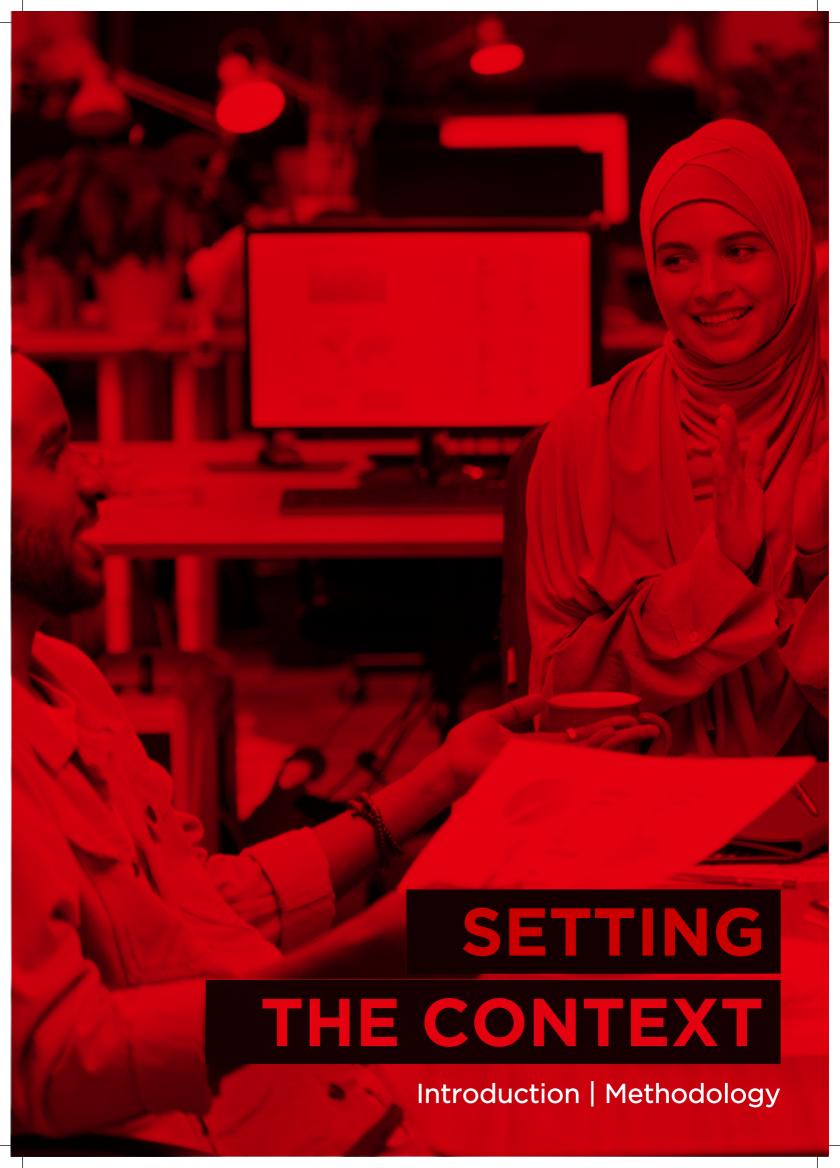


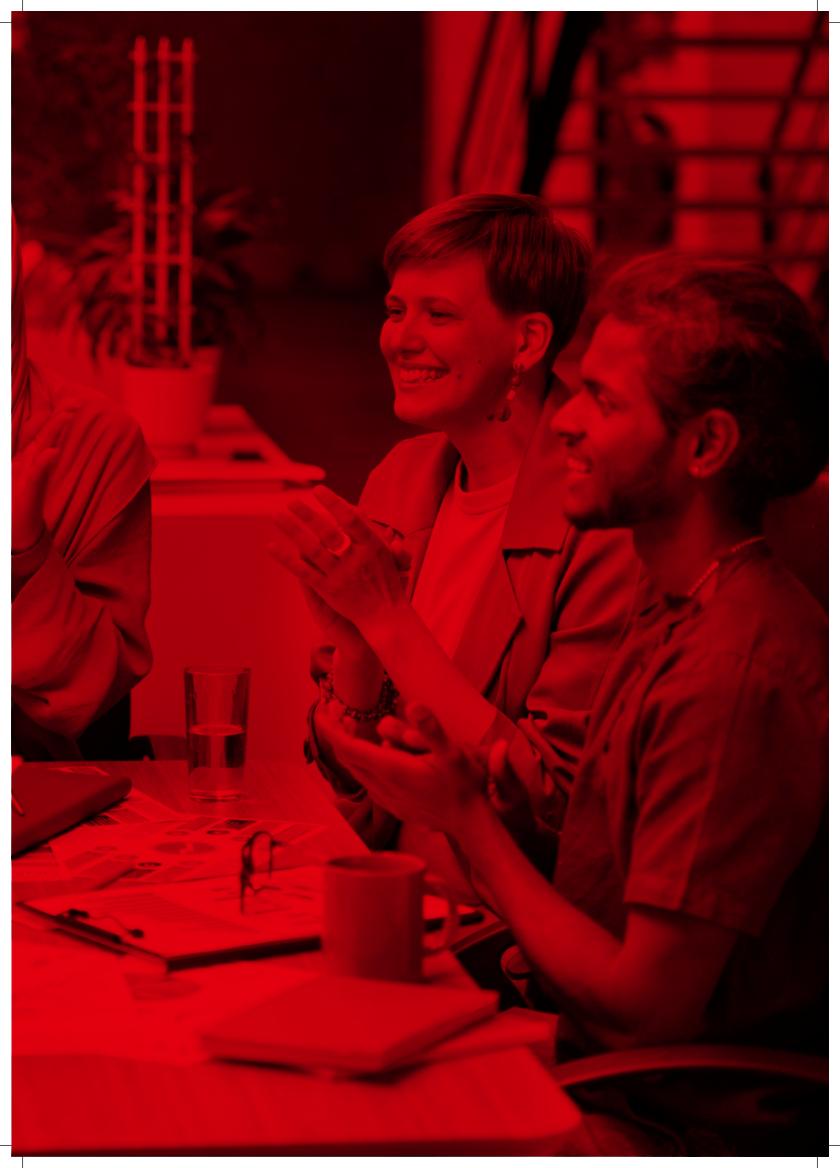


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Introduction

'The State of Influencer Marketing in UAE 2023' is a study conducted by YAAP in collaboration with Khaleej Times aimed at understanding the Influencer Marketing industry, upcoming trends and the future of the industry from the marketer's perspective. Top brands across categories like Banking & Finance, Retail, Healthcare, Real Estate FMCG, Technology & Gaming participated in the study.

The Influencer Marketing space has seen exponential growth in the past few years, with the market poised to cross \$20 Billion by 2024. As brands continue to evolve and change the way they approach their communications, Influencer Marketing continues to evolve with it. The introduction of new technology, platforms & content styles are changing the way influencers & content creators create content and the way users consume it. According to our estimates, the Influencer Marketing industry in the Middle East will be a \$1.3 Billion market in 2023. YAAP's report aims to understand the marketers' perspective and the importance of Influencer Marketing in their marketing efforts.

Some of the brands that participated:

































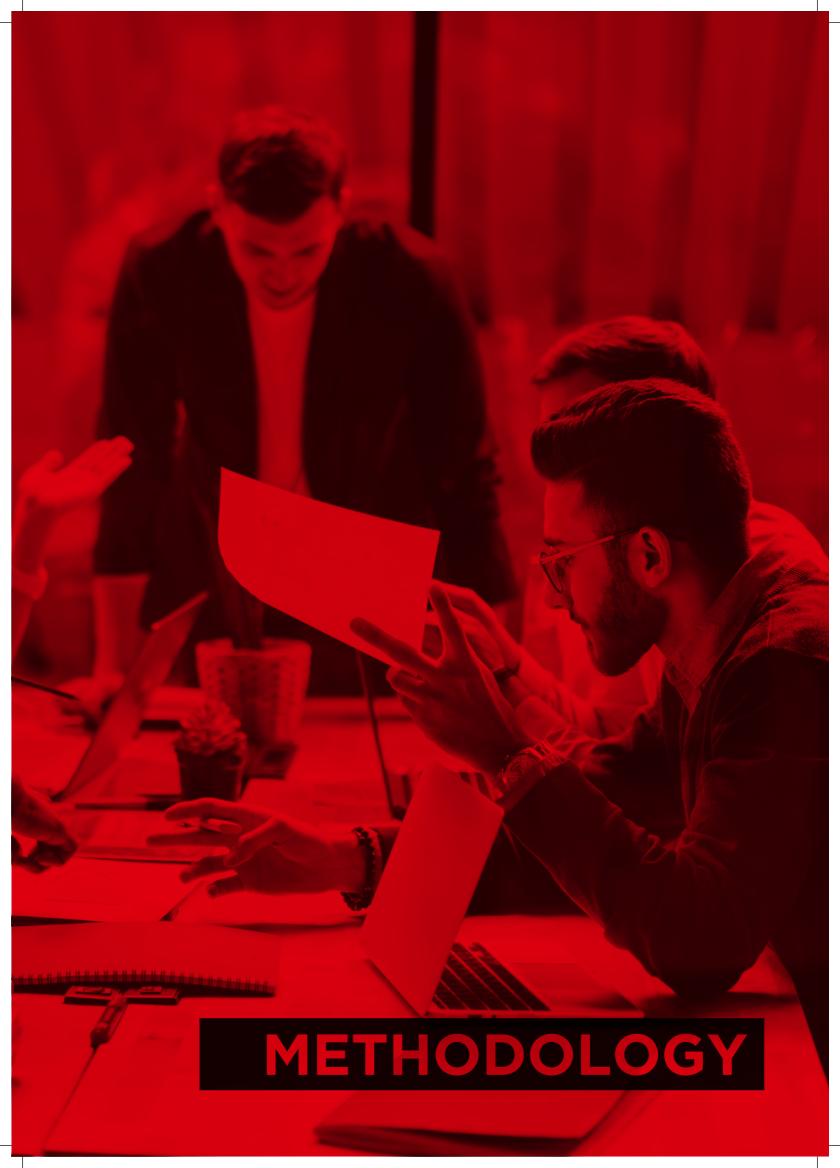












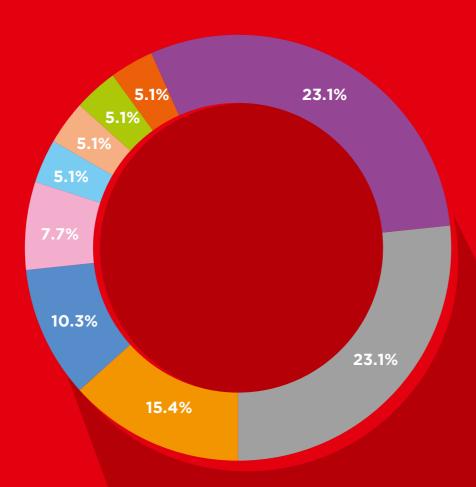
Methodology

YAAP surveyed CMOs, Marketing Heads, & Digital Marketers from brands across the UAE ranging from a multitude of sectors to better understand and gain insights into the Influencer Marketing landscape in the UAE.

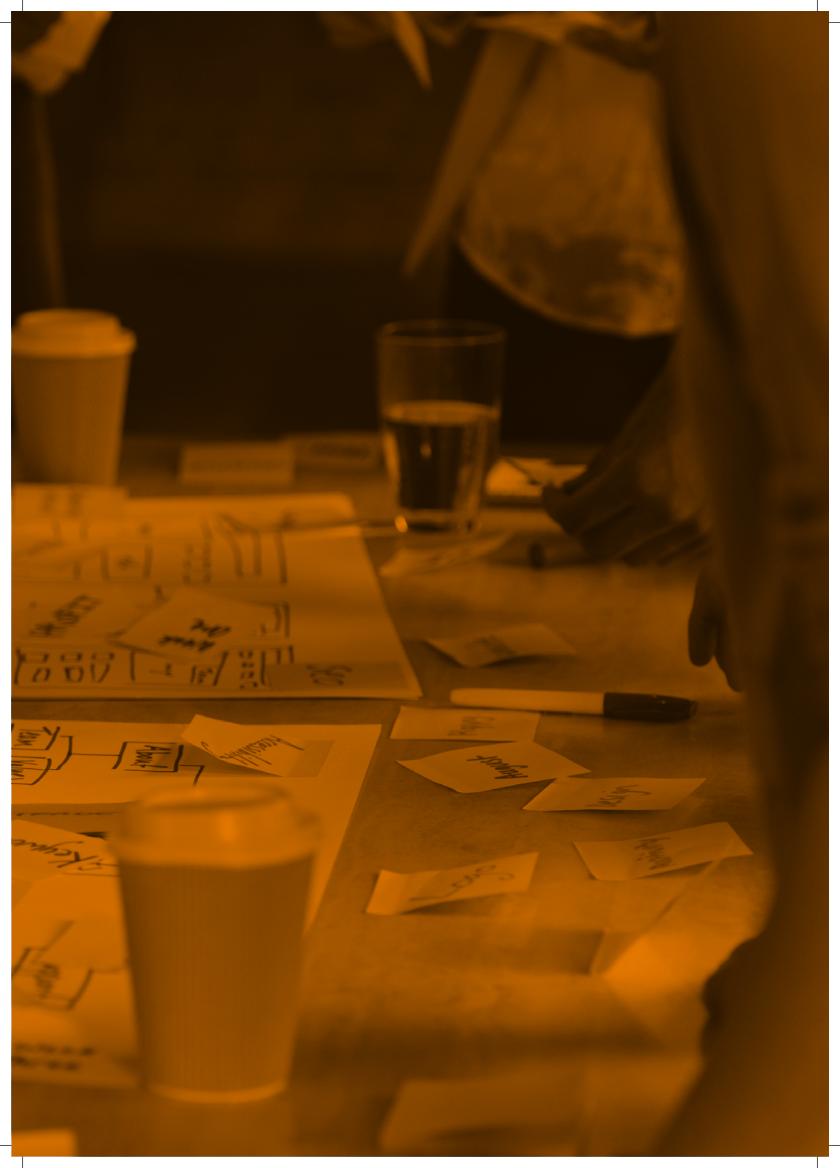
YAAP conducted the survey in March 2023.

Research Tool: Online Survey





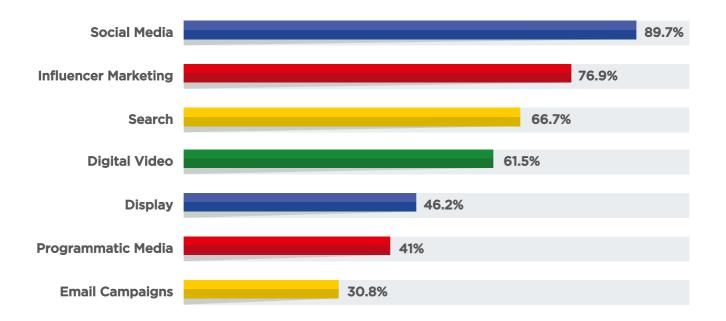




Influencer Marketing stands second amongst the focus areas for marketers

76.9% of marketers said that Influencer Marketing is a top priority for their brand

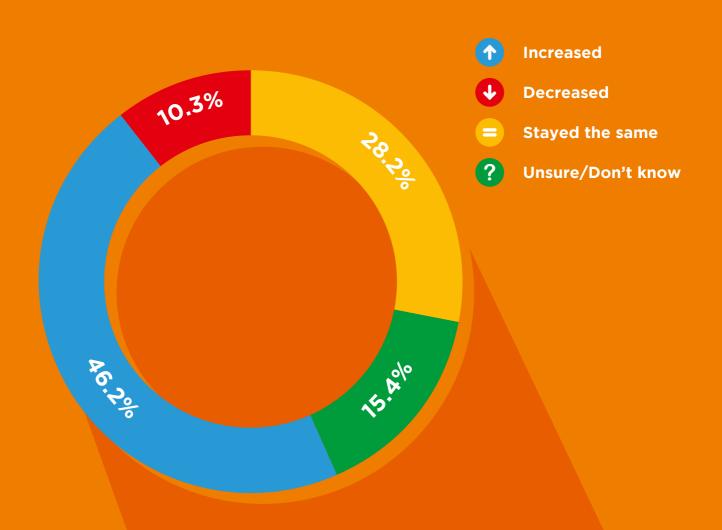
Which of the following is high on the list of priorities for your brand? (Select as many as applicable)



Influencer Marketing budgets are on the <u>rise</u>

46.2% marketers said that their Influencer Marketing budgets have increased in 2023

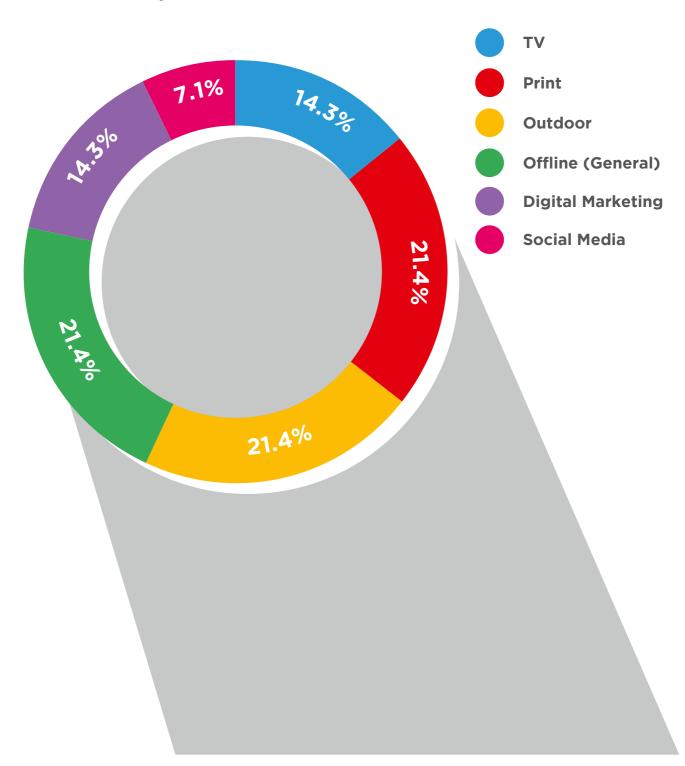
How has your Influencer Marketing budget changed in 2023?



Budgets are moving from traditional media to Influencer Marketing

76.5% of marketers said that they've shifted their budgets from TV, Print and Outdoor to Influencer Marketing

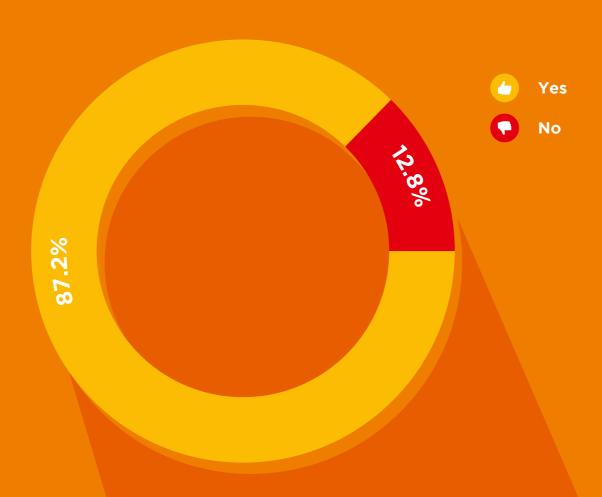
If your budgets have decreased/increased, which marketing channel have they been shifted to/from?



Brands have Influencer Marketing campaigns just around the corner

87.2% respondents are to launch an Influencer Marketing campaign in the next 6 months

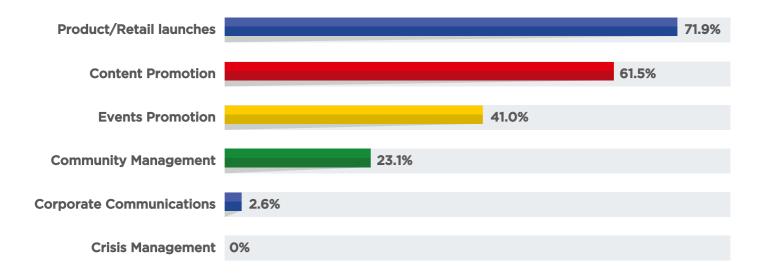
Do you expect to launch at least one Influencer Marketing campaign in the next 6 months?



Influencer Marketing is becoming an integral part of retail & product launches

71.9% of respondents engage with influencers for product and retail launches followed by 61.5% leveraging them for content distribution & promotion

Under which scenarios have you/do you plan to engage Influencer Marketing?



Influencer Marketing has become a bigger priority during budget allocation

59% of brands are spending up to AED 250,000 annually on their influencer marketing campaigns while 28.2% brands still prioritise barters

On average, how much are you spending per Influencer Marketing campaign in 2023?

No spends, only barter

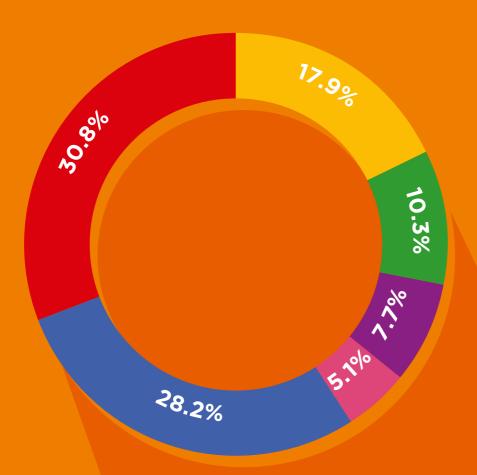
Under AED 50,000

AED 50,000 - 100,000

AED 100,000 - 250,000

AED 250,000 - 400,000

AED 500,000 - 1,000,000





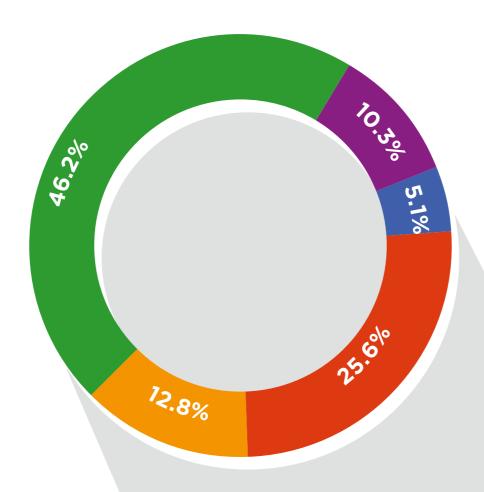


Who runs the show?

46.2% of brands manage their Influencer Marketing campaigns in-house & 53.8% through an agency partner

How do you manage your Influencer Marketing campaigns?

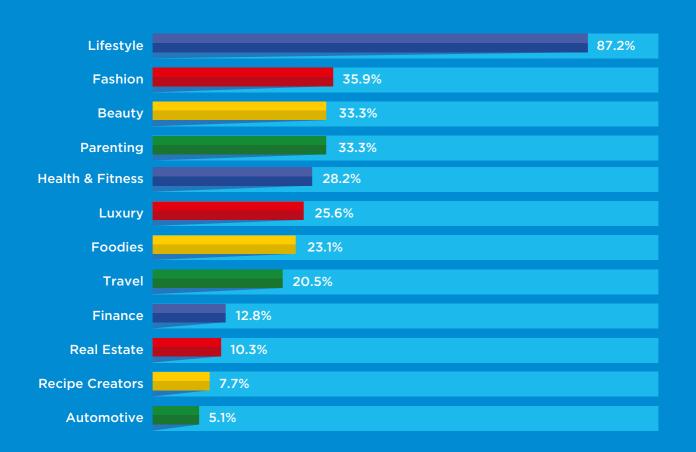




Lifestyle influencers lead the way

87.2% of brands say that they work with lifestyle influencers the most, followed by fashion at 35.9%

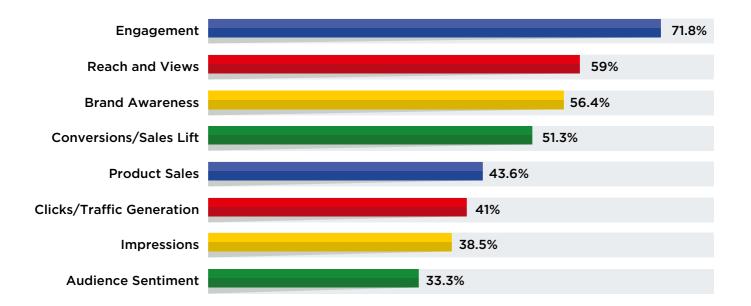
What category of influencers have you worked with the most?





71.8% of respondents said that they measure the success of their Influencer Marketing campaign through engagement

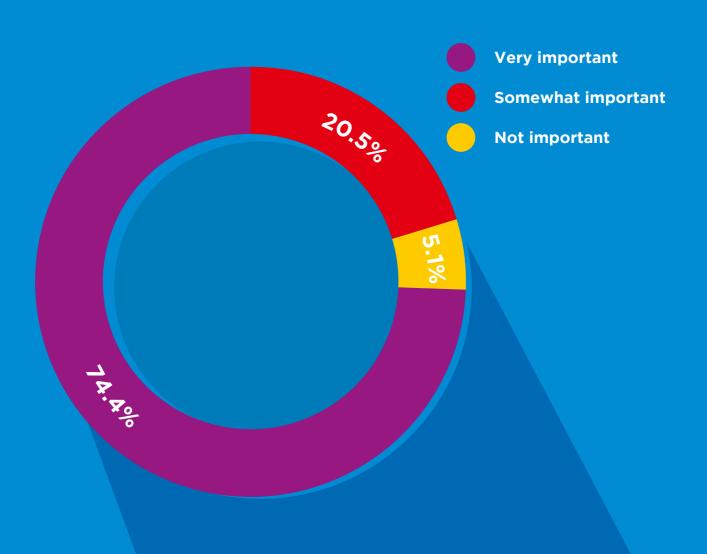
How do you measure the success of your Influencer Marketing programs?

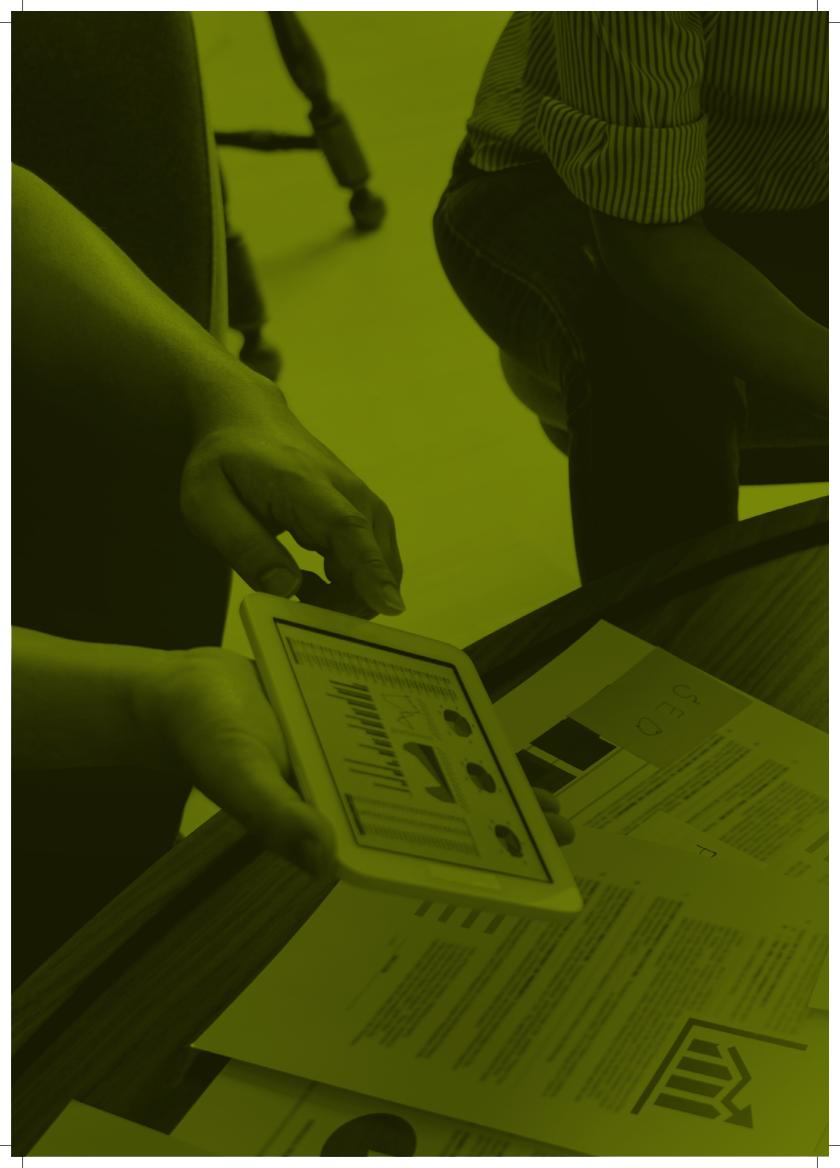


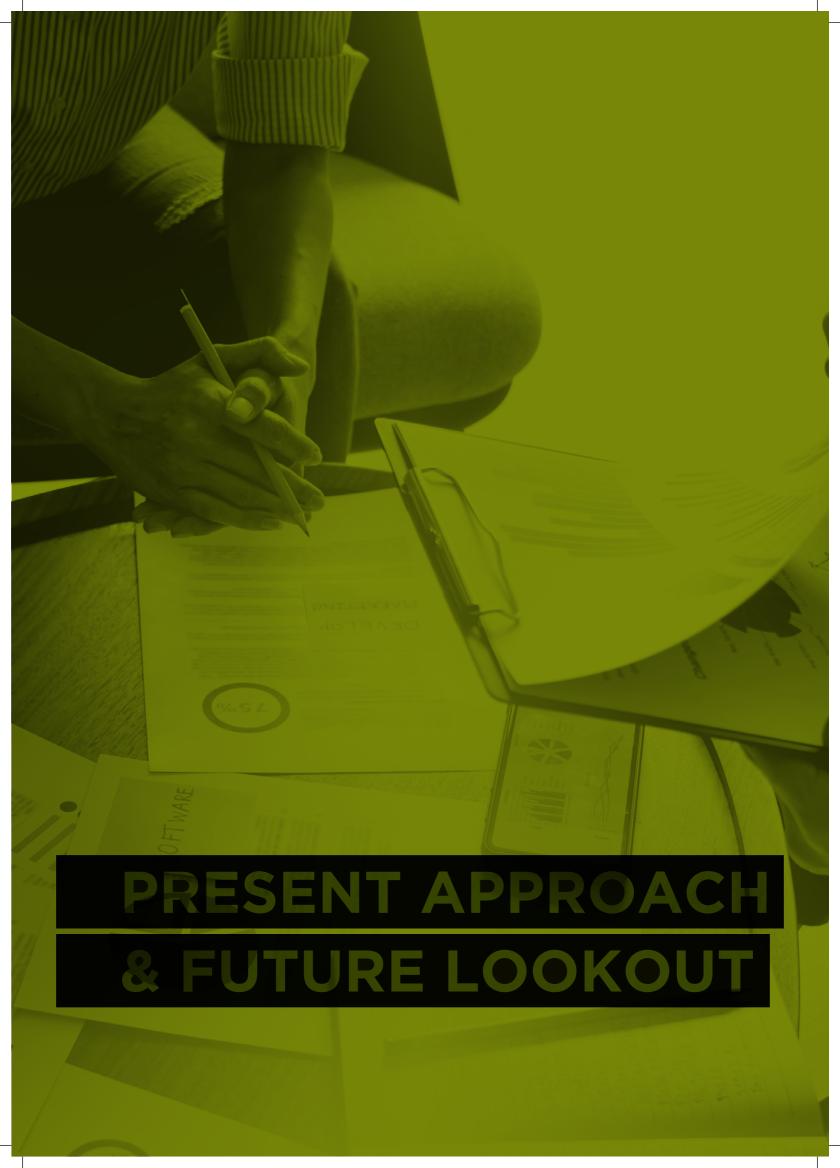
Analytics & tools have a high significance on Influencer Marketing strategy

74.4% of the respondents feel that tools are very important in planning their Influencer Marketing strategy & selecting influencers

How important are tools/analytics in determining an influencer marketing strategy for your brand and selection of influencers?



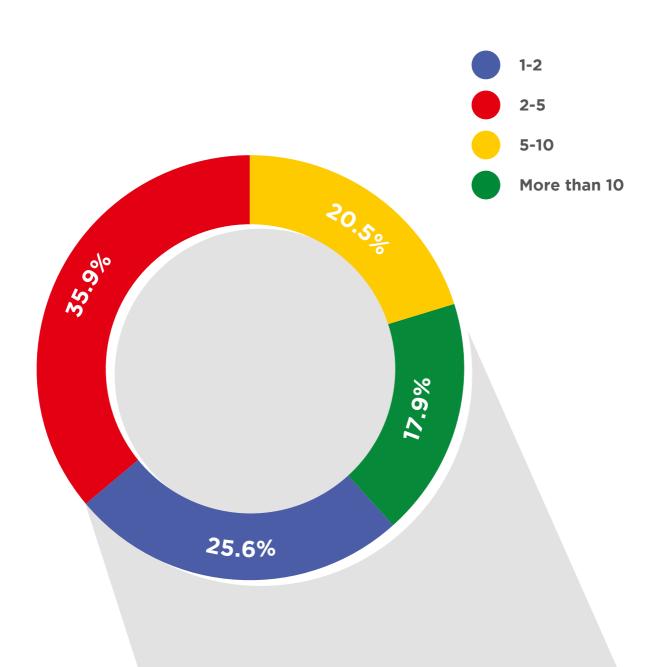




A majority of brands are running up to 5 campaigns a year

61.5% of respondents said that they run up to 5 Influencer Marketing campaigns a year for their brand

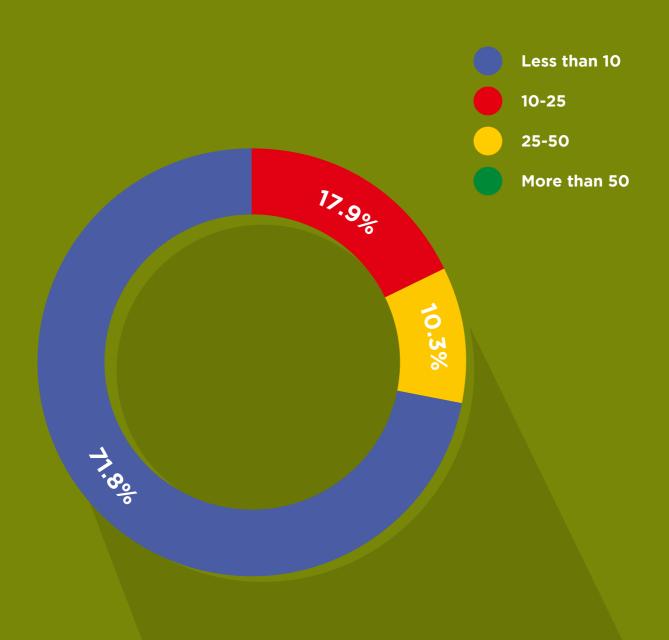
How many Influencers Marketing campaigns do you typically run per year?



Less is more

71.8% of brands said that they work with less than 10 influencers for their Influencer Marketing campaigns

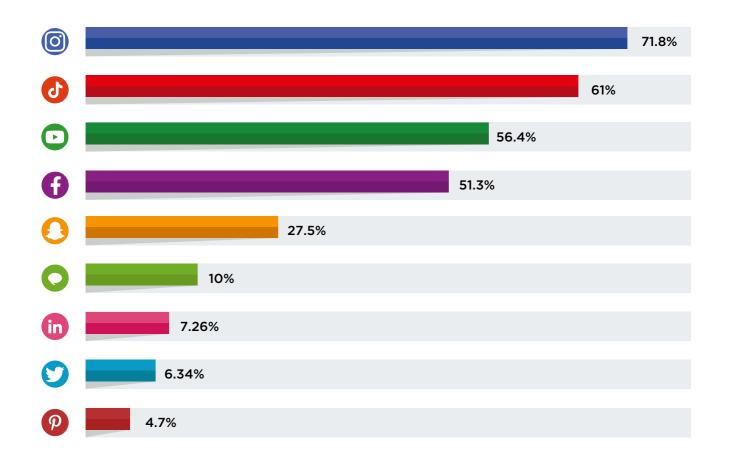
How many influencers do you typically work with for an influencer campaign?



Instagram, TikTok & YouTube come out as the most important platforms for marketers

With blogs, Pinterest and Linkedin coming out as the least important platforms

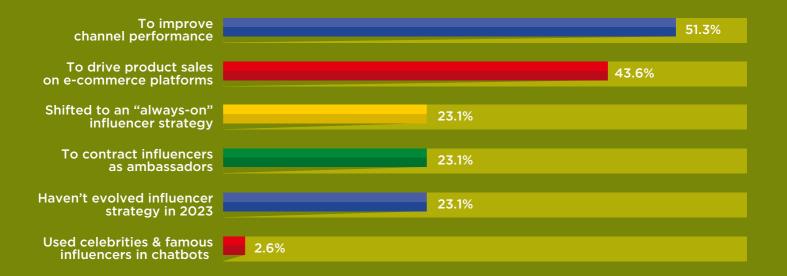
Which social platforms are the most important to your Influencer Marketing strategy in 2023? (Select as many as applicable)



The content created by influencers is multifaceted

51.3% of brands use influencers to boost the performance of their other channels and nearly 43.6% say that they leverage them to boost e-commerce sales

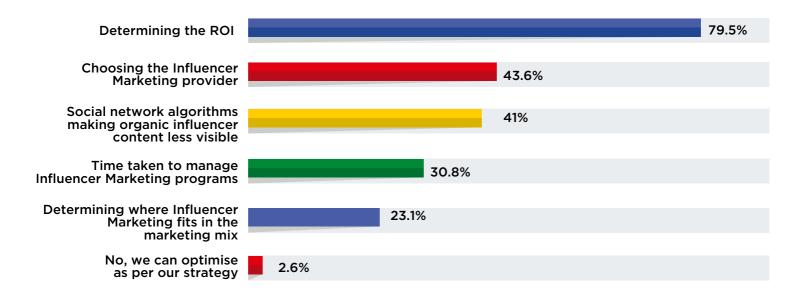
Which of the following marketing trends have you adopted in 2023? (Select as many as applicable)



Top Challenge

79.5% of marketers say determining ROI is their top challenge for Influencer Marketing campaigns

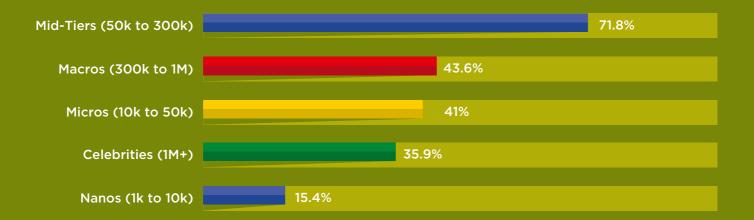
What do you see as top Influencer Marketing challenges in 2023? (Select as many as applicable)

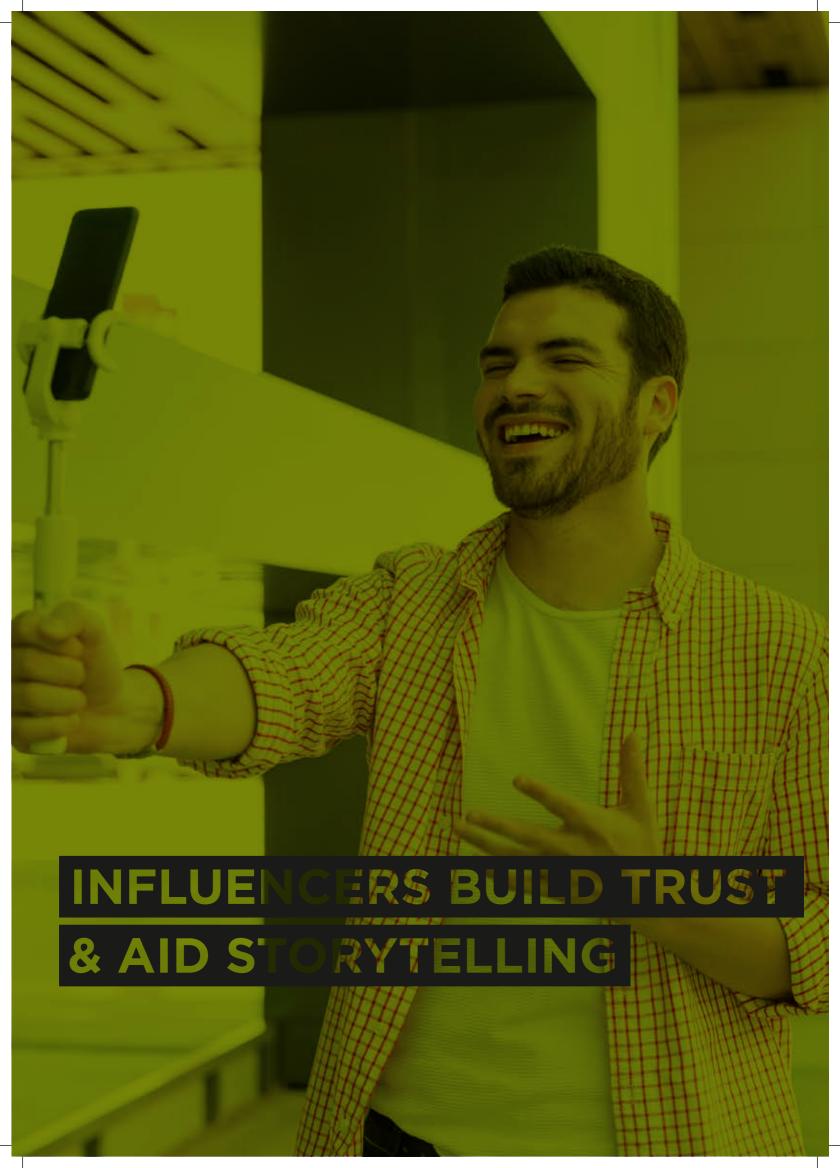


Mid-Tier influencers are most important to brands

71.8% of brands feel mid-tier influencers are most important to deliver their brand message

What tier of influencers (No. of followers) are most important to your brand/to your messaging?

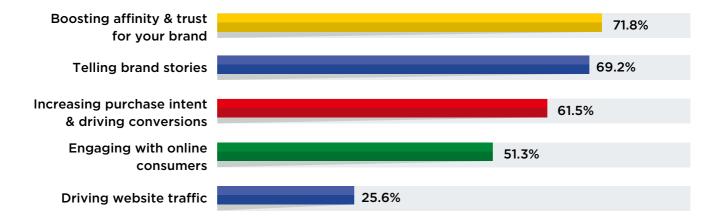


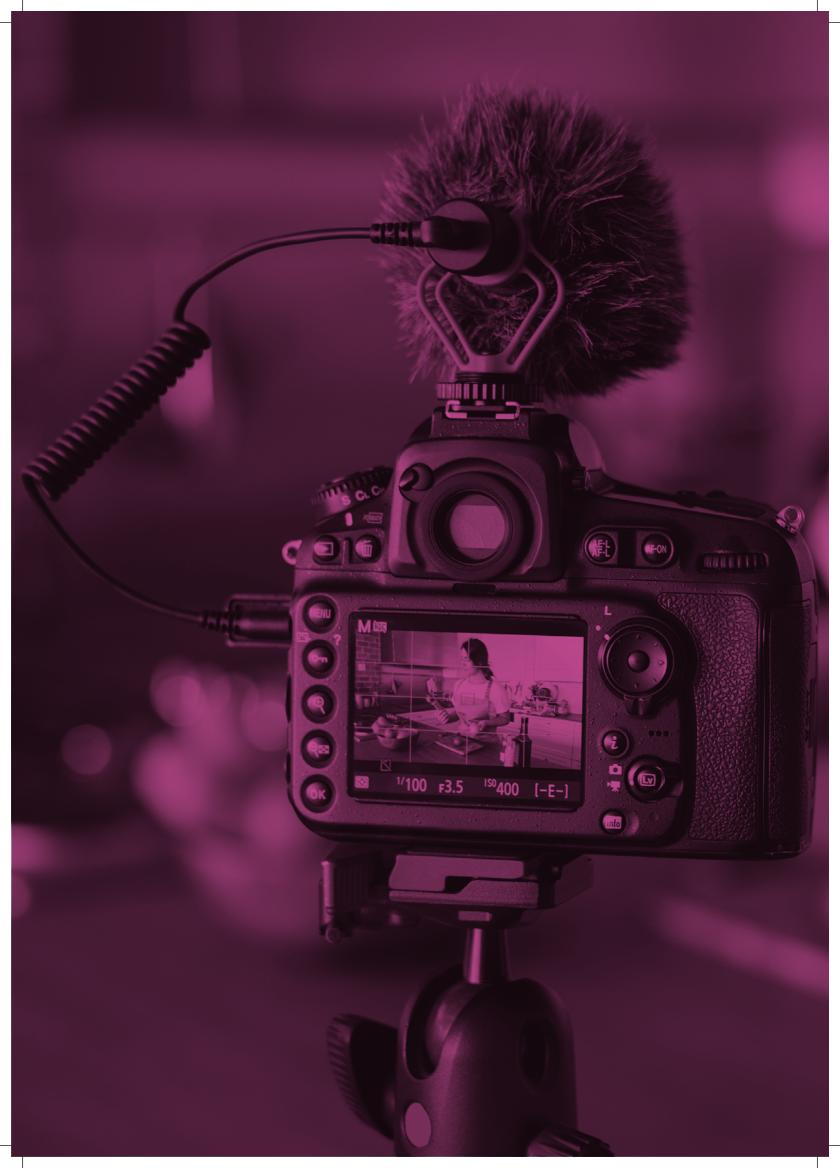


Influencer Marketing builds trust & helps with storytelling

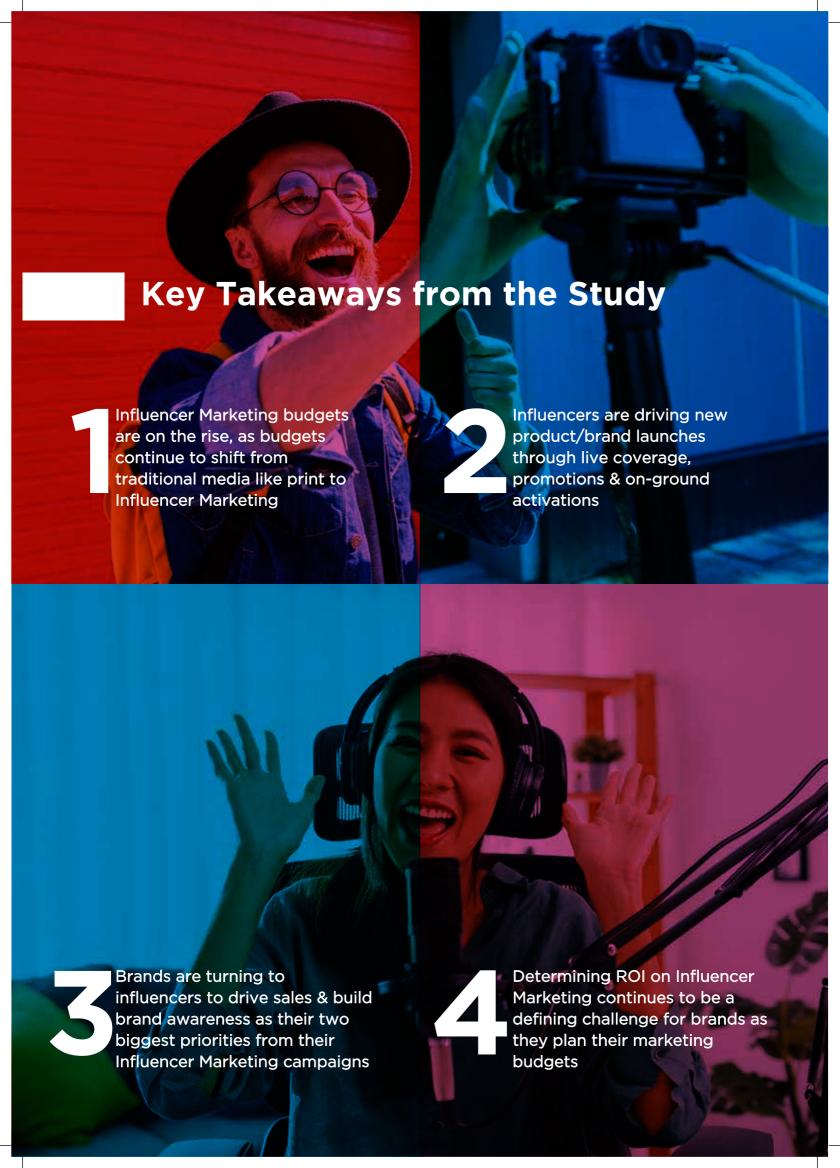
71.8% of marketers say that Influencer Marketing helps them build trust followed by 69.2% who say it helps them with storytelling

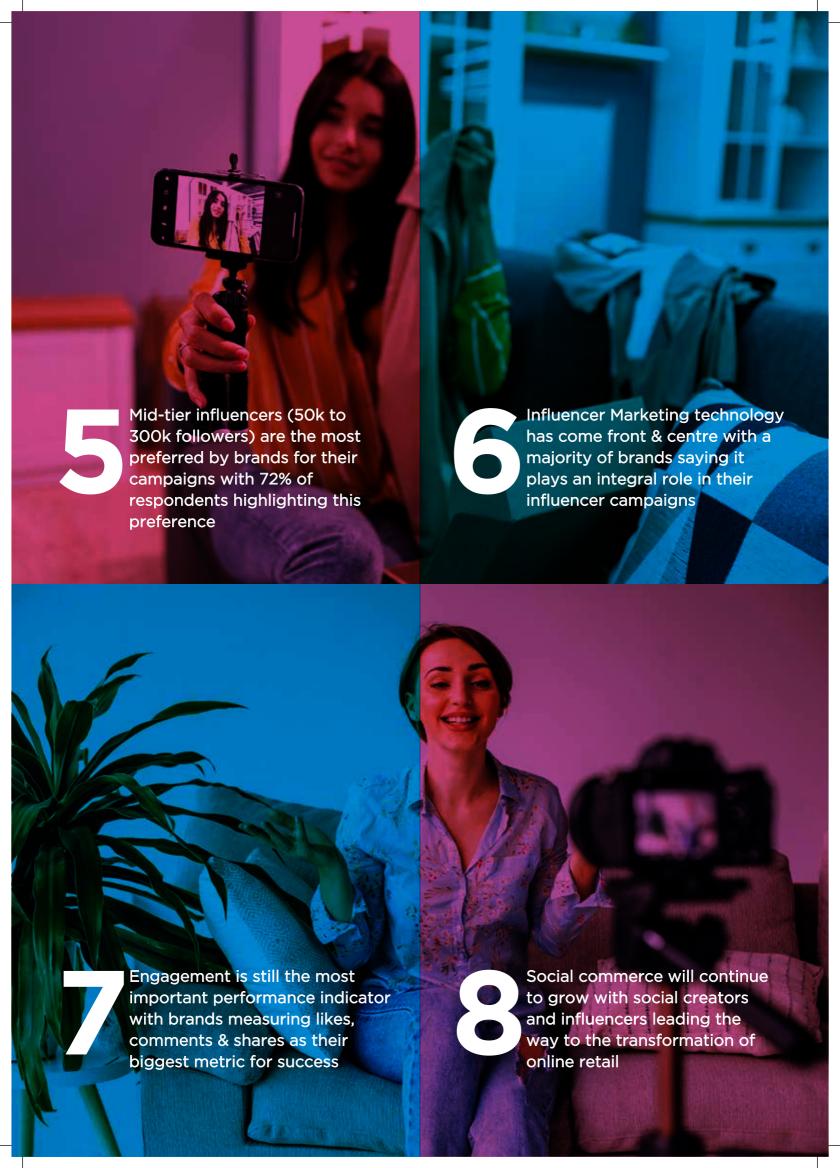
What do you see Influencer Marketing driving for your brand? (Click as many as applicable)



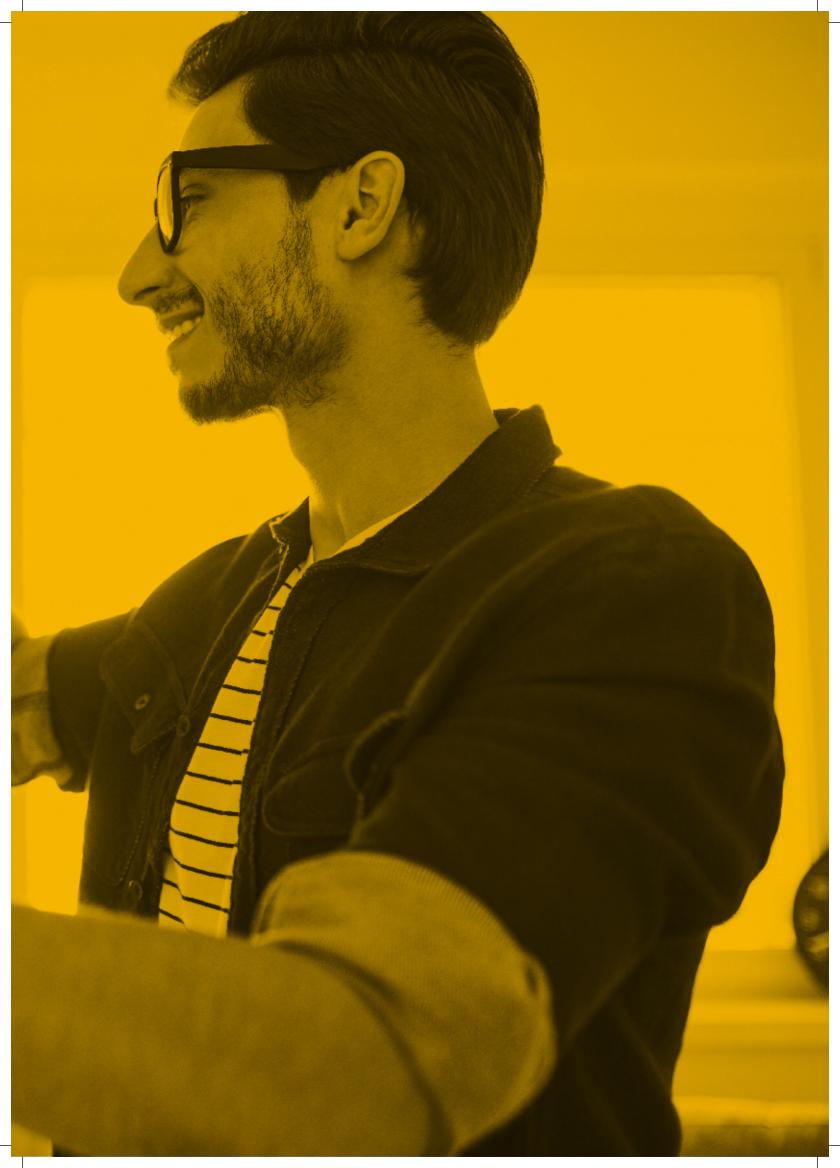


KEY TAKEAWAYS









The rise of CGI influencers

The entry of CGI influencers into the Influencer Marketing industry has changed the way brands view collaborations.



Socially-conscious influencers are gaining prominence

Customers are becoming more aware of the authenticity of brands they spend money on and want to spend in socially conscious places. Hence, influencers supporting good causes are more likely to encourage sales.



Niches are becoming even more specialized

Finding a niche has long been effective for content creators and influencers. With the seemingly unquenchable thirst of audiences for content, niches are likely to become even more specialized in the near future.



Live shopping is gaining popularity

Live shopping has increased in popularity and will continue to increase in 2023 and beyond. They are often extremely interactive, with influencers presenting a product to their audience, answering any questions in the chat, and providing real-time links to purchase the product.



Brands & influencers continue to collaborate & co-create

Brands are teaming up with their ambassadors to create products or collections, which send out a powerful message to the influencer's audience: There's a genuine connection between the brand and the product.

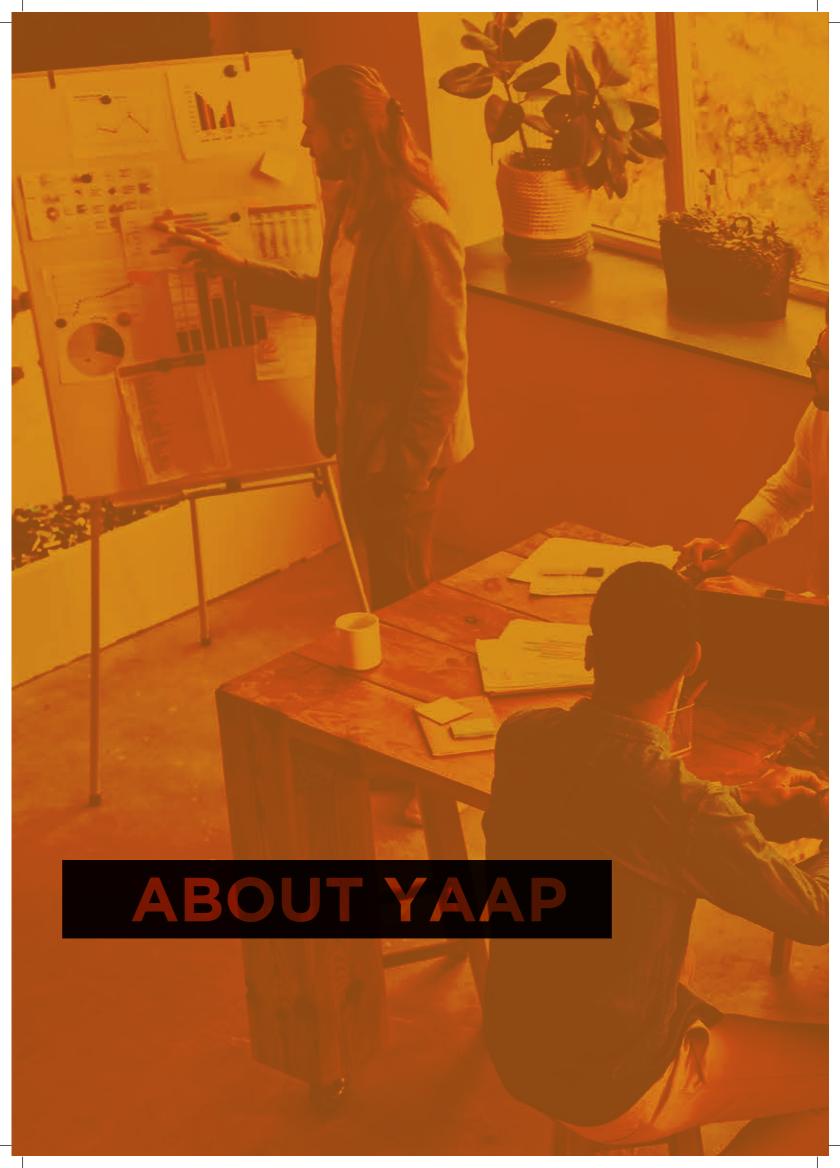


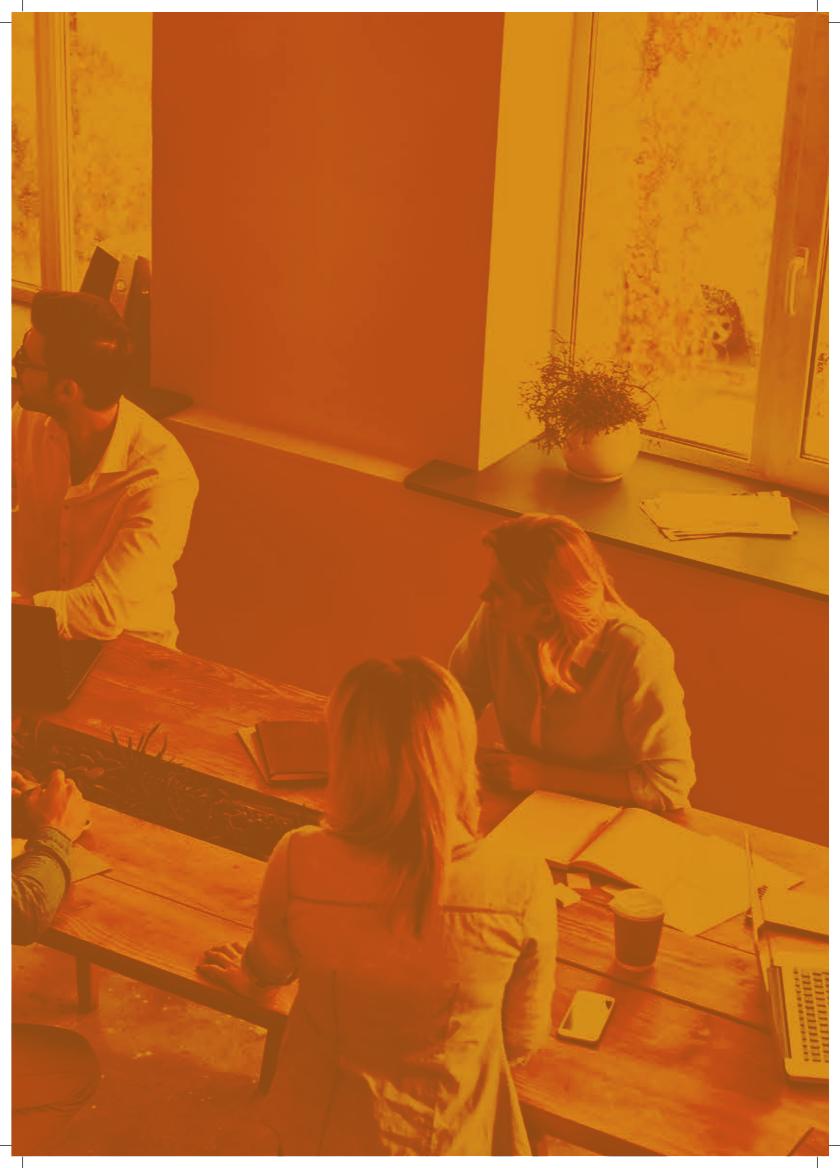


The rise of AI tools

Al helps measure an influencer campaign's performance and provides insights into what works well and what could be improved. This helps to optimize future campaigns for better results. Al also offers real-time insights into the performance of an influencer campaign, allowing businesses to make changes on the fly to improve outcomes.







YOOP

Built for now

We're a new-age specialized content company that brings together technology, data, and content, to deliver high-quality creative solutions. The 3D philosophy of YAAP forays into a full communication spectrum, from creation to amplification: Design, Discovery, and Distribution. YAAP has a global presence with 7 offices across UAE, India and Singapore.



