



CreatorIQ

**In the Media
2020**

fabric

Earned Media Placements in 2020

CreatorIQ has appeared in over 296 unique publications, including New York Times, Forbes, Adweek, and more...

The New York Times BUSINESS INSIDER VARIETY

ADWEEK AdAge Forbes

VentureBeat B+C VIDEO AD NEWS
Broadcasting+Cable

a.list GLOSSY M MediaPost

[TALKING INFLUENCE] tubefilter MARTECHSERIES
Marketing Technology Insights

LOS ANGELES BUSINESS JOURNAL built in los angeles
THE COMMUNITY OF BUSINESS™

levelup explica F.Techtribune.net

MARSEILLE NEWS .NET NuevoPeriodico

ADWEEK

CreatorIQ Raises \$24 Million to Become ‘Part of Everybody’s Marketing Stack’



CreatorIQ is growing just as major advertisers pull out of Facebook and other social platforms in an effort to combat hate speech on social media. While Facebook-owned Instagram is involved in about 75% of campaigns run through CreatorIQ, Vaks said campaigns run across an array of platforms, diluting any impact of the ad boycott. ([Adweek](#))

Forbes

Can Influencers Rule Online Marketing In The Post-Cookie World?



“They give real data, first-party real reach, first-party views, first-party audience data to the brands,” said Igor Vaks, founder and CEO of CreatorIQ, an influencer marketing platform used by hundreds of brands to manage their campaigns, including such marketing giants as Disney and Unilever. “It means there are more real, true signals coming out of influencer marketing as a seed for the greater marketing ecosystem.” ([Forbes](#))

BUSINESS INSIDER

New data shows the 19 gaming brands dominating sponsored influencer posts on YouTube and Instagram, and Twitch leads the pack



CreatorIQ detected around 2,700 sponsored posts from 870 creators for gaming brands on YouTube and Instagram during the month of September. Twitch was the most marketed gaming company among influencers. ([Business Insider](#))

AdAge

PRIDE CONTENT GENERATED OVER 262 MILLION ENGAGEMENTS—LIKES, COMMENTS AND RE-GRAMS—IN JUNE

Meanwhile, social influencer platform [CreatorIQ](#) tells Ad Age Datacenter that on Instagram: Pride content generated over 262 million engagements—likes, comments and re-grams—in June. More than 107,000 Insta posts included Pride-related hashtags in June. The top three Pride-related hashtags on Instagram across the month were #pride, #pridemonth and #loveislove. ([Advertising Age](#))

VentureBeat

PUBG keeps winning the influencer battle royale



For the second month in a row, CreatorIQ found nano influencers (1,000-10,000 followers) had the highest average engagement rate, 5.14% — notably lower than September’s 9%. And, unlike September when mega influencers (1 million-plus followers) were No. 2 for engagement, in October they dropped to last place (1.15%). ([VentureBeat/GamesBeat](#))

G L O S S Y

James Charles’ ‘Instant Influencer’ gives beauty brands a direct line to Gen Z



Gen Z is also especially interested in following influencers, and James Charles remains one of the leaders. His audience grew from 18.4 million followers in April to 22.6 million in September, according to influencer marketing platform CreatorIQ. ([Glossy](#))



ADWEEK **L.A. BIZ**

“We have been a tool for power users, we have been a tool for practitioners. We see a much wider adoption. So together with that is upgrading the product, upgrading the user experience to make it more accessible to casual users and make it more accessible to new users,” Igor Vaks said. ([Adweek](#))

“As marketing leaders accelerate their transformation strategies to close their in-house gaps across their marketing capabilities, they are uniting best-in-class technologies with leading data providers.” ([LA Biz Journal](#))

ADWEEK

“When selecting micro influencers, a marketer is better able to predict who is more likely to drive sales versus brand awareness,” Tim Sovay explained. “Because their communities are usually formed around a single passion, their calls to action are usually clearer. By contrast, a larger creator often has a more distributed audience that makes targeting a challenge.” ([Adweek](#))



THE WALL STREET JOURNAL.

14%

The portion of 1,000 fashion influencer posts on Instagram over one month that fully [complied with FTC disclosure rules](#), according to a new study by Influencer Marketing Hub and influencer management company CreatorIQ

BUSINESS INSIDER

The 15 Hottest Influencer Marketing Companies



“CreatorIQ manages influencer-marketing campaigns for social-media creators, helping them connect with brands directly. The company currently works for brands like Airbnb, CVS, Dell, Disney, Mattel, Ralph Lauren, Salesforce, Unilever, among others. Unilever Ventures invested in CreatorIQ, in an effort to better understand influencer marketing ([Business Insider](#))

The New York Times



According to CreatorIQ, an influencer marketing platform, engagement on influencer posts about the coronavirus has surpassed 2.9 billion impressions. And as the U.S. population has become largely homebound, [screen time is way up](#). ([New York Times](#))

ADWEEK

Shay Mitchell and the Evolving Power of Social Influence



About CreatorIQ, Forrester says, “Stands out as the highest performing pure-play in-house influencer platform. Some of the world’s largest brand holding companies and [eCommerce](#) retailers use CreatorIQ to manage tens of thousands of influencers. Its strengths include depth of influencer talent (with 17m+ global profiles), analytics, and [data science](#) capabilities. ([Adweek](#))

AdAge

World Health Organization Partner With Influencers For COVID-19 Awareness



[CreatorIQ](#), the influencer marketing platform, has been tracking coronavirus-related hashtags across influencers' social media accounts. From Jan. 1 through March 31: Social media influencers tracked by CreatorIQ have generated more than 800,000 posts about the pandemic. The top three hashtags used: #coronavirus (466,175 posts), #covid19 (281,787) and #covid (88,288). ([Advertising Age](#))



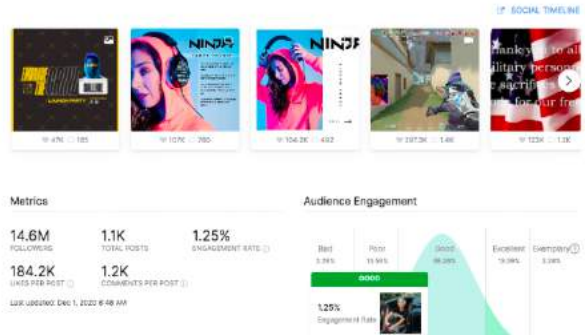
Huda Beauty Increased Its Share of Influencer for Sponsored Content in October



CreatorIQ's key findings: 2.40%—average engagement rate on Instagram for sponsored content within the beauty category in October, a decrease from September's 2.67%. 130K—average estimated post reach, a decrease from September's 181K. Huda Beauty was the No. 1 brand with 7.43% SOI and an estimated media value of \$27.7 million. ([Tubefilter](#))

Personalized Sales Assets

THE PROVEN SOLUTION TO UNIFY AND POWER ADVANCED INFLUENCER MARKETING FOR GAMING BRANDS LIKE



POWERING INFLUENCER PROGRAMS FOR THE WORLD'S LEADING BRANDS



Earned Media Placements in 2020

UNIQUE ARTICLES GENERATED

636

UNIQUE PUBLICATIONS

296

Articles in: *The New York Times*, *Adweek*, *Business Insider*, and more..

**ESTIMATED AGGREGATE
IMPRESSIONS**

389 Million

SOCIAL SHARES OF ARTICLES

2,308K

BUSINESS INSIDER

[Leaked Fashion Nova campaign briefs reveal what it's offering to pay influencers for sponsored content, which some managers say is far below market rate](#)

Business Insider, 12/02/2020 (avoid paywall [here](#))

The influencer-marketing platform [CreatorIQ](#) found that Fashion Nova worked with around 1,182 individual creators on Instagram with over 5,700 sponsored posts in 2020. As a result, the brand generated an earned media value of more than \$15.3 million, [CreatorIQ](#) said.

In October, Fashion Nova worked with around 122 influencers, which put the brand in third among fashion retailers after H&M (176 influencers) and Nike (128 influencers), according to [CreatorIQ](#).



[HOME](#) > [MEDIA](#)

Leaked Fashion Nova campaign briefs reveal what it's offering to pay influencers for sponsored content, which some managers say is far below market rate

Amanda Perelli 23 hours ago



Tommaso Boddi/Getty Images



[The Gaming Industry Generated 2 Million Sponsored Posts From 400,000 Creators This Year, Report Finds](#)

Tubefilter, 12/17/2020

Influencer marketing platform CreatorIQ recently released its [2020 Share of Influence](#) (SOI) report for the gaming industry, revealing the year’s biggest global gaming brands.

PlayerUnknown’s Battlegrounds (PUBG) was the standout leader with a 13% SOI (more on what that means below) — notably higher than the No. 2 brand, PlayStation, at 7.6%.

CreatorIQ processes tens of millions of creators and billions of posts to generate its SOI reports, which determine the top-performing brands in terms of influencer marketing. The company looks at numerous factors to derive these reports, including the volume of creator activity, the realness of creators’ audiences, and the performance of ensuing content (including views, likes, comments, and shares). In deriving its reports, CreatorIQ takes into account every verified creator and every creator with more than 50,000 followers on Instagram, as well as millions of smaller creators on other platforms, it says.

Rank		Company	SOI 	ER 	EMV 
#1	<input type="checkbox"/>	 PUBG Corporation	13.09%	1.82%	\$28.6M
#2	<input type="checkbox"/>	 PlayStation	7.57%	0.58%	\$29.6M
#3	<input type="checkbox"/>	 Twitch	5.64%	1.09%	\$23M
#4	<input type="checkbox"/>	 Nintendo	4.44%	0.58%	\$17.4M
#5	<input type="checkbox"/>	 Garena	4.15%	1.44%	\$5.2M



Sponsored Influencer Posts for Black Friday/Cyber Monday Grew By 46.6% This Year

Tubefilter, 12/04/2020

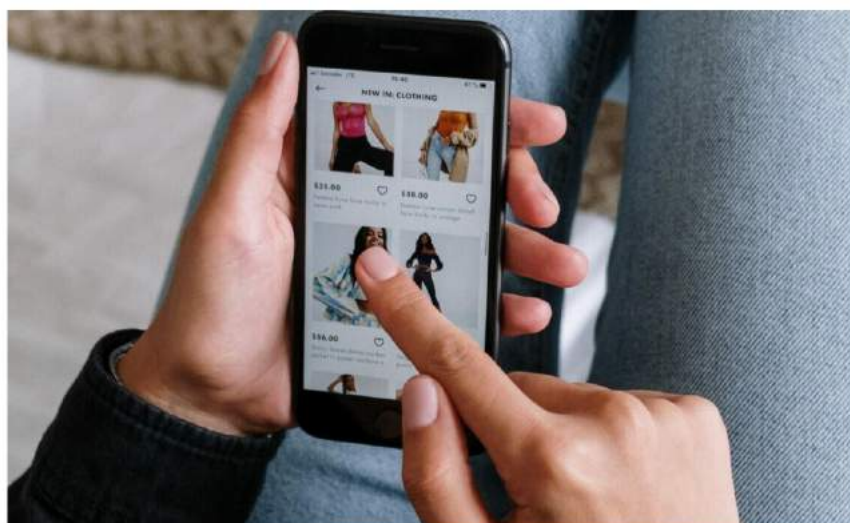
Black Friday and Cyber Monday are the largest annual shopping holidays, so it's no surprise that influencers and brands amped up sponsored Instagram content around the post-Thanksgiving sales weekend this year. According to influencer marketing platform [CreatorIQ](#), sponsored posts were up 46.6% year-over-year, with influencers like [The Rock](#), [Charlie D'Amelio](#), [Amanda Cerny](#), and [Lady Gaga](#) promoting products and offering discounts.

Syndicated: [YPULSE](#)



Home Creator News YouTube Millionaires TikTok Millionaires Insights Data YouTube Ch

Sponsored Influencer Posts for Black Friday/Cyber Monday Grew By 46.6% This Year

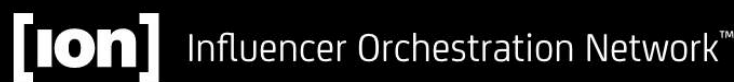




[Fashion Nova: That's the payment for influencers](#)

Tek Deeps, 12/04/2020

Despite these allegations, Fashion Nova is one of the top brands in influencer marketing, working with numerous micro and nano influencers. The influencer marketing platform [CreatorIQ](#) found out that Fashion Nova worked with around 1,182 influencers in 2020, resulting in over 5,700 sponsored posts. CreatorIQ estimates the value of these posts to Fashion Nova at over \$ 15.5 million. In October, Fashion Nova worked with 122 influencers, which puts the online shop in third place after H&M (176 influencers) and Nike (128 influencers) among the companies that most frequently work with influencers.



[59 Percent Of Influencers Report An Increase In Brand Interest During COVID-19](#)

ION, 12/3/2020

Half of brands believe the most effective influencers have between 5,000 and 20,000 followers, namely nano-influencers and [micro-influencers](#), two groups that marketers have increased investment in over the past year. Research from Influencer Marketing Hub and Creator IQ found that on Instagram, nano-influencers have seven times the engagement rate than mega-influencers, those with more than 1 million followers.

INFLUENCE

[PANDEMIC TRENDS WILL LEAD TO MORE 'IN-HOUSING' OF INFLUENCE MARKETING](#)

Influence Online, 12/09/2020

Brands' ability to bring more IM in-house has been aided by the growing maturity of the technology ecosystem surrounding it. An unknown segment only ten years ago, IM technology now powers enterprises across the Global 2000. Sophisticated IM toolsets, such as Traackr, CreatorIQ and AspireIQ, centralise the logistics of influencer selection and management and provide unified reporting as the 'single source of truth'.



[5 Influencer Trend Predictions for 2021](#)

Ad Council, 12/01/2020

2. Data Drives All

While data has always been a key factor in driving talent recommendations, it will become more important than ever in 2021, driving recommendations ensuring that talent is able to reach target audiences and create the most impact for set KPIs. With the help of tools like CreatorIQ and Tagger, teams will have to prove the value in working with talent who can target and reach key audiences by translating their campaigns into results.



[Why it is advisable to learn these influencer advertising assets for higher advertising](#)

Social Media World News, 11/30/2020

The CreatorIQ makes use of tech to assist manufacturers by offering real-time metrics. These metrics embody pretend followers, inflated attain metrics, and mercenary/ inauthentic influencers.

CreatorIQ's robust AI-powered algorithm analyzes over one billion public social accounts. This enables it to investigate creators in opposition to a set of standards in order that it might probably add them to its database.

High manufacturers which use CreatorIQ for its campaigns are:

- Disney
- H&M
- MATTEL
- Salesforce
- Sephora
- Unilever
- YETI



How NBA2K Delivered the Top Influencer Post For the Gaming Industry

The Drum, 11/24/2020

Creators with smaller audiences often command a better engagement rate than macro-influencers, but NBA2K strategically picked larger players like Lee and Toscano that exceed industry averages. Damon Lee has an 8.4% engagement rate, which CreatorIQ qualifies as excellent, and Juan Toscano Anderson has an engagement rate of 12.99% (“exemplary”).

Audience Engagement



NBA2K’s ability to identify and engage influencers with superior engagement rates played a massive role in gaining them the top post of the month. This is undoubtedly an integral part of all influencer marketing campaigns, but brands need the right tools to effectively surface these sorts of metrics — whatever they may be — especially when it comes to introducing your brand to new audiences.

VentureBeat

[PUBG keeps winning the influencer battle royale](#)

VentureBeat, 11/24/2020

Today, we're highlighting the gaming brands that received notable SOI in October. That month, the industry generated 116,000 sponsored posts from 23,000 creators with 348 brands sponsoring content.

Key October highlights

- 2.23%: average engagement rate on Instagram for sponsored content within the gaming category in October
- 206,000: average estimated post reach
- PUBG Corporation was the No. 1 brand by share of influence (SOI) at 10.53%, with an estimated media value of \$20 million from its influencer campaigns.
- Golden State Warriors had the [most-engaged-with sponsored](#) post in the video gaming industry
 - 399,4000 likes
 - 2,000 comments
 - 2.2 million estimated reach








NuevoPeriodico

[PUBG sigue ganando la batalla real de influencers](#)

Nuevo Periodico, 11/25/2020 (Spanish)

Este artículo es parte de nuestra serie que aprovecha el informe Share of Influence de CreatorIQ de la plataforma de marketing de influencers, que revela las marcas de juegos globales que están captando la atención y ganando, o perdiendo, influencia cada mes. CreatorIQ procesa decenas de millones de creadores y miles de millones de publicaciones para generar informes de participación de influencia (SOI), que consideran el volumen de actividad del creador, la realidad de las audiencias de los creadores y el rendimiento del contenido (vistas, me gusta, comentarios, acciones). para cada marca contendiente. Estas tres medidas hacen de SOI una poderosa representación de la presencia e impacto de marketing de influencia de una marca.

Rank		Company	SOI [?]	ER [?]	EMV [?]
#1	<input type="checkbox"/>	 PUBG Corporation	10.53%	1.49%	\$20M
#2	<input type="checkbox"/>	 PlayStation	7.83%	0.52%	\$19.8M
#3	<input type="checkbox"/>	 Twitch	6.59%	0.97%	\$20.2M
#4	<input type="checkbox"/>	 Xbox	5.25%	0.82%	\$16.2M
#5	<input type="checkbox"/>	 Nintendo	4.62%	0.54%	\$13.9M








CreatorIQ: Huda Beauty Increased Its Share of Influence for Sponsored Content in October

Tubefilter, 11/12/2020

CreatorIQ processes tens of millions of creators and billions of posts to generate SOI reports, which consider the volume of creator activity, the realness of creators' audiences, and the performance of content (views, likes, comments, shares) for each contender brand. These three measures make SOI a powerful representation of a brand's influencer marketing presence and impact in relation to competitors and the overall industry. The higher the SOI percentage, the bigger impact a brand's influencer campaigns have had within the specific industry.

Key findings:

- 2.40%—average engagement rate on Instagram for sponsored content within the beauty category in October, a decrease from September's 2.67%.
- 130K—average estimated post reach, a decrease from September's 181K.
- Huda Beauty was the No. 1 brand with 7.43% SOI and an estimated media value of \$27.7 million.
- [MAKEUP LIVE](#) had the most-engaged-with [sponsored post](#): it brought in 422.7K likes, 3K comments, and an estimated reach of 6.6 million people.

Rank		Company	SOI ⓘ	ER ⓘ	EMV ⓘ
#1	<input type="checkbox"/>	 Huda Beauty	8.57%	1.82%	\$29.5M
#2	<input type="checkbox"/>	 Morphe Brushes	4.95%	3.37%	\$14.8M
#3	<input type="checkbox"/>	 Covergirl	4.01%	2.42%	\$3.1M
#4	<input type="checkbox"/>	 NYX Professional Makeup	4.01%	1.01%	\$13.1M
#5	<input type="checkbox"/>	 ColourPop Cosmetics	3.87%	3.09%	\$11M

[TALKING INFLUENCE]

2020 Influencer Top 50

Talking Influence, 11/12/2020

Jenny Risch

Director of Strategic Partnerships, CreatorIQ

Since Jenny joined CreatorIQ, she has lead the strategy and managed the partner ecosystem, including channel partners, in-market alliances, product partnerships and Advisory relationships. She does so with empathy, understanding, an open mind and creativity. This year, CreatorIQ joined YouTube's Measurement Program as a certified vendor, enabling YouTube creators to improve their content performance and helping brands receive deeper insights around trending cultural topics, creators, and content performance, which, in turn, will help optimise and scale influencer marketing practices.



MarketingTech

[The Covid-19 realities which support influence marketing and in-housing](#)

Marketing Tech, 11/12/2020

IM programs no longer need to be outsourced: IM toolsets, such as Traackr, CreatorIQ and AspireIQ centralize the logistics of influencer selection and management and provide unified reporting as the “single source of truth” for a brand.

As both an earned and paid media model, the data generated by IM is best suited to being utilized by in-house stakeholders:

- In B2C, IM acts like a media channel where influencer compensation can be toggled up/down as conversions dictate
- For B2B, IM retains more of an earned framework, well aligned to a CRM and ABM mindset that can unlock customer relationships over longer buying cycles

VIDEO AD NEWS

[Influencer Marketing is Moving into Measurable Outcomes](#)

Video Ad News, 11/23/2020

It's still relatively early days for combining paid media with influencer marketing, but we're seeing others experimenting in the space too. CreatorIQ for example overlays paid media performance data from the social platforms on its influencer platform, to help optimise influencer campaigns.

TV(R)EV

[Influencer Spotlight: Binging With Babish](#)

TVREV, 11/25/2020

Although Rea has over 8.2 million subscribers on YouTube, according to CreatorIQ, his highest engagement rate comes from Instagram (6.56% with 930.4K followers, which CreatorIQ classifies as “excellent”); on YouTube, it’s 4.88% (“good”). This is notable because most of Rea’s actual cooking videos live either on YouTube or his website, but he promotes them heavily on Instagram.



[PUBG se está convirtiendo en una de las marcas más influyentes](#)

Level Up, 11/4/2020

[VentureBeat](#) presented a report made with data from CreatorIQ , an influencer marketing platform and trends, which accounts for the most successful brands worldwide, a situation that also places them as the ideal ones to carry out advertising campaigns. Well, this analysis, carried out taking into account all kinds of variables and metrics related to video games and content creators, showed that during September, PUBG was the most influential brand thanks to its media value, which at that time was estimated for \$ 24.5 million.

Syndication: [Yahoo Finance \(Spanish\)](#)

explica

Gaming : PUBG is becoming one of the most influential brands

Explica, 11/5/2020

[VentureBeat](#) presented a report made with data from CreatorIQ , an influencer marketing platform and trends, which accounts for the most successful brands worldwide, a situation that also places them as the ideal ones to carry out advertising campaigns. Well, this analysis, carried out taking into account all kinds of variables and metrics related to video games and content creators, showed that during September, PUBG was the most influential brand thanks to its media value, which at that time was estimated for \$ 24.5 million.



PUBG New Update: Hardcore Mode and Rise in PUBG's Influence

Daily Mail India, 11/5/2020

According to data from CreatorIQ, during September, PlayerUnknown Battlegrounds was deemed as an influential brand. The media value of PUBG has been estimated at \$24.5 million in September.

This analysis was done by considering different kinds of variables and metrics. These were related to video games and content creators. This led the organization to conclude that 13.75% of the content created in publications and sponsorships, was dedicated to the Battle Royale genre and PUBG.



[PUBG devient l'une des marques les plus influentes](#)

Marseille News, 11/5/2020 (French)

VentureBeat presented a report made using data from CreatorIQ, an influencer and trending marketing platform, which represents the top performing brands in the world, a situation that also places them as the ideal ones for running ad campaigns. Well, this analysis, done taking into account all kinds of variables and metrics related to video games and content creators, showed that in September PUBG was the most influential brand thanks to its media value, which to the time was estimated at \$ 24.5 million.



[PUBG becomes one of the most influential brands](#)

French Tribune, 11/5/2020 (French)

VentureBeat presented a report made with data from CreatorIQ, an influencer and trending marketing platform, which represents the most successful brands in the world, a situation that also places them as the ideal ones for running advertising campaigns. . Well, this analysis, done taking into account all kinds of variables and metrics related to video games and content creators, showed that in September, PUBG was the most influential brand thanks to its media value, which to the time was estimated at \$ 24.5. Million.



[PUBG BECOMES ONE OF THE MOST INFLUENTIAL GAMING BRANDS](#)

EGames News, 11/5/2020

VentureBeat presented a report made with data from CreatorIQ , an influencer marketing platform and trends, which accounts for the most successful brands worldwide, a situation that also places them as the ideal ones to carry out advertising campaigns.



[Influencer Marketing: The Fundamental Guide](#)

Vendasta, 11/5/2020

Identifying the right influencers. If you are having a hard time reaching your audience in the first place, then it's unlikely that you are aware of influencers that they are engaging with. Fortunately, there are software solutions that can assist on this front. Platforms like CreatorIQ, Popular Pays, and Mavrick are a few of the industry leaders.



[PUBG New Update: Hardcore Mode and Rise in PUBG's Influence](#)

News24, 11/05/2020

According to data from CreatorIQ, during September, PlayerUnknown Battlegrounds was deemed as an influential brand. The media value of PUBG has been estimated at \$24.5 million in September.






This analysis was done by considering different kinds of variables and metrics. These were related to video games and content creators. This led the organization to conclude that 13.75% of the content created in publications and sponsorships, was dedicated to the Battle Royale genre and PUBG.

VentureBeat

[PUBG dominates gaming industry's sponsored influencer content in September](#)

VentureBeat, 11/04/2020

This is the first installment of our exclusive series leveraging influencer marketing platform CreatorIQ's new Share of Influence report, which reveals the global gaming brands that are capturing attention and gaining — or losing — influence each month. CreatorIQ processes tens of millions of creators and billions of posts to generate Share of Influence (SOI) reports, which consider the volume of creator activity, the realness of creators' audiences, and the performance of content (views, likes, comments, shares) for each contender brand. These three measures make SOI a powerful representation of a brand's influencer marketing presence and impact.

Rank		Company	SOI ⓘ	ER ⓘ	EMV ⓘ	
#1	<input type="checkbox"/>	 PUBG Corporation	13.75%	1.80%	\$24.5M	Details
#2	<input type="checkbox"/>	 PlayStation	6.29%	0.45%	\$16.6M	Details
#3	<input type="checkbox"/>	 Twitch	5.84%	1.03%	\$16.7M	Details
#4	<input type="checkbox"/>	 Nintendo	4.47%	0.52%	\$11.8M	Details
#5	<input type="checkbox"/>	 Xbox	4.41%	0.71%	\$13.2M	Details

[TALKING INFLUENCE]

[How CreatorIQ Helped ShopStyle Drive 300% ROI by Identifying High-Converting Creators](#)

Talking Influence, 11/04/2020

CreatorIQ improved operational efficiency by 40% by marrying proprietary data with ShopStyle's first-party sales data. In addition, they saw a 16% increase in sales for clients and 300% ROI delivered for multi-brand retailers. ShopStyle is now empowered to confidently connect brands with high-converting influencers in a predictable way.



[Bang & Olufsen Selects CreatorIQ as Global Influencer Marketing Platform of Record](#)

The Drum, 11/4/2020

[CreatorIQ](#), the end-to-end enterprise software powering influencer marketing efforts for global enterprises like Unilever, Rakuten, and H&M, today announced it was selected as the platform of record for high-end consumer electronics company Bang & Olufsen (B&O). The Denmark-based company is leveraging CreatorIQ's sophisticated, data-driven platform to build and optimize its influencer programs, which includes long-term affiliate programs across key global markets.

"Influencer marketing is playing an important role in our digital transformation and media diversification, and is integral to reaching new audiences across our key markets in EMEA, LATAM, and North America," said Alexei Edwards at B&O. "After an extensive search, CreatorIQ was the standout platform for providing the infrastructure for our global efforts - from discovery to recruitment to measurement - while giving us full visibility into the key data points across each stage."

MARTECHSERIES

Marketing Technology Insights

[Bang & Olufsen Selects CreatorIQ as Global Influencer Marketing Platform of Record](#)

MarTech Series, 10/29/2020

[CreatorIQ](#), the end-to-end enterprise software powering [influencer marketing](#) efforts for global enterprises like Unilever, Rakuten, and H&M, announced it was selected as the platform of record for high-end consumer electronics company Bang & Olufsen (B&O). The Denmark-based company is leveraging CreatorIQ's sophisticated, data-driven platform to build and optimize its influencer programs, which includes long-term affiliate programs across key global markets. "Influencer marketing is playing an important role in our digital transformation and media diversification, and is integral to reaching new audiences across our key markets in EMEA, LATAM, and North America," said Alexei Edwards at B&O. "After an extensive search, CreatorIQ was the standout platform for providing the infrastructure for our global efforts – from discovery to recruitment to measurement – while giving us full visibility into the key data points across each stage."



[Study shows which gaming companies are using the influencer-marketing strategy the most](#)

Digital Information World, 10/29/2020

CreatorIQ examined two thousand seven hundred posts from one hundred and eighty creators and influencers from last month that were sponsored by gaming companies and found that Amazon-owned Twitch was the most advertised company appearing in four hundred and twenty-six sponsored ads from one hundred and thirty-one creators. This makes perfect sense as many of the most popular gamers used Twitch as their primary streaming platform making it extremely easy for Twitch to approach them and gave them advertise the streaming service in their YouTube and Instagram posts. This maximizes Twitch's exposure and encourages more and more people to watch their favorite streamers and gamers in one place.

BUSINESS INSIDER

[New data shows the 19 gaming brands dominating sponsored influencer posts on YouTube and Instagram, and Twitch leads the pack](#)

Business Insider, 10/27/2020 (Behind paywall, read [here](#))

As interest (and [competition](#)) have heated up, gaming brands are hiring influencers to post thousands of sponsored posts on YouTube and Instagram, according to new analysis from the influencer-marketing company CreatorIQ.

CreatorIQ detected around 2,700 sponsored posts from 870 creators for gaming brands on YouTube and Instagram during the month of September.

Twitch was the most marketed gaming company among influencers. The streaming app, which has recently [expanded](#) outside of gaming content, appeared in 426 sponsored posts from 131 creators last month, according to CreatorIQ's analytics stack.



Syndication: [AlKhaleej Today](#), [Head Topics](#)

BUSINESS INSIDER

[Insider Advertising, Weekly Edition](#)

Business Insider, 10/27/2020

Gaming meets influencers

As gaming soars in the pandemic, video game companies are heavily using social media influencers to make sure they stay top of mind.

Dan Whateley ran down the companies that are the most active in using influencers to promote themselves, based on influencer-marketing company CreatorIQ data.

G L O S S Y

[James Charles' 'Instant Influencer' gives beauty brands a direct line to Gen Z](#)

Glossy, 10/20/2020 (Behind Paywall, read [here](#))

Gen Z is also especially interested in following influencers, and James Charles remains one of the leaders. His audience grew from 18.4 million followers in April to 22.6 million in September, according to influencer marketing platform CreatorIQ. His audience is heavily Gen Z, with 56.9% of his followers being ages 18-24, based on CreatorIQ data. In addition, 84% of his followers are active on a monthly basis and his engagement rate is above 7%, which the firm classifies as “excellent.”





Huda Beauty Is Dominating The Makeup Industry's Share Of Sponsored Content

Tubefilter, 10/19/2020

Key findings:

- 2.67%—average engagement rate on Instagram for sponsored content within the beauty category in September
- 181K—average estimated post reach
- Huda Beauty was the No. 1 brand with 7.43% SOI and an estimated media value of \$27.7 million.
- [MAKEUP LIVE](#) had the most-engaged-with [sponsored post](#); it brought in 342.5K likes, 2K comments, and an estimated reach of 6.2 million people.



Home Creator News YouTube Millionaires TikTok Millionaires Insights Data YouTube CH

Huda Beauty Is Dominating The Makeup Industry's Share Of Sponsored Content



BEAUTY PACKAGING

Ranking Influencer Impact on Beauty Brands

Beauty Packaging, 10/19/2020

Leveraging influencer marketing platform [CreatorIQ's](#) new Share of Influence report for beauty, we highlighted the beauty brands that received high shares of influence in August. That month, the industry generated 144K sponsored posts from 67K creators with 1K brands sponsoring content. (Data includes Instagram and YouTube posts).

Menu BEAUTY PACKAGING MAGAZINE NEWS COMPONENTS MARKETS MATERIALS SOLUTIONS TOP 20 COMPANIES BUYERS GUIDE EVENTS

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EXPERT'S OPINION

Ranking Influencer Impact on Beauty Brands

ColourPop Cosmetics dominates, while Nano Influencers have the best Average Engagement Rate.

	Rank	Company	SOI %
	#1	ColourPop Cosmetics	9.46%
	#2	Morphe Brushes	7.53%
	#3	Huda Beauty	7.04%
	#4	Penty Beauty	5.34%
	#5	Benefit Cosmetics	3.76%

BEAUTY PACKAGING BUYERS' GUIDE Extend your business reach... JOIN FOR FREE! Be found by customers and prospects

TRENDING

- Reviva Labs Receives Warning Letter From FDA Over Claims
- Ranking The Top 50 Cosmetic Companies
- MAC Recruits New Global Ambassador
- Ranking The Most Influential Beauty Brands Of 2019
- Estée Lauder Companies To Bring First-of-its-Kind Tube To Market Next Year



TV(R)EV

'The Bachelorette' Is Back: Quick Viewership and Ad Insights

TVREV, 10/14/2020

Now, let's take a closer look at the bachelorette herself. According to CreatorIQ, Crawley has an "excellent" engagement rate on [Instagram](#) of 5.32%.

Perhaps unsurprisingly, her audience is overwhelmingly female (91.2%) and 45.4% are between the ages of 25-34. Most fans (81.4%) are from the U.S., with the top states including California, Texas and Florida. When it comes to brands that Crawley's audience engages with, Walt Disney tops the list, followed by Starbucks, Apple, Netflix and DC Entertainment.



The Drum™

What Digital Metrics Should Brands Focus on for their Influencer Marketing Campaigns?

The Drum, 10/2/2020

When it comes to Influencer Marketing, there is no one way to measure success. A successful campaign depends on what part of the retail marketing funnel you are in and subsequently, what the campaign's goal is.

The first, and most important, step in any influencer marketing campaign is to identify the end-goal of the activation. For example, are you launching a new product and want to generate awareness around your brand? Or does your brand already have a great deal of awareness around it and now you are trying to drive sales for this new product?

LA TechWatch

[The 12 Largest LA Tech Startup Funding Rounds of Q3 2020](#)

LA Tech Watch, 10/9/2020

CreatorIQ is an intelligence-driven platform for enterprises to manage their ad campaign. Founded by Igor Vaks in 2014, [CreatorIQ](#) has now raised a total of \$40.8M in total equity funding and is backed by investors that include Kayne Anderson Capital Advisors, Unilever Ventures, TVC Capital, Vayner/RSE, and Third Wave Digital.



[15 Twitch Influencer Marketing Platforms to Help Find the Right Twitch Streamers](#)

Influencer Marketing Hub, 10/6/2020

CreatorIQ is a great Twitch influencer marketing platform to power your advanced [influencer marketing](#) needs. The Creator Intelligence Cloud can power large and small influencer marketing campaigns and helps brands with intelligent creator discovery, streamlining end-to-end workflows, and driving meaningful measurement. CreatorIQ offers seamless onboarding and a fully integrated global payment system.



[Inc. 5000 2020: Introducing the 5,000 Fastest-Growing Private Companies](#)

Inc, 10/6/2020

CreatorIQ

Provides a Social CRM software that allows influencer clients to ingest proprietary first party data, enrich creator profiles, and house campaign information to build and manage the private network in a centralized environment.

MIDDLE MARKET Growth

[Under the Influence](#)

Middle Market Growth, 9/28/2020

The following June, growth equity firm TVC Capital and the venture capital and private equity arm of Unilever invested in CreatorIQ, which develops software that helps advertisers discover partners and collect better metrics for advertising campaigns that use influencer marketing.

“The most impactful brand stories no longer come directly from brands. They are told in collaboration with passionate advocates who are helping build culturally relevant companies by delivering these stories to the world,” Igor Vaks, CreatorIQ’s founder and CEO, said in a statement.



[7 Effective Ways to Promote Your Mobile App](#)

App Radar, 9/28/2020

There are several ways you can find influencers to work with. If you have the budget, check out platforms such as Obvious.ly and CreatorIQ. You may also decide to partner with agencies who have already established rapport with the influencer community.

The Drum™

[How Influencers Have Amplified Social Movements in 2020](#)

The Drum, 9/24/2020 (Contributed by Jeff Melton)

It's been quite a year — and it's only September. The challenges our world has faced over the last nine months have brought anxiety and negativity to many aspects of our lives, but it's always worth reflecting on the good that comes out of the bad. So today, we're looking at how brands and influencers have been stepping up and using their platforms to amplify messages of solidarity, positivity and support.

We worked with [influencer marketing platform CreatorIQ](#) to analyze Instagram posts from brands and creators around COVID-19 and the resulting stay-at-home orders, the #BlackLivesMatter protests, and Pride month. Below, a few insights:

Influencers Harnessed COVID-19 for Social Good

As COVID-19 started to spread across the U.S., raising awareness around proper health and safety measures was paramount — and many influencers stepped in to help.

For this analysis, we focused solely on the start of the pandemic stateside — when, crucially, many influencers stepped up to help fill in the knowledge gap about the novel coronavirus. (This was the time when concepts like “social distancing” were still brand new for most of us.)

According to CreatorIQ's analytics, by the end of March there had been over 2.9 billion interactions on influencer posts surrounding the coronavirus. The top hashtags included #coronavirus (466.2K posts, 1.9 billion interactions), #covid19 (218.8K posts, 684 million interactions) and #covid (88.3K posts, 284 million interactions).

Looking specifically at the top posts, #stayhome appeared in 173K posts with 512.3 million interactions, followed by @who (132.5K posts, 634.8 million interactions), #staysafe (82.7K posts, 232.1 million interactions) and #socialdistancing (80.9K posts, 147.3 million interactions).

Two examples of high-profile posts from the beginning of the pandemic:

Creator [@dudewithsign](#) partnered with Instagram and the World Health Organization in a very on-brand way for a post that received a [whopping 35.99% engagement rate](#) — 31% higher engagement than his typical posts.



Football (soccer) star Cristiano Ronaldo received a [3.52% engagement rate on this post](#), above his average engagement rate of 3.12%, and drew nearly 8 million likes.

The Incredible Growth of Black Lives Matter Content

The killing of George Floyd by a Minneapolis police officer on Memorial Day brought renewed energy and focus to the Black Lives Matter movement. In the weeks that followed, BLM content on Instagram exploded, with influencers and brands making commitments to social justice and supporting the community. By early June, creators had generated over 11.8 million engagements on Instagram for #BlackLivesMatter, #BLM and #BlackoutTuesday posts combined.

Looking specifically at the brand side, there was a 4,000% growth in brand use of #BlackLivesMatter on Instagram in May compared to January, and in just the first few days of June, hashtag use by brands saw a 7,266.67% growth vs. January. Comparing May to the first few days of June, brand use of #BlackLivesMatter grew 79.67%, meaning it gained steam as protests continued. Top brands by interactions included Complex Magazine with 804,625 interactions, Liverpool F.C. (566,530), E! Entertainment Television (484,058) and FaZe Clan (392,699).

In terms of engagement, one of the top #BlackLivesMatter posts, with an engagement rate of 9.72%, came from @Blavity, and it showed a video of a large BLM protest in Paris. This was also one of the [top posts](#) by engagement that used the shorter hashtag #BLM.



On June 2, people across the world took collective action with “blackout Tuesday” (which originated with the music industry), posting black squares to Instagram and other social media sites in support of Black Lives Matter and to protest racism and police brutality. There were over 196.5K organic Instagram posts with the hashtag #BlackoutTuesday from over 188,000 unique tracked accounts (CreatorIQ only measured posts from accounts with over 10K followers). And it wasn’t just individuals — in total, 950 brands participated on Instagram, using that hashtag in a total of 993 posts.

Big name brands such as [Clorox](#) (7.13% engagement rate), [Cheez-It](#) (5.63%) and [Kellogg’s Froot Loops](#) (4.41%) all posted black squares on Instagram in a show of solidarity.

On Aug. 26, major U.S. sports leagues took another stand for the Black community, boycotting games in response to the police shooting of Jacob Blake in Kenosha, Wisconsin. The [Milwaukee Bucks made the first move](#), in support of their home state, which led to a tidal wave of postponements not just in the NBA, but in the WNBA and MLB.

#Pride2020 by the Numbers

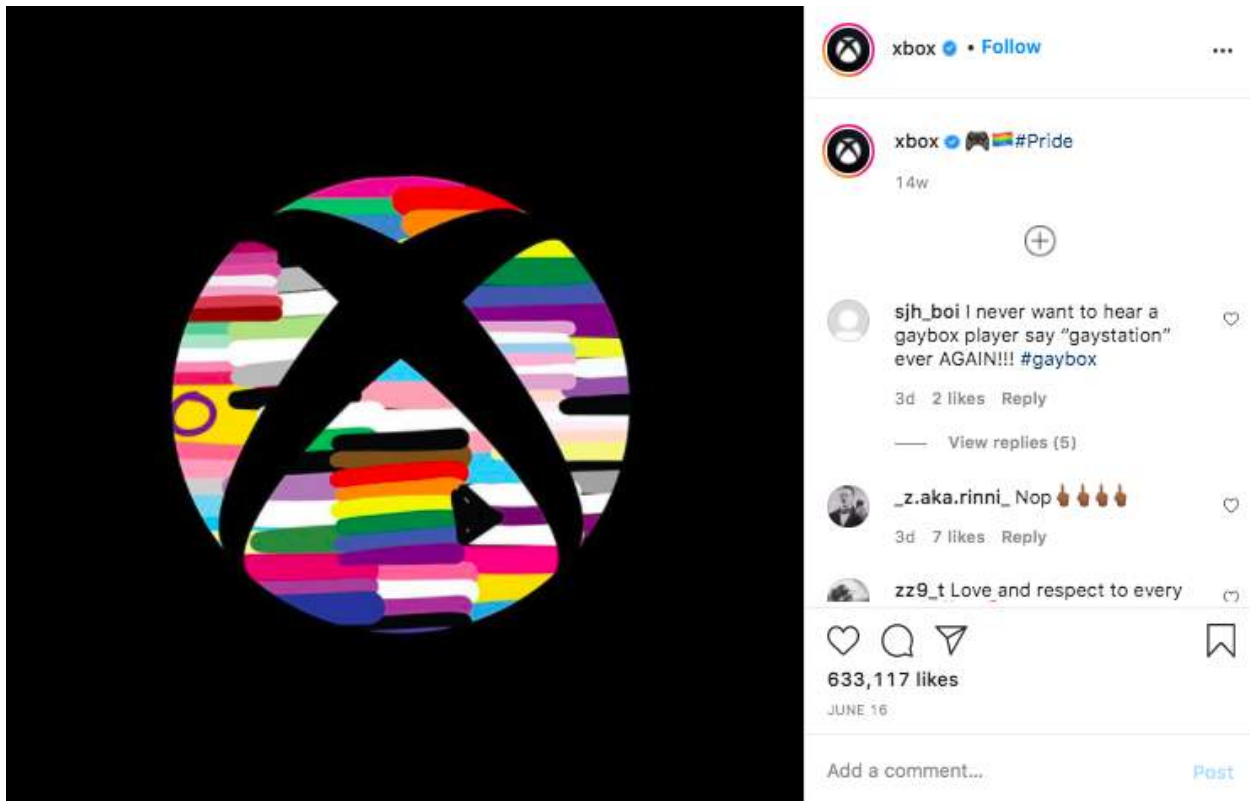
Pride month (June) has always been a way to celebrate the LGBTQ+ community, and while it was in some ways overshadowed by the pandemic and BLM protests, that didn’t stop the influencer community from coming out in full force.

First, a few stats: Pride Month 2020 prompted an approximately 3x increase in LGBTQ+ content on Instagram vs. the previous month, and Pride content from creators generated over 262 million engagements in June. More than 107K Instagram posts were published with Pride hashtags this year, although that represented a slight decline from 2019, which saw 124K posts with Pride hashtags.

The most popular hashtags used by influencers with 50K+ followers, by post volume: #pride (49.9K posts, 137.6 million engagements), #pridemonth (31.3K posts, 68.7 million engagements) and #loveislove (22.8K posts, 68.1 million engagements). Some of the most engaged-with posts came from global digital creators:



On the brand side, gaming brands dominated the conversation:



What's to Come

As fall continues, we're moving closer to yet another major event: the U.S. presidential election — and influencers are already starting to get in on the action.

Influencer collective Meme 2020, the organization that supported Michael Bloomberg during the primary, has launched a campaign to stop President Donald Trump from being re-elected. Its main focus is vote-by-mail registration and as [The New York Times reports](#), it's already running paid Instagram ads and posting to popular meme pages.

Also, it was recently announced that the cast of NBC's *The West Wing* will reunite for a fall HBO Max special benefiting *When We All Vote*, an organization launched in 2018 by Michelle Obama and other notable personalities. Cast members have been [promoting it](#) on social media and some, such as Bradley Whitford (who portrays Josh Lyman on *West Wing*), are [getting even more involved in the election](#).

We're still a couple of months out from November 3, so it remains to be seen exactly how much the influencer ecosystem will heat up as the election nears — but judging from how this year's been so far, it's going to be big.

ADWEEK

[A Rise in Mobile Gaming Is Changing Influencer Marketing](#)

Adweek, 9/24/2020 (Behind paywall, read [here](#))

Katiana McCown, vp of professional services at CreatorIQ, noted that because mobile games are gaining in legitimacy, it's pushing developers to think more about the cross-platform experience, the value proposition of each device and how and when new games get released.

As for what's unique about influencers operating in the mobile gaming space, McCown said the audience is full of tech-savvy early adopters "who are extremely discerning not only on the marketing strategies that are presented to them, but also on who they decide to follow and listen to." Another factor is that influencers within the mobile gaming community command a lot of respect from their followers, meaning they're likely cautious about which brands they partner with.



ADWEEK VIRTUAL SERIES

Mobile Gaming

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Monetizing Influential Gaming Communities: Influencer Marketing in Gaming

Kat McCown VP, Professional Services CreatorIQ	M. Chad De Luca Director Twitch Properties	Nick Allen SVP, Partnerships and Operations Loaded/Popdog	Chris Hewish President Xsolla	Diana Pearl Deputy Brands Editor Adweek
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Nasdaq GlobeNewswire

[Influencer Marketing Platform Market Forecast to 2027](#)

GlobeNewswire, 9/15/2020

InfluencerDB, Launchmetrics, Upfluence, NeoReach, AspireIQ, Julius, Open Influence, Dovelale, Scrunch, Takumi, Tapinfluence, Onalytica, Famebit, Activate, AspireIQ, Blogfoster, Boostinsider, BrandBacker, BrandSnob, BuzzStream, BuzzSumo, CreatorIQ, Grapevine Logic, Handbook, IZEA, Lefty, Mavrck, and Traackr are among the key players in the influence marketing platform market offering solutions to the brands worldwide.

TECH TIMES

[The Key Influencer Trends of 2020](#)

Tech Times, 9/11/2020

Great audience here that we have been getting in front of more and more - recently covered YTMP as well. This is a nice mention to pass along to the BDR team, as it positions CreatorIQ as being a driving force behind conversion/ sales based influencer marketing campaigns.

Just as Instagram had taken the controversial move of getting rid of like counters on partnership posts, there's a wider shift among businesses changing up the pursuit of awareness in favour of building long-lasting partnerships to encourage sustained sales. In a combined report by [CreatorIQ and the Influencer Marketing Hub](#), the most common measurement for determining a successful influencer campaign now boils down to conversions.

Most Common Measure of Influencer Marketing Success is Now Conversions / Sales





[As Esports Go Mainstream, Some Important Lessons for Brands](#)

Tubefilter, 9/9/2020

As Tacca put it during the CreatorIQ panel, “Gaming is a very nimble place and it’s always been an agent for change.” She went on to explain that Esports Momentum Worldwide tracked the explosion around gaming as stay-at-home orders went into effect. It saw a 75% increase in time spent playing, an 89% increase in Twitter conversation around gaming, and a 60-70% increase in overall Twitch viewership. And with those increases have come months of record-breaking esports ad spend as more marketers get in on the phenomenon.



Home YouTube Millionaires TikTok Millionaires Insights Data YouTube Charts

As Esports Go Mainstream, Some Important Lessons for Brands



MM MOBILE MARKETER

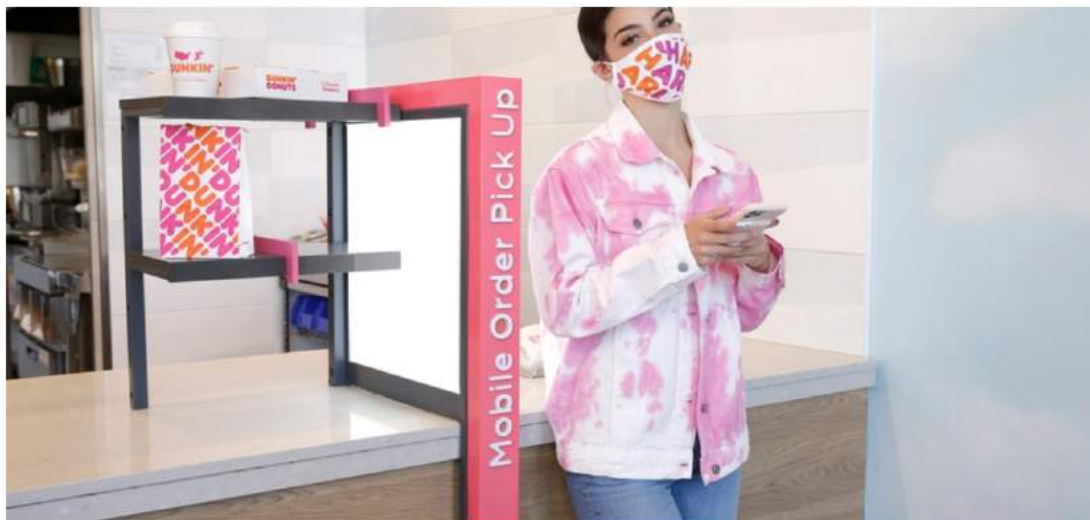
[Dunkin' dubs coffee drink 'The Charli' after TikTok's biggest star](#)

Mobile Marketer, 9/3/2020

The pandemic led to a slight dip in influencer campaigns in March, but there have been [signs of a gradual recovery](#) since then as marketers needed fresh creative to target homebound consumers, a recent Forrester study indicated. Before the health crisis, [spending on influencer marketing](#) was on track to reach \$9.7 billion in 2020, with 66% of marketers saying they would boost their influencer budgets, per a survey by CreatorIQ and Influencer Marketing Hub.

MARKETING DIVE Deep Dive Library Events Topics ▾

Dunkin' dubs coffee drink 'The Charli' after TikTok's biggest star



Courtesy of Dunkin'

The Drum™

[The Top Twitch Metrics For Measuring Influencer Marketing Campaigns](#)

The Drum, 9/2/2020 (Contributed by Jeff Melton)

The gaming industry has seen massive growth in recent years, with ESPN recently airing NBA2K tournaments, esports' consideration as an Olympics sport, and investments from celebrities like LeBron James driving mainstream adoption. Now, [global esports revenues are destined to reach \\$1.1 billion in 2020](#), and are showing no signs of slowing down.

At the center of the esports universe is Amazon-owned Twitch, the live streaming platform for gamers, where audiences have surged 47% in recent months. On Twitch, personalities like Ninja and Shroud - [who just made a triumphant return to the platform](#) - celebrate the culture of gaming with their followers. And brands are realizing the importance of developing a holistic marketing and advertising strategy carefully crafted for the gaming community, which will play an important role in the future of sports.

Brands like Gillette, UberEats, Monster Energy, and KFC have all tapped into the embracing arms of the Twitch community and scratched their marketing itch with a variety of activations around reviews, product placements, giveaways, events and unboxing videos. In order to forge authentic, long-lasting relationships with gamers on Twitch, it's essential to understand the community, which is something that can't be learned overnight. That's why brands are turning to Twitch influencers to drive these initiatives. But with all the emerging platforms, measuring the ROI can be difficult, especially when you don't understand a platform's unique key metrics.

Twitch's Unique Metrics

Just as the esports industry experiences an influx of resources dedicated to it, marketers are developing a deeper understanding of best practices and the metrics that matter for measuring campaigns - especially as it pertains to top gaming platforms like Twitch, which serves as an important ecosystem for branded integrations in the vertical.

Twitch has a variety of standard metrics that should be monitored such as account followers and views. Additionally, there are some unique Twitch metrics to track for influencer campaigns:

- Average Concurrent Viewership: This is the average number of viewers that are in a streamer's live broadcast at any given time, which gives a good sense of how many people streamers are actively reaching on a day to day basis.

- Average Viewers: The average number of concurrent viewers in a stream. To calculate this number, Twitch checks how many viewers there are at each point in time when a streamer is live. The stat in the top bar is an average of this number across all the time streamed in the selected date range.
- Follows: The number of follows a streamer's channel receives in a selected date range.
- Unique Viewers: The number of unique people who viewed a live stream across a selected date range. (If a viewer watched three streams in this time period, they would count once in this calculation.)
- Peak Stream Views: The highest number of viewers watching a stream while it was live.
- Followers at the Time of the Stream: The number of channel followers at the time of the stream.
- Average Stream Views: The average number of views a stream receives.

Some of these metrics may be new to marketers not having experience with Twitch, so it's important to understand them and how they connect to overarching goals. But with roughly a billion hours of creator content being streamed on Twitch every month, these metrics will be essential in the future of advertising for the platform.

built in los angeles

[15 Branding Agencies Helping Los Angeles Companies Make It Big](#)

Built in LA, 8/25/2020

[CreatorIQ](#)

Founded: 2014

Focus: With industry leaders like Airbnb and Mattel at the top of their client list, [CreatorIQ](#) helps companies better manage their marketing workflows as well as offering options to protect and elevate their brand messaging. Their tools allow enterprises to measure their customer experiences and gain insights into audience data, and from there, CreatorIQ guides companies in developing creative and highly-targeted campaigns both on and offline.

AdAge

[INFLUENCER MARKETING BOUNCES BACK STRONG AS PANDEMIC LINGERS](#)

Ad Age, 8/24/2020

Data from **CreatorIQ** tells a similar story: After sponsored post volume fell almost 17 percent in March and another 6 percent in April, it's been rising ever since through July, when it rebounded past February's level.

VentureBeat

[What the high engagement numbers of FaZe, XSET, and PokiMane tell us about female influencers](#)

VentureBeat, 8/23/2020

According to CreatorIQ, Ewok's audience consists mostly of men (84.5%), with the largest age group being the 18-24 age bracket. PlayStation and Xbox top the list of brands this audience is most likely to engage with, followed by Apple, Walt Disney and Nike. Unsurprisingly, gaming is the No. 1 interest for Ewok's followers, but sports, TV and film, and electronics and computers also rank high.

Ewok's biggest audience is on [Instagram](#) (629,000 followers) and on recent posts, she has an engagement rate of 6.42%, which CreatorIQ considers "excellent" for an influencer of her size. On Twitter, she has 325,000 followers and an engagement rate of 0.67% (considered "good"), while on [YouTube](#), Ewok has 135,000 subscribers and an engagement rate of 7.94% (also considered "good").



[Influencer Marketing Awards 2020 winners revealed](#)

Influencer Update.biz, 8/24/2020

The entrants were selected by a curated panel of industry professionals and insiders. Check out the full list of winners below.

Best influencer discovery tool: CreatorIQ

LOS ANGELES BUSINESS JOURNAL

THE COMMUNITY OF BUSINESS™

[Influencer Campaign Platform Boosts CreatorIQ](#)

Los Angeles Business Journal, 8/17/2020 (Behind Paywall, read [here](#))

According to Vaks, CreatorIQ has managed to keep growing during the pandemic, while its clients have been impacted in different ways.

“Our clients in ecommerce are doing really well. We also have clients in travel and hospitality who are impacted negatively. And then we have smaller clients who are trying to hang on to the business,” Vaks said. “We’re growing, we didn’t stop growing, but it has impacted how we do business with our clients.”

Vaks said the company has more than 200 clients around the world, ranging from media companies and direct-to-consumer brands to advertising agencies, including Walt Disney Co., Salesforce.com Inc. and Unilever.

LOS ANGELES BUSINESS JOURNAL

Monday, August 17, 2020

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Influencer Campaign Platform Boosts CreatorIQ

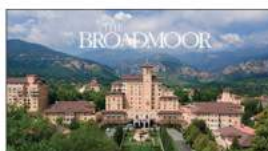
By Coco Huang

Monday, August 17, 2020

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MARTECHSERIES Marketing Technology Insights

[CreatorIQ Selected For YouTube Measurement Program \(YTMP\)](#)

MarTech Series, 8/12/2020

[CreatorIQ](#) announced it has joined YouTube's Measurement Program (YTMP), adding the leading enterprise influencer solution to the program's roster. YTMP Partners are a carefully vetted group and differentiated as certified vendors demonstrating strong market demand, a positive industry track record, and compliance with Google and YouTube policies. As a partner in the "Content Insights" category, CreatorIQ will access deeper insights on trending topics, YouTube creators, and content performance, advancing its position as the in-house platform of choice for enterprise brands to build & scale their influencer marketing practices.



[Influencer Marketing Company CreatorIQ Joins YouTube's Measurement Program](#)

Tubefilter, 8/12/2020

YouTube says that to be part of YTMP, businesses must have a "strong and positive track record," and have been "carefully vetted" to ensure they comply with Google and YouTube policies. If a company is approved to join, that means "we consider it to be a trusted business partner in providing the capabilities you need to better drive and understand your marketing performance, inclusive of Google media," per YTMP's [website](#).

CreatorIQ—which recently [closed a \\$24 million Series C](#)—works with more than 200 brand and ad agencies, including Disney, CVS, Dell, H&M, Mattel, Sephora, and Unilever. Its artificial intelligence-driven Enterprise Creator Cloud hooks these clients up with creators for sponsored digital content, then helps manage subsequent ad campaign spending and offers analytics for campaign ROI.



[YouTube's Measurement Program Takes On New Partners](#)

MediaPost, 8/12/2020

CreatorIQ had to meet Google's and YouTube's compliance policies, as well as go through an extensive screening and vetting process, said Jenny Risch, director of strategic partnership at the company.

"The process ensures our brand partners receive deeper insights around trending cultural topics, creators, and content performance, which will help optimize and scale influencer marketing practices," she said.

Syndication: [SmartBrief](#)



[CreatorIQ Selected for YouTube Measurement Program](#)

AiThORITY, 8/12/2020

"As a platform deeply dedicated to providing [data-driven](#) solutions for the influencer marketing industry, we're honored to bring our unique expertise and experience in this space to join the YouTube Measurement Program," said [Igor Vaks](#), Founder & CEO, CreatorIQ. "This will enable us to provide deeper insights that will drive more effective marketing efforts for our clients."

TECH TIMES

[Content Creators: How to Get YouTube to Pay You As Much As \\$25,000 Per 1 Million Views](#)

Tech Times, 8/12/2020

Recently, [TubeFilter](#) discuss that a new marketing company joins YouTube's Measurement Program (YTMP) in providing data regarding user and content creator's behavior, video and ad performance, and trending topics. CreatorIQ will help YouTube in determining these factors that revolve around content creation and possibly, monetization.



[You & Mr Jones buys influencer marketing agency Collectively](#)

Marketing Dive, 8/7/2020

Before the pandemic, [spending on influencer marketing](#) was forecast to reach \$9.7 billion in 2020, with 66% of marketers planning to boost their influencer budgets, per a survey by CreatorIQ and Influencer Marketing Hub. The pandemic led to a slight dip in influencer campaigns in March, but there have been [signs of a gradual recovery](#) in ensuing months as marketers targeted homebound consumers, a recent Forrester study indicates.



[Ali Grant: "Build a team you can trust"](#)

Thrive Global, 8/7/2020

Can you share a few examples of marketing tools or marketing technology that you think can dramatically empower small business owners to become more effective marketers? Cision, CreatorIQ, Fohr, and Salesforce are all platforms that our team uses daily. When there is an opportunity to bring on a system that is effective and helps make the team more efficient, I'm always open to exploring.



[CMO's top 8 martech stories for the week - 6 August 2020](#)

CMO, 8/6/2020

CreatorIQ raises US\$24 million in Series C round

In other funding news, influencer marketing platform, CreatorIQ, which combines influencer discovery with workflows, brand safety and measurement, has raised US\$24 million in Series C. The latest round, with financing by Kayne Partners Fund and participation by TVC Capital and Unilever Ventures, brings the total funding to US\$41 million.

Over the past 12 months, CreatorIQ has grown to become one of the biggest advanced influencer marketing SaaS platform, with a fifth straight year of over 100 per cent growth. CreatorIQ said it is focusing its Series C on five strategic areas including an all-new user experience, data science, paid media and advanced measurement, global expansion, as well as strategic alliances and partnerships.



MOBILE MARKETER

[Häagen-Dazs nearly doubles Amazon orders with Instagram, TikTok influencers](#)

Mobile Marketer, 8/3/2020

Instagram is used in [90% of influencer campaigns](#), compared with 40% for Facebook, per a survey by CreatorIQ and Influencer Marketing Hub that didn't include TikTok. However, TikTok has grown more popular as an influencer marketing platform, as seen in recent influencer-powered campaigns by [E.l.f. Cosmetics](#) and [GT's Kombucha](#), [DSW](#) and [Hanes](#).

MobileMarketing

[Investment Round: CreatorIQ, Partipost, Spark, Social Champ](#)

Mobile Marketing Magazine, 8/3/2020

CreatorIQ receives \$24m boost

Enterprise influencer marketing platform CreatorIQ's latest round of financing has ended with \$24m in new cash available for the business. The Series C round was led by Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, with participation from TVC Capital and Unilever Ventures.

CreatorIQ will use the funding to focus on its user experience, data science, paid media & advanced measurement, global expansion, and strategic alliances & partnerships. The company recently took some steps on the partnership front, announcing its Certified Partner Program alongside its inaugural partners: Collectively, Digital Brand Architects, Everywhere Agency, ShopStyle, and Sway Group.

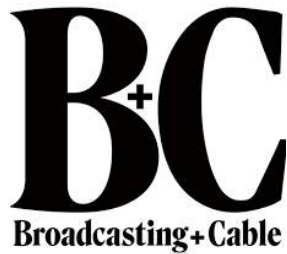
"We are excited to partner with CreatorIQ to support the company's plans for accelerated growth as it cements itself as the pure-play SaaS leader in the influencer marketing software category," said Nishita Cummings, Managing Partner at Kayne Partners Fund.



[AI performs at Lollapalooza music festival](#)

FreeNews, 8/1/2020

The creators of Miquela are a Brud startup from California. This is one of the most popular avatars on the Instagram social network. According to a report from the marketing platform CreatorIQ, Miquela has over 1.8 million active subscribers. The analytics of the account showed that Miquela had a 2.54% Impact Ratio, which is in line with the average human blogger.



[TV By the Numbers: July 20-26](#)

Broadcasting & Cable, 7/28/2020

According to influencer marketing platform [CreatorIQ](#), Yankees pitcher Gerrit Cole commands an impressive 23.53% engagement rate on Instagram posts and 15.54% on Twitter — both considered “exemplary” by CreatorIQ for an influencer of his size, and the highest of the four Opening Day pitchers.

Cole’s audience is 66% male and 64% of his audience is comprised of 18-24-year-olds. Nationals pitcher Max Scherzer has an “exemplary” engagement rate of 11.61% on Twitter and a 4.36% engagement rate on Instagram (which CreatorIQ considers “good”).



[Bumble boosts app installs with direct response ads on TikTok](#)

Mobile Marketer, 7/27/2020

Bumble worked with social influencers on TikTok to boost awareness of its app, a strategy that has become more popular as marketers seek to cut through add clutter by working with tastemakers and content creators who have a dedicated following. Before the coronavirus pandemic dampened marketer demand for advertising, spending on influencer marketing was forecast to reach [\\$9.7 billion](#) this year, with 66% of marketers planning to raise influencer budgets in the following 12-month period, per a survey by CreatorIQ and Influencer Marketing Hub.

The Drum™

[Yes, Real Data Science and ML is Coming to Influencer Marketing](#)

The Drum, 7/29/2020 (Contributed by Bhavin Desai)

In the future, many points of friction that influencer marketers experience today will be solved by advanced data science solutions. As new algorithms, artificial intelligence, and machine learning solutions penetrate every sector and business category, influencer marketing platforms are taking full advantage.

This means not only addressing ongoing problems like follower fraud and audience deduplication, but leveraging technology to streamline the core parts of existing influencer programs. For example, optimizing creator identification; content selection to help identify and predict performance; audience targeting to help scale the reach, and driving real ROI and business outcomes.

Once the underlying infrastructure is optimized, the industry will be able to deliver a holistic, performance-focused solution that can scale and become an integrated, impactful part of the overall marketing stack. Additionally, this performance-focused lens will allow influencer marketing to become a launchpad to drive the efficacy of other marketing initiatives through better insight into audience and content performance. But the only way to do this is through [data science and predictive modeling](#).

Leveling Up Influencer Marketing

I know, for an industry that relied on screenshots for reporting just a couple years ago, the idea of applying data science and predictive modeling might seem surprising, but influencer marketing has matured rapidly. Here is a look at how data can be applied to streamline and optimize influencer marketing workflow:

Creator Identification: Over the last few years, the identification process has slowly evolved from a volume-focus to a performance-focus, where advertisers are more concerned with finding influencers that are the best fit for the brand. Now, leveraging millions of data points across performance, brand affinity, and industry alignment, brands can build a next-generation recommendation engine trained to identify the best creators for each individual campaign based on goals. And utilizing historical performance data, advertisers can then identify additional talent with similar characteristics to other high-performing creators, but in different locations for spinning up local, community-based campaigns.

Content Prediction: It's no secret that content must be specifically crafted for individual platforms, because what resonates on TikTok is very different from what resonates on

Facebook. A good way to remove some of the guesswork is by utilizing visual insights to build data science models focused on the identification and recommendation of high-performing content. For example, leveraging virtual recognition engines like Google Vision to analyze tens of millions of pieces of content, which can then inform specific visual and performance attributes detected within the content and provide recommendations around what has the highest likelihood to perform well. This approach can also be used to drive on-going campaign performance by refining content briefs and guidelines to align with existing high-performing content. For example, make more content like 'this'.

Audience Targeting, Scaling Reach: What this boils down to is brands having the ability to take a subset of high-performing influencers within a designated campaign, and then identify additional lookalike influencers based on those performing well. These can be used to create a “seed segment” that drives lookalike audience targeting, leveraging influencer data like demographics, and a variety of other factors. The immediate result to note is an exponential improvement on ROAS (Return on Ad Spend) due to improved targeting within ad platforms. Influencer marketing has already proven to be an essential part of the marketing mix, with [nearly half of all consumers depending on influencer recommendations](#) when it comes to purchasing products. And when data science is put at the core of the entire influencer marketing strategy, it results in significant improvements in conversion data - whether that be sales, website traffic, page follows, or just overall awareness. With a renewed focus on optimization, this data-driven approach is the only way for the industry to level up.

ADWEEK

[CreatorIQ Wants to be Part of Every Marketer's Playbook](#)

Adweek, 7/21/2020

“We see this becoming part of everybody’s marketing stack,” said Igor Vaks, founder and CEO of CreatorIQ.

One growth area for CreatorIQ is paid media, which Tim Sovay, the company’s COO, said is becoming an increasingly important element of influencer marketing, especially as dollars shift out of traditional channels like [linear TV](#).

“We are seeing marketers make bigger investments at a higher volume and larger campaigns, and paid media does get you the scaled reach and frequency that you need for the apples-to-apples comparison, say, to TV and digital,” Sovay said.



CreatorIQ Raises \$24 Million to Become ‘Part of Everybody’s Marketing Stack’

Funding comes as social platforms face intense scrutiny from advertisers and regulators

By Andrew Blustein | 2 hours ago





[Influencer Marketing Firm CreatorIQ Closes \\$24 Million Funding Round](#)

Tubefilter, 7/21/2020

CreatorIQ says part of its plans for expanding partnerships came to fruition last month, with the launch of its [Certified Partner Program](#). Through that program, it allied with influencer marketing and talent agencies like Collectively, Digital Brand Architects, Everywhere Agency, ShopStyle Collective, and Sway Group. The Partner Program links up brands with influencers from the above entities to appear in sponsored content, with campaigns that harness CreatorIQ's software.

“The inaugural partner agencies are long-term, trusted partners of CreatorIQ with proven and deep, early market expertise in the influencer, social, and digital space,” CreatorIQ said in a statement. “These partners have been an invaluable part of our organization, driving innovation, working alongside our teams to build best practices and drive our growth as experts in the space.”



Influencer Marketing Firm CreatorIQ Closes \$24 Million Funding Round



 L.A. BIZ

[CreatorIQ raises \\$24M to expand influencer marketing software](#)

LA Biz Journal, 7/21/2020

“As marketing leaders accelerate their transformation strategies to close their in-house gaps across their marketing capabilities, they are uniting best-in-class technologies with leading data providers,” CreatorIQ founder and Chief Executive [Igor Vaks](#) said in a statement. “These marketing leaders are seeking to own their influencer marketing technology and data in order to elevate cross-team, increasingly remote collaboration consistency, ensure enterprise security and compliance, and provide data transparency.”

 FINSMES

[CreatorIQ Raises \\$24M in Series C Funding](#)

Finsmes, 7/27/2020

Led by Igor Vaks, Founder & CEO, CreatorIQ provides a software platform to unify and power advanced influencer marketing. Its Intelligence Cloud enables data science-enabled creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement. CVS, Disney, H&M, Mattel, Salesforce, Sephora, and Unilever utilize its platform to drive real business results across their influencer marketing ecosystems.

 [TALKING INFLUENCE]

[CreatorIQ Raises \\$24 Million in Series C Funding](#)

Talking Influence, 7/22/2020

CreatorIQ’s Intelligence Cloud enables data science-enabled creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement for clients such as Disney, H&M, Unilever and Sephora.

built in los angeles

[CreatorIQ Raises \\$24M to Help Brands Manage Social Media Influencer Data](#)

Built in LA, 7/22/2020

To keep up the momentum, the CreatorIQ outlined the [five areas](#) it plans to use this \$24 million. This includes further global expansion, more partnerships and new tools for user experience, data science and paid media on its platform. The company is also [hiring](#) at its headquarters in Los Angeles and its office in New York City.

This latest funding round was led by Kayne Partners Fund and brings CreatorIQ's total capital raised to more than [\\$40 million](#).

- + Built in NY: [CreatorIQ Raises \\$24M to Help Brands Manage Social Media Influencer Data](#)

MARTECHSERIES Marketing Technology Insights

[CreatorIQ Raises \\$24MM Series C to Accelerate its Global Influencer Marketing Software Leadership Position](#)

MarTech Series, 7/23/2020

“CreatorIQ, as the most advanced enterprise technology in the influencer marketing space, is consistently the top choice of global marketing leaders looking to bring enterprise technology & data ownership in-house,” said [Nishita Cummings](#), Managing Partner, Kayne Partners Fund. “We are excited to partner with CreatorIQ to support the Company’s plans for accelerated growth as it cements itself as the pure-play SaaS leader in the influencer marketing software category.”

- + Newsletter: [Daily MarTech Roundup: Latest Marketing and Sales Technology News, Product Announcements and Insights](#)

BeautyMatter™

[INFLUENCER PLATFORM CREATORIQ RAISES \\$24 MILLION SERIES C](#)

BeautyMatter, 7/22/2020

WHY: To further accelerate its global momentum and differentiation, CreatorIQ is focusing its Series C on five strategic areas including an all-new user experience, data science, paid media and advanced measurement, global expansion, as well as strategic alliances and partnerships. Its plans for partnerships are already underway with the recently announced CreatorIQ Certified Partner Program launching with five inaugural partners including Collectively, Digital Brand Architects, Everywhere Agency, ShopStyle Collective, and Sway Group.

PULSE 2.0

[Influencer Marketing Platform Company CreatorIQ Raises \\$24 Million](#)

Pulse 2.0, 7/23/2020

In order to further accelerate its global momentum and differentiation, CreatorIQ is focusing its Series C on five strategic areas including an all-new user experience, data science, paid media & advanced measurement, global expansion, as well as strategic alliances & partnerships. And its plans for partnerships are already underway with the recently announced CreatorIQ Certified Partner Program launching with five inaugural partners including Collectively, Digital Brand Architects, Everywhere Agency, ShopStyle Collective, and Sway Group.

socaltech

[CreatorIQ Gets \\$24M For Influencer Marketing Software](#)

Socal Tech, 7/22/2020

Los Angeles-based [CreatorIQ](#) which develops influencer marketing software, has raised \$24M in a Series C funding round, the company said on Wednesday. The funding was led by Kayne Partners Fund, a private equity fund managed by Kayne Anderson Capital Advisors, L.P. The funding also included TVC Capital and Unilever Ventures. According to CreatorIQ, it helps power global influencer marketing for brands such as Disney, Salesforce, Sephora, and Unilever. Igor Vaks is the Founder and CEO of CreatorIQ.



[CreatorIQ Raises \\$24MM For Global Influencer Marketing Software](#)

The Drum, 7/27/2020

“CreatorIQ, as the most advanced enterprise technology in the influencer marketing space, is consistently the top choice of global marketing leaders looking to bring enterprise technology & data ownership in-house,” said Nishita Cummings, Managing Partner, Kayne Partners Fund.

CreatorIQ’s focus on technology-driven solutions has accelerated the company to become the world’s largest and most advanced influencer marketing SaaS platform, topping off a fourth straight year of over 100% growth. This focus on technology and data science is also the driver behind CreatorIQ’s proprietary solutions for follower fraud and deduplication, and helping brands like Unilever set global measurement standards for the influencer marketing industry.

CreatorIQ Raises \$24MM For Global Influencer Marketing Software

by Nate Harris

24 July 2020 19:48pm





[CreatorIQ raises \\$24m to fund software development](#)

Influencer Update.biz, 7/27/2020

“As marketing leaders accelerate their transformation strategies to close their in-house gaps across their marketing capabilities, they are uniting best-in-class technologies with leading data providers,” said Igor Vaks, Founder & CEO, CreatorIQ.

“These marketing leaders are seeking to own their influencer marketing technology & data in order to elevate cross-team, increasingly remote collaboration consistency, ensure enterprise security & compliance, and provide data transparency.”



[CreatorIQ Raises \\$24MM Series C To Accelerate Its Global Influencer Marketing Software Leadership Position](#)

Sales Tech Star, 7/24/2020

“As Marketing leaders accelerate their transformation strategies to close their in-house gaps across their marketing capabilities, they are uniting best-in-class technologies with leading data providers,” said Igor Vaks, Founder & CEO, CreatorIQ. “These marketing leaders are seeking to own their influencer marketing technology & data in order to elevate cross-team, increasingly remote collaboration consistency, ensure enterprise security & compliance, and provide data transparency.”



[CreatorIQ inks \\$24m Series C](#)

Venture Capital Journal, 7/27/2020

CreatorIQ, a Los Angeles based provider of influencer marketing software, has raised \$24 million in Series C funding, according to a blog on its site.

AW AlleyWatch

[The Weekly Notable Startup Funding Report: 7/27/20](#)

Alley Watch, 7/27/2020

Culver City-based CreatorIQ is an intelligence-driven platform for enterprises to manage their ad campaign. Founded by Igor Vaks in 2014, [CreatorIQ](#) has now raised a toCreatorIQ, the intelligence platform for influencer marketing data, has raised \$24M in Series C funding from investors that include Unilever Ventures, TVC Capital, and Kayne Anderson Capital Advisors. Founded by Igor Vaks in 2014, CreatorIQ has now raised a total of \$40.8M in reported equity funding. tal of \$40.8M in total equity funding and is backed by investors that include Kayne Anderson Capital Advisors, TVC Capital, and Unilever Ventures.

CYNOPSIS

[07/27/20: Cynopsis Media Tech Update](#)

Cynopsis, 7/27/2020

CreatorIQ, the software to unify and power advanced influencer marketing, announced a \$24MM Series C investment round led by Kayne Partners Fund, with participation by TVC Capital and Unilever Ventures. CreatorIQ currently powers global influencer marketing for brands like Disney, Salesforce, Sephora, and Unilever, as well as global PR and media agencies via its Creator Intelligence Cloud.

LA TechWatch

[The LA TechWatch Startup Daily Funding Report: 7/22/2020](#)

LA Tech Watch, 7/22/2020

CreatorIQ, the intelligence platform for influencer marketing data, has raised \$24M in Series C funding from investors that include Unilever Ventures, TVC Capital, and Kayne Anderson Capital Advisors. Founded by Igor Vaks in 2014, CreatorIQ has now raised a total of \$40.8M in reported equity funding.

sifted

[Corporate innovation weekly: digital pigs, try-and-buy rings, cancer-fighting bacteria](#)

Sifted.eu, 7/28/2020

Managing influencers

Unilever Ventures was one of the backers of the [\\$24m series C funding round](#) for CreatorIQ, a startup that makes software that helps big brands manage their influencer marketing campaigns. Unilever — along with Disney, Salesforce and Sephora — is already a customer.



[LA Tech Updates](#)

Dot.LA, 7/22/2020

LA-Based CreatorIQ Marketing Platform Picks up \$24M

The \$24 million raised will allow the company to enter new partnerships with Collectively, Digital Brand Architects, Everywhere Agency, ShopStyle Collective and Sway Group. The funds will also allow CreatorIQ to expand its current data offerings and further develop elements of their system's user experience, data science and paid media components.

OC Startups Now

[NEWS: SoCal Funding Roundup](#)

OC Startups Now, 7/25/2020

Los Angeles (influencer marketing software): CreatorIQ raised \$24M in a Series C funding round.

The funding was led by Kayne Partners Fund, a private equity fund managed by Kayne Anderson Capital Advisors, L.P. The funding also included TVC Capital and Unilever Ventures.



[CreatorIQ Raises \\$24MM Series C to Accelerate its Global Influencer Marketing Software Leadership Position](#)

Business Wire, 7/22/2020

“As Marketing leaders accelerate their transformation strategies to close their in-house gaps across their marketing capabilities, they are uniting best-in-class technologies with leading data providers,” said Igor Vaks, Founder & CEO, CreatorIQ. “These marketing leaders are seeking to own their influencer marketing technology & data in order to elevate cross-team, increasingly remote collaboration consistency, ensure enterprise security & compliance, and provide data transparency.”

Syndication: [Benzinga](#), [Yahoo Finance](#)



[How has Covid19 impacted marketers' priorities?](#)

Ad Gully, 7/16/2020

With people being bound to home, screen times are soaring as people are spending an added number of hours on social media. The natural outcome is that more and more individuals are following influencers and religiously looking forward to the content they create. Brands are now thinking about how they can help their consumers, using the creativity of these influencers to spread the message and indirectly promote the brand. This is corroborated by research done by CreatorIQ who analyzed posts made by these influencers concerning PSA/ social good campaigns. Overall engagements on PSA/ information-sharing posts by creators have passed 1.5 billion, on 480,000 posts.

Medium

[How has Covid19 impacted marketers' priorities?](#)

Medium, 7/12/2020

With people being bound to home, screen times are soaring as people are spending an added number of hours on social media. The natural outcome is that more and more individuals are following influencers and religiously looking forward to the content they create. Brands are now thinking about how they can help their consumers, using the creativity of these influencers to spread the message and indirectly promote the brand. This is corroborated by research done by [CreatorIQ](#) who analyzed posts made by these influencers concerning PSA/ social good campaigns. Overall engagements on PSA/ information-sharing posts by creators have passed 1.5 billion, on 480,000 posts.



[Top YouTube influencers in the UK and how to work with them](#)

Talk walker, 7/9/2020

Influencer marketing is becoming a go-to method in the marketer's tool belt. According to [a recent survey by Influencer Marketing Hub and CreatorIQ](#), the estimated market size for influencer marketing increased from \$6.6bn in 2019 to \$9.7bn in 2020, with 66% of respondents stating they intended to increase their spend on this area of marketing in 2020.





[CreatorIQ launches certified partner network for influencer campaigns](#)

PR Week, 7/8/2020

CreatorIQ has launched a certified partner program with a group of firms using its software for influencer program management.

Launch partners include UTA's Digital Brand Architects, Collectively, Everywhere Agency, ShopStyle Collective and Sway Group.

The network will leverage measurement and reporting capabilities, benchmarks and tools from CreatorIQ's software. CreatorIQ works on influencer marketing efforts for brands such as Sephora, Rakuten and Disney, it said in a statement.



CreatorIQ launches certified partner network for influencer campaigns

July 08, 2020 by PRWeek Staff

The network includes Collectively, Sway Group, Everywhere Agency, ShopStyle Collective and Digital Brand Architects.

News



Medium

[How has Covid19 impacted marketers' priorities?](#)

Medium, 7/12/2020

With people being bound to home, screen times are soaring as people are spending an added number of hours on social media. The natural outcome is that more and more individuals are following influencers and religiously looking forward to the content they create. Brands are now thinking about how they can help their consumers, using the creativity of these influencers to spread the message and indirectly promote the brand. This is corroborated by research done by [CreatorIQ](#) who analyzed posts made by these influencers concerning PSA/ social good campaigns. Overall engagements on PSA/ information-sharing posts by creators have passed 1.5 billion, on 480,000 posts.



[Top YouTube influencers in the UK and how to work with them](#)

TalkWalkers, 7/9/2020

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AdAge

THE NO. 1 REASON TO RETURN TO THE OFFICE, PRIDE IN RETROSPECT, AND LEAKY FACEBOOK DATA: DATACENTER WEEKLY

Ad Age, 7/3/2020

Meanwhile, social influencer platform [CreatorIQ](#) tells Ad Age Datacenter that on Instagram:

- Pride content generated over 262 million engagements—likes, comments and re-grams—in June.
- More than 107,000 Insta posts included Pride-related hashtags in June.
- The top three Pride-related hashtags on Instagram across the month were #pride, #pridemonth and #loveislove.

AdAge

Bezos's billions

Women to Watch 2020

New Bronco reveal

Ad Age Digital Edition

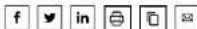
W

Datacenter

THE NO. 1 REASON TO RETURN TO THE OFFICE, PRIDE IN RETROSPECT, AND LEAKY FACEBOOK DATA: DATACENTER WEEKLY

Plus, some (slightly) better news about agency staffing

Published on July 03, 2020.



Why would anyone want to return to the office? Answers below. Credit: iStock

Most Popular



[Influencer Marketing in India: India's Top 15 Influencer Marketing Companies & Platforms](#)

Times next, 7/2/2020

Top 15 Influencer Marketing Platforms in India

Here's the list for the top 15 influencer marketing platforms in India that you can have a quick glance at before viewing the details:

1. InfluenceMojo by TimesNext
2. Upfluence
3. Plixxo
4. Influencer.in
5. PulpKey
6. Mad Influence
7. Winkl
8. AspireIQ
9. CreatorIQ



[Boycotting Facebook? Time To Take Another Look At TV](#)

TVREV, 6/29/2020

While TV is definitely a great replacement for Facebook, brands that want to make use of popular influencers can work with platforms like CreatorIQ to ensure that they are not up against divisive content. Influencer marketing in general is a good supplement to TV and allows brands to reach consumers on digital platforms without worrying about brand safety and/or ethical issues.

MARTECHSERIES

Marketing Technology Insights

[CreatorIQ Announces Certified Partner Network For Global Influencer Efforts](#)

MarTech Series, 6/25/2020

“In addition to our partner network bringing expert managed service resources to brands, they provide critical strategic services to launch, build and shape influencer practices for brand teams,” said Brooke Hennon, Senior Director Customer Success at CreatorIQ. “We’re fortunate to have deeply experienced and innovative experts in our space as part of this program, which allows us to effectively round out our offering as the leading stand-alone, in-house, influencer software solution.



[CreatorIQ Unveils Certified Partner Network for Global Influencer Initiatives](#)

Toolbox Marketing, 6/25/2020

[CreatorIQ](#), the enterprise software for [influencer marketing](#), today announced the launch of its Certified Partner program, a select group of partners labelled as expert managed services providers for brands utilizing CreatorIQ’s software for end-to-end influencer program management. The initial launch partners include UTA’s Digital Brand Architects (DBA), Collectively, Sway Group, Everywhere Agency, and ShopStyle Collective.



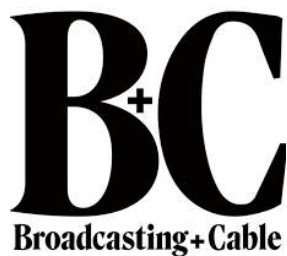
AUTHORITY MAGAZINE

[Marketing Strategies From The Top: “Make Sure You Network” with Ali Grant of Be Social](#)

Authority Magazine, 6/22/2020

Can you share a few examples of marketing tools or marketing technology that you think can dramatically empower small business owners to become more effective marketers?

Cision, CreatorIQ, Fohr, and Salesforce are all platforms that our team uses daily. When there is an opportunity to bring on a system that is effective and helps make the team more efficient, I'm always open to exploring.



[Viewership Deep Dive: ‘Top Chef: All-Stars L.A.’](#)

Broadcasting & Cable, 6/19/2020

Top Chef has long engaged fans off of linear TV as well, with web/OTT video extras such as Last Chance Kitchen, a robust social presence and online voting for “Fan Favorite” — a title that King also took home this year. Her rising popularity is evident from a look at [her Instagram](#) growth during the season: According to CreatorIQ, King had an impressive 146.21% growth in followers from April to June, and she currently has an engagement rate of 4.1%, which CreatorIQ considers “good” for an influencer with an Instagram audience of her size (nearly 95,000 as of this writing).

BUSINESS INSIDER

14 investors and VC firms funding innovative startups built around YouTube, Instagram, and TikTok creators and the influencer industry

Business Insider, 6/17/2020 (Behind Paywall, read [here](#))

Brat is focused on creating YouTube shows for its channel ([4 million subscribers](#)). Popular shows include Chicken Girls and Attaway General, which feature some of the top social-media stars across YouTube, Instagram, and TikTok.

Some of the companies they have invested in together include the influencer-marketing platform CreatorIQ and the video-production platform QuickFrame.

Syndication: [Headtopics](#)

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Premium

14 investors and VC firms funding innovative startups built around YouTube, Instagram, and TikTok creators and the influencer industry

Amanda Perelli and Dan Whateley Jun 17, 2020, 5:27 AM

Next10; PineappleCapital; BBGVentures; Ruobing Su/Business Insider

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Forbes

[15 Ways Potential Influencers Can Attract Sponsors](#)

Forbes, 6/16/2020

1. Become Part Of Influencer Networks

Brands rely on platforms such as [CreatorIQ](#) and others that provide recommendations to brands. The caveat here is that the data is not always accurate. If an influencer's following and engagement rates are legitimate and accurate, brand marketers would be interested in seeing results achieved on previous projects in order to determine whether a working relationship would be beneficial. - [Terry Tateossian](#), [Socialfix Media](#)

AdAge

[NEW YORK TIMES OPINION EDITOR RESIGNS AND REEBOK CUTS TIES WITH CROSSFIT: MONDAY WAKE-UP CALL](#)

Ad Age, 6/8/2020

Just briefly:

Blackout bonanza: More than 950 brands participated in "[Blackout Tuesday](#)" on Instagram last week, according to new data shared exclusively with Ad Age Datacenter by [CreatorIQ](#), the influencer marketing platform. Read more [here](#).

AdAge

MORE THAN 950 BRANDS PARTICIPATED IN 'BLACKOUT TUESDAY' ON INSTAGRAM, PLUS THE LATEST JOBS NUMBERS IN CONTEXT: DATACENTER WEEKLY

Ad Age, 6/5/2020

#blackouttuesday by the numbers

More than 950 brands participated in "[Blackout Tuesday](#)" on Instagram this week, according to new data shared exclusively with Ad Age Datacenter by [CreatorIQ](#), the influencer marketing platform. Additional insights:

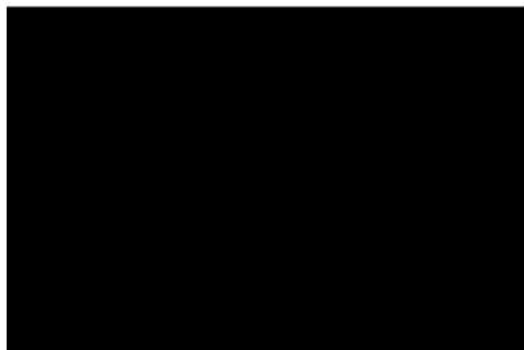
- The social media initiative had pronounced international reach, with German automotive giant Mercedes-Benz garnering the most approval (among all brands tracked by CreatorIQ) for [its #blackouttuesday post](#), which surged past 259,000 likes on Tuesday (and has 270,206 likes as of this writing). Just behind Mercedes-Benz: German football club F.C. Bayern Munich, with more than 187,000 likes on Tuesday, and American media brand E! News with more than 163,000 likes.
- CreatorIQ also notes that the brands it tracks have generated more than 11.8 million engagements on Instagram for #blackouttuesday, #blm, and #blacklivesmatter posts combined.

Datacenter

MORE THAN 950 BRANDS PARTICIPATED IN 'BLACKOUT TUESDAY' ON INSTAGRAM, PLUS THE LATEST JOBS NUMBERS IN CONTEXT: DATACENTER WEEKLY

And IAB helps marketers comply with CCPA

By [Simon Dumanac](#), Published on June 05, 2020.



SOCIAL**MEDIA****WEEK**

[How to Build a Multi-Layered Influencer Strategy with Empathy](#)

Social Media Week, 6/4/2020

During #SMWONE CreatorIQ's Director of Partnerships, Jenny Risch was joined by Jennifer Powell, CEO and Founder of JP Inc. and influencer guest, Mary Lawless Lee, to explore this topic in-depth and hear their expert insights as to what's working or not and why.

Here are the primary insights and takeaways:

- Being creative can be as simple as resetting at the ground level
- Don't overlook the power of the gentle touch of outreach
- Influencers are as cognizant of their voice in the market right now as you are as a brand



[Research Firm names CreatorIQ a leader in the Influencer Marketing Solutions](#)

MarTech Cube, 6/3/2020

Igor Vaks, the CEO and founder of CreatorIQ expressed the euphoria and gratitude of the company for being recognized as a Leader of the industry and the best performing product in the given category, by Forrester. Igor further added that the vision of the company is powered by the belief that authentic influencer marketing as well as brand advocacy are a better and more powerful way of going about in the business. This belief of the company is endorsed and validated every day by the amazing work that the clients of the firm are doing and is also confirmed by the exponential growth of the company's brand advocacy in-house programs.



[Top Influencer Marketing Startups](#)

Tracxn, 6/1/2020

CreatorIQ offers an influencer marketing platform for enterprises to manage influencer campaigns. Platform allows brand marketers and advertisers to optimize and own their influencer marketing campaigns through end-to-end workflow automation, proprietary data ownership, third party tools integration, etc. Clients include Edelman, Disney's Maker Studios, Fullscreen Media, ipsy, Refinery29, Studio71, etc.



[CreatorIQ Named an Influencer Marketing Solution](#)

[‘Leader’ by Independent Research Firm](#)

MarTech Series, 5/29/2020

“It is an honor to be recognized by Forrester as a Leader and the highest performing pure-play in-house influencer platform in the evaluation,” said [Igor Vaks](#), Founder & CEO of CreatorIQ. “Our company vision is driven by a belief that authentic influencer marketing and brand advocacy are a better and more effective way to do business. This belief is validated daily by the brilliant work of our clients and confirmed by the exponential growth of in-house influencer marketing programs. CreatorIQ’s team is grateful to our clients for helping us drive innovation and thankful to Forrester for their recognition of our work.”



[CreatorIQ Named Influencer Marketing Solution ‘Leader’ by Research Firm](#)

Talking Influence, 5/29/2020 (Behind Paywall, read [here](#))

Today, [CreatorIQ](#) was named a ‘Leader’ in The Forrester New Wave™: Influencer Marketing Solutions, Q2 2020.

Forrester said: “CreatorIQ customers love how the platform pushes brand-specific influencer insights into key decisions around influencer selection and negotiation.”



[CreatorIQ Named An Influencer Marketing Solution 'Leader' By Independent Research Firm](#)

SalesTechStar, 5/29/2020

When asked to comment on CreatorIQ's performance, Jennifer Perri, Vice President of the Univision Creator Network says, "What we love about CreatorIQ is that the platform is user friendly so we are able to seamlessly integrate it across teams, allowing us to work more efficiently across campaigns. Through CreatorIQ's deeply consultative approach, we are finding innovative approaches to managing our influencers and campaigns."



[CreatorIQ Named an Influencer Marketing Solution 'Leader' by Independent Research Firm](#)

AiThORITY, 5/29/2020

About CreatorIQ, Forrester says, "Stands out as the highest performing pure-play in-house influencer platform. Some of the world's largest brand holding companies and [eCommerce](#) retailers use CreatorIQ to manage tens of thousands of influencers. Its strengths include depth of influencer talent (with 17m+ global profiles), analytics, and [data science](#) capabilities."



[How Social Media Usage Of Popular DIY Hashtags Has Changed](#)

Tubefilter, 5/28/2020

Influencer marketing platform [CreatorIQ](#), which was recently recognized as a leader in the latest [Forrester New Wave: Influencer Marketing Solutions](#) report, looked at 12 of the most popular DIY hashtags used by Instagram creators with 50,000 or more followers to uncover trends: #diy, #handmade, #doityourself, #homedecor, #craft, #woodworking, #crafts, #decor, #homemade, #diycrafts, #diyhomedecor, and #maker.

While you may assume that engagement around DIY content skyrocketed as people were quarantined at home during the coronavirus pandemic, that isn't the case for all of the top hashtags.

The hashtags with consistent year-over-year-growth

Four hashtags had year-over-year increases across the board from January through May 20 compared to the same date range in 2019: #doityourself, #crafts, #diycrafts, and #diyhomedecor.

How Social Media Usage Of Popular DIY Hashtags Has Changed





[CreatorIQ Named an Influencer Marketing Solution 'Leader' by Independent Research Firm](#)

Business Wire, 5/28/2020

Forrester evaluated 12 influencer marketing companies during the process, scoring all on 10 criteria covering current offering as well as strategy. In Forrester's words, "CreatorIQ customers love how the platform pushes brand-specific influencer insights into key decisions around influencer selection and negotiation." With one customer telling Forrester, "I like that we're able to extract information from the CRM and bring new data back to it every day."

"It is an honor to be recognized by Forrester as a Leader and the highest performing pure-play in-house influencer platform in the evaluation," said Igor Vaks, Founder & CEO of CreatorIQ. "Our company vision is driven by a belief that authentic influencer marketing and brand advocacy are a better and more effective way to do business. This belief is validated daily by the brilliant work of our clients and confirmed by the exponential growth of in-house influencer marketing programs. CreatorIQ's team is grateful to our clients for helping us drive innovation and thankful to Forrester for their recognition of our work."

Syndication: [Yahoo Money](#), [Yahoo Finance](#), [Benzinga](#)

GamesBeat

[How NBA 2K is introducing the next generation of sports fans \(and brands\) to ESPN](#)

GamesBeat, 5/23/2020

The NBA2K League also brings a younger audience to the table, with more than 75% of the audience under 24, according to CreatorIQ. And the esports community, in general, could very well be considered the next generation of sports fans — which could help ESPN not only weather this storm, but position itself for the future. Additionally, the gaming community has a unique set of interests in fashion, technology, music, and art, opening up the programming and advertising opportunities to an entirely new school of brands when it comes to esports integrations with network TV.

TV(R)EV

[How NBA 2K Is Introducing The Next Generation Of Sports Fans \(And Brands\) To ESPN](#)

TVREV, 5/20/2020

The NBA2K League also brings a younger audience to the table, with more than 75% of the audience under 24, according to CreatorIQ. And the esports community, in general, could very well be considered the next generation of sports fans — which could help ESPN not only weather this storm, but position itself for the future. Additionally, the gaming community has a unique set of interests in fashion, technology, music and art, opening up the programming and advertising opportunities to an entirely new school of brands when it comes to esports integrations with network TV.

TV(R)EVOLUTION

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TV[R]EV ORIGINAL ADVERTISING ANALYTICS ALAN WOLK VIDEO SCREEN CONVERGENCE PODCASTS REVISIONISTS
#CREATEDWITH



TV[R]EV ORIGINAL, ADVERTISING, #CREATEDWITH

How NBA 2K Is Introducing The Next Generation Of Sports Fans (And Brands) To ESPN

Medium

[A Positive Outlook for Influencers and Branded Content Amidst a Time of Uncertainty](#)

Medium, 5/19/2020

In a recent survey carried out by [Influencer Marketing Hub](#) where they surveyed 4000 marketing agencies, brands, and other industry professionals to gather their perspectives on the state of influencer marketing in 2020, they concluded that “80% of firms take their influencer marketing spending from their marketing budget, and also 87% of respondents use Instagram for influencer marketing.”

“As of end of March, there were more than 800,000 influencer posts including the hashtags #coronavirus, #covid19, #covid, #pandemic, and #coronavirusoutbreak, accumulating more than 2.9 Billion Overall Engagements.”

– CreatorIQ CoronaVirus Marketing Ad Spend [Report](#)



[8 Important Influencer Marketing Trends to Watch Right Now](#)

Hootsuite, 5/14/2020

This is good news for brands, too. According to a study by [CreatorIQ and Influencer Marketing Hub](#), 39% of brands surveyed say it's difficult to find influencers to participate in their campaigns. Sephora, meanwhile, launched a creator hub of its own with its [#SephoraSquad](#), a apply-to-join beauty-influencer program.

Medium

[5 MAIN TRENDS FOR INFLUENCER MARKETING IN 2020](#)

Sanmedia, 5/14/2020

Nowhere is the impact of marketing more evident than on Instagram, a Facebook subsidiary. 93% of the influential marketing campaigns that took place last year used Instagram. That's double that of Facebook and YouTube, two of the same platforms on the list of the most influential marketing platforms, according to CreatorIQ's COO, Tim Sovay.

HUFFPOST

[An encouraging perspective for 'influencers' and 'branded content' in uncertain times](#)

Huffington Post Spain, 5/7/2020

“At the end of March, there were more than 800,000 posts created by influencers that included the hashtags #coronavirus, # covid19, #covid, #pandemic, and #coronavirusoutbreak, accumulating more than 2.9 billion of 'overall engagements'.

- CreatorIQ CoronaVirus Marketing Ad Spend [Report](#)

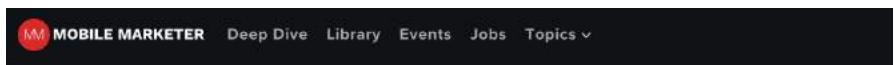
Today, we no longer need to demonstrate that social networks are a very powerful tool for any self-respecting brand - since it would be to deny the undeniable. Working with influencers who represent the ethos of your brand in order to promote your products, has been a smart and robust strategy that to date has shown no signs of slowing down. As a result, over the past two years, large companies have doubled the number of creators they activate per campaign.



Shapermint's influencer-led Mother's Day campaign sees 7M views on social media

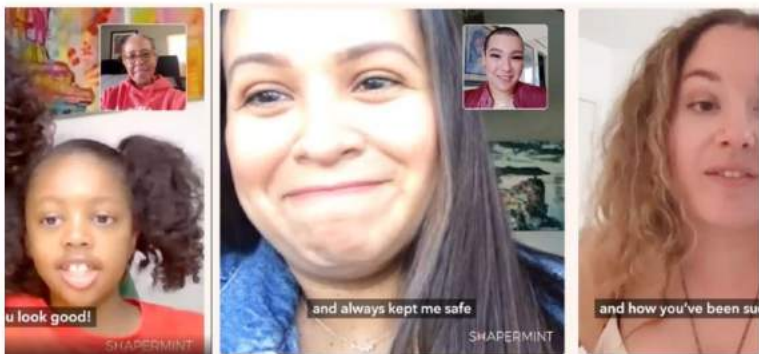
Mobile Marketer, 4/29/2020

Spending on influencer marketing was forecast to surge 50% to \$9.7 billion this year from 2019, according to [an Influencer Marketing Hub estimate](#) published before the pandemic dampened marketing spending. Still, influencers have demonstrated their importance in distributing news and information about the pandemic. Engagement on influencer posts about the coronavirus had surpassed 2.9 billion impressions earlier this year, [per CreatorIQ data cited by The New York Times](#).



BRIEF

Shapermint's influencer-led Mother's Day campaign sees 7M views on social media



Courtesy of Shapermint



Social Media Influencers Can Boost Customer Service's Image

Destination CRM, 4/24/2020

A variety of solutions, dubbed influencer relationship management systems, emerged to fill this void. Vendors like Creator IQ, Four Starzz Media, Grin, Influative, Sprinklr, and Woolly sell these types of systems, which can identify items such as influencers' interests, preferred ways of communication, social profiles, numbers of followers, and types of content produced.

destination CRM FROM THE EDITORS OF CRM MAGAZINE

salesforce How CAN THE RIGHT SERVICE TO CUSTOMERS THROUGH UNCE

HOME SUBSCRIBE NEWS IN DEPTH CUSTOMER SERVICE MARKETING SALES MORE TOPICS WHITE PAPERS RESOURCES WEBINARS

April 24, 2020
By Paul Korzeniowski, technology writer

Social Media Influencers Can Boost Customer Service's Image





HOW TO FIND INFLUENCERS IN 2020 (20 TIPS AND TOOLS YOU'LL NEED)

Ignite Visibility, 4/21/2020

You can find micro-influencers using a few different approaches, including:

- Look toward industry blogs and check out the authors' online footprint to see if approaching them for a partnership makes sense. Another idea is to check out who top writers in your niche are following on your target channels.
- Search “#brandname” to find people who are already mentioning your brand—while this may be a small group, they've already shown interest in your product without any prompting.
- Search trending hashtags on Instagram and Twitter to ID micro-influencers generating engagement in niche communities. Use your target keywords as a starting point to see which accounts are trending around those core topics.
- Use influencer databases—Tools like Traackr, Hypr, and CreatorIQ allow you to opt-out of the search process and identify partners based on your criteria and track various metrics, trends, and demographic details.

built in los angeles

100 BEST PLACES TO WORK IN LOS ANGELES

Built in LA, 4/16/2020

CREATORIQ

INFORMATION TECHNOLOGY + MARKETING TECH

ABOUT US

Our Enterprise Creator Cloud enables intelligent creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement. Powerful enough for the world's biggest enterprises and nimble enough for its most innovative, our clients include Airbnb, CVS, Dell, Disney, Mattel, Salesforce, and more.

WHAT PEOPLE ARE SAYING

"I enjoy waking up and coming into work every day! The environment is motivating, collaborative, respectful, and knowledgeable, with a fantastic group of people!"



[Influencers Are Using Instagram To Bring Comfort Food, New Recipes To Stay-At-Home Masses](#)

Tubefilter, 4/16/2020

One example is Paula Deen. According to CreatorIQ, her average engagement rate on Instagram is 1.94%, but [this IGTV post](#) for Georgia Cracker Salad, first shared on April 4, has racked up an impressive 7.31% engagement rate.

Chef José Andrés, who founded World Central Kitchen—an organization doing [its part right now to help feed communities affected by COVID-19](#)—shared a video on March 24 showing how to make one of his favorite snacks with sushi rice, seaweed, sumac, and anchovies. It's received more than 91K views with an engagement rate of 2.79%:



ARE YOU IN?

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Influencers Are Using Instagram To Bring Comfort Food, New Recipes To Stay-At-Home Masses



Beauty Matter™

[JUST THE NUMBERS: THE STATE OF INFLUENCER MARKETING 2020](#)

Beauty Matter, 4/13/2020 (Behind the Paywall, read [here](#))

CreatorIQ and Influencer Marketing Hub have collaborated on an annual report called “[State of Influencer Marketing](#).” The 2020 edition contains the results from a survey of more than 4,000 brand marketers as well as an analysis of CreatorIQ’s aggregated influencer campaign performance across its entire database.



BLACK
GIRL
DIGITAL

[3 Insights to Assist You in Adapting Your Influencer Marketing Campaign to the COVID-19 Pandemic](#)

Black Girl Digital, 4/29/2020

On March 31st, CreatorIQ conducted a webinar with Lina Renzina from Ad Council, Reesa Lake from Digital Brand Architects, and Natalie Silverstein from Collectively. Topics included how current events are affecting the industry, partnerships, and creator content; what brands and agencies can do to keep business humming while pushing the industry forward; and how content creators are helping with social good initiatives. These 3 insights will help you to adjust your current influencer marketing campaign.

The New York Times

Flight of the Influencers

New York Times, 4/2/2020

According to CreatorIQ, an influencer marketing platform, engagement on influencer posts about the coronavirus has surpassed 2.9 billion impressions. And as the U.S. population has become largely homebound, [screen time is way up](#).

But some of the posts circulating on social media display behavior that defies [current guidelines to cease nonessential travel](#). A few high-profile lifestyle influencers, for example, have posted about fleeing New York City to smaller towns and other states, potentially endangering local communities and inadvertently encouraging their followers to do the same.



Flight of the Influencers

Doctors warn that sharing decisions to leave metropolitan areas for smaller towns on social media might encourage followers to disregard public health guidelines.



Greener pastures in New York's Catskill Mountains, circa 1887. Buyenlarge/Getty Images

AdAge

THE MUST-SEE PANDEMIC AIR TRAVEL DATA VIZ, THE CDC'S TV AD BLITZ AND MORE: DATACENTER WEEKLY

Ad Age, 4/2/2020

Influential

Plenty of social media influencers have been creatively sidelined by the coronavirus crisis given all the shelter-in-place mandates in states across the country. (There's only so much compelling content—especially brand-partnered content—that you can generate within the confines of your own home.) But that doesn't mean they've been silent about the pandemic. [CreatorIQ](#), the influencer marketing platform, has been tracking coronavirus-related hashtags across influencers' social media accounts. From Jan. 1 through March 31:

- Social media influencers tracked by CreatorIQ have generated more than 800,000 posts about the pandemic.
- The top three hashtags used: #coronavirus (466,175 posts), #covid19 (281,787) and #covid (88,288).
- Engagement with those posts—includes likes and shares—has surpassed 2.9 billion.

AdAge

Agency A-List 2020 Latest COVID-19 news Agency layoffs tracker Brands' pandemic responses 2020 Ci

Datacenter

THE MUST-SEE PANDEMIC AIR TRAVEL DATA VIZ, THE CDC'S TV AD BLITZ AND MORE: DATACENTER WEEKLY

By [Simon Dumenco](#), Published on April 02, 2020.

Most Popular

- Agency A-List 2020**
- A regularly updated list tracking marketers' response to coronavirus**
- WPP shuts Triad less than four years after buying retail media shop**



[With Billions of Interactions Around COVID-19, Influencers Are Harnessing Their Platforms For Good](#)

Tubefilter, 4/2/2020

To this end, [CreatorIQ](#), an influencer platform that helps companies run branded campaigns with influencers, examined creator activity around COVID-19 hashtags and posts on Instagram to uncover a number trends. First, some stats: Overall interactions on influencer posts about the coronavirus have surpassed 2.9 billion, with over 800,000 total posts about the crisis being deployed since January. There have been more than 480,000 posts sharing safety and PSA information about the coronavirus since January, and the interactions on these posts by digital creators has passed 1.5 billion.



The influencer marketing
cloud built for global enterprises



Home Millionaires Creators Going Pro Insights Data Cover Stories YouTube Branded Ent

With Billions of Interactions Around COVID-19, Influencers Are Harnessing Their Platforms For Good



Medium

[How Social Media Influencers Are Managing the Crisis](#)

Medium, 4/5/2020

According to CreatorIQ, an influencer marketing platform, engagement on influencer posts about the coronavirus has surpassed 2.9 billion impressions. That's a big number and it's pretty worrying, if we factor in how ill-prepared many are for this moment.

Cult of Mac

[Celebs join the COVID-19 fight by telling billions to stay home](#)

Cult of Mac, 4/3/2020

[CreatorIQ](#), an agency that helps companies create branded campaigns with influencers, recently studied Instagram traffic around COVID-19 hashtags.

As reported by the website [Tubefilter](#), influencers published more than 800,000 posts about the outbreak since it was first reported in January. The total number of interactions exceeded 2.9 billion.

More than half of those posts carried public service announcements and other safety information.

The agency also tracked the top hashtags since March 31. They are: #coronavirus, 466,000 posts, 1.9 billion interactions; #covid19, 219,000 posts, 684 million interactions; #stayhome, 173,000 posts, 284 million interactions; #who, 133,000 posts, 635 million interactions; #staysafe, 83,000 posts, 232.1 million interactions; and #socialdistancing, 81,000 posts, 147.3 million interactions.

Below are posts from Instagram, Twitter and YouTube to show how influencers are spreading the message about COVID-19.



[Influencers Generating Billions Of Social Media Interactions About COVID-19](#)

MediaPost, 4/1/2020

Influencers around the world have generated more than 940,000 posts about COVID-19, and about 3 billion interactions, so far this year, according to an analysis by influencer marketing platform CreatorIQ.

"The COVID-19 crisis has propelled a wave of social activity that we usually only see from the most viral of current events, like presidential elections or natural disasters," sums up Nate Harris, the company's director of marketing.

Since January, more than 1.4 larger influencers, using the five most popular, general hashtags relating to coronavirus, have generated more than 640,000 posts and more than 2 billion interactions:

Stack rank of hashtags by estimated post volume by over 1.4M larger influencers:

Rank	Hashtag	Posts	Interactions
1	#coronavirus	394,283	1,550,291,589
2	#covid19	159,967	511,747,153
3	#covid	68,308	211,518,489
4	#pandemic	16,804	54,094,287
5	#coronavirusoutbreak	9,082	16,915,558

**AVA LIVE
RADIO**

MUSIC STREAMING IS UP BY 53% FROM CORONA VIRUS COVID-19 PANDEMIC


AvaliveRadio, 3/30/2020

CreatorIQ examined four types of influencers based on audience size: nano (1K-10K followers), micro (10K-100K), medium (100K-1M) and mega (1M+), and looked at average engagement rates across Facebook, Instagram, Twitter and YouTube.

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50 COMPANIES WITH THE BEST BENEFITS IN LOS ANGELES

Built-in LA, 3/30/2020









CREATORIQ
INFORMATION TECHNOLOGY + MARKETING TECH

ABOUT US


Our Enterprise Creator Cloud enables intelligent creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement. Powerful enough for the world's biggest enterprises and nimble enough for its most innovative, our clients include Airbnb, CVS, Dell, Disney, Mattel, Salesforce, and more.

TOP PERKS + BENEFITS







+36

WHAT PEOPLE ARE SAYING


"I enjoy waking up and coming into work every day! The environment is motivating, collaborative, respectful, and knowledgeable, with a fantastic group of people!"



60
LOCAL EMPLOYEES

2014
FOUNDED

Culver City
LOCATION



FOLLOW

VIEW 15 JOBS

BUSINESS INSIDER

[The top 15 influencer-marketing agencies and creator marketplaces that connect major brands with Instagram, YouTube, and TikTok stars](#)

Business Insider, 3/19/2020 (Behind Paywall, read [here](#))

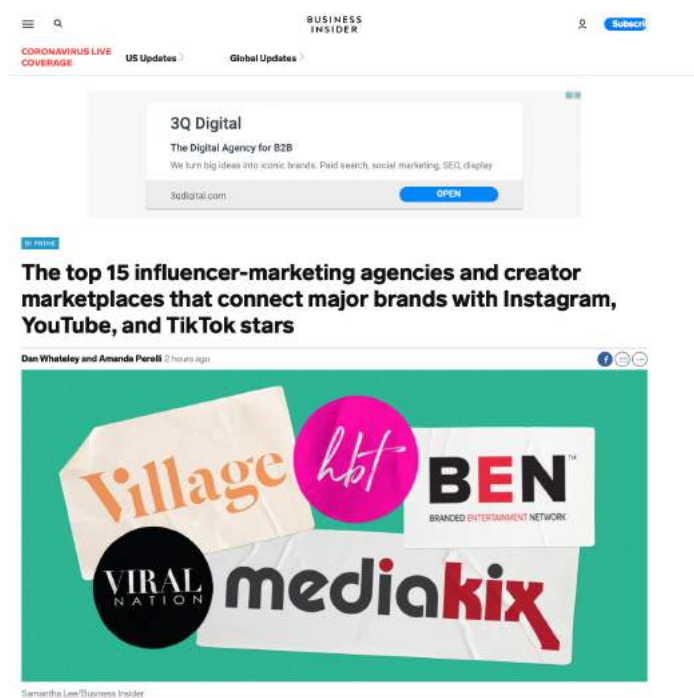
CreatorIQ manages influencer-marketing campaigns for social-media creators, helping them connect with brands directly.

The company currently works for brands like Airbnb, CVS, Dell, Disney, Mattel, Ralph Lauren, Salesforce, and Unilever, among others.

Last year, Unilever Ventures [invested in CreatorIQ](#), in an effort to better understand influencer marketing, which Unilever continues to use on a large scale, according to [The Wall Street Journal](#).

The company also helps brands identify emerging trends like the rise of "[micro influencers](#)," which have proven to be highly effective for clients.

- + [Influencer Dashboard: Sales surge for fitness influencers, the coronavirus changes YouTube viewing habits, and Rihanna's TikTok house closes](#) (Newsletter)



D Marketing **DIVE**

[Half of Gen Z, millennials 'don't know how they'd get through life' without video](#)

Marketing Dive, 3/11/2020

Google's findings suggest that mobile marketers need to create branded content for YouTube that provides helpful information for target audiences or to collaborate [with influencers](#) who have gained a following by sharing their expertise about a topic. While many viewers watch YouTube to be entertained, they also turn to the video platform for educational purposes including their personal interests and passions. That motivation helps to explain the growth of the social influencer industry, with two-thirds of marketers planning to [boost their influencer budgets](#) in the next year, per a separate study by CreatorIQ and Influencer Marketing Hub.

MM MOBILE MARKETER Deep Dive Library Events Jobs Topics ▾

BRIEF

Half of Gen Z, millennials 'don't know how they'd get through life' without video



Christian Wiediger / Unsplash

a.list

[Brands Spend Nearly Half Their Budgets On Micro-Influencer Campaigns](#)

AList Daily, 3/12/2020

The “[Influencer Marketing Benchmark Report 2020](#)” found that more than 380 new [influencer marketing](#)-focused agencies and platforms were established last year, with a total of 1,120 open in 2019, compared to just 190 in 2015. With an increase of at least 50 percent each year since 2016, when the industry was worth \$1.7 billion, the industry will [reach](#) \$9.7 billion in 2020. Searches for “influencer marketing” on Google also continue to grow, rising to 70,000 in 2019, up 9,000 from 2018.

The screenshot shows the a.list website header with a black background. On the left, there are social media icons for Facebook, Twitter, Instagram, YouTube, LinkedIn, and RSS. The a.list logo is centered in white. On the right, there is a 'Log' button with a magnifying glass icon. Below the header is a navigation bar with four tabs: 'Lifestyle', 'Entertainment', 'Technology', and 'Social Index' (which is highlighted in green). Below the navigation bar is a row of five KPI cards: 'VPR: \$2.37 Value Per Reply', 'VPC: \$1.47 Value Per Click', 'VPAFV: \$0.50 Value Per Favorite', 'VPV: \$0.09 Value Per View', and 'VPM: \$9.07 Value Per 1k Impressions'. To the right of these cards is a 'About Th' button.



REPORT | SOCIAL

Brands Spend Nearly Half Their Budgets On Micro-Influencer Campaigns

[TALKING INFLUENCE]

[How the Influencer Marketing Industry is Reacting to Coronavirus](#)

Talking Influence, 3/30/2020

CreatorIQ

CreatorIQ has launched an [industry hub](#) to share useful resources and powerful initiatives. It includes what big social platforms have created for the industry, ideas around employee support and thoughts on how influencer marketing will change.



[Marketers Might Start Paying Digital Influencers More Due to High ROI](#)

Digital Information World, 3/17/2020

[A survey of 4K marketers](#) (conducted by CreatorIQ and Influencer Marketing Hub) found that the vast majority of them, 91% to be exact, agree that influencers are effective at marketing the products that they end up being assigned. The amount of money that will probably be spent on influencers is going to be close to ten billion this year, with two thirds of marketing agencies planning to increase the influencer budget. Every dollar spent on influencers has an earned media value of \$5.87, which basically means that it is a highly profitable endeavor, one that can make it so that you really end up seeing an improvement in the success rate that your marketing campaign might be enjoying.





[Influencer Engagement Data; Who's The "Best" Influencer...-Infographic](#)

AME Info, 3/10/2020

Finding from the [CreatorIQ](#) report: The influencer marketing cloud for the enterprise. Its global system of record enables intelligent creator discovery, streamlines end-to-end workflows, and drives meaningful measurement.

Trends: Micro-influencers are best-in-breed; Instagram is the place to be.

- 1-300% more micro-influencers utilized by large firms than in 2016.
- 2-The ratio of mega to micro-influencers is 1:10 in 2019.
- 3-More than 90% of all influencer campaigns include Instagram as part of the marketing mix, Facebook (40%), Twitter (45%), YouTube (20%) and Pinterest (10%).
- 4-And micro+nano influencers have exponentially better engagement rates



[Influencer marketing to grow \(say influencer marketing firms\)](#)

Musically, 3/11/2020

Have your pinch of salt to hand, then: a report from Influencer Marketing Hub and CreatorIQ claims that the influencer marketing industry will grow from \$6.5bn in 2019 to \$9.7bn in 2020. Trebles all round! But enough snark: the report is based on a survey of 4,000 people including 34% from brands, 31% from marketing agencies, so it's a decent effort to take the pulse of industry opinions on influencer marketing. It claims that there are now 1,120 agencies and platforms focused on this particular sector, up from 740 at the end of 2018, but also raises a big red flag around regulation of this sector.



Despite Some Naysayers, Influencer Marketing Set For Big Growth In 2020

Tubefilter, 3/9/2020

A new report from Influencer Marketing Hub and CreatorIQ says the influencer marketing industry is set to grow to approximately \$9.7 billion in 2020. Despite ongoing criticism and media coverage questioning its efficacy, this form of marketing is still incredibly popular: 91% of the 4,000 brands, marketing agencies, and industry professionals surveyed said using influencers is an effective marketing tool, the study reveals. Not only that, but 66% of those surveyed plan to increase influencer marketing budgets over the next year.

Engagement Rate Benchmarks

by Platform and Follower Size in 2019

Overall Benchmarks

Average engagement rate benchmarks across four key channel sizes on each of the major social media platforms.

	Nano 1K-10K	Micro 10K-100K	Medium 100K-1M	Mega 1M+
	4.4% 2.4% 7.6%	2.4% 1.2% 4.3%	1.8% 1.0% 3.2%	0.7% 0.2% 1.9%
	6.7% 3.6% 9.4%	6.2% 3.6% 9.5%	5.0% 2.9% 7.5%	4.0% 2.7% 5.9%
	0.42% 0.15% 1.11%	0.13% 0.04% 0.38%	0.03% 0.01% 0.10%	0.01% 0.00% 0.04%
	0.17% 0.06% 0.53%	0.04% 0.01% 0.14%	0.015% 0.002% 0.08%	0.008% 0.002% 0.07%

KEY: 1st Quartile | Median | 3rd Quartile

Data analytics from CreatorIQ's platform.
Sample size: 224K posts, 5.6K campaigns and 31.7K social accounts from 2016 -2019.

Business of Apps

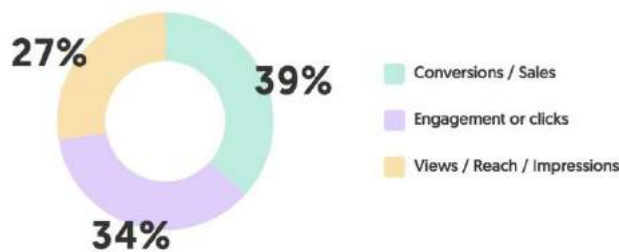
65% of marketers measure ROI from influencer campaigns through conversions and sales

Business of Apps, 3/6/2020

Conversions and sales have become the most common methods to measure the success of an influencer campaign according to a [survey](#) among 4,000 brand marketers by CreatorIQ and Influencer Marketing Hub.

Around 65% of respondents said they measured ROI from influencer campaigns as the influencer marketing industry is expected to reach \$9.7 billion in 2020.

How do you measure success of an influencer marketing campaign?



a.list

Marketers Are Doubling Down On Micro-Influencers

AList Daily, 3/6/2020

Micro-influencers have better engagement rates than mega-influencers across all channels, even on Twitter, according to Influencer Marketing Hub and CreatorIQ's third annual Influencer Marketing Benchmark [Report](#): 2020. This is particularly evident on Instagram, where nano-influencers have seven times the engagement rate than mega-influencers (7.2 percent versus 1.1 percent).



[Insights: The Death Of Cookies Opens New Opportunities For Influencer Marketing](#)

Tubefilter, 3/8/2020

Google’s decision to kill off cookies, pushed by stricter online-privacy laws in California and Europe, is becoming a boon to an unexpected group: influencers, who preside over deep troves of data about their followers and can legally share that information when they partner with brands on marketing campaigns.

“They give real data, first-party real reach, first-party views, first-party audience data to the brands,” said Igor Vaks, founder and CEO of CreatorIQ, an influencer-marketing platform used by hundreds of brands to manage their campaigns, including such marketing giants as Disney and Unilever. “It means there are more real, true signals coming out of influencer marketing as a seed for the greater marketing ecosystem.”



[Home](#) [Millionaires](#) [Creators Going Pro](#) [Insights](#) [Data](#) [Cover Stories](#) [YouTube](#) [Branded En](#)

Insights: The Death Of Cookies Opens New Opportunities For Influencer Marketing



ADWEEK

[Shay Mitchell and the Evolving Power of Social Influence](#)

Adweek, 3/5/2020 (cover of Adweek - behind paywall, read [here](#))

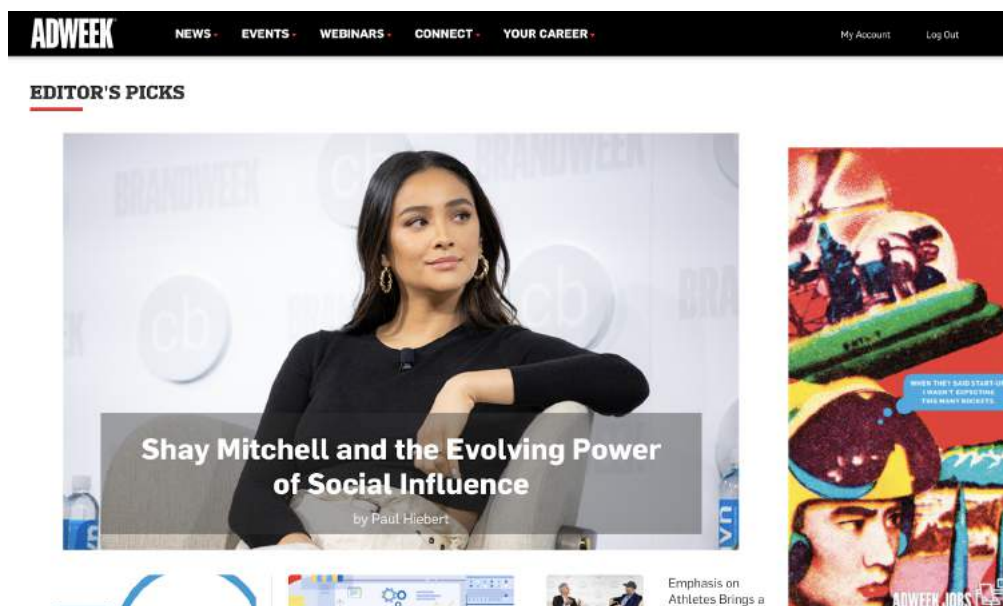
According to data from influencer marketing platform CreatorIQ, the number of brands using micro influencers in campaigns is growing. In 2016, for instance, brands used three micro influencers (defined as people with under 100,00 social media followers) for every one mega influencer (over 1 million followers). In 2019, however, brands employed 10 micro influencers for each mega influencer.

Additional figures from CreatorIQ show that people with smaller, more intimate followings tend to generate higher engagement rates on platforms such as Instagram and YouTube than those with larger followings, which can lead to higher conversion rates.

“We’ve seen an inverse relationship between follower count and the propensity to move product,” said Aleksandra Chojnacka, senior director of partnerships and global strategy at ShopStyle Collective, a content monetization platform that partners with influencers and content creators to help drive sales for retailers.

“We typically just focus on micro influencers,” Chojnacka added.

In 2019, ShopStyle Collective saw a 30% year-over-year boost in the number of micro influencers who joined its platform. Part of the reason behind the rise in micro influencers is their ability to connect with niche markets, said Tim Sovay, COO of CreatorIQ.





HELLO GIGGLES

How many more times do we have to ask for LGBTQ+ representation on The Bachelor?

HelloGiggles, 3/5/2020

The core demographic of The Bachelor, is, to no one's surprise, millennials, 27% of whom identify as liberal Democrats, according to recent [PEW research](#). Data from an influencer marketing platform called Creator IQ also found that [68% of the viewers for the last season](#) of The Bachelorette, featuring Hannah Brown, were 18 to 24 years old, and 19% of them were 25 to 34 years old. A recent survey by GLAAD (Gay and Lesbian Alliance Against Defamation) also found that a whopping 20% of that 18 to 34 age group, the prime audience of the Bachelor franchise, [identify as part of the LGBTQ+](#) community. Maybe, just a thought, they'd want to see themselves represented on television.

EXPLORE HELLO GIGGLES

HOME > ENTERTAINMENT > BACHELOR NATION

How many more times do we have to ask for LGBTQ+ representation on The Bachelor?



Mara Santilli | March 05, 2020 5:18 pm

- FB
- Tweet
- More



PHOTO: ABC/KELSEY MCNEAL

Forbes

[Can Influencers Rule Online Marketing In The Post-Cookie World?](#)

Forbes, 3/4/2020

The article just went live and was chosen to be an *Editor's Pick*. Additionally, it features commentary from influencers and former Nike execs. This is a great one for sharing with investors, and really communicates the potential growth for the industry with the elimination of third-party cookies on the horizon.

EDITORS' PICK | 7 views | Mar 4, 2020, 2:45 pm EST

Can Influencers Rule Online Marketing In The Post-Cookie World?

 **David Bloom** Senior Contributor ©
Media
I'm a media/tech/entertainment writer, podcaster, speaker and analyst

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YouTube star Influencer Lilly Singh (Photo by Cindy Ord/Getty Images for SiriusXM) GETTY IMAGES FOR SIRIUSXM



Tentpole Events Boost Celebs' Engagement On Social

Tubefilter, 2/11/2020

Tom Brady was front and center in Hulu's Super Bowl spot that, when the teaser was released, had some thinking he was going to announce his retirement from football. But nope—in the full ad, Brady made it clear that he was only there to say goodbye to “TV as you know it” (thanks to Hulu's multiple offerings). Brady posted the full ad to Instagram, where it's received a remarkable engagement rate of 12.34%, more than double his usual Instagram average of 5.28% (which CreatorIQ considers excellent for an influencer of his size). The [Twitter version](#) received a 6.13% engagement rate, which is still respectable but actually below Brady's Twitter average of 11.39%.



Tentpole Events Boost Celebs' Engagement On Social



[TALKING INFLUENCE]

[A Day in the Life: Natalie Crippen, Head of Customer Success EMEA, CreatorIQ](#)

Talking Influence, 2/3/2020

She joined [CreatorIQ](#) in 2017 as the success manager in the New York office before moving to London in 2018 to open the UK office. Crippen now leads her team to make sure their clients continue to drive value and can get the most out of their investment with CreatorIQ.

MARTECHSERIES **Marketing Technology Insights**

[A Crash Course in Gen Z's Obsession with Creator-Driven, Influencer-Heavy Streaming Content](#)

MarTech Series, 1/24/2020

According to the [Influencer Marketing Hub](#), at the start of 2019, there were 740 [Influencer Marketing](#) platforms and agencies in the market. It's been a dramatic increase in just the last few years.

- [CreatorIQ](#) – Platform for building in-house creator/influencer brand advocacy campaigns. Customers include Investor's Business Daily, Fullscreen, and ippsy.



[Acura Scores With Medium-, Micro-Influencers](#)

MediaPost, 1/31/2020

“Mega” automotive influencers (those with over 1 million followers) command an average engagement rate on sponsored content of 2.97%, while “medium-sized” creators (100K-1M) receive a 5.75% average engagement rate. The rate moves even higher with “micro” creators, who have 10K-100K followers: 8.21%.

Acura is having success with a YouTube content creator. With 235,000 subscribers, CreatorIQ considers vlogger and auto enthusiast Zosh a medium-sized influencer with a “good” average engagement rate of 6.96% on YouTube.

His audience skews heavily male (95%), with 61% between the ages of 18-24. When it comes to brands his followers are interested in, it’s automakers all around, with Honda topping the list, followed by Acura and Mazda.

The screenshot shows a MediaPost article page. At the top is a navigation bar with 'MediaPost' and links for 'News', 'Events', 'Awards', 'Members', and 'More'. The main headline is 'Acura Scores With Medium-, Micro-Influencers' by Tanya Gazdik, dated 'Yesterday'. Below the text is a YouTube video player showing a silver Acura RSX with its hood open. The video title is 'OFFICIALLY TOOK DELIVERY OF MY NEW RSX!' and it has 50,807 views from Dec 22, 2019. The video player interface includes a search bar, play/pause controls, a progress bar at 5:36 / 12:24, and icons for share, save, and other actions.



[Prince Harry And Meghan Markle Video Views Balloon After Royal Exit](#)

Tubefilter, 1/23/2020

Since launching an Instagram page in May 2019, the Duke and Duchess have generated nearly 90 million views on the platform, and growth may be in the future when the couple is less tied to the royal family in public life. The joint page currently has an engagement rate of 10.54%, which is the the “excellent” range, according to [influencer marketing platform CreatorIQ](#). Additionally, an estimated 90% of their audience is active.



Prince Harry And Meghan Markle Video Views Balloon After Royal Exit



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[New Research from Sway Raises the Bar for Influencer Marketing Metrics](#)

Cision PR Newswire, 1/13/2020

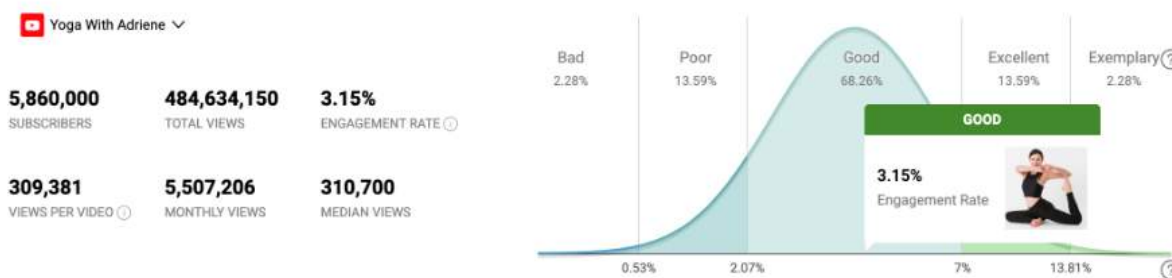
[Sway Group](#), a full-service influencer marketing agency, in partnership with CreatorIQ, a proprietary software provider for tracking, managing and reporting on influencer marketing campaigns, has published a new research report, establishing industry benchmarks on engagement, while also revealing best practices for increasing likes, shares and comments by up to 3 times standard results.



Healthy-Living Influencers Harness Social Video To Help Viewers Kick Off 2020

Tubefilter, 1/10/2020

Mischler’s friendly attitude shines through in each video, making even the most skeptical yogi want to give it a go. According to CreatorIQ, she’s seen a 103.2% increase in YouTube followers since January 2018, and counts an average YouTube engagement rate of 3.15% — which refers to the ratio of viewers who interact with a piece of content. CreatorIQ deems this successful for a so-called ‘mega-influencer’ (one with over 1 million followers).



Stéphane Rogovsky named as top industry player for 2019 in Influencer Marketing Top 50 list

BizCommunity, 1/13/2020

Talking Influence has named Stephane Rogovsky, CEO of international influencer marketing agency R-Squared, as one of the Top 50 Industry Players in the annual Influencer 50! The 2019 Influencer 50, sponsored by CreatorIQ, is a celebration of the top 50 industry players in the B2B influencer marketing community from 2019 who continue to steer, influence and inspire the industry, whether through technical know-how, thought-leadership, reinventing the wheel, or their role as an industry ambassador.