

ESZEN



Forward
Forum

DEFINING CREATOR SUCCESS

UNCOVERING THE SECRET TO CREATOR CAMPAIGN SUCCESS: DECODING METRICS AND BENCHMARKS

We are sharing insights and formulas for successful creator campaigns, enabling clear comparisons and informed decisions based on measurable data across diverse campaigns, brands, regions, and organizations.

AWARENESS & ENGAGEMENT

SUCCESS	KPI	FORMULA	BENCHMARK*
AWARENESS	ACTUAL ORGANIC IMPRESSIONS	TOTAL IMPRESSIONS - PAID IMPRESSIONS	90% paid / 10% organic
	ESTIMATED ORGANIC IMPRESSIONS	(FEED FOLLOWERS X 20%) + (STORY FOLLOWERS X 5%)	-
	CPM	TOTAL SPEND ÷ ACTUAL IMPRESSIONS X 1000	\$50
		70% OF SPEND (% OF SPEND CONSIDERED WORKING MEDIA \$) ÷ FOLLOWERS X 1000	\$10
		TOTAL SPEND ÷ ACTUAL IMPRESSION X 1000	\$25
	POTENTIAL REACH	TOTAL FOLLOWERS	-
	REACH RATIO (VIRALITY)	REACH ÷ FOLLOWERS X 100	20% of followers
	RECALL LIFT	BRAND AD RECALL QUESTION POLL RESULTS FROM EXPOSED GROUP OF PLATFORM USERS VS. UNEXPOSED CONTROL GROUP OF PLATFORM/PANEL USERS	5 pts.
	FOLLOWER GROWTH	FOLLOWER GROWTH ON BRAND'S SOCIAL MEDIA ACCOUNTS	+2-5%
	BRANDED HASHTAG PERFORMANCE	THE USAGE AND REACH OF BRANDED HASHTAGS ASSOCIATED WITH THE INFLUENCER CAMPAIGN.	+% increase MoM
SOCIAL MENTIONS	THE NUMBER OF TIMES YOUR BRAND IS MENTIONED ON SOCIAL MEDIA PLATFORMS BY THE INFLUENCERS OR THEIR FOLLOWERS.	+% increase MoM	
SHARE OF VOICE	THE AMOUNT OF BRAND MENTIONED GENERATED BY INFLUENCERS VERSUS COMPETITORS IN THE SAME MARKET.	+% increase from baseline	

*Estimates - Please note that these benchmarks are estimates and can vary significantly based on your specific campaign, budget, and objectives.

ENGAGEMENT & CONSIDERATION

SUCCESS	KPI	FORMULA	BENCHMARK*
ENGAGEMENT	ENGAGEMENT RATE	TIKTOK+YOUTUBE: (LIKES+COMMENTS+SHARES) ÷ VIEWS X 100 OR (LIKES+COMMENTS+SHARES+LINK CLICKS) ÷ VIEWS X 100	3% OR 10%
		ALL OTHER PLATFORMS: (LIKES+COMMENTS+SHARES+SAVES) ÷ ESTIMATED/ACTUAL IMPRESSIONS X 100 OR (LIKES+COMMENTS+SHARES+SAVES+LINK CLICKS) ÷ ESTIMATED/ACTUAL IMPRESSIONS X 100	2% OR 8%
	VIDEO COMPLETION RATE	(COMPLETED VIEWS ÷ TOTAL VIEWS) X 100	70-80%
	ESTIMATED ENGAGEMENT RATE	INSTAGRAM (AVG. LIKES+COMMENTS+SHARES) ÷ TOTAL FOLLOWERS X 100 YOUTUBE: (AVG. LIKES+COMMENTS+SHARES) ÷ TOTAL VIEWS X 100 TIKTOK: (AVG. LIKES+COMMENTS+SHARES) ÷ TOTAL VIEWS OR REACH X 100	2.5% - 3%
	SENTIMENT	MEASURED BY ANALYZING COMMENTS, TRACKING LIKES AND DISLIKES, AND MONITORING SOCIAL MEDIA MENTIONS.	80% positive/neutral
CONSIDERATION	AVERAGE SESSION DURATION	HOW MUCH TIME VISITORS, DIRECTED TO YOUR WEBSITE THROUGH THE INFLUENCER CAMPAIGN, SPEND ON YOUR SITE.	2-3 minutes
	CPC	COST PER CLICK	\$1.50
	CPMV	(TOTAL CAMPAIGN SPEND ÷ NUMBER OF VIEWS) X 1000	\$12
	CPV	TOTAL CAMPAIGN SPEND ÷ TOTAL :06 VIEWS	0.12
	CONSIDERATION LIFT	BRAND CONSIDERATION QUESTION POLL RESULTS FROM EXPOSED GROUP OF PLATFORM USERS VS. UNEXPOSED CONTROL GROUP OF PLATFORM/PANEL USERS	.15pt lift in message association
	BOUNCE RATE	THE PERCENTAGE OF VISITORS WHO LEAVE YOUR WEBSITE AFTER LANDING ON IT THROUGH YOUR INFLUENCER CONTENT WITHOUT INTERACTING FURTHER. .	40-50%

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CONSIDERATION & CONVERSION

SUCCESS	KPI	FORMULA	BENCHMARK*
CONSIDERATION & CONVERSION	CTR	$(\text{CLICKS} \div \text{IMPRESSIONS}) \times 100$	0.5% (organic) to 3% (paid)
	CLICKS	MEASURES TRAFFIC AND ENGAGEMENT. TRACKED VIA SOCIAL MEDIA PLATFORM, LINKS, UTM OR CODE.	0.5% of total impressions (organic) 3% of total impressions (paid)
	INTERACTIONS PER VISIT	HOW MANY INTERACTIONS PEOPLE MAKE ON YOUR SITE IN ONE VISIT, FROM SEEING INFLUENCER CONTENT.	1.7 per session
	NEW VISITORS VS. RETURNING	THOSE WHO HAVE VISITED YOUR SITE IN THE PAST AND COME BACK (RETURNED) AND THOSE WHO ARE SEEING IT FOR THE FIRST TIME (NEW) AS A RESULT OF INFLUENCER CONTENT.	30% / 50%
	ROAS	$\text{REVENUE} \div \text{TOTAL AD SPEND}$	4:1 ratio
	ABANDONED CART/FORM RATE	THE PERCENTAGE OF ONLINE SESSIONS IN WHICH USERS ADD ITEMS TO THEIR CART, OR START FILLING OUT A FORM BUT DO NOT COMPLETE THE PURCHASE.	60-70%
	CONVERSION RATE	THE PERCENTAGE OF WEBSITE VISITORS, LEADS, OR CUSTOMERS WHO COMPLETE A DESIRED ACTION, SUCH AS MAKING A PURCHASE.	1.5-2%
	SALES	DIGITAL ACTION THAT RESULTS IN A PURCHASE IN RESPONSE TO CREATOR CONTENT.	+% increase from baseline
	CONVERSION EVENTS	ANY DIGITAL ACTION (LANDING PAGE, APP DOWNLOAD, PURCHASE, FORM SUBMISSION ETC.) TRACKED VIA PROMO CODE, API, UTM CODE, PIXEL OR TRACKING LINK FROM CREATOR IMPRESSION	+% increase from baseline
	CPA	$\text{TOTAL AD SPEND} \div \text{TOTAL NUMBER OF CONVERSIONS}$	\$100 CPA (heavily depends on the action)
EMAIL SIGN-UPS	TOTAL SUBSCRIPTIONS TO A WEBSITE OR SERVICE USING AN EMAIL ADDRESS	20% of clicks	

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QUESTIONS?



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