

Influencer MSS Lubricants Study: Understanding frontline influencers can make or break your brand in the trade

Why?

Every day, thousands of DIY and DIFM Lubricants Professionals interact with their customers, and make recommendations to many of them. These crucial front-line influencers have direct, ongoing communication with consumers. They are able to reinforce your brand's image, and — with the right messaging and programming from you — create loyal brand users.

The Influencer MSS Lubricants study surveys thousands of DIY and DIFM Lubricants Professionals bi-annually about their opinions of Passenger-Car, Motorcycle and Heavy-Duty Lubricants brands, and about the recommendations they make to consumers.

We have validated our research across categories to prove the predictive nature of our metrics. Share of Recommendations is more than just a leading indicator — in fact, it is a predictor of future sales.

Approach and benefits

We are experts in the Lubricants and Oil-Change spaces, working with many of the leading international, regional, and local brands. Our customized research approach allows you to better understand the Influencers and the category landscape in order to answer several key questions:

- **What is the share of brand recommendations?**
- **How do these recommendations impact sales of my brand?**
- **How can I optimize my Influencer messaging?**
- **How is my brand doing vis-à-vis the competitors?**

Using proven engagement techniques designed specifically for this audience, each year, MetrixLab surveys thousands of Lubricants Influencers across all the key account and channel types, as well as lubricants types. The study is designed in a semi-syndicated format, so that clients can customize the survey, while standard KPIs remain the same wave-over-wave.

Contact us

If all this sounds interesting, we would love to tell you more about our Lubricants Influencer Tracker. Please get in touch:

info@metrixlab.com
www.metrixlab.com

Find out more about our [Point-of-Purchase influencers](#) on our website.

Uniqueness



Wave-over-wave tracking and access to past trends on Lubricants Influencers



Helps you optimize your Influencer and trade/retail-focused program activations and execution



Deep, insightful, affordable