



IZEA INSIGHTS SPECIAL REPORT

Influencing the Metaverse

Influencers are leading the way into virtual worlds

Jan. 14, 2022





BACKGROUND

We surveyed a total of 1,034 U.S. internet users to help understand consumer sentiments around the metaverse and how those thoughts differ across social media users, social media influencers and those who do not regularly use social media.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on emerging digital platforms
- Inform, educate, and assist decision makers who must adapt to the rapidly evolving digital landscape
- Help all parties understand the early-adopter landscape of the metaverse
- Inspire the brands, influencers, and end consumers that make our industry work.

All product names, logos, and brands are the intellectual property of their respective owners. All company, product, and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement or partnership.

Sample Population

U.S. CONSUMERS

U.S.

Geography

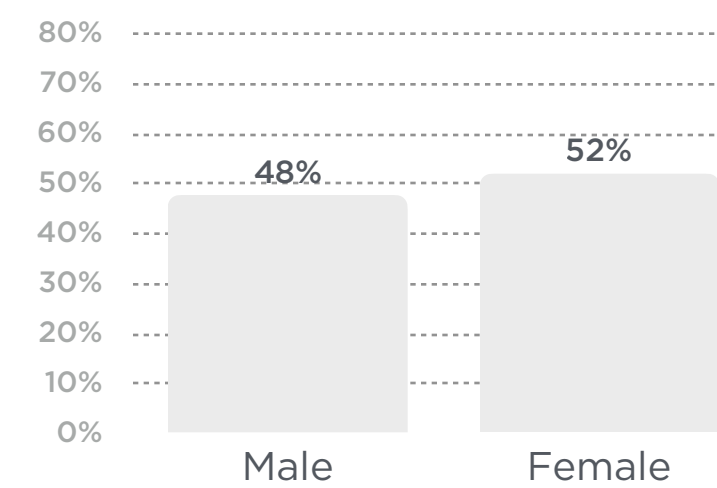
11/17/21
TO
11/18/21

Data Gathered

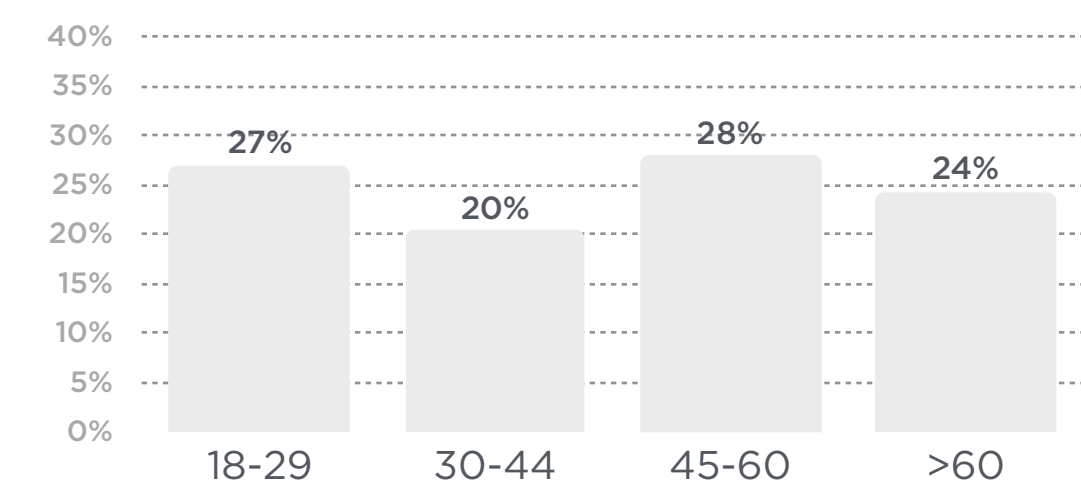
1,034 Qualified
Internet Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender



Age





56%

OF ALL INFLUENCERS

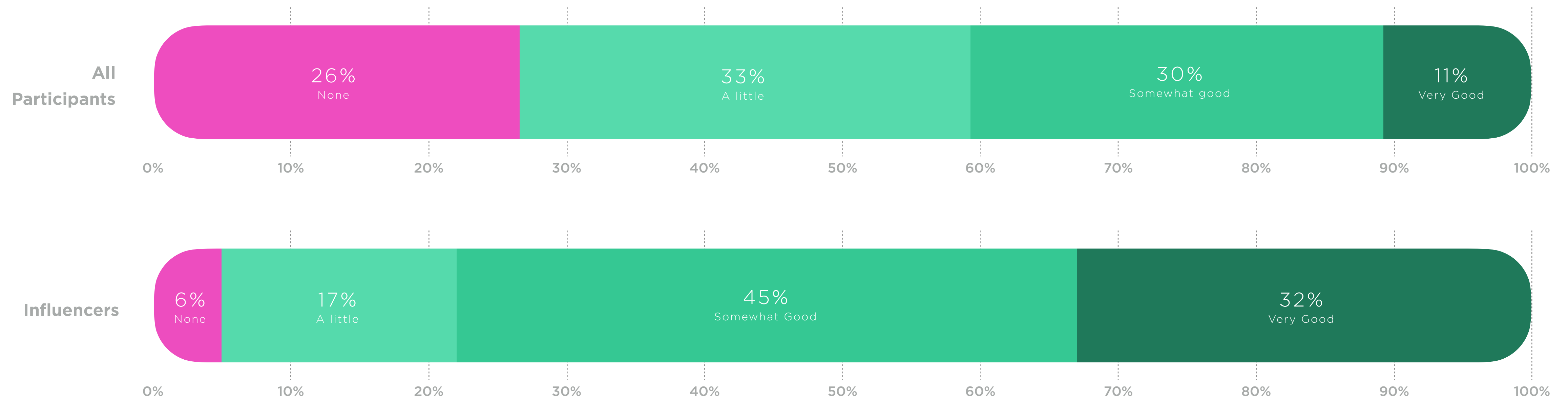
Say they currently participate in the metaverse.

Q: Do you currently participate in the metaverse?

RESPONSES BY SOCIAL MEDIA USER TYPE

	All	Social Media Users	Social Media Influencers
Yes	20.35%	11.86%	55.74%
No	79.65%	88.14%	44.26%

Q: How would you rate your understanding of the metaverse?

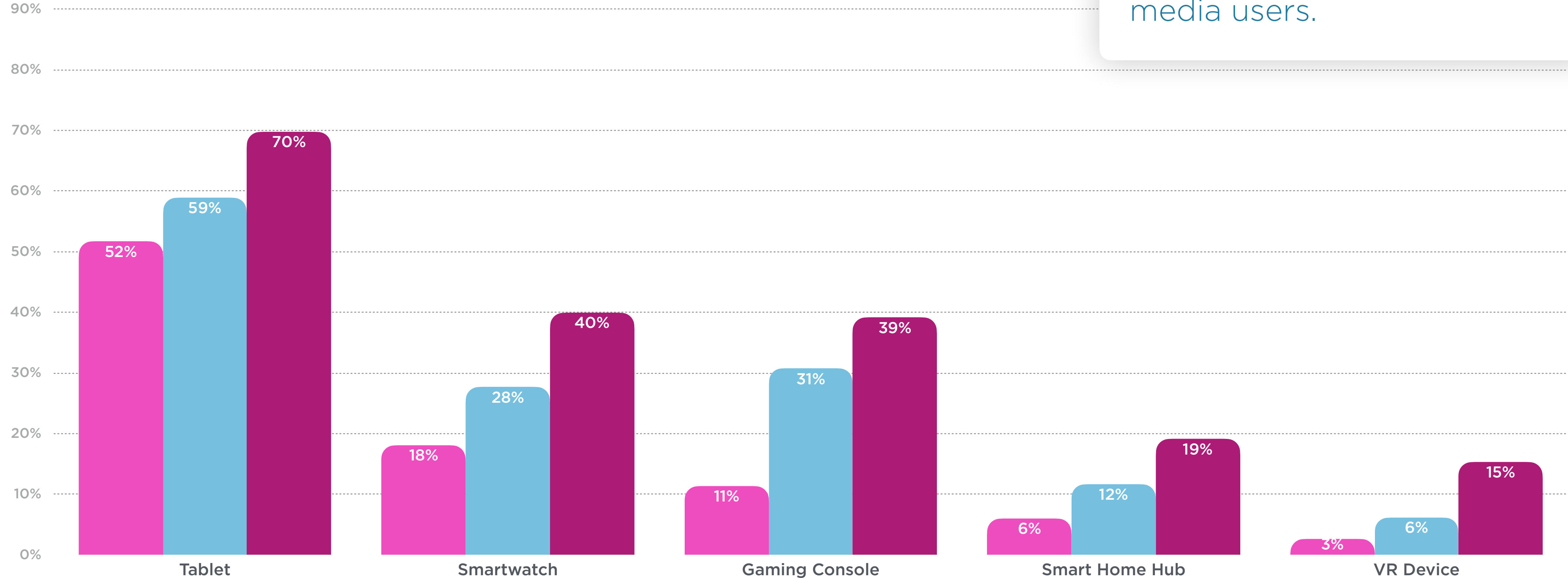


77% of influencers rate their understanding of the metaverse as somewhat or very good, compared with 41% saying the same across all user types.

Q: Which electronic devices do you currently own?

- Does Not Regularly Use Social Media
- Social Media Users
- Social Media Influencers

Influencers are more likely to use next-gen electronic devices than regular social media users.



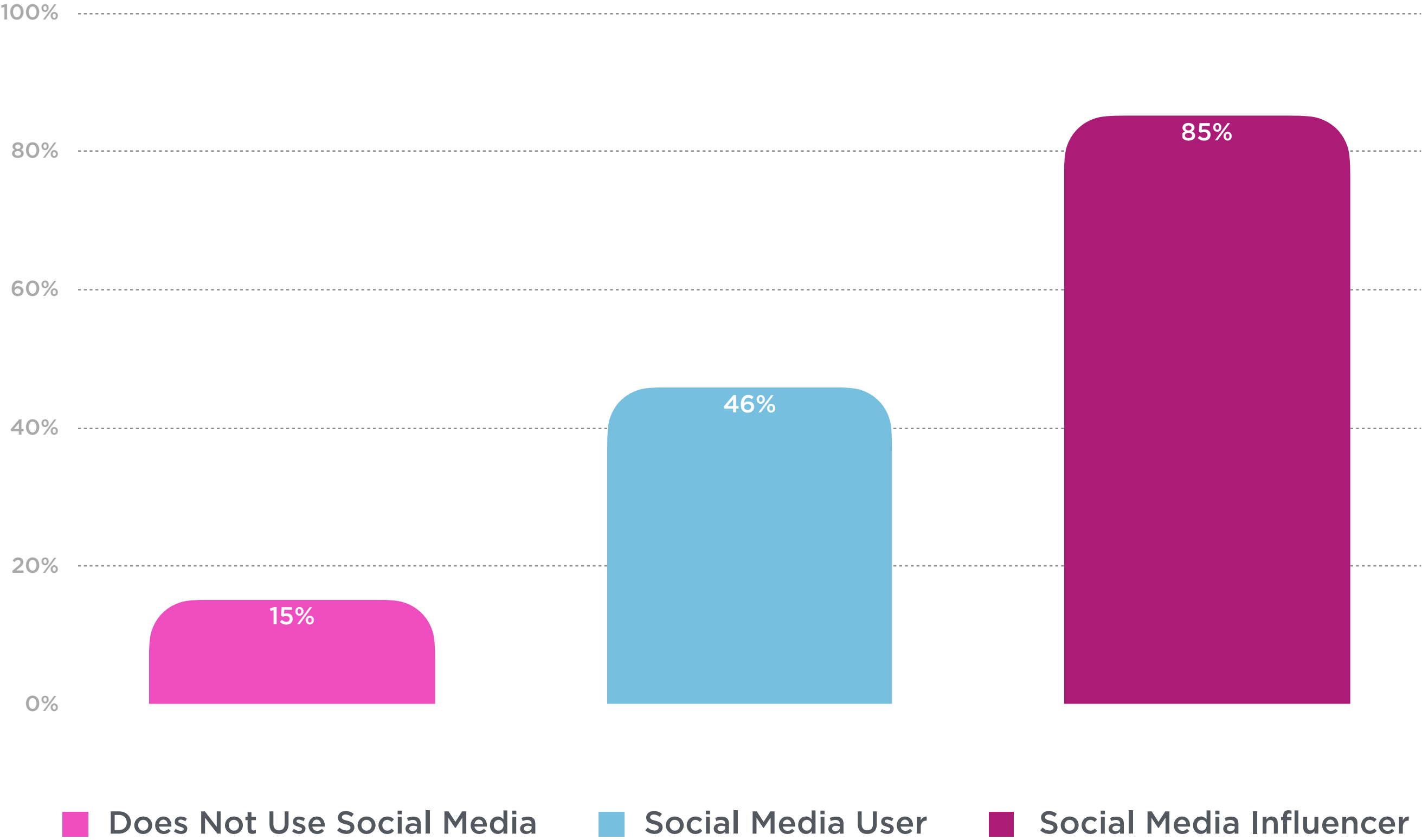
IZEA INSIGHT

Influencers are dialed into emerging tech and media.

Partnering with them is an authentic and effective way for brands to reach consumers already immersed in new digital landscapes.



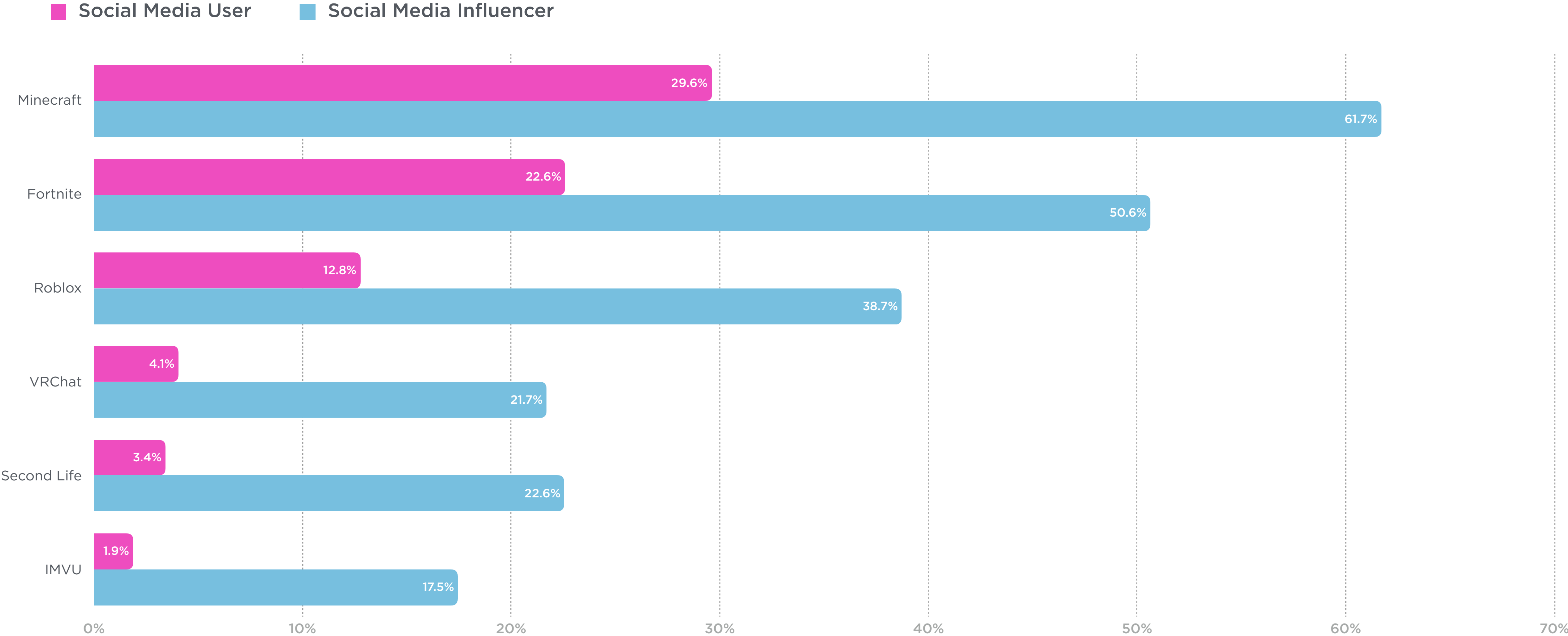
Q: Have you played a “virtual world” game?



85%
OF ALL INFLUENCERS

Say they have played virtual world games like Minecraft and Fortnite.

Q: Which “virtual world” games have you played?





▼ FILTER APPLIED

All users who have played virtual world games

73%

OF ALL RESPONDENTS WHO PLAY VIRTUAL WORLD GAMES

Say they have seen ads or sponsorships inside a virtual world and 42.2% remember the brand.

Q: Have you noticed a sponsorship, advertisement or brand inside a virtual world?

RESPONSES BY SOCIAL MEDIA USER TYPE

	All	Social Media Users	Influencers
Yes and I remember the brand	31.1%	15.7%	56.5%
Yes, but I don't remember the brand	42.2%	46.6%	37%
No	26.7%	37.8%	6.5%

90%

OF SOCIAL MEDIA
INFLUENCERS

Support brand
sponsorships in
virtual worlds.

Q: If you were responsible for marketing a soda, would you consider a sponsorship in a virtual world?

RESPONSES BY SOCIAL MEDIA USER TYPE

	Social Media Users	Social Media Influencers
Yes	71.81%	89.76%
No	28.19%	10.21%

IZEA INSIGHT

Brands early into the metaverse are developing long-lasting relationships with the creators who are building new digital realities.

RESPONDENTS RECALL SEEING THE FOLLOWING BRANDS IN THE METAVERSE:

Chipotle, Coca-Cola, Clorox, Google, Meta, Marvel, Cartoon Network, Nike, Red Bull, Skillshare, Skittles

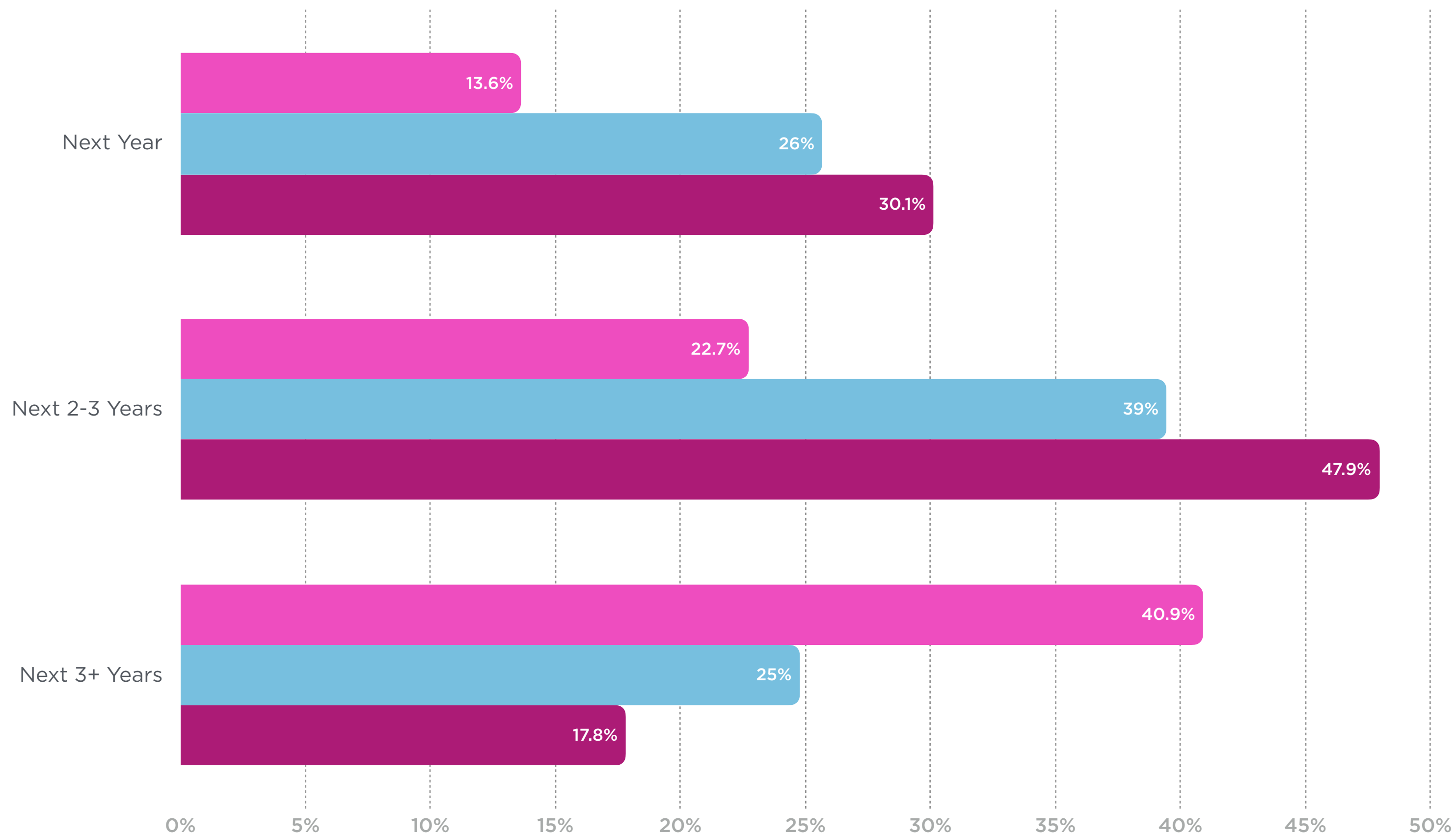


Q: When do you plan on participating in the metaverse?

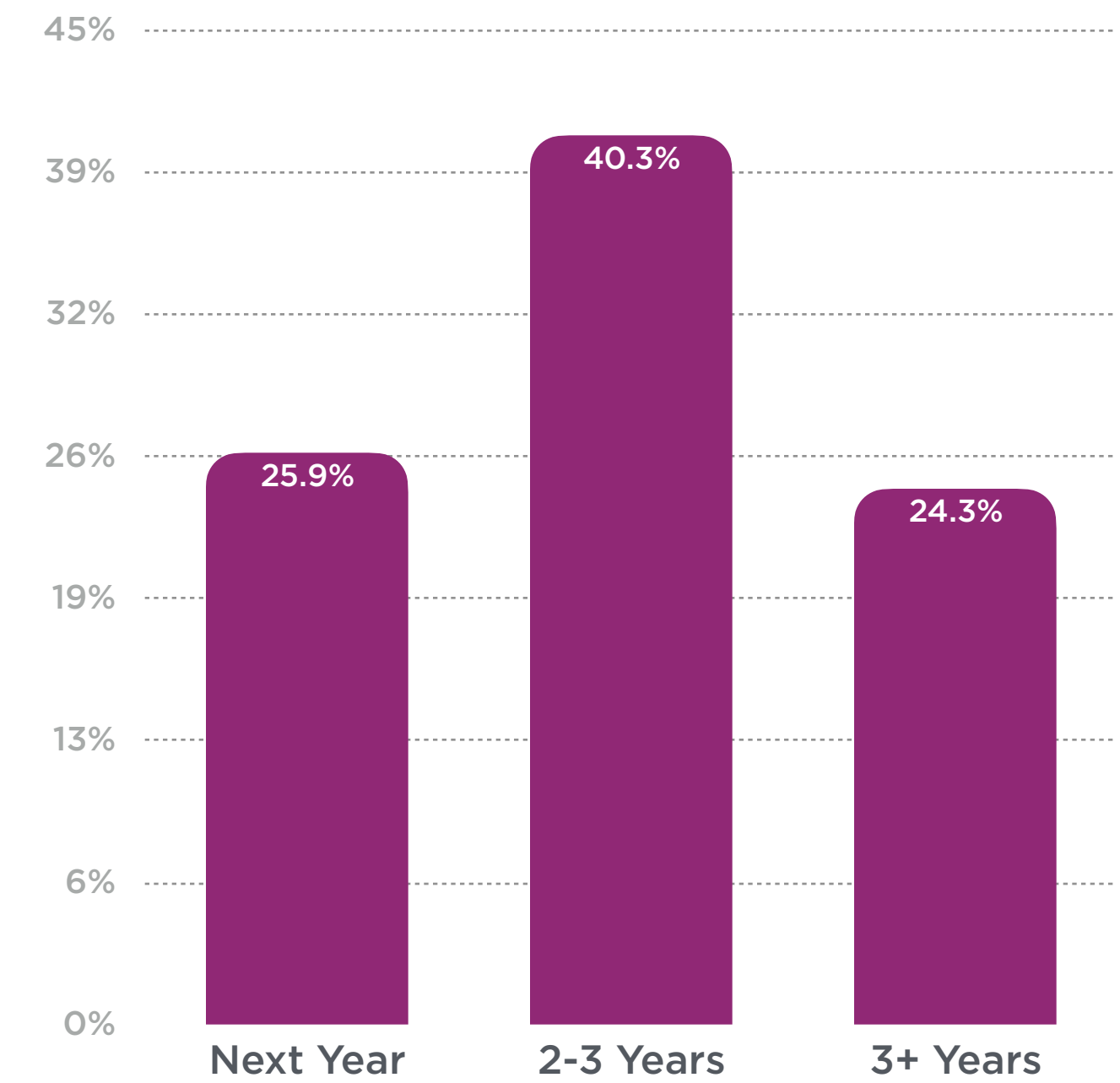
⌵ FILTER APPLIED

All users who plan on participating in the metaverse

■ Does Not Regularly Use Social Media ■ Social Media Users ■ Social Media Influencers



ALL THOSE PLANNING TO PARTICIPATE IN THE METAVERSE





20%

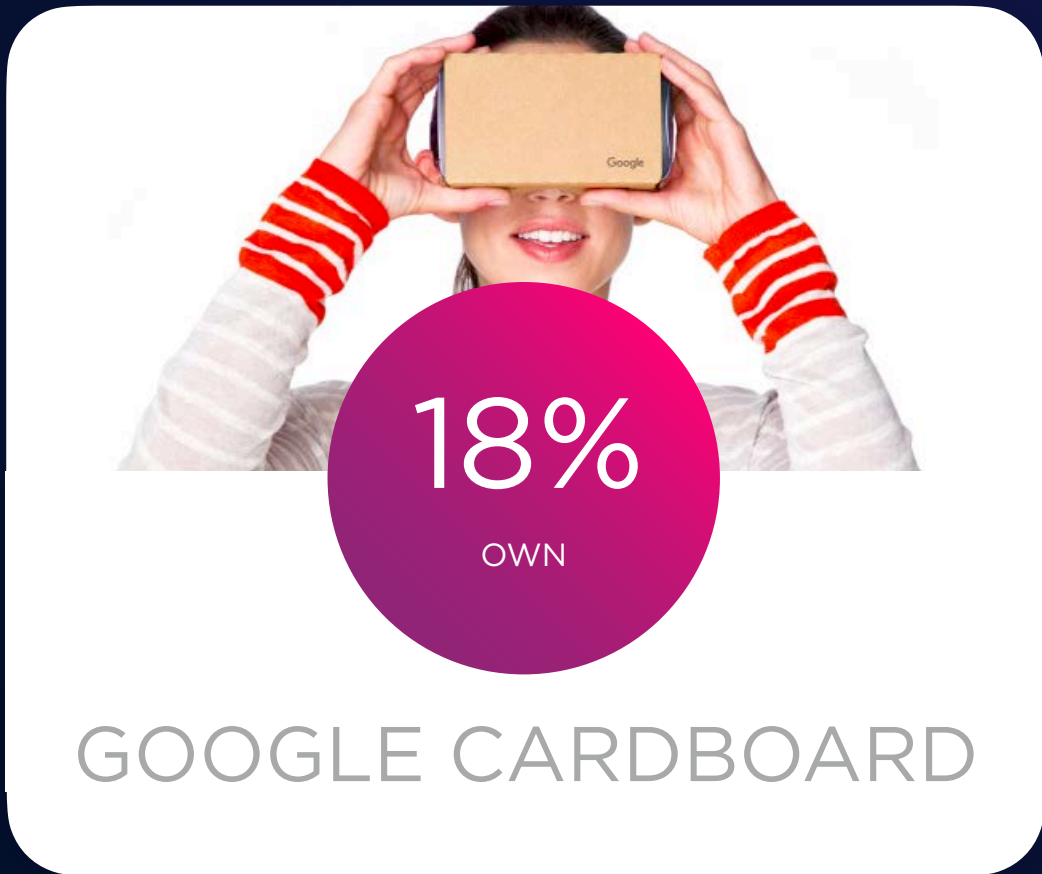
Of all respondents say they are waiting for VR tech to become more affordable before entering the metaverse.

Q: If you are **not** currently participating in the metaverse, what is preventing you?

	All	Does Not Use Social Media	Social Media Users	Social Media Influencers
Waiting on the tech to become more affordable	20.1%	8.9%	19.5%	38.5%
Waiting on the tech to improve	11.9%	4.1%	12.1%	22.1%
Waiting on more things to do in the metaverse	12.6%	6.9%	12.9%	18.3%

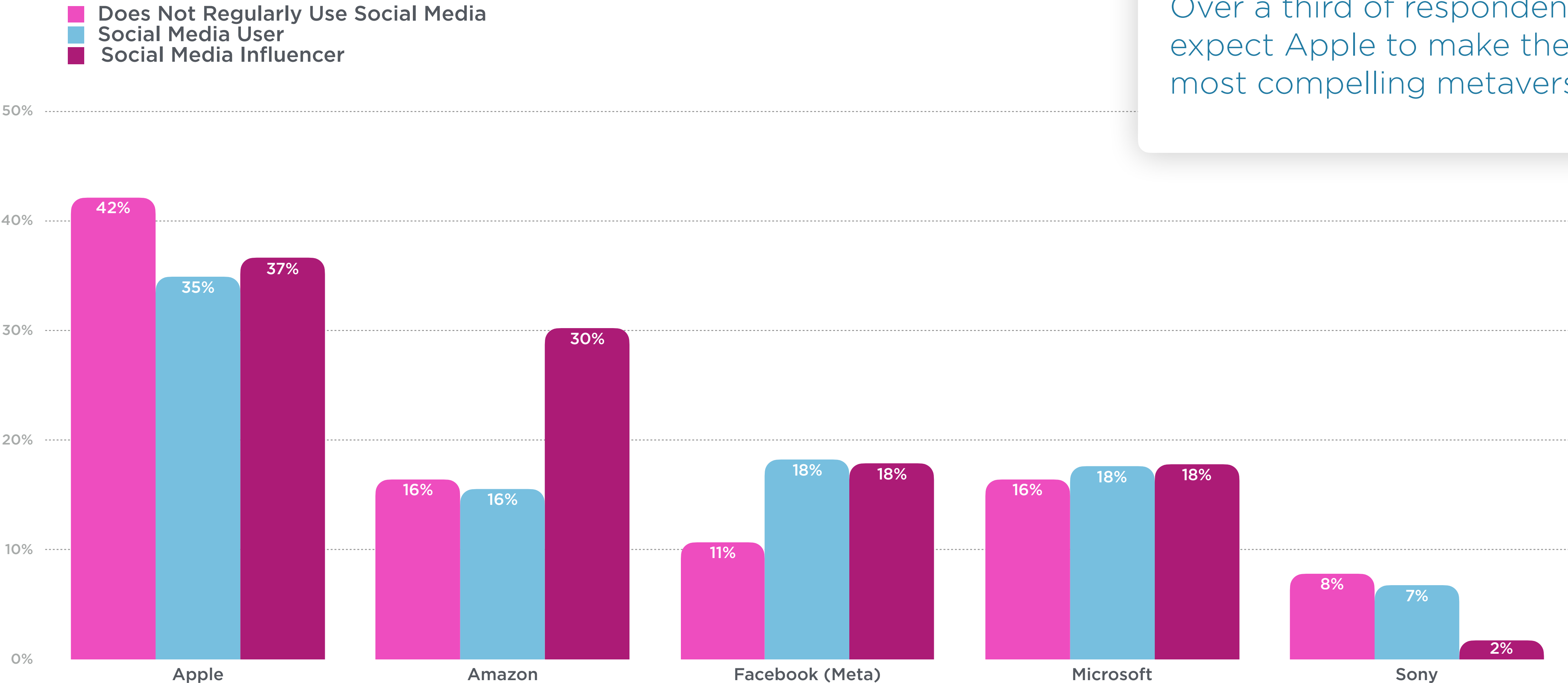
Q: Which virtual reality (VR) devices do you own?

▼ FILTER APPLIED
All who already own a VR device



Q: Which company do you think will build the most compelling virtual reality experiences in the future?

Over a third of respondents expect Apple to make the most compelling metaverse.



IZEA INSIGHT

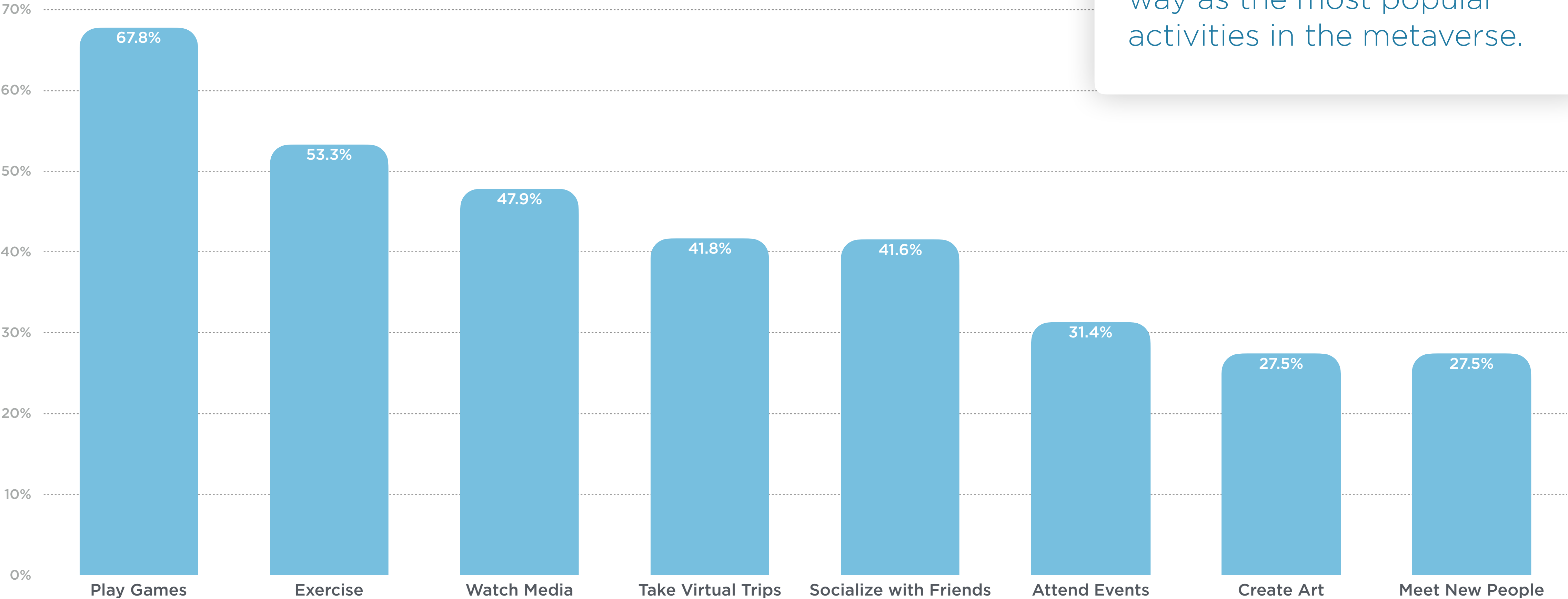
Although 50% of those who own VR devices own a PlayStation VR, Sony ranks fifth on the list of brands expected to make the most compelling version of the metaverse.

Meta (Facebook) owns Oculus and ranks third behind Apple and Amazon — brands that are not yet focused on the metaverse.



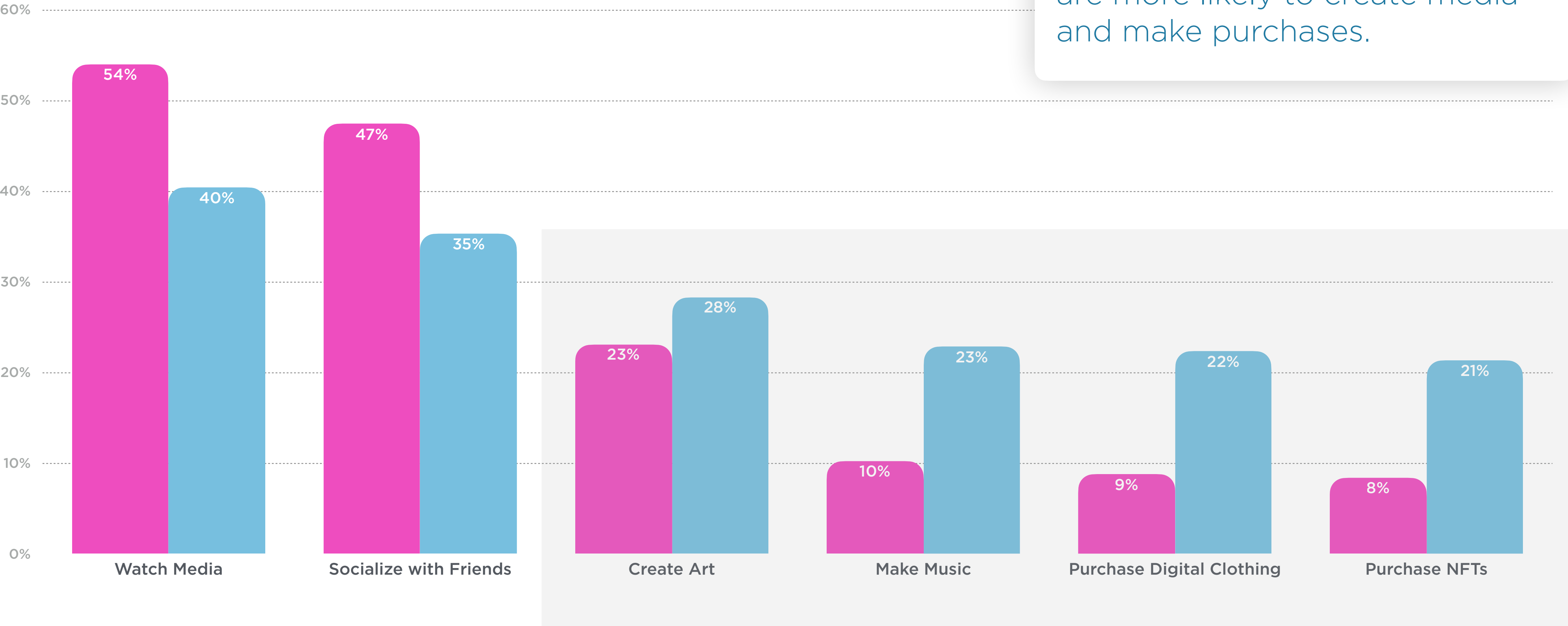
Q: What activities are you most interested in doing in the metaverse?

Gaming and fitness lead the way as the most popular activities in the metaverse.



Q: What activities are you most interested in doing in the metaverse?

■ Social Media Users ■ Social Media Influencers



Influencers are less likely to want to watch media and socialize but are more likely to create media and make purchases.



IZEA INSIGHT

60% of social media influencers surveyed see themselves participating in the metaverse as creators.

INFLUENCERS CAN BE LEVERAGED TO:

- Create an experience that features your brand
- Wear or use branded objects
- Host virtual events like concerts or parties
- Co-create and promote NFTs

51%

OF ALL INFLUENCERS

are considering ways to make money in the metaverse.

Influential aspirations in the metaverse

21%

OF ALL INFLUENCERS

are already making money in the metaverse.



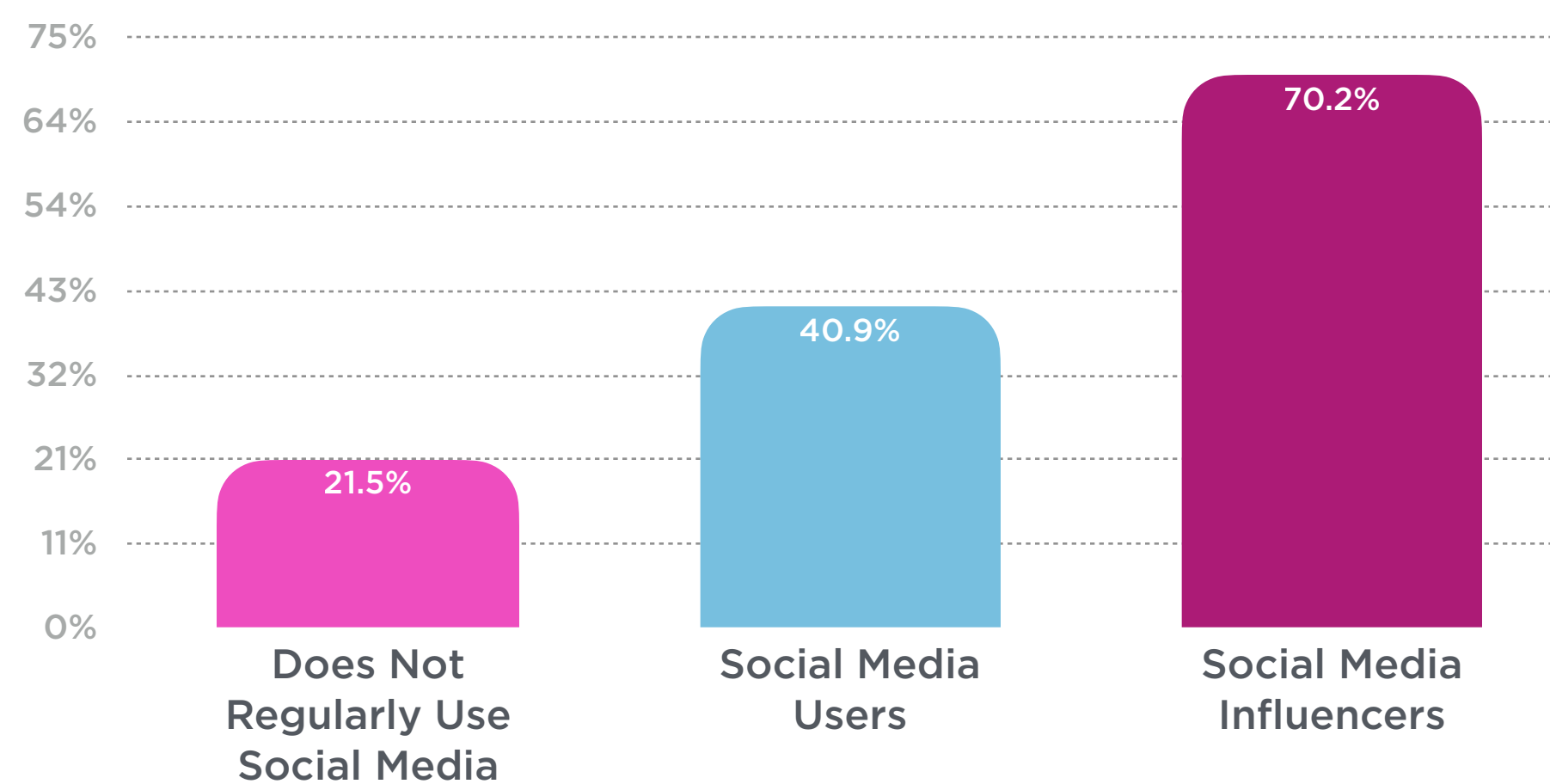
70%

OF ALL INFLUENCERS

Believe that social media will be replaced by the metaverse.

Q: Do you think the metaverse will replace social media in 50 years?

RESPONSE BY SOCIAL MEDIA USAGE



We Are
**INFLUENCER
MARKETING**



For additional research visit:

izea.com/resources

