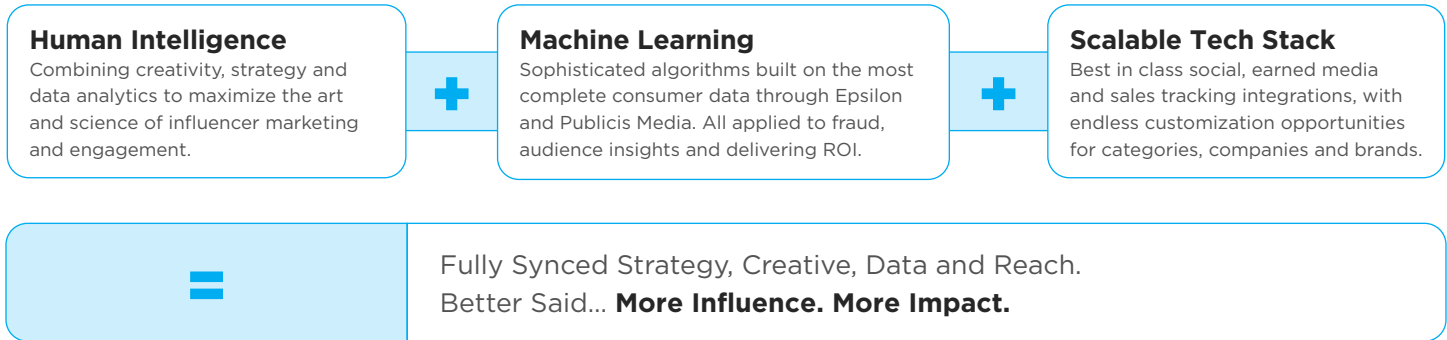# Welcome to the Future of Influencer Marketing

With Fluency, MSL has embraced human intelligence, machine learning and a scalable tech stack to create the most sophisticated influencer engagement and management platform in the world. Bar none. Fluency powers creative partnerships, earned ambassadorship and ongoing relationships with influencers whose voices resonate and matter and allows us to seamlessly create scale to build business and reputation.

Human Intelligence
Combining creativity, strategy and data analytics to maximize the art and science of influencer marketing and engagement.

+

Machine Learning
Sophisticated algorithms built on the most complete consumer data through Epsilon and Publicis Media. All applied to fraud, audience insights and delivering ROI.

+

Scalable Tech Stack
Best in class social, earned media and sales tracking integrations, with endless customization opportunities for categories, companies and brands.

=

Fully Synced Strategy, Creative, Data and Reach.
Better Said... **More Influence. More Impact.**

COVID-19 Has Changed Everything, Including with Influencers

70%
of influencers report their audiences are turning to them for guidance – so much so the WHO and CDC are providing official guidance

10-30%
Instagram engagement is up among influencers

15%+
Twitch is up 15.4%
TikTok is up 19.7%.
Emerging platforms bring new opportunities

73%
of influencers are actively discussing their own behavior changes – shopping, entertainment and media consumption

What End-to-End Influencer Marketing Tech, Designed by Communications + Marketing Experts, Delivers

Identify + Analyze
- 250M+ influencers across every major and emerging channel
- 50,000+ search filters and tags to ID niche audiences
- Verify audiences with proprietary tools that ID fake engagement / followers / bots

Manage + Activate
- Translate your spreadsheets into Fluency live influencer databases
- Manage campaigns and content reviews / approvals in one place
- Application Pages help influencers find brands and apply as if it were a job board

Measure + Optimize
- Integrated with Shopify, The Circle, MikMak and others to directly track ROI
- Open API to ensure unlimited customization opportunities (CRM, affiliate tracking, etc.)
- Industry's most compre-hensive real-time influencer reporting tool

Strategic Amplification
- The full media buying power of Publicis Media, and first and third-party data of Epsilon
- Look-alike audiences, re-targeting and outcome-based planning that goes beyond simple amplification of posts

Next Gen Influencer Marketing Demands More Than Project Management

	fluency	julius	indaHash	IZEA	tagger	Traackr	whalar
Designed by a Strategic Marketing Partner	•						
Fraud Detection	•		•	•	•	•	
Discovery	•	•	•	•	•	•	•
Measurement	•	•	•	•	•	•	•
Contracting and Briefing	•	•	•	•	•	•	•
Content Performance & Prediction	•						
250MM+ Worldwide Influencers	•						
Data Powered by Epsilon	•						
Activate Earned Influencers and Super Fans	•						
Full Customer Journey Measurement	•						
Online and Offline Sales Tracking	•						
Enterprise Marketing Customization	•						

Breakthrough Influence at Scale

After introducing Fluency, we saw...

▼ **fraud across all channels**
by 24%+

▲ **content driven by influencers**
by 42%+

▼ **time to create influencer programs**
by 68%+

▲ **follower growth on all channels**
by 26%+

For Brands Like

Abbott · AMERICAN EXPRESS · Emirates · invisalign · THE HOME DEPOT · KitchenAid · Lilly · P&G · SAMSUNG · SMUCKER'S · UNITED SOYBEAN BOARD
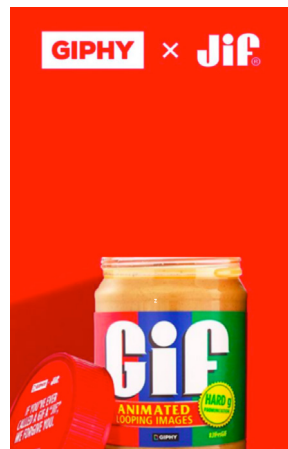
Influence IRL

Influence in Action

We uncovered a growing conversation among dad influencers—no changing tables in men's rooms. With a multi-tier influencer-led communications program culminating with John Legend, we turned insight into action and changed society for the better.

Impact

• 315 influencer Instagram posts strategically spanning micro, mid, macro and celebrity

• 1.7B+ organic and paid media impressions

• 450+ brand mentions in media headlines and 1,200+ broadcast segments

• Hundreds of Koala Care changing tables installed in men's bathrooms across the U.S.

Influence in Action

We took a play on words and turned it into a pop culture phenomenon driven by influencer and internet culture. A holistic influencer outreach plan drove earned conversation beyond expectations, memes galore and competitive bidding for sold out JIF/GIF jars on eBay.

Impact

• 9.2M+ impressions from paid influencers, but even more—32.5M+—from those who joined the conversation organically

• 2B+ earned media impressions

• Limited-edition jars sold out in 24 hours, and went for 10x the retail price on eBay

MSL
Influence. Impact.

Let's talk.

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