



CreatorIQ

**In the Media  
2021**

fabric

# Earned Media Placements in 2021

CreatorIQ has appeared in over 253 mentions, in publications like Adweek, Ad Age, Variety, Forbes, and more...


**ADWEEK** **AdAge** **Forbes** *VARIETY*

 **The Washington Post** **BUSINESS INSIDER**

 **DIGIDAY**  **USATODAY**

**BOF** **GLOSSY** **WWD**  
**VOGUE** **BUSINESS** **campaign**<sup>US</sup>

  **eMarketer** **FORTUNE**

 **The Information** **Entrepreneur**

 **L.A. BIZ** **MobileMarketing**

 **PRWeek**  **tubefilter**

**LOS ANGELES BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS™

**BeautyMatter** 

## Earned Media Placements in 2021

*\*Data according to [Cision](#)*

**UNIQUE ARTICLES GENERATED**

**253**

**SOCIAL SHARES OF ARTICLES**

**1,008**

**ESTIMATED AGGREGATE  
READERSHIP/MEDIA VALUE**

(Estimated Actual Post Views)

**728 Million / \$1.37 Million**

**YEAR OVER YEAR GROWTH**

**35%** increase in mentions

**166%** increase in social share of press

**233%** increase in ad equivalency

**232%** increase in estimated readership

---

## CreatorIQ Executives in the Media

---

**ADWEEK** *VARIETY* **Forbes**



**Igor Vaks, CEO**

“What’s most exciting is setting measurement standards for our clients,” **said Igor Vaks, founder and CEO of CreatorIQ.** “Both of us are sitting on incredibly rich and meaningful data sets, and we can combine them together to offer a more holistic solution.” ([Adweek](#))

“This new funding will allow CreatorIQ to invest in our data, commerce and measurement technologies to better solve customer outcomes,” **CreatorIQ founder and CEO Igor Vaks (pictured above) said in announcing the funding.** “From high-growth brands to Fortune 500 companies, our customers rely on creator partnerships to grow their businesses — from building brand loyalty to co-launching new e-commerce solutions together.” ([Variety](#))

“What we see is not new trends, but an acceleration of everything we were seeing two, three years ago,” **Vaks said.** “Creative people are more and more important to brands. How people make brand loyalty decisions is changing. Clients used to be 80 percent brick-and-mortar, 20 percent online. It’s flipped. It’s hard to say it’s going back (post-pandemic).” ([Forbes](#))

# AdAge GLOSSY

 MARKETINGDIVE



**Tim Sovay, COO**

**Tim Sovay**, who has been involved in the influencer space for more than a decade, says, “We’re moving into the third phase of influencer marketing. The first was using influencers as megaphones. The second saw creators as content partners, with longer-term relationships. But now we’re at this new point where we think of creators as business partners.” ([Ad Age](#))

“As more people get vaccinated and travel restrictions are lifted, we expect creators to be hungry to travel again. Brands need to start considering how to reinvigorate travel content and apply key learnings from 2020 to ensure that content remains authentic and relatable,” said Tim Sovay, COO of CreatorIQ. ([Glossy](#))

"As the industry evolves, we are moving away from what was 'Influencer Marketing 1.0,' which was really a transactional relationship between brands and the creators that they worked with on one-off campaigns," said Tim Sovay, chief operating officer of CreatorIQ, whose financial backers include CPG giant Unilever. ([Marketing Dive](#))

**Tim Sovay, the chief operating officer of marketing agency CreatorIQ** is on a mission to weed out fraud. "Brands want a better understanding of who they're partnering with, and what the social metrics really are," he says. ([USA Today](#))

**Max Powers, Chief Customer Officer**

“CreatorIQ is now a critical component in powering influencer marketing efforts for a large portion of the Fortune 500 brands and agency holding companies,” said Powers. “As we continue to grow, I look forward to continuing to identify ways to drive value for clients adopting our enterprise platform, creating the best customer experience in the industry.” - [AdExchanger](#)

## MobileMarketing

**Bethany Ellis, Chief People Officer**

“We’re at a unique time to really embrace and learn from the tremendous change we’ve experienced over the past year and a half; an opportunity to shape the future of work for CreatorIQ and focus on creating a truly inclusive environment,” said Bethany Ellis, Chief People Officer at CreatorIQ. “I’ve been truly impressed with the emphasis the executive team places on its people first, client focus values. I’m excited to join at this time of explosive growth, and partner with team members of all levels to ensure CreatorIQ continues to be a great place to work.” - [Mobile Marketing Magazine](#)

**Jason Jay Sharma, VP of Product** 

“CreatorIQ is currently offering link tracking and other commerce capabilities to many Fortune 500 brands and agency holding companies,” said Sharma. “I look forward to continuing to build out these offerings, as we continue our history of innovation in the influencer marketing industry.” - [Campaign](#)

## Highlighted Coverage

# ADWEEK

### To Better Measure ROI on Influencer Marketing, CreatorIQ Acquires Tribe Dynamics



The partnership will allow CreatorIQ, an end-to-end influencer marketing service, to offer data that helps clients understand their full impact across social platforms.

“What’s most exciting is setting measurement standards for our clients,” said Igor Vaks, founder and CEO of CreatorIQ. “Both of us are sitting on incredibly rich and meaningful data sets, and we can combine them together to offer a more holistic solution.” ([Adweek](#))

# VARIETY

### CreatorIQ Banks \$40 Million to Build Out Influencer Marketing Platform



Courtesy of CreatorIQ

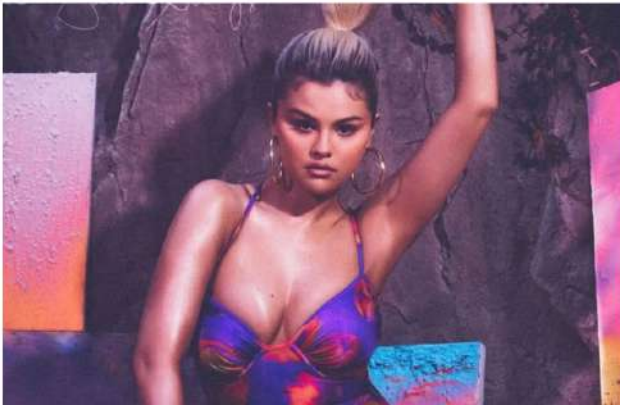


“This new funding will allow CreatorIQ to invest in our data, commerce and measurement technologies to better solve customer outcomes,” CreatorIQ founder and CEO Igor Vaks (pictured above) said in announcing the funding. “From high-growth brands to Fortune 500 companies, our customers rely on creator partnerships to grow their businesses — from building brand loyalty to co-launching new e-commerce solutions together.”

([Variety](#))

# AdAge

## THE DATA BEHIND SELENA GOMEZ'S VIRAL INSTAGRAM SWIMWEAR LAUNCH: AD AGE DATACENTER WEEKLY



Here, key insights on the earned-media campaign, shared exclusively with Ad Age Datacenter Weekly by [CreatorIQ](#), the influencer marketing platform:

- La'Mariette typically has an Instagram engagement rate (a CreatorIQ measurement that reflects likes, shares and comments) of 2.76% on Instagram, which is considered “good” by CreatorIQ. ([Ad Age](#))



## How influencer marketing will evolve as Gen Z's sway grows



Goopie Brasil / Twitter

"As the industry evolves, we are moving away from what was 'Influencer Marketing 1.0,' which was really a transactional relationship between brands and the creators that they worked with on one-off campaigns," said Tim Sovay, chief operating officer of CreatorIQ, whose financial backers include CPG giant Unilever. ([Marketing Dive](#))



# AdAge

## INFLUENCERS DELIVER ROI AS MARKETERS EMBRACE THEM AS BUSINESS PARTNERS

Pandemic created an environment to ‘superpower’ the use of creators



During 2020, many large brands became e-commerce brands overnight, and a host of new brands found their footing via social media. Sovay, COO of CreatorIQ, says content creators find themselves “at the center of this idea—the convergence of e-commerce, performance, affiliates and brand marketing.” ([Ad Age](#).)



## How a stay-at-home year accelerated three trends in the advertising industry



“From a sheer production standpoint, there weren’t really a lot of options” for some marketers in the early days of the pandemic, he said. He said some brands that hadn’t done much work with creators gave it a shot. And dollars began to shift over to creators even more: A [report](#) from influencer marketing platform CreatorIQ said sponsored posts were up 46.6% year-over-year during the post-Thanksgiving sales weekend. ([CNBC](#))

# AdAge

## INSIDE INSTAGRAM CREATORS' FRUSTRATIONS WITH THE APP'S VIDEO PIVOT



Even as creators have steadily been posting more video content to Instagram, engagement rates have continued to slip across all content in-feed with video seeing even less engagement than images, even with the pandemic causing people to spend more time on their phones and social media, according to data from influencer marketing agency Creator IQ.. ([Ad Age](#))

## G L O S S Y

‘Everybody’s in the mood to travel’: Beauty brands shift marketing from self-care to wanderlust



“As more people get vaccinated and travel restrictions are lifted, we expect creators to be hungry to travel again. Brands need to start considering how to reinvigorate travel content and apply key learnings from 2020 to ensure that content remains authentic and relatable,” said Tim Sovay, COO of CreatorIQ. ([Glossy](#))

## All 2021 Coverage

---



### [Data Integrity In Influencer Marketing: Can You Count On Your Campaign Metrics?](#)

Sway Group, 12/04/2021

“At the end of the day, the social platform really has to speak as a source of truth, understanding that they have the user data, they know the IP addresses and where people are logging in from and what their profile says, and ultimately what their followers’ profile data says.” — Michael Lambie, Head of Global Measurement and Insights, CreatorIQ



### [Tagger Raises \\$15 Million to Tap Into the Creator Economy](#)

dot.LA, 12/03/2021

The money raised will be used to expedite Tagger’s global expansion and build up a big European presence as well as to propel its innovative product development forward, and increase its market share in the creator economy. That will be crucial as Tagger vies with competitors like [GRIN](#) and [CreatorIQ](#).

## VOGUEBUSINESS

### [Science Magic Inc invests in entertainment talent with new merger](#)

Vogue Business, 11/19/2021 (avoid paywall [here](#))

Influencer marketing firms are consolidating too: CreatorIQ acquired analytics platform Tribe Dynamics, which specialises in the fashion and beauty industries, for an estimated \$70 million.

# ADWEEK

[Rewatch This Year's Social Media Week: London](#) (video)

Adweek, 11/18/2021



## **Main Stage | Influencer Marketing and the Bottom Line: Measuring ROI in the Creator Economy** Depop, CreatorIQ

# Net Influencer

[Tim Sovay: Improving Influencer Marketing By Building Technology](#)

Net Influencer, 11/11/2021

“We are the Salesforce for influencer marketing. A technology platform that solves all the pain points of workflow, measurement and analytics helping brands scale from working with dozens of creators on an annual basis. We have clients working with hundreds of thousands of creators annually. Our platform is a full end to end campaign workflow and measurement solution. We have a robust CRM, campaign automation, measurement and reporting. We help customers pay creators and boost content.”

 TVREV

[Why State Farm Probably Sticks With Aaron Rodgers On TV](#)

TVREV, 11/08/2021

Rodgers's social media performance is also likely to play a factor. According to [influencer marketing platform CreatorIQ](#), the QB has more than 7.8 million followers across Facebook, Instagram and Twitter, which are his predominant social platforms. On Instagram, Rodgers has roughly 1.9M followers and an engagement rate of 9.28%, which is considered "excellent."



[Who Will Win the Impending Influencer Marketing Software War?](#)

Jason Falls, 10/25/2021

Influencer marketing software platforms like [IZEA](#), [Mavrck](#), [CreatorIQ](#), [Onalytica](#), [Aspire](#), [Julius](#), and certainly [Tagger](#), our official platform and sponsor of this show ... they are our engines that run our programs. We use them to search and discover relevant influencers, analyze and prioritize the list and in some cases connect, contract, coordinate and even compensate the creators we work with.

The image shows the name 'MICHAEL BRITO' in a bold, white, sans-serif font. The text is centered within a dark grey rectangular background.

[Social Media Technology: Making Sense of Social Software](#)

Michael Brito, 10/25/2021

This is one reason why all of the innovation in the influencer software space is geared towards consumer brands. Some of the top influencer marketing platforms available today are CreatorIQ, Uplfluence, Klear, Mavrck, Tagger Media and Captiv8.

The image shows the logo for 'MarTech Series'. The text 'MARTECH' is in red and 'SERIES' is in dark grey. Below this, the words 'MARKETING TECHNOLOGY INSIGHTS' are written in a smaller, dark grey, sans-serif font.

[MarTech Interview with Jason Jay Sharma, Vice President of Product, CreatorIQ](#)

MarTech Series, 10/20/2021

Jason Jay Sharma, Vice President of Product, CreatorIQ comments on a few best practices and trends driving influencer marketing in this chat with MarTech Series:

# AdAge

[A 'SQUID GAME' STAR'S PHENOMENAL INSTAGRAM ENGAGEMENT BOOSTS ADIDAS AND LOUIS VUITTON: DATACENTER WEEKLY](#)

*Ad Age*, 10/16/2021

Now, Datacenter Weekly has new data from influencer marketing platform [CreatorIQ](#) that gives some insight into what brands get from leveraging Jung's Instagram power.

- CreatorIQ says that Jung, [@hoooooyeony](#) on Instagram, is averaging 2.5 million likes per post over the past 90 days—which includes a period of relative global obscurity, because “Squid Game” only premiered worldwide on Sept. 17. (As of this writing, she has 20.4 million followers. At the end of August, she had just over 406,000 followers.)

- [A post announcing her Louis Vuitton partnership](#) has racked up 7.6 million likes and more than 37,500 comments since it was first published on Oct. 6.

- In addition to Louis Vuitton, Jung also has a new deal with Adidas. (See [“Squid Game’ Star HoYeon Jung Fronts New Adidas ‘Adicolor’ Campaign.”](#) from Footwear News.) [A post announcing her Adidas partnership](#) has racked up more than 9 million likes and 43,200 comments since it was first published on Oct. 5, per CreatorIQ.

# LOS ANGELES BUSINESS JOURNAL

THE COMMUNITY OF BUSINESS™

[CreatorIQ Raises \\$40 Million in Thriving Influencer Economy](#)

*Los Angeles Business Journal*, 10/04/2021

The funding also supported the acquisition of Tribe Dynamics, a San Francisco-based influencer marketing analytics platform that works with brands such as Estée Lauder Cos. Inc., Fashion Nova and Gucci. The acquisition of Tribe Dynamics grows CreatorIQ's customer base in the beauty and fashion industry.

# Entrepreneur

[How to Grow Your Newsletter Revenue Using Influencers](#)

*Entrepreneur*, 09/30/2021

Armed with this knowledge, you can now use influencer search engines like CreatorIQ, Upfluence or AspireIQ to find a candidate that measures up.

## [TALKING INFLUENCE]

[What's Got Us Talking In September?](#)

*Talking Influence, 09/30/2021*

CreatorIQ acquires Tribe Dynamics

This acquisition means that CreatorIQ can work to extend Tribe Dynamics' industry-leading measurement capabilities to additional industries, as well as the beauty and fashion industries in which Tribe Dynamics is best known in. The insights that the two platforms discover will be made actionable through CreatorIQ's Creator Intelligence Cloud, raising the bar for what business leaders should expect from an influencer marketing platform.

In CreatorIQ's announcement of the news, Igor Vaks, the company's Founder and CEO said: "This acquisition is about elevating the sophistication, expectations, and impact of the entire creator economy; not just today, but in the future."

## BeautyMatter

[CREATORIQ SECURES \\$40 MILLION IN NEW FUNDING](#)

*Beauty Matter, 09/28/2021*

"We've witnessed accelerating growth of the creator economy over the past eighteen months fueled by the convergence of creators, commerce, and community," said Igor Vaks, founder & CEO at CreatorIQ. "From high-growth brands to Fortune 500 companies, our customers rely on creator partnerships to grow their businesses—from building brand loyalty to co-launching new e-commerce solutions together. This new funding will allow CreatorIQ to invest in our data, commerce, and measurement technologies to better solve customer outcomes."

...

DETAILS:

- CreatorIQ secured \$40 million in new funding led by previous investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures. Silver Lake Waterman joined the effort as a new investor in the company.
- [CreatorIQ acquired Tribe Dynamics](#) in a reported \$70 million deal.

[For influencer marketing to drive sales, trust must translate to real strategies](#)

*Marketing Dive*, 09/28/2021

Efforts from influencer-focused companies to measure more effectively may be another reason why marketers' confidence in the space is ticking up. Influencer marketing platform CreatorIQ — which recently secured \$40 million in funding — this month acquired Tribe Dynamics, an analytics firm that measures benchmarks for beauty and fashion. With the deal, CreatorIQ is hoping to expand those solutions to other verticals and create standards for the entire influencer space, [Variety reported](#).



[Can We Tik-Tok Our Way Out of a Pandemic? A Q&A about Gen Z Influencers, and Where Pharma Can Go Next](#)

*Pharma Exec*, 09/27/2021

There are a variety of ways of finding influencers, from agencies with rosters of popular influencers to search programs like Tubular, Demographics Pro, TweetDeck, or CreatorIQ.



[The Drum Awards for the Digital Industries: 2021 shortlist revealed](#)

*The Drum*, 09/24/2021

Best Tech Platform

- CreatorIQ



[ServiceTitan prepares to go public — plus other L.A. tech news](#)

*LA Biz*, 09/24/2021 (avoid paywall [here](#))

### Acquisitions

On the heels of raising \$40 million, Culver city influencer marketing platform CreatorIQ has acquired San Francisco-based influencer marketing analytics platform Tribe Dynamics.





[Quibi, Appetize and Whatnot lead this week's L.A. tech news](#)

*LA Biz, 09/17/2021*

Culver City Influencer marketing platform CreatorIQ has secured a new \$40 million funding round, bringing its total capital raised to more than \$80 million.



[America's CreatorIQ acquires marketing analytics firm Tribe Dynamics](#)

*Fire B2B Fashion, 09/27*

Influencer marketing platform, CreatorIQ, known for brands like AB InBev, Disney, Sephora, and Unilever, has acquired the leading influencer marketing analytics platform, Tribe Dynamics. CreatorIQ's intelligence cloud facilitates data science-enabled creator discovery, streamlines workflow, ensures brand safety, and drives meaningful measurement.

## BeautyMatter

[CREATORIQ ACQUIRES TRIBE DYNAMICS IN \\$70 MILLION DEAL](#)

*Beauty Matter, 09/24/2021*

The deal brings together Tribe Dynamics' advanced analytics and benchmarking solutions with the ability to make those insights actionable through CreatorIQ's Creator Intelligence Cloud. The combined company will extend CreatorIQ's leadership position as the largest influencer marketing SaaS platform in terms of revenue, growth, data authority, and global expansion with over 450 customers, 250 employees, and \$90 million in funding.



[CreatorIQ Acquires Influencer Marketing Analytics Platform Tribe Dynamics](#)

*Beauty Packaging, 09/23/2021*

[CreatorIQ](#) has agreed to acquire [Tribe Dynamics](#), an [influencer marketing](#) analytics platform that has become the industry standard for brands like Estée Lauder, Fashion Nova, LVMH and Gucci.

Through this acquisition, CreatorIQ aims to extend Tribe Dynamics' industry-leading measurement capabilities to additional industries while making those insights actionable through its Creator Intelligence Cloud.



[Buy Adds Analytics Expertise for CreatorIQ](#)

*Mr. Web*, 09/23/2021

Influencer marketing firm CreatorIQ has acquired Tribe Dynamics, which provides an advanced analytics and benchmarking platform for the sector.

Tribe's solutions - used by beauty and fashion brands like Estee Lauder, Fashion Nova and LVMH - will now be available through CreatorIQ's Creator Intelligence Cloud. CreatorIQ boasts more than 450 customers, 250 employees and [\\$90 million in funding](#), making it 'the largest influencer marketing SaaS platform in terms of revenue, growth, data authority, and global expansion'. Combined, the firms will provide an end-to-end solution for marketers to find, activate, manage and measure their creator relationships - with a 360-degree view of performance.



[To Better Measure ROI on Influencer Marketing, CreatorIQ Acquires Tribe Dynamics](#)

*Adweek*, 09/22/2021

In the latest round of consolidation, [influencer marketing agency CreatorIQ](#) has acquired influencer marketing analytics platform Tribe Dynamics, which specializes in the beauty and fashion industries. According to sources familiar with the transaction, the acquisition price was in the \$70 million range.



[CreatorIQ to Acquire Tribe Dynamics, Influencer-Marketing Analytics Firm, for About \\$70 Million](#)

*Variety* (syndicated in [Yahoo](#)), 09/21/2021

Influencer marketing platform company [CreatorIQ](#) is acquiring analytics provider Tribe Dynamics in a deal worth around \$70 million, sources tell Variety.

For marketers, the deal combines Tribe Dynamics' analytics and benchmarking solutions — which have focused on beauty and fashion brands — with the ability to make those insights actionable through CreatorIQ's Creator Intelligence Cloud, according to the companies

# Forbes

[Influencer-Marketing Platform CreatorIQ To Buy Analytics Company Tribe Dynamics](#)

Forbes, 09/21/2021 (avoid paywall [here](#))

[CreatorIQ](#), which just put the finishing touches on a \$40 million fundraising round, quickly found a way to spend some of its new cash, buying Tribe Dynamics, a performance management and analytics company whose offerings complement its own.

The combined organization creates a SaaS platform focused on tracking, measuring and managing influencer marketing deals, with 450 customers, 250 employees and \$90 million in venture funding. One focus has been on trying to develop industry-wide standards for metrics and more in a sector that has grown quickly, especially during the pandemic, in a wildly decentralized way.

# WWD

[Tribe Dynamics Is Being Acquired](#)

Womens Wear Daily (syndicated in [AOL](#)), 09/21/2021

Tribe Dynamics, an early mover in influence tracking, is being acquired by CreatorIQ, an influencer marketing platform. Since its founding in 2012 Tribe has become a key player in the beauty industry, helping brands track how well their products are permeating social media with its Earned Media Value metric...

# BOF

[CreatorIQ Acquires Tribe Dynamics For Roughly \\$70 Million](#)

Business of Fashion, 09/21/2021

Influencer marketing platform CreatorIQ, which counts companies like Disney and Unilever as clients, acquired Tribe Dynamics, another influencer marketing platform known best for its analytics software, in a deal expected to close this fall.



[CreatorIQ Acquire Influencer Marketing Analytics Platform Tribe Dynamics](#)

*PR Week*, 09/21/2021

LOS ANGELES: Influencer marketing software-as-a-service platform CreatorIQ has acquired Tribe Dynamics for approximately \$70 million, according to sources familiar with the transaction, in a deal expected to close this fall.

Both companies' software helps marketers connect with creators, managing projects and measuring results.



[Fresh Off \\$40 Million Raise, CreatorIQ Buys Tribe Dynamics](#)

*dot.LA*, 09/21/2021

One of the largest influencer marketing companies, a Culver City-based startup that's helping Disney, AirBnB and Amazon build social media campaigns, is getting larger as demand for data on social media stars grows.

CreatorIQ, a marketing analytics company, is acquiring a similar company called Tribe Dynamics for roughly \$70 million.



[CreatorIQ Acquires Tribe Dynamics](#)

*SoCalTech*, 09/21/2021

Los Angeles-based influencer marketing company [CreatorIQ](#) announced this morning that it has acquired [Tribe Dynamics](#), a developer of marketing analytics software. Financial details of the acquisition were not announced. CreatorIQ said the buy will create a company with over 450 customers, 250 employees, and \$90 million in funding. Igor Vaks is founder and CEO of CreatorIQ. The company recently raised \$40M in funding from such investors as TVC Capital, Kayne Partners Fund, Affinity Group, Unilever Ventures and Silver Lake Waterman.

# MobileMarketing

[Creator IQ acquires influencer marketing analytics firm, Tribe Dynamics](#)

*Mobile Marketing*, 09/21/2021

Influencer marketing platform [Creator IQ](#) has acquired influencer marketing analytics platform, [Tribe Dynamics](#).

The deal brings together Tribe Dynamics' analytics and benchmarking solutions, used by brands including Estee Lauder, Fashion Nova, and LVMH, with the ability to make those insights actionable through CreatorIQ's Creator Intelligence Cloud. The combined company will have over 450 customers and 250 employees. It will provide an end-to-end solution for marketers to find, activate, manage and measure their creator relationships.

# campaign<sup>US</sup>

[CreatorIQ to acquire influencer marketing analytics platform Tribe Dynamics](#)

*Campaign Live*, 09/21/2021 (paywalled)



[Tribe Dynamics Acquired by Influencer Marketing Platform CreatorIQ](#)

*CEW*, 09/21/2021 (paywalled)



[Quibi, Appetize and Whatnot lead this week's L.A. tech news](#)

*LA Biz*, 09/17/2021

- Culver City Influencer marketing platform CreatorIQ has [secured a new \\$40 million funding round](#), bringing its total capital raised to more than \$80 million.



[CreatorIQ Raises \\$40 Million](#)

*The Customer*, 09/16/2021

Influencer marketing company [CreatorIQ](#) announced that it closed a new \$40 million funding round, looking to enhance tools for e-commerce and measurement of campaigns featuring internet-famous stars.

The funding came from from existing investors TVC Capital, Kayne Partners Fund (the private equity group of Kayne Anderson Capital Advisors), Affinity Group and Unilever Ventures (which is also a Creator IQ customer). In addition, Silver Lake Waterman, a division of Silver Lake that focuses on later-stage growth companies in the technology sector, joined the round as a new investor. The new investment brings the company's total capital raised to more than \$80 million to date.

# BUSINESS INSIDER

[Influencer News: LA Hot Spots, Barstool and College Athletes, LinkedIn](#)

*Business Insider*, 09/16/2021

Here's what else you need to know this week:

What's trending

- Influencer marketing firm CreatorIQ [recently closed a \\$40 million funding round](#). The company is looking to increase e-commerce and measurement tools for influencer campaigns.



[Instagram, TikTok compete over teen safety - Insider Intelligence Trends, Forecasts & Statistics](#)  
*eMarketer*, 09/16/2021

This head-to-head on user safety comes as Instagram faces growing pressure from TikTok in other areas. In Q2, TikTok's engagement rate for megainfluencer content was 11.83% compared with 0.35% on Instagram, per a recent CreatorIQ study. CreatorIQ defines megainfluencers as accounts with 1 million or more followers.



[CreatorIQ Connects With \\$40M More](#)  
*Socaltech*, 09/15/2021

Los Angeles-based influencer marketing startup [CreatorIQ](#) has raised \$40M more in funding, according to the company. According to CreatorIQ, the new funding round came from existing investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures, plus new investor Silver Lake Waterman. CreatorIQ is led by founder and CEO Igor Vaks. The company says it has now raised over \$80M in funding. The startup offers up brands ability to reach out to influencer and measure the impact of those marketing efforts; the company says its customers include such brands as AB InBev, Disney, Sephora and Unilever.



[CreatorIQ raises \\$40 million to bolster eCommerce tools](#)  
*Business of Apps*, 09/15/2021

[CreatorIQ](#), the influencer marketing platform, just raised \$40 million in a funding round led by existing investors TVC Capital, Kayne Partners Fund, Affinity Group and Unilever Ventures. It raises the group's total funding to date to over \$80 million.

"We've witnessed accelerating growth of the creator economy over the past eighteen months, fuelled by the convergence of creators, commerce, and community," said Igor Vaks, founder and CEO of CreatorIQ. "From high-growth brands to Fortune 500 companies, our customers rely on creator partnerships to grow their businesses – from building brand loyalty to co-launching new

eCommerce solutions together. This new funding will allow CreatorIQ to invest in our data, commerce, and measurement technologies to better solve customer outcomes.”

# FORTUNE

[A not-so-secret, secret ingredient in Mailchimp’s new \\$12 billion valuation](#)

*Fortune*, 09/14/2021

[CreatorIQ](#), a Los Angeles-based creator platform, raised \$40 million. Investors included TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, Unilever Ventures, and Silver Lake Waterman.



[Influencer Marketing Startup CreatorIQ Raises \\$40 Million to Make Analytics More Accurate](#)

*dot.LA*, 09/14/2021

CreatorIQ, which raised on Tuesday \$40 million to build out its brands and influencer software, uses artificial intelligence to determine how engaged social media stars are and with which audiences.

...

"The advancement of measurement in the category - especially around sales and media effectiveness - is critical to the business goals of progressive brands," Vaks told dot.LA. "With this funding, we'll continue to evolve our attribution models, measurement capabilities, and social commerce features in order to both meet today's needs and drive tomorrow's evolution."



[Seedtag Raises \\$40 Million; ANA Pushes Back Against 'Sweeping' Privacy Regulations](#)

*AdExchanger*, 09/15/2021



CreatorIQ raised \$40 million to build its influencer marketing platform. [[Variety](#)]

## socaltech

[CreatorIQ Connects With \\$40M More](#)

*SoCal Tech*, 09/14/2021

Los Angeles-based influencer marketing startup [CreatorIQ](#) has raised \$40M more in funding, according to the company. According to CreatorIQ, the new funding round came from existing investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures, plus new investor Silver Lake Waterman. CreatorIQ is led by founder and CEO Igor Vaks. The company says it has now raised over \$80M in funding.

## citybiz

[CreatorIQ Raises \\$40 Million In New Capital](#)

*CityBiz*, 09/14/2021

Influencer marketing platform CreatorIQ today announced a new funding round by existing investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures. Silver Lake Waterman also joined the round as a new investor. The new investment brings the company's total capital raised to over \$80 million.

## VARIETY

[CreatorIQ Banks \\$40 Million to Build Out Influencer Marketing Platform](#)

*Variety*, 09/14/2021

Influencer marketing company [CreatorIQ](#) announced that it closed a new \$40 million funding round, looking to enhance tools for e-commerce and measurement of campaigns featuring internet-famous stars.

The funding came from from existing investors TVC Capital, Kayne Partners Fund (the private equity group of Kayne Anderson Capital Advisors), Affinity Group and Unilever Ventures (which is also a Creator IQ customer). In addition, Silver Lake Waterman, a division of Silver Lake that focuses on later-stage growth companies in the technology sector, joined the round as a new

investor. The new investment brings the company's total capital raised to more than \$80 million to date.



[CreatorIQ Raises 40 Million Capital Funding Round](#)

*PR Week*, 09/14/2021

LOS ANGELES: CreatorIQ, an influencer marketing platform, has received funding of \$40 million, bringing its total capital raised to \$80.8 million.

Previous investors in the new round include TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group and Unilever Ventures. Silver Lake Waterman joined the round as a new investor.

# Forbes

[CreatorIQ Adds \\$40 Million To Expand E-Commerce Opportunities In Influencer Marketing](#)

*Forbes*, 09/14/2021

CreatorIQ, a digital marketing platform that tracks millions of influencers across most major social-media platforms, is doubling down on its investor capital with a \$40 million fundraising round.

The company said the new capital will be used to facilitate more e-commerce capabilities and better metrics and attribution between influencers and bottom-line outcomes for brands, said CEO Igor Vaks. The company also plans to expand its support for international campaigns and clients across multiple languages and countries, and particularly to further improve campaign integrations in hot sectors such as beauty, fashion, and gaming.

# campaign<sup>US</sup>

[CreatorIQ raises \\$40 million in capital funding round](#)

*Campaign US*, 09/14/2021

CreatorIQ, an influencer marketing platform, has received funding of \$40 million, bringing its total capital raised to \$80.8 million.

Previous investors in the new round include TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group and Unilever Ventures. Silver Lake Waterman joined the round as a new investor.



[CreatorIQ Raises \\$40 Million In Biggest Round To Date](#)

*Tubefilter*, 09/14/2021

Influencer marketing platform [CreatorIQ](#) has raised \$40 million in fresh funding to “invest in our data, commerce, and measurement technologies to better solve customer outcomes,” says founder and CEO Igor Vaks (pictured above).

“We’ve witnessed accelerating growth of the creator economy over the past eighteen months fueled by the convergence of creators, commerce, and community,” Vaks said in a statement.

# MobileMarketing

[Influencer marketing platform CreatorIQ raises \\$40m](#)

*Mobile Marketing*, 09/14/2021

Influencer marketing platform [CreatorIQ](#) has raised \$40m (£28.8m) in a funding round including existing investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures. Silver Lake Waterman also joined the round as a new investor. The new investment brings the company's total capital raised to over \$80m.



[CreatorIQ Raises \\$40 Million In New Capital To Further Accelerate Its Global Influencer Marketing Software Leadership Position](#)

*MarTech Series*, 09/14/2021

Influencer marketing platform CreatorIQ today announced a new funding round by existing investors TVC Capital, Kayne Partners Fund, the growth private equity group of Kayne Anderson Capital Advisors, Affinity Group, and Unilever Ventures. Silver Lake Waterman also joined the round as a new investor. The new investment brings the company's total capital raised to over \$80 million.



[7 Best Influencer Marketing Platforms: Choose Ideal Platform to Promote Your Work on Theme Circle](#), 09/05/2021

### 3. CreatorIQ

[CreatorIQ](#) is genuinely end-to-end, with an interface that is smoothed and practical. It has a fantastic feature set, including everything you would require of an influencer marketing platform. Also, vital information is that this platform targets big agencies. And even large businesses searching for an indeed all-in-one solution and has integration instantly with social platform APIs. CreatorIQ has focused on large companies and enterprises rather than small and medium-sized businesses.

# Forbes

[Three Ways Companies Can Diversify Their Hiring Processes: Part I](#)  
*Forbes*, 09/01/2021

Thanks to technology, hiring managers have a new arrow in their quiver to combat bias that would preclude hiring underrepresented yet well-qualified applicants. They can take advantage of artificial intelligence (AI) programs like Textio, which examines words in job descriptions, blogs and emails, or DivySci, which does the same for interpersonal interactions. Using natural word processing, the software flags words containing biased tones and proposes neutral language to replace them. Companies like McDonald's, Twitter, American Express and CreatorIQ have used programs like these with great success to attract and welcome all marginalized groups.

# AdAge

[TIKTOK'S 'ASTRONOMICALLY HIGH' ENGAGEMENT REVEALED: DATACENTER WEEKLY](#)  
*Ad Age*, 08/27/2021

TikTok's user engagement level is "astronomically high," according to a new study that [CreatorIQ](#), the influencer marketing platform and analytics firm, has shared with Datacenter Weekly.



[The Ultimate Guide For TikTokers To Use Influencer Marketing](#)

*Dumb Little Man*, 08/23/2021

Another way to find the relevant influencers through TikTok is by using specific platforms. CreatorIQ, Grin, Upfluence, Fanbytes, Aspire IQ, Julius, Influencer, Neoreach, etc.

# AdAge

[P&G OVERTAKES AMAZON, AND CONSUMERS PONDER SPENDING CUTBACKS: DATACENTER WEEKLY](#)

*Ad Age*, 08/16/2021

+58%

That's the increase in Simone Biles' Instagram following from pre-Olympics (4.3 million on June 1) to post-Olympics (6.9 million today), according to influencer marketing platform [CreatorIQ](#).

# MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[Rakuten, ShopStyle Executive Jason Jay Sharma Joins CreatorIQ as Vice President of Product](#)  
*MarTech Series*, 08/12/2021

"A significant piece of the next frontier of the creator economy is commerce, as influencers are proving to be high impact storytelling partners that drive lower-funnel business outcomes," said Igor Vaks, CreatorIQ Founder and CEO. "I'm thrilled to have Jason join our leadership team, as his experience at e-commerce powerhouses like Rakuten will help us push our creator commerce capabilities forward."

# campaign<sup>US</sup>

[Movers & Shakers: Domino's, Hinge, Mountain Dew, SpaceX and more](#)

Campaign US, 08/12/2021

CreatorIQ, an influencer marketing platform, named ShopStyle exec Jason Jay Sharma as VP of product.

# socaltech

[CreatorIQ Names Customer Chief](#)

SoCalTech, 07/29/2021

Los Angeles-based influencer marketing software provider [CreatorIQ](#) said this week that it has named Max Powers as the company's new Chief Customer Officer. Powers was most recently SVP, Business Operations at TeleSign. Powers also previously served as General Manager of Vantage Media, where the company said she ran the Education division of the business, as well as building the company-wide Customer Success organization. CreatorIQ says its customers include AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, and Unilever.

# AdAge

[WHY SHA'CARRI RICHARDSON, OUSTED FROM THE OLYMPICS, IS MARKETING GOLD: DATACENTER WEEKLY](#)

Ad Age, 07/30/2021 (avoid paywall [here](#))

The version of the Beats ad that Richardson posted on [her official Instagram page](#) has more than 1.2 million views, more than 450 likes and nearly 10,000 comments, which, according to influencer marketing platform [CreatorIQ](#), has helped give her IG presence an average engagement rate of 51.32%—a level that puts gives her “exemplary” engagement status by CreatorIQ’s standards.

...

As Walker notes in the July 9 Ad Age story, Richardson’s social following “ballooned” in the wake of the Olympics controversy. Specifically, on Instagram, per CreatorIQ, she more than quadrupled her follower count—going from 420,000 pre-ouster to more than 2.2 million as of this writing

# MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[Max Powers To Join Industry Leading Influencer Marketing Platform CreatorIQ As Chief Customer Officer](#)

*MarTechSeries, 07/29/2021*

CreatorIQ, the influencer marketing platform powering efforts for brands like AB Inbev, Disney, and Unilever, announced that industry veteran Max Powers will join the team as Chief Customer Officer. In her role, Max will lead the onboarding, support and success of CreatorIQ's customer base as the company continues to undergo massive, global growth.



[Apple's Revenue Soars In Q2; LinkedIn Reaches A Milestone](#)

*Adexchanger, 07/29/2021*

CreatorIQ hired Max Powers as chief customer officer. [[release](#)]

## citybiz

[CreatorIQ Appoints Max Powers as Chief Customer Officer](#)

*CityBiz, 07/29/2021 (press release)*

CreatorIQ, the influencer advertising platform powering efforts for manufacturers like AB Inbev, Disney, and Unilever, immediately introduced that business veteran Max Powers will be a part of the crew as Chief Customer Officer. In her function, Max will lead the onboarding, help and success of CreatorIQ's buyer base as the corporate continues to bear large, world progress.

# MobileMarketing

[Movers and Shakers: Twitch, Ogilvy, Merkle, Uberall and more](#)  
*Mobile Marketing*, 07/28/2021

Influencer marketing platform, CreatorIQ today announced that industry veteran Max Powers will join the team as Chief Customer Officer.

With 20+ years of experience, Max Powers will continue building out the Customer Experience organization as CreatorIQ onboards and expands its portfolio of brand and agency clients around the globe. Most recently, Powers served as the SVP, Business Operations at TeleSign, a \$100M digital identity company, where she was responsible for building and scaling the customer experience organization and end to end post sales customer journey.

## CYNOPSIS

[07/28/21: Amazon sets premiere date for final season of “Goliath”](#)  
*Cynopsis*, 07/28/2021

CreatorIQ hired Max Powers as Chief Customer Officer. Powers last served as Senior Vice President, Business Operations at TeleSign.

## AITHORITY

AI TECHNOLOGY INSIGHTS

[CreatorIQ Leadership Role to Be Taken by Former NBCU, Comcast Executive](#)  
*AITHority*, 07/19/2021

“After more than four straight years of 100% growth, our global team has evolved to the point where they need a dedicated, seasoned executive to manage them,” said [Igor Vaks](#), CreatorIQ Founder and CEO. “Bethany is a dynamic leader who is passionate about people and their success. Bethany’s focus on culture, her track record of success and her vision for achieving business goals by putting people first will play a critical role in the next chapter of our CreatorIQ story.”

## GLOSSY

[Kylie Cosmetics relaunches with shoppable livestream](#)  
*Glossy*, 07/16/2021



When it comes to mentions by other Instagram influencers, the Kylie Cosmetics hiatus caused it to drop in a ranking of beauty brands by influencer marketing software company CreatorIQ. Based on mentions and post engagement on influencer posts mentioning the brand name, Kylie Cosmetics dropped year-over-year to a rank of 68 in Q2 of 2021. Likes on posts mentioning @kyliecosmetics declined by 50% year-over-year, which the agency said was driven by fewer mega- and macro-influencers mentioning the brand in 2021.

## campaign<sup>US</sup>

[Movers & Shakers: Kraft, Panera, Molson Coors, Nordstrom and more](#)  
Campaign, 07/16/2021

CreatorIQ, an influencer marketing platform, tapped Bethany Ellis as chief people officer.

## TVREV

[Pete Davidson Proves a 'Smart' Spokesperson](#)  
TVREV, 07/15/2021

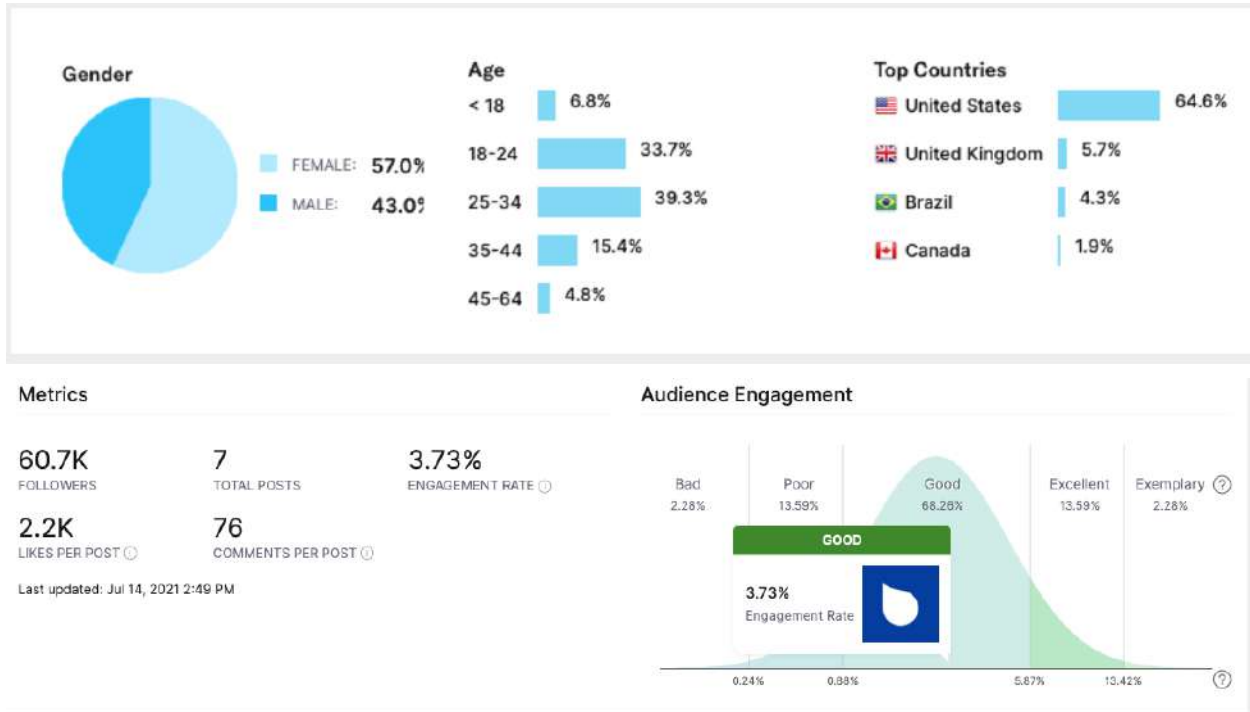
The same ads on YouTube also made an impact. Before posting the Davidson-helmed ads, Smartwater's best-performing video generated 2,400 views and 36 likes, according to influencer marketing company CreatorIQ. The Davidson ad, however, drew 523,300 views and 877 likes.

...

According to CreatorIQ, the results were swift. Smartwater picked up over 60,000 followers in less than a week, split nearly evenly between the 18-24 age group and the 25-34 age group.

...

What's more, CreatorIQ also reports that the company's seven posts generated 2,200 likes and 76 comments per post, for an admirable overall engagement rate of 3.73% (which CreatorIQ rates as "good").



# MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[NBCU, Comcast Executive Takes Leadership Role At Influencer Marketing Platform CreatorIQ](#)  
*MarTechSeries*, 07/15/2021

In her role as Chief People Officer, Bethany Ellis will continue to build and evolve the CreatorIQ culture, which was recently named Best Startup Employers in 2021 by Forbes and Best Places to Work via Built In for LA & NY. Prior to joining CreatorIQ, Bethany held similar roles at Fandango, Comcast, NBCU, and Boingo Wireless.

# Cablefax

[People](#)  
*Cable Fax*, 07/14/2021

Influencer marketing platform CreatorIQ hired industry veteran Bethany Ellis as chief people officer. Before joining CreatorIQ, Ellis held similar roles at Fandango, Comcast, NBCU and Boingo Wireless.

## ADVANCED TELEVISION

[Unilever-backed CreatorIQ appoints talent from NBCU, Comcast](#)

*Advanced Television*, 07/15/2021

CreatorIQ, the influencer marketing platform powering efforts for brands like AB Inbev, Disney, and Unilever, has announced the addition of Bethany Ellis as Chief People Officer. In her role, the industry veteran will help manage the growing team and guide the company culture as CreatorIQ continues to experience massive, global growth.

## CYNOPSIS

[07/14/21: Canceled “Lovecraft Country” gets Emmy love](#)

*Cynopsis*, 07/14/2021

Influencer marketing platform CreatorIQ has added Bethany Ellis as Chief People Officer. Ellis has held similar roles at Fandango, Comcast, NBCU, and Boingo Wireless.

## MobileMarketing

[Movers and Shakers: MediaCom, The Ozone Project, TMW UNLIMITED, Kochava and more](#)

*Mobile Marketing*, 07/14/2021

“We’re at a unique time to really embrace and learn from the tremendous change we’ve experienced over the past year and a half; an opportunity to shape the future of work for CreatorIQ and focus on creating a truly inclusive environment,” said Ellis. “I’ve been truly impressed with the emphasis the executive team places on its people-first, client focus values. I’m excited to join at this time of explosive growth, and partner with team members of all levels to ensure CreatorIQ continues to be a great place to work.”

# AdAge

## [THE DATA BEHIND SELENA GOMEZ'S VIRAL INSTAGRAM SWIMWEAR LAUNCH: AD AGE DATACENTER WEEKLY](#)

*Ad Age*, 07/09/2021

Here, key insights on the earned-media campaign, shared exclusively with Ad Age Datacenter Weekly by [CreatorIQ](#), the influencer marketing platform:

- La'Mariette typically has an Instagram engagement rate (a CreatorIQ measurement that reflects likes, shares and comments) of 2.76% on Instagram, which is considered “good” by CreatorIQ.
- Over the past week, La'Mariette's engagement rate has jumped to 28.8%—which falls into CreatorIQ's “exemplary” ranking.
- Gomez's launch post, linked above, went instantly viral; as of this writing, it has 7.6 million likes.
- La'Mariette's own various posts on [@lamariette](#) promoting the La'Mariette x Selena Gomez collab have earned an average of 133,000 likes and nearly 2,000 comments each—up dramatically from the brand's previous averages of 12,800 likes and 195 comments per post.
- CreatorIQ says that Gomez has an Instagram audience that's 60% female, concentrated largely in the 18-24 (43.9%) and 25-34 (37.5%) demos.
- Her audience is truly global, with 16.2% of her Instagram followers based in the U.S., followed by 9.2% in Brazil and 6.1% in India.

# AdAge

## [INSIDE INSTAGRAM CREATORS' FRUSTRATIONS WITH THE APP'S VIDEO PIVOT](#)

*Ad Age*, 07/12/2021

Even as creators have steadily been posting more video content to Instagram, engagement rates have continued to slip across all content in-feed with video seeing even less engagement than images, even with the pandemic causing people to spend more time on their phones and social media, according to data from influencer marketing agency Creator IQ. The agency looked at video posts and engagement rates for creators with over 10,000 followers (Stories not included). In January 2020, posted images saw a 2.6% engagement rate which has gradually dipped to a 1.2% engagement rate as of June 2021. Video has fared even worse. Video posts in-feed saw a 1.7% engagement rate in January 2020 which has continued to drop to 0.9% in June 2021. This comes as the percentage of video posts rose from 13% in January 2020 to 18% in June 2021, found CreatorIQ.

# AdAge

## [THE NO. 1 REASON TO RETURN TO THE OFFICE, PRIDE IN RETROSPECT, AND LEAKY FACEBOOK DATA: DATACENTER WEEKLY](#)

*Ad Age*, 07/03/2021

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

## [FACEBOOK'S PRIDE MONTH DIGITAL VIDEO PUSH BY THE NUMBERS: DATACENTER WEEKLY](#)

*Ad Age*, 06/25/2021 (avoid paywall [here](#))

Meanwhile, [CreatorIQ](#), the influencer marketing platform, tells Datacenter Weekly that it's tracking sponsored content with an LGBTQ+ theme across social networks, including Instagram, during Pride Month; in recent years, LGBTQ+-themed sponsored content has surged—from less than 1% to more than 2% of all sponsored content—during Pride Month. But the company notes that the larger trend it's seeing is that brands are backing LGBTQ+-themed sponsored content more often throughout the year, and not just during Pride. Watch for more data on all this from Datacenter Weekly once Pride Month 2021 wraps up.

# AdAge

## [INFLUENCERS DELIVER ROI AS MARKETERS EMBRACE THEM AS BUSINESS PARTNERS](#)

*Ad Age*, 06/09/2021 (avoid paywall [here](#))

During 2020, many large brands became e-commerce brands overnight, and a host of new brands found their footing via social media. Sovay, COO of CreatorIQ, says content creators find themselves “at the center of this idea—the convergence of e-commerce, performance, affiliates and brand marketing.”

## INFLUENCERS DELIVER ROI AS MARKETERS EMBRACE THEM AS BUSINESS PARTNERS

Pandemic created an environment to 'superpower' the use of creators

By [Julie Llesse](#), Published on June 09, 2021.



[Afterpay leverages e-commerce success and Rebel Wilson in first global campaign](#)

*Marketing Dive*, 05/25/2021

Also notable about Afterpay's campaign is that it is targeting younger consumers by placing its TV spots amidst programs in which those viewers are particularly interested. For example, 18-24 year-olds accounted for [68% of viewership](#) for the 2019 season of "The Bachelorette," per CreatorIQ data cited by Nexttv. This targeting makes sense given that Afterpay considers Gen Z [the most crucial demographic](#) for the future of e-commerce, according to a post on the company's blog.



[Top 55 Sponsored Posts Networks](#)

Startup Info, 05/19/2021

16. [CreatorIQ](#)

The platform brings together brands and creators and helps them run their marketing campaigns at scale, as well as provides them space to tell their stories. CreatorIQ uses advanced technical innovation to make influencer marketing data-driven, brand-safe and transparent.

Brands such as Amazon, Airbnb, Dell, Disney, Mattel, and Unilever use this platform to tell their story and connect with influencers.



[GRIN Adds \\$16M To Series A As Influencer Market Grows](#)

*Crunchbase*, 05/13/2021

While other startups such as New York-based [Upfluence](#) and Culver City, California-based [CreatorIQ](#) exist in the space, Brown said GRIN's largest competitors are companies trying to manage their influencer campaigns through do-it-yourself systems and [Google](#) Sheets. He added that many companies in the space are not based on software and automation like Grin, but rather advertising agencies offering influencer marketing as an added service.



[Influencers and Affiliates Should Be Hand in Hand](#)

*PerformanceIN*, 05/06/2021

Bhavin Desai, VP of Product Strategy at CreatorIQ says that “[brands] that do really well are the ones that actually share their goals with their creators. They’re saying, ‘this is what we’re looking to achieve, and this is what good ROI looks like from a brand’s perspective’. And then there’s clarity on both sides around what success looks like, creators are continuing to post and leverage more content, and on the brand side, they’re just getting a much longer lifespan of that relationship by leveraging those data aspects.”



['Everybody's in the mood to travel': Beauty brands shift marketing from self-care to wanderlust](#)

Glossy, 05/04/2021

“As more people get vaccinated and travel restrictions are lifted, we expect creators to be hungry to travel again. Brands need to start considering how to reinvigorate travel content and apply key learnings from 2020 to ensure that content remains authentic and relatable,” said **Tim Sovay, COO of CreatorIQ.**



[Ever thought about how many influencers exist in the world, and across all the major social media platforms? This research shows some astonishing figures](#)

*Digital Information World, 04/29/2021*

It is difficult to calculate the number of influencers without a viable methodology. Therefore, [Mediakix](#) established the influencers tier to get information about how many influencers exist on the given platforms like Instagram, YouTube, and TikTok for every tier. To determine the number, Mediakix gathered the data from 4 influencer marketing platforms like (Julius, CreatorIQ, HypeAuditor, and Influency). Mediakix evaluated the top 1000 influencers' channels on Instagram, YouTube, and TikTok from HypeAuditor and Social bakers; however, this does not include the channels of brands, celebrities, and non-influencers accounts.

**[TALKING INFLUENCE]**



[How to Optimise Influencer Marketing Budgets for Stronger ROI – IMS Global 2021 Masterclass Learnings](#)

Talking Influence, 04/26/2021

“Try to negotiate from the start for which period & countries you will be using the content. If you need to re-negotiate buy out rights after the contract has been closed, it might be more costly.”

Jeff Melton, CreatorIQ

# The Washington Post

[Gen Z women are breaking into the venture capital boy's club](#)

The Washington Post, 04/23/2021 (avoid paywall [here](#))

As an analyst at TVC Capital, a growth equity fund in her hometown of San Diego, Doherty focused on companies serving the creator economy, such as **CreatorIQ**, a start-up that helps brands manage campaigns with influencers. She said she understood the market as a participant and a consumer. The firm’s “outlook would be a bit more anthropological or academic than mine,” she said.





[ACE YOUR DISCOVERY CALL BY ASKING THESE QUESTIONS](#)

*BuiltIn*, 04/14/2021

ELEVATING CONVERSATIONS OFF THE BAT

“My favorite and most effective discovery question is, ‘How do you see influencer marketing supporting your organization’s strategic business and/or greater marketing goals for 2021 as well as over the next two to three years?’” Tarkington said.

“This question helps me elevate conversations right off the bat and attach our solution to the organization’s top goals and priorities. Because CreatorIQ is purpose-built for large global deployments and long-term growth, it’s critical to understand not only the role we play today but also the role we’ll play over the next few years.



[Top 10 Influencer Marketing Solution Companies 2021](#)

*MarTech Outlook*, 03/30/2021

CreatorIQ



CreatorIQ is the most trusted software to unify and power advanced influencer marketing for the world's most innovative enterprises. The firm's Intelligence Cloud facilitates data science-enabled creator discovery, streamlines workflow, ensures brand safety, and drives meaningful measurement. ABInbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, and Unilever are just some of the brands that utilize CreatorIQ's platform to drive real business results across their influencer marketing ecosystems

# DIGIDAY

[Barkley, AMC Networks and Major League Baseball are Digiday Content Marketing Awards finalists](#)

*Digiday*, 03/23/2021

Best Use of Data

Bloomberg Media and Hyundai Motor Company – H2 Economy  
Domino – Home As We Know It  
WeTransfer – 2020 Ideas Report  
360i and New Orleans's Tourism – Offline Playlist  
STAINMASTER® and CreatorIQ  
EvolveMKD and CooperVision – MiSight® 1 day

## BACKSTAGE

[How to Find Instagram Influencers in the UK](#)

*Backstage*, 03/16/2021

The good thing about going through specialist sites is that many of them have analytics tools and extra information on their influencer's reach, so you can plan how far you think a campaign can go, and look back afterwards to see how it panned out. Sites like [Grin](#), [Upfluence](#), and [CreatorIQ](#) are also big names, but there are a lot of companies to choose from, so do some research to find the right fit for you.



[On YouTube or Instagram? Here's what it takes to make money as social media 'influencer'](#)

*USA Today*, 03/16/2021 (originally posted on 07/10/2019, now updated) (syndicated: [Yahoo Canada](#))

Tim Sovay, the chief operating officer of marketing agency CreatorIQ is on a mission to weed out fraud.

"Brands want a better understanding of who they're partnering with, and what the social metrics really are," he says.



[How a stay-at-home year accelerated three trends in the advertising industry](#)

CNBC, 03/13/2021

“From a sheer production standpoint, there weren’t really a lot of options” for some marketers in the early days of the pandemic, he said. He said some brands that hadn’t done much work with creators gave it a shot. And dollars began to shift over to creators even more: A [report](#) from influencer marketing platform CreatorIQ said sponsored posts were up 46.6% year-over-year during the post-Thanksgiving sales weekend.



[What Is the YouTube Measurement Program \(YTMP\)?](#)

Neil Patel Blog, 03/07/2021

CreatorIQ is an all-in-one solution for influencer marketing. If you’re looking for an easy way to find influencers safely, without having to DM hundreds of creators, CreatorIQ seems like a great choice.



[Top 10 websites to find Instagram influencers](#)

Inosocial, 02/28/2021

CreatorIQ utilizes technology to respond to the influencer marketing industry’s most common challenges: fake followers, likes, comments, and false engagement rates. CreatorIQ is very reliable and serves famous clients such as Disney, Tiffany & Co., and Dell. CreatorIQ takes special pride in helping companies with high turnovers, with their smallest earning clients having a turnover of over 100 million dollars.

Using Artificial Intelligence, CreatorIQ can analyze over 1 billion Instagram accounts, adding the ones that comply with the platform's predefined criteria. Thanks to Artificial Intelligence, CreatorIQ can explore much more than mere content; the platform's search algorithms take information such as images, location tags, comments, and emojis into account.



[How influencer marketing will evolve as Gen Z's sway grows](#)

*Marketing Dive, 02/25/2021*

"As the industry evolves, we are moving away from what was 'Influencer Marketing 1.0,' which was really a transactional relationship between brands and the creators that they worked with on one-off campaigns," said Tim Sovay, chief operating officer of CreatorIQ, whose financial backers include CPG giant Unilever.

His company, which has a database of 20 million creators, is seeing greater demand among marketers for longer-term partnerships with influencers who can be effective brand advocates. At the same time, creators want to align themselves with brands whose social values match their own.

"A creator is really choosing the types of brands that they want to work with, that they identify with and who their audience is interested in," Sovay said. "On the brand side, they're looking for a more authentic relationship, and weirdly, it's almost like a traditional endorsement."



## How influencer marketing will evolve as Gen Z's sway grows

The latest evolution of influencer marketing may see brands approach already loyal customers and give them incentives to partner on social content, a new [CreatorIQ](#) report forecasts.



[Google Brasil / Twitter](#)



### [HOW MANY INFLUENCERS ARE THERE? NEW DATA, CALCULATIONS & CHARTS](#)

MediaKix, 02/12/2021

To determine the above, we leveraged influencer, platform, and influencer tier data from over four different [influencer marketing platforms](#) (Julius, Tagger, CreatorIQ, HypeAuditor, Influency) in addition to our own internal database.

To determine “influencer overlap” across Instagram, YouTube and TikTok (i.e. accounting for the same influencer across both Instagram and YouTube for example), we assessed the top 1,000 influencer channels across Instagram, YouTube and TikTok (excluding brand, celebrity, non-influencer accounts) from HypeAuditor and Socialbakers.

---

# AP

### [Kayne Partners Establishes Leading Platform for Growth Equity Investments in the Media and Supply Chain Sectors](#)

AP - Press Release, 02/08/2021

The view of this seismic industry shift also drove Kayne Partners’ investment in 4C Insights, which focused on harnessing the value of data generated from social media and television platforms to allow brands to deliver marketing campaigns more efficiently and effectively across different device mediums. The acquisition of 4C Insights by Mediaocean (and its parent company, Vista Equity Partners) in July 2020, reflected the continued trend of enterprise software companies broadening their reach and breadth of offerings through the acquisition of successful and innovative growth-stage technology businesses. In July 2020, Kayne Partners extended this thesis once again through its investment in [CreatorIQ](#), a SaaS-based technology solution helping power the workflows between brands and the fast-growing influencer marketing channel at scale.

# AdAge

### [WATCH THE LINCOLN PROJECT’S DATA-DRIVEN VIRAL VIDEO. PLUS A YOUNG POET’S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY](#)

Ad Age, 01/22/2021

- According to influencer marketing platform [CreatorIQ](#), Gorman just gained more than 2.8 million followers on Instagram—jumping from 61,957 the day before Inauguration Day to more than 2.9 million as of Friday morning.

Campaign Trail

**WATCH THE LINCOLN PROJECT'S DATA-DRIVEN VIRAL VIDEO, PLUS A YOUNG POET'S INSTANT FAME BY THE NUMBERS: DATACENTER WEEKLY**

Also, the most visible brands on TV during Inauguration Day coverage

By [Simon Dumenco](#), Published on January 22, 2021.



From the number of days spent golfing to the turnover rate of senior advisers ... Credit: The Lincoln Project

# AdAge

[MORE SUPER BOWL ADVERTISERS LINE UP AS BUCS SET TO FACE CHIEFS. AND RIP LARRY KING: MONDAY WAKE-UP CALL](#)

Ad Age, 01/25/2021

[Inauguration by the numbers](#)

After all the excitement of last week's inauguration, Ad Age's Datacenter is out with some numbers to put it all into context. Among the findings, Simon Dumenco [reports](#) that videos of youth poet laureate Amanda Gorman's recitation have racked up more than 28.4 million views on Twitter alone, according to online video measurement platform [Tubular Labs](#). Her debut collection, "[The Hill We Climb: Poems.](#)" is currently the No. 1 best seller on Amazon, based on pre-orders, and, according to influencer marketing platform [CreatorIQ](#), she has gained more than 2.8 million followers on Instagram.

Elsewhere, TV ad measurement company [iSpot.tv](#) kept track of all the advertising across national news and information shows on Inauguration Day—and found that Gold Bond racked up the most ad impressions. Meanwhile, the Lincoln Project's latest video on "Trump's legacy" has clocked more than a million views.

News 📰

## MORE SUPER BOWL ADVERTISERS LINE UP AS BUCS SET TO FACE CHIEFS, AND RIP LARRY KING: MONDAY WAKE-UP CALL

Plus, Bernie Sanders turns his meme into merch

By [Alexandra Gardine](#), Published on January 25, 2021.



Larry King died at age 87. Credit: Getty via Bloomberg



## BUSINESS 2 COMMUNITY

### [What are Fake Influencers and How Do You Find Them?](#)

*Business 2 Community, 01/14/2021*

Influencer marketers, with the help of engagement tracking platforms like GRIN and CreatorIQ, are verifying [social influence](#) before joining forces with an influencer. Social media power users that earn connections and respect from members of their audience help brands generate significant returns when that influencer recommends their product or service.



### [The Safety Dance: Automated tools that try to calculate “brand safety” reproduce the whiteness of mainstream content](#)

*Real Life Magazine, 01/11/2021*

Nevertheless, the assumptions behind those assessments work their way into automated tools, another emerging intermediary between influencers and brands. One such tool, CreatorIQ, claims to algorithmically diagnose who is “brand safe” for advertisers by analyzing influencers’ published content across all social media platforms, interactions with other influencers, follower numbers, previous brand work and press coverage.



# The Drum






[Huda Beauty was 2020's 'Share of Influence leader' for sponsored beauty content.](#)

*The Drum*, 01/04/2021

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 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:

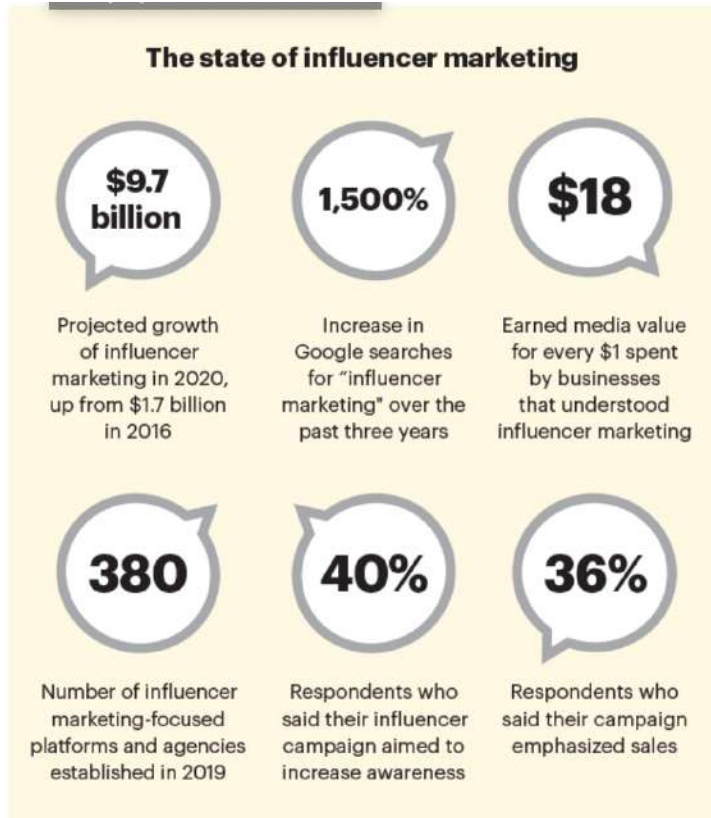
- 2.85% — average engagement rate on Instagram for sponsored content within the beauty category in 2020
- 40K — average estimated post reach
- Huda Beauty was the No. 1 brand with 8.18% SOI and an estimated media value of \$32.8 million.
- [Kylie Jenner](#) had the most-engaged-with [sponsored post](#), which was a video promoting her new line of cosmetics. The post received more than 3.4M likes and 24K comments, with an estimated reach of 16.7 million.

Rank	Company	SOI	ER	EMV
#1	 Huda Beauty	8.18%	1.65%	\$32.8M
#2	 Morphe Brushes	4.22%	3.61%	\$14.2M
#3	 NYX Professional Makeup	3.63%	1.38%	\$13.7M
#4	 ColourPop Cosmetics	3.49%	3.60%	\$11.4M
#5	 Fenty Beauty	3.37%	2.86%	\$11.4M

# Independent Banker

[How banks can use influencer marketing](#)

*Independent Banker*, 01/01/2021



Source: Influencer Marketing Hub and CreatorIQ survey of 4,000 industry professionals, brands and marketing agencies, 2020



[Influencer Spotlight: The Space Gal](#)

TVREV, 12/23/2020

#### Key Stats and Audience Demographics

Calandrelli's biggest audience is on Instagram, where she has 98.1K followers and an average engagement rate of 6.77%, which CreatorIQ considers "excellent." On Twitter, she has 85.8K followers and a "good" engagement rate of 0.46%.

