In 2020, the customer journey across many industries changed forever. Due to the impact of the global pandemic, buyers moved increasingly online, relying on ratings and reviews to instill confidence in purchases.

This paradigm shift raised the importance of a more recent category of buyer proxy— influencers. As a central part of a brand’s online presence, influencers can help foster consumer networks built on trust.

But not all influencers are created equal. In today’s crowded digital landscape, it’s important to create an authentic connection with an audience. For many brands, that means finding the influencers that best fit their brand voice.

Finding a voice for your brand
Social Targeting uses AI to pair brands with influencers that can help amplify your message and drive consumer engagement. The solution draws from Influential’s invite-only network, which includes more than 500,000 leading social influencers on Twitter, Instagram, Snapchat, YouTube and Facebook. This network of influencers currently reaches more than 5-billion followers.

The solution is designed to understand the demographics of an influencer’s audience and evaluate the sentiment of their online presence. Once an influencer is selected, the solution sets up timed message release to facilitate a consistent drumbeat throughout a campaign. Social Targeting uses advanced analytics to show end-to-end attribution for any influencer marketing strategy.

IBM® Watson® Advertising Social Targeting with Influential (Social Targeting) helps marketers improve effectiveness and performance by:

- **Leveraging** AI to automate and expedite the identification of influencers
- **Delivering** ads to real people at the right time
- **Aligning** with brand-appropriate influencers
Social Targeting helps forward-looking brands succeed by:

- **Making brand-safe decisions.** Social Targeting uses Watson AI (including Personality Insights and Tone Analyzer APIs) to help you understand the personalities of influencers and make the best choice for your brand.

- **Optimizing campaign delivery to real audiences.** Analyze the composition of the influencers’ audience to help determine if it aligns with your target demographic and to avoid followings that are dominated by invalid traffic or bots.

- **Supporting your brand’s perception.** Social Targeting evaluates candidates through rigorous background checks, motor-vehicle reports, profanity ratings and more to help marketers determine whether an influencer’s values are aligned with those of the brand.

- **Providing real outcomes.** Social Targeting ties ad views to real purchase data to help verify that your message drove results.

These capabilities are built to foster authentic interactions with your audience, reduce waste in your media spend, and drive engagement and conversion in a digital landscape that is moving faster than the speed of insight.

To learn more, visit the IBM Watson Advertising Social Targeting with Influential web page.