

# Fans are the Best Influencers

30 fans combined provide the same reach as the average influencer at higher quality.

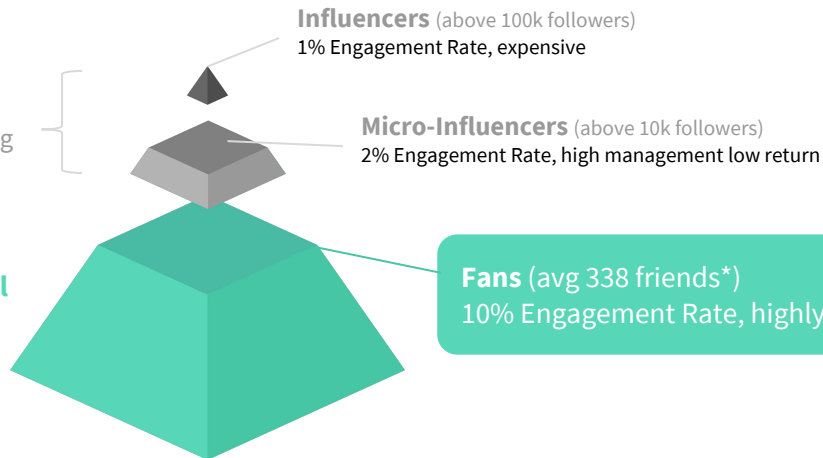
## Annual Digital Marketing Spendings

**\$270BN**  
10% Growth



Staus quo:  
Influencer Marketing

untapped potential



Source: Brandwatch



**70%**  
Cost savings



**100%**  
Authentic



**10X higher**  
engagement rate

Scale up authentic recommendations for a maximum of high quality reach.