

The Power of Authenticity

100 Brands Winning Big With TikTok Creators

And what you can learn from their success

The world's leading businesses are turning to TikTok creators to build brands and sell products.

Thanks to a vast and highly engaged user base, the authentic and trusted voice of its creators, its effective marketing opportunities, and its innovative content formats, TikTok has become an increasingly pivotal platform for marketers. [More than one quarter of brands now list TikTok as the most integral platform for influencer marketing.](#)

But which brands are winning on TikTok, and how are they doing it? We analyzed the top 100 brands on the platform—as measured by Earned Media Value (EMV) during a 12-month period from March 2023 through February 2024—and layered in key research to understand which strategies and metrics correlate with success.

The big takeaway? Top brands prioritize creator authenticity, brand alignment, and retention.

Skip to the
Top 100 Rankings



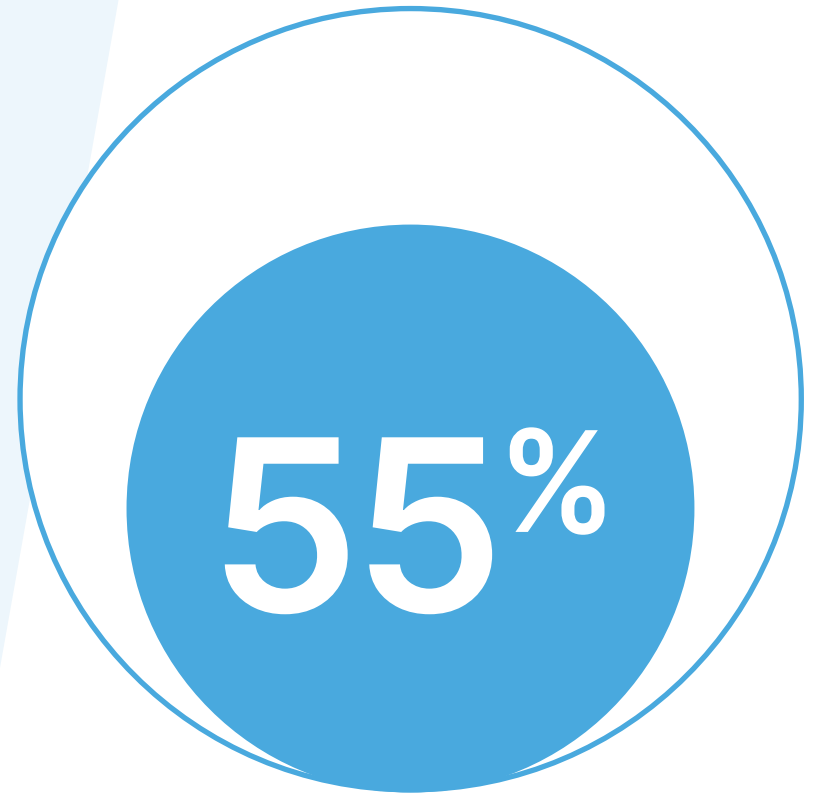
Authenticity is Crucial

The authenticity associated with TikTok creators makes them particularly adept at driving engagement.

After watching creator content on TikTok, 41% of users agree that it feels authentic.

What's more, that authenticity is transferred to brand partners: 55% of TikTok users say they are more likely to trust brands when they hear about them from creators, compared to other ads in their feed.

Source: TikTok Marketing Science Global Creators Drive Commerce Study (US results) 2022 conducted by Material



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Creator Retention Matters

Fourteen of TikTok's top 25 brands boast a creator retention rate over 25%. This means that at least 25% of these brands' creators posted about the brands in consecutive 12-month periods.

Creator retention is key to establishing authenticity: a creator who posts about a brand month after month and year after year is more credible than one who posts about the brand for a few days before moving on. Research shows that a consumer's likelihood of buying a product increases when a creator continually shares their experiences with the product or brand.

When evaluating creators, prioritize those who continue posting about your brand over the long term.

25%



At least **25% of these brands' creators** posted about the brands in consecutive 12-month periods.

Find Creators That **Align** With Your Brand

It's critical that consumers believe that creators have authentic relationships with the brands they share.

55% of users agree that TikTok creators help them feel connected to brands.* Meanwhile, ads with a creator associated with the brand's vertical are 1.5x more likely to hook a user than ads with creator's not associated with the vertical.**

Partner with creators who demonstrate a natural affinity to your products or are organically posting about your brand's vertical.

55%



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*TikTok Marketing Science US, Creator Ads: Elements of Attention Study 2022, conducted by Lumen

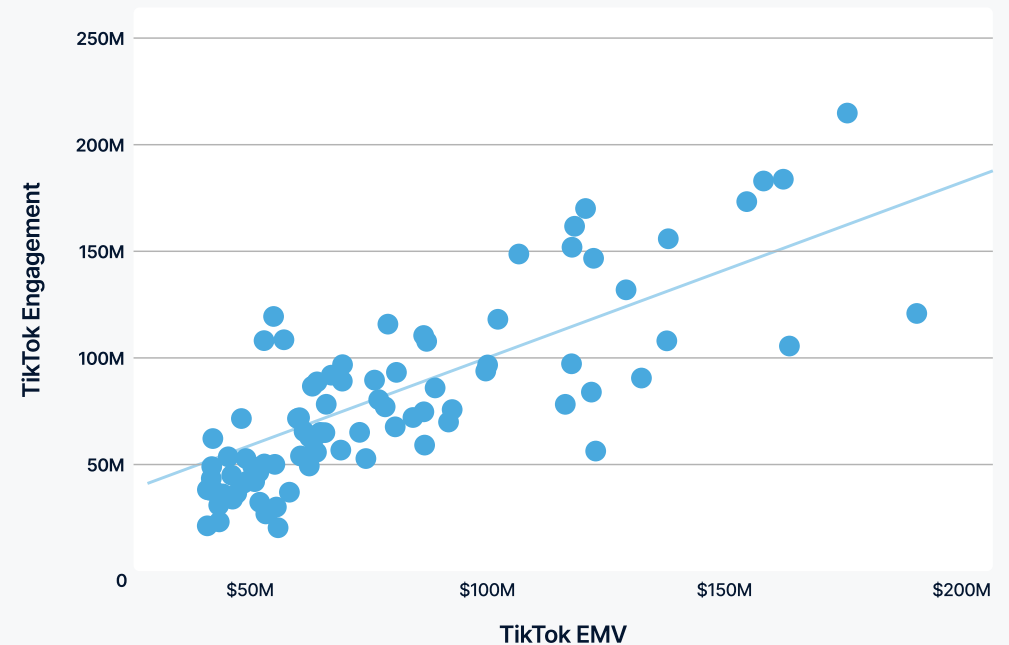
**TikTok Marketing Science Global How to Hook Study [US, UK, GCC] 2023, conducted by Metrixlab

Engagement Drives EMV

Engagement correlates closely with EMV. The top brands don't just focus on follower count—they partner with authentic creators with a track record of engaging the right audiences.

To maximize the impact of your creator marketing strategy, prioritize engagement rates during creator evaluations, and pay particular attention to creators who are already generating engagements via organic posts about your brand.

TikTok Engagement vs. TikTok EMV



TikTok Users are More Engaged

Users are more engaged with TikTok brand communities compared to communities on other social/video platforms.

TikTok users are 1.2x more likely to watch more of a brand's content, and 1.2x more likely to direct message the brand (compared to other leading social/video platforms).

Source: TikTok Marketing Science Global Community Interaction Study 2022 conducted by Material

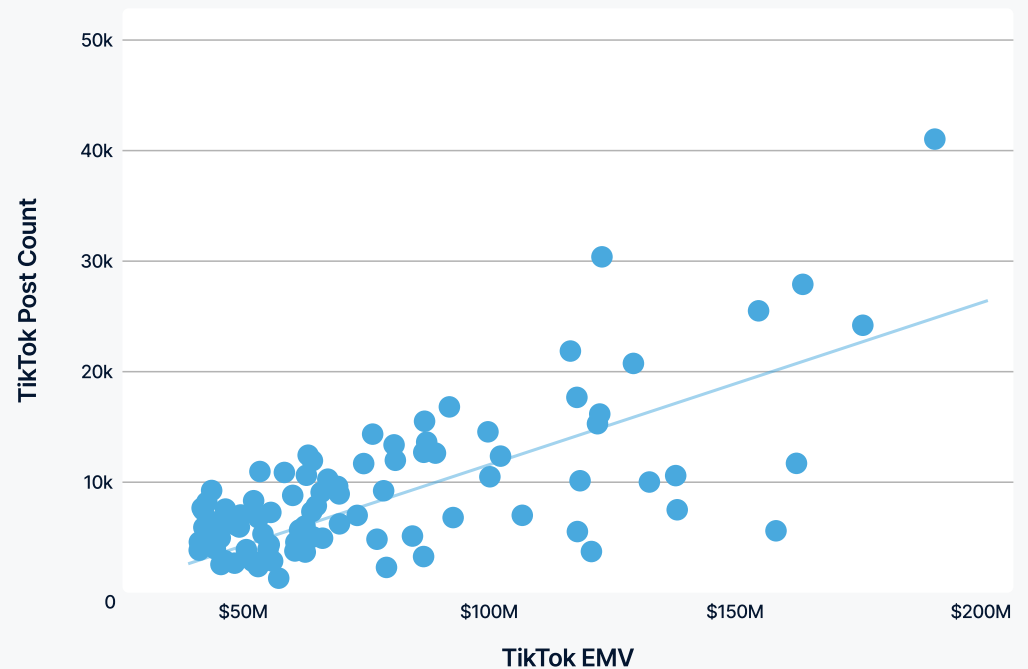


More Posts = Higher EMV

This isn't just about scale: the more often a creator posts about a brand, or is featured in a brand's ads, the more authentic the brand-creator relationship is perceived to be.

A creator who only posts about your brand a few times before moving on is more likely to be viewed as transactional by social media users.

TikTok Post Count vs. TikTok EMV

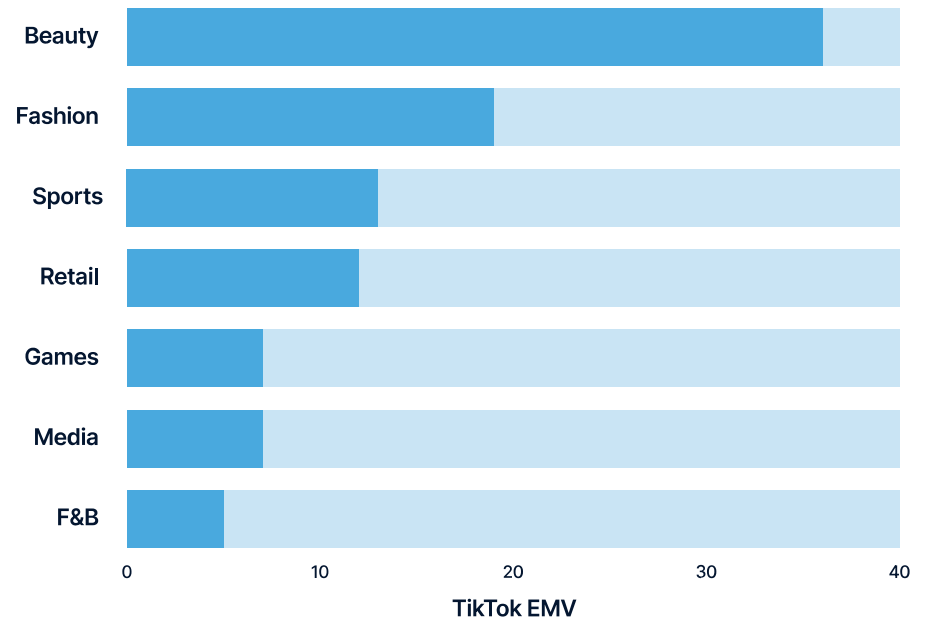


TikTok Works Across Categories

A wide variety of brands are succeeding on TikTok.

Beauty and fashion lead the way, but retail, professional sports, gaming, media, and F&B are also well-represented.

Brands in the Top 100 by Category



Creators **Build** Community

TikTok creators are experts in building communities of people with shared identities, experiences, and interests: after watching creator content on TikTok, more than 2 in 5 users agree that it makes them feel like part of the creator's community.

By partnering with creators, brands benefit from these communities. 2 in 5 TikTok users also say watching branded creator content makes them feel like part of the brand's community.

Source: TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material



Top 100 Brands

by TikTok EMV

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
1	Amazon	1.03B	20%	24.36K	43%	170.06K	7.0	763.92M	21.04B
2	NBA	894.63M	154%	1.95K	23%	32.22K	16.5	1.12B	19.42B
3	NFL	688.19M	209%	3.51K	19%	32.36K	9.2	820.84M	15.10B
4	Sephora	468.83M	112%	14.00K	43%	70.81K	5.1	374.26M	11.43B
5	Fortnite	360.15M	124%	2.03K	13%	17.32K	8.5	465.44M	8.54B
6	Barbie	337.04M	960%	16.52K	7%	36.97K	2.2	520.30M	8.42B
7	Target	330.19M	34%	14.53K	38%	49.24K	3.4	269.54M	8.29B
8	Bloom Nutrition	288.17M	57%	1.38K	43%	11.44K	8.3	329.73M	4.97B
9	Walmart	279.41M	59%	9.48K	28%	27.33K	2.9	209.56M	10.94B
10	Apple	210.11M	114%	8.85K	18%	20.45K	2.3	261.68M	6.20B

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
11	LTK	190.54M	141%	4.97K	36%	40.99K	8.3	120.85M	2.54B
12	Disney Parks and Resorts	175.89M	41%	4.87K	29%	24.15K	5.0	214.83M	3.21B
13	Ulta	163.69M	59%	8.19K	35%	27.85K	3.4	105.57M	4.60B
14	Netflix	162.41M	8%	4.81K	22%	11.66K	2.4	183.80M	3.69B
15	UFC	158.24M	237%	532	18%	5.56K	10.4	182.97M	3.71B
16	Rare Beauty	154.70M	99%	5.99K	36%	25.46K	4.3	173.30M	2.88B
17	Major League Baseball	138.16M	48%	776	19%	7.46K	9.6	155.88M	2.94B
18	Costco	137.85M	86%	3.49K	19%	10.55K	3.0	108.01M	3.01B
19	L'Oréal Paris	132.50M	115%	4.04K	30%	9.97K	2.5	90.56M	8.25B
20	E.L.F.	129.25M	148%	6.13K	29%	20.70K	3.4	131.93M	2.46B
21	Amazon Fashion	122.86M	0%	4.35K	40%	30.34K	7.0	56.31M	1.60B
22	Starbucks	122.41M	7%	7.52K	29%	16.12K	2.1	146.72M	2.77B
23	Fashion Nova	121.95M	1%	2.75K	35%	15.25K	5.6	83.96M	1.71B
24	Los Angeles Lakers	120.71M	262%	622	15%	3.68K	5.9	170.06M	2.94B
25	Spotify	118.40M	119%	3.63K	17%	10.09K	2.8	161.73M	2.99B

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
26	Kansas City Chiefs	117.86M	512%	1.65K	10%	5.49K	3.3	151.90M	3.03B
27	NYX Professional Makeup	117.76M	124%	5.19K	29%	17.63K	3.4	97.25M	2.59B
28	SHEIN	116.44M	22%	5.62K	32%	21.82K	3.9	78.23M	1.94B
29	McDonald's	106.65M	15%	3.67K	20%	6.96K	1.9	148.72M	3.02B
30	Dior	102.23M	39%	4.75K	32%	12.31K	2.6	118.12M	2.24B
31	Maybelline	100.07M	143%	3.56K	28%	10.45K	2.9	96.70M	3.29B
32	Charlotte Tilbury	99.68M	57%	4.74K	38%	14.51K	3.1	93.85M	1.85B
33	Call of Duty	92.60M	57%	894	16%	6.76K	7.6	75.77M	1.48B
34	Zara	91.83M	27%	5.49K	35%	16.77K	3.1	69.93M	1.39B
35	MAC	89.00M	120%	4.02K	28%	12.59K	3.1	85.93M	2.17B
36	Fenty Beauty	87.22M	64%	4.48K	36%	13.58K	3.0	107.77M	1.90B
37	Revolve	86.79M	-12%	3.09K	48%	15.47K	5.0	59.11M	1.06B
38	Saint Laurent (YSL)	86.63M	225%	4.84K	19%	12.66K	2.6	74.72M	2.29B
39	Roblox	86.59M	55%	505	16%	3.23K	6.4	110.51M	2.07B
40	NHL	84.33M	288%	528	19%	5.08K	9.6	72.05M	1.43B

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
41	Skims	80.85M	25%	5.45K	29%	11.94K	2.2	93.22M	1.47B
42	Trader Joe's	80.59M	54%	5.65K	28%	13.33K	2.4	67.68M	1.14B
43	Golden State Warriors	79.05M	127%	323	19%	2.25K	7.0	115.84M	2.07B
44	Nike	78.47M	40%	3.78K	21%	9.18K	2.4	77.06M	2.23B
45	WWE	77.11M	114%	787	16%	4.80K	6.1	80.43M	1.57B
46	Benefit	76.23M	166%	3.91K	27%	14.30K	3.7	89.59M	1.88B
47	Lululemon	74.41M	1%	3.65K	29%	11.64K	3.2	52.80M	1.50B
48	Dyson	73.09M	46%	3.57K	27%	6.95K	1.9	65.09M	1.80B
49	Gymshark	69.49M	52%	1.07K	24%	6.19K	5.8	96.83M	1.30B
50	Milk Makeup	69.44M	342%	3.27K	20%	8.90K	2.7	89.11M	1.58B
51	Tarte	69.12M	128%	3.58K	24%	9.57K	2.7	56.76M	1.30B
52	Urban Decay	67.12M	254%	3.79K	22%	10.23K	2.7	91.91M	1.63B
53	Sony	66.05M	144%	1.84K	13%	4.89K	2.7	78.25M	1.69B
54	Chanel	65.76M	73%	3.16K	28%	9.04K	2.9	64.96M	1.12B
55	NARS	64.78M	173%	2.89K	28%	7.82K	2.7	65.07M	1.53B

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
56	Making	64.11M	17%	4.17K	13%	5.01K	1.2	88.77M	1.87B
57	Huda Beauty	63.99M	264%	3.62K	23%	11.91K	3.3	55.76M	1.02B
58	Dollar Tree	63.87M	99%	1.99K	20%	7.29K	3.7	63.43M	1.22B
59	ColourPop	63.12M	57%	2.65K	45%	12.40K	4.7	86.74M	1.14B
60	TJMaxx	62.77M	106%	3.99K	24%	10.58K	2.7	54.59M	920.93M
61	San Francisco 49ers	62.53M	580%	1.23K	7%	3.64K	3.0	62.82M	1.32B
62	Google	62.48M	33%	3.19K	11%	5.99K	1.9	49.32M	2.50B
63	SHEGLAM	61.38M	145%	1.43K	29%	5.64K	4.0	65.51M	1.33B
64	Valorant	60.62M	-6%	352	28%	4.53K	12.9	54.02M	995.12M
65	Minecraft	60.43M	56%	751	18%	3.74K	5.0	71.95M	1.42B
66	Fenty	59.98M	191%	3.21K	26%	8.76K	2.7	71.58M	1.37B
67	Lancôme	58.29M	237%	3.92K	19%	10.84K	2.8	37.02M	1.85B
68	Inter Miami CF	57.13M	14031%	162	4%	1.27K	7.9	108.51M	2.66B
69	Dove	55.90M	221%	1.68K	13%	2.82K	1.7	20.36M	4.13B
70	Temu	55.53M	754%	2.78K	7%	7.22K	2.6	30.06M	1.60B

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
71	FOX Factory	55.22M	109%	1.43K	16%	4.30K	3.0	50.08M	788.30M
72	LEGO	54.95M	301%	1.47K	9%	3.84K	2.6	119.44M	1.95B
73	Halara	53.93M	82%	1.49K	16%	5.27K	3.5	27.83M	1.01B
74	Abercrombie & Fitch	53.31M	34%	3.36K	34%	10.92K	3.3	26.83M	597.28M
75	Pokémon	53.00M	58%	1.61K	18%	6.73K	4.2	50.26M	844.47M
76	Major League Soccer	52.94M	317%	266	14%	2.32K	8.7	108.10M	2.58B
77	H&M	52.04M	43%	3.57K	28%	8.28K	2.3	32.31M	1.24B
78	Hulu	51.84M	-29%	1.13K	19%	2.80K	2.5	46.34M	2.04B
79	L'Oréal Hair Expertise	50.96M	111%	1.70K	22%	3.10K	1.8	41.98M	4.96B
80	Coca-Cola	50.56M	53%	2.54K	14%	3.85K	1.5	49.04M	2.68B
81	Too Faced	49.39M	169%	2.92K	25%	6.99K	2.4	42.21M	1.51B
82	Adidas	49.13M	96%	2.74K	15%	5.90K	2.2	52.81M	1.12B
83	Amazon Home	48.53M	19%	1.53K	28%	6.06K	4.0	41.12M	1.08B
84	Chipotle	48.16M	76%	1.63K	15%	2.63K	1.6	71.57M	1.33B
85	Hourglass	47.18M	295%	2.19K	21%	6.32K	2.9	36.44M	915.46M

Rank	Brand Name	EMV	EMV YoY Change	Creator Count	Creator Retention	Post Count	Posts per Creator	Engagement	Impressions
86	Armani	46.30M	150%	3.40K	16%	7.52K	2.2	33.77M	1.54B
87	CeraVe	46.12M	95%	1.39K	20%	2.86K	2.1	44.99M	4.00B
88	ESPN	45.39M	48%	668	17%	2.51K	3.8	53.61M	1.14B
89	Coach	45.25M	137%	1.88K	16%	4.92K	2.6	34.43M	1.28B
90	White Fox Boutique	44.25M	68%	1.12K	22%	3.92K	3.5	36.21M	561.58M
91	Sol De Janeiro	43.89M	302%	2.35K	18%	5.26K	2.2	34.93M	1.23B
92	Free People	43.50M	56%	2.81K	28%	9.21K	3.3	23.10M	520.05M
93	Kosas	43.39M	160%	2.41K	27%	6.40K	2.7	30.90M	810.84M
94	ONE SIZE	42.52M	290%	2.62K	22%	8.14K	3.1	37.43M	644.50M
95	Drunk Elephant	42.15M	131%	2.38K	22%	4.93K	2.1	62.18M	1.13B
96	Ugg	41.92M	62%	3.41K	23%	5.87K	1.7	49.02M	919.92M
97	Saie	41.82M	304%	2.41K	28%	7.42K	3.1	43.43M	834.73M
98	Anastasia Beverly Hills	41.56M	169%	2.69K	27%	7.62K	2.8	37.89M	718.11M
99	Louis Vuitton	41.00M	40%	1.90K	23%	4.54K	2.4	38.21M	721.42M
100	La Roche-Posay	40.97M	95%	1.77K	21%	3.81K	2.1	21.25M	1.66B



Scale Your TikTok Marketing With CreatorIQ

These rankings include some of the most innovative, successful businesses on the planet. Many of these brands trust CreatorIQ to scale their TikTok creator marketing programs.

CreatorIQ—the industry's most trusted software to unify and power advanced influencer marketing—has everything you need to serve up scalable ROI. As a badged TikTok Marketing Partner, CreatorIQ provides direct access to the exclusive first-party insights housed in the TikTok Creator Marketplace.

Ready to take your TikTok program to the next level?



Conduct your own research with TikTok Insights

Explore everything from how the TikTok community behaves to how ads drive real business impact.