



LTK REPORT:

The State of Creator Guided Shopping



From marketing efforts to community building to product purchases, Creators continue to push shopping forward—and **continue to help brands innovate, grow, and reach new heights.**

At LTK, we provide data-driven shopper strategies for Creators and brands using **12+ years of proprietary insights** to drive maximum results across the globe.

LTK by the numbers

LTK drives and tracks
billions of dollars
in annual brand sales

Creators publish
millions of LTK posts

12 years of data and insights
accelerate influence scale

5-star shopping app

18 million Creator Guided
monthly shoppers amplifying
creator reach driving to brand
sites

NPS Score of 50
LTK customers give high scores
to LTK



What to expect from Creator Guided Shopping

Anchored by LTK's national Shopper Study, alongside insights and data from LTK brands, Creators and 18M LTK shoppers, this report outlines the latest industry **trends and growth** as Creator Guided Shopping continues to disrupt the industry.



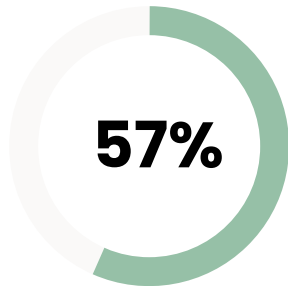
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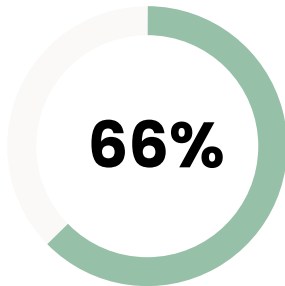
A surge in short-form video

Short-form video campaigns are up **5x YoY, and drove 3x GMV growth YoY** compared to static content. Throughout 2023, we're seeing a continued acceleration towards this type of content—AKA, fun, digestible content that makes it easier than ever for Creators to help consumers connect with your brand.

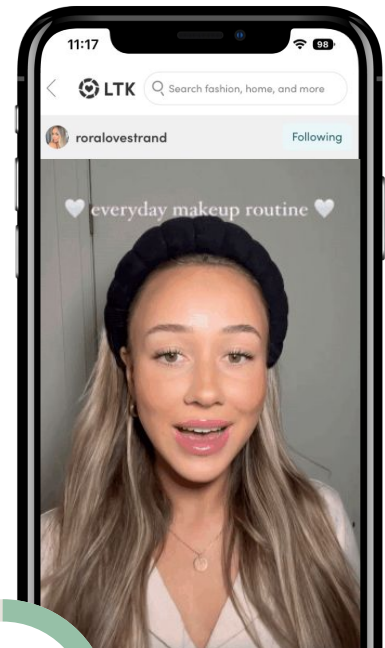
What consumers from LTK's national study are saying...



of consumers watch video on social media created by Influencers



66% actually *prefer* watching videos over viewing still images



Creator video posts on LTK more than doubled YoY



Why is this valuable?

Elevates your product & performance
A macro industry shift that consumers prefer

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Gen Z continue to be the trend setters

- Gen Z is shopping Creator at a greater velocity than other generations
- They also watch Creator videos more than the general population

Whether shopping from Instagram, TikTok, or YouTube, Gen Zers and Gen Z Creators are always-on—and always looking for authenticity, practicality, and shared values. What does this mean for brands? The power of Gen Z will only increase, and brands will act on deeper-rooted strategies for this market in an always-on capacity.

Gen Z insights from LTK’s national study:

 **100%** Gen Z shop online

Shopping originated social media

79%

73%



Gen Z watch Creator videos

Purchase from Creators

76%



Top three shopping channels: Instagram, TikTok, YouTube

**LTK 2023 Shopper Study*



28%

Shop through Creators 28% more than the general population

28%

Watch Influencer videos 28% more than the general population



43%

Shop in-store from Influencers



#1

Gen Z rank influencer as most trusted to help with purchase decisions – beating social media ads and celebrities



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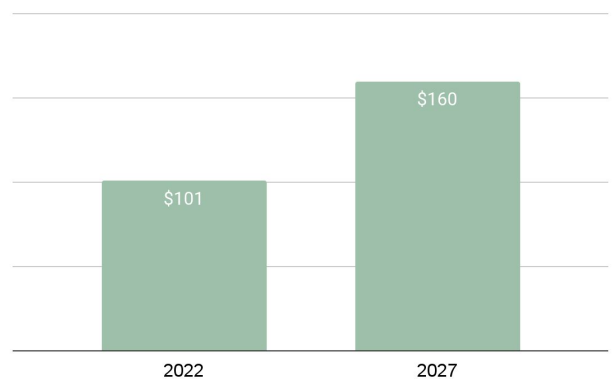
Retail media massively scaling Creator reach

Creators have continued to disrupt the traditional media model, and have been at the forefront of the new consumer journey—and in 2023, we see a shift to Creator Guided Shopping through Retail Media Networks and in-store traffic drivers.

What Retailers and Brands can expect working with LTK Retail Media:



Retail media ad spending, in billions



Retail Media already represents 11% of global ad spend and is projected to **grow by a massive 60% by 2027**. Creators can help increase loyalty among targeted shoppers, while also opening new revenue streams and growing partnerships between brands and retailers.

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Influencer-generated content used widely across mediums

The authenticity of Creators sells big-time — and brands are developing strategies that fully repurpose influencer-generated content across social media, print media, and in-store channels.

Whether it's utilizing influencer-generated content in in-store signage or even in ads, this will continue to give campaigns **a longer shelf life, increase reach, and create efficient marketing spend.**

Influencer Content now has a larger presence among brands and retailers:

-  Media boosted to new targeted audiences
-  Print ads
-  In-store signage
-  On a brand's social handle

Imagery Gen Z & Millennials find most compelling when making a purchase decision from a brand:

1. Influencer Imagery
2. Brand Imagery
3. User Generated Content Imagery

**LTK 2023 Shopper Study*



@scott_perez

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Creator Guided Shopping is its own kind of search engine

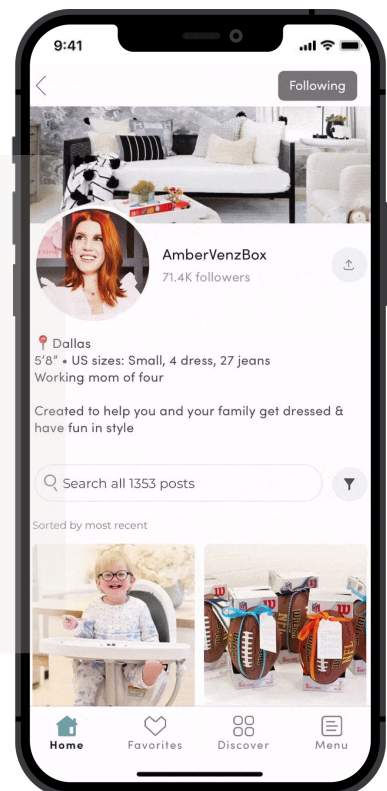
Consumers are using Creators to search for new products and recommendations.

- Gen Z and Millennials rank TikTok & Instagram higher than brand websites for performing searches to receive product information or recommendations.
- 18% of Gen Z consumers rank the LTK app or Creator content higher than search engines for product info and recommendations.

What does this mean for brands:



- A shift to thinking about optimizing search strategies on content-first websites
- A test and learn mentality
- Discussing unique ways to measure success



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Creator-backed data will influence Brand and Retailer company decisions outside of the Creator industry

- Consumers report purchasing in-store **through Creator recommendations**
- Creators **regularly** sell through inventory
- Creators are a **powerful top of funnel metric**, changing brand perception and long-term consumer behavior



How is this quantified for brands?

- **Product-level data:** to inform what's being clicked on and then what's being purchased
- **Trend reports:** uses data to inform performance and trends over time alongside consumer sentiments
- **Brand Impact Reports:** looks at shopper sentiment changes through the full purchase funnel over the years
- **Benchmarking:** How is your growth stacking up to peers?



Creator Guided Shopping™

No matter what, **Creators will continue to be a core pillar for both brands and retailers in 2023**—and Creator Guided Shopping will continue to influence consumers through all aspects of their discovery journey.

Want to maximize Creator Guided Shopping in your own business? **Contact us today.**