

Unleashing the Power of Creators

Exclusive research and insights into the ROI of influencer marketing

How do creator-led marketing programs drive value for brands? What metrics define success? How are brands evaluating influencer marketing programs' impact on revenue?

To examine these questions and many more, CreatorIQ partnered with independent research firm Aberdeen Strategy & Research to study the measurable results of influencer marketing strategies. The research reported in "Unleashing the Power of Creators" provides insights into how marketing leaders are harnessing investments in creator-led marketing to drive optimal business impact and ROI, and how creator marketing outperforms competing marketing strategies across a range of KPIs.

Research Findings

Brands with advanced creator-led marketing programs see:



9.1x

Greater improvement in impressions



8.2x

Greater improvement in engagement



11.7x

Greater improvement in conversion rates

These creator marketing leaders also see:



\$4.70

Return-per-dollar-spent from investments in creator-led marketing programs



6.2x

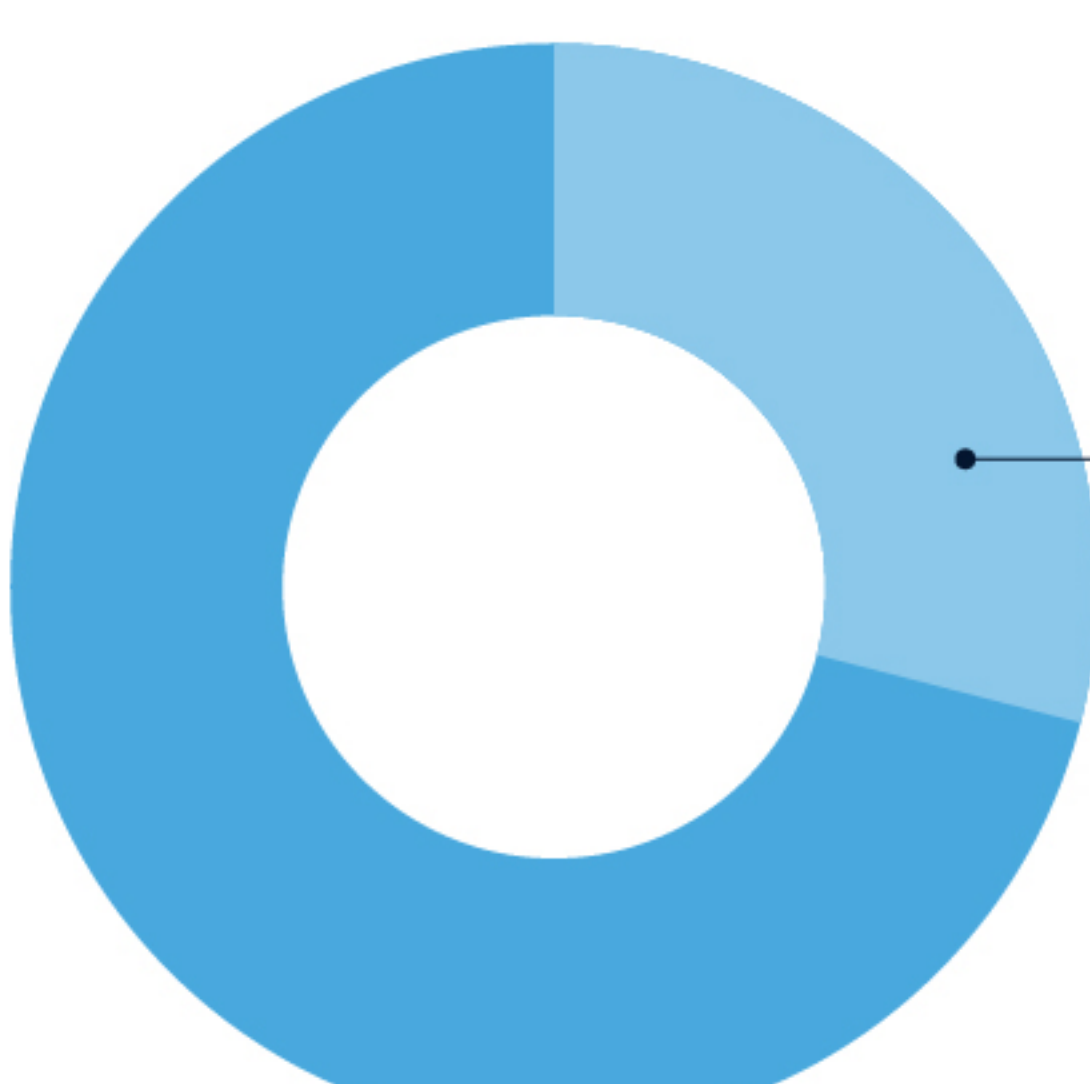
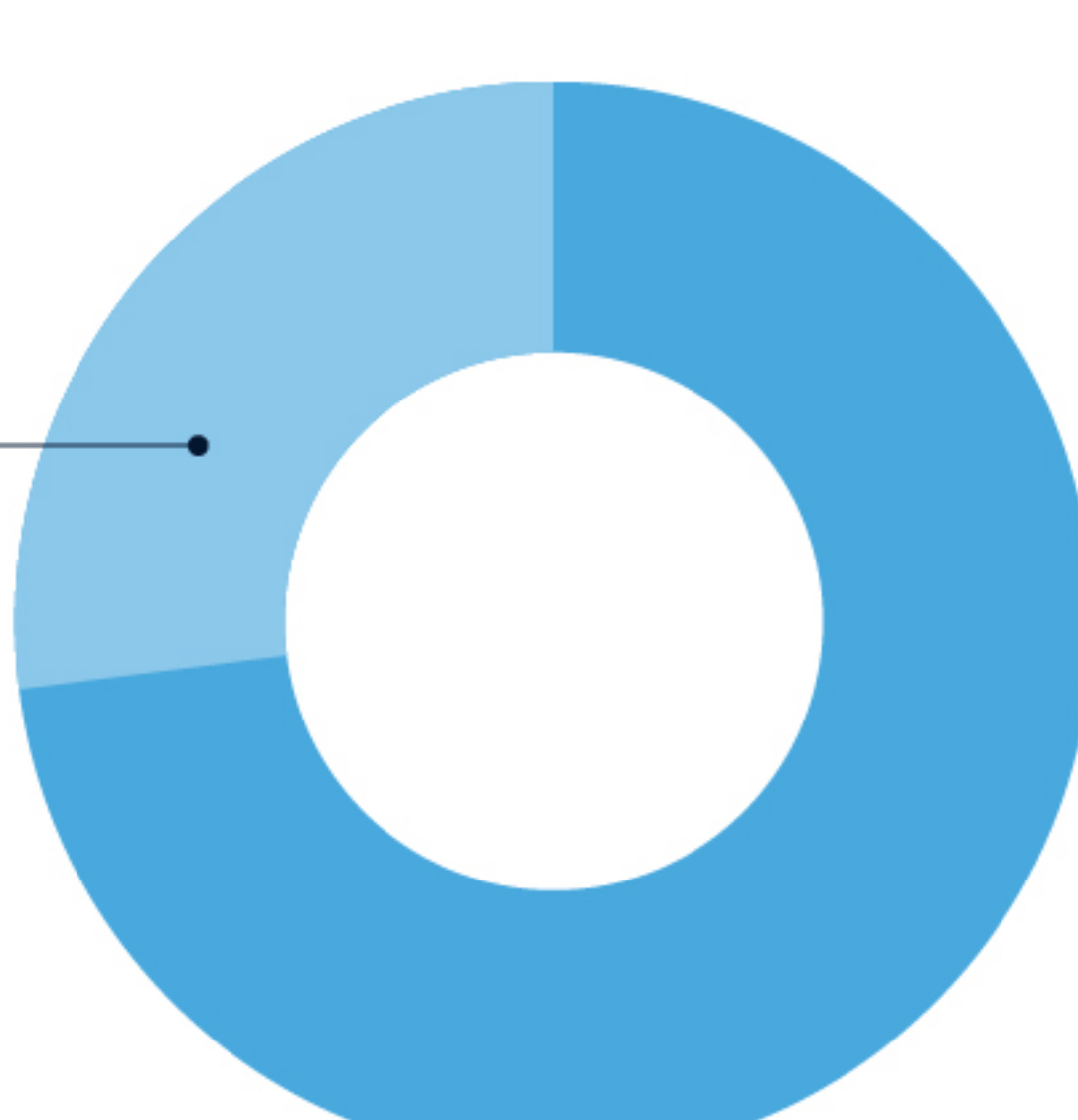
Greater YoY increase in annual revenue



Engagement

27%

Greater YoY improvement in engagement compared to digital advertising leaders



Conversion

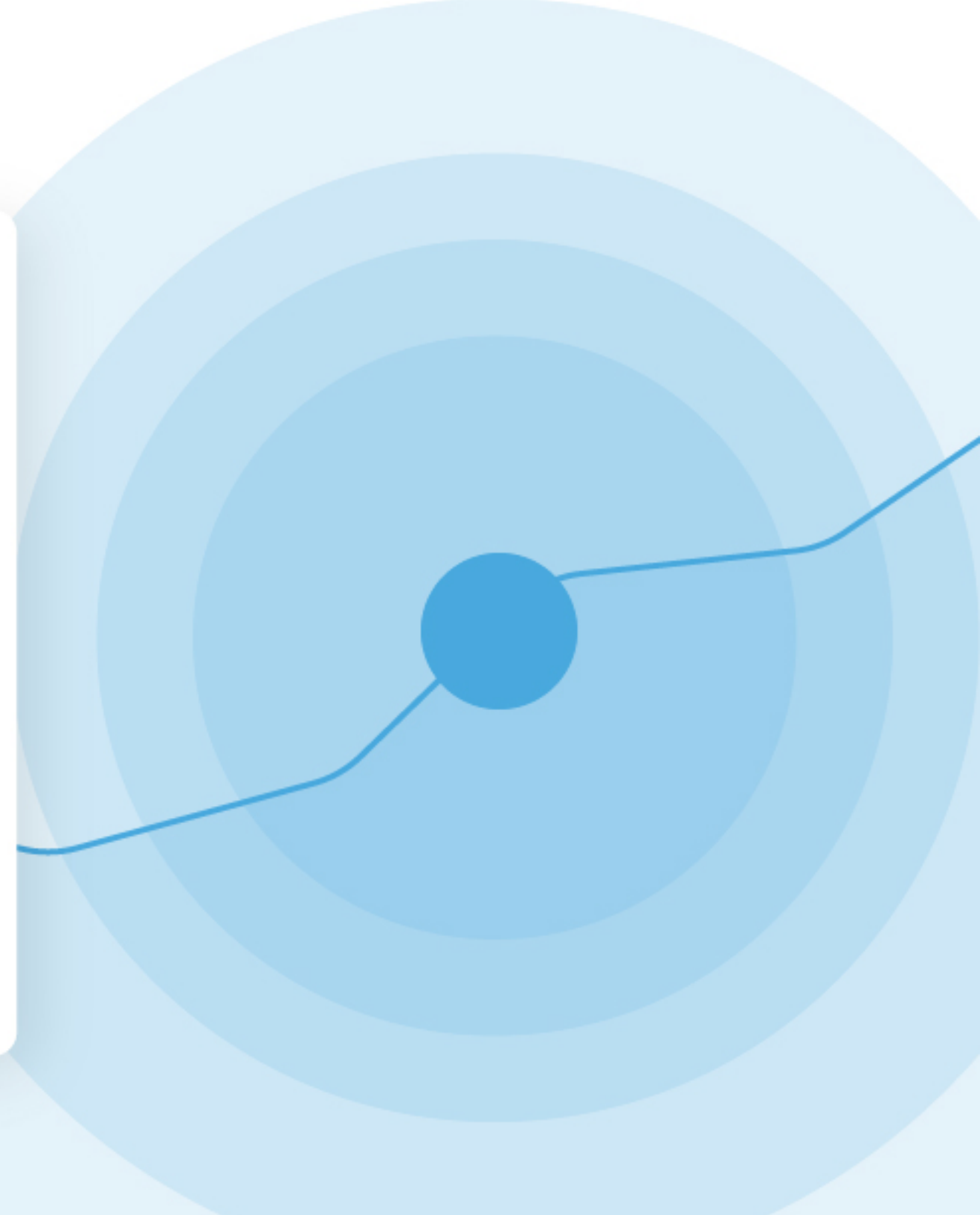
29%

Greater YoY improvement in conversion compared to digital advertising leaders



4.4x

Greater improvement in YoY customer profit margins compared to other brands.



The value of creator-led marketing is immense.

Brands that fail to invest in the strategy, and appoint dedicated resources to creators, risk falling behind their competition across a range of business outcomes.



For exclusive influencer marketing research and insights, download the full report here.

Download Report



¹Brands with the greatest investment in creator marketing.