

Prepared By Allstars.ID

# Influencer Marketing Platform.

The First and Biggest  
Influencer Marketing Platform  
in Indonesia.



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# Isu Influencer Marketing?

Dunia influencer marketing semakin meluas  
dan tidak terbatas, apakah efektif ?

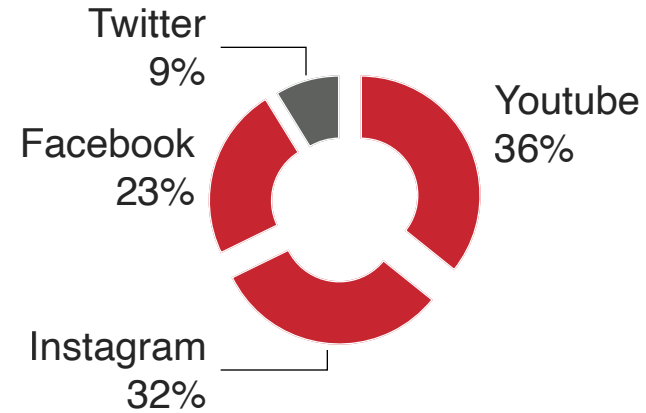
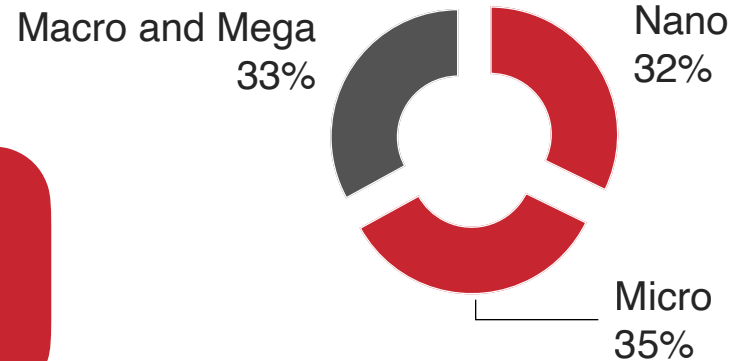


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# Indonesia Influencer Marketing On 2021

## Top 3 Catagories

Entertainment  
Food and Beverages  
Fashion & Beauty



## Most Budget Allocated On





Nano Influencers

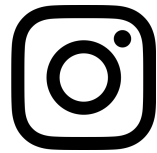
17,896

Micro Influencers

5,134

Total Of Social  
Media Connected

62,782



32,537



13,777



10,348



3,632



2,668

Most Budget Allocated On



@Instagram



# Influencer Marketing

# 2022

**74%** konsumen membuat keputusan untuk membeli dari rekomendasi di media sosial.

Sprout Social, 2022

**89%** orang Indonesia menempatkan kepercayaan yang lebih tinggi dari rekomendasi teman mereka ketika diperkenalkan ke produk dan layanan baru.

Nielsen Global Trust, 2022

“Ini adalah strategi baru. **Nano influencer** merupakan everyday people yang akan mampu memengaruhi orang terdekat.”

Ben Ramli, Markplus Conference 2022



## 2021

**1.300+**  
Campaign Published

**1.000+**  
Active Brand

**600mio+**  
Spending Budget

## 2022

**2.000+**  
Campaign Published

**1.500+**  
Active Brand

**1,5Bio+**  
Visioned Budget

# Lodan Softsyle

5212

Reach  
Content Reach  
On Campaign Period

1215

Views  
Content View  
until the end of videos

Rp. 985.000

Budget Allocated  
Budget Allocated  
On campaign





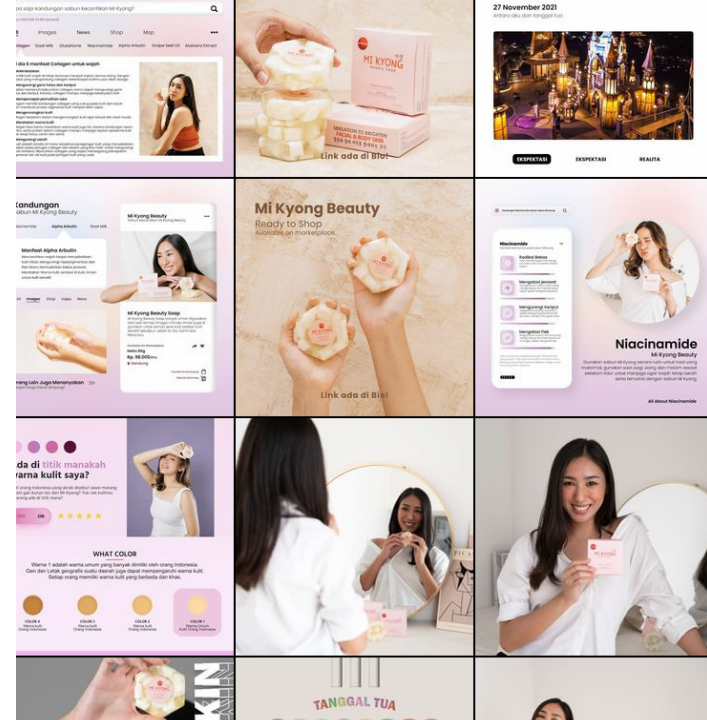
# Mi-Kyong Beauty

104.600  
Reach

32.224  
Impression

544  
Interaction

200.000  
Budget



# Ropang OTW!

75.899  
Reach

42.236  
Impression

2.684  
Interaction

200.000  
Budget



**Are you ready to be in our  
success stories?**

