

First Look

# What **Creators** Want Out of Affiliate Partnerships

Brands are prioritizing creators as key partners in affiliate marketing programs. **But what do creators prioritize?** What motivates their choice of brands to work with? How do they prefer to be compensated?

In partnership with leading market research firm Ipsos, CreatorIQ surveyed 128 creators to determine how they prefer to work with affiliate programs.

This exclusive sneak peek explores three key findings ahead of the release of the full report in early 2024.

## Finding 1

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# Creators Prioritize **Non-Financial Factors**

Creators prefer to promote brands they personally love, use, and believe in.

This authenticity ensures that these creators' promotions align with their personal brand, while also making it easier for creators to generate genuine and engaging content.

Non-financial factors, like product quality and brand reputation, are more important to creators than commission rates and earning potential.

## Most Important Factors in Working with a Brand



### Creator Quote

“My motivation was to share a product I am genuinely satisfied with and use regularly. My goals were to effectively communicate how helpful the product was day-to-day.”

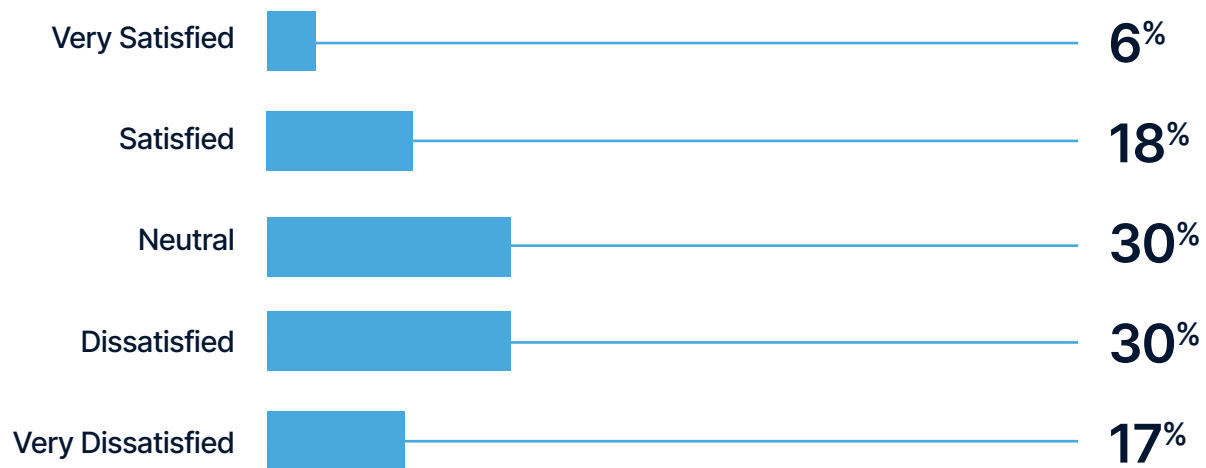
## Finding 2

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# Money Still Matters

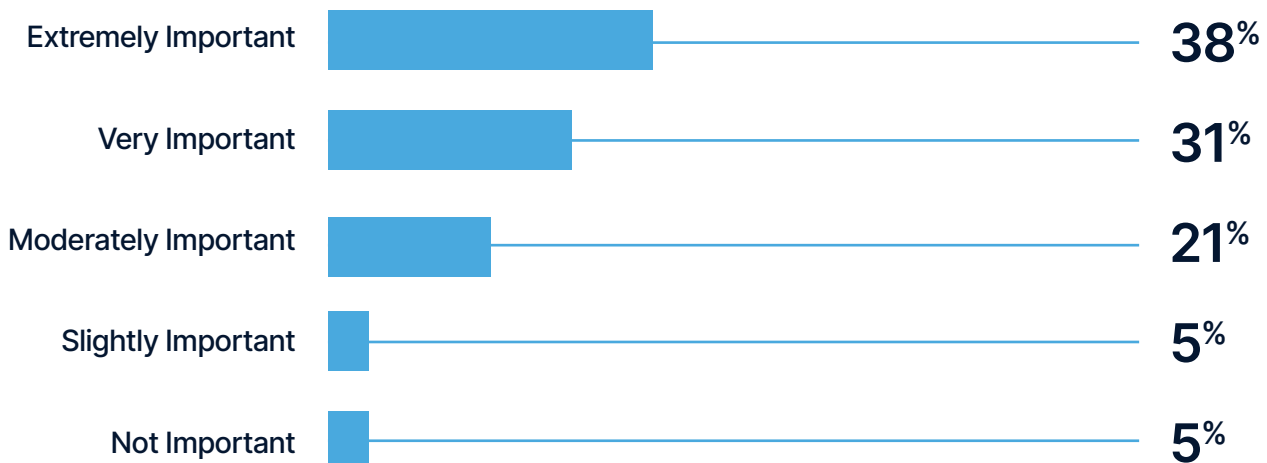
Of course, creators aren't just in it for the love of the brand. In fact, payments are a major source of frustration: just **24%** of creators are satisfied with the income they generate from affiliate content.

## Satisfaction With Income From Affiliate Content



How often creators get paid also matters: nearly seven in 10 respondents said commission cadence is extremely or very important to them.

## Importance of Commission Cadence

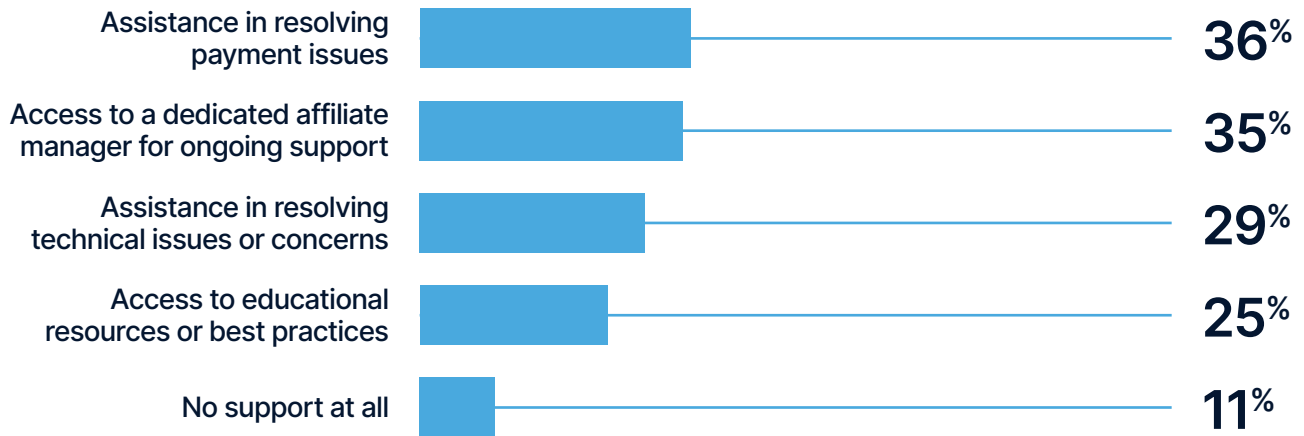


## Finding 3

# Creators Favor Long-Term Over Transactional Relationships

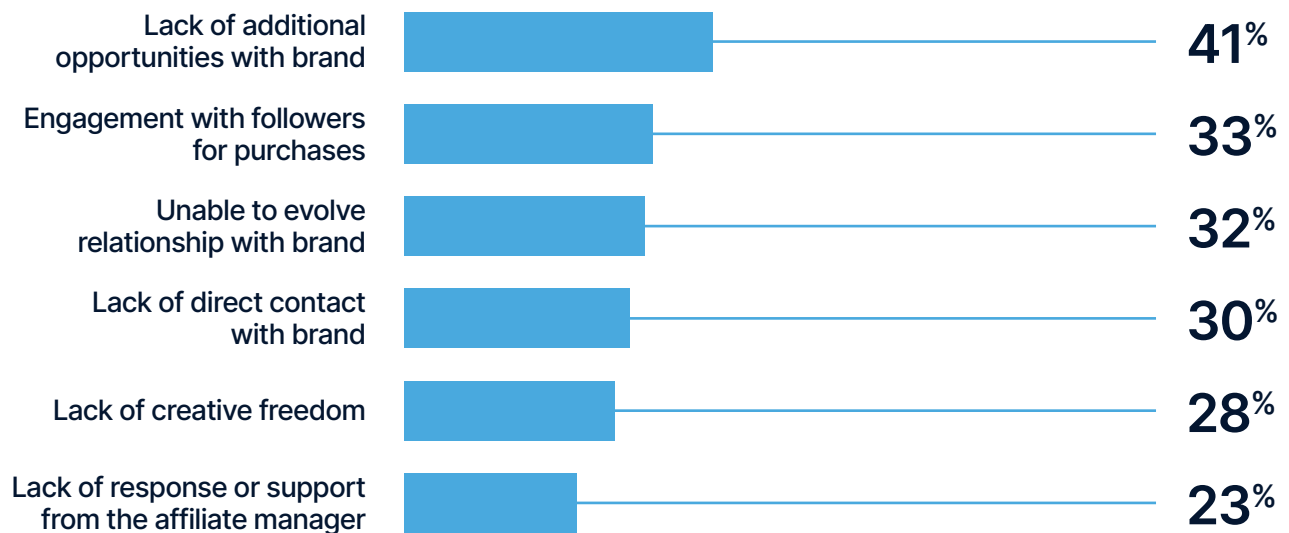
Some features of affiliate programs reinforce the tendency for transactional relationships, rather than long-term partnerships. Creators report that they usually don't receive support from brands.

## Support That Creators Receive



This approach can result in a transactional relationship, rather than one founded on collaboration and mutual benefit. Creators struggle with one-and-done opportunities with brands, which reduce their ability to build trust and ongoing engagement with their audience.

## Challenges Faced by Creators



Long-term partnerships aren't just beneficial for creators. CreatorIQ data shows that creator retention is the single most predictive metric for generating Earned Media Value. That—and many other findings—will be explored in the full report.

# Stay Tuned for More Findings...

Our full report, created in partnership with Ipsos, drops in [early 2024](#).

You'll learn...



## Who creators are

demographics, preferred social platforms, and primary topics



## What creators want

top motivators, common challenges, and preferred metrics for success



## How to optimize

data-backed recommendations for improving your program

## Creators Drive Sales. CreatorIQ Makes it Happen.

Run affiliate campaigns using creators, without the need for clunky workarounds or additional internal resources.

[Learn More](#)

