IREP Forum – Influencer Marketing Effectiveness

Event Details

The IREP Forum will take place on the morning of April 9th, 2026, in the WPP auditorium. It will be chaired by Stéphane Martin, CEO of the ARPP, and will focus on the theme:

Influencer Marketing: Challenges & Effectiveness within the Media Mix?

Background

Influencer marketing has now established itself, in France and internationally, as a strategic lever within the media mix. In 2024, it already represented a market worth more than half a billion euros in France (source: France Pub for the ARPP), confirming its key role in brands' communication strategies.

In an environment shaped by audience fragmentation and the multiplication of touchpoints, influencer marketing offers specific strengths: credibility, authenticity, and trust. These values have become major challenges, both for content creators and for the brands that integrate them sustainably into their communication strategies, within an increasingly demanding framework in terms of transparency and ethics.

While visibility indicators (reach, impressions, views, etc.) remain essential to measure exposure, they are no longer sufficient on their own to assess the true effectiveness of influencer marketing. Brands are now seeking a more comprehensive evaluation of its impact, in order to measure both its contribution to Brand Equity (awareness, image, consideration, engagement, etc.) and to business performance (conversion, sales, ROI, etc.).

The challenge is clear: to embed influencer marketing in a full-funnel approach, demonstrate its tangible contribution to results, and understand its specific role within the broader media mix.

It is with this perspective that this IREP Forum will be dedicated to the challenges and measurement of influencer marketing effectiveness and the role of content creators. The objective is twofold: to provide an overview of the market, in France and internationally, and to analyze methodological advances in effectiveness measurement. The Forum will also explore the complementarity of influencer marketing within the media mix through feedback, concrete use cases, and benchmarks.

Some Proposed Topics Include

- What are the recent developments in the influencer marketing market, both quantitatively and qualitatively? What role does AI play?
- What specific characteristics distinguish the French market from the international market?
- How can we assess the real contribution of content creators in a highly fragmented ecosystem?
- What is the impact of "responsible influence" on advertising effectiveness?

- What measurement solutions are currently being used?
- How can we effectively measure the upper funnel (brand equity, long-term effects) and the lower funnel (short-term performance, sales)?
- What level of comparability and complementarity exists with other media and marketing levers?
- How is influencer marketing integrated and measured within Marketing Mix Modeling (MMM) frameworks?
- How are emerging indicators such as LMV (Lasting Media Value) used, or other KPIs such as VIT (Visibility, Impact & Trust)?
- What is the impact of campaign executions themselves on effectiveness (formats, platforms, etc.)?
- Is the standardization of influencer marketing measurement a key challenge for the future of the market?
- … / …

What We Expect

- High-quality presentations: well-supported, solid, reliable, scientific…
- A commitment to clarity: demonstrated, well-explained, informative, practical, useful…
- An innovative perspective: creative, forward-looking, innovative in approach, tools, processes, or thinking.
- What we do not accept: sales pitches, commercial presentations, and/or self-promotional talks.

Proposals From

- Brands
- Communication consulting agencies
- Media agencies
- Media companies or advertising sales houses
- Market research institutes
- Consulting firms
- Researchers / academics
- Digital experts
- Data / martech specialists

How to Apply

Every project, without exception, must include a detailed description covering the following points (see attached questionnaire):

- Submitting organization
- Proposed speaker(s)
- Title of the proposed topic
- Approach, methodology, and resources implemented

- Key scientific and/or operational takeaways
- Future perspectives

Selection Process

The Program Committee will select the proposals to be retained.

Once the Proposal Is Confirmed

- A 20-minute presentation followed by 5 minutes of Q&A;
- In PowerPoint format (16:9)
- A photo of the speaker (minimum 2MB)
- A short bio in a few lines
- A summary of the talk (approximately half a page)
- Your consent for the presentation to be shared with participants in PDF format and made available to our members through our Com'search database
- Your consent for a video recording and replay distribution on the IREP platform for participants

Submission Deadline

Your presentation proposal must be sent before **February 20th, 2026**.