

Ogilvy launches new influencer marketing tool in SA

Ogilvy has launched a global influencer marketing tool in South Africa called InfluenceO. The tool was launched on 12 August with a webinar that was joined by some of South Africa's most well-known influencer personalities.

The tool houses over a billion influencers across 60,000 categories. It performs background checks on influencers and provides robust measurement in real-time to avoid fake followers and influence fraud.

For more, visit: <https://www.bizcommunity.com>