasise the importance of collaborating only with KOLs who avoid promoting sensitive products, such as cigarettes and alcohol. France (61%) stands out as particularly conscious of this issue.

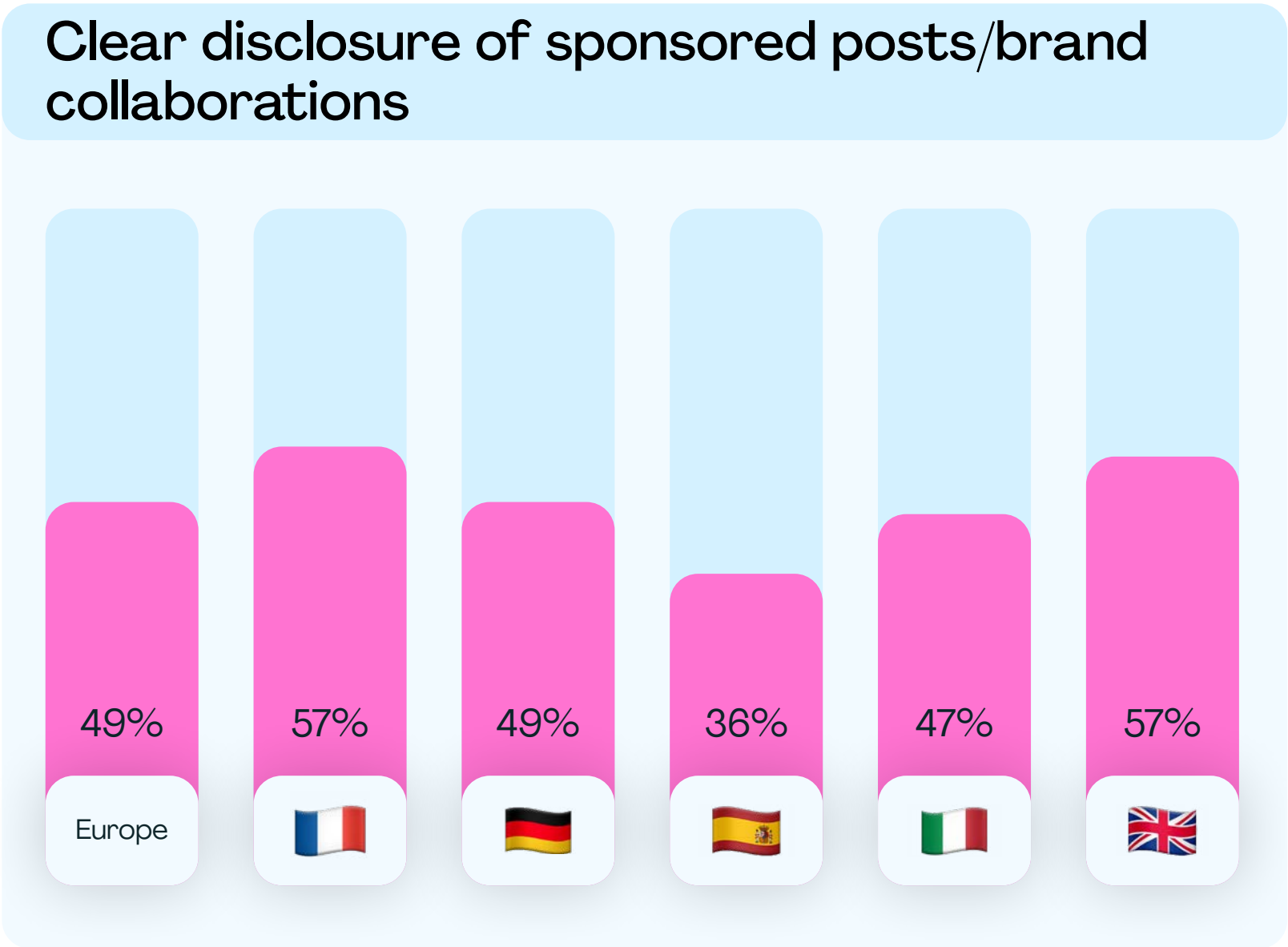
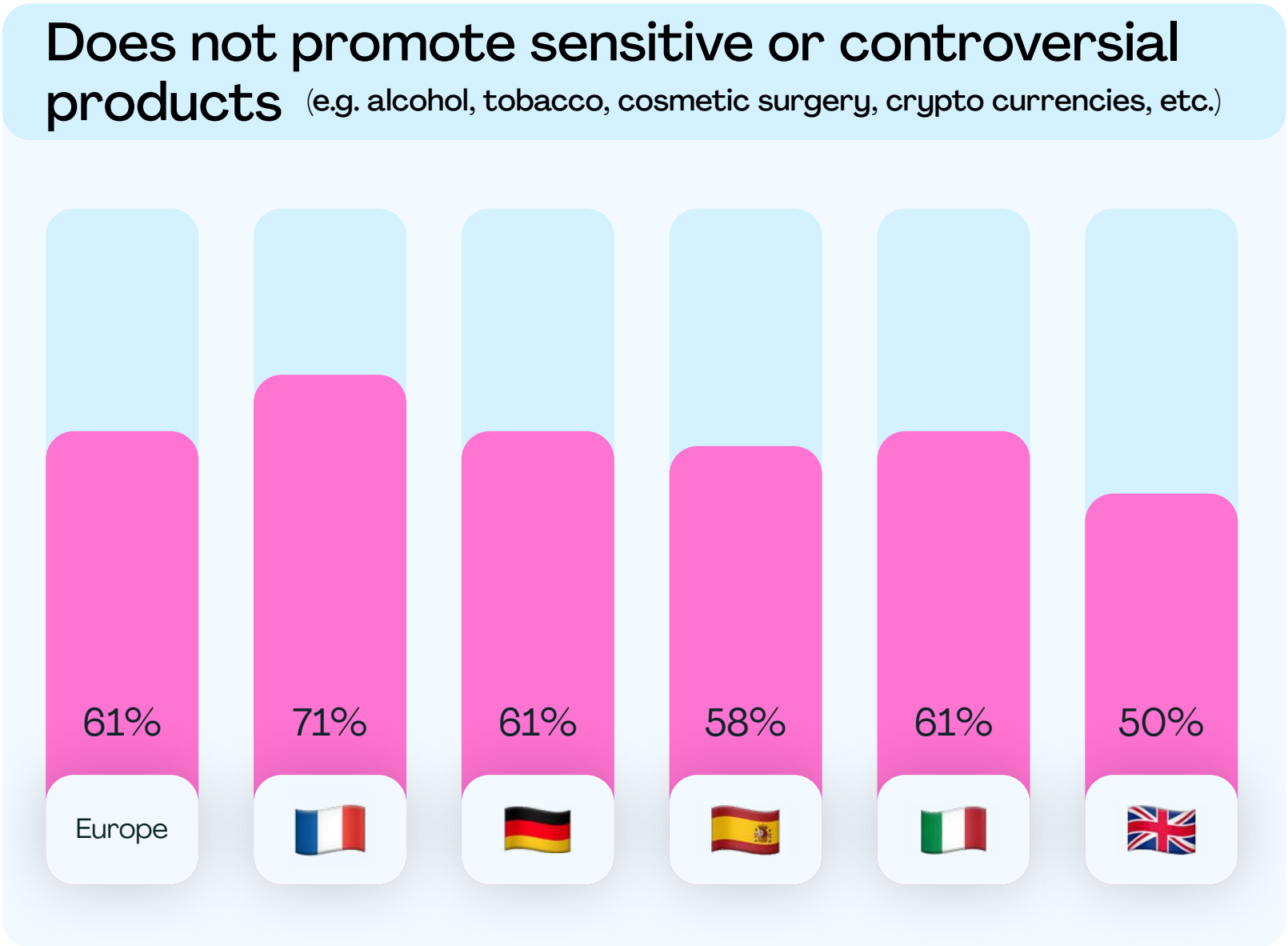
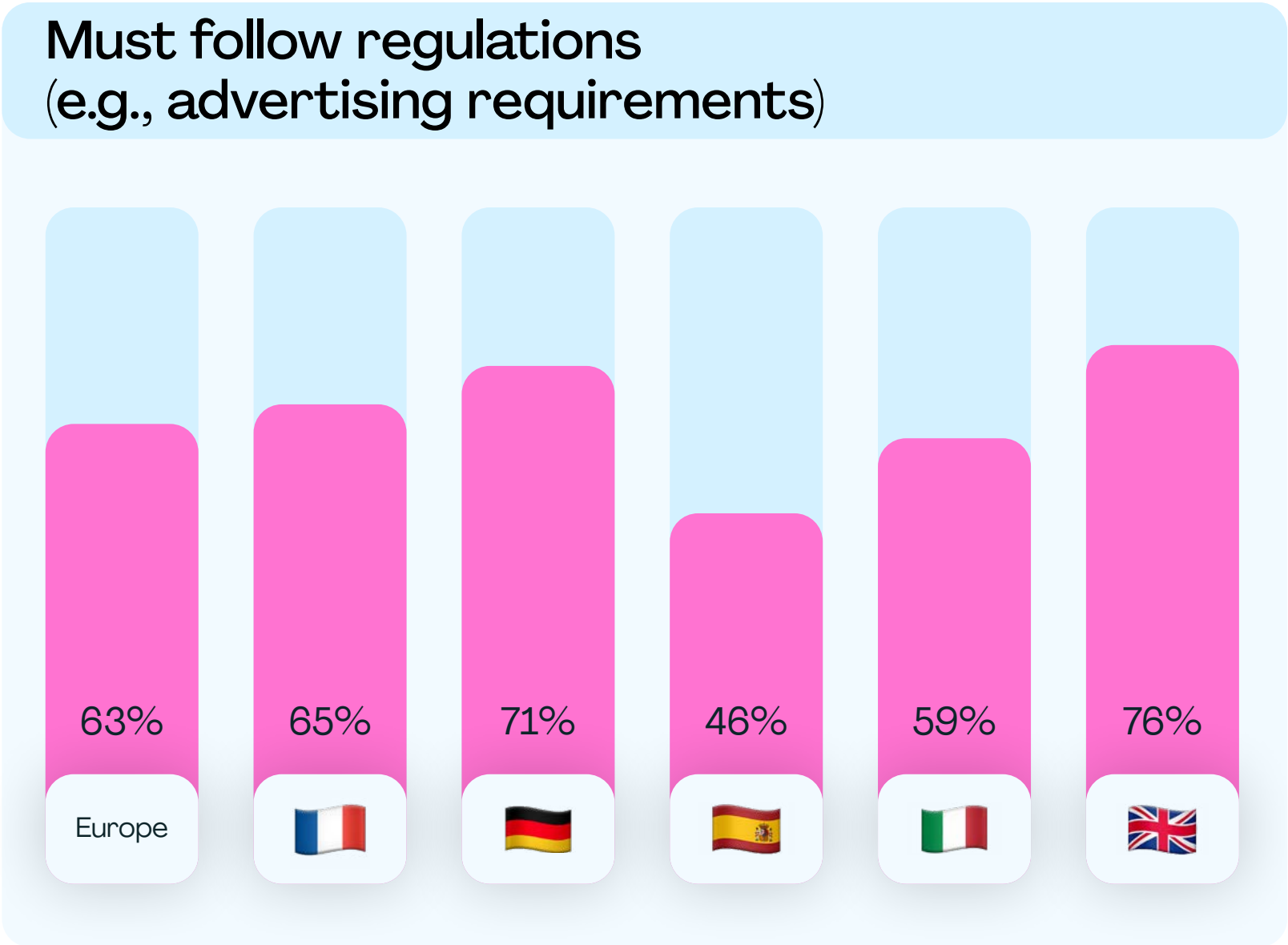
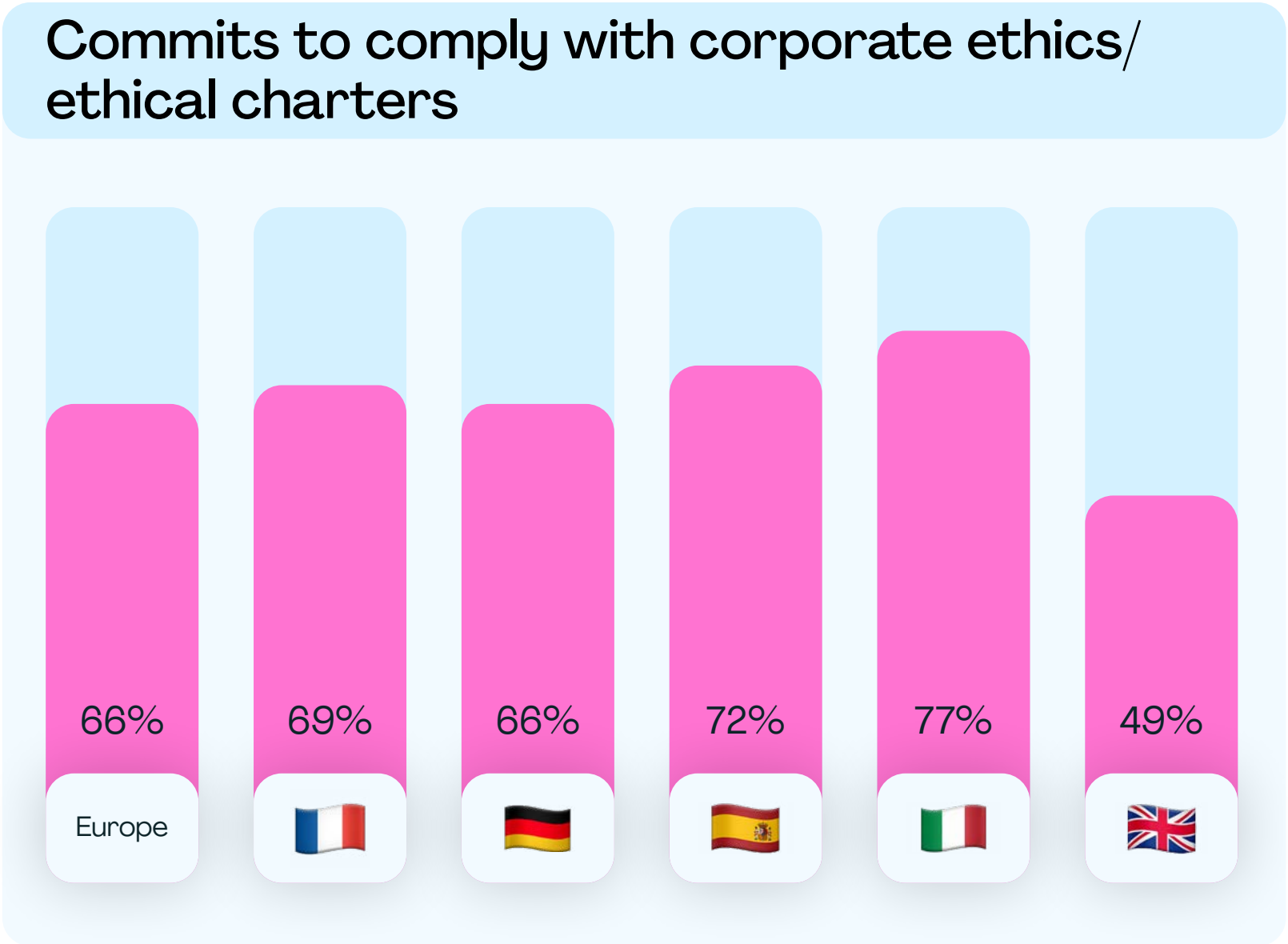
While raising awareness for social causes like environmental issues or mental health is not yet a top priority for Influencer Marketing campaigns, there is a growing interest in raising awareness for social causes such as environmental issues and mental health, particularly in Germany and Italy, where enthusiasm for these topics is notably higher.

“Brand fit is the be-all and end-all when it comes to successfully implementing influencer marketing in the long run. Since most brands have transparency and ethical behaviour in their brand values, they should also select their partners accordingly. So much for the theory. In practice, budgets, objectives and personnel resources may not always allow for such standards and caution. In some cases, bookings outside the core influencers are therefore inevitable in order to achieve individual goals.”

**Katja Eulau**, GYMONDO Head of Influencer Marketing & PR

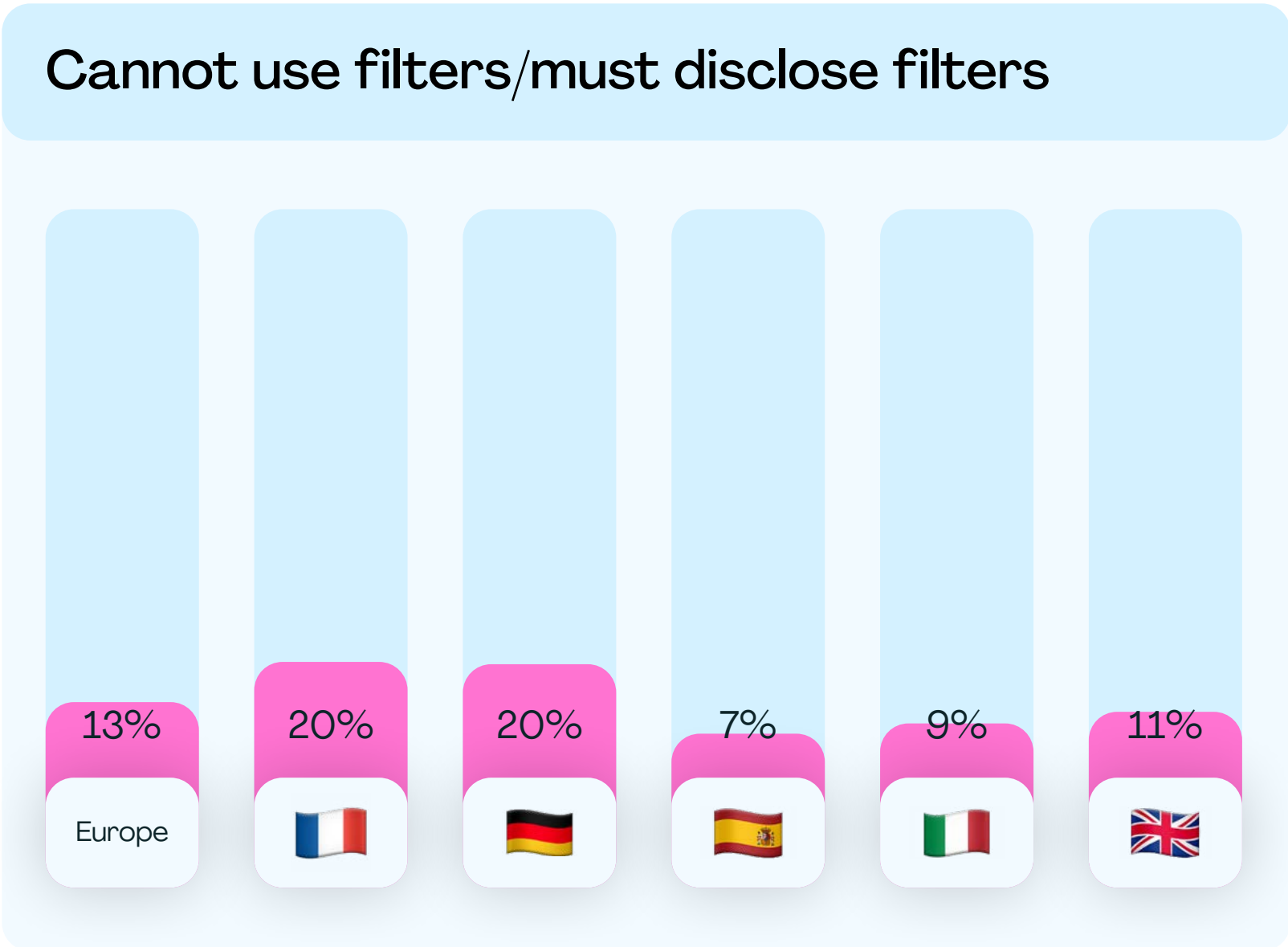
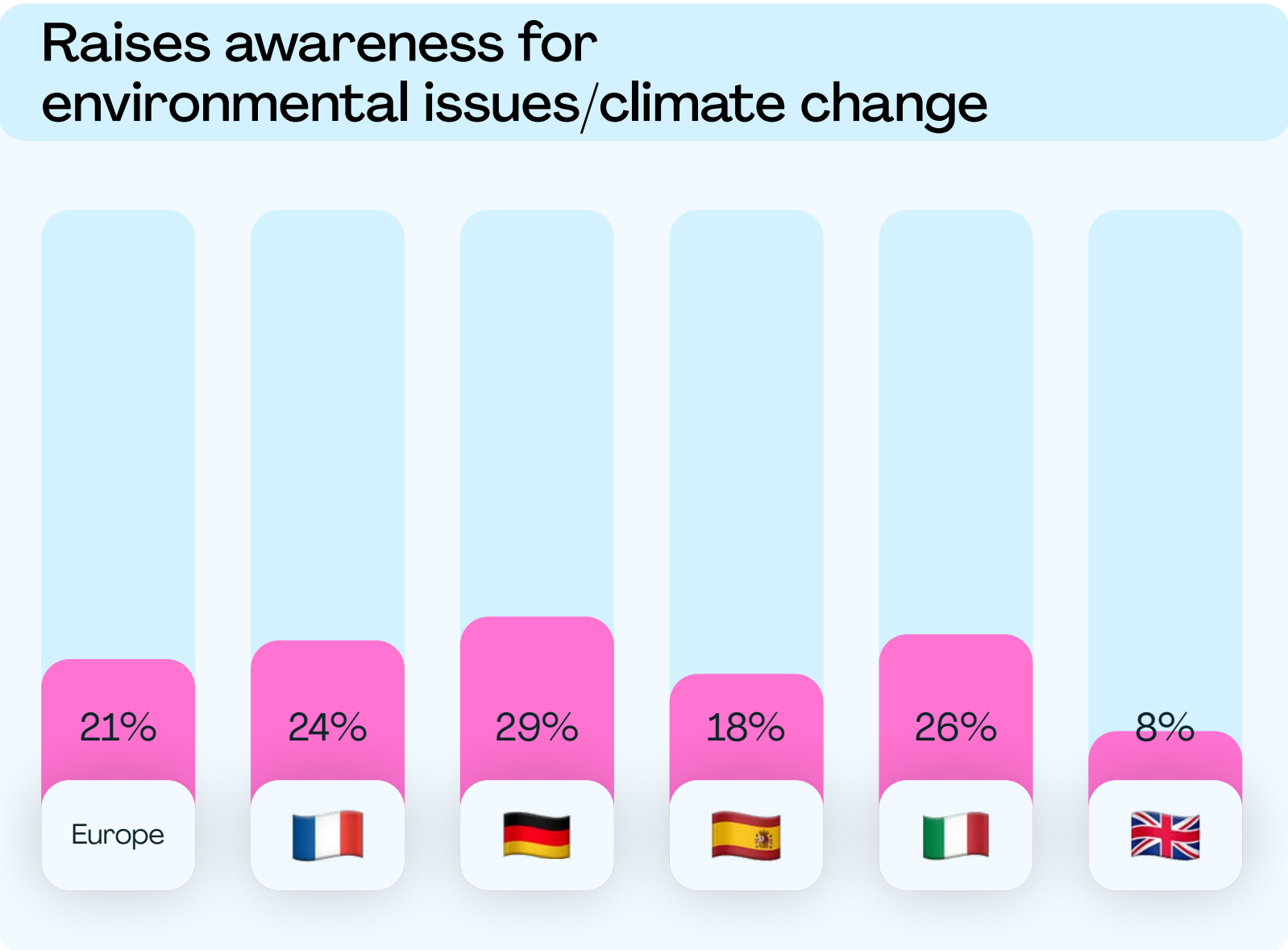
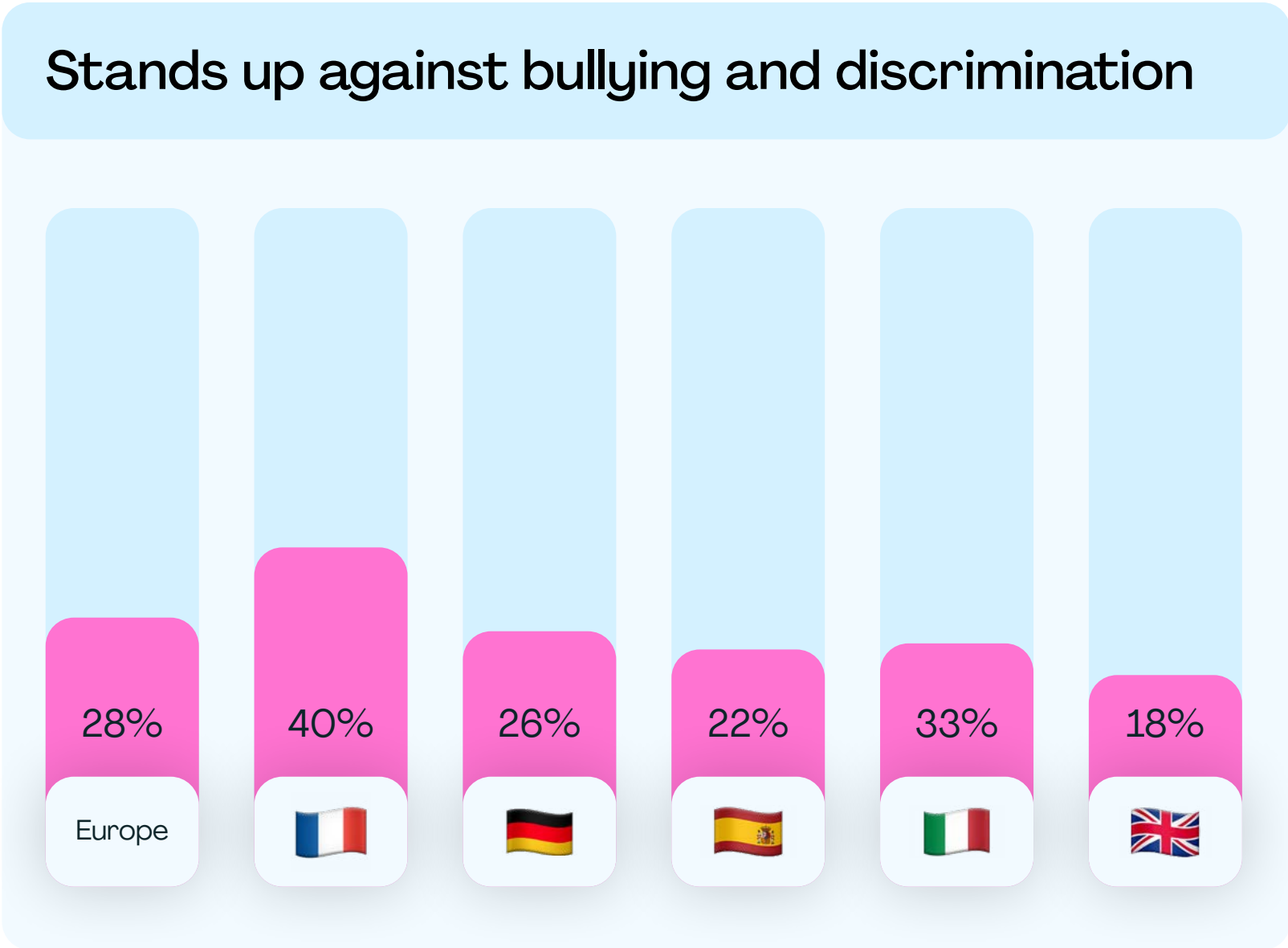
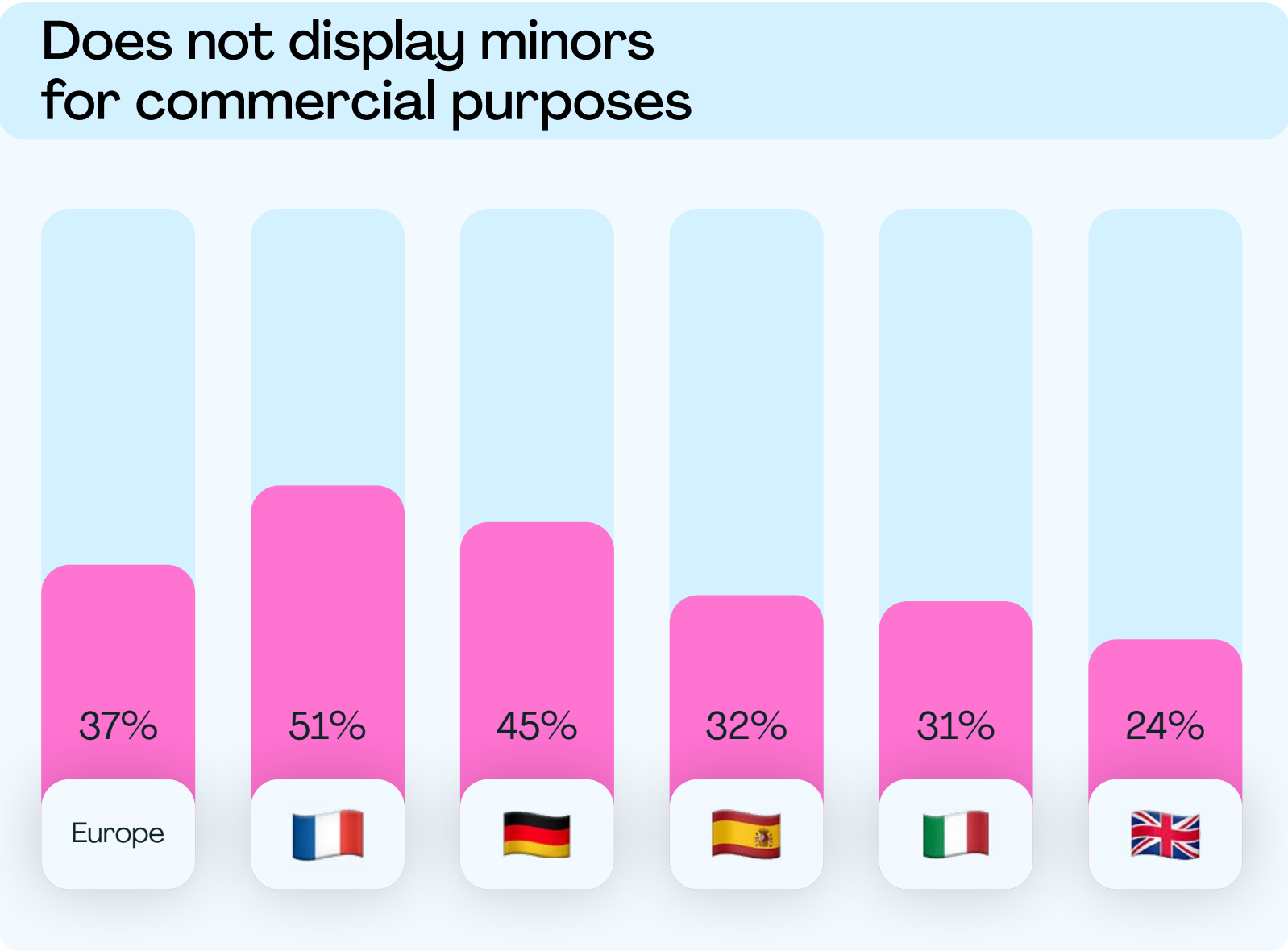


WHAT, IF ANY, OF THE FOLLOWING ETHICAL OR BEHAVIOURAL CONDITIONS DO YOU APPLY TO INFLUENCERS YOU PARTNER WITH?



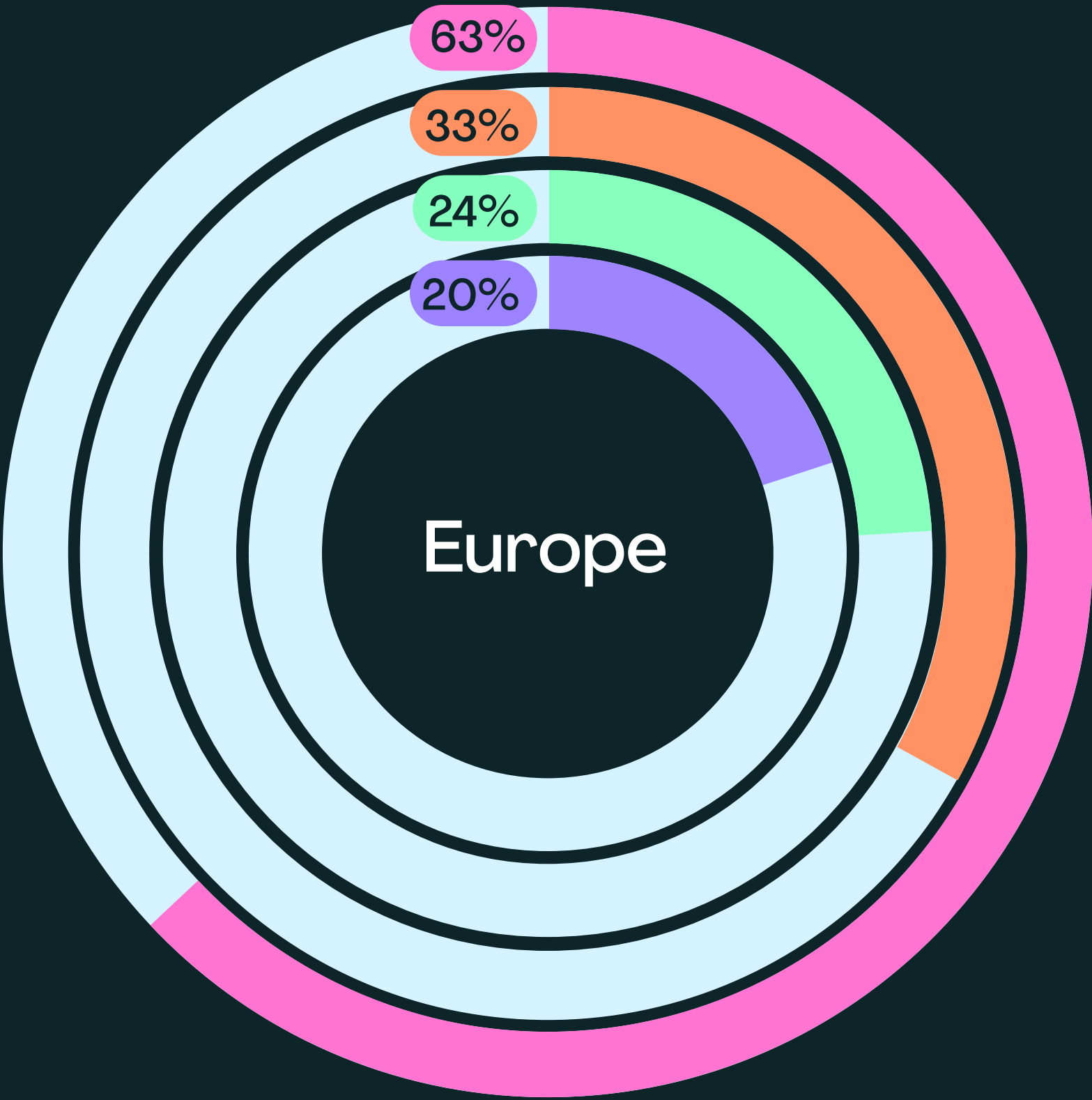


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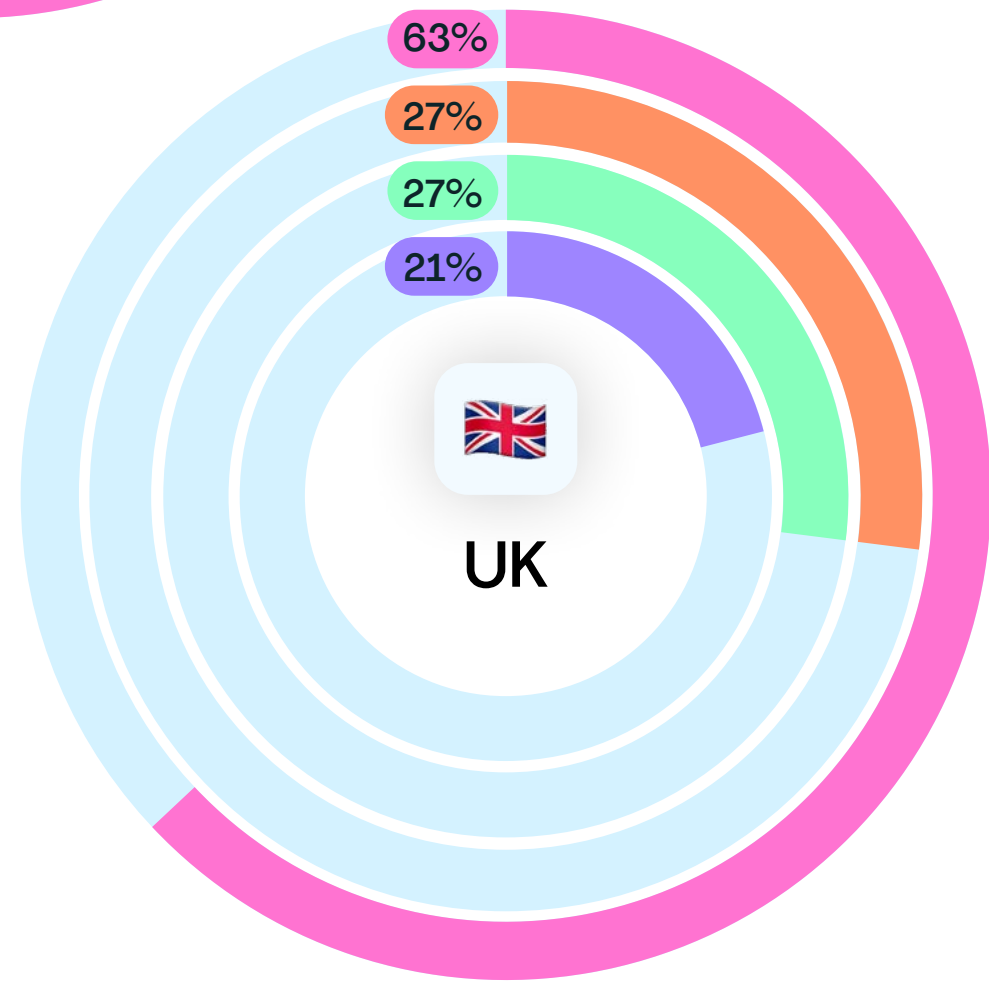
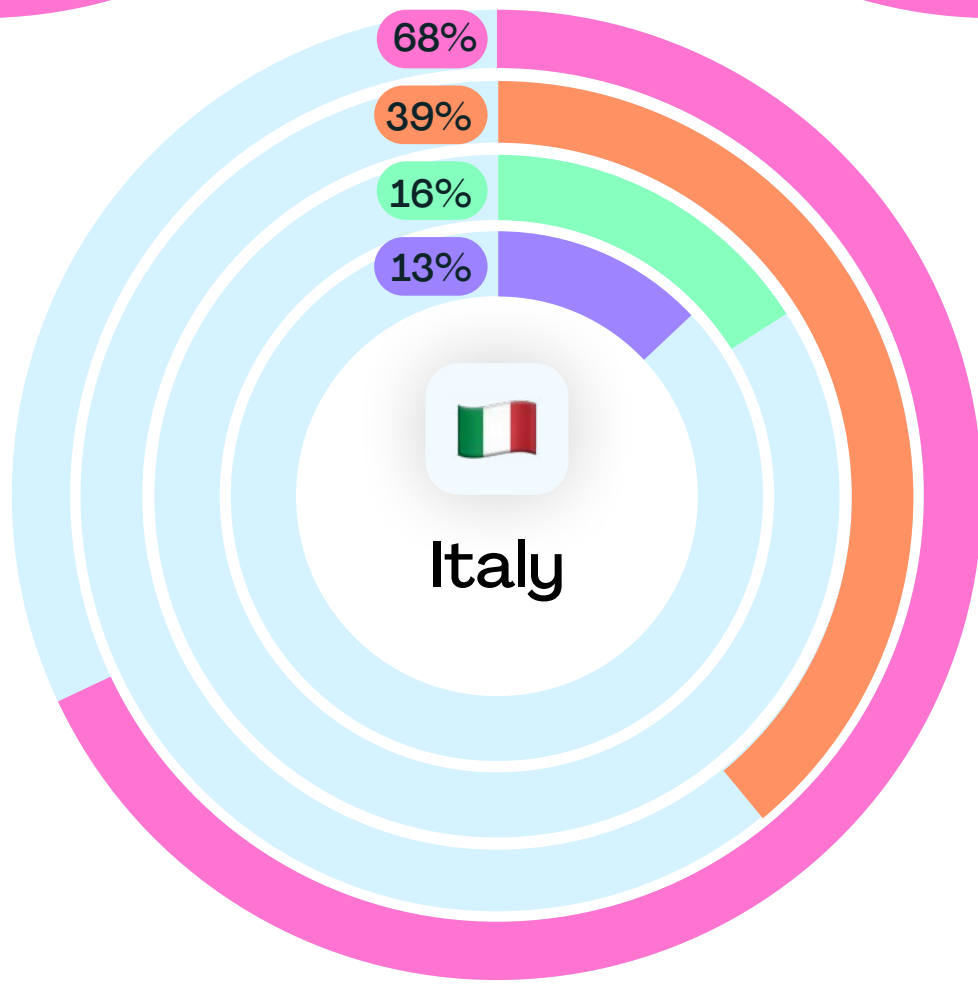
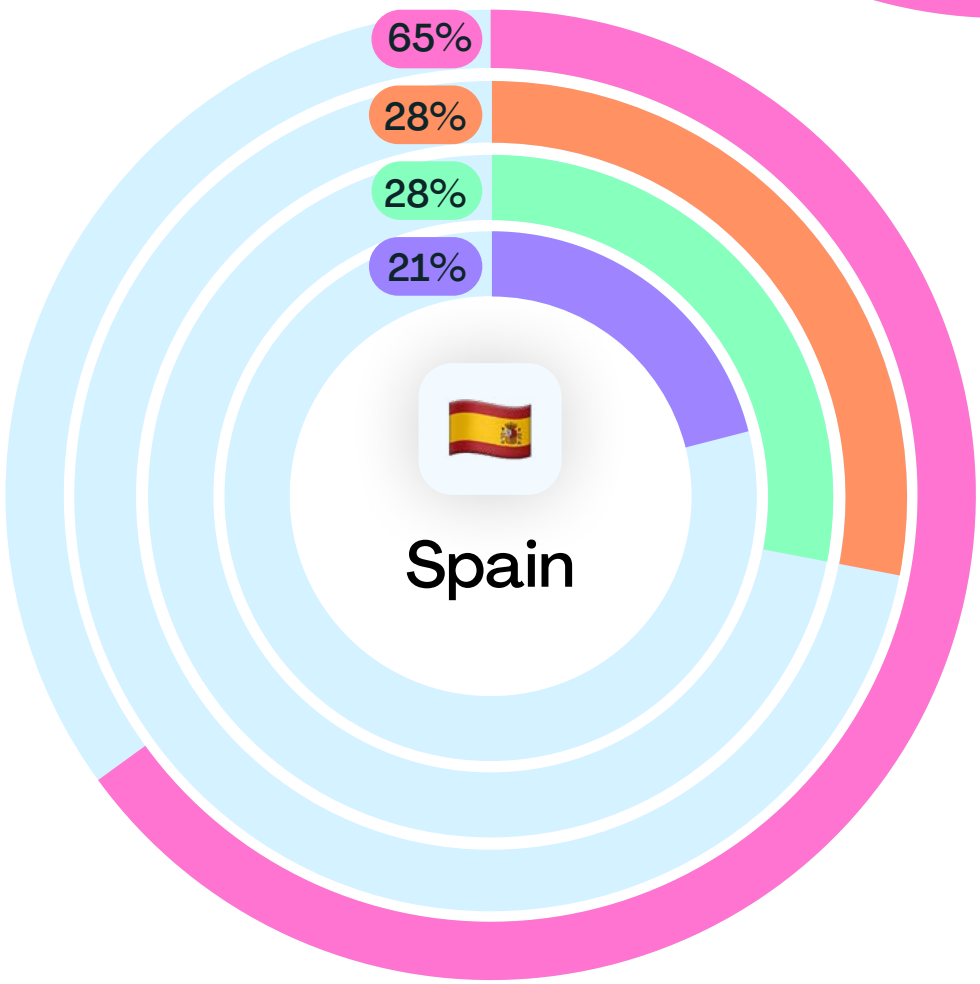
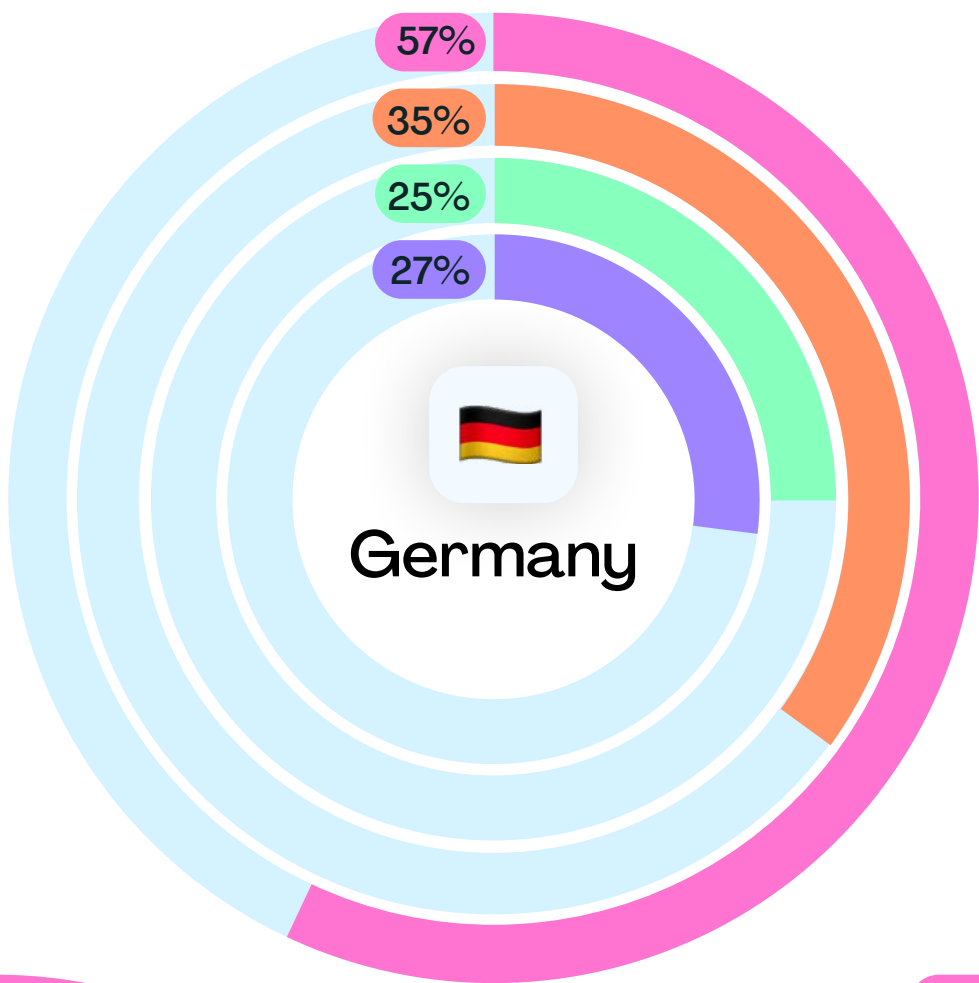
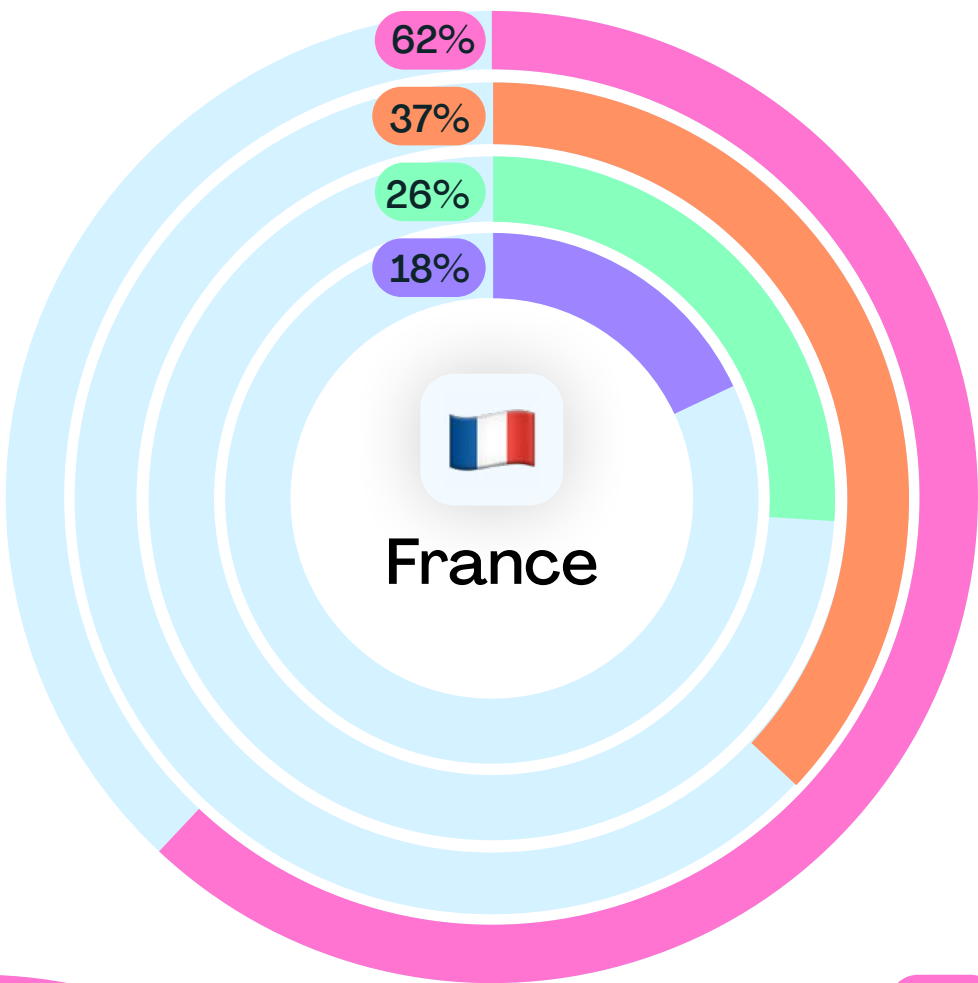


# FORMALISING ETHICAL CONDUCT AND SOCIAL RESPONSIBILITY

A large majority of marketers (63%) formalise ethical requirements for influencers in contracts. Requiring influencers to sign ethical charters is also common in Italy (39%) and France (37%).



- Systematically included in contracts
- Influencers required to sign ethical charter
- Formalised via email/text
- Formalised orally (in person or over phone/video)





# 9

## WHAT WILL THE FUTURE BRING FOR INFLUENCER MARKETING?

How much do you agree or disagree with each of the following statements? In the next 12 months...

Social media is evolving at lightning speed, and the creator economy is at the forefront of this transformation. As the industry changes, marketers are preparing for significant shifts in their collaborations with influencers. While many influencer marketing experts share a common vision for the future, notable differences emerge across various countries.

“Campaigns with influencers who have a strong brand fit are generally very successful. In any case, it’s worth checking the audience data and the content carefully so that the product integrates naturally. If the respective topic/problem was never even mentioned before, the campaign will most likely not lead to the desired result. As always, there are exceptions to every rule. In my opinion, when testing new segments, the selection of influencers can sometimes be less specific and predetermined.”

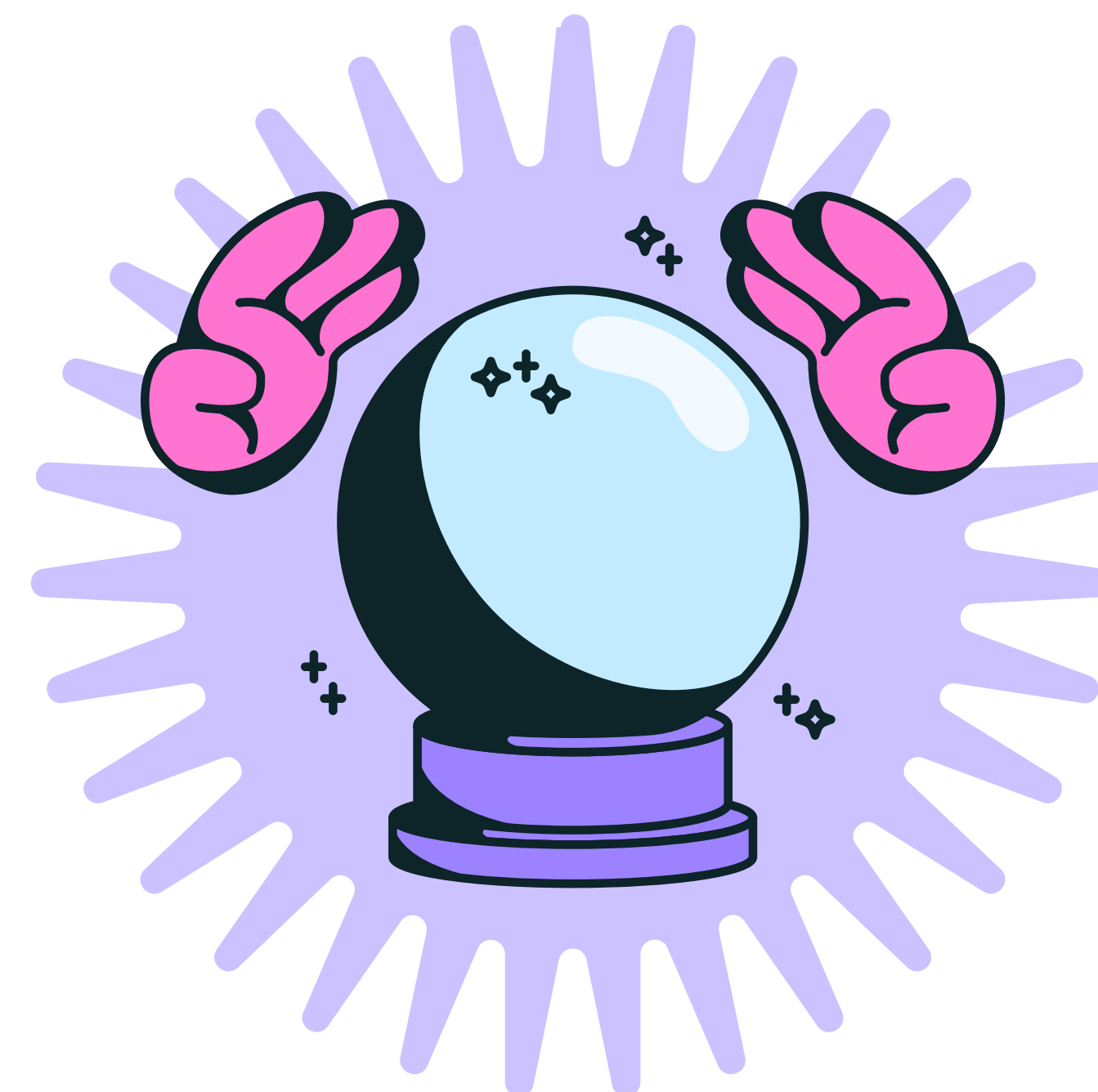
**Katja Eulau,**

GYMONDO Head of Influencer Marketing & PR

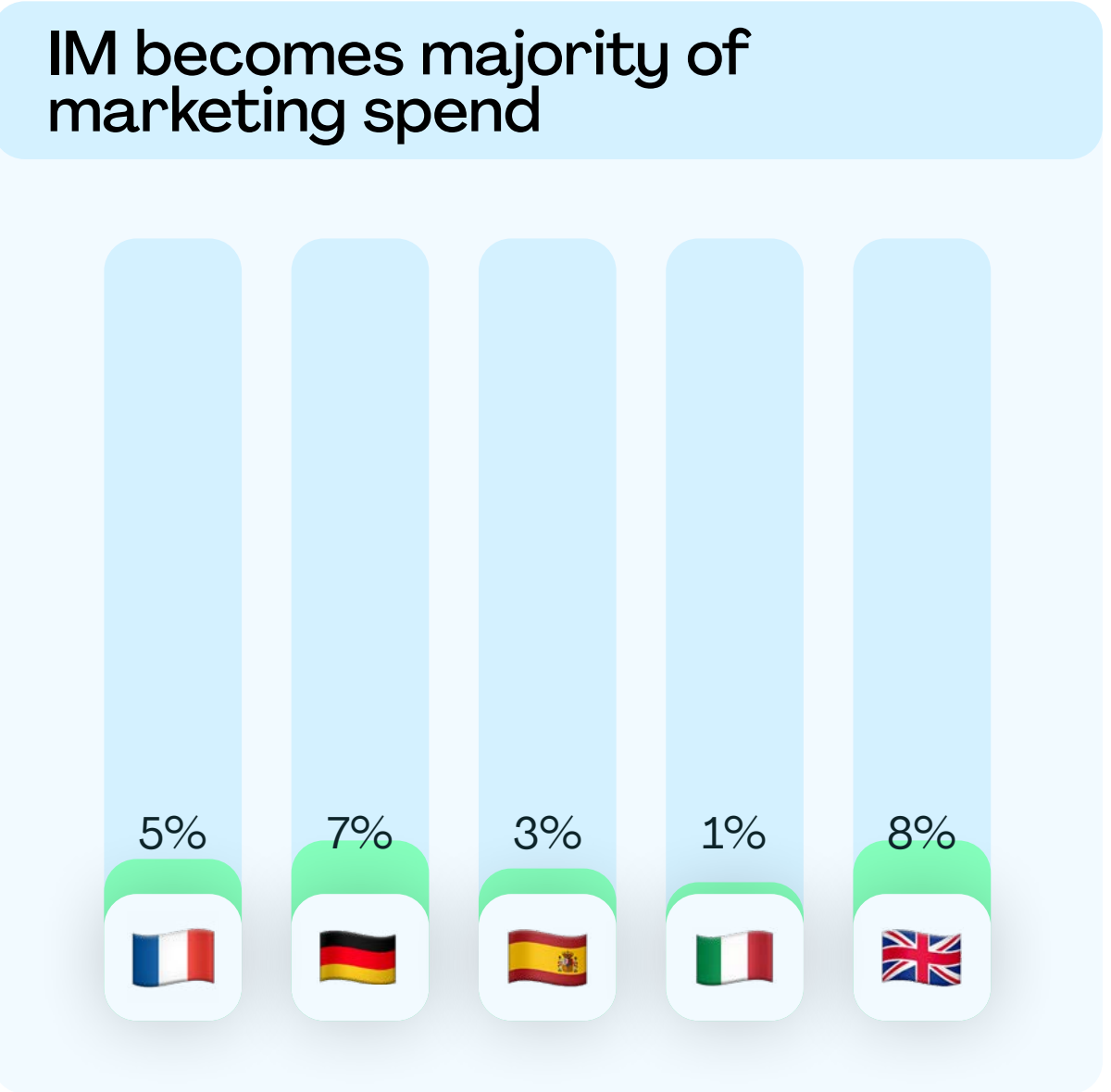
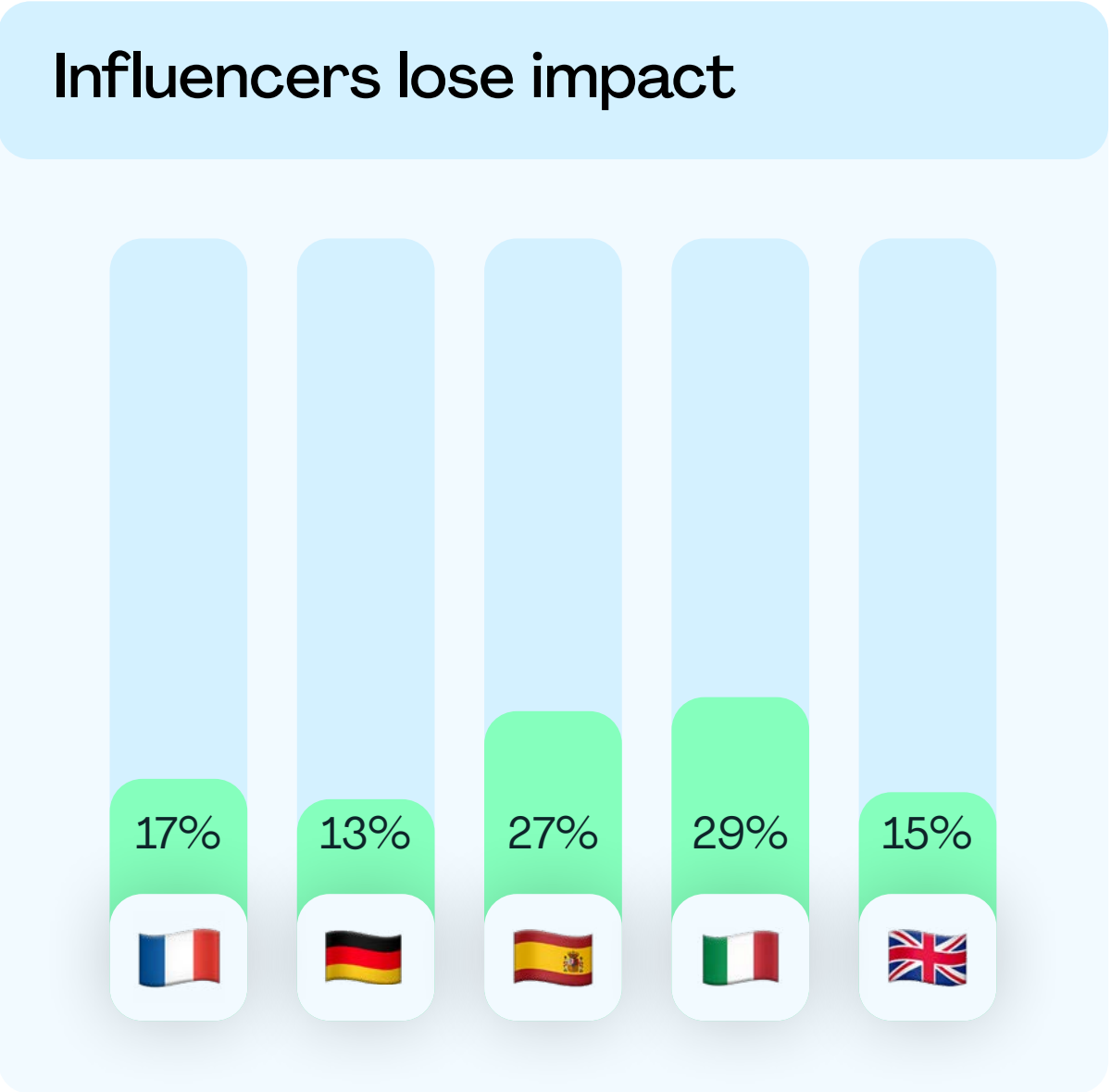
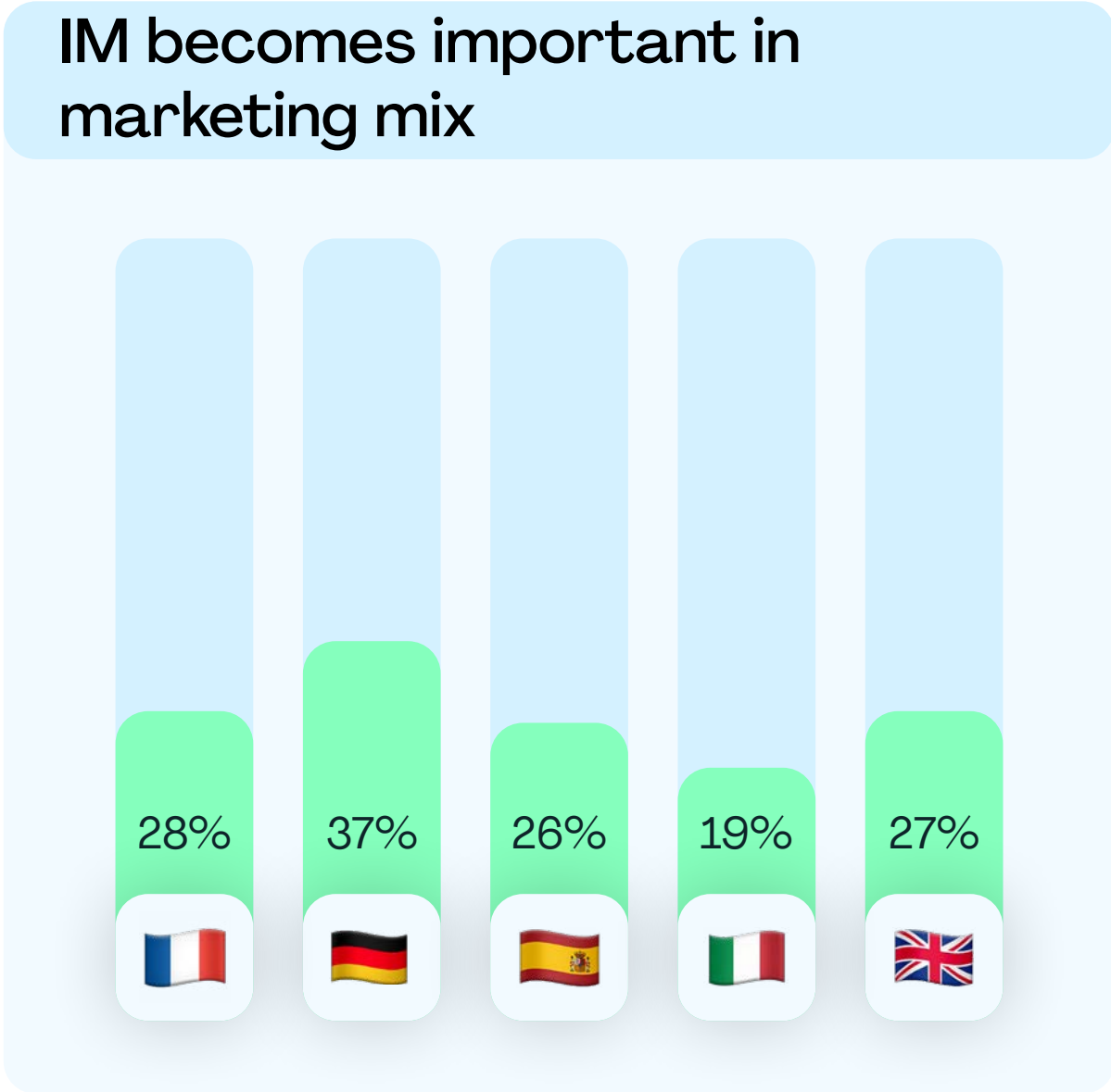
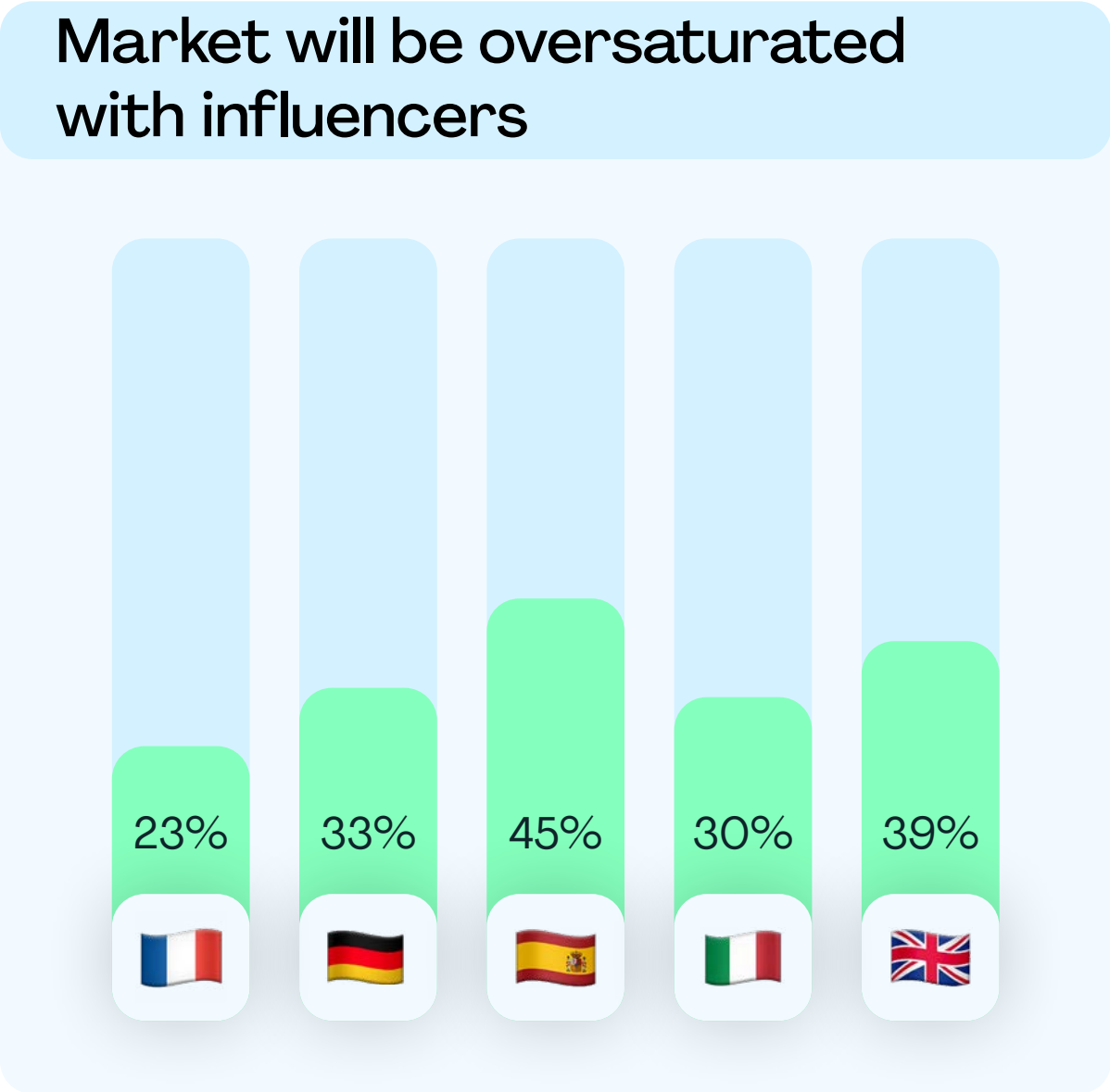
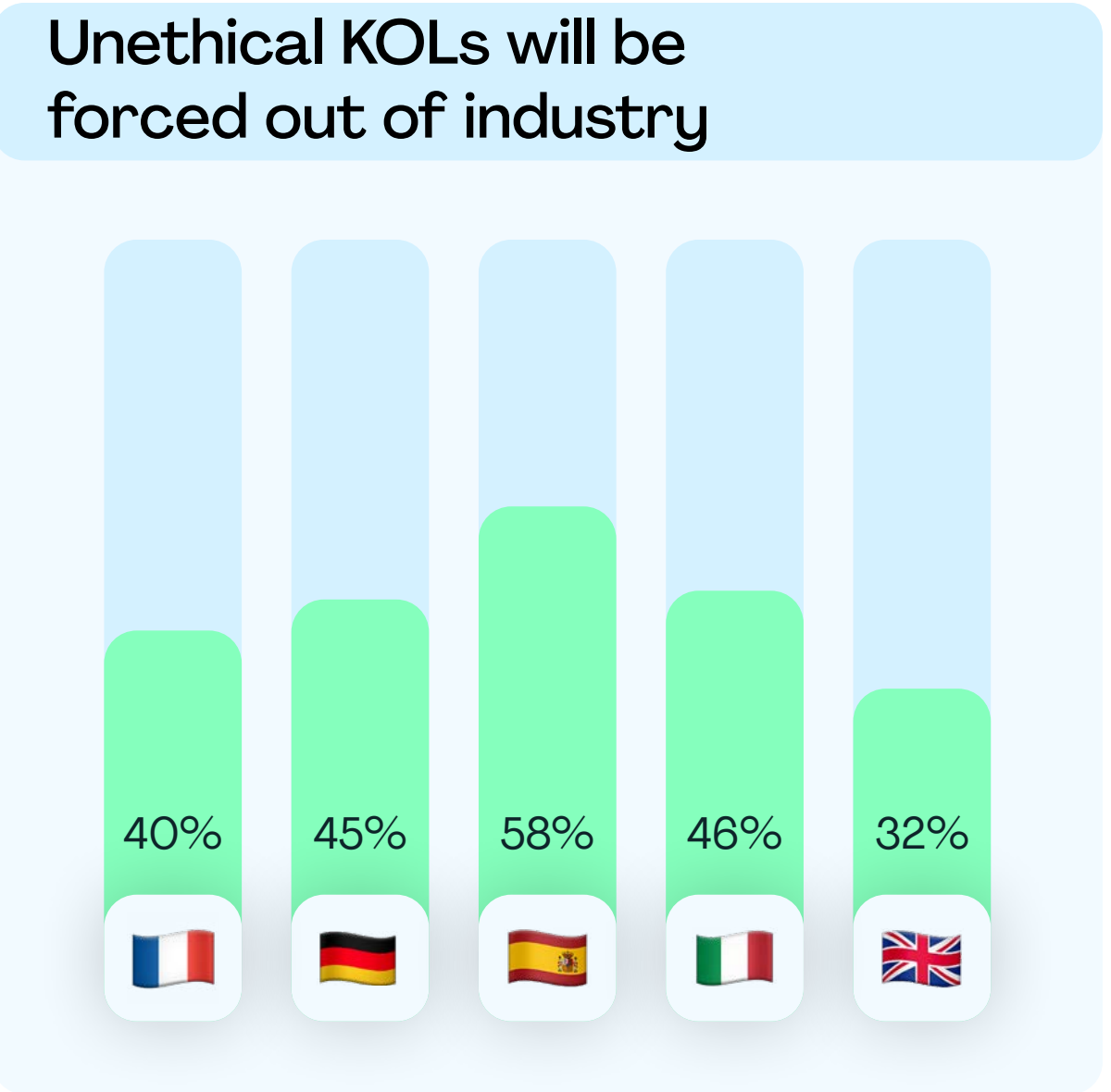
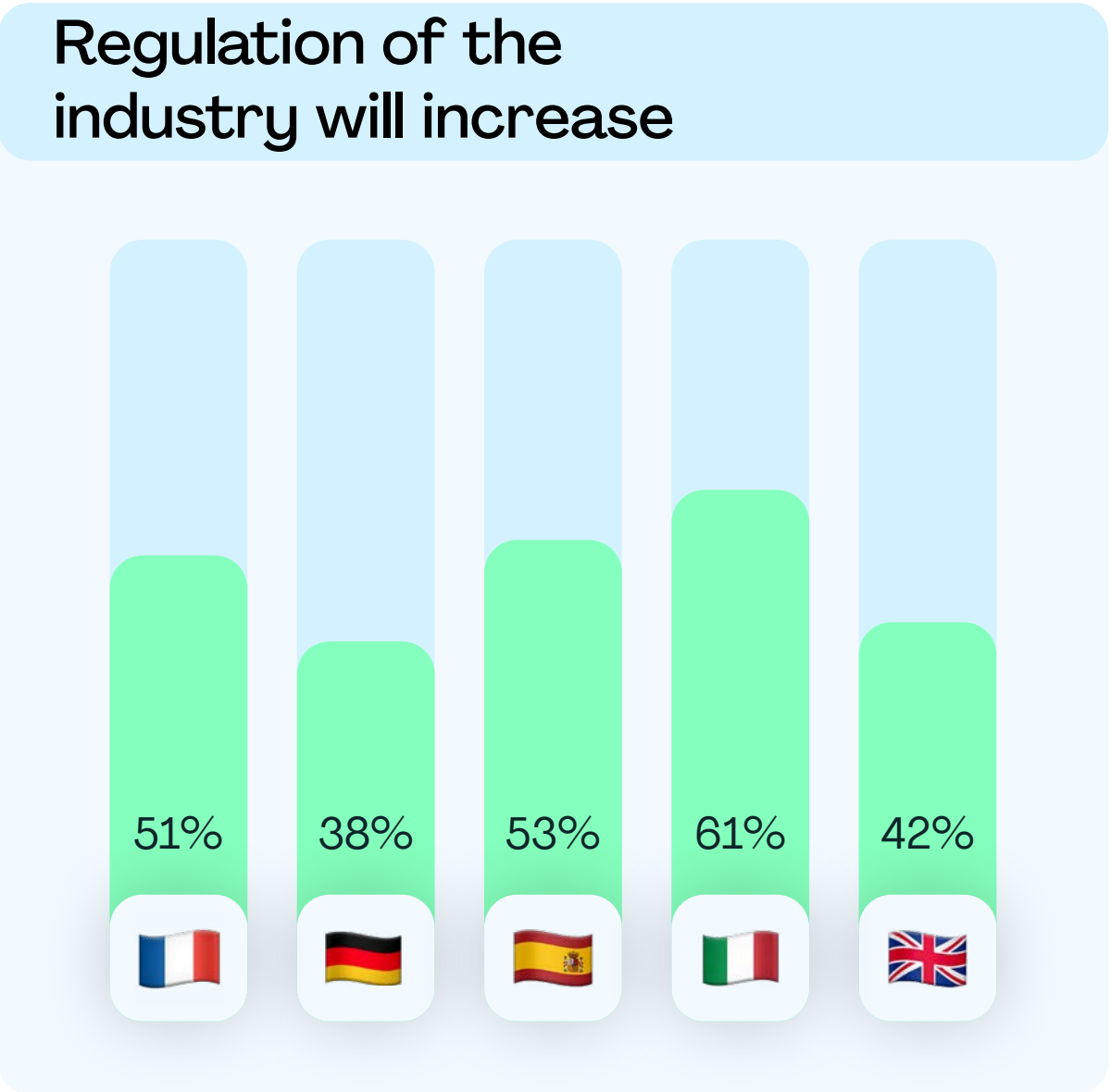
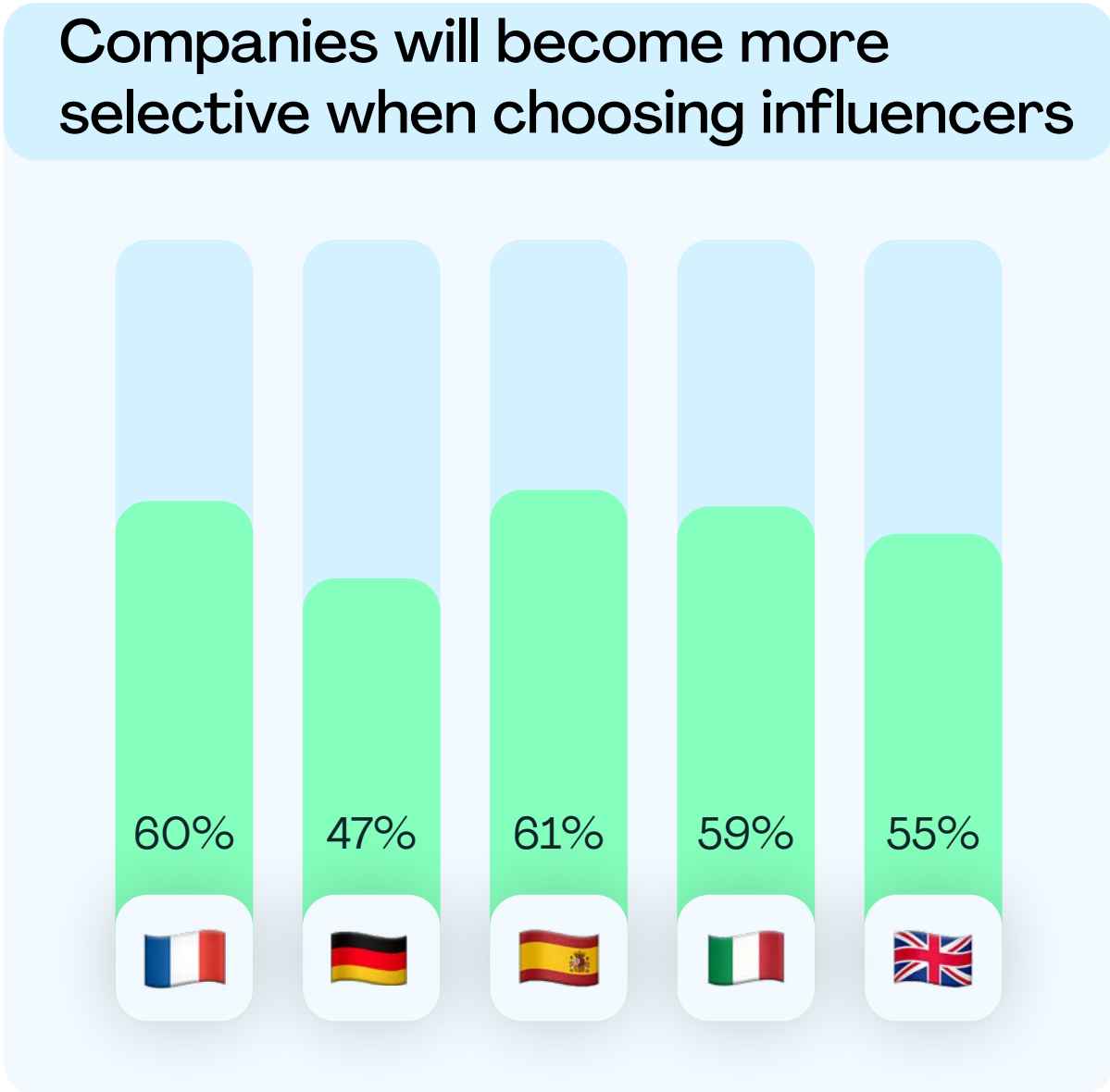
Heightened selectivity in profile choices goes hand in hand with growing expectations for regulations across all markets. In particular French (60%) and Spanish (61%) marketers predict companies to become more selective when choosing creators, while almost two thirds of Italian Marketers (61%) expect laws and regulations to tighten.

One thing is clear though for marketers across all countries: Influencers will remain a source of great impact. Germany leads with 87% of marketers confident that KOLs will maintain or grow their impact, while Italy, with 70%, remains enthusiastic, with other countries falling in between this range. Europe as a whole is ready for another major chapter in the Creator Economy.

What’s more, 27% believe Influencer Marketing will become even more integral to the marketing mix, though only 5% expect it to become the most critical lever.



HOW MUCH DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS? IN THE NEXT 12 MONTHS...





# ABOUT

## KOLSQUARE

Kolsquare is Europe's leading Influencer Marketing platform, a data-driven solution that allows brands to scale their KOL Marketing strategies and implement authentic partnerships with KOLs (Key Opinion Leaders).

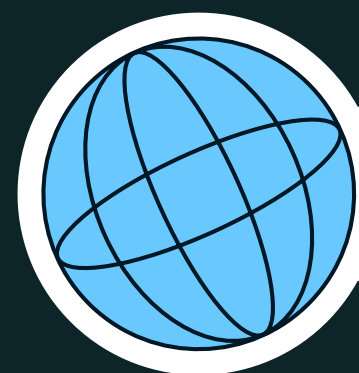
Kolsquare's technology enables marketing professionals to easily identify the best Content Creators' profiles by filtering their content and audience, and to build and manage their campaigns from A to Z, including measuring results and benchmarking performance against competitors.

Kolsquare has built a thriving global community of influencer marketing experts, and offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora,, Lush, Hermès...) the latest Big Data, AI and Machine Learning technologies to drive inspiring partnerships, tapping into an exhaustive network of KOLs with more than 5,000 followers in 180 countries on Instagram, TikTok, X (Twitter), Facebook, YouTube and SnapChat.

As a Certified B Corporation, Kolsquare has been pioneering Responsible Influence by championing transparency, ethical practices, and meaningful collaborations to inspire change.

Since October 2024, Kolsquare has become part of the Team.Blue group, one of the largest private tech companies in Europe, and a leading digital enabler for businesses and entrepreneurs across Europe. Team.Blue brings together over 60 successful brands in web hosting, domains, e-commerce, online compliance, lead generation, application solutions, and social media.

Certified



[www.kolsquare.com](https://www.kolsquare.com)

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The world's leading businesses find their advantage with NewtonX.

NewtonX is the only B2B research company that solves the challenges of today's insights leaders by connecting them with verified business expertise. To do this, we built the most sophisticated algorithm in the research industry, the NewtonX Graph. The AI-driven Graph custom recruits the perfect audience for your business question from an open network of 1.1 billion professionals across 140 industries. Every professional is 100% verified, so you can make your next bold move with confidence. Decision quality data is embedded in everything we deliver. We field large-scale quantitative surveys, facilitate qualitative or expert interviews, engage in long-term consultations, and create customized research plans. With our all-access platform NewtonX Prime, we deliver expert intelligence at scale, giving investors an edge via instant access to expert surveys and transcripts. NewtonX partners with the Fortune 500, top consultancies, marketers, and investors. Together with our clients, we're ushering in a new standard of truth in B2B insights.



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