E-commerce Influencer Marketing in Southeast Asia

SECTOR REPORT | 2024

cube x impact.com

Why we wrote this report

When we began researching Southeast Asia's e-commerce influencer marketing economy in 2023, our primary objective was to answer two key questions: 'How important is influencer marketing for e-commerce, and how does it work?'

The answers were both encouraging and surprising. We published our findings in last year's inaugural sector report, which has since been read by thousands of industry professionals with good feedback.

This year, we are excited to build on last year's insights and publish an expanded second edition. In this report, we aim to share updates on how key metrics have evolved since 2023 (indicated with a blue star icon ⭐), and provide perspectives on timely new topics, including live commerce and AI influencers.

We hope you find the following pages helpful and inspiring. This work would not have been possible without the continued support of our sponsor, impact.com, the leading platform for partnerships and influencer marketing.

Happy reading,
Cube

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5 Key take-aways from this year's report

1. Influencer marketing is an important driver of e-commerce sales, contributing to approximately 20% of Southeast Asia's online sales in 2024[1]

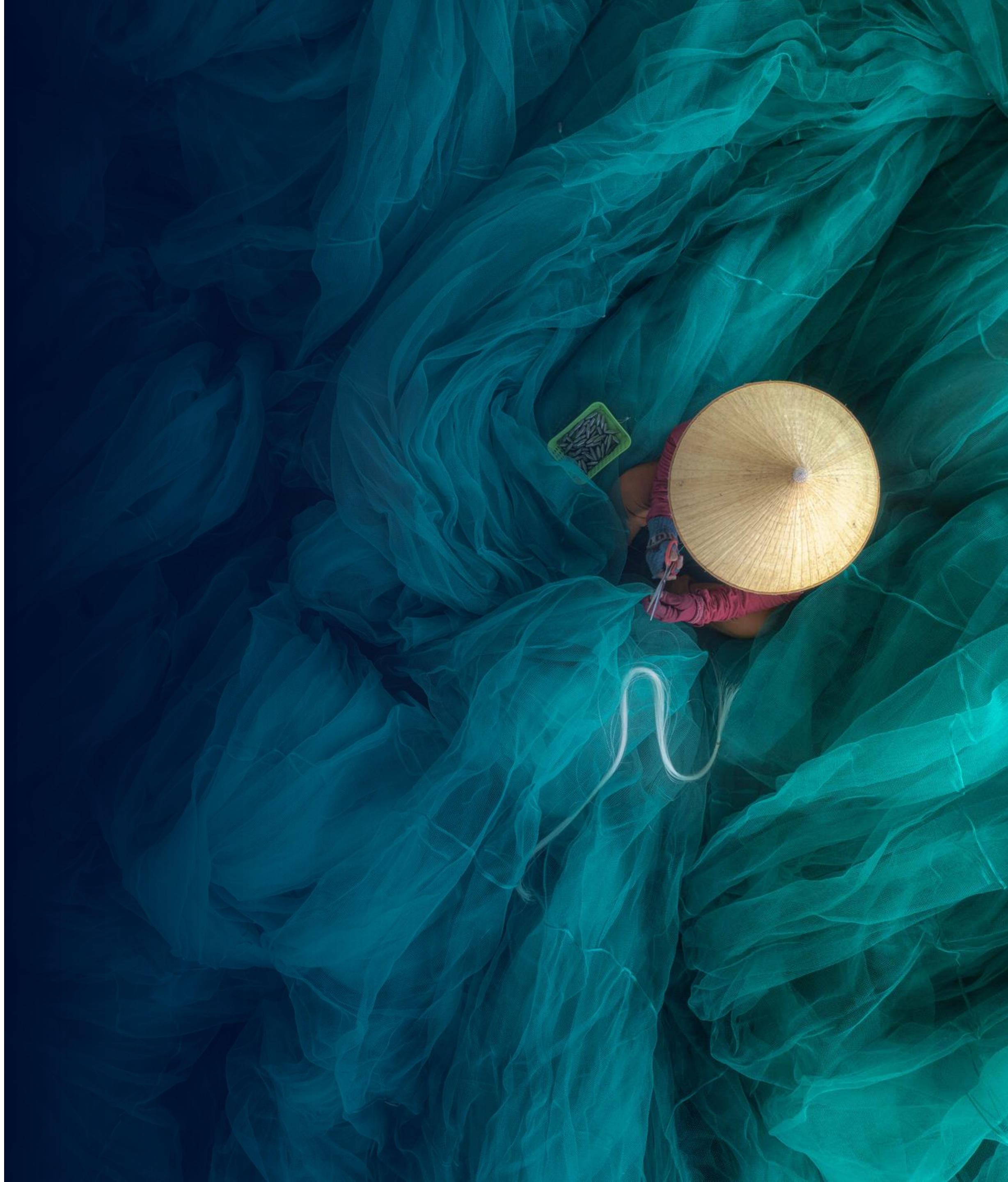
2. More than 8 out of 10 surveyed consumers have purchased a product or service because it was recommended by an influencer or celebrity

3. Influencers' recommendation power goes beyond physical goods e-commerce; categories like online travel and subscription services are also benefiting from influencer marketing

4. Live commerce has reached high adoption across Southeast Asia, led by consumers' search for good deals and product reviews; it remains skewed towards fashion and beauty

5. Leading e-commerce platforms are expanding into online travel and experiences, which will enable more influencer and affiliate marketing in those categories

1: Direct + Indirect impact; see following section for more details



METHODOLOGY

This research report is based on primary and secondary research, conducted during June-August 2024

Online consumer survey

Online consumer survey of 2,400 respondents (adults aged 18-77, men and women), focused on sentiments towards influencers and influencer marketing.

- Singapore (n=400)
- Indonesia (n=400)
- Thailand (n=400)
- Vietnam (n=400)
- Malaysia (n=400)
- Philippines (n=400)

Expert Interviews

In-depth interviews with industry stakeholders and experts including influencers, brand marketing leaders, and representatives from enablers and agencies.

E-commerce market data

Market data by Cube, including estimates related to Southeast Asia's e-commerce market across various countries and categories.

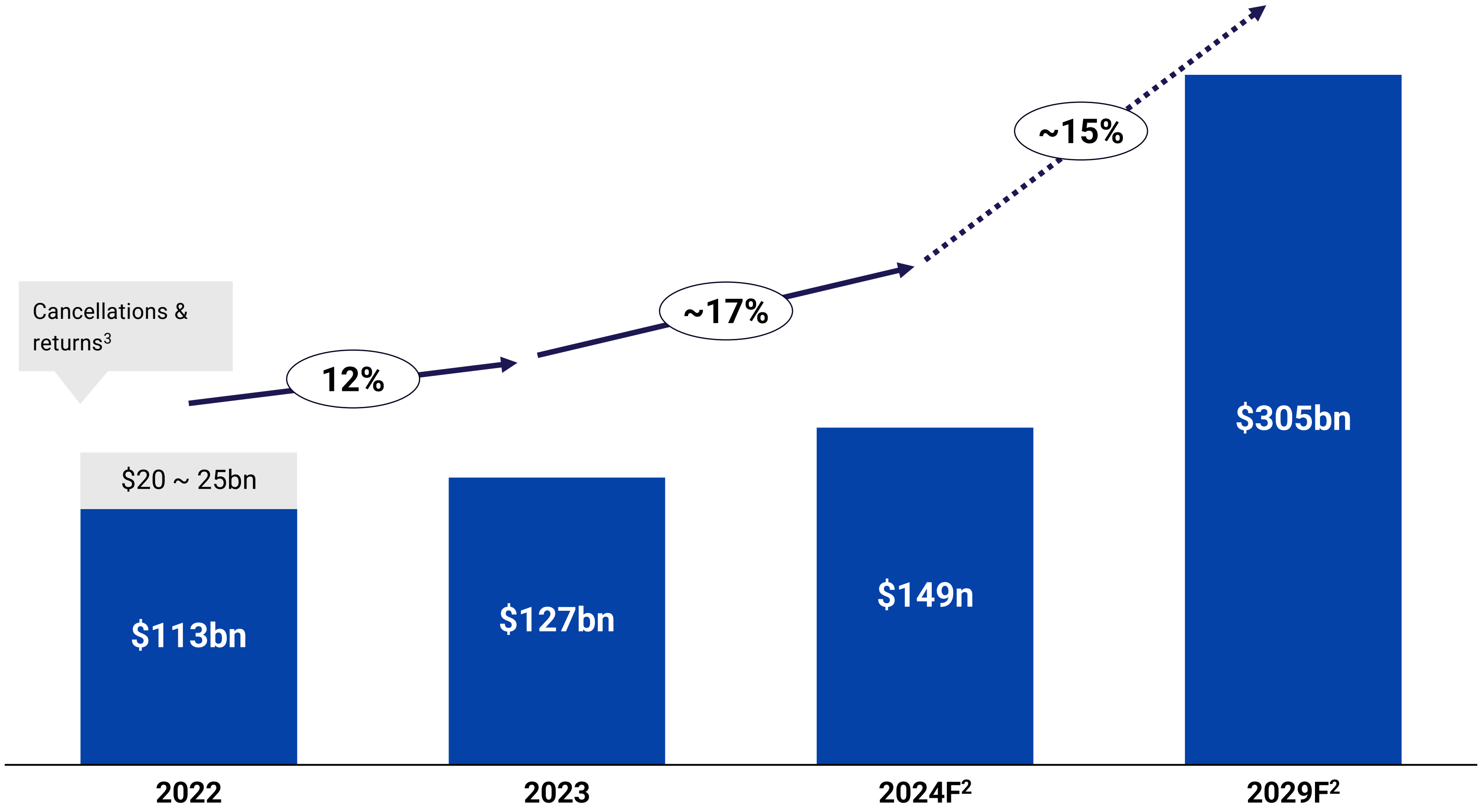
SECTION 1

Exploring Influencers' role in Southeast Asia's e-commerce economy

E-commerce sales on formal channels[1] in Southeast Asia were $127bn in 2023 and are projected to grow to $305bn by 2029

Southeast Asia e-commerce Sales (NMV)[1]

Formal channels, $ bn



KEY INSIGHTS

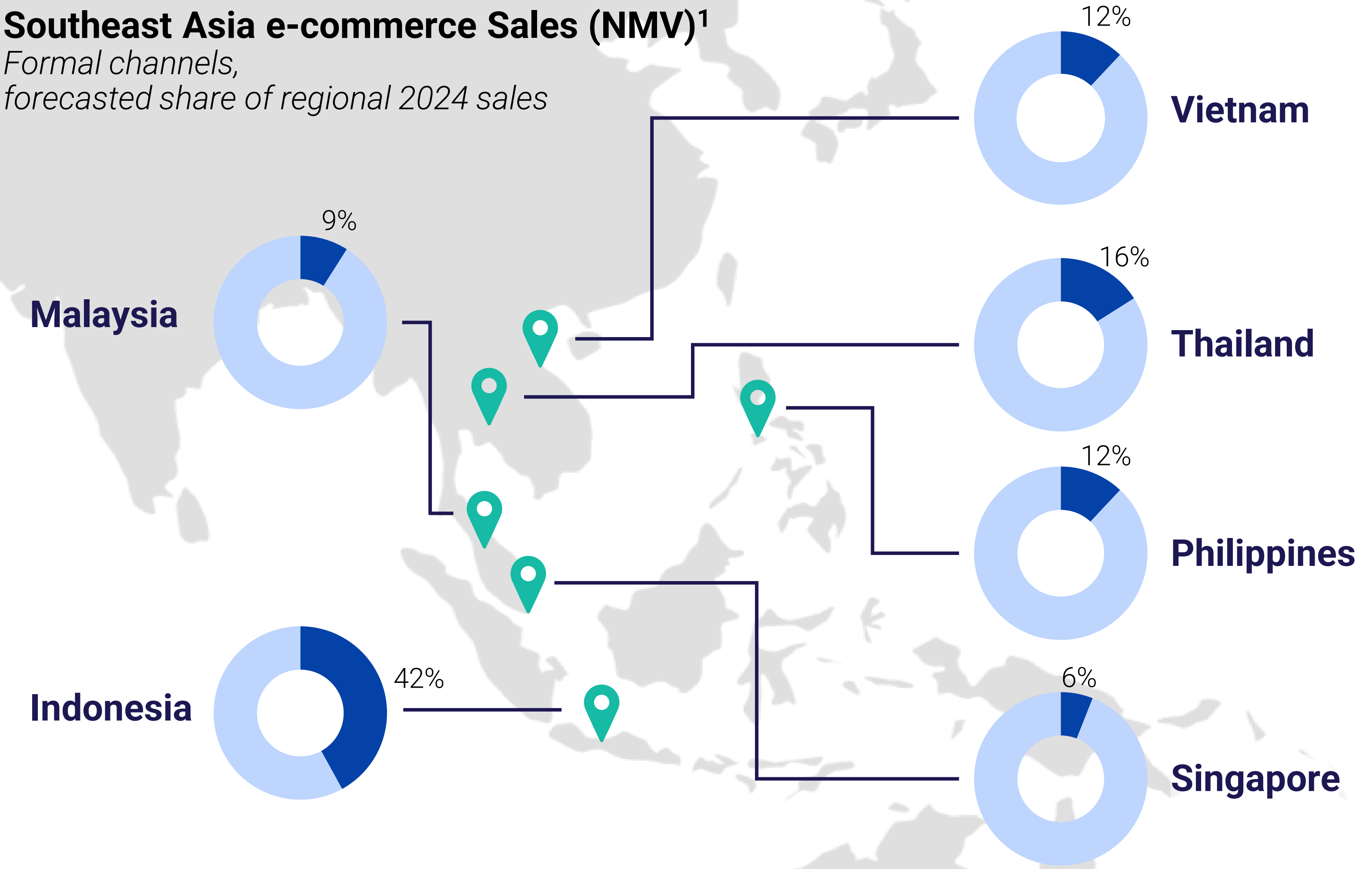
- Southeast Asia's e-commerce market has entered a more mature growth phase after the end of the COVID-19 pandemic
- Regional online sales of physical goods through formal channels reached $127bn in 2023 and are projected to reach $149bn in 2024
- The market is set to continue expanding, likely adding more than $156bn in additional annual sales value between 2024 and 2029 – albeit at a slightly slower growth rate

1: See definition on page 59 2: Forecast 3: Most e-commerce platforms' reported GMV estimates include cancellations and returns; these are excluded from the analysis in this report

Source: Cube

More than 70% of Southeast Asia's e-commerce market is concentrated in Indonesia, Thailand, and the Philippines

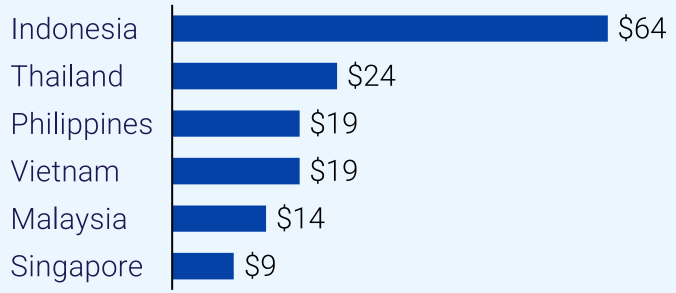
Southeast Asia e-commerce Sales (NMV)[1]
Formal channels,
forecasted share of regional 2024 sales



KEY INSIGHTS

- Indonesia is Southeast Asia's largest e-commerce market by far, but is growing slower than its neighbours; the trio of Vietnam, Thailand, and the Philippines is set to surpass its share in the coming years

E-commerce sales by market
Formal channels, 2024F, $ bn

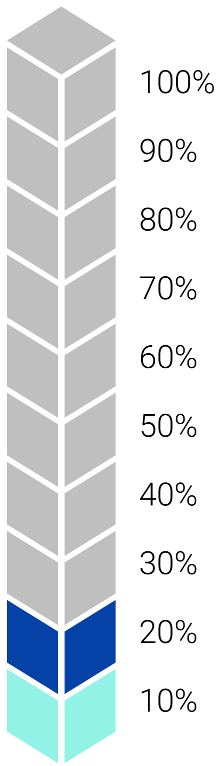


1: Net Merchandise Value, see definition on page 59
Source: Cube

Influencer marketing is a significant sales driver for e-commerce in Southeast Asia, directly contributing ~$15bn of NMV in 2024

Contribution of influencer marketing on e-commerce sales

$149bn Total e-commerce market, 2024F



$25~$31bn **Total online sales influenced by influencer marketing**

Trackable + Indirect impact

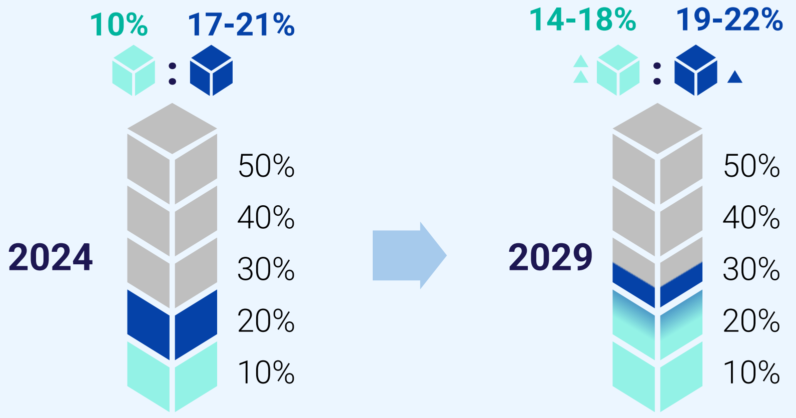
Estimated value from awareness building, influencing considerations, amplifying conversions, and loyalty

~$15bn **Directly attributed to influencer marketing**

Trackable

Estimated value from conversion-focused activities, e.g., affiliate partnerships and campaigns with UTM product links

Prediction: By 2029, influencer marketing sales contribution *and* the share of trackable sales impact will increase



By 2029, influencer marketing sales contribution and the share of trackable sales impact will increase driven by;

- The rise of 'closed' e-commerce ecosystems with high tracking ability (e.g., TikTok Shop)
- Gaining popularity of commission-based influencer campaigns
- Continued improvements in the performance tracking features of influencer marketing platforms

Source: Brand and e-commerce leader survey and interviews, desktop research

E-commerce marketing expenditure on influencers will reach ~$5bn in 2024

Influencer marketing spending linked to e-commerce

Share of total expenditure, Southeast Asia, 2024F

~10% **Agencies and enablers**
Various service fees

~5% **Other costs**

~25% **Product sponsorship**
product cost, logistics handling

~60% **Influencer fees**
fixed fees, sales commission, travel expenses

KEY INSIGHTS

The cost structure of influencer marketing

Fixed versus variable influencer fees

Fixed fees, such as those for a sponsored product review with specific, agreed-upon social collaterals, remain the most common way to pay influencers; variable fees in the form of sales commissions are however becoming increasingly common, especially on channels like TikTok Shop that are heavily focused on immediate sales conversion

The role of agencies and platforms

Brands work with influencers in several ways, including direct engagements and through partnerships with agencies and e-commerce platforms; most brands combine several engagement models to reach their marketing objectives

Learn more about influencer engagement and payment models on page 20-21

Source: Brand and e-commerce leader survey and interviews, influencer interviews, desktop research

SECTION 2

Through the consumer lens: Sentiments and preferences related to influencer marketing

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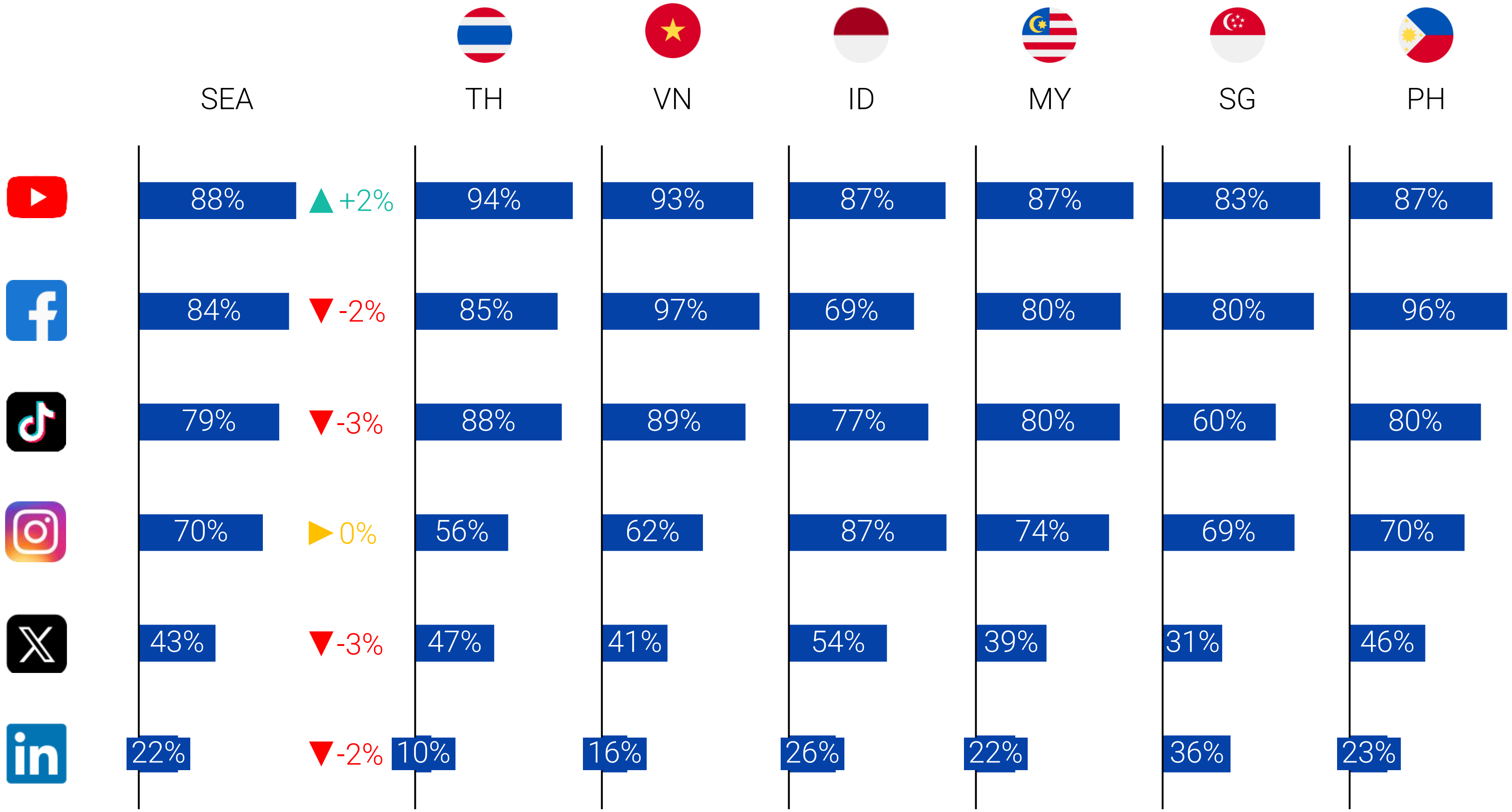
YouTube and Facebook are the most popular social media and content platforms in Southeast Asia; only YouTube has grown its consumer adoption rate since 2023

Q: Which of the following social media and content platforms do you currently use?

% of respondents, n=2,400



KEY INSIGHTS

- YouTube, Facebook, and TikTok are the most popular platforms across Southeast Asia. YouTube has seen the highest increase in adoption over the past year (+2%)
- Despite growth of 3-6% across most SEA countries, TikTok's SEA average is dragged down by a 9% decline in Indonesia, likely due to the TikTok Shop ban in 2023; this impact on TikTok usage highlights how integral its e-commerce arm has become to the platform
- On average, Southeast Asian consumers use ~4 social media and content platforms; 90% of the time this includes YouTube, Facebook, and TikTok

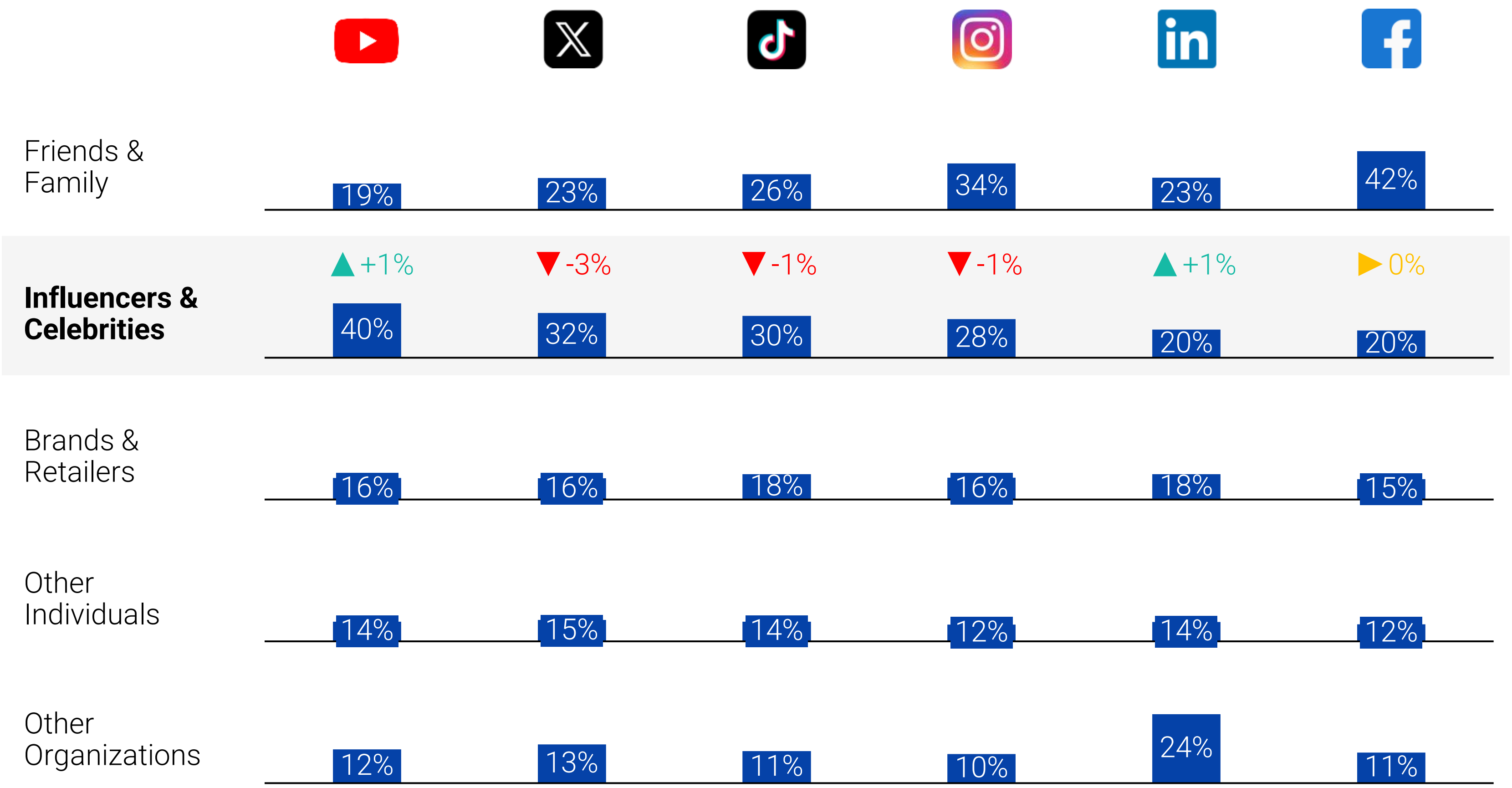
Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes

Source: Consumer survey, n=2400

YouTube is the most influencer-oriented platform with 40% of user time spent on influencer and celebrity content – twice as much as Facebook

Q: What kind of accounts do you consume the most content from on social media platforms?

Survey respondent allocation of 100 time units for each platform



Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes

Source: Consumer survey, n=2400

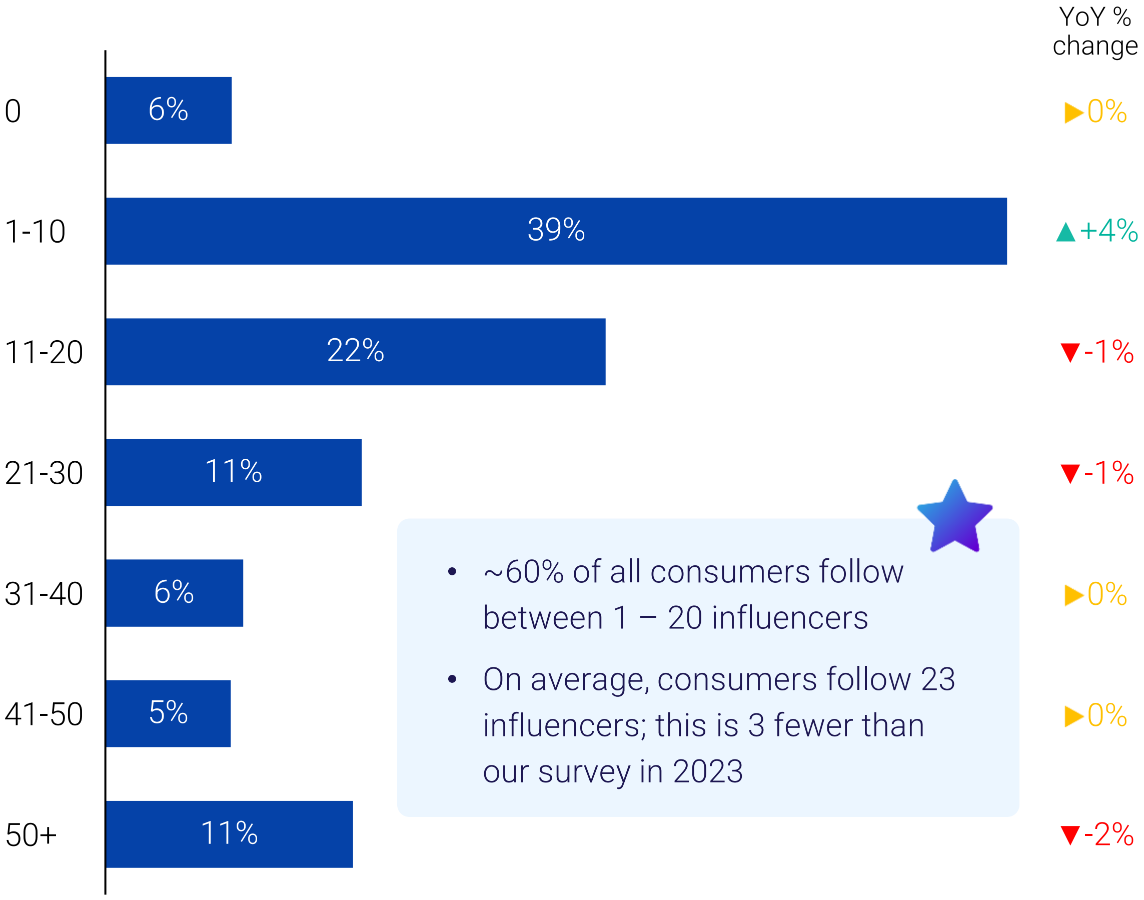
KEY INSIGHTS

- Influencer content ranks as the second most consumed content type overall, capturing about one-third of all time spent on social media and content platforms
- YouTube, X, and TikTok are the top platforms for influencer content, with 40%, 32%, and 30% timeshare, respectively
- Facebook is mainly used for connecting with friends and family, resulting in just 20% influencer content consumption in 2024, the lowest among the six platforms

Consumers are not monogamous; most seek diverse experiences from multiple influencers across various platforms and types of content

Q: How many influencers do you follow?

% of respondents, n=2,400

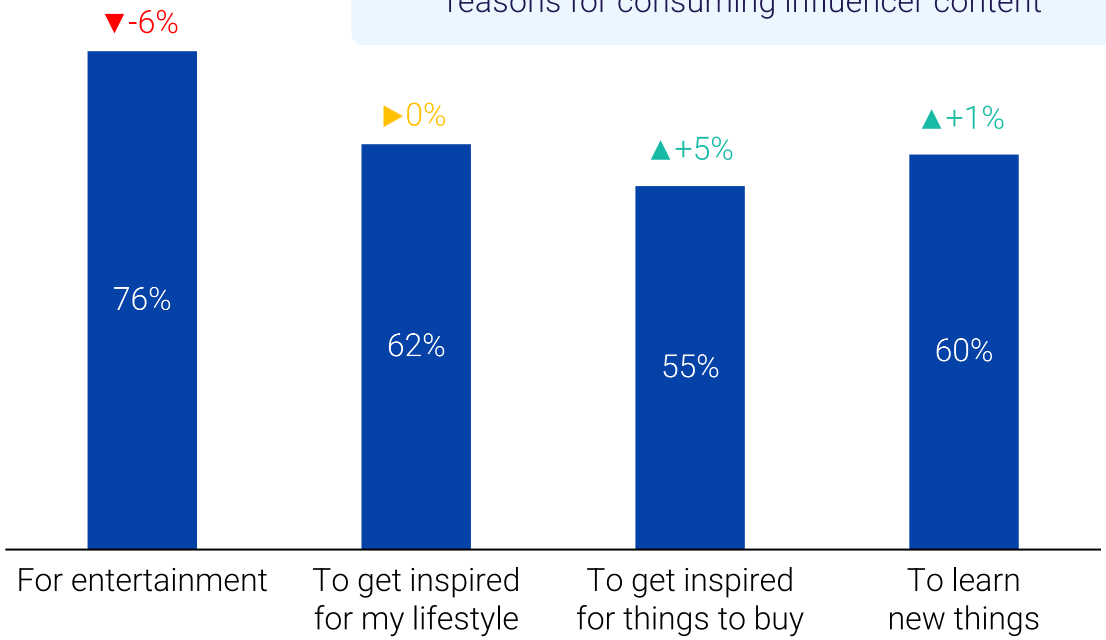


- ~60% of all consumers follow between 1 – 20 influencers
- On average, consumers follow 23 influencers; this is 3 fewer than our survey in 2023

Q: Why do you consume content from influencers?

% of respondents, n=2,400

- Preferences in types of content are becoming more diverse
- Since 2023, '**finding inspiration for things to buy**' has seen the most growth among reasons for consuming influencer content

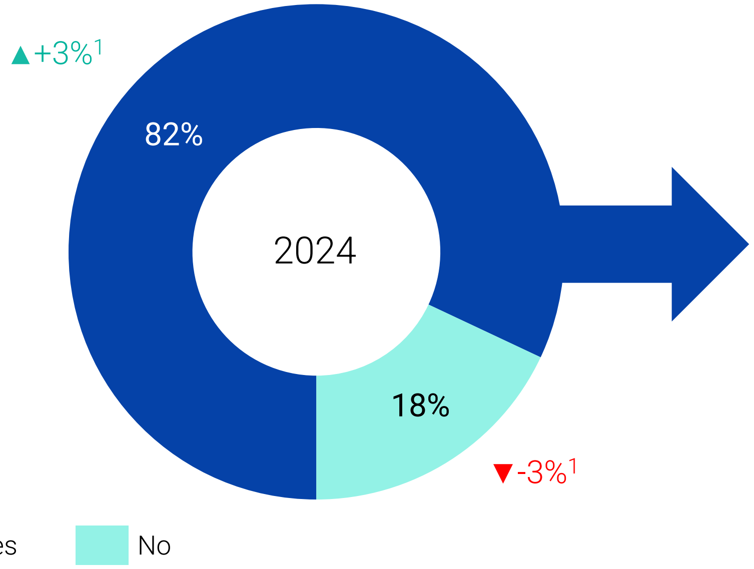


Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes

Source: Consumer survey, n=2400

The penetration of influencer driven shopping is up by 4% since 2023 in SEA, with beauty, fashion, and grocery categories leading the growth

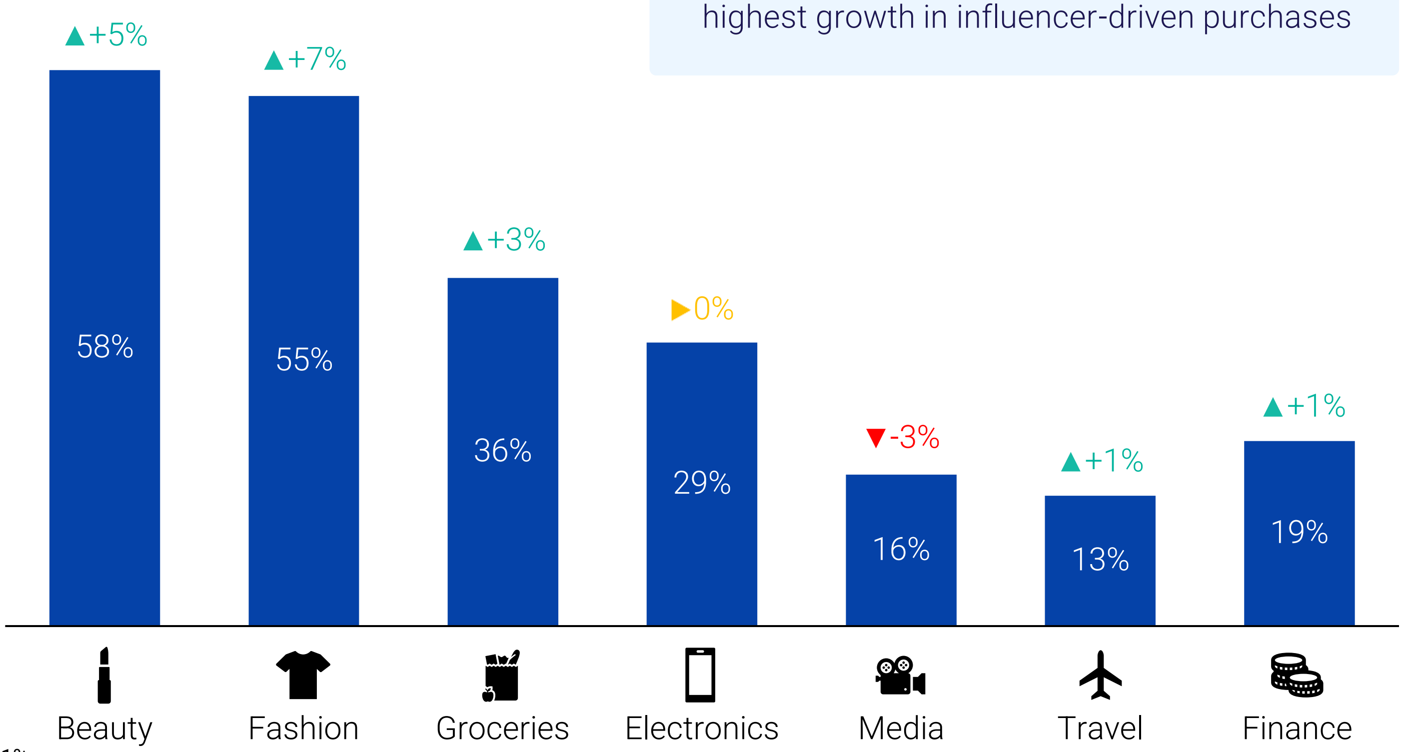
Q: "Have you ever purchased a product or service because it was recommended by an influencer or celebrity?"
% of respondents, n=2,400



82% of respondents have purchased a product that was recommended by an influencer; this is a +3% increase versus 2023

Q: "Which category/categories of products have you purchased because it was recommended by an influencer or a celebrity?"
% of respondents, n=2,400

Beauty, fashion, and groceries are seeing highest growth in influencer-driven purchases

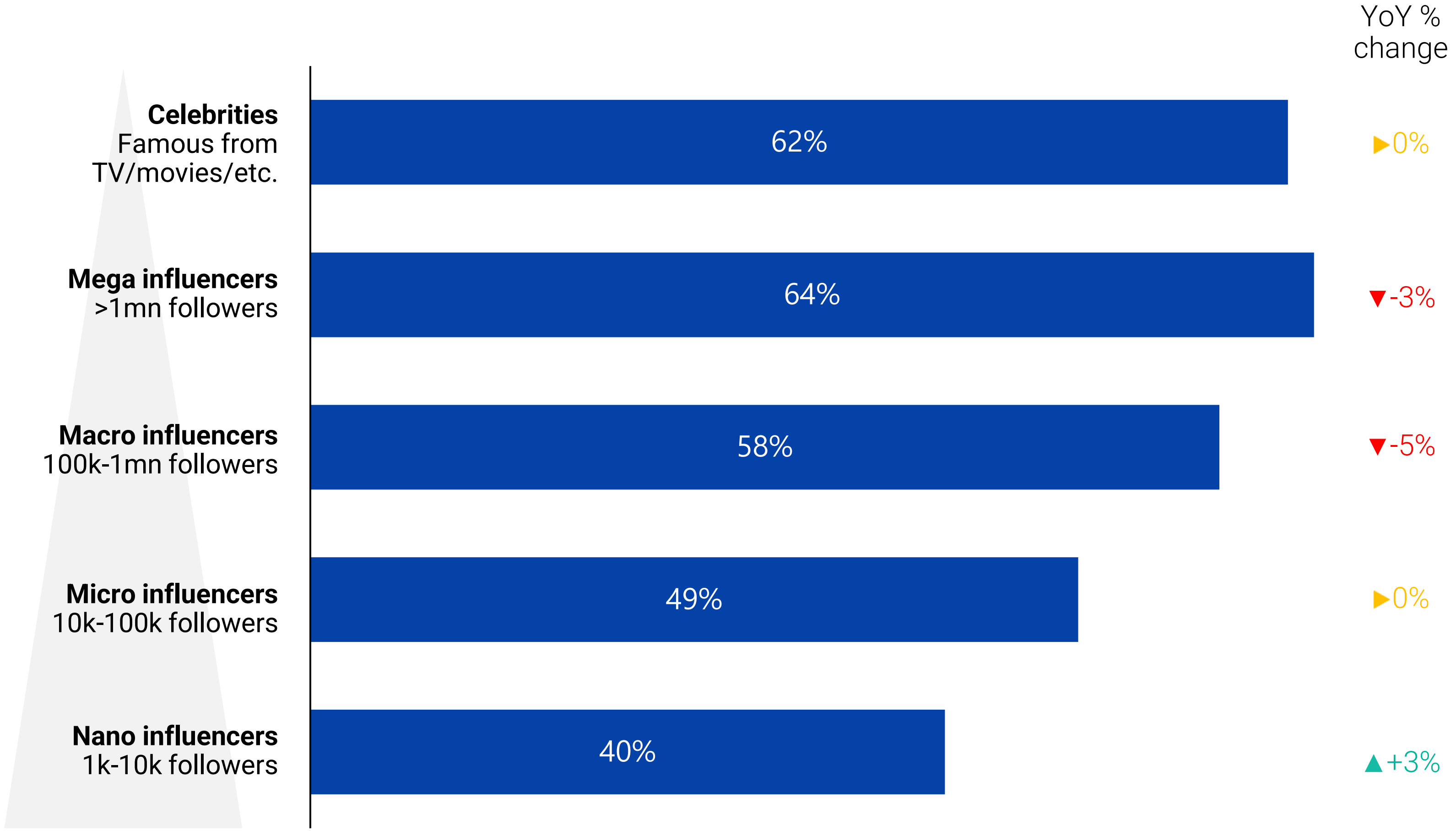


1: In the 2023 edition, this result was erroneously stated as 82% and 18%; the correct share was 79% and 21%
Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes
Source: Consumer survey, n=2400

Not all influencers are equal; SEA consumers trust 'mega influencers' the most for product and service recommendations, although nano influencers are on the rise

Q: How do recommendations by influencers that you follow affect your purchase decisions?

% survey respondents indicating "Positive" or "Very positive"



KEY INSIGHTS

- Influencer recommendation power generally correlates with audience size
- Mega influencers leave a stronger positive impression on purchasing decisions despite celebrities having larger followings
- Nano influencers have the highest growth in trust, showing a +3% increase in positive impact on purchase decisions versus 2023
- See Section 7 for deep-dive results for each surveyed country

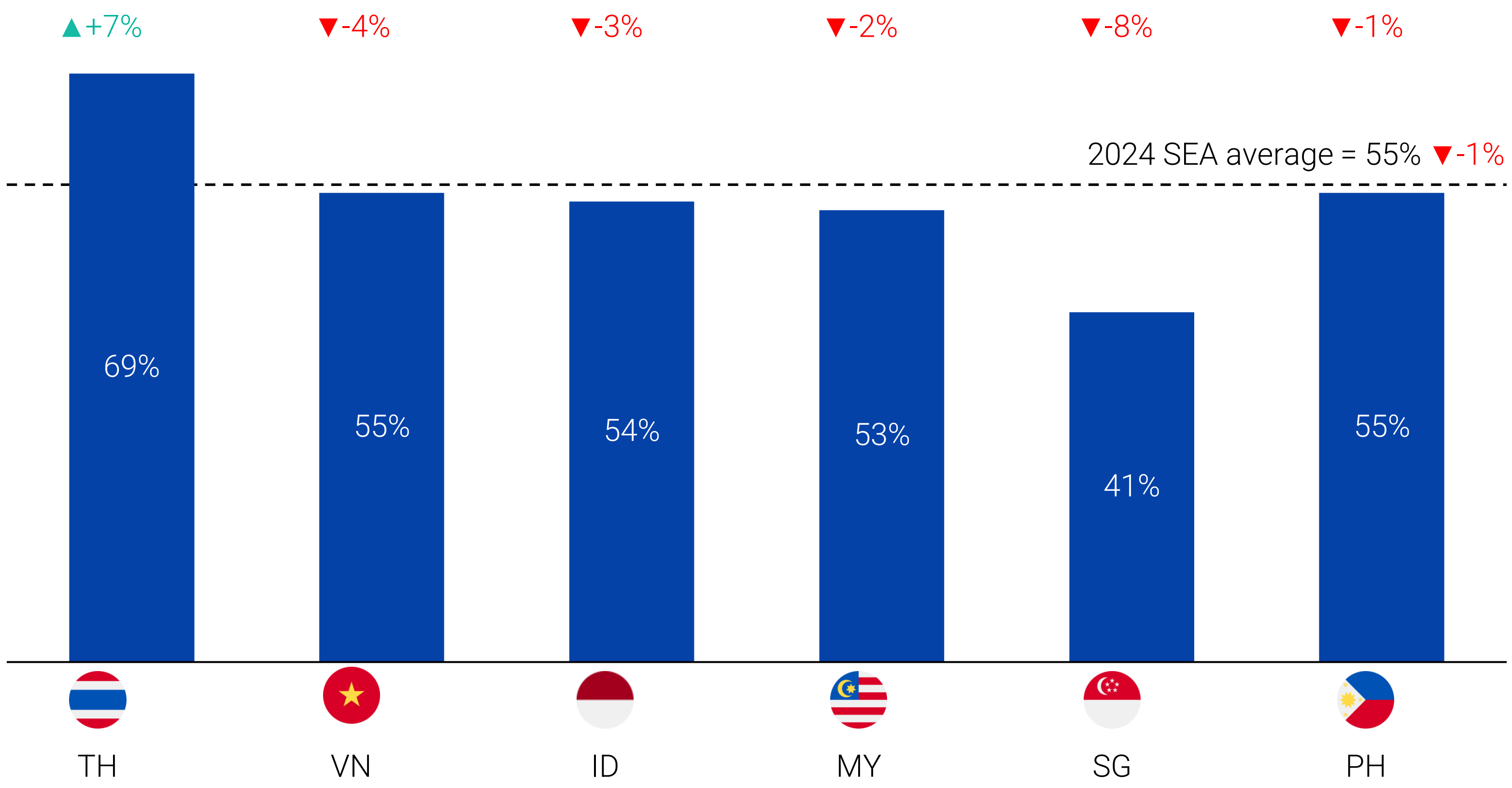
Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes

Source: Consumer survey, n=2400

Influencer recommendation power varies by market; Thailand stands out for its high recommendation power while Singapore trails significantly behind

Q: How do recommendations by influencers that you follow affect your purchase decisions?

% survey respondents indicating "Positive" or "Very positive"



KEY INSIGHTS

- Overall, Southeast Asia has seen a slight 1% decline in influencer impact on purchasing decisions since 2023, with four out of six countries experiencing declines
- Thailand has the highest influencer recommendation power and has seen the highest rise since 2023, up 7%
- In contrast, Singapore has experienced the largest decline in influencer recommendation power, down 8% from the previous year

Legend: (▶, ▼, and ▲) indicates year-over-year (YoY) changes.

Source: Consumer survey, n=2400

SECTION 3

Behind the scenes: Perspectives from Influencers, Agencies, and Enablers

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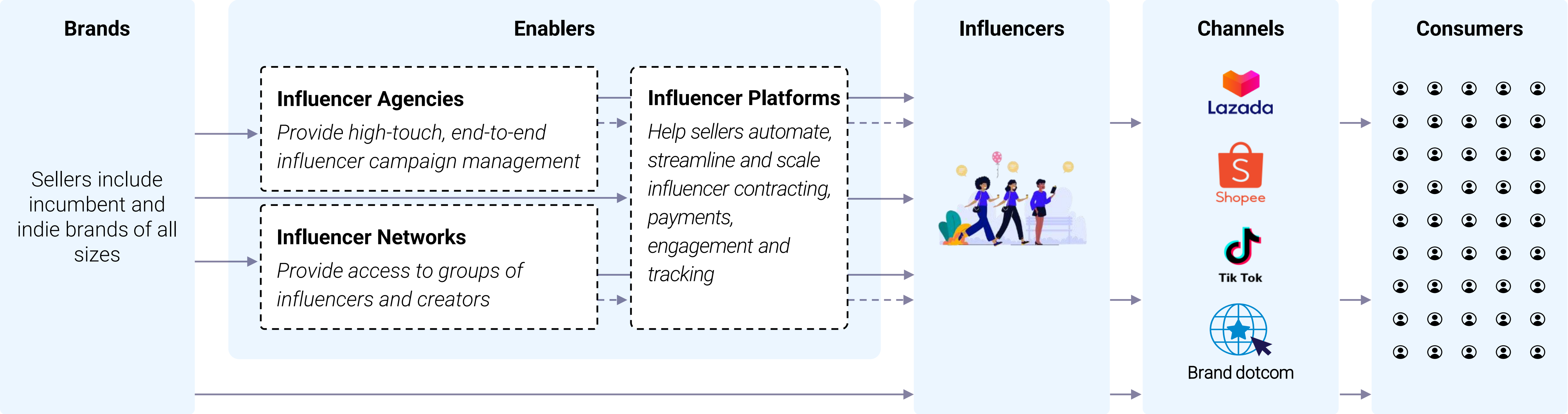
Southeast Asia has a robust influencer marketing ecosystem, allowing online sellers to work with influencers directly or through enablers



Key Insights

Successful execution of influencer marketing requires brands to master a long list of capabilities spanning from **performance tracking, optimisation, contracting and payments to influencer discovery**

Brands in Southeast Asia solve these tasks in different ways; **some handle everything in-house while others outsource end-to-end campaign management to agencies;** most fall somewhere in between

Source: Brand and e-commerce leader survey and interviews, influencer interviews, expert interviews

Influencer marketing can be utilized for a wide range of marketing objectives; there are best practice strategies for all parts of the funnel

Marketing Objective	Best practice for engaging influencers[1]	Pros	Cons
Top Funnel Branding/Credibility	Partner with celebrities or macro influencers to establish credibility and legitimacy to the brand image	▲ Elevate brand value and perceived status	▼ Can be expensive; risk of misalignment with brand values
Upper Funnel Discovery/Awareness Wider Audience	Partner with influencers with a large following and high engagement rates to increase visibility	▲ Reach broad audiences beyond usual potential customers	▼ Can be expensive and hard to quantify impact towards conversion and attribute results
Middle Funnel Awareness/Consideration Potential customers	Partner with influencers who are more aligned with brand values and create content specific to certain products/collections	▲ Personalization of content with more curated content for the brand	▼ Can be challenging to find those that reflect brand values *and* reach a broad audience
Lower Funnel Consideration/Conversion Customers	Partner with vertical-specific, micro and nano influencers with high levels of trust to drive sales from new customers	▲ Very targeted and ROI focused	▼ May be more expensive to work with influencers with performance-based compensation
Loop Advocates/Re-Engage Existing customers	Partner with influencers who have a loyal following and brand affinity to create and/or co-create user generated content	▲ Opportunities to get feedback and increase revenue per customer	▼ Can be challenging to measure direct sales impact

1: Illustrative

Source: Brand and e-commerce leader survey and interviews, influencer interviews, expert interviews, desktop research

Brands engage with influencers in several ways to reach their marketing objectives; platform affiliate engagements are on the rise in 2024

Low | Brand Adoption | High

Category	Engagement examples	Influencer discovery	Payment processing	Campaign funding	Pros/Cons
Direct Brands working directly with influencers	**Sponsored product review** E.g., a brand engages an influencer to review a product and publish 1x Instagram Reel and 2x Stories	Brand	Brand	Brand	▲ Can unlock deeper and more meaningful long-term partnerships ▼ Requires resources for discovering and liaising with influencers ▼ Direct payment can create procurement challenges ▼ Challenging to scale beyond a few influencers without systems
Agency Brands engaging influencers through marketing agencies	**Product launch campaign** E.g., a brand engages an agency to identify and engage 10 influencers to promote a new product	Agency	Agency	Brand	▲ Reduces direct and indirect workload for brand team ▲ Agency expertise can lead to engagements with higher ROI ▼ Requires payment of intermediary fees for agency services ▼ Reduced transparency on campaign performance and metrics
E-commerce Platform Shopee, Tik Tok, Lazada Brands engaging influencers through e-commerce platforms	**Platform affiliate program** E.g., A brand signs up for the TikTok Shop affiliate program with a set % commission for all sales generated	Platform	Platform	Shared	▲ Requires very little oversight and management from brand team ▲ Transparent cost structure with "no-cure-no-pay" commissions ▼ Reach is mostly limited to nano and micro influencers ▼ Limited control of campaign and selection of influencers
	9.9 Mega Sales campaign E.g., A brand gets an offer from Shopee to participate in co-funded influencer engagements for the 9.9 sale	Brand	Platform	Brand	▲ Co-funding of influencer fees reduces brand investment ▲ Only aims to generate sales through one platform ▼ Often requires brands to offer deep discounts or other attractive promotions

Source: Brand and e-commerce leader survey and interviews, expert interview

There are three common payment models for influencer marketing; new channels like TikTok Shop leverage a combined 'hybrid' model

Low — Brand Adoption — High

Payment model	Description	Outlook
Fixed engagement fees	Cash fees for specific deliverables, for example, a product review with one Instagram Post and two Stories; can include brand usage rights and campaign expenses	Stable – Fixed fees remain the most popular payment model despite brands' widespread concerns about the lack of guaranteed impact; as agencies and enablers attempt to create more transparency about value-for-money, brands are mitigating risk by removing low performers
Sales commission fees	Commissions on realized sales, typically for a specific e-commerce channel net of returns and cancellations; rates vary by product category, most commonly between 10~30%	Positive momentum – Improved online sales attribution, including on channels like TikTok Shop, is driving both brands and influencers to pursue commission-based payment models more aggressively
Product sponsorship / payment-in-kind	Influencers, especially those with a smaller following, often receive free products as the sole remuneration for their work	Stable – Sponsorship of free products for review is table-stakes for influencer marketing; savvy brands often seed free product to >100 influencers per campaign

Emerging model: TikTok Shop live commerce utilizes a hybrid of three payment models

- TikTok Shop, the fastest-growing e-commerce channel in Southeast Asia, offers an integrated end-to-end influencer marketing ecosystem with a high focus on live shopping
- Beyond offering an affiliate model, TikTok also connects brand partners and retained influencers for custom partnerships that include fixed hourly appearance fees and free products

1 Fixed hourly appearance fee
Guaranteed payment per hour for live streaming about the brand

2 Affiliate sales commission
The live streamer receives on average 9% of generated sales as affiliate commission; products are shipped directly from brand warehouse

3 Product sponsorship
Brands send free products to live streamer's studio; they decide which products to feature

See deep-dive about TikTok Shop influencer/affiliate marketing on the following pages

Source: Brand and e-commerce leader survey and interviews, expert interview

TikTok Shop Zoom: Influencer marketing is deeply integrated into TikTok Shop, led by seamless commission-based campaign creation and execution

TikTok Shop

Explainer: How affiliate campaigns are executed in TikTok Shop

Cody is an influencer who livestreams daily and turns product reviews into engaging sessions with real-time Q&A

Several times each week, he browses TikTok Shop's marketplace to find sellers and products to feature in his livestreams

Once Cody has decided which products to feature in his stream, he adds them to his livestreams

Cody's viewers can then buy the products directly through his livestream; orders are confirmed and dispatched by the seller Shop

For each sale generated through his livestreams, Cody earns a commission calculated as follows:

Item List Price	$12
Seller Discount	-$2
Subtotal after Seller Discount	$10
Affiliate Commission (10%[1])	**$1**

The seller will be charged affiliate commission deducted directly from the order settlement plus TikTok Commission fee and other seller shipment costs

Item List Price	$12
Seller Discount	-$2
Subtotal after Seller Discount	$10
Affiliate Commission (10%)	-$1
TikTok Commission (6.7%)	-$0.67
Total settlement amount	**$8.33**

KEY INSIGHTS

- Sellers can set commissions ranging between any percentage from 1% to 80%, typically this averages around 8 - 10%
- Influencers are more likely to feature products they have previously purchased or have firsthand experience with, as this helps them create more authentic and genuine reactions
- Brands or sellers sometimes invite influencers to feature specific products; whether they accept the offer is up to them
- Influencers often need product samples for their content, this is either sent directly by sellers or requested through TikTok

1: Illustrative; commissions rates vary
Source: Desktop research, TikTok

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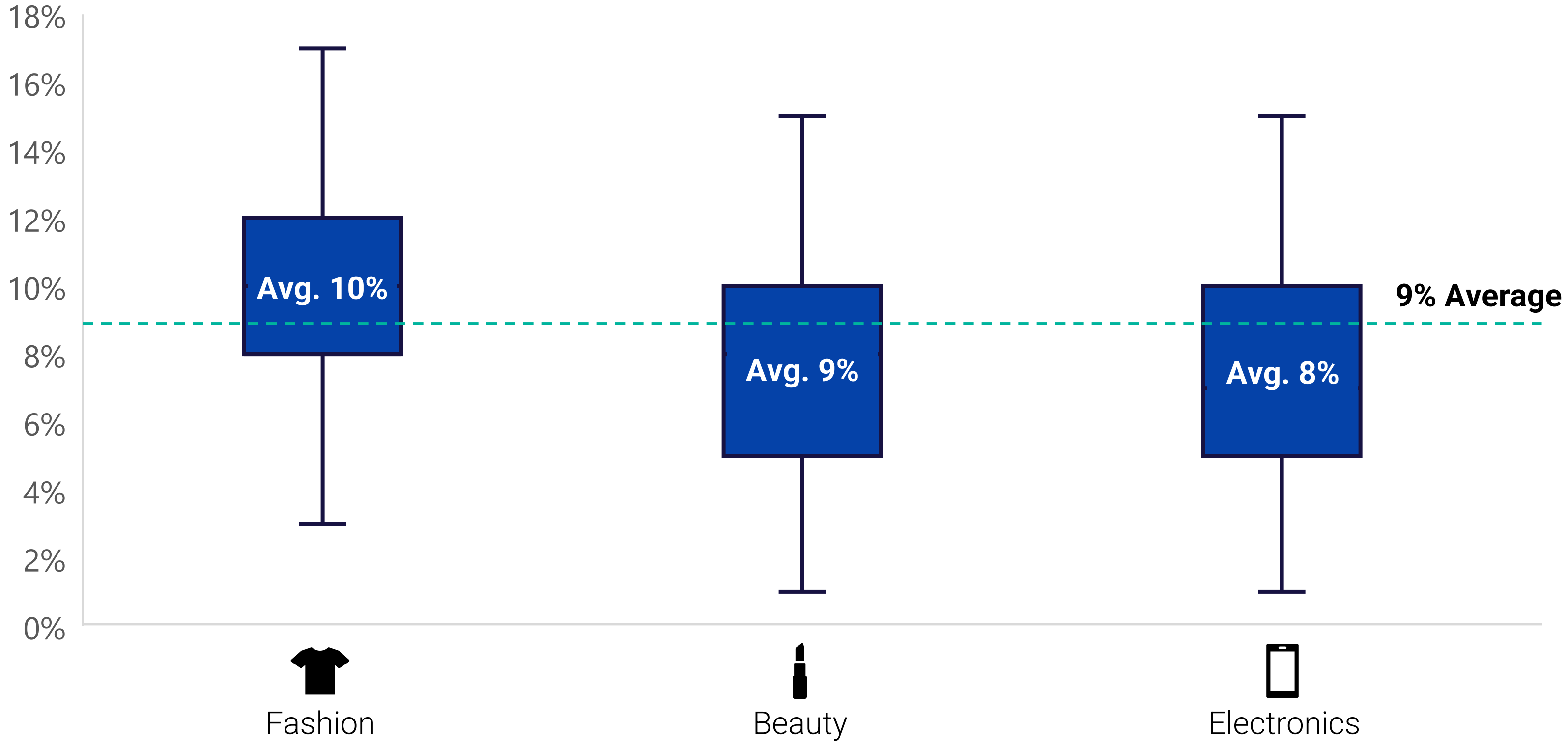
TikTok Shop Zoom: Commission rates on the 'Open affiliate' marketplace range from 1~35%, with 6~12% being the most popular range

TikTok open affiliate commission rates by category

% commission rates

Interquartile range represents the middle 50% of total responses



KEY INSIGHTS

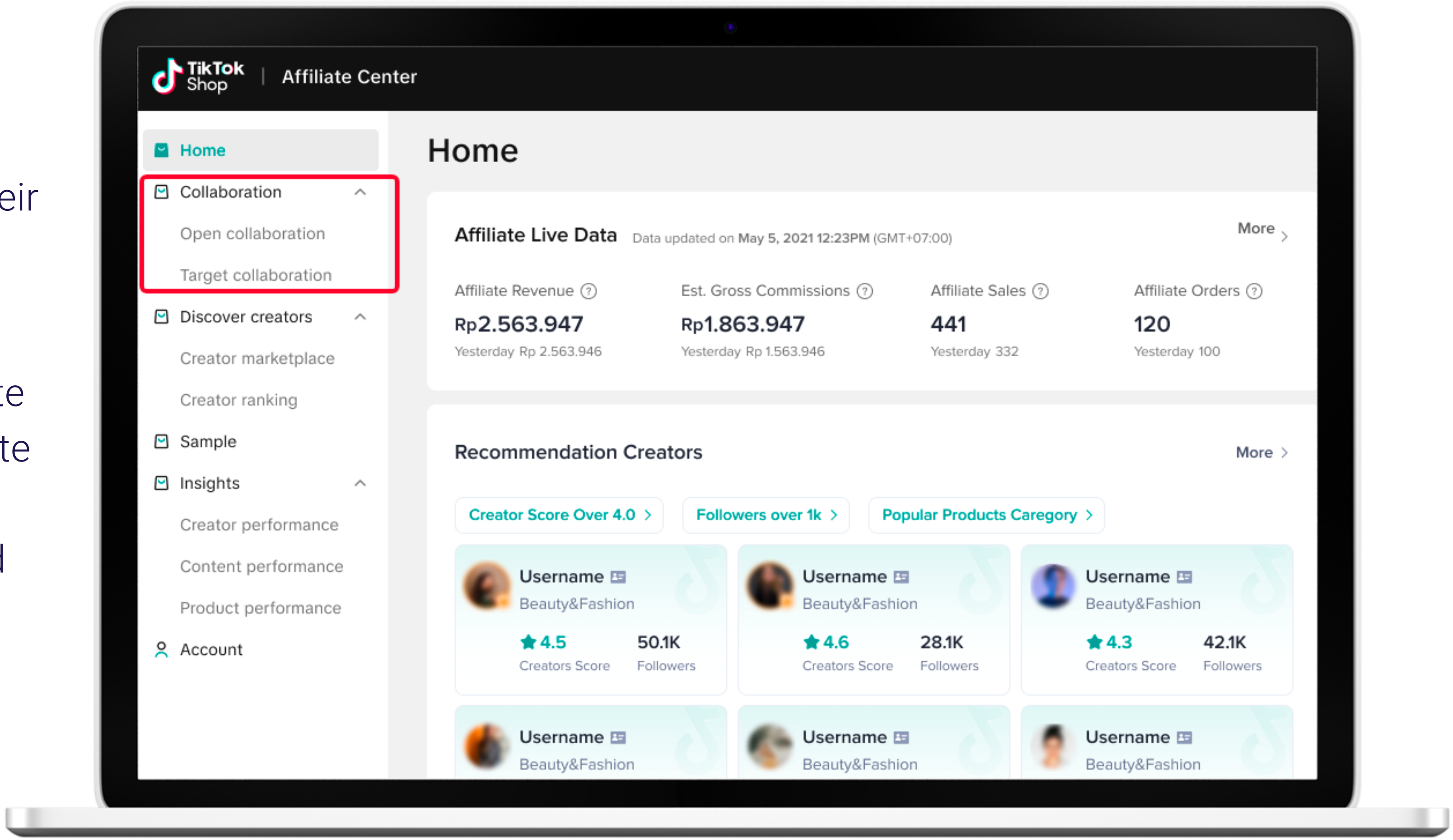
- Commission rates on TikTok range around 1% to 35% across the top categories
- Fashion products have the highest commission rates, averaging at 10%, followed by beauty at 9% and electronics at 8%
- The grouping of commission rates is tightest in fashion products with most falling between 8% and 12%
- The highest commissions offered vary by category; beauty leads at 35% followed by electronics at 30% and fashion at 25%

Source: Study of 371 products on TikTok Shop Open affiliate marketplace, August 2024

TikTok Shop Zoom: The platform offers two distinct affiliate marketing models for sellers and influencers

Open program: Any qualifying influencer can select available products from the affiliate marketplace and feature them in their content. Commissions are automatically paid to the influencer

Targeted program: Sellers can invite specific influencers using the affiliate marketplace's filters, such as generated GMV, follower count, and demographics. Chosen influencers are notified about the invitation to promote the product for a commission set by the seller



Source: Desktop research, TikTok

TikTok Shop Zoom: Best practices depend on brand positioning; striking the right balance between audience reach and brand safety is essential

TikTok Shop

Brand positioning	**Open** *Any qualified affiliate can promote products in their content* *Selectivity: Low*	**Targeted** *Sellers invite specific influencers to promote their products* *Selectivity: High*	**Agency managed** *Agency vets and selects influencers for the seller* *Selectivity: Very high*
Luxury	Low	Medium	High
Premium	Medium	High	High
Masstige	Medium	High	Medium
Mass	High	Low	Low
Unbranded	High	Low	Low

Legend: Adoption

Source: Cube

KEY INSIGHTS

- Targeted programs are preferred by luxury and premium brands to maintain brand control, while mid-market brands favour open programs to maximize market reach and minimize management overhead
- Masstige and premium brands often use a combination of both strategies to achieve a balanced level of control and reach
- Some brands, including many luxury and premium ones, work with an agency to manage their campaigns; they rely on the agency to vet influencers, negotiate fees, and manage campaign operations and reporting

SECTION 4

2024 Spotlight: Exploring the impact of influencers on online subscriptions and travel, and the rise of live commerce

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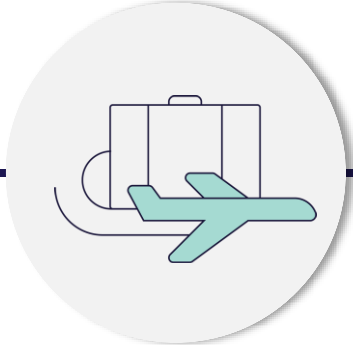
2024 Spotlight: Exploring the impact of influencers on online subscriptions and travel, and the rise of live commerce

1. Online Subscriptions

More than 80% of Southeast Asian consumers use online subscription services; influencers are playing a key role in driving awareness and sign-ups



2. Travel & Accommodation

Travel is rebounding after COVID-19; consumers look to influencers for advice and inspiration on where to go, how to get there, and how to pass the time

3. Live Commerce

Commercial live streaming has taken Southeast Asia by storm, especially in the fashion and beauty categories

Online Subscriptions: Nearly 9 in 10 Southeast Asian consumers use online subscription services; Media & Entertainment is the clear #1 category

Q: "What subscription service categories have you subscribed to in the last 12 months?"
% of respondents, n=2,400

	SEA	TH	VN	ID	MY	SG	PH
At least one subscription category	86%	89%	87%	81%	83%	85%	91%
Media & Entertainment[1]	75%	81%	75%	75%	73%	67%	80%
Online Courses & Services[4]	32%	33%	40%	26%	26%	33%	33%
Health, Well-ness, & Food[3]	30%	45%	41%	24%	24%	28%	18%
Pets[6]	23%	32%	25%	19%	22%	10%	28%
News & Literature[2]	17%	16%	16%	18%	16%	20%	13%
Dating[5]	12%	16%	13%	8%	12%	10%	12%

KEY INSIGHTS

- Media & Entertainment[1] is the most-subscribed category, leading by a large margin at 75%; this is followed by 32% for Online Courses[4] and 30% for Health, Wellness, & Food[3]
- Most consumers have a subscription; 86% of regional respondents are subscribed to at least one category
- Thailand has the highest subscription rate in Health, Wellness & Food[3] category at 45% while Vietnam has the highest in Online courses & services[4] at 40%

Examples: (1) Netflix, Spotify, Apple Music (2) The New York Times, Audible, Kindle Unlimited (3) Gym membership, Headspace, Meal kits (4) Curiosity, Nord VPN, Google Drive (5) Tinder Gold (6) Food, toys, gadgets
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Online Subscriptions: Influencers play a key role in helping consumers discover online subscriptions and decide which one(s) to sign up for

Q: "Did influencers play a role in your decision to subscribe to these services?"

% survey respondents indicating "Yes, to some degree" or "Yes, very much so", n=2,069

	SEA	TH	VN	ID	MY	SG	PH
Health, Wellness & Food[3]	92%	99%	96%	91%	93%	81%	93%
News & Literature[2]	88%	94%	84%	90%	92%	86%	83%
Pets[6]	88%	91%	82%	87%	91%	85%	93%
Media & Entertainment[1]	82%	90%	91%	85%	87%	59%	80%
Online Courses & Services[4]	81%	92%	84%	82%	79%	74%	74%
Dating[5]	80%	84%	73%	84%	91%	72%	76%

KEY INSIGHTS

- Influencer impact is most pronounced in Health, Wellness & Food[3] (92%) and News & Literature[2] (88%)
- Influencers are the most effective in Thailand with 92% of consumers impacted by influencers; this is followed by Malaysia at 89% and Indonesia at 87%
- Influencers impact Singapore the least at 76%

Average impact score by country

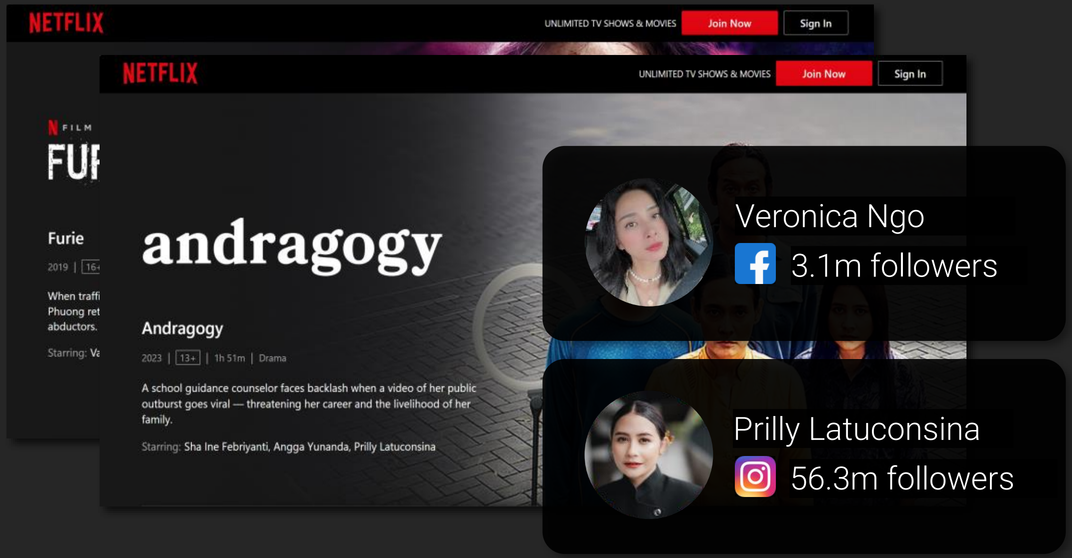
TH	MY	ID	VN	PH	SG
92%	89%	87%	85%	83%	76%

Examples: (1) Netflix, Spotify, Apple Music (2) The New York Times, Audible, Kindle Unlimited (3) Gym membership, Headspace, Meal kits (4) Curiosity, Nord VPN, Google Drive (5) Tinder Gold (6) Food, toys, gadgets

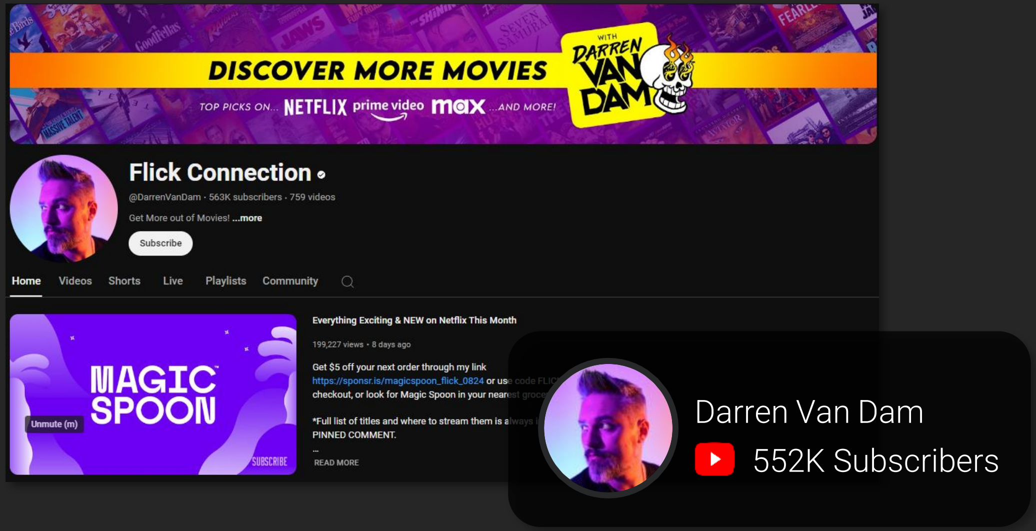
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Online Subscriptions: Influencers' power shows up in many ways; for example, local celebrities and movie reviewers drive sign-ups and engagement for Netflix

1. Local celebrities who star in Netflix movies or shows



2. Influencers who review movies on their channel



*"I decided to sign up for a Netflix account after seeing actress **Ngo Thanh Van**"*

Female, 36, Vietnam

*"I subscribed to Netflix because of **Prilly Latuconsina**"*

Female, 35, Indonesia

*"**Darren Van Dam** inspired me to sign up for Netflix"*

Female, 62, Philippines

*"Signed up for Netflix after watching influencer **Alochar** channel"*

Male, 37, Thailand

Source: Generative AI data mining from Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

2024 Spotlight: Exploring the impact of influencers on online subscriptions and travel, and the rise of live commerce

1. Online Subscriptions

More than 80% of Southeast Asian consumers use online subscription services; influencers are playing a key role in driving awareness and sign-ups

2. Travel & Accommodation

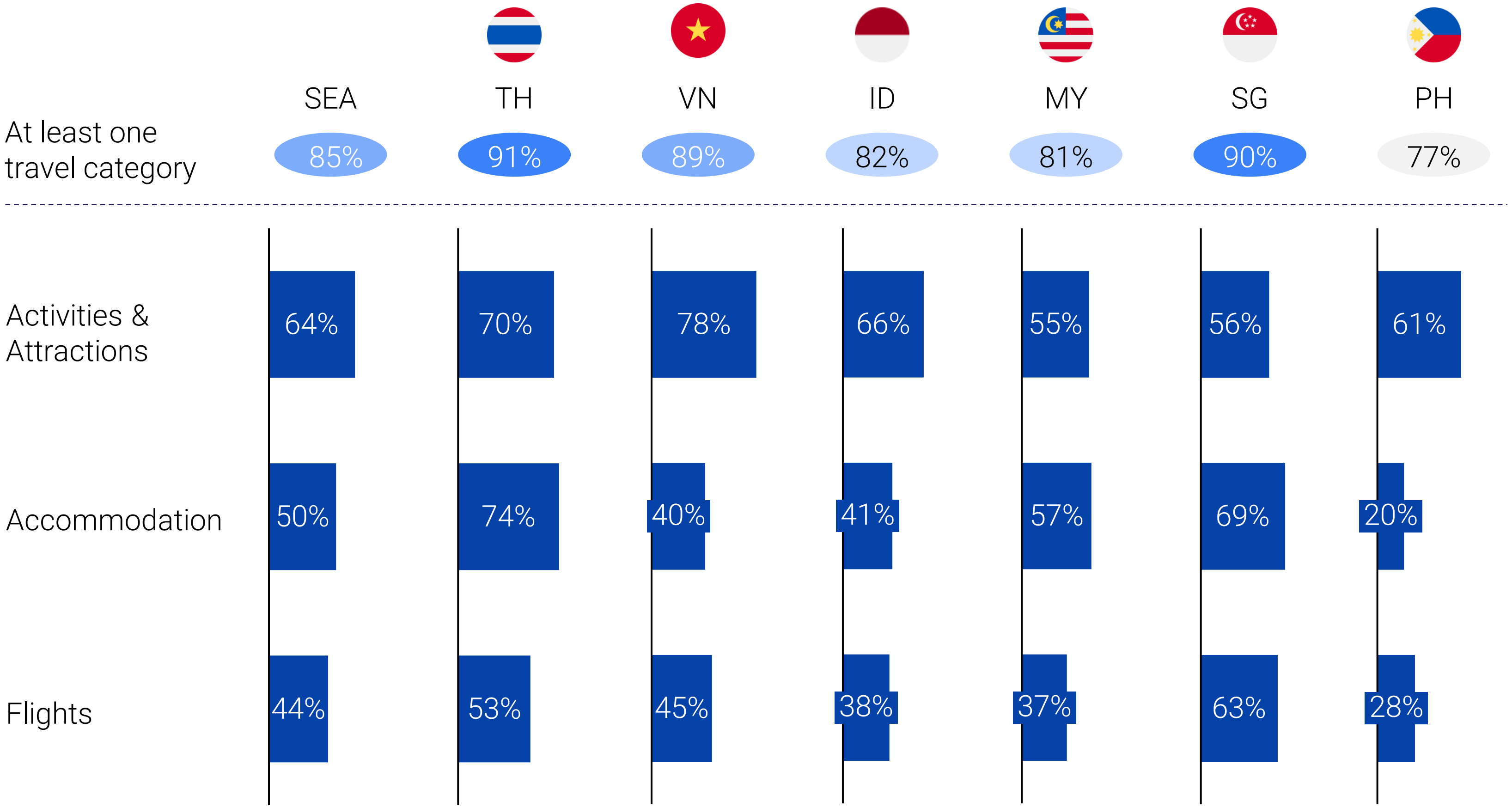
Travel is rebounding after COVID-19; consumers look to influencers for advice and inspiration on where to go, how to get there, and how to pass the time

3. Live Commerce

Commercial live streaming has taken Southeast Asia by storm, especially in the fashion and beauty categories

Travel & Accommodation: 85% of SEA consumers participate in the travel category, led by Activities & Attractions – Thailand and Singapore are ahead of other markets

Q: "What travel-related products/services have you purchased in the last 12 months?"
% of respondents, n=2,400



KEY INSIGHTS

- Activities & Attractions is the most popular travel category with 64% regional adoption – Accommodation and Flights trail far behind at 50% and 44% adoption, respectively
- Travel category participation correlates well with GDP per capita, particularly for flights; Thailand stands out with a comparatively high penetration of accommodation and flight spending

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Travel & Accommodation: Influencers have a meaningful impact on purchase decisions for flights and accommodation, although they trail other sources

Q: "Did the following sources influence your purchasing decision on flights/accommodation?"

% survey respondents indicating "Yes, to some degree" or "Yes, very much so" , n=1,054 (Flights), 1,201 (Accommodation)

	Flights		Accommodation	
#1	Online search	93%	Online search	92%
#2	Friends & Family	92%	Friends & Family	92%
#3	Review Sites	87%	Review Sites	87%
#4	Social Media Ads	87%	Social Media Ads	85%
#5	Loyalty Programs	81%	Influencers	80%
#6	Cashback Sites	81%	Cashback Sites	79%
#7	Influencers	78%	Loyalty Programs	78%

KEY INSIGHTS

- Online search, Friends & Family, Review Sites, and Social Media ads are the four most impactful influence sources for both flights and accommodation
- Although influencers trail behind these top sources, 78-80% of respondents indicate influencers as a source of inspiration or influence for their flight and accommodation purchases

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Travel & Accommodation: Many types of influencers drive value in the travel category; in Thailand, YouTube Travel Vloggers are the #1 influencer archetype

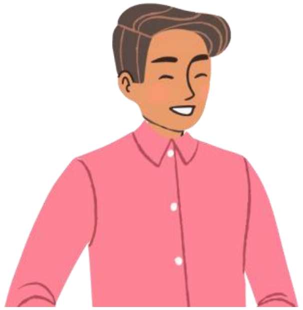
Q: "Have you ever chosen a location or planned a trip based on the advice of an influencer? Please share your experiences with us"
% of respondents, n=400

Influencer archetypes	Share of respondent mentions		Examples of influencer campaigns	Top Influencer example and primary platform		
YouTube Travel Vloggers	57%	60% of names mentioned are split among the top 3 travel vloggers	Sponsored by DNP[1] to promote Thailand's national parks and its Travel Passport to boost domestic travel	Cullen HateBerry	YouTube	2.7m Subscribers
			Sponsored video review of travel destinations and hotels	Pikaploy	YouTube	1.5m Subscribers
Celebrities	32%	26% of all mentions are brand ambassadors	Appears in marketing campaigns, events, product launches, and public appearances to promote and represent Traveloka Thailand as the brand ambassador	Baifern Pimchanok	Instagram	13.2m Followers
Other YouTube Content Creators	8%		Sponsored reviews for travel destinations or restaurants using product placement and verbal mentions	Kyutae Oppa	YouTube	9.0m Subscribers
Travel Pages	2%		Sponsored review posts for travel destinations and hotels, usually without a prominent host role	Sneak out	Facebook	3.4m Followers

Remark: (1) DNP: Department of National Parks, Wildlife and Plant Conservation
Source: Generative AI data mining from Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Travel & Accommodation: Influencer marketing in travel goes well beyond deals and promotions; consumers find influencers' advice genuinely helpful

Q: "Have you ever chosen a location or planned a trip based on the advice of an influencer? Please share your experiences with us"
% of respondents, n=400

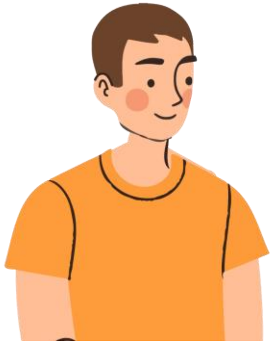


"**I follow the Just Pai Tiew channel** by Nong Cake, an influencer studying in China who creates engaging travel videos focused on destinations across the country. **Her content has inspired me to explore China** and visit the cities she showcases. In fact, after watching her videos, I decided to visit Beijing last year."

Male, 43, Thailand

"Yes, around December 2023 I have a trip to Vinh and I **booked a place to stay at Muong Thanh hotel** because I watched a video of **Ms. Phuong My Chi**."

Female, 23, Vietnam



"I decided to travel to **Boracay after watching one of Vice Ganda's vlogs** that did an amazing job at capturing the beauty of the island. I went ahead and booked our flight to Boracay right after."

Male, 33, Philippines

"An influencer I follow on Instagram, called **Catwomanizer**, posted photos with location tags of the places she has visited. She is highly engaging with her audience, especially in the comments section, which sparked my interest in visiting **Paperhills in Bali**. I'm planning a trip there at the end of this year."

Female, 33, Indonesia

Remark: (1) DNP: Department of National Parks, Wildlife and Plant Conservation (2) A qualitative description based on the number of times each type of influencer is mentioned (3) Example influencers from Thailand
Source: Generative AI data mining from Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

cube x impact.com

2024 Spotlight:
Exploring the impact of influencers on online subscriptions and travel, and the rise of live commerce

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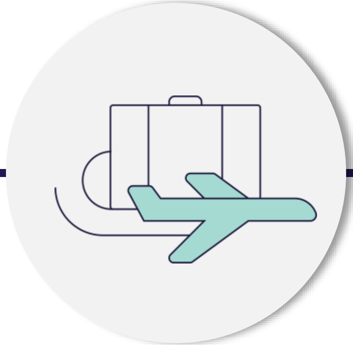


2. Travel & Accommodation

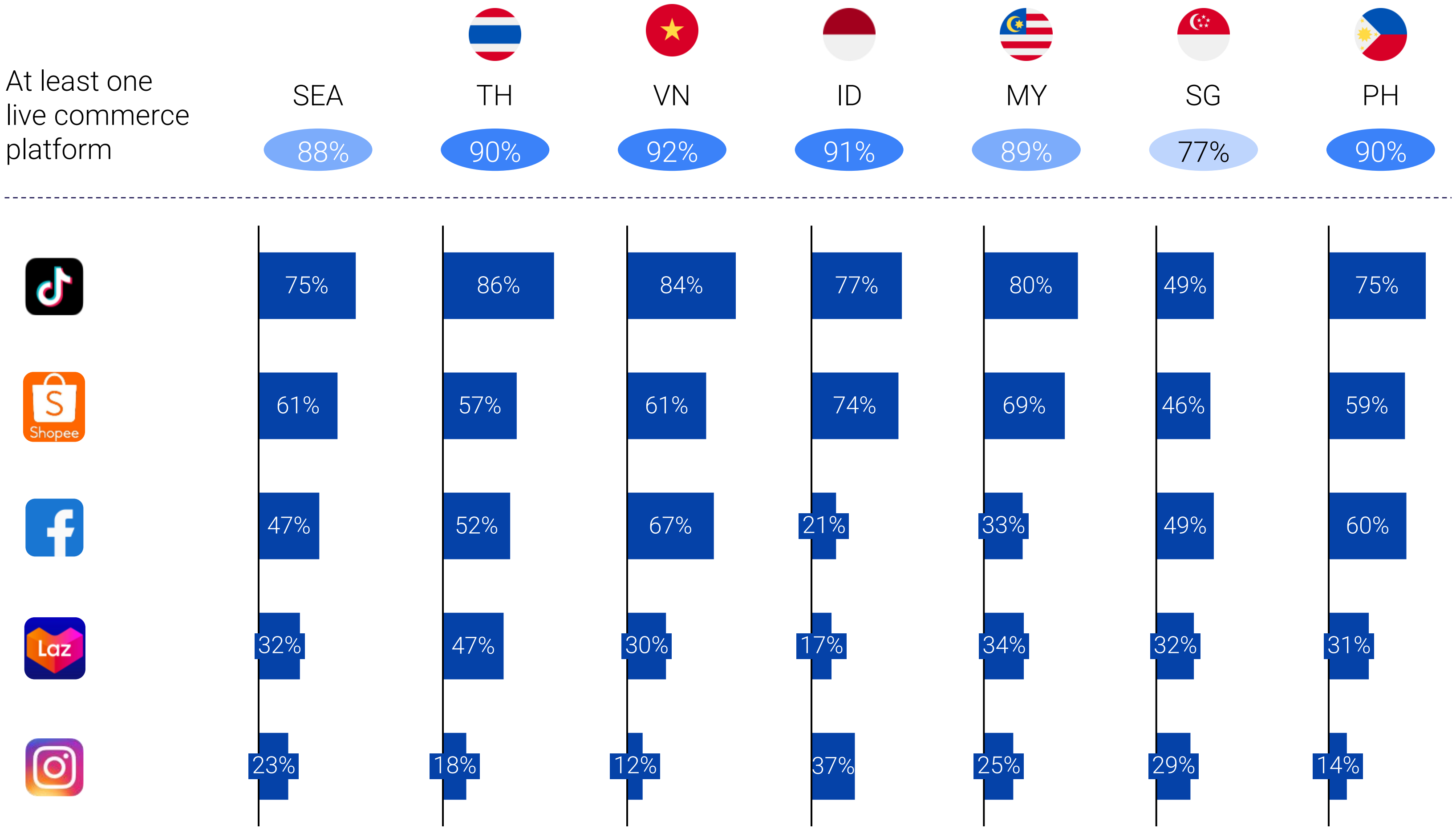
Travel is rebounding after COVID-19; consumers look to influencers for advice and inspiration on where to go, how to get there, and how to pass the time

3. Live Commerce

Commercial live streaming has taken Southeast Asia by storm, especially in the fashion and beauty categories

Live Commerce: Commercial live streaming has reached mass adoption in Southeast Asia, led by TikTok Shop and – more recently - Shopee

Q: "Where have you watched live commerce content in the last 12 months?"
% of respondents, n = 2,121



WHAT IS LIVE COMMERCE?

- A type of live streaming where a host features one or several products for sale

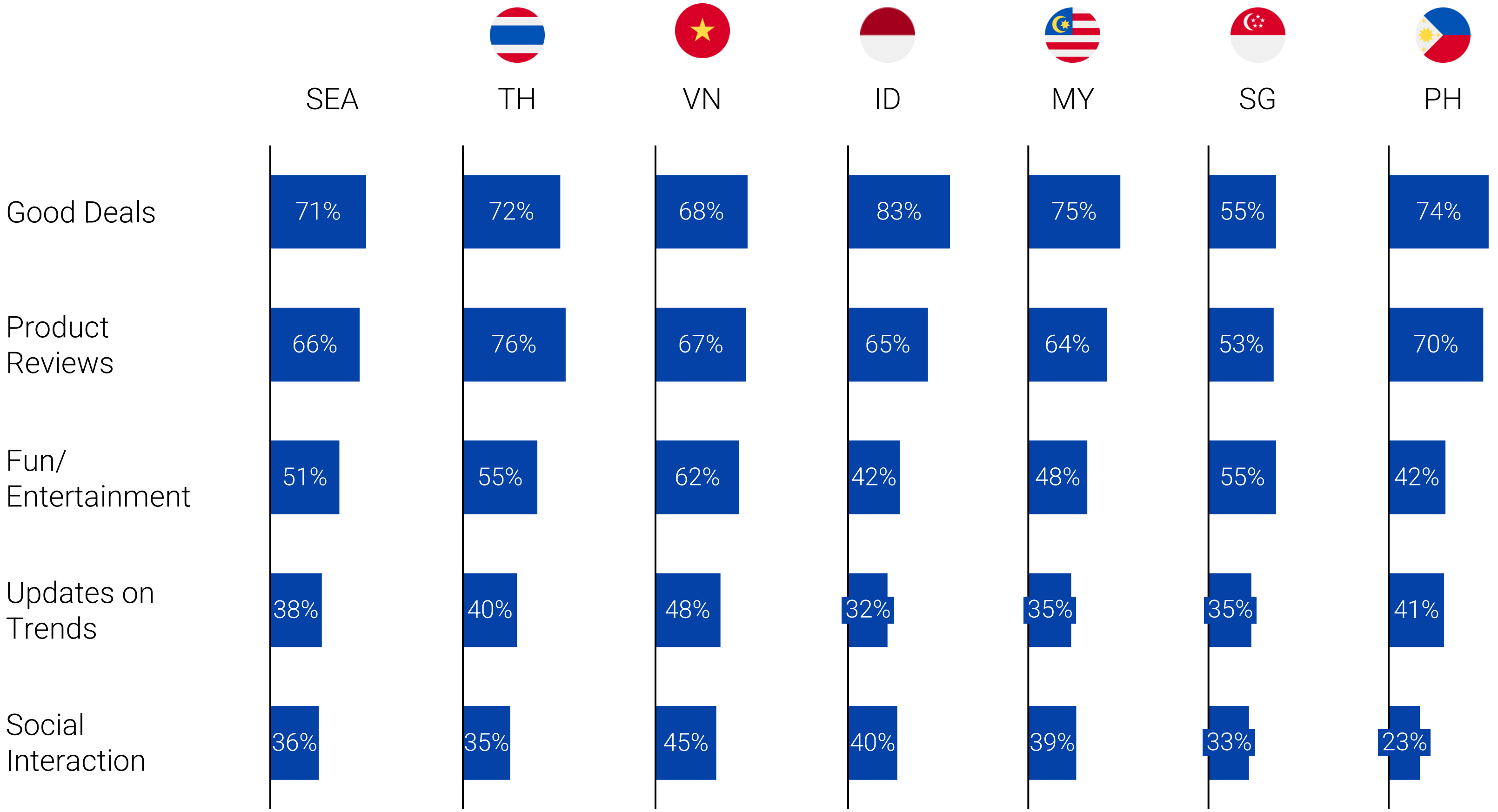
KEY INSIGHTS

- TikTok is the most popular live commerce platform in Southeast Asia at 75% usage among respondents, followed by Shopee (61%) and Facebook (47%)
- Shopee's first major live commerce bet was Indonesia; here, Shopee trails TikTok closely at 74% usage, just 3 percentage points behind TikTok

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

Live Commerce: Entertainment and social interactions matter, but good deals remain the #1 reason for consuming live commerce content

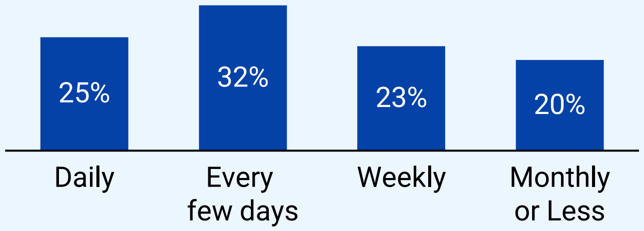
Q: "What are your main motivations for consuming live commerce content?"
% of respondents answering, n = 2,121



KEY INSIGHTS

- Consumers are mainly motivated by Good Deals (71%), followed by Product Reviews (66%) and Entertainment (50%)
- Only Thailand does not have Good Deals as the #1 motivator; here, Product Reviews rank slightly higher
- 8/10 live commerce users watch live content at least once every week

Q: "How often do you consume live commerce content?" (Southeast Asia)[1]



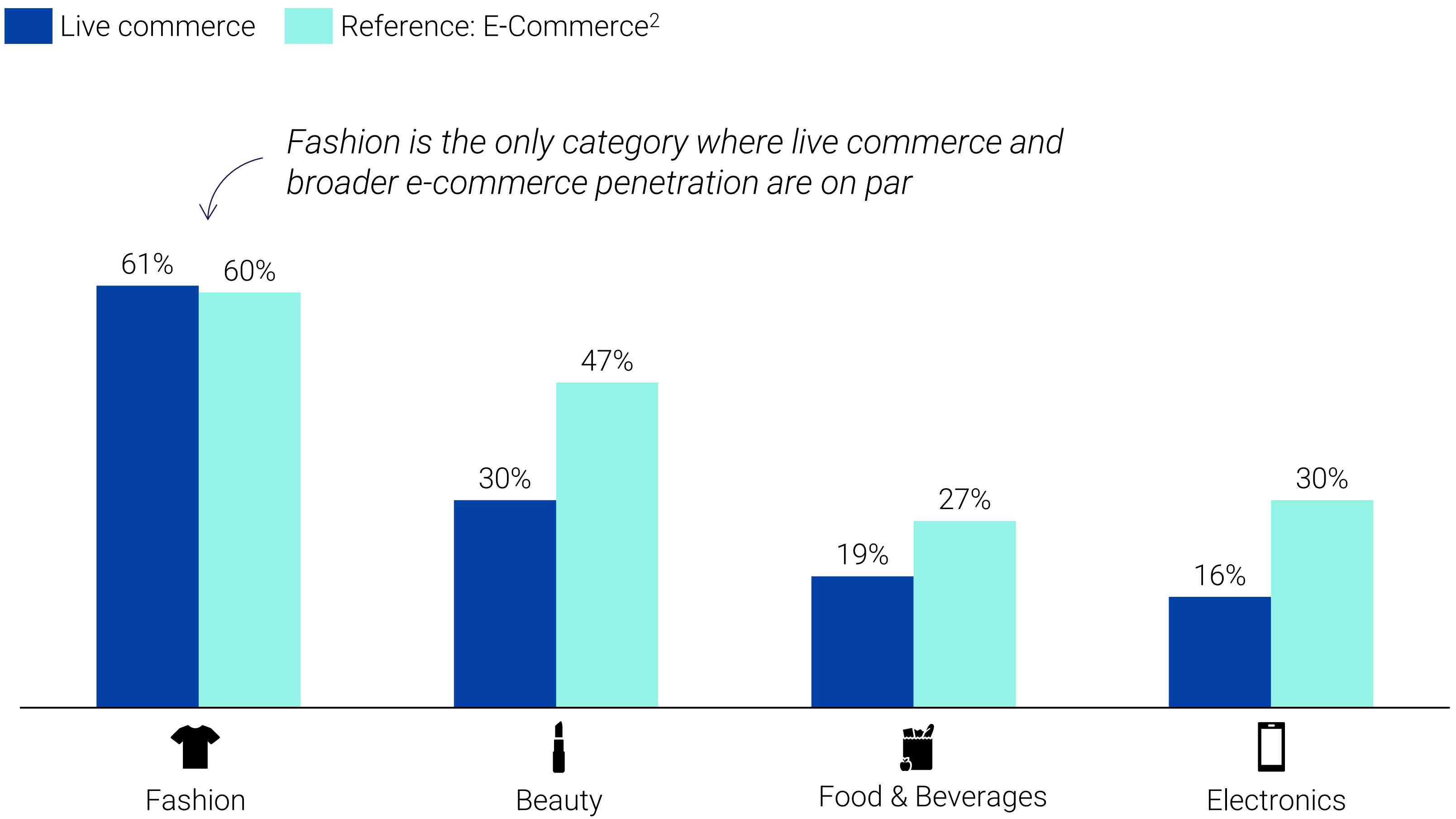
Remark: (1) Frequency distribution of respondents who have consumed live commerce content
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

cube x impact.com

Live Commerce: Fashion is the most popular live commerce category by a wide margin, followed by beauty and Food & Beverages

Q: "What types of products have you purchased through a live stream?"

% of eligible respondents, n=1,582[1]



KEY INSIGHTS

- The category mix of live commerce is highly skewed to fashion and beauty products – both categories where live product demonstrations drive significant consumer experience value
- Market data for TikTok Shop indicates that several other categories are growing well in 2024, including FMCG products, home goods, and small electronics
- The next few years will show whether Southeast Asia can follow China's example and normalize live commerce in higher-ticket categories such as furniture, electronics, and luxury items

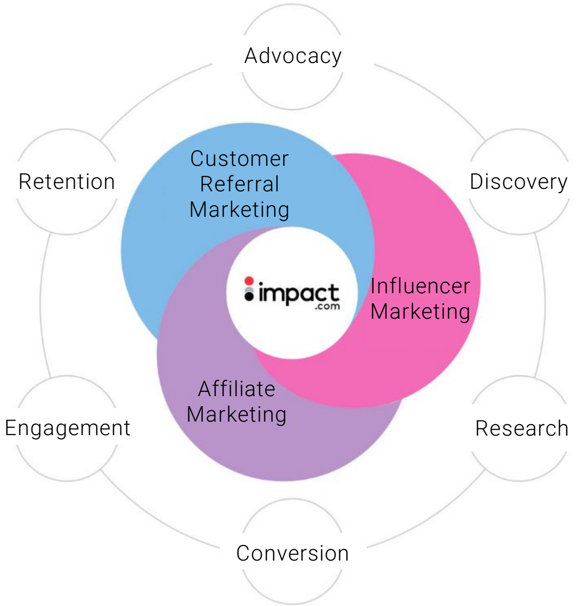
1: Generative AI data mining of free text entry responses 2: Reference data from multiple 2024 surveys on broader e-commerce consumer spending

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

SECTION 5

Expand your reach and revenue with diverse partnerships

IMPACT.COM - THE #1 MANAGEMENT PLATFORM FOR ANY PARTNERSHIP TO EXPAND YOUR REACH AND REVENUE



PARTNERSHIP MARKETING POWERED BY IMPACT.COM

- **Brands**
  Grow ROI and reach new audiences, while minimizing effort
- **Partners**
  Grow influence and ROI by publishing efficiently and effectively

Brands need the flexibility to engage with various partner types. Each type offers unique benefits: **affiliates drive sales, influencers amplify reach, and customer referrals bring in new clients**. Diversifying your partnership strategy taps into multiple revenue streams and enhances market presence.

A unified platform allows seamless tracking, reporting, and optimization, ensuring cohesive and data-driven marketing efforts to effectively scale your partnerships for growth—**impact.com makes this possible**.

THE 1st FULL FUNNEL PERFORMANCE AND INFLUENCER MANAGEMENT SOLUTION

impact.com/creator brings brands and creators together in a single platform to collaborate, contract with tailored terms, manage end-to-end campaigns, set up flexible payouts, and optimize influencer partnerships based on comprehensive performance insights.

Campaign management

Automate contracts, task reminders, and payout to more than 100 data points in any SEA currency

Flexible payout models

Flexible payout models, such as performance-based commission, flat fees or any combination

Full Funnel Insights

Measure top and bottom funnel metrics like reach, impressions, engagement, conversion, and sales

Regional expertise

Managed services and local support throughout SEA with offices in Singapore, Malaysia, and Indonesia

Hands-on collaboration

Work with creators, internal teams, brands, and agencies for seamless collaboration

CASE STUDY 1:

CASTLERY, a digital-first furniture lifestyle brand, faced several challenges that limited its growth and efficiency:

Challenge

- Relying on manual methods for finding partners, which was time-consuming and inconsistent
- Inadequate tools for detailed performance analysis, hindering optimization efforts
- Manual checks for paid search violations were inefficient, allowing unauthorized activities to go undetected for extended periods

Solution

- Expanded its affiliate network to include coupon sites, loyalty platforms, and influencer networks, significantly boosting traffic and sales
- Customizable reports provided deep insights into partner and ad performance, allowing for data-driven optimizations
- Paid Search Monitoring automated the detection of brand bidding violations, protecting the brand and reducing costs

Results

CASTLERY saw a 2-5X increase in quarterly US orders, driven by an optimized partner network

The program achieved a 12% increase in average order value

Exploring further optimizations and new market opportunities, with its partner programs as key growth drivers

CASE STUDY 2:

COACH, in partnership with Interparfums, Inc., wanted to promote its new fragrance

Challenge

- Effectively target women between the age of 18-34.
- Recruit influencers to reach their target audience across key urban areas
- Manage large groups of influencers efficiently including campaign briefings for user-generated content (UGC)

Solution

- Executed a hybrid influencer campaign using a mix of paid promotions and product seeding
- Engaged 56 influencers (16 paid and 40 seeded) from major cities across the US
- Rolled out the campaign in two phases: pre-launch to generate early buzz and post-launch during the back-to-school season
- Aligned campaign briefs with the brand's messaging to create content showcasing the perfume in everyday adventures

Results

Achieved over 2.3 million reach with an average 4.1% engagement rate

83% of seeded influencers posted content, surpassing the 65% industry benchmark

Successfully reached 80% of the target audience (18-34)

cube x impact.com

A Global Company With Operations in Asia

SECTION 6

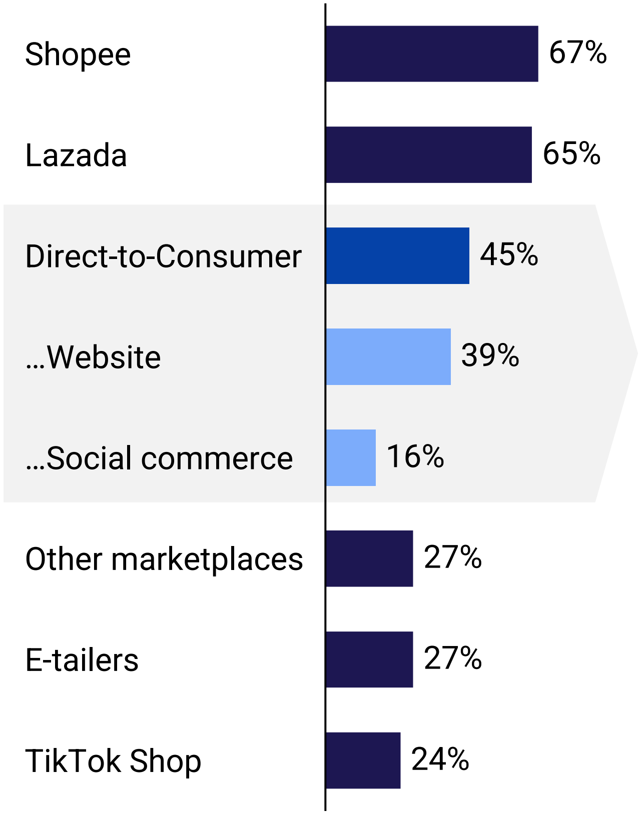
Peeking into the crystal ball: 2025 predictions for e-commerce influencer marketing

Prediction 1: 2025 will be a tipping point for Direct-to-Consumer e-commerce, spurred by rising marketplace fees; this will unlock new opportunities in affiliate marketing

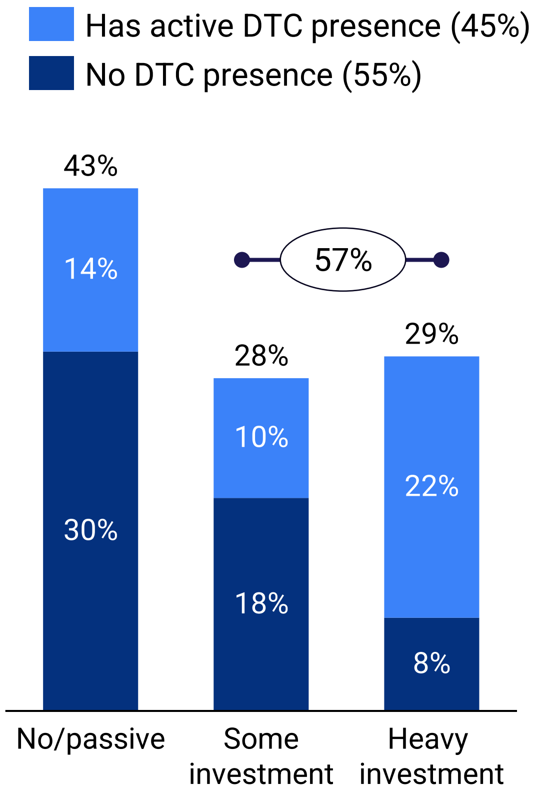
THE SCOOP

- Southeast Asia's e-commerce landscape is **highly concentrated in large marketplace platforms** such as Shopee, Lazada, and TikTok Shop
- We could however be **reaching a tipping point**, as rapidly rising platform commission fees are driving more e-commerce leaders towards investing in their own channels
- Nearly **6/10 e-commerce leaders** plan to invest in DTC in 2024-2025

Q: Which online channels do you currently sell through?



Q: "How much will you invest in Direct-to-Consumer in '24-'25?"



IMPLICATIONS FOR BRANDS

- Direct-to-Consumer "Brand dotcom" websites enable **greater data collection and attribution** than marketplaces; this applies in marketing too
- This in turn unlocks **new opportunities in areas such as affiliate and referral marketing**, and the ability to tailor assortment for specific influencers – for example through customized bundles

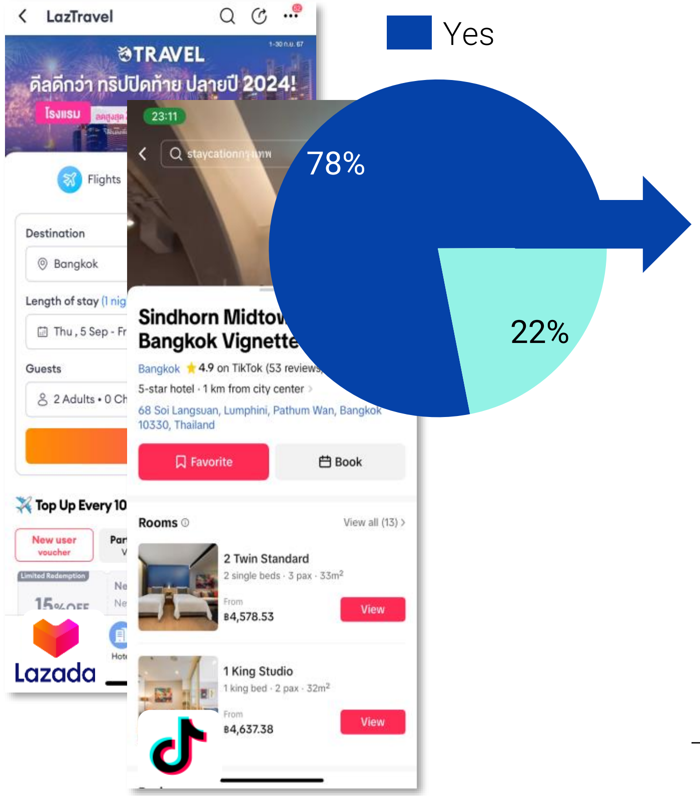
Source: Survey of 51 e-commerce leaders in Southeast Asia, April 2024

Prediction 2: E-commerce platforms will continue expanding into travel and experiences, pushing those categories further into live and social commerce

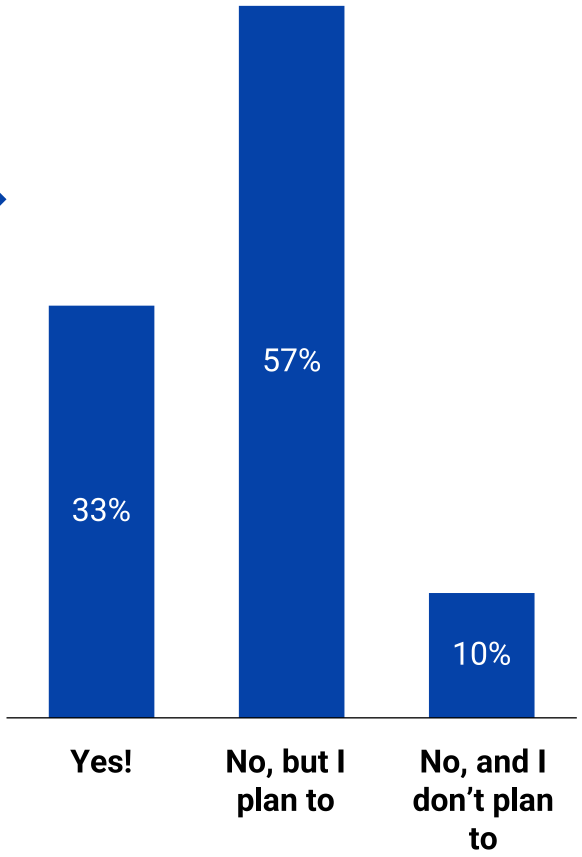
THE SCOOP

- 2024 has seen marketplace platforms like Shopee, TikTok, and Lazada **launch new features in the travel and experience categories** – pushing beyond physical goods e-commerce
- Most consumers are aware of these features and **open to trying them out**
- This unlocks **new opportunities for affiliate and influencer marketing**, especially on TikTok Shop where content and commerce are closely integrated

Q: "Did you know that TikTok and Lazada offer travel and experience booking features?" *n=200*



Q: "Have you tried using these features yet?" *n=156*



IMPLICATIONS FOR BRANDS

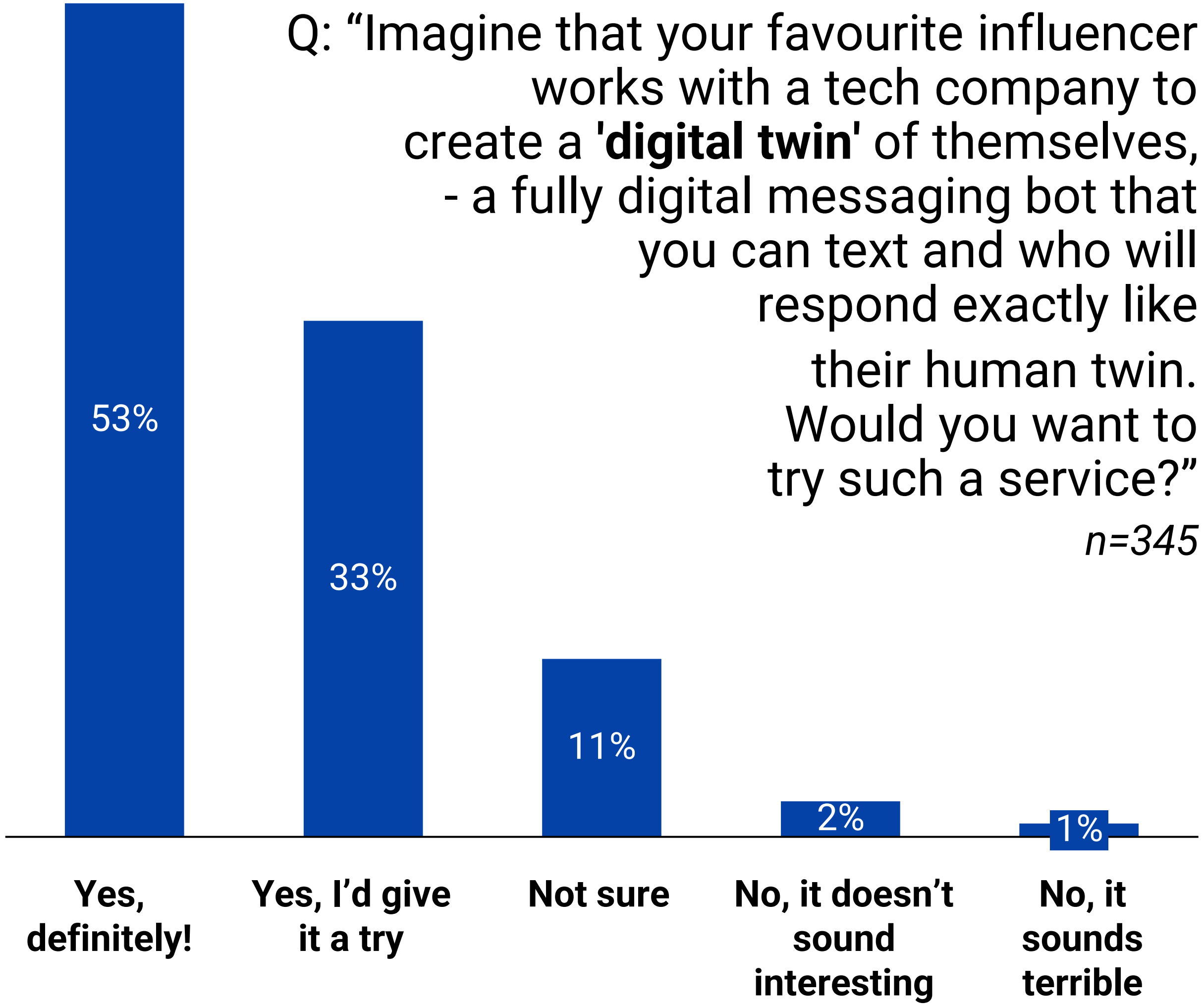
- **The lines between online travel agencies (OTAs) and e-commerce platforms are increasingly blurring**, and it is still hard to predict how consumer behaviour might be affected
- Especially on TikTok Shop, these new developments allow for **richer influencer and affiliate marketing campaigns** in the travel and experience categories, for example through live commerce

Source: Consumer survey in Singapore and Indonesia conducted in August 2024, n=170

Prediction 3: AI influencers and 'digital twins' are coming, as soon as the technology is ready – and human influencer IP will become very valuable

THE SCOOP

- **AI influencers** have been a topic of curious interest for several years but have not seen mainstream adoption yet
- In SEA that is likely **limited more by technology** than by consumer sentiments
- **Consumers are mostly open to 'digital twins' of their favourite influencers**, and more than half have neutral or positive sentiments towards discovering that an influencer they have been following turns out to be an AI



IMPLICATIONS FOR BRANDS

- Although AI influencer and digital twin technologies are not yet ready, **many consumers are likely to give them a try when they arrive**
- This will also **attach a value to the digital likeness of influencers** – something that will impact the influencer marketing industry
- Brands should **not shy away from experimenting** in this space

Source: Generative AI data mining of consumer survey in Vietnam, Indonesia, and Singapore, August 2024 n=345

Prediction 3: AI influencers and 'digital twins' are coming, as soon as the technology is ready – and human influencer IP will become very valuable

THE SCOOP

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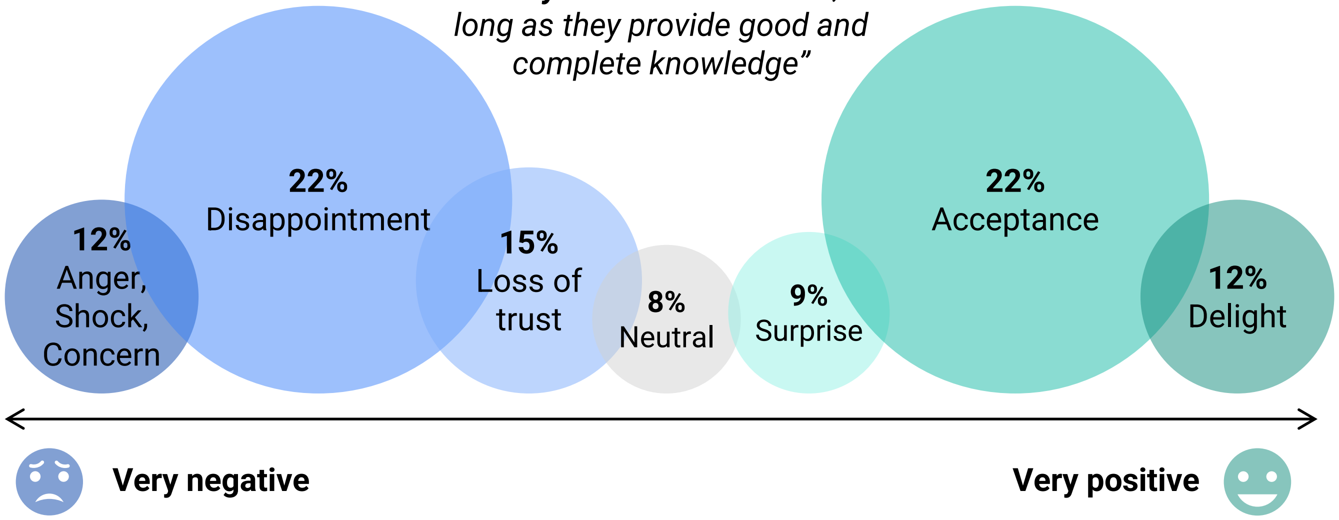
- In SEA that is likely **limited more by technology** than by consumer sentiments
- **Consumers are mostly open to 'digital twins' of their favourite influencers**, and more than half have neutral or positive sentiments towards discovering that an influencer they have been following turns out to be an AI

Q: "If you found out that an Influencer you've been following for a while and trust is actually a virtual (AI) influencer, how would that make you feel? " *n=345*

*"I would be **a little disappointed;** it feels like being deceived, but if they had said it from the start it would be okay"*

*"I think it's **very normal** because AI is developing rapidly and will be very helpful for our lives"*

*"Actually, it doesn't affect much; **It's okay** if influencers are AI, as long as they provide good and complete knowledge"*



IMPLICATIONS FOR BRANDS

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Source: Generative AI data mining of consumer survey in Vietnam, Indonesia, and Singapore, August 2024 n=345

cube x impact.com

SECTION 7

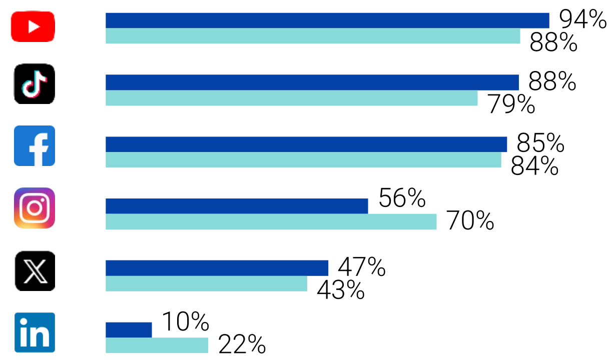
Country deep-dives: Key influencer marketing metrics for each country in Southeast Asia

cube x impact.com

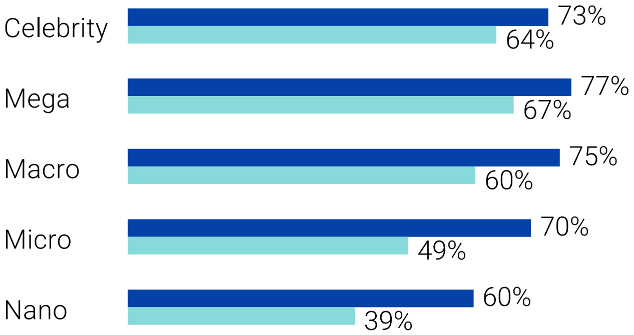
Thailand: Social media usage is higher, and influencers hold more power in Thailand than in Southeast Asia

TH SEA

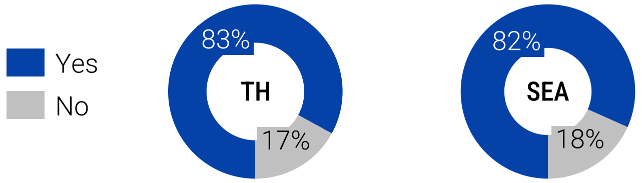
Social media platform usage



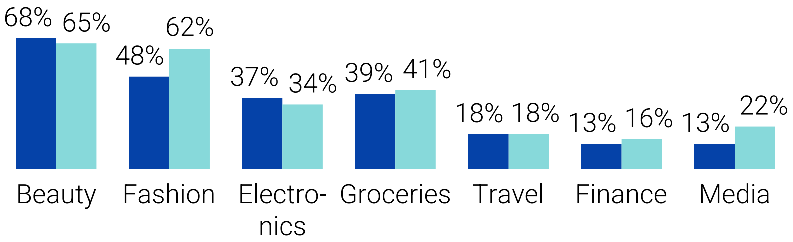
Influencer recommendation power



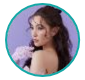
Purchased based on the recommendation of an influencer



Category purchased based on influencer recommendation



Most mentioned influencers[1]

1.  Bella Ranee  James Jirayu
2.  Pimrypie  Mai Davika
3.  Yaya Urassaya  Baifern Pimchanok

KEY INSIGHTS

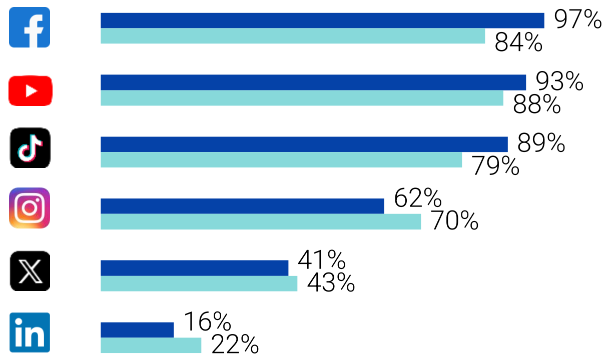
- YouTube is the most popular social media or content platform in Thailand, followed by TikTok and Facebook
- Mega influencers are the most popular type of influencer; all types of influencers are more effective in Thailand than in Southeast Asia
- Influencers have the greatest impact on beauty product purchases in Thailand

Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

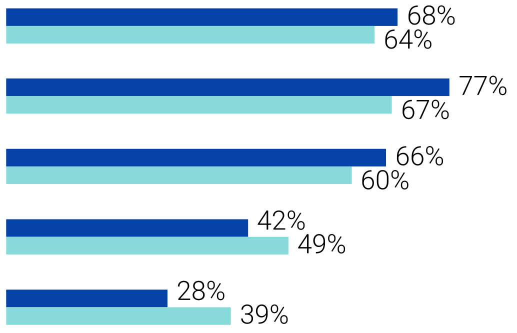
Vietnam: Social media usage is higher, and influencers hold more power in Vietnam than in Southeast Asia

VN SEA

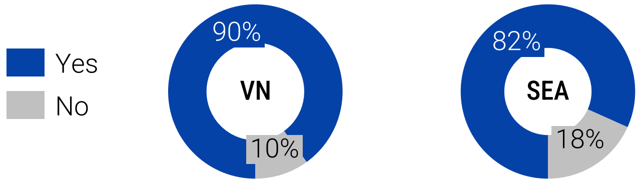
Social media platform usage



Influencer recommendation power



Purchased based on the recommendation of an influencer



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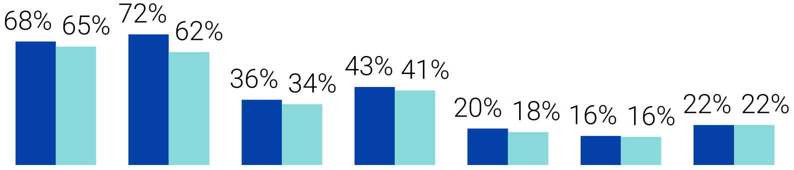

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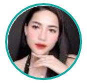
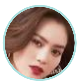
1.  Hà Linh  Phạm Thoại
2.  Quyền Linh  Trấn Thành
3.  Sơn Tùng M-TP  Ninh Duong Lan Ngoc

KEY INSIGHTS

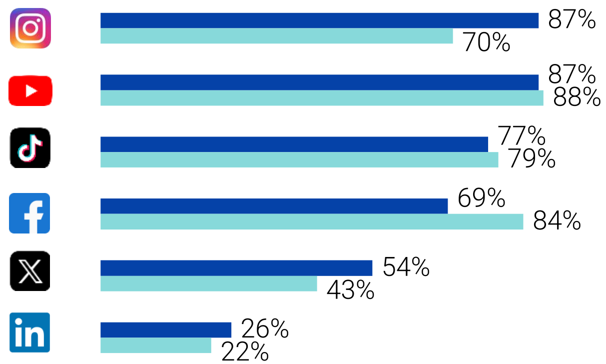
- Facebook is the most popular platform in Vietnam, followed by YouTube and TikTok
- Mega influencers are the most popular type of influencers; the impact of macro, mega, and celebrity influencers is higher than the Southeast Asian average
- Influencers have the greatest impact on fashion product purchases in Vietnam

Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

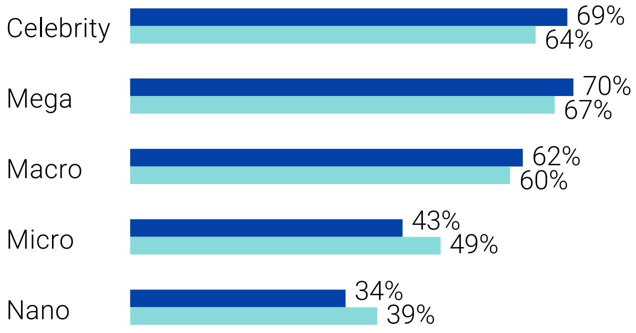
Indonesia: Social media usage is higher, and influencers hold more power in Indonesia than in Southeast Asia

ID SEA

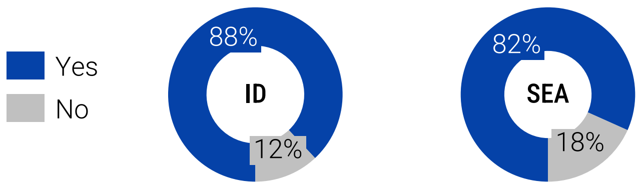
Social media platform usage



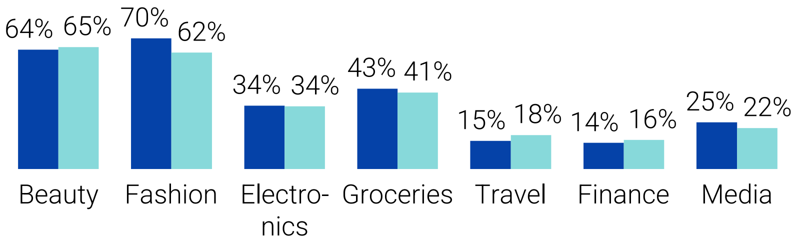
Influencer recommendation power



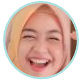
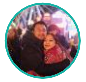
Purchased based on the recommendation of an influencer



Category purchased based on influencer recommendation



Most mentioned influencers[1]

1.  Tasya Farasya  Ria Ricis
2.  Raffi Ahmad and Nagita Slavina  Baim Wong
3.  Gadgetin  Deddy Corbuzier

KEY INSIGHTS

- Instagram and YouTube are the most popular platforms in Indonesia, followed by TikTok
- Mega influencers are the most popular type of influencer; the impact of macro, mega, and celebrity influencers is higher than the Southeast Asian average
- Influencers have the greatest impact on fashion product purchases in Indonesia

Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

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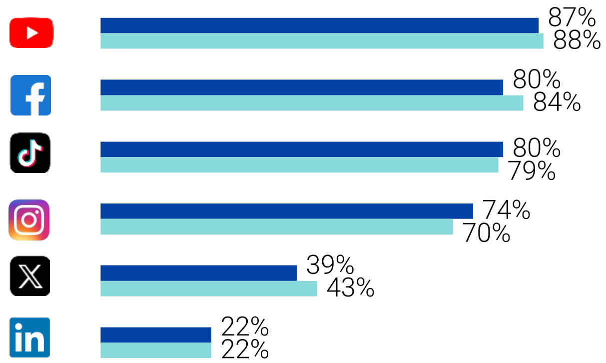
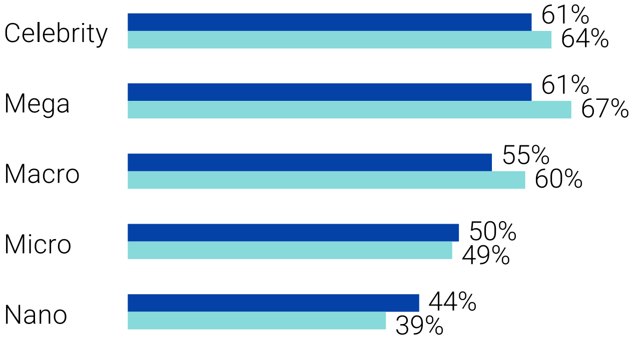
Malaysia: Social media usage is lower, and influencers hold less power in Malaysia than in Southeast Asia

MY SEA

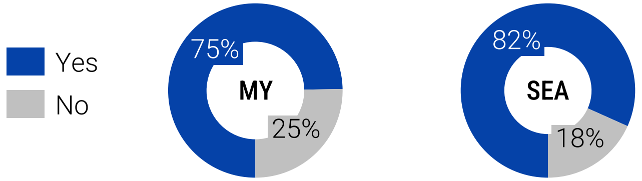
Social media platform usage



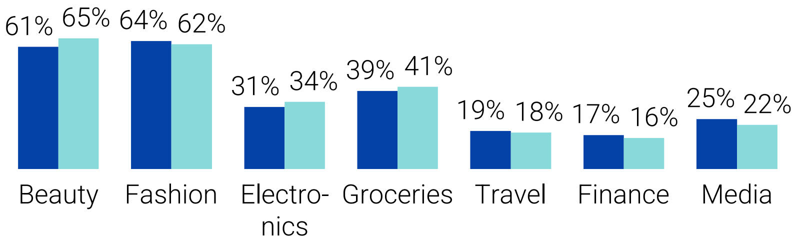
Influencer recommendation power



Purchased based on the recommendation of an influencer



Category purchased based on influencer recommendation



Most mentioned influencers[1]

1. Siti Nurhaliza Tarudin — Neelofa
2. Wawa Zainal — Aaron Aziz
3. Khairul Aming — Bella Khan

KEY INSIGHTS

- YouTube is the most popular platform, followed by Facebook and TikTok
- Both celebrity and mega influencers are equally popular; however, influencer impact is lower than the Southeast Asian average
- Influencers have the greatest impact on fashion product purchases in Malaysia

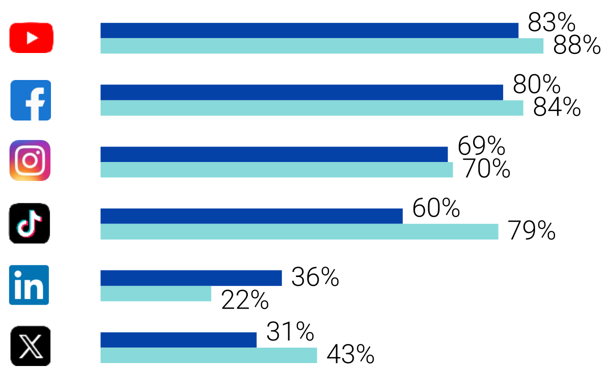
Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer

Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

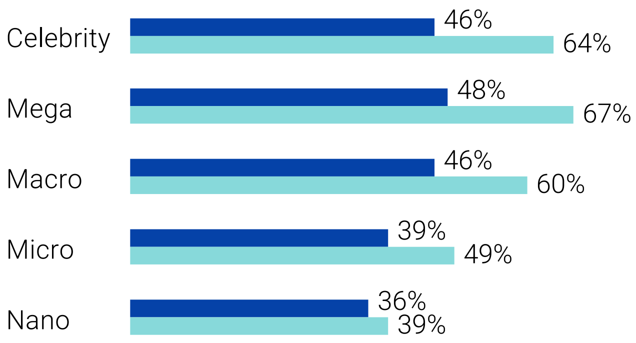
Singapore: Social media usage is lower, and influencers hold less power in Singapore than in Southeast Asia

SG SEA

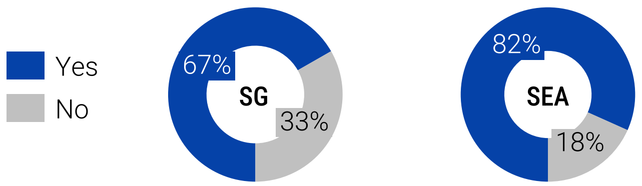
Social media platform usage



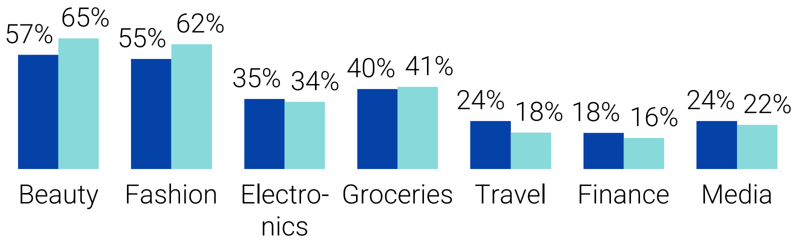
Influencer recommendation power



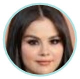
Purchased based on the recommendation of an influencer



Category purchased based on influencer recommendation



Most mentioned influencers[1]

1.  Khaby Lame  MrBeast
2.  Fann Wong  Selena Gomez
3.  Jay Chou  Xin Lin Khaw

KEY INSIGHTS

- YouTube is the most popular platform, followed by Facebook and Instagram
- Macro influencers are the most popular type of influencer; however, influencer impact is lower than the Southeast Asian average
- Influencers have the greatest impact on beauty product purchases in Singapore

Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer

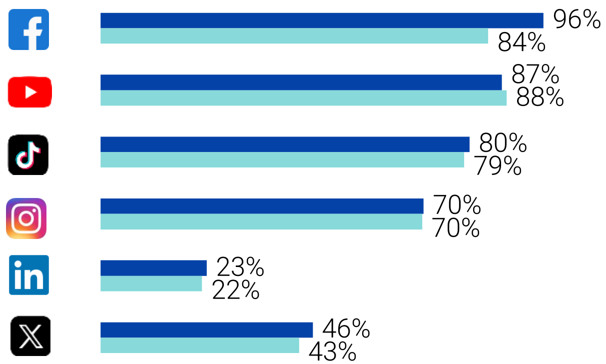
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

cube x impact.com

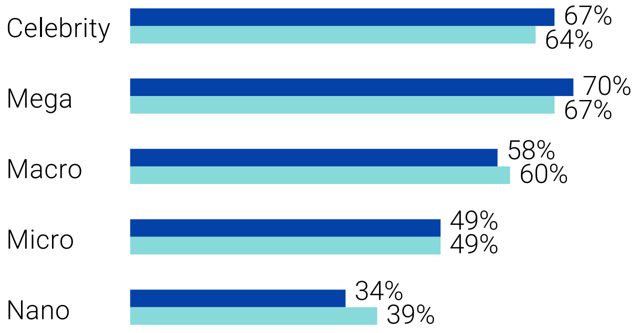
Philippines: Social media usage is higher, and influencers hold more power in Philippines than in Southeast Asia

PH SEA

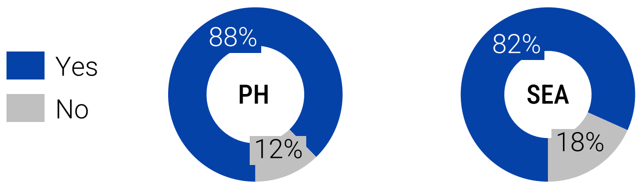
Social media platform usage



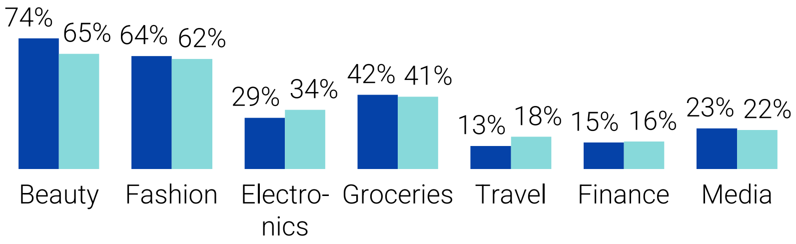
Influencer recommendation power



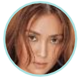
Purchased based on the recommendation of an influencer



Category purchased based on influencer recommendation



Most mentioned influencers[1]

1.  Ivana Alawi —  Alex Gonzaga
2.  Rosmarie Tan Pamulaklakin —  Kathryn Bernardo
3.  Anne Curtis —  Vince Ganda

KEY INSIGHTS

- Facebook is the most popular platform, followed by YouTube and TikTok
- Mega influencers are the most popular type of influencer; the impact of mega, and celebrity influencers is higher than the Southeast Asian average
- Influencers have the greatest impact on beauty product purchases in Philippines

Remark: (1) Most mentioned influencer when asked to provide example of a product or service recommended by an influencer
Source: Consumer survey with 2,400 respondents across six Southeast Asian countries, August 2024

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SECTION 8

Appendix

Glossary

#	Vocabulary	Definition
1	Southeast Asia (SEA)	Refers to Singapore, Malaysia, Thailand, Vietnam, Indonesia and Philippines in this report
2	Gross Merchandise Value (GMV)	Total value of merchandise that's sold over a given period
3	Net Merchandise Value (NMV)	Gross merchandise value excluding cancelled and returned orders
4	Formal e-commerce	A type of e-commerce where a platform mediates buyer and seller experiences end-to-end, including payment and delivery
5	Informal e-commerce	E-commerce without a platform facilitating payment and/or delivery, such as conversational commerce on WhatsApp
6	Live stream	A real-time transmission of video and audio content that allows viewers to interact with the broadcast
7	Live commerce	A type of live stream where products are featured for sale
8	Influencers	Individuals with a following on social media or other online channels
9	Direct-to-customer (D2C)	A business model where brands sell directly to consumers, bypassing third-party retailers or intermediaries
11	Brand Dotcom	A brand's official e-commerce website where products are available for purchase
13	Affiliate	An individual or entity that drives sales or leads to a company in exchange for commission payments

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