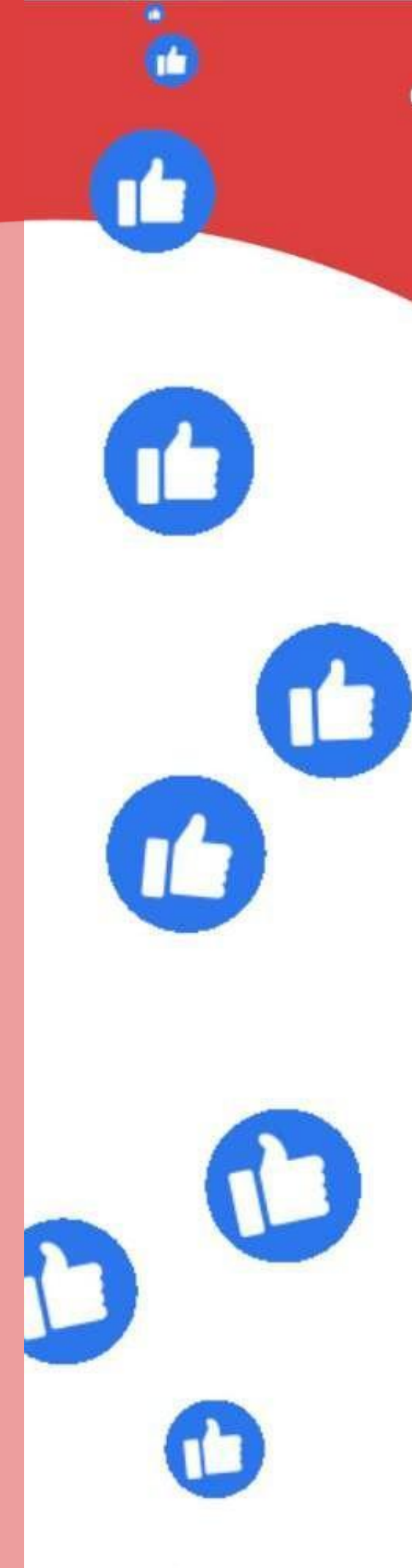
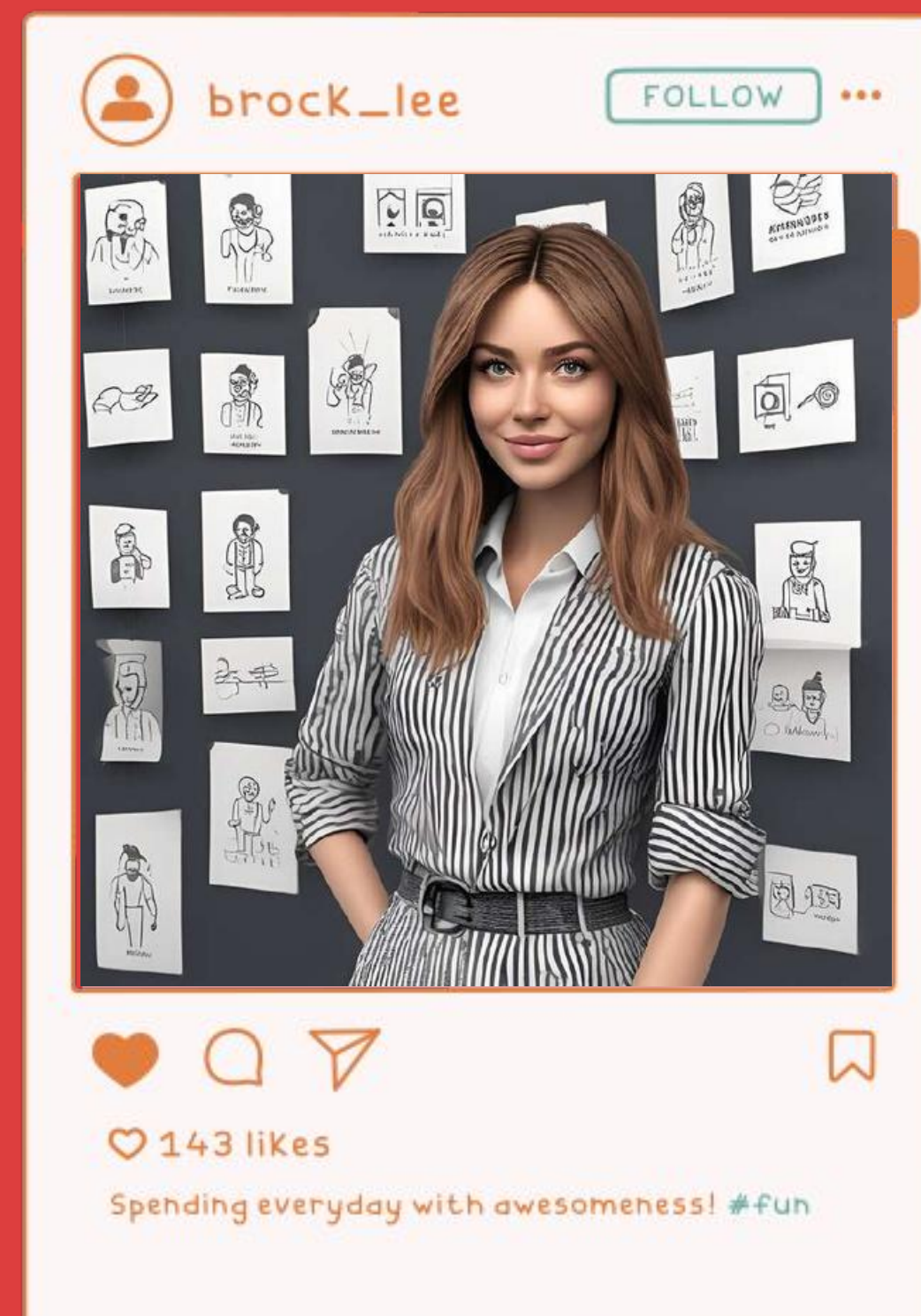




# HOW ADGCRAFT HELPED KLUGKLUG ACHIEVE VIRALITY?

A CASE STUDY ON





# What is KlugKlug?

**What is KlugKlug?** KlugKlug is the most precise influencer marketing platform available, empowering you to identify the perfect influencer and maximize campaign effectiveness.

## **What problem KlugKlug is addressing?**

- Find influencers and gain insights on Instagram, YouTube, TikTok, Snapchat, and LinkedIn. Access a database of 300 million influencers.
- 

## **What is the Solution being provided by KlugKlug?**

- Providing a complete influencer marketing workflow.
- Helping you avoid inactive, fake, or irrelevant audiences.

## **Benefits:**

- Boost ROAS (Return on Ad Spend) by 20%-40% from day one.
- Enhance brand efficiency immediately.

**Global Reach:** Covering over 180 countries.

# SITUATION

01

As a proactive PR agency, we were approached by KlugKlug, to position them as a go-to agency advocating for a more nuanced approach to influencer selection, one that values quality engagement and authentic connections over superficial metrics.

02

KlugKlug sought our expertise as a PR agency to develop a strategy that would elevate its message about the visibility and impact of these influencers among brands and marketers.

03

Our agency undertook the challenge with the goal of not only enhancing KlugKlug's brand reputation but also driving widespread recognition of the untapped potential within Tier 2 and Tier 3 city influencer communities.

# HOW WE DID IT?

01

**Data-driven Insights:** We gathered the data available with KlugKlug on the brands' campaigns and influencer selection matrices.

02

**Strategic Pitch Development:** Leveraging the insights, we crafted a compelling pitch note that addressed challenges in influencer marketing and highlighted KlugKlug's innovative solutions. Case studies showcasing successful brand partnerships were integral to our narrative.

03

**Targeted Media Outreach:** We strategically distributed the pitch note to influential media outlets such as AnM and Startup, ensuring KlugKlug's message resonated with key industry stakeholders. Additionally, we facilitated direct engagements, including a pivotal discussion between KlugKlug's leadership and a MoneyControl journalist, enhancing credibility and deepening media relations.



## Over 60% of the Instagram followers of nearly 2 out of 3 Indian influencers are fake: Report

Only 2.48 million profiles out of the eight million audited in India exhibited credible and high-quality followers in an analysis by influencer marketing platform KlugKlug.

moneycontrol

MARYAM FAROOQUI | APRIL 23, 2024 / 11:04 AM IST

Join Us Follow Us



India's influencer marketing industry, which is over Rs 1,800 crore in size, loses a significant amount of money due to fake follower fraud, which is affecting many legitimate creators, who are in a race to amplify reach and get the attention of brands.

Nearly two out of three (58.5 percent) Instagram profiles in India have spurious or fake followers in excess of 60 percent, an analysis by influencer marketing platform KlugKlug has revealed.

"This alarming trend is especially prevalent in the beauty and fashion industry. These industries grapple with influencers resorting to deceptive practices, potentially leading to significant financial losses for brands investing in influencer marketing campaigns," said Kalyan Kumar, Co-Founder, KlugKlug India.

Only 2.48 million profiles out of the eight million audited exhibited credible and high-quality followers, the platform said.

India is the largest supplier and buyer of fake followers currently, noted Kumar.

# KlugKlug's Report

## Business Standard

What part of Insta influencers' followers are fake? Answer will shock you

An analysis by influencer marketing platform KlugKlug revealed some shocking findings. Here are the details

One of the eight million audited profiles, with 2.48 million exhibited credible and high-quality followers, the platform stated.

India: A hub for fake followers

India recently leads in both supplying and buying fake followers, noted Kumar. "A lot of the fake followers trending in Instagram is happening in India, then Brazil and Indonesia. Suppliers of fake followers are largely from Russia and Turkey," he said.

"A lot of the fake followers buying is happening in the Middle East as well. The total fake (58-60 per cent) includes of fake followers among the top influencers, and this India, its businesses, its per cent of followers are dubious on Instagram, which is 58 per cent in India, 44 Indonesia sells more fake followers than it buys," he added.

## YOURSTORY

Is the Fake Followers Trend Threatening India's Creator Economy?

Instagram has become pivotal in shaping not just personal identities but also substantial economic opportunities. However, a concerning trend is on the rise, one that could potentially destabilise the burgeoning creator economy in India: the prevalence of fake followers.

24m

Let's take a deep dive into the murky waters of inauthentic engagement and its impact on India's booming creator economy. Here's a stat to prime the pump: a recent KlugKlug study revealed a shocking truth - over **58.5%** of Instagram profiles in India are swimming in a sea of **fake followers**. That's right, more than half! Ouch!

Now, let's unpack this Instagrammable mess. Imagine toiling away, creating captivating content, only to discover a large chunk of your audience isn't real. Those likes and comments? Not genuine connections but hollow inflations of your perceived influence. This, my friends, is the dark side of fake followers, and it's casting a long shadow on India's creator economy.

But how exactly does this follower fraud play out?

Think of it like this: brands are increasingly turning to social media for marketing, seeking out creators with engaged audiences. The more followers a creator has, the bigger the perceived reach and potential impact of a campaign. Fake followers create an illusion of a massive audience, and this leads to skewed marketing decisions.

RVCJ  
WWW.RVCJ.COM

inshorts  
stay informed

# OUTCOMES

01

The story was published in MoneyControl and gained traction across prominent publications, sparking viral discussions on social media platforms.

02

As a result, numerous brands approached KlugKlug, leading to the successful closure of two significant partnerships.

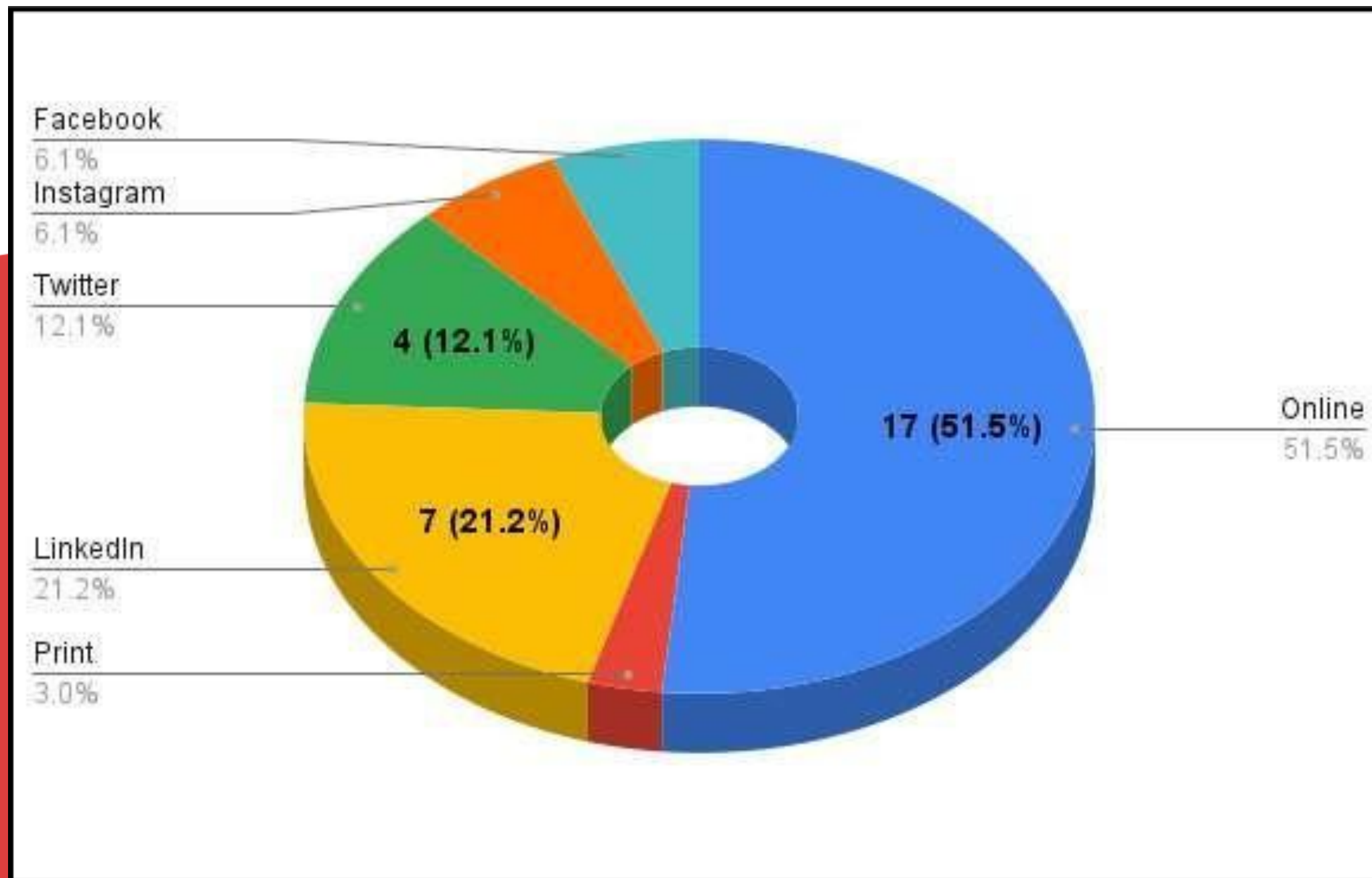
03

One of KlugKlug's co-founders was featured on LinkedIn News India, discussing the platform's gender mismatch issues.

04

Throughout April and May, the report garnered widespread attention, sparking discussions on social media platforms such as Instagram, Facebook, and LinkedIn, where users tagged KlugKlug and engaged in conversations about the challenges they aim to address.

# MEASURING IMPACT



**The PR campaign achieved significant coverage across various media platforms, highlighting its broad impact:**

**Online:** A total of 17 stories were covered, demonstrating extensive digital media engagement and widespread online visibility.

**Print:** One story was featured in print media, reflecting a targeted approach to traditional media channels.

**LinkedIn:** Seven stories were shared on LinkedIn, emphasizing professional networking and industry-specific visibility.

**Twitter:** Four stories generated discussions on Twitter, leveraging the platform's real-time engagement and broad audience reach.

**Instagram and Facebook:** Two stories each resonated on Instagram and Facebook, showcasing effective social media penetration and audience engagement strategies.



# Media Stories Of KlugKlug in the Prominent Publications

...

Home Elections 2024 Markets News IPL 2024

Home > News > Business

## Over 60% of the Instagram followers of nearly 2 out of 3 Indian influencers are fake: Report

Only 2.48 million profiles out of the eight million audited in India exhibited credible and high-quality followers in an analysis by influencer marketing platform Klug Klug.

MARYAM FAROOQUI

APRIL 19, 2024 / 11:09 AM IST

717 3406 3891 641

### 60% Instagram followers of 66% Indian influencers are fake

1:43 / 10:45 • Fake Followers F

#### Business News: Patanjali Issues Larger Apology, Fake Followers Plague Indian Influencer Market

Grooming Business... 28.7K subscribers

44 5891

Share

#### 60% Fake Followers Of Indian Influencers On Instagram: Read the full report

Monesh Maurya April 20, 2024

Advertising Reporter

**According to the report, 2.48 million profiles out of 8 million demonstrate authentic followers on Instagram.**

By Pooja Sharma

APR 20, 2024 #Advertising Reporter, #Fake Followers, #Global, #Instagram, #Media Industry, #Media Industry News

QUANTUM BRIEF WATCH LISTEN LATEST NEWS SPECIAL COVERAGE

ADVERTISING AGENCY NEWS BRAND MARKETING GAMING NEWS INTERVIEWS THE VISIONARIES

HOME >> HOW-IT-WORKS >> 2-48-MILLION-PROFILES-OUT-OF-8-MILLION-EXHIBIT-CREDIBLE-FOLLOWERS-ON-INSTAGRAM-REPORT-29551

## 2.48 million profiles out of 8 million exhibit credible followers on Instagram: Report

A lot of the fake follower farming is happening in India, then Brazil and Indonesia. Suppliers of synthetic followers (humanly managed profiles of dubious quality, sold as real followers) are largely from Russia and Turkey," said Kalyan Kumar, Co-Founder, Klug Klug India.

गुरुवार, मई 02, 2024 ताजा खबरें

QUICKLY # SOCIALLY देश विदेश टेक ऑटो खेल मनोरंजन लाइफस्टाइल वायरल फोटो गैलरी वीडियो

Home / Socially

## Fake Instagram Followers: बड़ा खुलासा! 3 में से 2 भारतीय इन्फ्लुएंसर्स के 60 फीसदी से अधिक इंस्टाग्राम फॉलोअर्स नकली

भारत की इन्फ्लुएंसर इंडस्ट्री जिसका आकार 1,800 करोड़ रुपये से अधिक है, नकली फॉलोअर्स धोखाधड़ी के कारण बड़े पैमाने पर नुकसान झेल रही है।

Home / एनालिटिक्स

### इंस्टाग्राम पर 3 में से 2 लोगों के 60% से ज्यादा फॉलोअर्स हैं नकली, रिपोर्ट में खुलासा

KlugKlug ने अपनी रिपोर्ट में बताया कि भारत में लगभग 3 में से दो यानी करीब 58.5 प्रतिशत इंस्टाग्राम प्रोफाइल में 60 फीसद से ज्यादा फॉलोअर्स फर्जी हैं

Money9 Hindi Last Updated : April 19, 2024, 13:06 IST

Follow Google News

## Business Standard

One of the eight million audited profiles, only 2.48 million exhibited credible and high-quality followers, the platform stated.

### India: A hub for fake followers

India currently leads in both supplying and buying fake followers, noted Kostas. "A lot of the fake follower farming is happening in India, then Brazil and Indonesia. Suppliers of fake followers are largely from Russia and Turkey," he said.

"A lot of the fake followers buying is happening in the Middle East as well. The UK has 40-50 per cent suppliers of fake followers among the top influencers, just like India. In Indonesia, 80 per cent of followers are dubious on Instagram, which is 50 per cent in India, as Indonesia sells more fake followers than it buys," he added.

# 2.48m

## YOURSTORY

### Is the Fake Followers Trend Threatening India's Creator Economy?

Instagram has become pivotal in shaping not just personal identities but also substantial economic opportunities. However, a concerning trend is on the rise, one that could potentially destabilise the burgeoning creator economy in India: the prevalence of fake followers.

WWW.RVCJ.COM

stay informed

### What part of Insta influencers' followers are fake? Answer will shock you

An analysis by influencer marketing platform KlugKlug revealed some shocking findings. Here are the details.

## Instagram Followers Of Nearly Two Of Three Indian Influencers Are Fake: Report

April 19, 2024 | Edited by Fahimulhasan Shams

Homepage Business Technology Internet Telecom Mobile Startup

Home • Business • 60% Instagram Followers Are Fake For 66% Indian Influencers: Rs 1800 Crore Influencers Marketing Industry Is Shocked

60% Instagram Followers Are Fake For 66% Indian Influencers: Rs 1800 Crore Influencers Marketing Industry Is Shocked

2

THOUSIF Inc. - ONLINE CREATORS CORNER

News Creators Virtual Biography Awards Tips

Home > News > Exploring the Impact of Fake Followers in India's Booming Influencer Marketing

How to Identify Fake Accounts and Bots on Social Media



# Media Stories Of KlugKlug on Social Media



**DID YOU KNOW ?**  
Nearly 2 out of 3 Indian influencers have 60% fake Instagram followers: Report

onevisionmedia.in • Follow

onevisionmedia.in Nearly two out of three (58.5 percent) Instagram profiles in India have spurious or fake followers in excess of 60 percent, an analysis by influencer marketing platform KlugKlug has revealed. "This alarming trend is especially prevalent in the beauty and fashion industry"

Follow (@onevisionmedia.in) for more !

Share with your friends

#onevision #onevisionmedia #India #instagram #influencer #india #creator #shocking

1w

Liked by gufran\_khan96 and others April 19

Add a comment...



**INFO BUZZ**  
2 OUT OF 3 INFLUENCERS IN INDIA HAVE 60% FAKE FOLLOWERS: RECENT STUDY REPORT. WHAT IS YOUR OPINION ON THIS?  
DO YOU THINK META INDIA SHOULD SCRUTINIZE THOSE PROFILES STRICTLY?

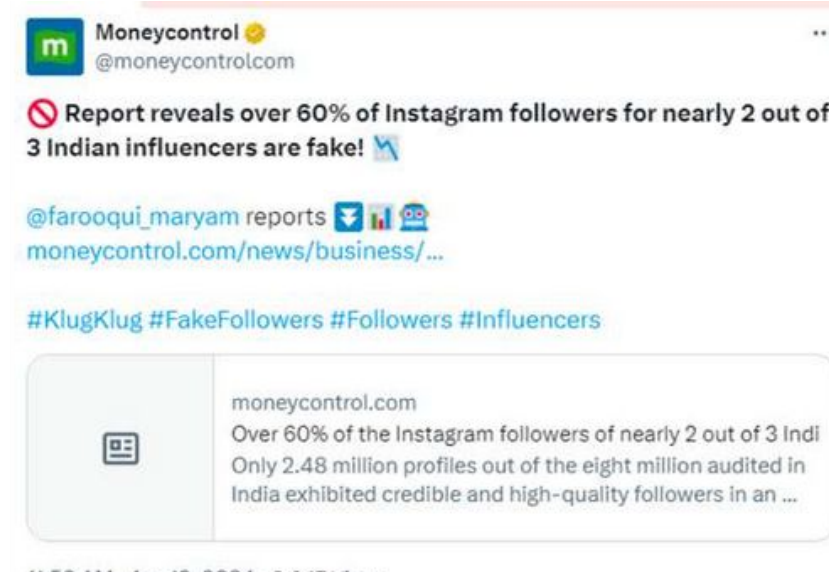
mybhubaneswar • Follow

mybhubaneswar • 1w  
2 OUT OF 3 INFLUENCERS IN INDIA HAVE 60% FAKE FOLLOWERS: RECENT STUDY REPORT. WHAT IS YOUR OPINION ON THIS?

DO YOU THINK META INDIA SHOULD SCRUTINIZE THOSE PROFILES STRICTLY?

A recent analysis by influencer marketing platform KlugKlug revealed a concerning trend in India's social media landscape. Out of the 8 million profiles audited, only 2.48 million exhibited credible and high-quality followers. This finding underscores the challenges faced by brands and marketers in identifying genuine influencers for collaboration. With the rise of influencer marketing as a key...

1,919 likes April 21




**Report reveals over 60% of Instagram followers for nearly 2 out of 3 Indian influencers are fake!**

@farooqui\_maryam reports moneycontrol.com/news/business/...

#KlugKlug #FakeFollowers #Followers #Influencers

moneycontrol.com  
Over 60% of the Instagram followers of nearly 2 out of 3 Indi  
Only 2.48 million profiles out of the eight million audited in India exhibited credible and high-quality followers in an ...

11:58 AM · Apr 19, 2024 · 3,947 Views



**Business Standard** @bsindia

What part of Instagram influencers' followers are fake? Answer will shock you.

An analysis by influencer marketing platform KlugKlug revealed some shocking findings. Here are the details [mybs.in/2dV83Y0](https://mybs.in/2dV83Y0)

#instagram #Influencers #INSTA

What part of Insta influencers' followers are fake? Answer will shock you

From business-standard.com

5:40 PM · Apr 19, 2024 · 1,334 Views



**58.5% INDIAN INSTAGRAM INFLUENCERS HAVE FAKE FOLLOWERS, INFLUENCER MARKETING PLATFORM KLUGKLUG REVEALS**

**ONLY 2.48 MILLION PROFILES OUT OF THE 8 MILLION AUDITED EXHIBITED CREDIBLE & HIGH-QUALITY FOLLOWERS**

**INDIA IS THE LARGEST SUPPLIER AND BUYER OF FAKE FOLLOWERS CURRENTLY**

RVCJ Media  
Indian Instagram Influencers

Subscribe




**India's Influencer Marketing Sector, Worth ₹1,800 crore, Faces A Challenge With Fake Follower Fraud**

KlugKlug's analysis shows 58.5% of Indian Instagram profiles have over 60% fake followers, impacting genuine creators & brands

RealtyNXT  
@RealtyNXT


#News | #India's ₹1800 Cr influencer market battles #FakeFollowers, harming creators & brand #Investments. @KlugKlug finds 2/3 of Indian Instagram profiles with fakes. Brands lose 50% campaign investments legit influencers see fewer opportunities

#RealtyNXT #InfluencerMarketing



**Manish Balani** • 2nd  
Featured by LinkedIn in their TV Ad | LinkedIn Top Voice : ...  
1w •


As per an Official Report:- Around 60% of Insta Followers of 2 out of 3 Instagram Influencers are fake!



**Rohit Kuttappan** • 3rd+  
Solopreneur | Life and Career Coach | Life Skills Trainer | Di...  
1w •


⚡ Attention all #Influencers and #SocialMediaEnthusiasts! ⚡

🚨 Did you know that over 60% of Instagram followers for nearly 2 out of 3 Indian influencers are FAKE? 🚨



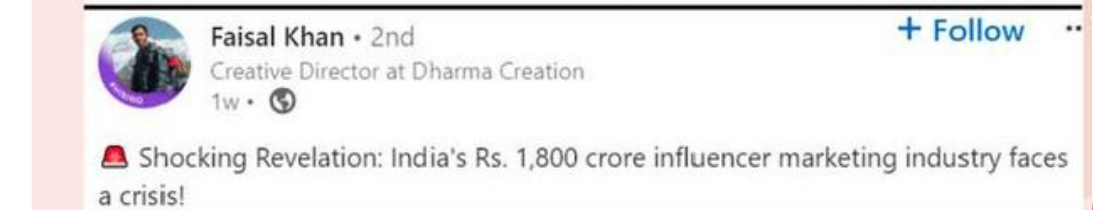
**Jinesh Bhutta** • 2nd  
National Sales Manager @ Tyroo | Empowering Teams to ...  
1w •

This is shocking... This proves the point that it's very important to diversify instead of relying on fewer platforms.



**Jinesh Bhutta** • 2nd  
National Sales Manager @ Tyroo | Empowering Teams to Achie...  
1w •

This is shocking... This proves the point that it's very important to diversify instead of relying on fewer platforms.



**Swarndeeep Singh Bhalla** • 3rd+  
Head- Digital Marketing at NAMTECH- An Education Initia...  
1w •

India's influencer marketing industry, worth over Rs 1,800 crore, grapples with significant losses from fake followers, particularly in beauty and fashion sectors. Nearly 60% of Indian Instagram profiles have excessive fake followers, impacting



**Faisal Khan** • 2nd  
Creative Director at Dharma Creation  
1w •

🚨 Shocking Revelation: India's Rs. 1,800 crore influencer marketing industry faces a crisis!





**Thank You**

