Creator marketing has outgrown the way we measure it.



Chris Davis
Managing Director, UK & EMEA, Hypetap

hypetap

Which do you trust more?

A BILLBOARD



OR

A FRIEND

I've been wearing these for a month. So comfortable, and they've held up really well.

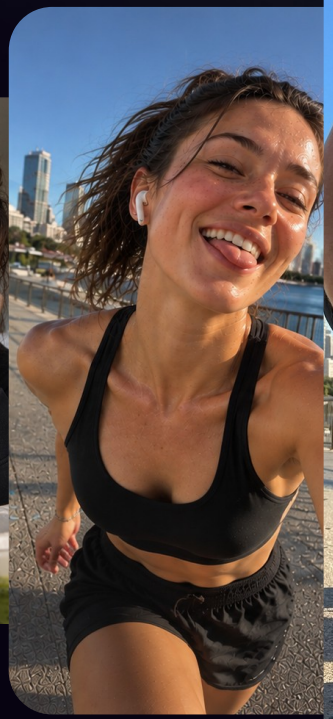


I think you'd really like them 😄

Why creators feel familiar



n 7:42am



Mon 2:12pm



Wed 9:27am

150

Dunbar’s number: we maintain roughly 150 meaningful relationships.

Creators can feel like one of them.



Investment has hit an inflection point

Unilever

300k

CREATORS

Up from around 10,000

L'ORÉAL

500k+

CREATORS

More than half a million

P&G



Greater emphasis on creators

Reported figures. Source: Marketers & Money [August 2026].

Current reporting only tells half the story



What did this do for the business?

Are more people considering us?

Are we gaining ground on competitors?

Is this helping the business grow?



YOUR SPEAKER

Chris Davis

Managing Director, UK & EMEA

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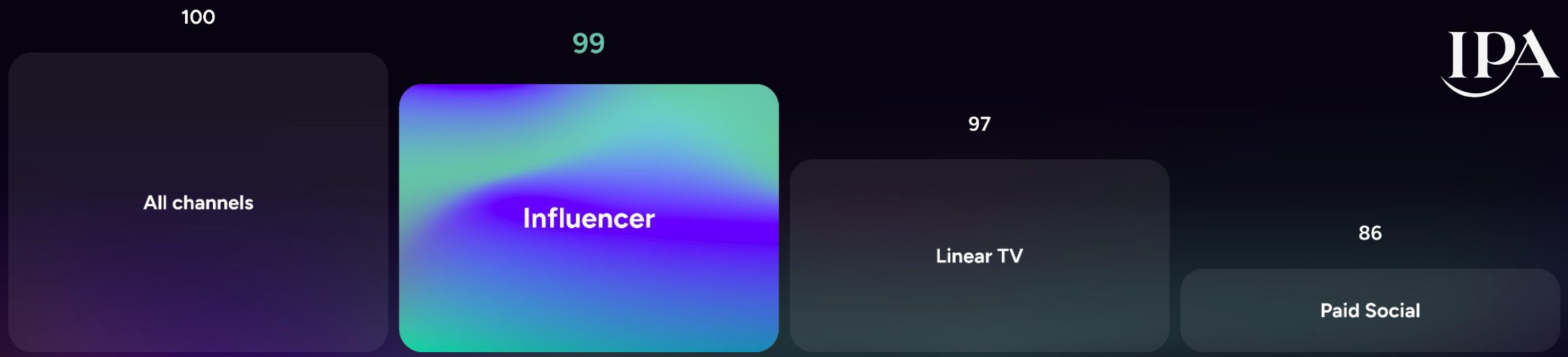
The IPA evidence

SHORT TERM

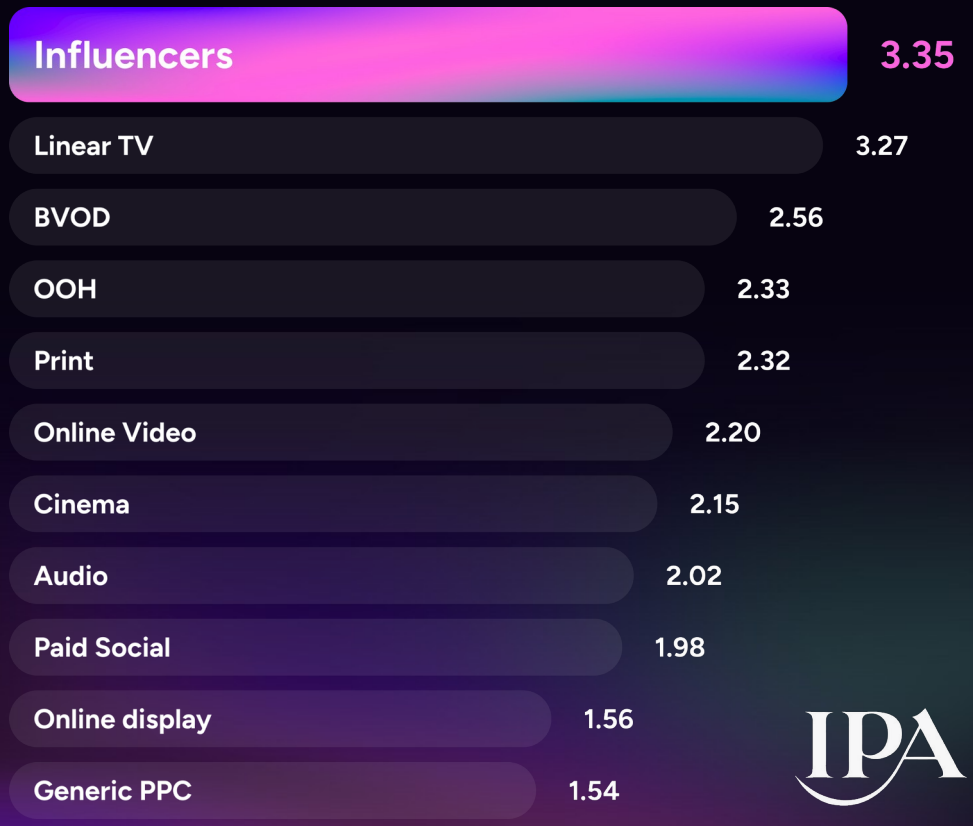
Returns broadly in line with the all-channel average



UK ROI index (all-channel average = 100)

Source: IPA, Beyond Engagement: Understanding Influencer Payback (2025). UK samples: 59 campaigns short term, 18 long term.

The IPA evidence



OVER TIME

3.35×

Long-term multiplier: the highest of any channel

A substantial part of the effect can continue beyond the immediate response.

Source: IPA, Beyond Engagement: Understanding Influencer Payback (2025). UK samples: 59 campaigns short term, 18 long term.

Learn now, understand over time

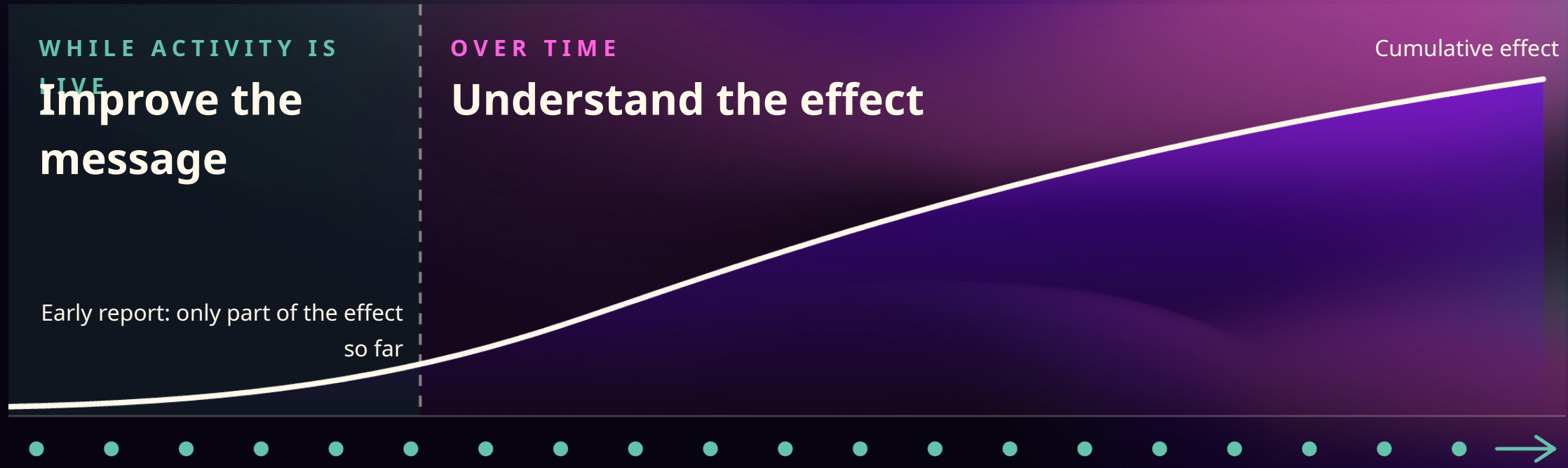
WHILE ACTIVITY IS LIVE

Improve the message

Early report: only part of the effect so far

OVER TIME

Understand the effect



One purchase but many influences

Creator video
TikTok sees a view

Billboard
Spotted in the wild

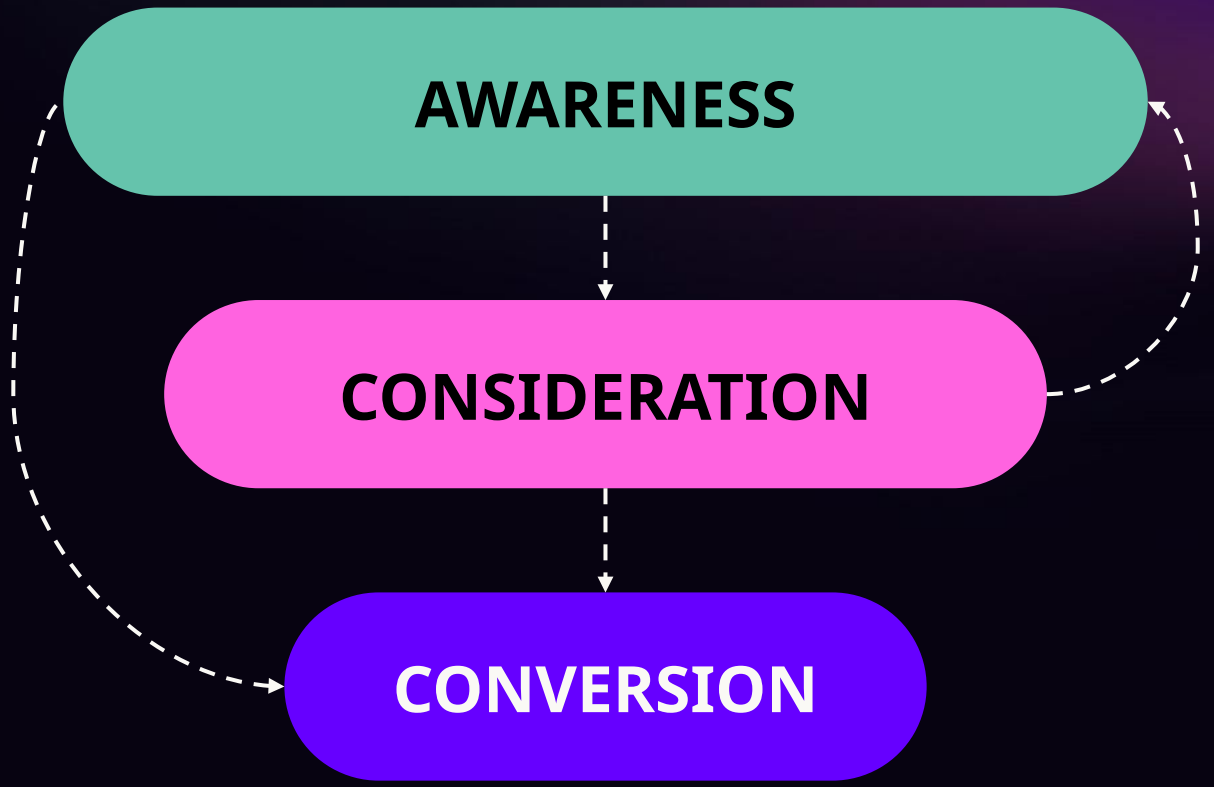


Search & reviews
Search sees a query

Friend’s message
No one sees the share

Retailer
Retailer sees a sale

The modern funnel



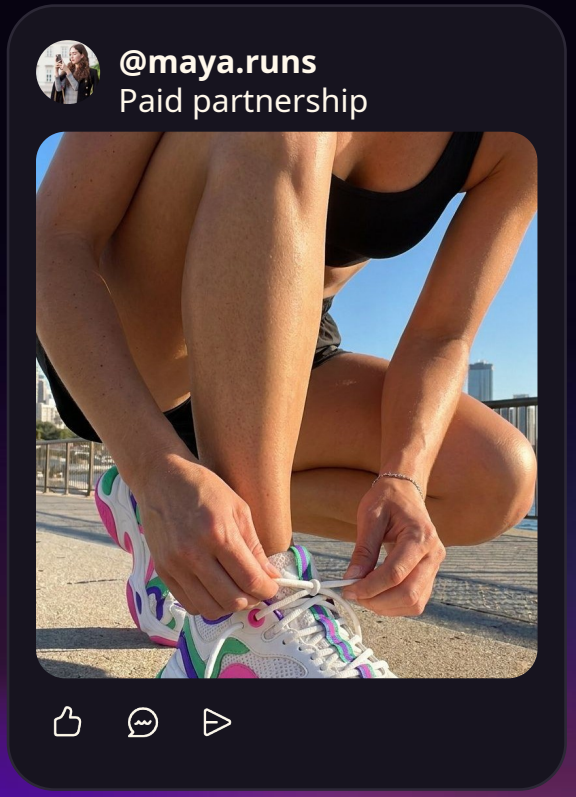
Are people seeing us?

Are we giving them a reason to consider us?

Is interest turning into sales?

AWARENESS | CONSIDERATION | CONVERSION

Awareness: standard reporting



1M
VIEWS

3%
ENGAGEMENT RATE

WHAT IT TELLS US

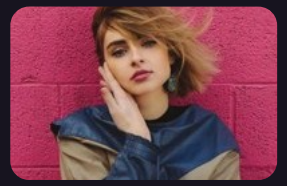
- ✓ Exposure and reactions
- ✓ What to improve while live

WHAT IT CAN'T TELL US

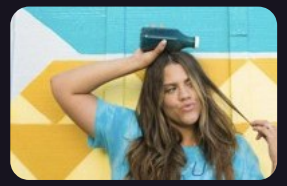
- ⚠ How we compare with the rest of the market

Their feeds told them they were winning

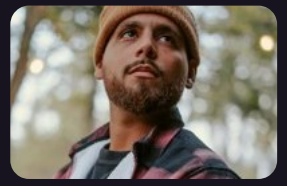
THE TEAM'S FEED



@jodie.m · Paid partnership
Obsessed with the new drop from @ourbrand
12.4k likes



@sam.k · Paid partnership
Third week in a row. @ourbrand gets it.
9.8k likes

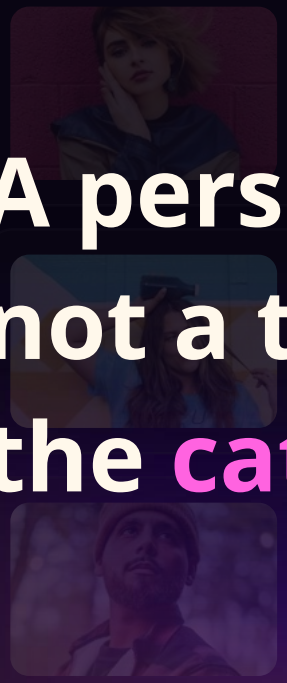


@leo.r · Paid partnership
My everyday pick: @ourbrand
15.1k likes

HOW THE TEAM SAW THE CATEGORY

1	Competitor 1
2	**Our brand**
3	Competitor 2
4	Competitor 3
5	Competitor 4
6	Competitor 5
7	Competitor 6
8	Competitor 7
9	Competitor 8
10	Competitor 9

The data told a different story

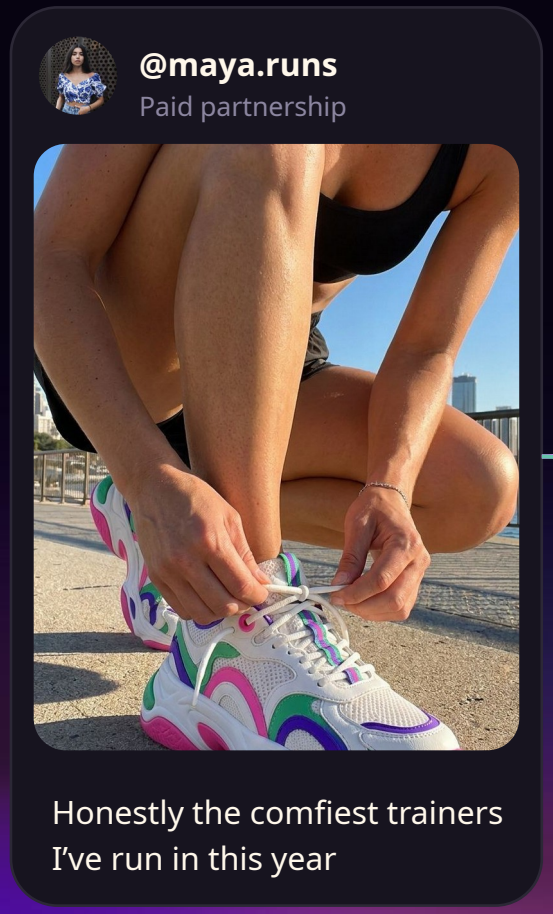


A personalised feed is not a true picture of the category.

WHAT THE ANALYSIS SHOWED

1	Competitor 1
2	Competitor 2
3	Competitor 3
4	Competitor 4
5	Competitor 5
6	Competitor 6
7	Competitor 7
8	Competitor 8
9	**Our brand**
10	Competitor 9

Brand discovery has changed



TikTok Search

snazzy trainers that are actually comfy

Google Search

most comfortable running trainers reviews

ChatGPT Search

Can you recommend a comfortable pair of running trainers? Preferably that also look fun with bright colours

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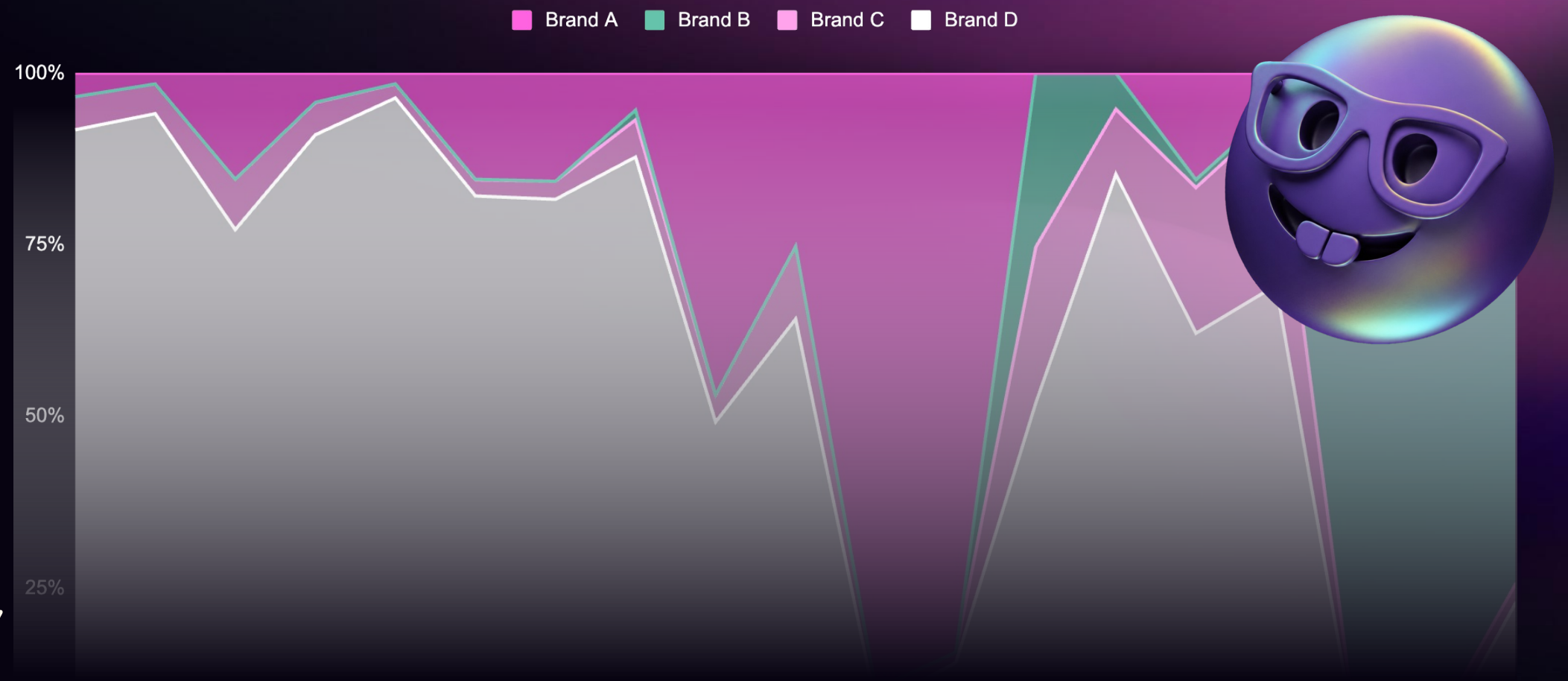
AWARENESS | CONSIDERATION | CONVERSION

Share of Voice shows us where we stand



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AWARENESS | CONSIDERATION | CONVERSION

Sentiment reveals more than views alone



@maya.runs · 0:42

this song though

@sam_k **Question**

“Would these work for running?”

first!!

@jodie.m **Intent**

“I’ve been looking for something like this.”

SENTIMENT & INTENT

- Enthusiasm
- Concerns
- Questions
- Intent to try or buy

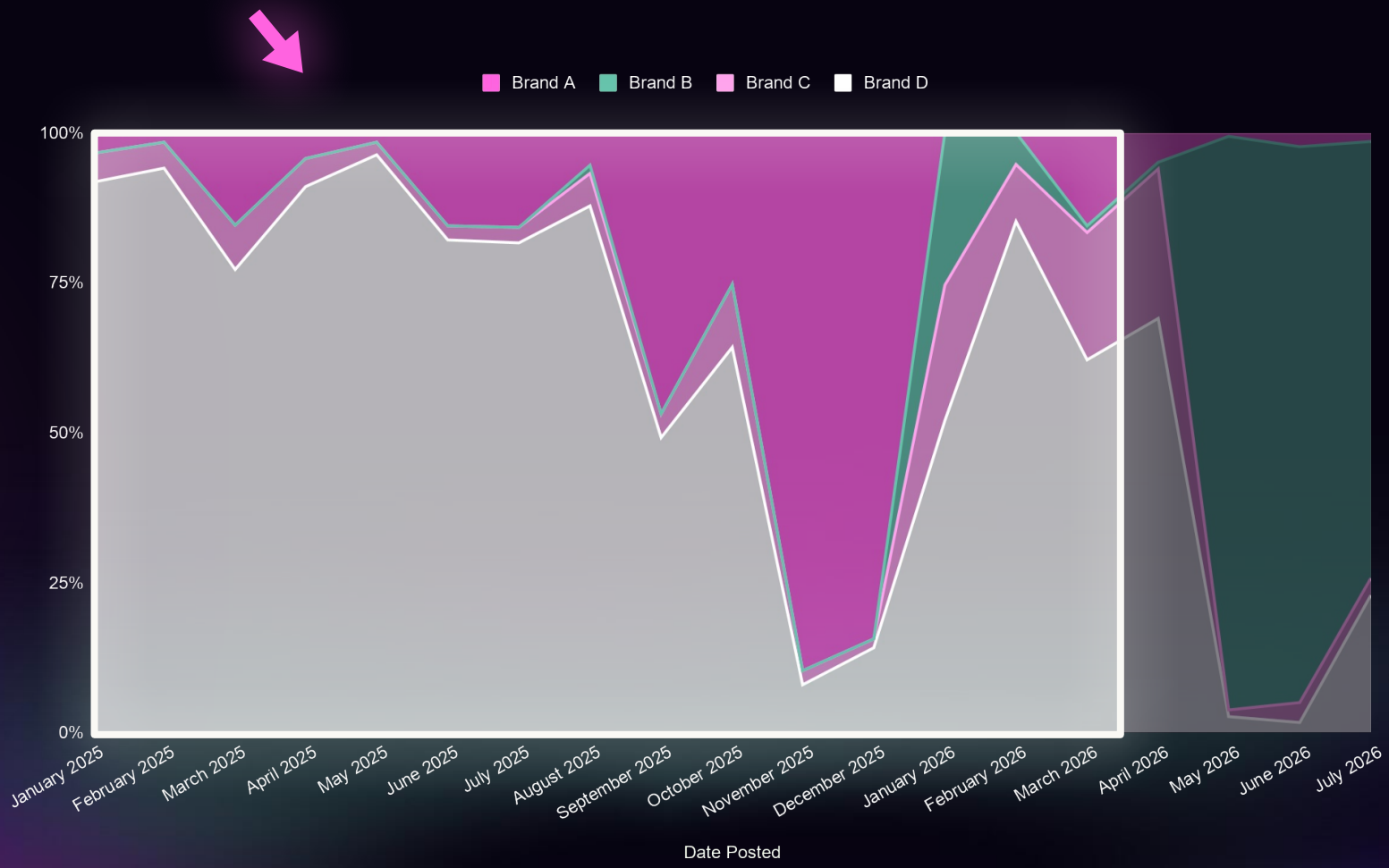
CASE STUDY

Visibility

~44%

BRAND A

CREATOR SHARE OF VOICE



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Hypetap Intelligence analysis of Instagram creator activity

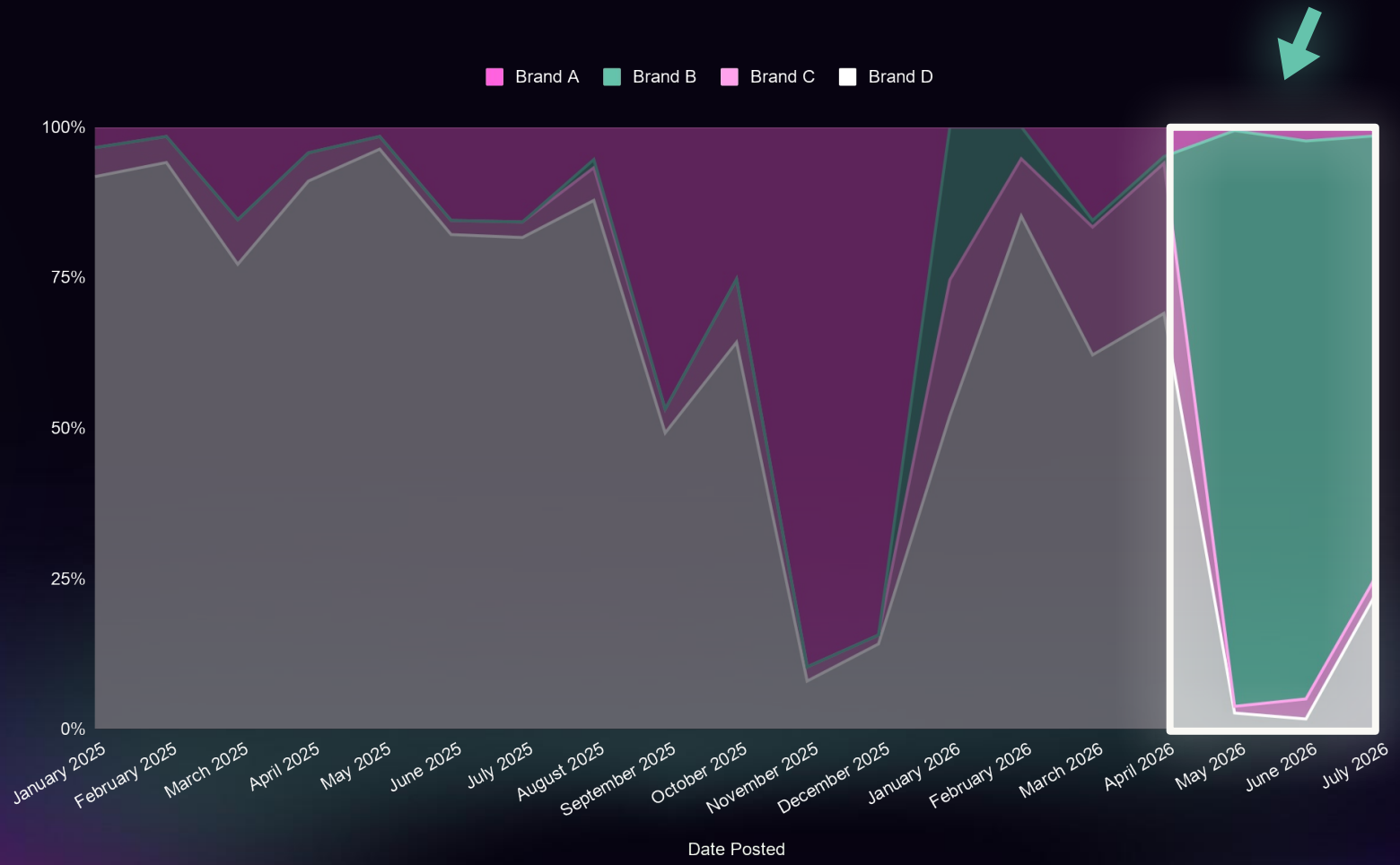
CASE STUDY

Visibility

~87%

BRAND

CREATOR SHARE OF VOICE



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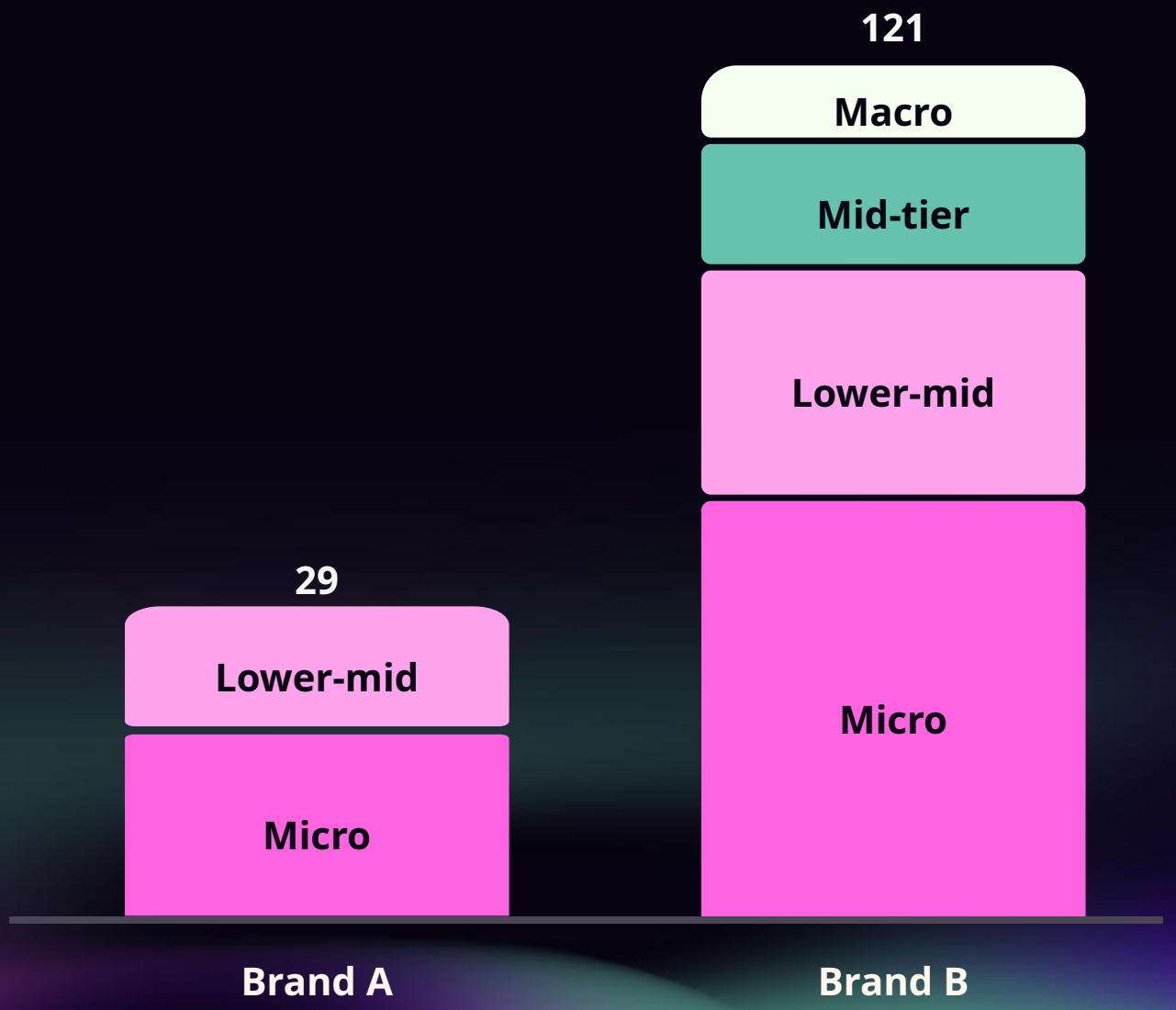
Hypetap Intelligence analysis of Instagram creator activity.

CASE STUDY

Brand B generated higher SOV through increased investment & a broader talent mix



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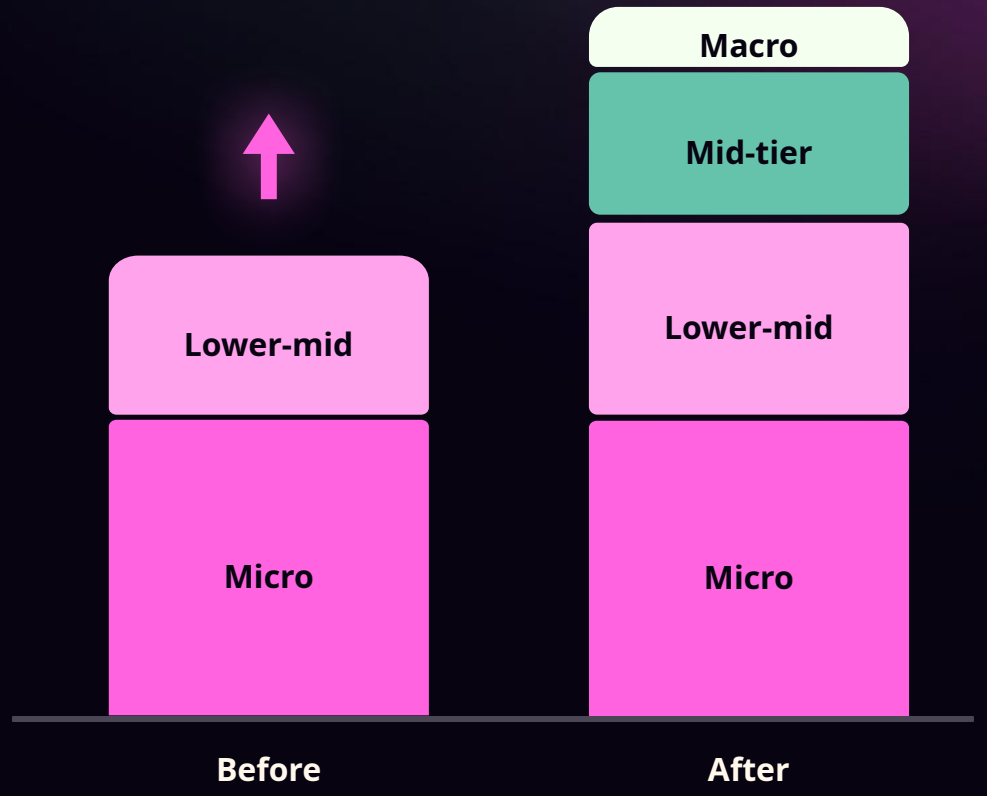
CASE STUDY

But Brand A was driving a stronger brand response

	BRAND A	BRAND B
BRAND AFFINITY	12% ↑	5.4%
PURCHASE INTENT	10.4% ↑	5%
CTA RESPONSE	27.6% ↑	2.2%

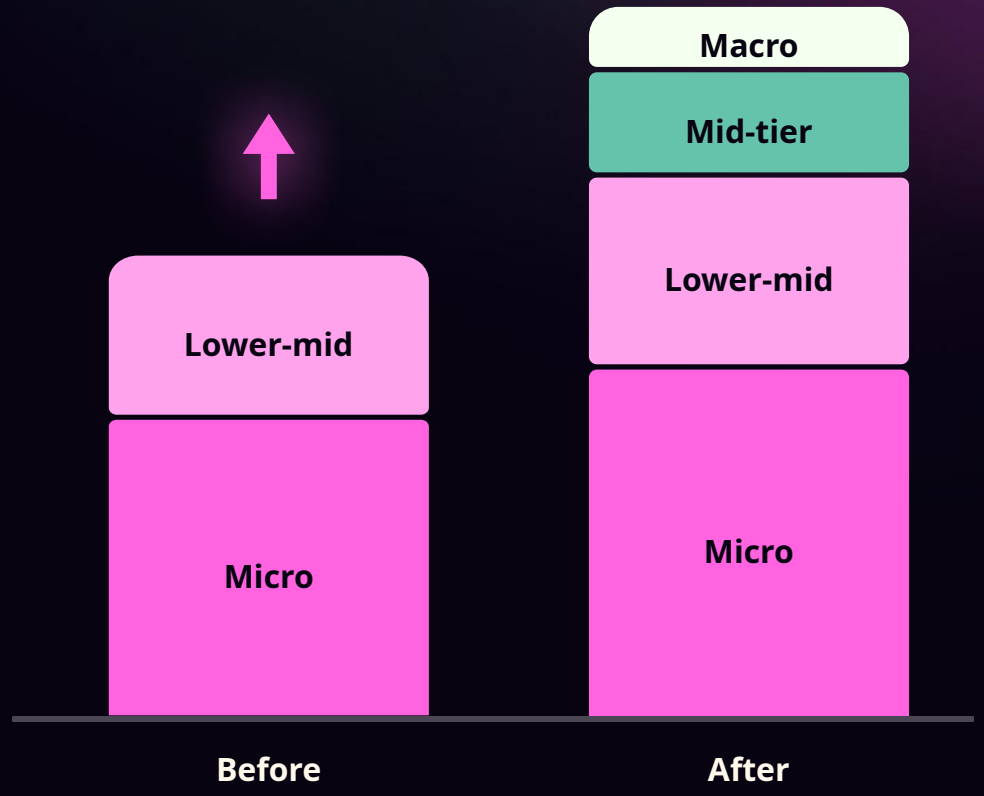
CASE STUDY

So we scaled what was already working



CASE STUDY

The outcome



SPEND

+30%

More exposure for content already creating interest

SHARE OF VOICE

+42%

Share of voice increased

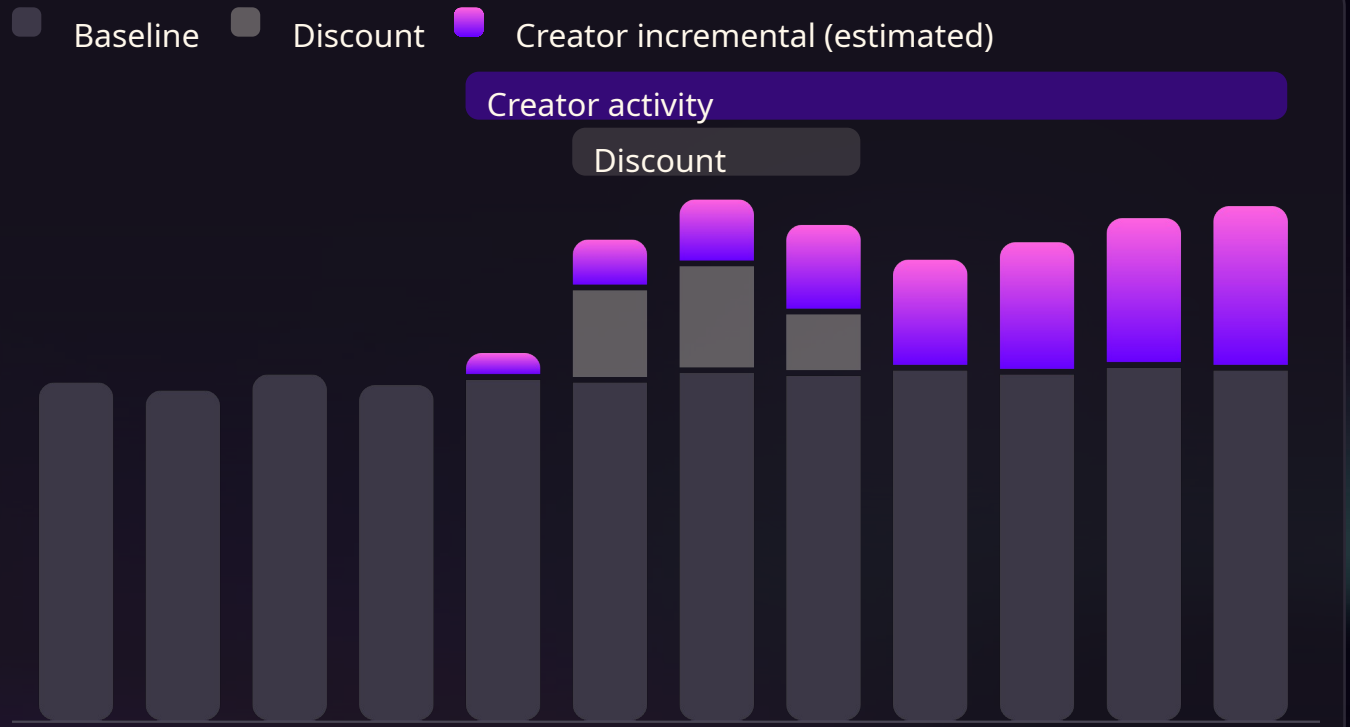
PURCHASE INTENT + BRAND AFFINITY

±0.1%

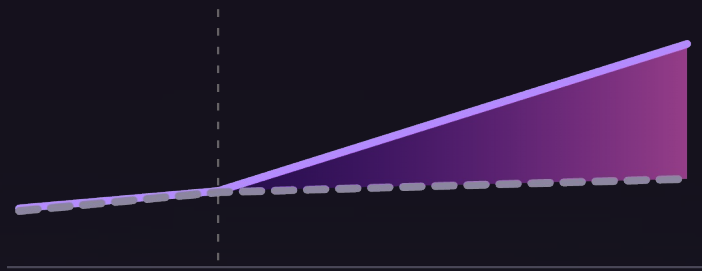
Maintained if not slightly improved

AWARENESS | CONSIDERATION | CONVERSION

Did we sell more trainers?



INCREMENTALITY TEST



Test markets: creators on

Comparison markets: held back

The gap estimates what happened because of the creators.

AWARENESS CONSIDERATION CONVERSION

Market mix modelling



Can include effects built earlier through awareness and consideration

Start with the job you gave creators. Then choose the evidence.

AWARENESS	CONSIDERATION	CONVERSION
Standard reporting Reach, views, engagement	**Sentiment & intent** What the response tells us	**Sales data** Revenue, customers, category share
Share of voice Competitive context, spanning awareness and consideration		**Incrementality testing** What happened because of creators
		Marketing mix modelling Contribution, including delayed effects

The future of creator measurement is proving what the investment delivers for the business.



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