The Transparent Influencer Marketing Co.

2023 Influencer Marketing Digest

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The Winning Formula: Combining Influencer Content and Ad Boosting on TikTok

Category Averages for Influencer Marketing

Category	CPV	CPR	CPE
Mobile App	0.12	0.13	0.97
F&B	0.04	0.04	0.95
Travel	0.16	0.18	1.10
Skincare and Beauty	0.21	0.23	2.46
E-Commerce	0.28	0.33	4.77

Table 1: CPV, CPR and CPE for the above categories

CPV - Cost-per-view
CPE - Cost-per-engagement
CPR - Cost-per-reach
IG - Instagram
KOL - Key Opinion Leader/ Influencers

View rate - Total views/ Total Followers
Reach rate - Total Reach/ Total Followers
Engagement rate - Total Engagement/ Total Followers

Assumptions

In our pursuit of a balanced and equitable report, we've adopted a method known as data normalization.

All influencer costs have been recalibrated to eliminate any discounts they might have offered.

Unless otherwise specified, all metrics encompassing reach, views, and engagement have been meticulously adjusted to exclude the influence of ad boosting.

This dataset is founded on the comprehensive analysis of more than 30 campaigns, each featuring a minimum of 30 KOLs. It is exclusively drawn from campaigns concluded between January 2023 and the end of September 2023.

What we have undertaken is data analysis, and we have formulated several theories to explain the observed results. If you would like to hear our perspective and discuss these theories, we would be happy to meet to discuss in detail.

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TikTok boosting cost RM1,000 per ~300,000 views

Content Type	Views	Views + Boosting
General	1,300,564	6,410,800
F&B	4,979,900	8,907,396
Mobile App	537,680	3,976,947
Travel	525,977	361,092
Skincare and Beauty	4,831,024	65,585,659
Total KOL Spent	943,587	943,587
Total Ad Spent on Boosting		242,671
Average Campaign CPV	**0.122**	**0.018**

Table 2: CPV with and without boosting

Our utilization of influencers in campaigns stems from three core aims: diversifying content, maximizing reach, and ensuring an organic, unsponsored feel. An intriguing development is now reshaping our approach. By strategically boosting influencer-generated content, we've achieved astounding results.

With an investment of merely RM243,000, equivalent to about <26% of our KOL Spent, we've witnessed a substantial surge in campaign reach. Our view count skyrocketed from 12.1 million to an impressive 85.4 million, marking an over 7-fold increase in views.-fold increase in views.

Integrating influencer boosting proves to be a dynamic strategy that harmonizes with our goals of diverse content, maximum reach, and an authentic, unsponsored appeal. This report encourages the exploration and adoption of this strategy in future campaigns, underlining its transformative power in achieving extraordinary results.

Other Key Observations

Content Type	CPV	CPR	CPE
Thematic Video / Transition Videos	0.27	0.32	4.77
New Product Launch	0.16	0.16	1.67
Outpost Visit	0.06	0.05	0.63
Mini Vlog	0.11	0.13	3.22
Get Ready With Me	0.24	0.23	2.10

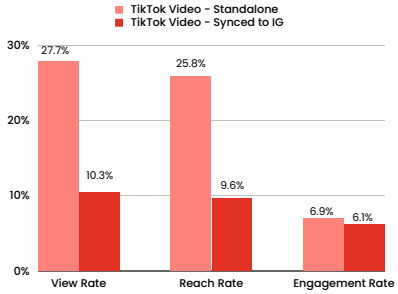
Table 3: CPV, CPR and CPE based on Content Types

Content Performance Insights and the Dominance of Outpost Visits

Analyzing Table 3 data, it's evident that CPV, CPR and CPE is notably higher for Thematic and Vlog videos, which aligns with expectations since these types of contents focus on entertainment rather than direct engagement. In contrast, New Product Launch and Get Ready With Me videos discuss products, fostering questions from viewers.

The clear winner is still outpost visit content, much like in 2022. This is attributed to diverse content opportunities at outdoor events, offering a plethora of visuals and activities.

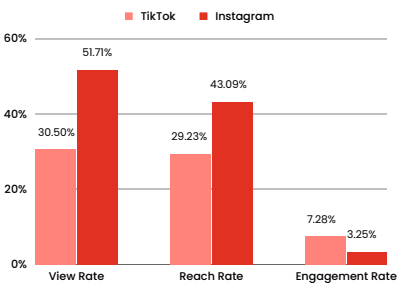
When initiating an outpost event campaign, it's essential to enlist influencers to endorse the event's special offers or giveaways. Featuring a secret code for a complimentary gift has proven to be particularly appealing!



To Share or Not to Share: Investigating the Influence on Content Performance

Our analysis uncovered a significant contrast in content performance between TikTok videos shared on Instagram Reels and those exclusively on TikTok. Content that remained solely on TikTok consistently outshone videos synced to Instagram Reels in view rate, reach, and engagement. This discovery solidifies the idea that TikTok's algorithm favors content exclusive to the platform, emphasizing the crucial role of native content for achieving top-tier performance on the platform."

To mitigate this issue, some best practices include refraining from posting content on both platforms on the same day or altering the content's music. These simple steps should effectively address the challenge.



Decoding Content Performance: Instagram vs. TikTok

Occasionally, we witness content going wildly viral on TikTok, which is a compelling aspect of the platform and a major reason why over 60% of our campaigns migrated to TikTok within just one year. However, what caught our attention was the long-term performance comparison. Surprisingly, Instagram content consistently outperformed TikTok content, achieving higher view rates, reach rates, and engagement rates over time. While TikTok has the potential for viral content, Instagram appears to provide a more dependable source of views and reach in the long run.

"Hit the restart button and reinitiate your Instagram journey. Think about leveraging Instagram and TikTok in distinct ways to connect with your potential customers."

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