

Influencer Marketing Compliance and Consumer Trust in India: A Secondary Data Assessment of ASCI Disclosure Guidelines and their Impact

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ABSTRACT: Influencer marketing is becoming a popular promotional tool in India; however, the mingling of organic and paid content is also raising red flags with regard to transparency, consumer protection, and advertising integrity. Your study looks at the role of the Advertising Standards Council of India (ASCI) Influencer Advertising Guidelines in alleviating the issues faced with influencers, especially with disclosure and its impact on consumer trust. The study deployed secondary data with data sources from literature, ASCI regulation, and industry reports for the period of 2015-2025 based on systematic search strategy. A screening method that is based on PRISMA was employed to narrow down an initial pool of sources to a final selection of 25 documents which have been examined through thematic analysis.

Examining the thematic analysis of Braun and Clarke, we find some themes like disclosure and transparency, consumer trust and perception, compliance with ASCI, regulatory impact, and challenges involved in implementation. The results suggest that clear and consistent disclosure enables advertising transparency and builds consumer trust. However, partial compliance, vague labeling, and weak enforcement restrict the effectiveness of the guidelines. The study offers a nuanced understanding of how influencer disclosure norms operate in practice in India by triangulating academic, regulatory, and industry perspectives. In addition, the study highlights the need for greater implementation and consumer awareness to preserve trust in digital advertising.

KEYWORDS: Influencer marketing, ASCI guidelines, disclosure, consumer trust, thematic analysis, transparency

INTRODUCTION

The rising trend of social media is changing how brands and customers interact. It has become quite popular for promotional purposes. Brands are now joining forces with individuals who have built a loyal following on the internet instead of relying merely on ads. In their words and manner of speaking, influencers do not appear to be very formal in their information dissemination. This makes their recommendations seem less like an advertisement copy, and more like personal advice.

A key component of influencer marketing is the authentic perception. Influencers are considered credible source by audiences as their content is mostly personal and active engagement. Nonetheless, not all promotional materials are identified as such, which can cause confusion. When advertising is not clearly identified as such, consumers might find it hard to differentiate between real and assenting folks and paid advertising.

Influencer marketing in India and globally has come a long way from being word-of-mouth recommendations about brands made informally to friends and family over the years to monetization of social media profiles over the last decade. With social media channels like Instagram and YouTube, and now short-video apps, people who garner followers based on content that interests niche groups have found an avenue to influence brands on how to reach these consumers. With the increasing penetration of internet and social media in India, we have seen an upsurge in influencer marketing in recent years. The pull of this audience has made influencer marketing an integral part of a brand's discourse today.

The transparency, genuineness and ethical matter of this size increase and scale immersed with this development. Influencers have brought with them a non-transparent nature of content which is one of the biggest problems. Often, sponsored content is not labelled, misleading followers into thinking the influencer is recommending the product when it is merely an advertisement. Influencer marketing relies heavily on trust and any misgivings on this front, like a scandal, can cause negative audience sentiment towards the brand. When consumers feel deceived or over-marketed, they lose trust.

Governments have taken proactive measures to make influencer marketing ethical In India, the Advertising Standards Council of India (ASCI) launched specific digital media guidelines requiring influencers to clearly mark their sponsored posts with #ad or

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#sponsored label. The aim was improved transparency, consumer protection, and brand accountability. Ever since they were rolled out, there have been increasing questions over how well influencers adhere to these rules as well as whether they actually rebuild audience trust.

However, doubts still exist over their actual impact. According to evidence from industry reports, there is some improvement in disclosures over time. However, non-compliance and vague labeling are still common problems. Studies researching the relationship between regulation and consumer

confidence – especially in India – are scarce. The majority of studies examine whether it is influencer performance or buying behaviour and hardly combine that with the regulation angle.

This proposal paper serves a great purpose. Through secondary data from research papers, ASCI documents, and trade reports, we evaluate how the disclosure norms of India enhance transparency which percolates to the consumer perception of influencers. A prime requisite of any marketing strategy lies in trust, as systems are changing in an online world.

1. LITERATURE REVIEW

Influencer marketing has evolved a lot recently in the last decade. Previously, only celebrities participated in advertisements. On social media, we connect with people who are more real than celebrities, say studies. Based on ideas by Freberg et al., earlier studies look at the credibility of celebrities whether they are trustworthy, attractive or knowledgeable. Researchers determined how influencers performed as social media exploded. According to Jin, Muqaddam, and Ryu (2019), they represent a charming, cordial, and warm genuine personality rather than remote film stars.

Research conducted by Jin et al. Further, it reveals that social media influencers (SMIs) have managed to gain more trust and reliability from the millennials. Also, it reveals that they are considered closer to the millennials than the traditional celebrities. This is more than celebrity endorsement 2.0 Getting up close and personal with the character feels like having a conversation with a buddy! The study successful De Veirman, Cauberghe and Hudders (2017) shows that influencer followers and perceived influencer authenticity influenced consumers' feel/thinks of brands.

Researchers examined the ecosystem where influencers function recently and came up with shocking findings. As per the authors Lou, Taylor and Zhou (2023), each of the platforms is characterized by its own rules which in turn creates different relations. For example, Instagram represents visuals, whereas YouTube reflects narrative. Achieving successful results with advertising is not just about the right influencers. But it also matches your content with how each platform works and what users expect from each. Campbell and Farrell (2020) state that your strategy only works if it moves with the platform, as users actually do.

1.1 Confidence and Credibility Influencers exhibit

Research on influencer marketing is a major topic for the public. Who would've imagined that having an influencer sponsor your product can be so beneficial for your brand? According to some studies, the sponsored content offered by influencers who are real, knowledgeable, and transparent about what they do is actually trust-building. Moreover, it leads to purchase intention as well (Wies, Bleier, & Edeling, 2022). The brand is listened to by the consumers if it is relatable and credible enough.

According to Lou and Yuan (2019), audience-attractive content enhances trust, which in turn drives purchasing behaviour. To the contrary if the content seems to be too promotional and unauthentic, consumers will not trust the product. When users stop engaging, performance suffers, and the campaign fails. Trust is at the heart of influencer marketing as it bridges persuasion and behavioural influence.

1.2 Authenticity, Commercialization, and Consumer Skepticism

Influencer marketing has been growing quite impressive, but facing challenges with increasing over-commercialization. According to Pradhan et al. (2023), members of Gen Z exhibit sensitivity to manipulating advertising. As a result, they try to avoid endorser and endorsed brands. By extension, this points towards shoppers' critical engagement – where they carefully judge the truth and intent of influencer claims.

The growing tension between authenticity and sponsorship is certainly raising issues of transparency. When sponsored content is not disclosed, consumers end up being misled. negatively impacting trust as a result of this. Evans, Phua, Lim and Jun (2017) say so. On the contrary, transparency will help consumers decode the persuasive intent more effectively and increase perceived honesty and credibility.

1.3 Disclosure, Transparency, and Regulatory Frameworks

Various countries have established regulatory frameworks currently due to the increasing need for transparency. The Indian Advertising Standards Council (ASCI) introduced Influencer Advertising Guidelines in 2021 asking for obvious disclosure for paid content. These rules require the use of standardized tag such as #ad or #sponsored so that the consumers can differentiate between organic and paid content (ASCI, 2021).

Disclosure has a critical role in shaping consumers' perceptions from a theoretical standpoint. Transparent communication can

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enhance perceivers' credibility and trust even if it reduces the immediate persuasive impact to some extent (Lou & Yuan, 2019). Consequently, disclosure must not be a restriction but an essential component to maintain lasting trust within the realm of influencer marketing.

1.4 Persuasion Knowledge Theory and Influencer Disclosure

The current research is supported by PKT is a theory developed by Friestad and Wright in 1994 that explains how consumers recognize and respond to marketing communication and related persuasion attempt. According to this theory a consumer's knowledge or feeling has been altered to an extended level when he or she has encountered and dealt with the advertising practices.

In influencer marketing, persuasive intent is mostly embedded into personal and entertainment content, making it hard for audiences to let go of a genuine signal amidst the noise of paid endorsements. The use of disclosure labels, including #ad and #sponsored, activates consumers' persuasion knowledge as they cue the ad's commercial nature. As a result, consumers become more insightful about the promotional intent behind influencer messages.

According to past studies, transparent disclosure might somewhat lessen the persuasive power of influencer content. Nevertheless, it boosts perceptions of honesty, credibility, and ethical communication (Evans et al. 2017; Lou & Yuan 2019). When disclosure practices are lacking or vague, it may lead consumers to feel duped by influencers, and endorse skepticism towards them and brands.

According to the Persuasion Knowledge Theory studies conducted within the Indian digital ecosystem, the growing awareness related to influencer advertising and implementation of ASCI disclosure directives. The theory explains how the information disclosed by firms in a regulated environment can enhance transparency, and therefore, consumer trust and engagement. As such, in the study, PKT provides an important theoretical basis to examine the association between influencer marketing compliance and consumer perceptions.

1.5 Compliance Challenges in the Indian Context

Empirical evidence from Indian reports highlights both progress and challenges in compliance with disclosure guidelines. The ASCI Influencer Trust Report (2023) reveals consumer trust in influencers stems from transparency and authenticity. Yet, industry evidence indicates that compliance has been patchy, especially at the start of implementation (Campaign India, 2023, Exchange4Media, 2025).

Several reports suggest that tighter monitoring and increased awareness have led to improvements in compliance levels, although inconsistencies persist across platforms and influencer categories (Exchange4Media, 2025). Ethical risks concerning soil and water pollution impact on ecofriendly products without governmental efforts. On the contrary, the effectiveness of compliance appears to depend on the enforcement mechanisms, influencer awareness, platform governance and evolving customer expectations.

1.6 Emerging Challenges and Research Gap

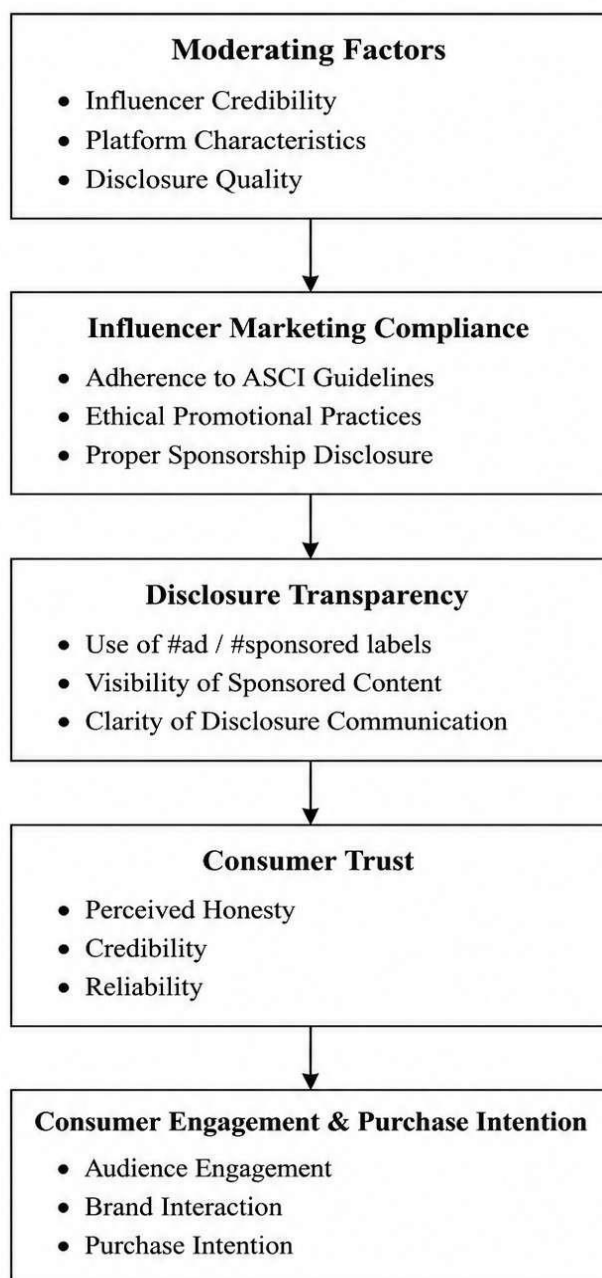
The evidence cited in several reports from India paints a fairly hopeful picture, but challenges remain. As noted in ASCI Influencer Trust Report (2023), transparency and authenticity are key determinants of consumer trust in influencers. Nonetheless, evidence from the industry shows that the compliance was not uniform particularly at the implementation commencement (Campaign India, 2023; Exchange4Media, 2025).

Research examining the regulation of influencer marketing is minimal in the context of India. Given the rapid pace of growth in the digital creator economy and the announcement of the Advertising Standards Council of India (ASCI) Influencer Advertising Guidelines in 2021, it is surprising to find limited research on the subject. Most researches are focused on influencer effectiveness or consumer behaviour. The role of regulatory disclosure practices in determining consumer trust has received minimal attention. Furthermore, there is no academic research, regulatory documentation, or industry evidence, individually or collectively, that examines the influencer compliance and consumer credibility link in India's digital advertising ecosystem. The dynamic nature of influencer marketing as well as fake engagement, over-commercialization and similar problems calls for a more analytical perspective along with the inconsistency of all kinds of disclosures.

Consequently, this study attempts to bridge the gap by carrying out thematic analysis of secondary data for understanding the effect of ASCI disclosure compliance on transparency and consumer trust. The study takes a comprehensive view which includes regulations, disclosure practices and trust in influencer marketing in India.

2. CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework of Influencer Marketing Compliance and Consumer Trust



Compliance with influencer advertising regulation can enhance disclosure transparency, according to framework. An increase in transparency of a firm enhances the consumer trust. Consumer confidence subsequently has an impact on participation rate and buying intention. The model also recognizes that influencer credibility, platform characteristics, and quality of disclosure may moderate disclosure effects.

3. Research Objectives and Questions

Research Objectives:

- To examine influencer marketing compliance in India
- To analyze the role of disclosure guidelines in enhancing transparency

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- To evaluate the relationship between disclosure practices and consumer trust
- To identify challenges in implementing ASCI guidelines

Research Questions:

- How do disclosure practices influence consumer trust in influencer marketing?
- To what extent are ASCI guidelines followed by influencers in India?
- What challenges affect compliance with disclosure regulations?
- How does regulatory intervention shape influencer marketing practices?

4. RESEARCH METHODOLOGY

4.1 Research Design

A qualitative research design is used as a secondary data analysis that attempts to study the influencer marketing compliance and consumer trust in India. Given that the study aims to synthesize rather than generate primary data, the systematic review was deemed appropriate. This involved academic literature, regulatory documents and industry evidence.

The study follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) structure to identify, screen, and select relevant literature in an efficient manner to enhance transparency. The PRISMA approach carries a structured and replicable process for reviewing secondary sources on influencer marketing, disclosures, transparency and consumer trust. Thematic analysis is applied to determine the patterns and relations within the utilized literature.

4.2 Data Sources

The study relies exclusively on secondary data collected from multiple credible academic and industry sources. The data sources include:

- Peer-reviewed journal articles related to influencer marketing, digital advertising ethics, disclosure practices, and consumer trust
- Books and academic publications on digital marketing and social media communication
- Reports and regulatory documents published by the Advertising Standards Council of India (ASCI)
- Industry reports and publications from recognized platforms such as Campaign India, Exchange4Media, EY, GroupM, and Statista
- Online academic databases including Google Scholar, Scopus, ScienceDirect, and publisher databases

The inclusion of both scholarly and industry-based sources enabled the study to integrate theoretical perspectives with recent industry developments and regulatory practices.

4.3 Search Strategy

A systematic search strategy was adopted to identify relevant literature published between 2015 and 2025. The search process was conducted using combinations of the following keywords:

- “Influencer marketing”
- “Consumer trust”
- “Disclosure transparency”
- “ASCI guidelines”
- “Influencer compliance”
- “Digital advertising ethics”
- “Sponsored content disclosure”
- “Social media influencers”

Boolean operators such as AND and OR were used to refine search results. For example: “Influencer Marketing” AND “Consumer Trust”

“ASCI guidelines” OR “Disclosure transparency”

The search was limited to English-language publications and sources accessible in full-text format.

4.4 PRISMA-Based Selection Process

The study followed the PRISMA framework to ensure systematic selection and screening of literature.

Identification Stage

An initial pool of 62 sources was identified through database searches, regulatory publications, and industry reports.

Screening Stage

Duplicate and irrelevant records were removed based on titles and abstracts. Sources lacking relevance to influencer marketing

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compliance, disclosure practices, or consumer trust were excluded.

Eligibility Stage

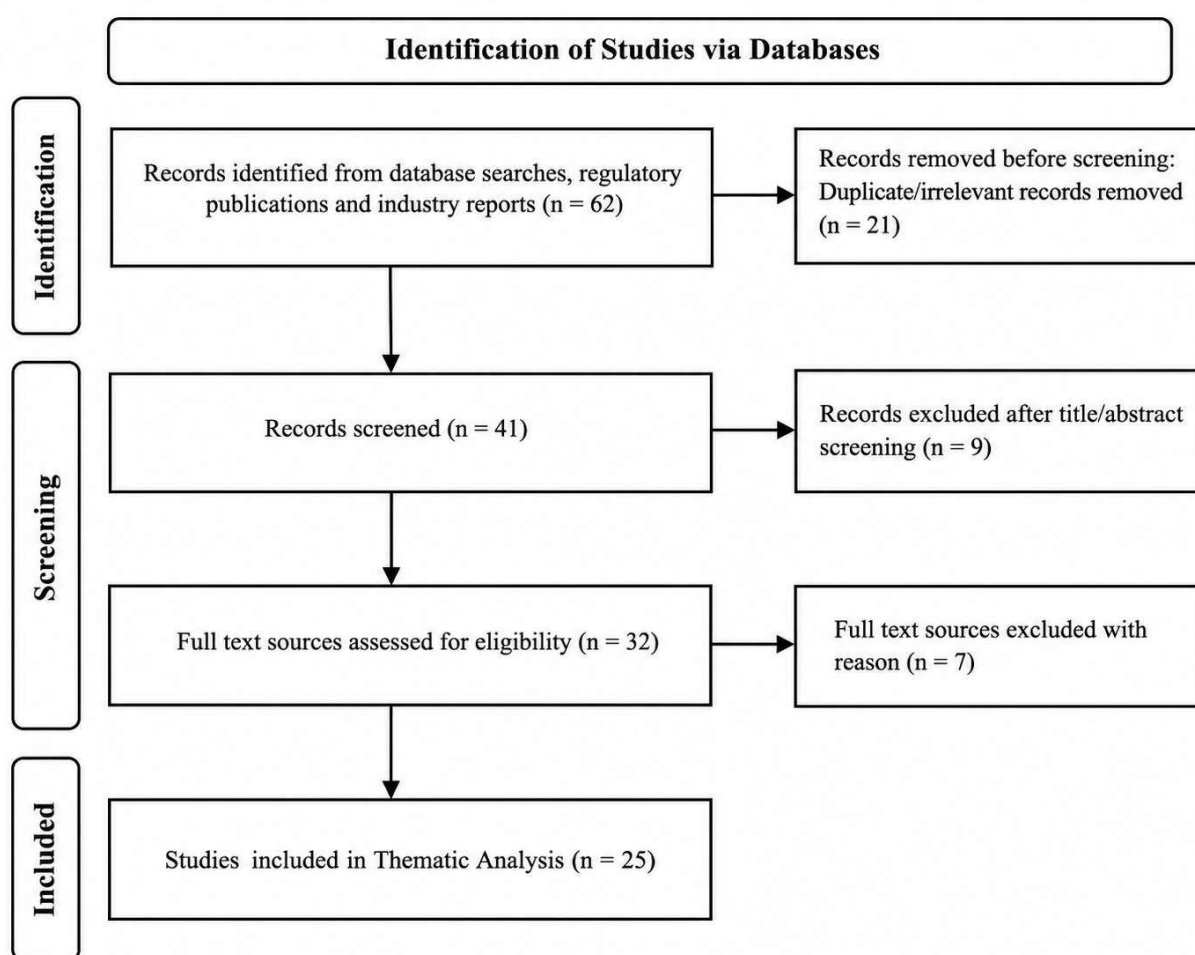
The remaining studies were assessed for quality, credibility, and relevance to the research objectives. Sources that lacked academic reliability or sufficient conceptual relevance were excluded.

Inclusion Stage

A final set of 25 sources was selected for thematic analysis, including peer-reviewed journal articles, ASCI reports, and industry publications.

PRISMA Stage	Number of Sources
Records identified	62
Duplicate/irrelevant removed	21
Records screened	41
Full text sources assessed	32

Figure 2. PRISMA Flow Diagram Illustrating the Literature Selection Process



4.5 Inclusion and Exclusion Criteria Inclusion Criteria

The study included sources that:

- Were published between 2015 and 2025
- Focused on influencer marketing, disclosure practices, transparency, consumer trust, or advertising ethics
- Examined influencer regulations or ASCI guidelines in the Indian context

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- Were peer-reviewed articles, regulatory reports, or credible industry publications
- Were available in English and full-text format

Exclusion Criteria

The study excluded:

- Non-academic blogs or unverified online content
- Sources unrelated to influencer marketing compliance or consumer trust
- Duplicate studies
- Publications lacking sufficient methodological or conceptual relevance

4.6 Data Analysis Technique: Thematic Analysis

The selected literature was analyzed using thematic analysis following the framework proposed by Braun and Clarke (2006). Thematic analysis was chosen because it enables systematic identification and interpretation of recurring patterns across qualitative secondary data.

The analysis was conducted in four stages:

Familiarization with Data

Relevant studies and reports were reviewed thoroughly to understand major concepts and recurring issues.

Coding Process

Key concepts such as disclosure, transparency, trust, compliance, authenticity, and regulation were identified and coded.

Theme Development

Related codes were grouped into broader themes, including: Disclosure and transparency

Consumer trust and perception Compliance with ASCI guidelines Regulatory impact

Challenges in implementation

Interpretation and Synthesis

The identified themes were interpreted to examine how disclosure compliance influences transparency and consumer trust within influencer marketing practices in India.

4.7 Reliability and Validity

In order to improve the reliability and the validity of the study, the academic literature, regulatory framework and industry report were used. The triangulation of sources helped minimizing bias and enhancing consistency in interpretation.

Furthermore, the selection process was rendered transparent through the use of PRISMA and thematic categorization was done systematically to preserve the analysis throughout the study.

5. Regulatory Background: Influencer Advertising Guidelines in India

The rapid advancement of influencer marketing is giving rise to genuine concerns regarding transparency, consumers' well-being and ad integrity. The confusion? The social media influencers effortlessly blend personal stories and paid plugs in a way that ordinary people find difficult to differentiate between a recommendation and a plug. Regulators intervened in order to ensure that all advertisements remain truthful and transparent (ASCI, 2021).

In India ad rules are the brainchild of the Advertising Standards Council of India (ASCI). The ASCI in 2021 dropped the Influencer Advertising Guidelines owing to the rising of influencers on the social media platform. It is a huge transition from the days of chaotic shoutouts to a system of rules and roles. Influencers are required to disclose any payment, freebies or sponsorship they get for showing off a product. This must be done through labels like #ad and #sponsored. These should be able to jump into your attention, not hide in hash tag soup at the bottom.

ASCI seeks more than a mere tag. Influencers must avoid making outrageous claims and endorse products they have used personally. This is especially in health and finance as well as beauty, where wrong advice can put one's life in danger.

ASCI backs this up with active monitoring. They monitor posts to find violations, request takedown of false claims and impact knock-off offenders' reputations. It fostered understanding but not adherence. Irregular Availability. Industry experts have pointed out that many influencers do not abide by the rules at initial stages (Campaign India, 2023; Exchange4Media, 2025). The issues are still on going but monitoring has improved. Only when there are rules are things effective; however, this works primarily when they are continuously monitored and educated.

The provisions of the ASCI show true progress in clean-up influencer transparency. Can they actually increase consumer trust with influencers? Next, our thematic analysis attempts to answer this question.

6. Analysis and Discussion of Theme.

The Braun and Clarke (2006) thematic analysis framework was used to analyse the secondary data collected from academic literature and regulatory and industry sources.

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A thorough evaluation of twenty-five sources, which included over peer-reviewed journal articles and report by the Advertising Standards Council of India (ASCI) and others. Analysis results revealed five key themes that explain influencer marketing compliance and consumer trust in India as per study findings.

6.1 Disclosure and Transparency

As per the influencer marketing regulations, the element of disclosure and transparency was used as the basis of the foundation. As per the laid down guidelines by ASCI, it is compulsory for paid advertisement to use the hashtag #ad or #sponsored so that transparency gets officialised (ASCI, 2021). Content disclosures will ensure that the consumer can differentiate between organic content and paid content thereby minimizing misleading connotation.

As per previous studies, while disclosing that influencer content is paid attention, it weakens the subtle persuasive impact, but strengthens perceived honesty & credibility. Communicating transparently and honestly gives consumers the tools to assess the content critically. Subsequently, this leads to ethical consumer engagement and long-lasting trust. As a result, compliance is not the only reason disclosing is being stressed on by the platform but it plays an important role in maintaining the credibility of the influencer.

6.2 Consumer Trust and Perception

A large percentage of consumers trust influencer marketing and therefore it can be effective. The findings reveal that disclosure and consumer response obtained trust as a mediating variable. When influencers disclose their commercial links adequately, their audience perceives them as authentic.

According to Pradhan et al. (2023), uncertainty about revealed or unclear messages may lead to scepticism toward engagement. There has been a greater awakening within consumers – especially youth – in India due to increasing digital literacy. Trust is a critical factor in influencer credibility and brand perception.

6.3 Compliance with Disclosure Guidelines

Disclosures norms are among serious issues in the Indian influencer industry. Initial indications show that many influencers did not comply with the ASCI guidelines in terms of disclosures. This indicates an absence of awareness, comprehension, and enforcement mechanisms.

Despite this, recent data show that compliance levels have been on the rise due to greater monitoring and stringent public standards. Nonetheless, some inconsistencies remain among types of influencers and platforms. Many larger influencers, usually agency supported, tend to be better compliant and smaller influencers may not know enough. Continuously educating stakeholders on compliance is essential, given the inconsistency.

6.4 Regulatory Impact on Influencer Marketing Practices

With the arrival of the guidelines from ASCI, influencer marketing is all set for governance. It has enhanced ethical advertising practices through the regulation of advertising while also encouraging more communication from influencers and brands.

For these regulations to be as successful as possible, their implementation is key. Disclaimers that are vague, poorly placed or overly technical may be ineffective. Having regulation is important, but what is even more important is whether that regulation is enforced and applied in the digital world.

6.5 Challenges in Implementation

Even though regulations are evolving, influencer marketing compliance still faces hurdles. Influencer fatigue is when influencers post the same content repeatedly or are overly promotional. Fake followers, as well as inflated metrics, can reduce the credibility of influencers and make performance evaluation difficult. The friction between being authentic and being commercial isn't easy. It is becoming increasingly difficult for influencer marketing to communicate transparently. Despite a message alerting the user to a commercial intent, excessive commercial material can leave consumers with little trust.

6.6 Integrated Discussion

A relationship was found between consumer trust with both transparency and compliance as per the thematic analysis adopted in the analysis. By adhering to disclosure, transparency is ensured which leads to consumer trust. Nonetheless, influencer efficacy on consumer marketing is subject to various moderating influencers such as influencer credibility, platform factors, and quality of disclosure.

The above relationships are summarized in Table A. These indicate the various themes that have emerged from the analysis.

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Table A: Compliance-Trust Relationship Across Themes

Theme	Key Driver	Impact on Trust	Moderating Factors
Disclosure	ASCI Guidelines	Positive	Label Visibility
Compliance	Monitoring	Variable	Influencer Tier
Regulation	Enforcement	Positive	Implementation Strength
Challenges	Fake Followers	Negative	Platform Governance

In general, compliance must not be seen only as a regulatory obligation. Instead, it must be seen as a strategic tool for long-lasting consumer trust. Frameworks like ASCI guidelines assure transparency, but without implementation, awareness, monitoring, etc., they are useless. They are setting standards for the industry.

7. Limitations of the Study

Because this study is entirely based on secondary data, its final outcome will depend on the accuracy, completeness, and relevance of the data available in literature, regulatory documents, and reports. Since primary data is not involved in the study, it cannot test the suggested link(s) of compliance, transparency and consumer trust.

Another limitation is caused by sector reports being bias since they provide information from an organization perspective or only give some results. Given that the research only investigates India, we cannot fully generalize the results to countries with differential regulations.

Thematic analysis approach is useful to identify patterns and get insights but it involves interpretations which means some level of subjectivity cannot be avoided. Employing original data, applying quantification methods or country comparisons, there are further studies to get away from these limitations.

8. CONCLUSION

This study investigates the compliance of influencers and influencer marketing with the rules along with whether the trust of consumers is built or not in India through thematic analysis of various existing sources. By utilizing the ASCI disclosure guidelines, #ad and #sponsored labels can achieve transparency when used correctly. Easily understood labeling enhances influencers credibility and authenticity. Nevertheless, compliance varies significantly across influencer types and platforms (see Table).

Even so, labeling doesn't keep the trust intact. The credibility of a brand is still getting hurt due to issues like fake engagement, burnout of influencer and excess selling. Real relationships require authentic content strategies along with transparency in brands. In the end, compliance with rules of disclosure should not be seen as a checkbox exercise. In the digital age, it is actually a smart approach to enhance trust and build relationships with consumers.

9. IMPLICATIONS OF THE STUDY

9.1 Managerial Implications

To put it simply, brands and influencers involved in digital marketing could take some clear next steps based on the findings. Brands need to ensure that all influencer partnerships have disclosure rules in place including process-related training session and compliance checklists, and not just a handshake deal. Choose influencers who are transparent with their business promotion which they do regularly rather than any large following figure which is flaunted.

Influencers must place the #ad hashtag front, and center not buried in the hashtags. Only recommend products you've used and say things that you'll own. This, the audience come back for.

9.2 Policy Implications

Regulators must continue to enforce compliance with disclosure. Focusing on nano and micro-influencers may yield 'hidden and unaware' costs. Platforms must also develop systems that detect undisclosed sponsored posts automatically.

Ongoing compliance reports disaggregated by platform and by sector will enhance accountability and encourage all to raise their ethical standards.

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10. Future Research Directions

Future research may pursue further practical avenues for carrying out these actions. Carry out live experiments to learn how disclosure labels impact trust and purchasing decisions, especially GenZ – the most sceptical generation yet. By evaluating the success of India's ASCI rules in comparison to the US FTC guidelines, we are able to see what works.

Further, consider the differences across sectors. Health and financial influencers face a much sterner challenge than beauty or fashion. Examine the impact of Instagram Stories and YouTube long videos on disclosure. Don't forget about what's coming around the corner: AI influencers, bots for compliance and platform algorithms that flag #ad violations. As digital marketing is growing at a very fast place, those are open areas of research.

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