

INFLUENCER MARKETING BENCHMARKS 2026

From Reach to Results

How to transform your influence campaigns into a **measurable business lever**?



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SUMMARY

01	INTRODUCTION	01
	Brands facing Influencer Marketing	
02	FROM REACH TO RESULTS	02
	a. Why do most campaigns fail to generate leads or sales? b. The true role of the creator in 2026 c. The simple model: Trust → Desire → Action d. The 3-step prospect journey	
03	THE 10 DECISIONS TO MAKE BEFORE LAUNCHING	09
04	HOW TO CHOOSE AN INFLUENCER?	11
05	TOOLS	12
	a. The Content x Purchase intent matrix b. The Maturity Score	
06	HOW TO STEER YOUR AMPLIFICATION SPEND?	16
07	THE 3-QUESTION METHOD	17
08	DELEGATING YOUR INFLUENCE CAMPAIGNS	18
09	CASE STUDIES	19
10	CONCLUSION	21

01. INTRODUCTION

BRANDS FACING INFLUENCER MARKETING

You have just launched an influence campaign. The first indicators come in quickly: views, likes, reach, engagement. On paper, everything seems to be working. But when it comes time to review or justify the investment internally, one question almost systematically arises: **what did this campaign actually yield?**

For many brands, this question has become central. In a context where marketing budgets are increasingly challenged and every lever must prove its contribution to the business, influencer marketing is no longer exempt from the requirement for profitability.

According to our **influence barometer**, **83%** of brands have run at least one campaign in the last 12 months, but **75%** of them identify the difficulty of measuring ROI as the main obstacle to developing their influence actions.

The reality is simple: while influence is now widely integrated into marketing strategies, it is still too often steered through surface metrics. Views, likes, and reach allow for measuring visibility but say little about the actual impact on consumer behavior. The real challenge for brands is no longer just to generate noise, but to support the audience through their decision journey.

This white paper is based on these findings to propose an operational approach: how to decide on your investments, choose the most relevant creators, and measure a real, clear, and defensible impact.





02. FROM REACH TO RESULTS

Turning influence into a **business driver** is possible.

The key? Change perspective: move from a simple visibility indicator to metrics that reflect real impact: visits, leads, sales.

Your campaigns gain **control, relevance, and results**.

For too long, influence campaigns have been evaluated on superficial metrics. They give the impression of immediate success but say nothing about the actual effect on consumer behavior.

Our **barometer** confirms this: campaigns remain massively anchored at the top of the funnel. Awareness (**67%**) and brand image (**41%**) largely dominate priorities. Pure performance objectives, such as conversions or traffic, are cited by only **22%** of respondents, equal to content creation (UGC). Influence is therefore still perceived as a visibility tool before being a transactional one.



Visible and engaging campaigns often fail to generate concrete results because tracking and business KPIs are not defined from the outset

In this context, steering influence as a business lever involves rethinking the role of every piece of content, every creator, and every investment. It is no longer about making people talk about the brand, but about moving an audience through their decision journey, right up to the action: visit, inquiry, or purchase.

In these sections, we will break down:

- Why traditional metrics are no longer enough.
- What is the true role of creator content in 2026?
- How to adopt a simple and structured method to transform visibility into concrete results.

A. WHY DO MOST CAMPAIGNS FAIL TO GENERATE LEADS OR SALES?

Despite sometimes significant investments, the reality is clear: most influence campaigns do not produce tangible business results. Several causes recur, and here are the main reasons we have observed and confirmed through our **benchmark**:

1. An obsession with basic metrics

In influencer marketing, views, likes, comments, and shares remain essential benchmarks. However, they do not provide any reliable information regarding your audience's actual behavior. A viral video can generate thousands of views while producing very few clicks to your website, information requests, or newsletter sign-ups.

Our **study** highlights this gap

- **52%** of brands state that visibility/awareness is the primary expected result when investing in influence, compared to only 9% expecting sales and 9% expecting traffic. In other words, the majority of campaigns are designed to be seen... not to drive action.
- This bias is also reflected in the indicators used for internal buy-in. More than **55%** of brands rely primarily on reach and engagement (likes, comments) to demonstrate a campaign's performance, while business KPIs (visits, leads, sales) remain secondary.

The issue is not that these metrics are useless; they are relevant for measuring exposure. The problem is that they are too often used as an end goal, whereas they should only be a starting point.

By continuing to judge a campaign's performance on its popularity rather than its concrete impact, brands maintain an illusion of effectiveness... without a real contribution to the business.

2. Content that is too “perfect”

Consumers have developed a sort of "ad alert". Any content that looks like a traditional advertisement will be less likely to be watched, less shared, and above all, yield fewer conversions. Creator content must feel like authentic recommendations, featuring emotions, advice, or concrete demonstrations.

3. Choosing creators based on followers rather than credibility

A creator with a massive audience does not guarantee that their followers are relevant to or engaged with your product. Credibility, brand alignment, and the ability to drive action are often more important than the raw size of the audience.

Our **benchmark** shows that for **40%** of brands, the most important criterion for a high-performing creator is the audience fit, followed by credibility (**28%**). The number of followers is no longer the key metric.

4. Lack of clear tracking and business KPIs

Without defining success indicators—such as visits, leads, or conversions—it is impossible to know if the campaign has actually contributed to revenue. Too often, campaigns settle for visibility reports, leaving the real ROI in a gray area.

Most influence campaigns succeed in visibility but fail to convert because the management system is not structured to measure business impact. 28% of our benchmark respondents state that performance measurement and reporting is where things truly get complicated: poorly defined indicators at the start, unsuitable tools, and difficulty linking campaign results to concrete business objectives like traffic, leads, or sales.

Simply put, brands know how to launch campaigns but still struggle to prove their effectiveness beyond surface-level metrics.

Signs that a campaign actually **worked**

Even if the majority of brands invest primarily for visibility, when asked how they know a campaign was successful, the response reveals a paradox:

- Sales and traffic are cited as the primary signals of success, well ahead of likes or views.
- In other words, brands design campaigns to be seen, but judge their success based on a concrete impact on the business.

Key figures from the **benchmark** :

- **28%** of brands identify the measurement and reporting phase as the most complicated for evaluating performance: poorly defined indicators, unsuitable tools, and difficulty linking visibility to conversion.
- More than **55%** still rely on reach and engagement to demonstrate success, while traffic, leads, and sales remain secondary



This observation highlights a structural gap:

1. Campaigns are designed to generate awareness.
2. But their success is judged on their ability to produce business results.
3. Without a clear management system, this gap creates an illusion of effectiveness and hinders the justification of influence budgets.

Why this paradox is strategic:

- It shows that true ROI is not measured by reach, but the audience's actual progress through the purchase journey.
- Visibility is not a final objective; it is a step: real success occurs when the campaign triggers a measurable action (visit, lead, conversion).

B. THE TRUE ROLE OF CREATORS IN 2026

In 2026, the creator no longer settles for making people dream or entertain.

Their role is strategic: to move your audience through their decision journey.

Specifically:

- **They trigger trust:** the consumer believes the person and listens to their opinion.
- **They arouse desire:** the content concretely shows the benefits and creates desire.
- **They facilitate action:** by guiding toward a visit, contact, or purchase.

Examples :

- A humorous video can generate many views (low trust, low action).
- An honest demonstration with strengths and limitations can generate fewer views, but many more leads or sales (high trust, high action).

The most effective formats for conversion are honest testing (**65%**) and demos or before/after (**32–24%**), while purely viral content generates views but few conversions. Content oriented toward trust and desire represents the majority of high-performing formats, while those oriented toward direct action remain a minority (**22%** for conversions). Message repetition and adaptation to each stage significantly increase conversion chances.



C. THE SIMPLE MODEL: TRUST → DESIRE → ACTION

A content creator is no longer just a vehicle for visibility: they are a strategic lever for generating concrete results. In 2026, their role breaks down into three essential functions:

Build audience trust

Audiences are wary of overly promotional content. The creator's primary mission is to provide credibility to what they recommend. Trust is built through:

- Authenticity and transparency in sharing their experiences.
- Sincere demonstration of the product's benefits.

Arouse desire

Trust alone is not enough. The content must show concrete value and inspire desire. Here, storytelling, demonstrations, or comparisons work better than a simple "buy now".

Facilitate action

The content prepares the audience to act. This can involve a link, a simplified landing page, a DM (direct message), or a clear offer. The key is to reduce friction and clarify the next step.

Many brands measure influence based on reach but ignore whether the creator is actually capable of moving the audience through the purchase journey. This gap explains why visible campaigns often fail to generate sales or leads.

Stage	Objective	Typical Content	Measurement
Trust	Drive adherence	Storytelling, honest review, testimonial	Qualitative engagement, relevant comments
Desire	Create desire	Demo, comparison, before/after	Watch-time, clicks to product page
Action	Drive action	Clear CTA, landing page, limited offer	Visits, leads, sales

Do not seek a sale at the first interaction. Content that is too direct reduces credibility and diminishes long-term ROI. The best creators structure their content to move the audience forward step-by-step. Message repetition is the key to Influencer Marketing 2.0.



D. THE 3-STEP JOURNEY

Each campaign must be designed to move your audience step-by-step, rather than seeking an immediate sale. To make the model operational, it is useful to visualize the prospect's journey.



STEP 1: DISCOVER

Discover

Capture attention and spark immediate interest via impactful content.

CONTENT TYPE:

Life moments, impactful hooks, storytelling.



STEP 2: GET INTERESTED

Get Interested

Build trust, reassure, and convince through proof and sincere testimony.

CONTENT TYPE:

Tests, comparisons, before/after studies, UGC (social proof).



STEP 3: TAKE ACTION

Take action

Facilitate the final conversion by removing the last obstacles with clear calls to action.

CONTENT TYPE:

Customer reviews/testimonials, limited offers, promo codes.

We do not ask for a sale from an audience that has just discovered the brand. We guide them through their decision journey by adapting the content and format to each stage, which greatly increases conversion chances.

For each campaign, map your content onto this funnel: how many target trust, how many spark desire, and how many facilitate action? This simple exercise allows you to visualize the strengths and weaknesses of your campaign before even launching it.



03. THE 10 STRATEGIC DECISIONS

Now that we have defined how to structure your content to move the audience forward, it is time to make concrete decisions for each campaign to ensure this progression translates into measurable results.

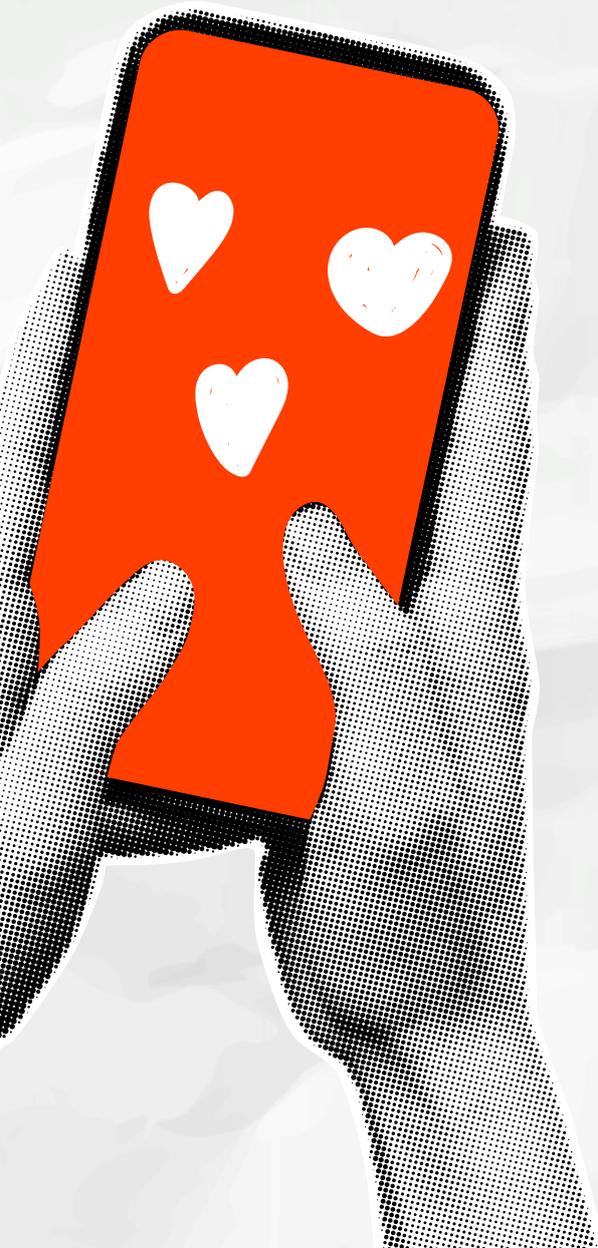
Before launching an influence campaign, **it is crucial to clarify your strategic choices**. Too often, brands go in "blind," hoping that content or visibility will compensate for a lack of structure. The result? Inefficient spending, misaligned creators, and low ROI.

Here are the **10 decisions** that truly make a difference:



- 1** *What is the primary objective?*
Awareness, consideration, lead generation, sales... Each objective requires a different approach and adapted KPIs. Do not mix everything: choose 1 primary objective before spending.
- 2** *What single message should stick?*
A single, clear, and memorable idea. Too much info kills attention and reduces effectiveness. The creator must be able to transmit it naturally.
- 3** *What customer benefit should be highlighted?*
Consumers want to know what they concretely gain. Practical product, time savings, unique experience... be precise.
- 4** *Where to send the audience?*
Product page, form, DM, landing page... The objective is to reduce friction and simplify action. No complicated journeys or multiple URLs.
- 5** *Which platform is the most logical ?*
Do not choose the "trendy" platform. Choose the one where your audience is active and engaged, and where the creator's format will be the most relevant?
- 6** *What format fits the product and message?*
Demo, test, comparison, story, short video: each format has a precise role according to the stage of the journey (Discovery / Desire / Action)

- 7** *What level of creator should be mobilized?*
Niche credibility or broad audience? The choice must align credibility, relevance, and the ability to trigger action, rather than just the number of followers.
- 8** *What is the minimum amount of content?*
Repetition creates memorization and trust. Too little content and the message gets lost; too much and the audience gets fatigued. Find the right balance.
- 9** *Do we amplify what works ?*
Only boost content that has already proven its effectiveness. Organic reach validates credibility; paid reach serves to accelerate and expand impact, not to mask weak content.
- 10** *How to prove the impact?*
Define your business KPIs from the start: visits, leads, sales. Plan for a simple reporting method that is defensible for decision-makers, rather than getting lost in complex metrics.



After validating these 10 decisions:

- ➔ You know exactly what you want to achieve and how to measure it.
- ➔ You choose your creators and content with a clear business logic.
- ➔ You reduce the risks of ineffective campaigns and "blind" investments.

A campaign that follows these 10 decisions has a much higher chance of transforming visibility into concrete results, because it relies on a thoughtful structure rather than on chance.

04. HOW TO CHOOSE AN INFLUENCER?



Choosing a creator is not a matter of audience size or popularity. In 2026, an influencer's effectiveness is measured by their ability to build trust, spark desire, and trigger action. Poorly chosen, a creator may generate views... but no business results.

5 criteria to identify the right creator:

- Relevant audience**
What matters is not the number of followers, but **the quality and match with your target**. A creator who reaches people interested in your product will have a much higher ROI than a massive influencer who is off-target.
- Credibility and Legitimacy**
Your consumers must believe what the creator says. Verify:
 - consistency between their content and their recommendations
 - authenticity in their delivery
 - real interactions with their community (replies, questions, comments)
- Brand alignment**
The creator must share **values and a universe compatible with your brand**. Incongruity reduces impact and can harm your image.
- Context and Naturalness**
The product/service must integrate **naturally into the creator's life**. Forced or artificial placements are immediately felt and diminish credibility.
- Ability to generate action**
Look at past content: does the creator **truly push audiences to act**? This can be measured by comments, DMs, clicks, or "qualified" interactions with the product.

05. TOOLS

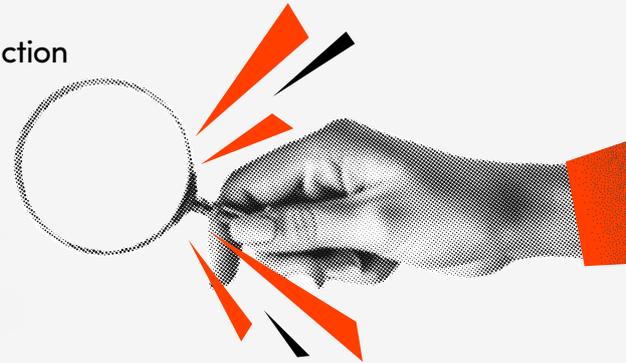
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A. THE CONTENT X PURCHASE INTENT MATRIX

The majority of influence campaigns focus on visibility: viral posts, lifestyle videos, fun content. But visibility does not guarantee conversion. The Content x Purchase Intent matrix allows you to map each piece of content according to its role in the customer journey and to quickly identify the strengths and gaps in your campaign.

This tool helps you to:

- Visualize content that generates attraction, trust, and action
- Balance your campaign beyond reach
- Detect gaps before launch
- Effectively communicate strategy and ROI
- Ensure the right creator for each piece of content.



How does it work?

The matrix is built with two axes:

- Type of content (storytelling, product demo, testimonial, comparison, viral content...)
- Purchase intent (Attract → Reassure → Convert)

Each piece of content can touch several stages, but the important thing is to know where it brings the most value. You can then quantify the distribution: how much content to create trust, how much to spark desire, how much to trigger action.

Before moving on to the numerical distribution, let's recall a key principle:

An effective campaign does not rely on a single piece of content, but on a set of coherent contents that repeat and reinforce the message.

Each stage (Attract → Reassure → Convert) requires several adapted contents to repeat the message, test formats and creators, and accompany the audience progressively. An effective campaign combines storytelling, demonstrations, reviews, and CTAs across the entire customer journey.



Content Type	1) I am discovering (attract)	2) I am comparing (reassure)	3) I am ready (convert)
Storytelling / Lifestyle	Show the problem or the context ("In my real life...")	Explain who it is useful for and in which situations	Recap the benefit in 1 sentence + "where to find it"
Routine / "How I use it"	Create desire (simple, natural, not salesy)	Show concrete usage + address doubts ("here is how I do it")	Provide an easy action ("link in bio / code / DM")
Honest Test (Pros & Cons)	Build trust ("I am really testing it")	Address hesitations ("what I liked / liked less")	Conclude clearly ("if you are looking for X, this is the one")
Demo / "How it works"	Capture attention in 3 seconds (visual + result)	Prove the value ("this is what it changes")	Provide the next step ("here is the reference / offer / access")
Before / After / Result	Intrigue the audience ("look at the difference")	Explain the "why" (how we get this result)	Reassure + action ("try it if you want X result")
Comparison (vs Alternative)	Set the scene ("I was hesitating between A and B")	Help them choose ("if you are like me... take X")	Reduce friction ("in short: X for...")
FAQ / Handling Objections	Attract via a common question ("Does it...?")	Clear the hurdles (price, effectiveness, time, size, delivery...)	Simple action ("if this is your hurdle, here is the solution")
Social Proof (Reviews, Reactions, Comments)	Reassure ("I am not the only one")	Reinforce credibility (feedback, screenshots, "I was asked...")	Trigger action ("given the demand, here is the link / code")

To illustrate: for a campaign of 10 pieces of content, here is an ideal distribution:

- Attract: 4 pieces of content (storytelling, testimonials) → creating a bond with the audience
- Reassure: 3 pieces of content (demo, before/after) → sparking desire
- Convert: 3 pieces of content (clear CTA, limited offer) → facilitating conversion

This approach allows you to **transform reach into concrete impact**, ensuring that each message has a specific function in the purchase journey.

What this allows concretely:

- Avoid unbalanced campaigns that are too focused on visibility.
- Manage creation based on precise objectives and obtain clear reporting with measurable roles.
- Identify gaps in the customer journey: without action-oriented content, ROI remains low.
- Optimize the workflow: sourcing, contracting, planning, and publication integrated into the strategy.
- This matrix transforms a campaign that is "pretty but vague" into a structured and business-oriented campaign.

B. MATURITY SCORE

Launching an effective influencer campaign is not limited to choosing content and creators; you must also evaluate the maturity of your organization and your marketing approach. This is where the Maturity Score comes in.

What it allows concretely

- **Identify the strengths and gaps** of your organization regarding influencer marketing.
- **Prioritize actions** to implement to improve ROI.
- **Compare your practices** to those of the market or your competitors.
- **Communicate simply** the maturity level of your campaigns to decision-makers.

Combining the two tools:

- The matrix helps you optimize your campaigns at an operational level.
- The maturity score allows you to understand if your brand is ready to transform visibility into tangible results, and where to invest to progress.

The maturity score rests on 4 key dimensions:

DIMENSION 1

Strategy and objectives

Do your campaigns have clear and measurable objectives?

DIMENSION 2

Content and customer journey

*Is your content adapted to the different stages: Trust → Desire → Action?
Is there repetition and a balance of messages to maximize impact?*

DIMENSION 3

Creators and partnerships

*Are creators selected based on relevance, credibility, and ability to generate action?
Are their contracting, planning, and follow-up organized professionally?*

DIMENSION 4

Measurement and reporting

*Do you have tools and processes to measure the real ROI of your campaigns?
Is the reporting clear, readable, and actionable for teams and decision-makers?*

Each dimension is scored from 1 to 5:

1 : No = very immature practice / virtually non-existent

3 : A little = correct practice but room for improvement

5 : Yes = optimized, structured, and measurable practice

How to calculate your maturity score?

The global score is the sum of the four dimensions, providing a quick overview of your marketing maturity regarding influence.

Interpretation:

- 0–7: things must be clarified before investing.
- 8–14: good foundation, quick potential.
- 15–20: ready to scale.

Our **barometer** shows that only **18%** of brands believe they have mature management, while **75%** face difficulties measuring ROI. The maturity score allows for a quick visualization of strengths and areas for improvement, and for prioritizing actions to transform campaigns into business drivers.





06. AMPLIFICATION

Even the best content won't be enough to generate maximum impact if you don't plan to support it intelligently. Here is how to amplify what already works without losing credibility.

Even excellent content can remain invisible if you don't amplify it correctly. But beware: amplifying isn't about "boosting" just anything and everything. It's about reinforcing what is already working without damaging your credibility.

The Golden Rule

Organic = credibility. Paid = speed and scale.

Never boost content that hasn't already proven its worth.

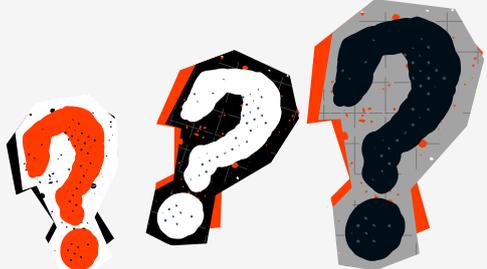
How do you know if content deserves to be amplified?

To decide, you simply need to observe clear and concrete signals that are easy to detect without complex analysis. Content that deserves to be amplified is content for which the audience shows real interest:

- **Visible clicks or visits represent the first signal:** nearly **65%** of brands use this indicator to know if content is truly driving traffic.
- **Saves and bookmarks** of a post are another key marker, tracked by **37%** of brands: if people save the content, it means it has value and deserves to be shared more widely.
- **Private messages or direct inquiries** are also significant, noted by **28%** of brands: this shows active and concrete interest in the product or service.
- Finally, **comments** asking practical questions, such as "Where can I buy this?" or "What is the price?", are tracked by **32%** of brands and reflect a genuine intent to purchase.

These simple signals allow you to know what is actually working before spending money on amplification.

07. THE 3 QUESTIONS METHOD



Measuring the impact of an influencer campaign can seem complicated, with tracking, attribution, and spreadsheets of figures. In reality, there is a simple approach, understandable by any manager, which relies on three key questions:

1 *Did we reach the right people?*

The size of the audience matters little if it is not the right one. To find out, observe simple and qualitative signals:

- **Do comments and messages ask concrete questions?**
→ For example: "Where to buy?", "What is the price?".
- **Are there many saves of the content?**
→ This shows that the content is judged to be useful.
- **Qualitative interactions, DMs, mentions, or targeted questions.**
→ These reveal real engagement.

The important thing here is not quantity, but the quality of interactions, which demonstrates that your message is reaching the right audience.

2 *Did it create a behavior?*

Reaching the right audience is not enough if nothing moves afterward. Look for signs that the influence has triggered an intention to act:

- Visits to the site or product page.
- Information requests or newsletter sign-ups.
- Traffic spikes during certain periods, correlated to your posts.

If the audience takes action, even partially, your campaign has generated concrete intent, a real movement in the customer journey.

3 *Did it help the business?*

Finally, the ultimate goal is to contribute to the company's results. Here, it's not about attributing everything to the last cent, but about showing a clear direction:

- Sales during the campaign period.
- Incoming requests attributable to the content.
- Increase in searches or brand awareness.

The strength of this method is that it allows you to tell a narrative proof, not just a list of abstract figures.

08. DELEGATING YOUR INFLUENCE CAMPAIGNS

Influencer marketing has become a must for brands.

But it remains complex to master. Between choosing the right creators, creating effective content, tracking performance, and justifying ROI, internal teams can quickly find themselves overwhelmed.

That is why **Efluenz** exists. We are a specialized influencer marketing agency, expert in transforming visibility campaigns into concrete results for business.

Our mission : industrialize influence

Working with an agency like **Efluenz** isn't just delegating: it's putting in place a reliable and scalable system for your campaigns.

- **Save time:** we take care of sourcing, selection, and contracting of influencers, as well as the coordination of all content.
- **Structure and standardize:** each campaign follows a proven methodology, with clear objectives and business KPIs defined from the start.
- **Replicate success:** we identify what works and reproduce it to maximize impact on your audiences.
- **Optimize your investments:** thanks to centralized management and precise reporting, every euro invested is oriented toward real effectiveness.
- **Act at scale:** our processes allow for the simultaneous launching of several campaigns, on different products or markets, while maintaining consistency and performance.

At Efluenz, we don't just generate views or likes. We guide your audience step by step, from discovery to action, so that each campaign becomes a measurable business lever.

09. CASE STUDIES

A. SENSEO

Senseo

Campaign context

The Senseo campaign aimed to generate awareness around the "Play your coffee" activation organized at City2 in Brussels, while reinforcing a more fun and younger brand image.

The objective was to transform this local event into a visible and attractive moment, capable of attracting an urban audience and modernizing the perception of the brand through influence.



Results

The campaign generated **4.3 million reach** and **7.9 million impressions**, accompanied by **40,700 interactions**, ensuring strong visibility around the activation.

Beyond media performance, the campaign demonstrated economic efficiency, with an **Earned Media Value (EMV)** of **€885.9k**, significantly higher than the initial investment.

These figures confirm the campaign's ability to combine massive visibility, real engagement, and strong economic valuation.



Why does this campaign work?

This campaign works because it successfully transformed a local physical activation into a large-scale amplified digital moment. By relying on creators capable of embodying a fun and accessible universe, Senseo succeeded in modernizing its image while generating strong traction around the event.

The balance between local anchoring and digital amplification demonstrates that a field activation can become a powerful strategic branding lever when supported by a structured and measurable influence approach.



B. NEWPHARMA

Campaign context

Newpharma implemented an always-on strategy to strengthen its brand awareness and support the growth of its social media community. The objective was to durably establish the brand in consumers' daily lives while highlighting its services and Unique Selling Propositions in a highly competitive market.

Beyond visibility, the challenge was to anchor Newpharma as a reliable and essential digital player in the health and well-being universe.

Results

The campaign generated **1,193,000 reach**, **1,417,400 impressions**, and an **engagement rate of 12.9%**, which is above industry standards. It also generated nearly **2,194 clicks** to the site, reflecting concrete interest in the products presented.

The operation shows an **ROI higher than 300%**, confirming the ability of an always-on strategy to combine awareness, engagement, and measurable performance.

Why does this campaign work?

This campaign works thanks to its logic of continuity. The always-on approach reinforces trust, which is key in the health sector, while repeating the brand's differentiating messages.

By combining pedagogy, creator credibility, and consistency, Newpharma transforms visibility into intent and durably establishes its digital presence.



11. CONCLUSION

Influencer marketing is no longer just a matter of buzz or simple views

In 2026, it is above all about accompanying the audience through their decision-making journey and transforming visibility into concrete results: visits, leads, sales.

This report has shown you how to:

- Go beyond superficial metrics to manage influence as a business lever
- Structure your campaigns around the Trust → Desire → Action model
- Map your content and creators using the Content × Purchase Intent matrix and the Maturity Score
- Make clear strategic decisions before launching your campaigns
- Select the creators who will truly move your audience forward

Case studies illustrate that this approach works: campaigns designed to repeat and reinforce the message at every stage of the customer journey generate measurable results, even with modest budgets or targeted audiences.

In practice, working with a specialized agency like Efluenz allows you to:

- Industrialize and structure your campaigns
- Access sharp expertise in creator selection and high-performance content creation
- Track and measure business impact reliably to justify your investments

Influencer marketing is no longer a gamble: it becomes a strategic, measurable, and defensible lever.



YOUR EXPERT IN **INFLUENCER MARKETING**

We connect brands with influencers who embody their values and create authentic, impactful campaigns.

Our objective: to generate captivating content and build truly engaged communities around your brands.

Since 2018, our digital team has been supporting brands in Belgium, France, and internationally, combining creativity, strategy, and expertise to maximize the impact of every collaboration.

Want a campaign that stands out?

[Get an expert's opinion on my project](#)



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Study conducted from January 20 to February 9, 2026, with a qualified panel of advertisers and specialized agencies.