

INFLUENCER GENERATED CONTENT

BENCHMARK
REPORT

SNEAKER
BRANDS



Women's Sneaker Sales Drive U.S. Sneaker Market Growth

\$19.6b

In athletic footwear industry revenue.

\$9.6b

In sport leisure footwear sales.

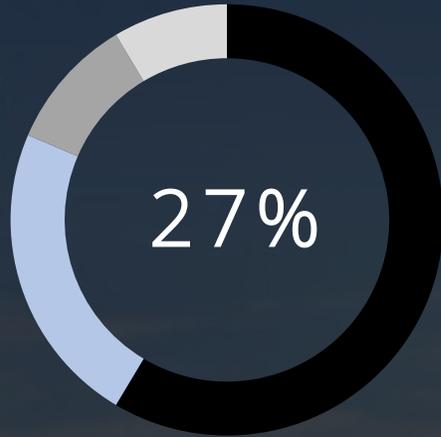
\$453.2m

In women's athletic footwear sales.

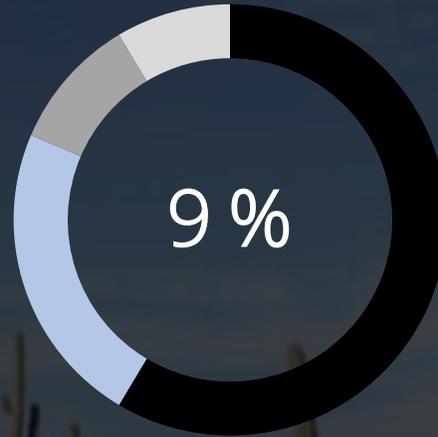
\$25k

The average amount a woman will spend on shoes in her life.

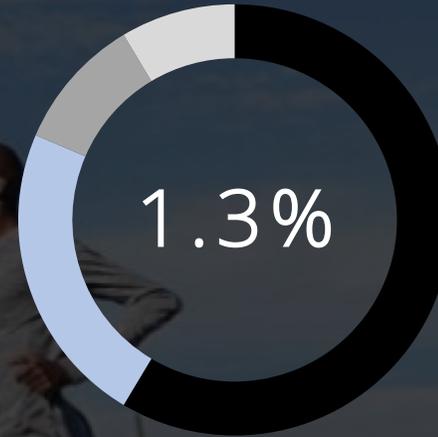
Consumers Are Going Online To Purchase Sneakers



Of footwear is bought online.

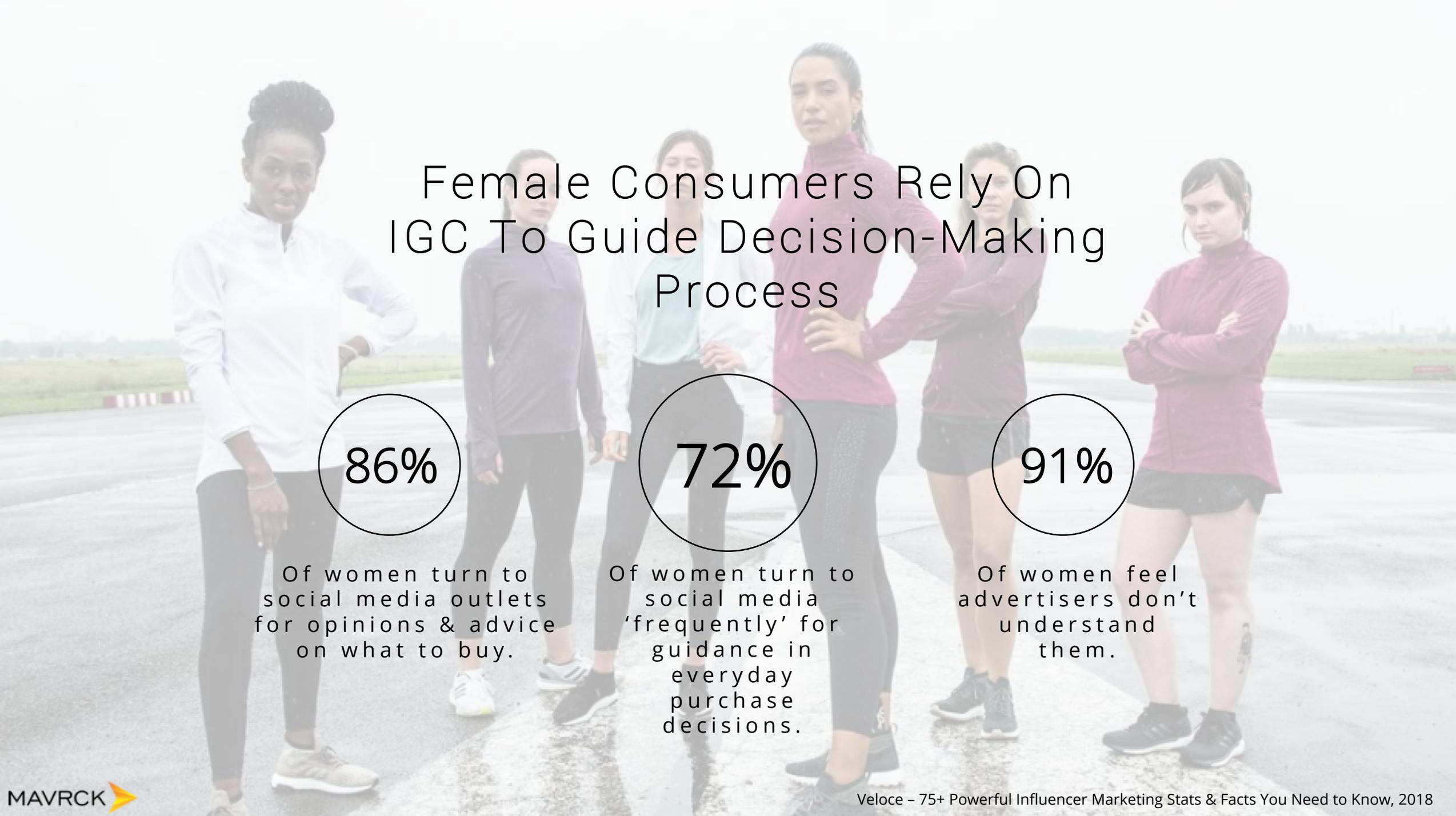


Annual growth rate of online sneaker sales.



Annual growth rate of brick and mortar sneaker sales.





Female Consumers Rely On IGC To Guide Decision-Making Process

86%

Of women turn to social media outlets for opinions & advice on what to buy.

72%

Of women turn to social media 'frequently' for guidance in everyday purchase decisions.

91%

Of women feel advertisers don't understand them.



Influencer Marketing Continues To Gain Popularity Among Today's Marketers

86% of marketers used influencer marketing in 2017.

92% of marketers found influencer marketing to be an effective tactic.

81% of marketers currently repurpose influencer-generated content across multiple channels.

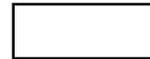
52% of marketers plan on adopting influencer programs that leverage multiple types of influencers.

51% of marketers report the influencer-generated content outperforms brand-generated content.

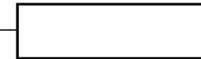
39% of marketers plan on increasing their influencer marketing budget in 2018.



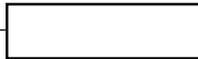
IGC: The Key To Reaching Female Consumers



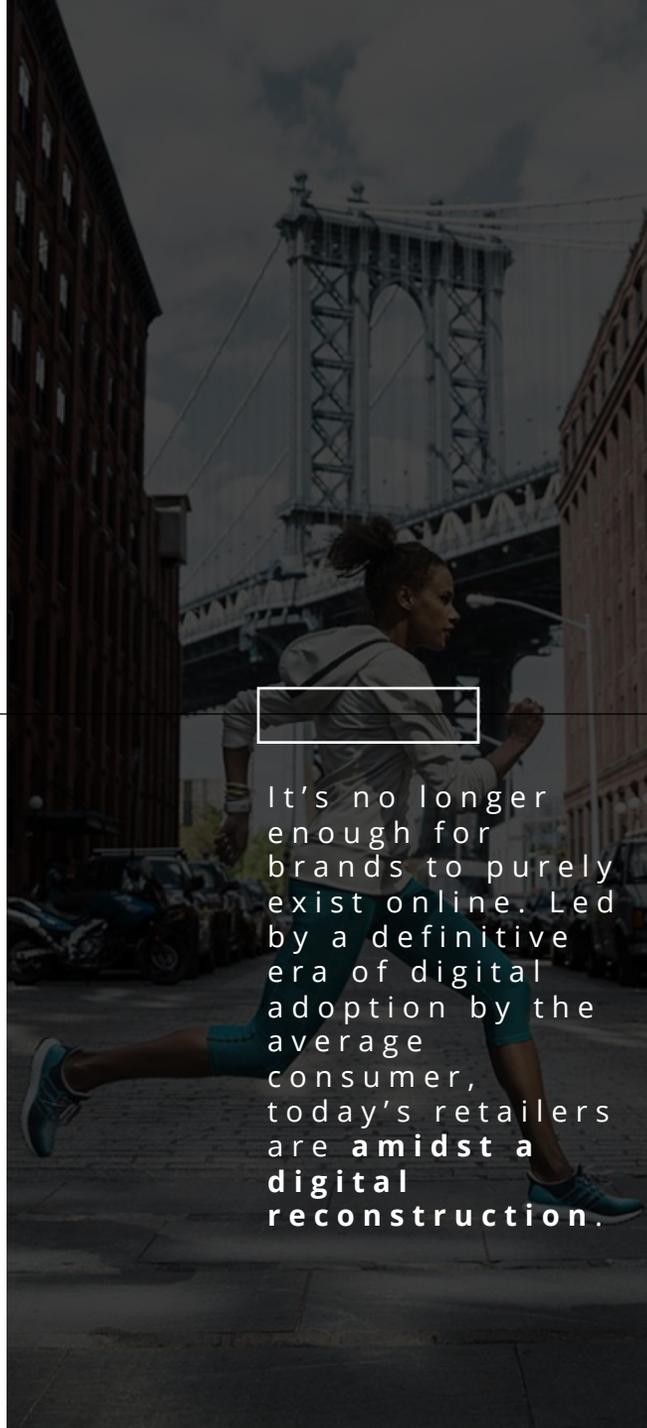
American women hold \$5-\$15 trillion in purchasing power, **driving the majority of consumer spending.**



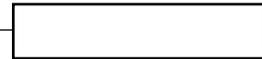
With growth in women's sneaker market on the rise, legacy brands are shifting their male-dominated strategies and **making plays geared towards women.**



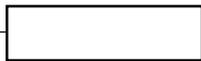
Legacy brands have launched **new products, specialized marketing campaigns, and strategic partnerships** - geared towards appealing to women.



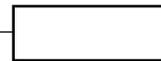
It's no longer enough for brands to purely exist online. Led by a definitive era of digital adoption by the average consumer, today's retailers are **amidst a digital reconstruction.**



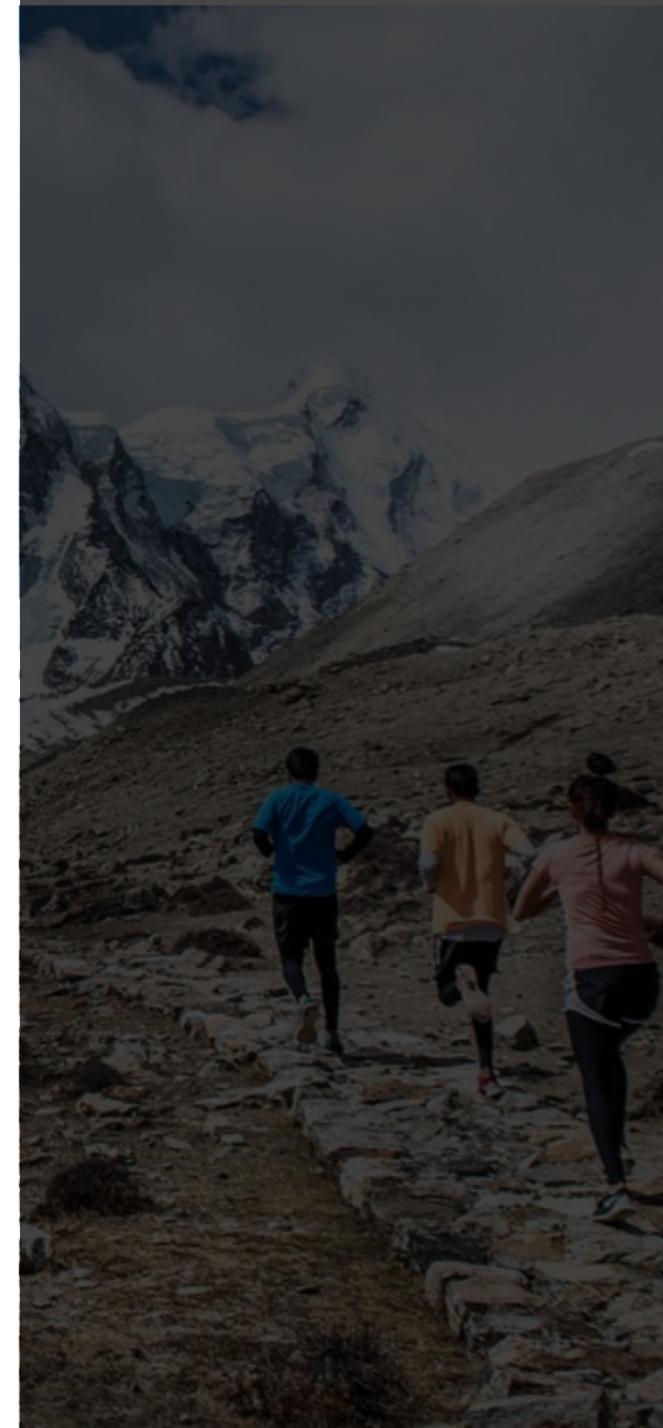
Not only are today's consumers increasingly comfortable with digital channels, but the majority of **consumers actively rely on digital information** to mitigate risk & guide purchase decisions.



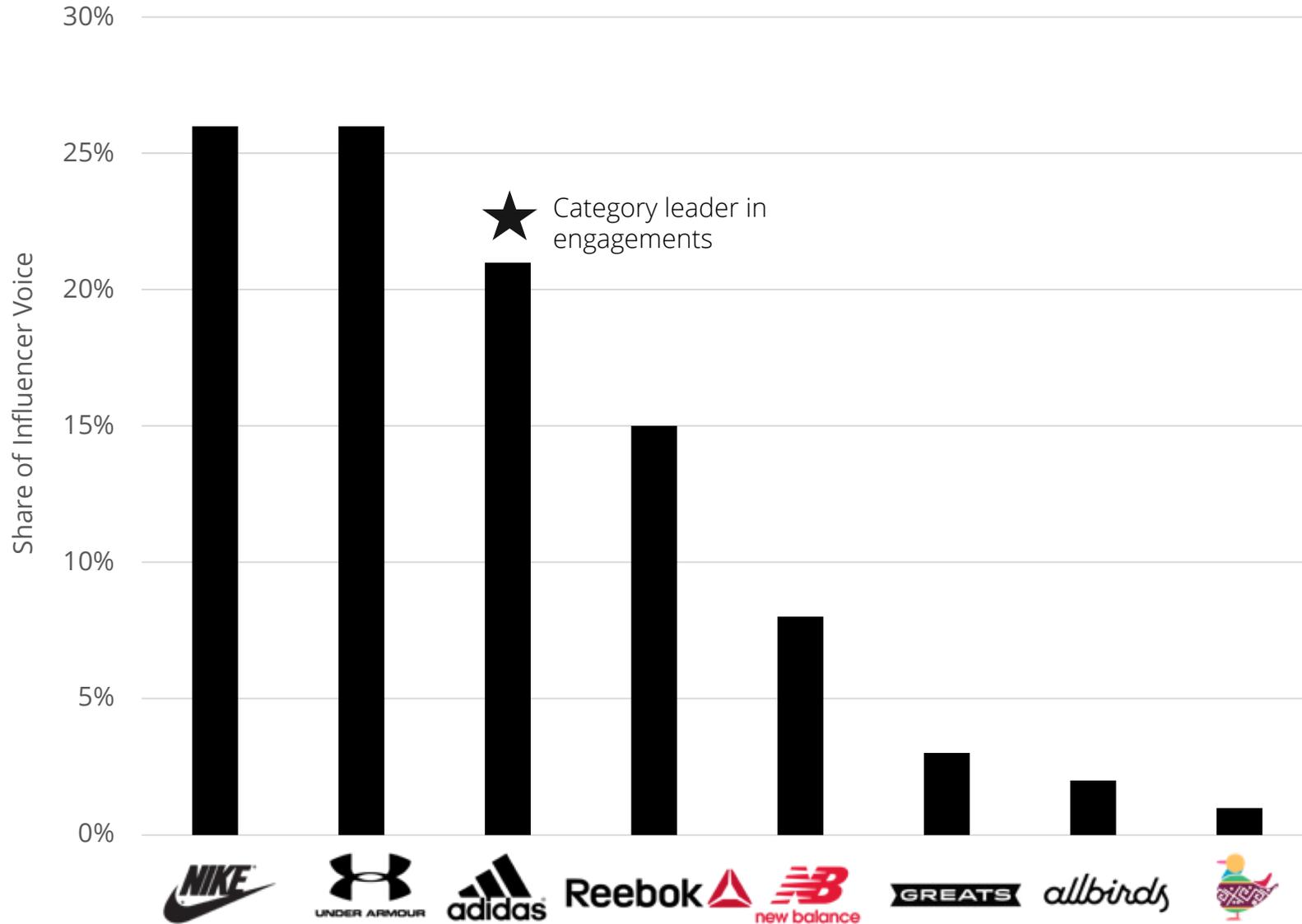
In response,
leading brands
are leveraging
digital to meet
female shoppers
where they
already are -
online.



Leading sneaker
brands have
partnered with
influencers to
deliver
personalized,
relevant
experiences for
consumers at
every
touchpoint,
increasing brand
trust and
accelerating the
path-to-
purchase.



Share Of Influencer Voice: Sneaker Brands

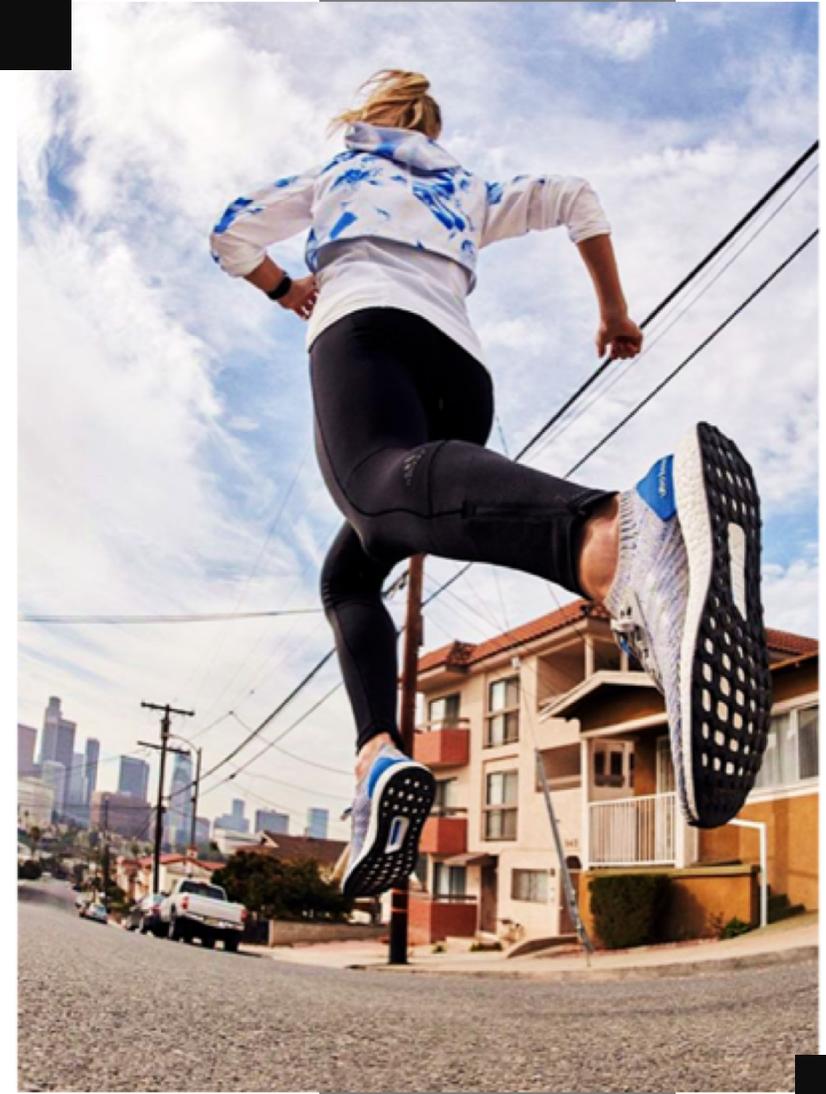


1,205
CATEGORY AVG.
ENGAGEMENTS /
INSTAGRAM POST

3,354
CATEGORY LEADER
ENGAGEMENTS /
INSTAGRAM POST

IGC CHECKLIST

Key takeaways from Sneaker IGC Category
Leaders

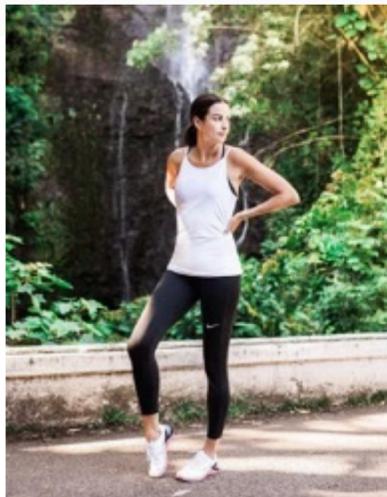




nike [Follow](#)

916 posts 76.2m followers 136 following

nike Just Do It.
nike.com



Nike IGC serves as a seamless extension of the brand by utilizing similar emotional branding tactics and by incorporating in-moment activation.



Nike's recent partnership with Amazon enhances their direct-to-consumer e-commerce strategy, providing a significant competitive advantage over those who haven't adopted a digital-first strategy.



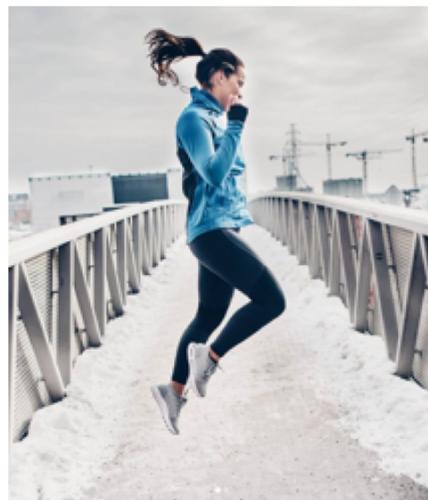
This year, Nike introduced 'four new ways of thinking about sneakers for women,' including the launch of Nike Unlaced, the company's 'new sneaker destination for women.'



underarmour  [Follow](#)  

2,331 posts 5.1m followers 377 following

Under Armour EST 1996. BMORE. #WEWILL
undrarmr.co/2FKRtLM



Rather than selling an image or a lifestyle, Under Armour is marketed as a solution, manufacturing fashion as technology and putting innovation over image.



Under Armour's acquisition of MyFitnessPal, MapMyFitness and other fitness apps position the brand as the largest digital fitness community in the world.



Under Armour's 'Unlike Any' campaign celebrates the unprecedented achievements of female athletes and highlights that their athletic wear is for all women.



adidas [Follow](#)

955 posts 18.8m followers 124 following

adidas Energy from the ground up. #ULTRABOOST
a.did.as/_UltraBOOST_



Partnerships with hip-hop icons like Kanye West enhance the brand's fashion profile, expand the company's creative ecosystem, and keep consumers engaged and excited.



With the goal of doubling their share in the female sports market by 2020, the brand has shifted its strategy to leverage fashion & lifestyle micro-influencers (and not athletes) to reach female consumers.



Adidas doesn't limit itself to celebrities and professional athletes, and actively leverages micro-influencer to promote the brand.

ABOUT US

[Mavrck](#) is the leading all-in-one influencer marketing platform enabling companies such as P&G, Godiva, and PepsiCo to harness the power of ideas people trust. Marketers use Mavrck to discover and collaborate with influencers, advocates, referrers, and loyalists to create trusted content and insights for customer journey touchpoints at scale. Using its self-service influencer manager, marketers can take an automated and performance-based approach to influencer marketing.

Founded in 2014, Mavrck is headquartered in Boston, MA, with 30 employees and has raised \$8.3M in venture capital.

Contact us at sales@mavrck.co to learn more.

RISE
ABOVE
THE
NOISE