



the insiders

Our Identity

The Insiders is the leading global influencer network. We enable brands to connect with their own ambassadors, generate recommendations at scale, and grow sales.

Our Vision

At The Insiders our vision is to create emotional connections between consumers and brands by engaging everyday shoppers and the people in their lives with products, both online and offline.

Our Mission

Our mission is to provide exciting, engaging, and shareable brand experiences to our community of millions of influential consumers.

Our Community

Millions of people all over the world are members of The Insiders' community. They join to learn about new products, try different brands, and share their thoughts with their peers. We call them Insiders because they are privy to exciting and educational brand experiences. Insiders are empowered to carry on face-to-face and online conversations around their brand experiences. They are eager to create content in the form of online reviews, social posts, photos, and videos showing their insights in their own authentic voices.

Our Work

We provide everyday shoppers with world-class brand experiences that drive sales. Using a data-driven process we identify and recruit highly-targeted and well-connected consumers. We are exceptional in consistently engaging and educating Insiders about products and services. We proactively empower them to develop and share insightful and trustworthy reviews about brands. Insiders are eager to rave about their favorite brands through face-to-face interactions and social content aimed at their peers. Our activations deliver measurable ROI results in brand conversion and sales lift. Hundreds of the world's leading brands benefit from partnering with us.

Our Beliefs

We keep true to five core beliefs that guide our work.

1. Empowered consumers build up trusted brands.
2. Authentic, unpaid, and open consumer feedback is crucial for generating credible recommendations.
3. Advocacy takes place in consumers' everyday lives, both online and offline.
4. Leading companies manage their advocates to strengthen their brands.
5. The ROI in advocate activation is phenomenal, outperforming traditional media channels across many metrics.

Our Offices

We are spread across 32 countries in Europe, North America, Latin America, and Asia-Pacific.

Our Clients

We serve many of the world's most iconic brands, such as Samsung, Johnson & Johnson, Nestlé, L'Oréal, and P&G. Our clients often operate in the consumer electronics, personal care, food & beverage, beauty and cosmetics, household cleaning products, and toys industries.

Our Partners

We are a result-driven company that takes pride in delivering measurable third-party verified results to our clients. Therefore, we partner with reputable research organizations such as Nielsen, Ipsos, and IRI. Likewise, we cultivate exclusive partnerships with industry leaders that help us leverage results for our clients, such as Bazaar Voice, the most robust product review syndication service in the industry, and PowerReviews, a leading e-commerce platform developer.

Our Awards

Our work has recently been recognized with the European Business Award and Deloitte's Rising Star – Most Disruptive Innovator Award.

These facts are current as of March 2018.
If you have additional questions, reach out to us:

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