Appendix 1: Screenshots of Upfluence Software

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Monitor feature: displaying published posts and performances

How influencer marketing is a strategic ally for European companies in international expansion

Payment feature: to manage cash-out requests

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Workflow: to manage campaigns and influencers

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Mailing: to contact and email influencers

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Search: to identify relevant influencers

Appendix 2: Results of Mercedes-Benz Parfums campaigns

Father's day 2018

Key results	Germany	USA	Total
<u>Budget</u>	€8,900	€8,900	€17,800
<u>Audience</u>	919,454	1,609,154	2,528,608
Impressions	441,001	428,468	869,469
<u>CPM</u>	€20	€20	€20
<u>Reach</u>	327,668	178,131	505,799
Engagements	34,211	20,295	54,506
<u>Clicks</u>	80	81	161
<u>CTR</u>	10%	4%	7%

Father's day 2019

Key results	Poland	Mexico	Total
<u>Budget</u>	€9,295	€4,830	€14,125
<u>Audience</u>	825,151	291,938	1,117,089
Impressions	660,240	227,193	887,433
<u>CPM</u>	€21	€21	€21
<u>Reach</u>	361,099	134,467	495,566
Engagements	62,993	12,633	75,626
<u>Clicks</u>	2,302	373	2,675
<u>CTR</u>	0.64%	0.44%	0.54%

Appendix 3: Results of Mayoral campaigns

Winter 2018

Key results	Poland	Germany	USA	Total
Budget	€7,215	€7,215	€7,215	€21,645
<u>Audience</u>	336,024	291,673	369,868	997,565
Impressions	340,704	173,340	76,342	590,386
<u>CPM</u>	€21	€42	€94	€52
<u>Reach</u>	285,673	163,336	64,962	513,971
Engagements	15,676	14,617	11,800	42,093
<u>Clicks</u>	487	379	368	1,234
<u>CTR</u>	0.17%	0.23%	0.56%	0.32%

Spring 2019

Key results	UK	Italy	Total
<u>Budget</u>	€9,624	€9,624	€19,248
<u>Audience</u>	362,704	481,046	843,750
Impressions	346,766	448,708	795,474
<u>CPM</u>	€28	€21	€24
<u>Reach</u>	265,784	324,121	589,905
Engagements	16,810	38,414	55,224
<u>Clicks</u>	554	467	1,021
<u>CTR</u>	0.21%	0.14%	0.17%