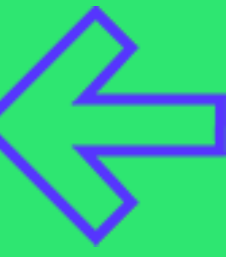


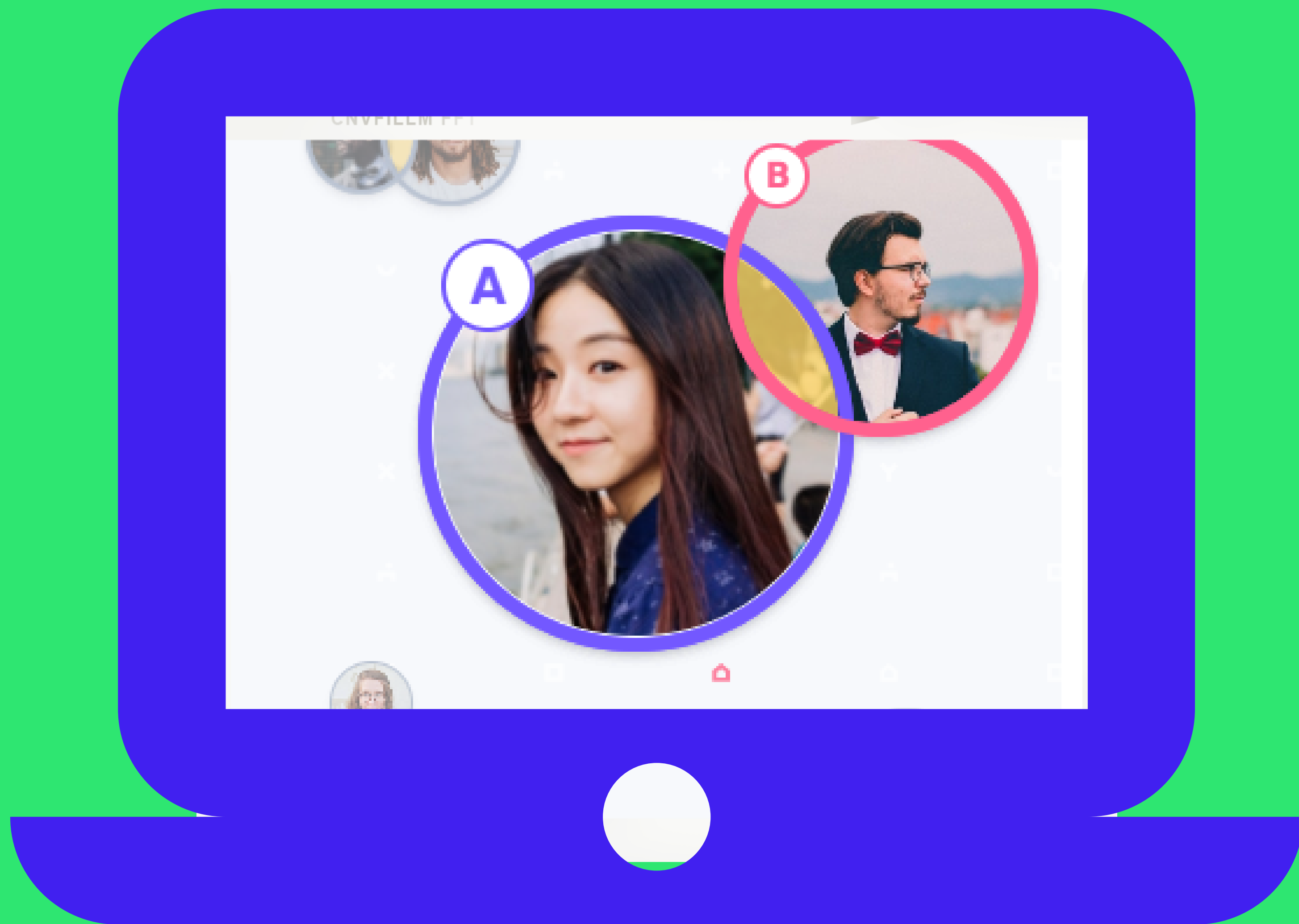
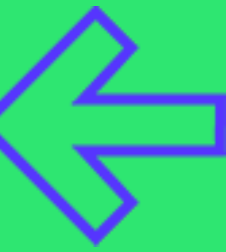


# AUDIENCE OVERLAP

IN INFLUENCER MARKETING



**AUDIENCE  
OVERLAP**  
OCCURS WHEN  
FOLLOWERS OF  
ONE PROFILE,  
**FOLLOW**  
ANOTHER PROFILE





**BY KNOWING THE  
AUDIENCE OVERLAP  
CAMPAIGNS  
CAN BE MORE  
STRATEGIC**





**AWARENESS**

**MORE REACH**

**LOW OVERLAP  
= LESS BUDGET  
WASTED**





**+20%**  
**REACH**  
**WITHOUT**  
**BUDGET**  
**CHANGES**





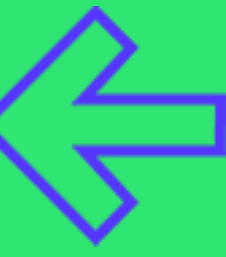
# CONVERSION

## HIGH OVERLAP

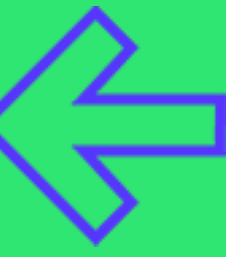
## MORE FOCUS

## ON ONE AUDIENCE





A GROUP OF  
**INFLUENCERS** WITH  
A HIGH AUDIENCE  
OVERLAP HELPS TO  
**REINFORCE THE**  
**BRAND MESSAGE**  
FOR THE FOLLOWERS



THEY WILL BE  
HEARING THE  
SAME BRAND  
FROM  
DIFFERENT  
OPINION  
MAKERS



**MEASURE YOUR INFLUENCE MARKETING**