

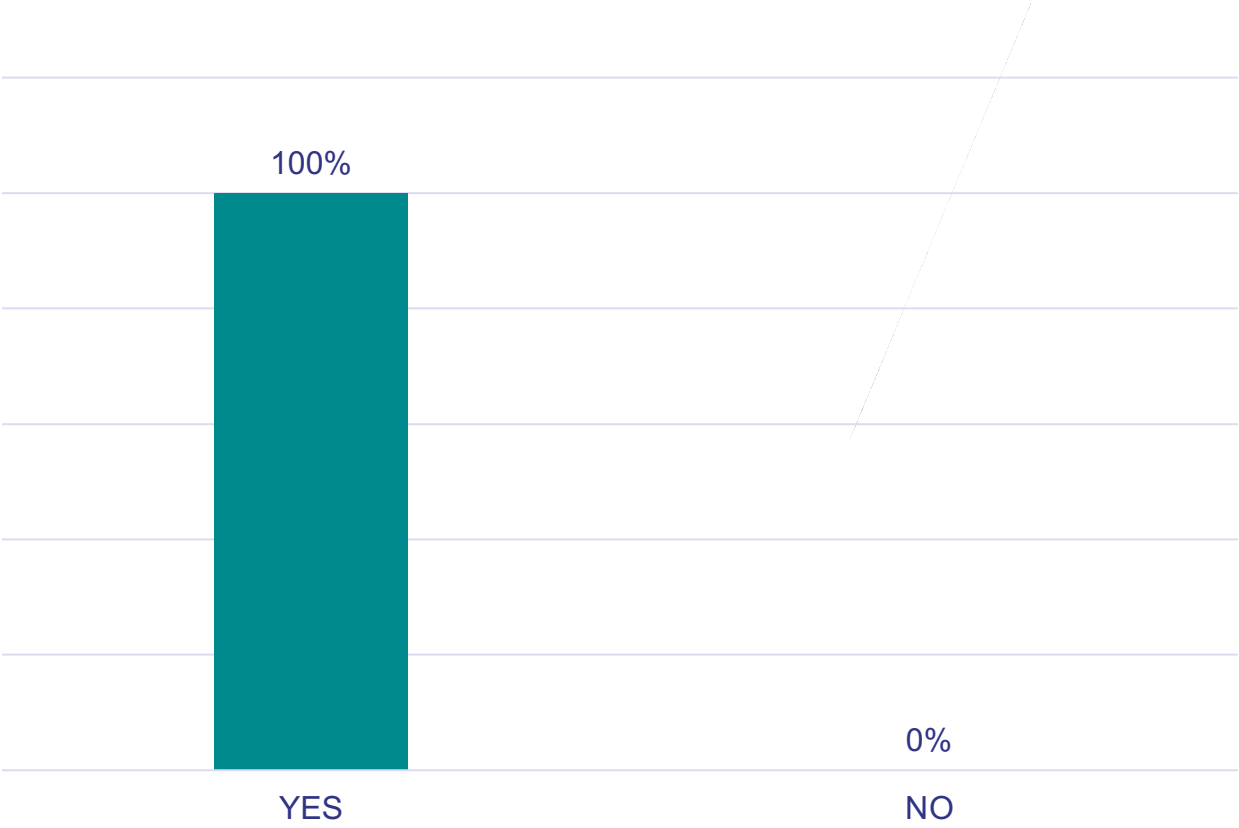


# **INMAR INTELLIGENCE SOCIAL COMMERCE SURVEY OVERVIEW**

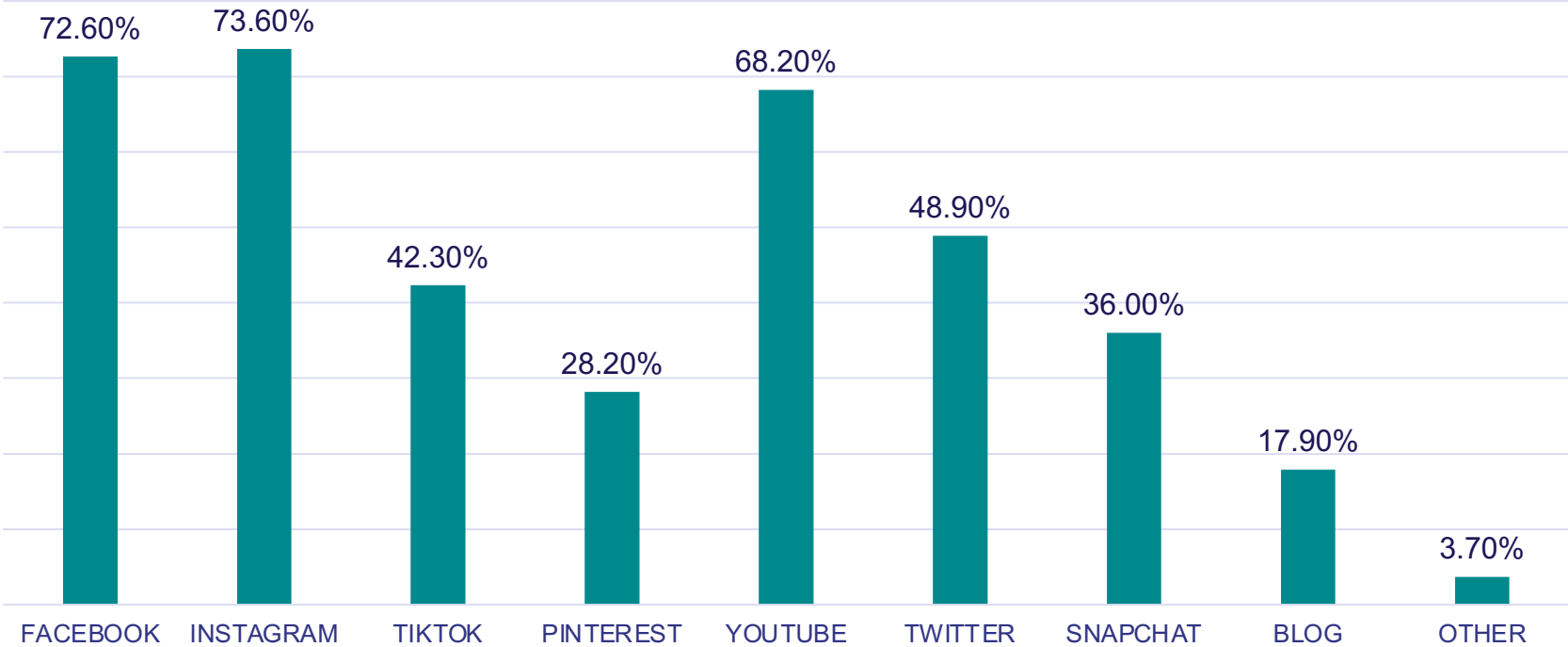
# **Inmar Intelligence Social Commerce Survey**

- **1,000 US Adults**
- **April 9, 2021**

# DO YOU FOLLOW ANY INFLUENCERS ON SOCIAL MEDIA?

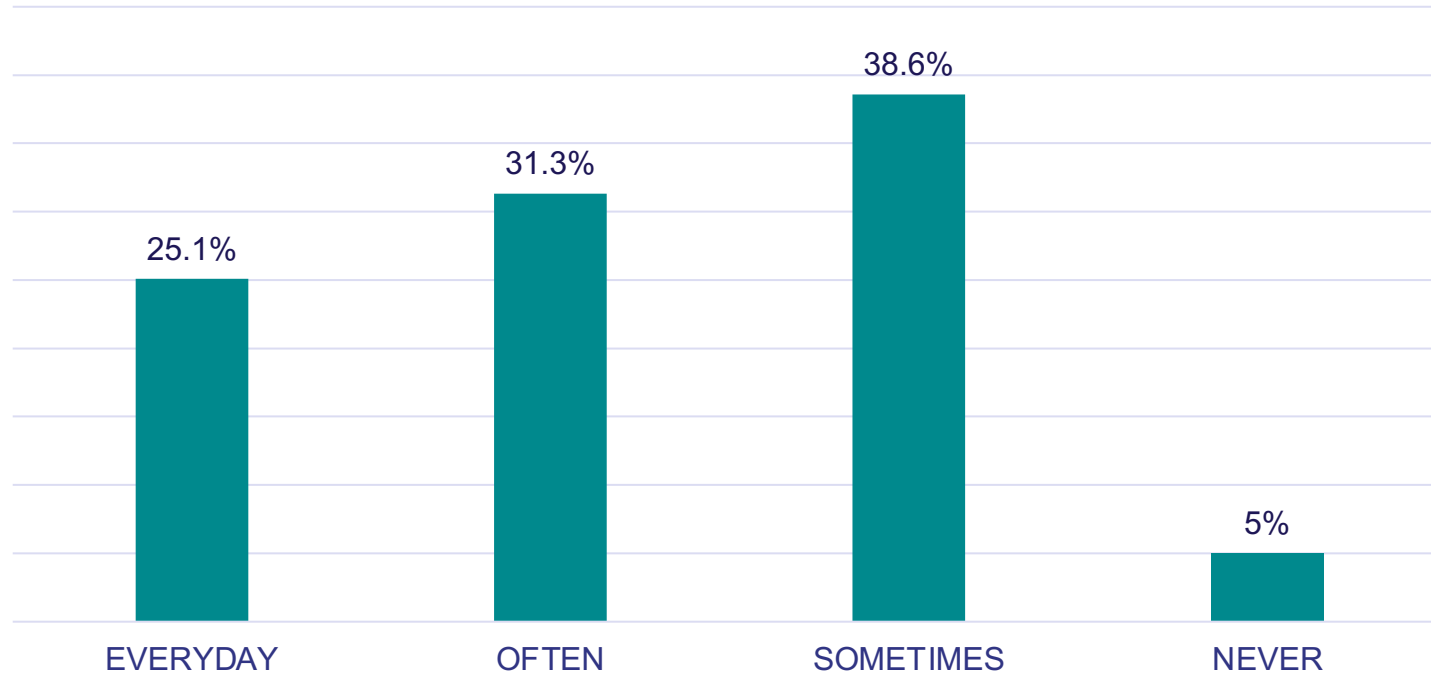


# WHAT PLATFORMS DO YOU PREFER TO USE TO ENGAGE WITH INFLUENCERS?

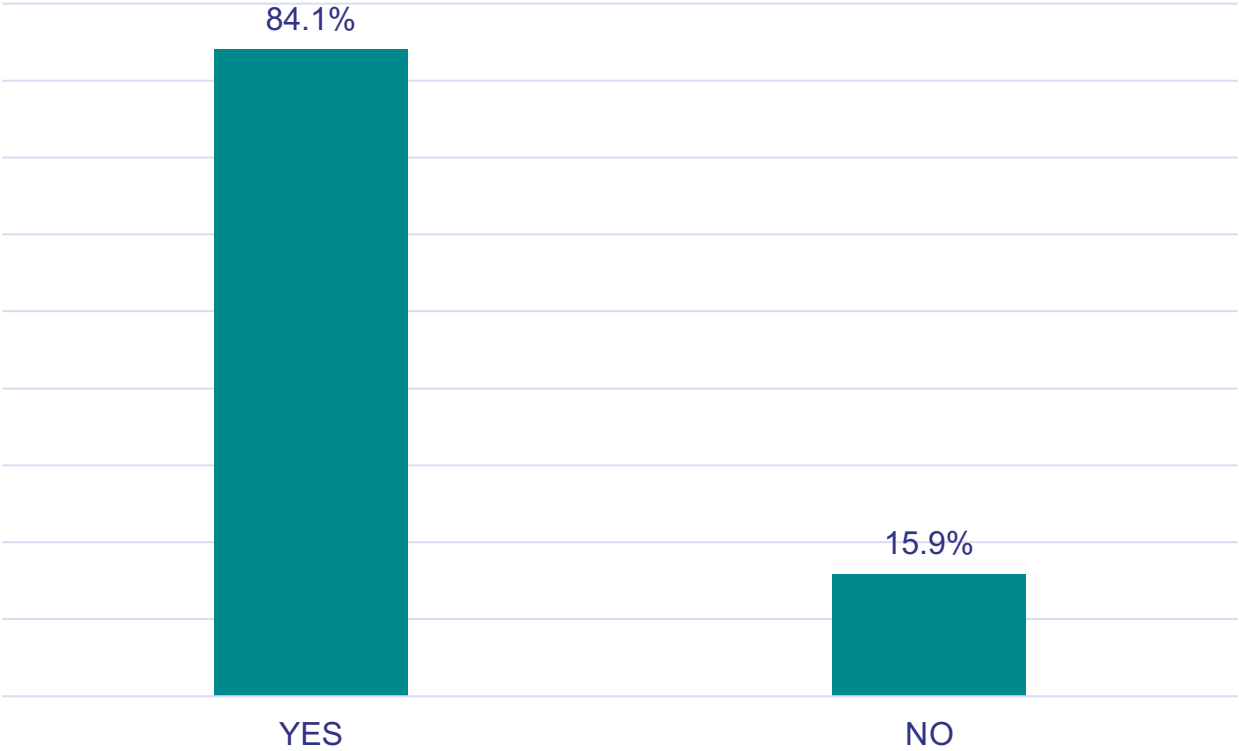


*Percentages above represent total respondents*

# HOW FREQUENTLY DO YOU LOOK TO INFLUENCERS FOR PRODUCT INSPIRATION, NEW PRODUCT USAGE OCCASIONS, RECIPE INSPIRATION, AND MORE?



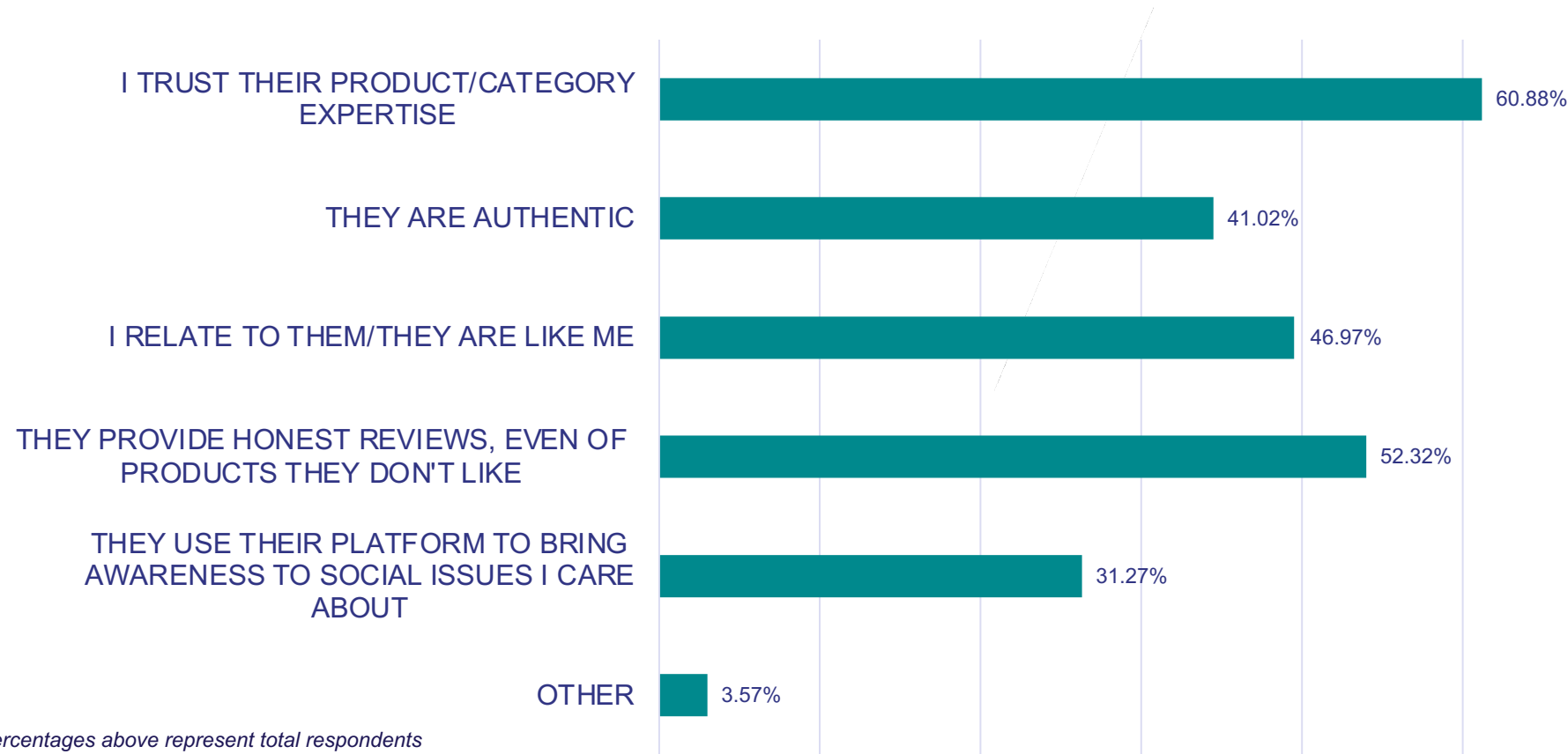
# HAVE YOU EVER MADE A PURCHASE BASED ON AN INFLUENCER'S RECOMMENDATION?



# IN YOUR BEST ESTIMATE, IN THE LAST YEAR, HOW MUCH HAVE YOU SPENT ON PRODUCTS PURCHASED BASED ON AN INFLUENCER'S RECOMMENDATION?

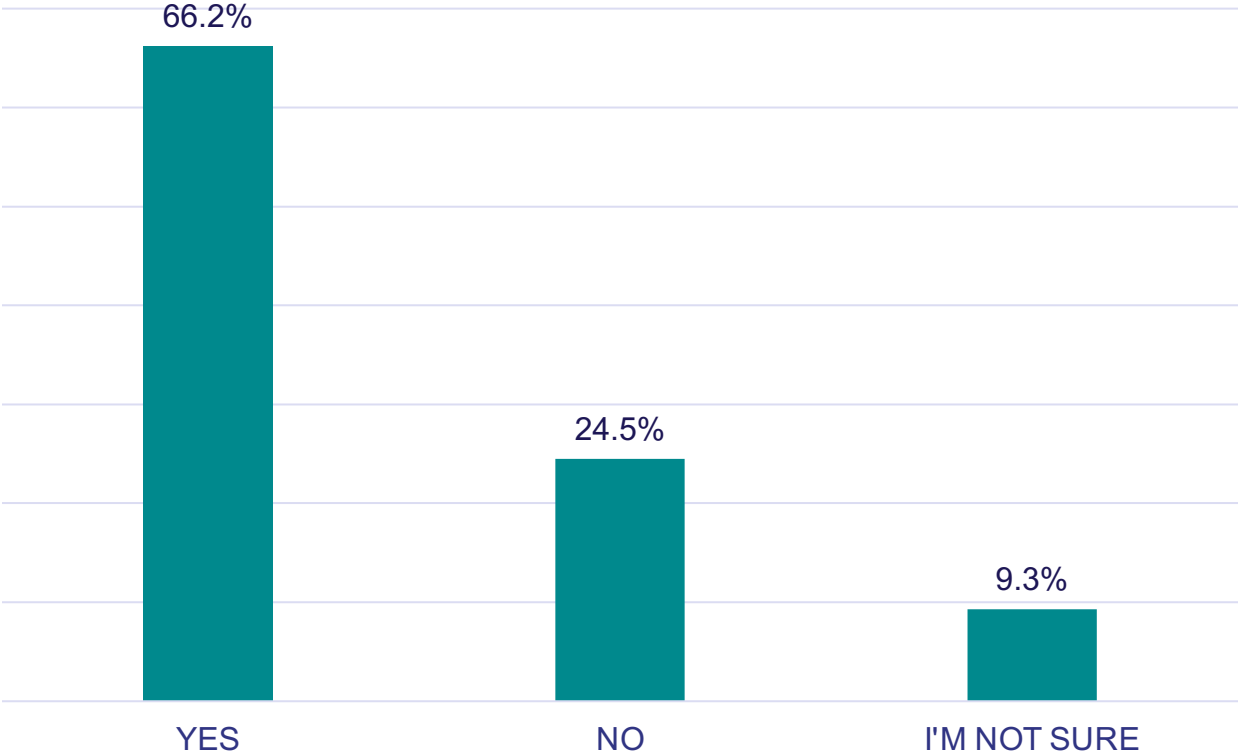


# WHY DO YOU TRUST INFLUENCER'S RECOMMENDATIONS?

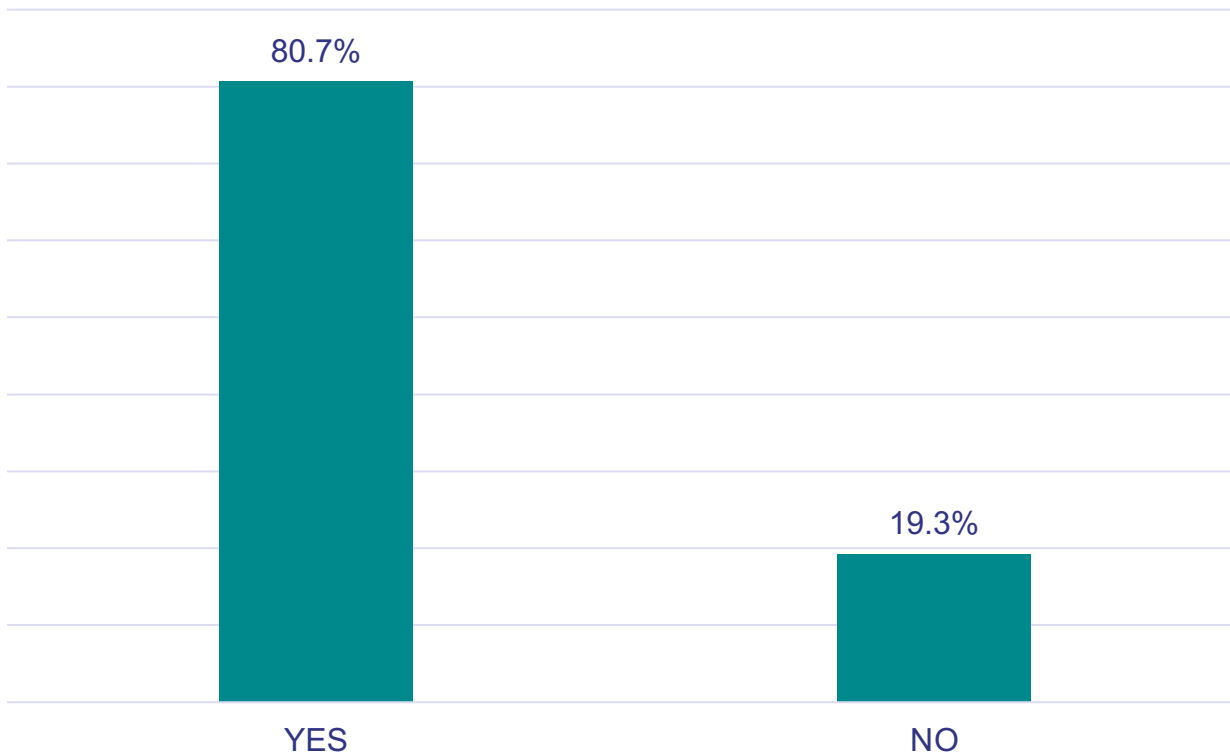




# HAVE YOU EVER MADE A PURCHASE DIRECTLY THROUGH A SOCIAL PLATFORM?



# DO YOU TRUST AN INFLUENCER'S RECOMMENDATION MORE THAN A CELEBRITY'S RECOMMENDATION?



# WHY DO YOU FOLLOW INFLUENCERS ON SOCIAL MEDIA CHANNELS?

