CreatorIQ

Creator Communities 2023

The Black and White Paper

In this early-year research we examine the creator communities associated with the Top 10 brands across 10 categories in the United States for the year 2023.

We take a point of view of exclusivity and overlaps.

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Is successful creator marketing defined by discovering emerging talent ahead of the curve?

Or is it more about cultivating enduring relationships with creators who operate with many brands in specific categories?

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We are sharing small portion of information in this paper. Deep dives with live research dashboard are available for CreatorIQ clients.

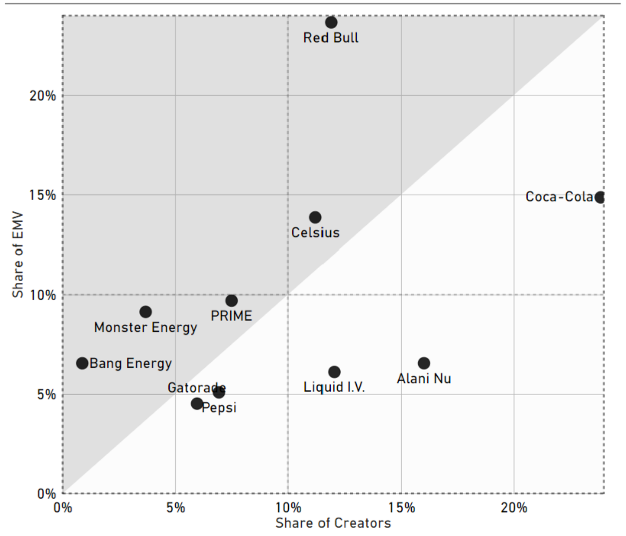
How do we do it?

We use three main visuals and only two metrics: Creators Count as a measure of size and EMV* as a measure of success.

We examine both values and the share of the Top 10 total.

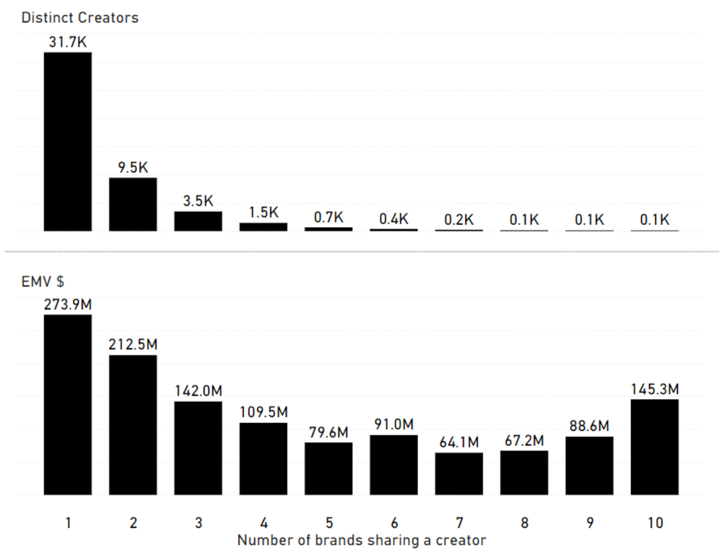
The symmetry line divides the 'quality' and 'quantity' segments.

Brand Shares



How many creators are exclusive to one brand? How many collaborate with all? And everything in-between. In our comments we will refer to these as the left and right end of the spectrum.

From Exclusive (1) to Shared by All Brands (10)



Is it important to have a community exclusive to a brand? We can take a look at any slice of exclusivity spectrum and see how Brand shares change.

Distinct Creators Overlap

	ColourPop	E.L.F.	NYX Professional Makeup	Fenty Beauty
ColourPop	100%	25%	27%	22%
E.L.F.	25%	100%	36%	28%
NYX Professional Makeup	27%	36%	100%	31%
Fenty Beauty	22%	28%	31%	100%

How do communities overlap? Is it uniform between brands or some overlap more? Is there a central point or is it multi-polar?

We can see this for any slice of data.

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So does success lie on the left end or the right end? It turns out the answer varies by category.

*EMV proprietary metric assigns a unique value to each piece of creators' content based on the engagement: likes, comments, shares, views, etc. This value is then attributed to each of the brands mentioned within the post.

Let's begin with an extreme example.

In the NFL realm, exclusivity holds no significance. The majority of EMV comes from a small cohort of creators discussing all teams, a natural occurrence in professional sports commentary where teams compete against each other.

However, this tendency isn't unique to the NFL; there are other categories heavily leaning towards a similar pattern.

Media & Entertainment

○ Streaming

◉ NFL

EMV $

2bn

Distinct Creators

17K

Microinfluencer: 9,154

Mid-Tier: 2,750

Established: 2,178

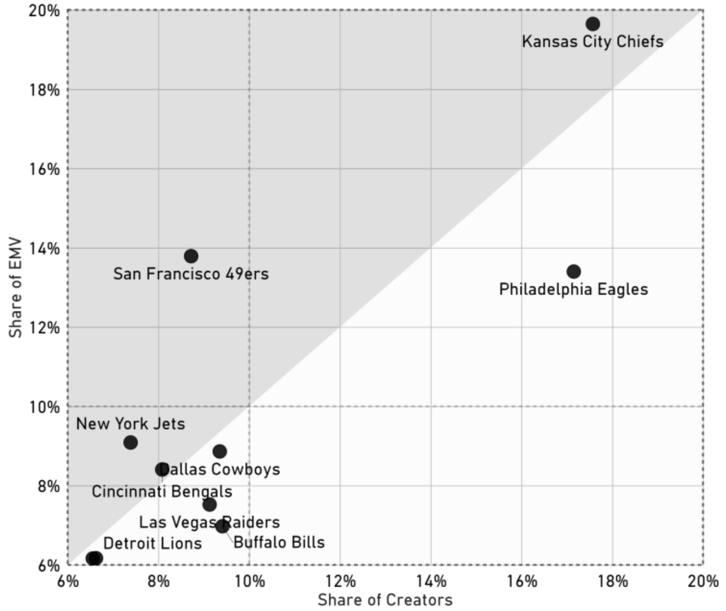
Powerhouse: 2,548

Retention

Retained: 35%

New: 65%

Brand Shares



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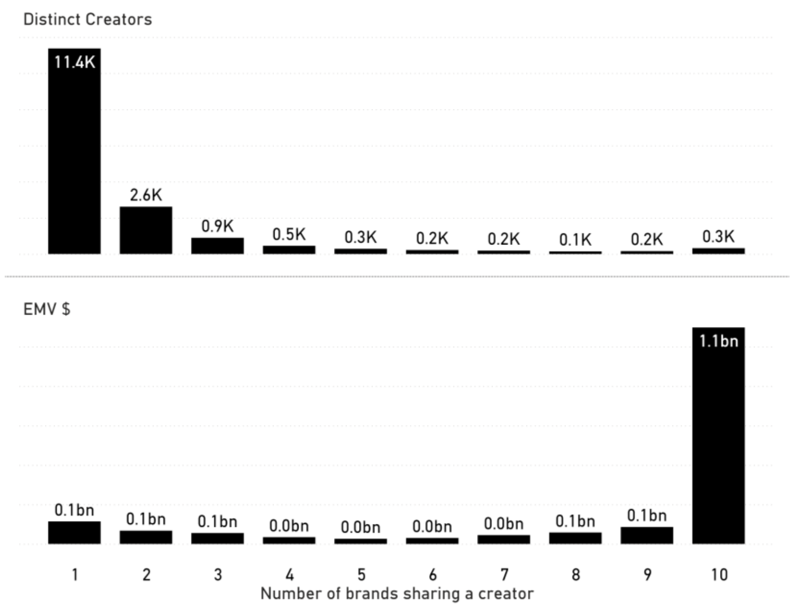


Distinct Creators Overlap

	Philadelphia Eagles	Kansas City Chiefs	Dallas Cowboys	Las Vegas Raiders	Detroit Lions	Green Bay Packers	San Francisco 49ers	New York Jets	Cincinnati Bengals	Buffalo Bills
Philadelphia Eagles	100%	24%	15%	14%	13%	12%	17%	16%	16%	16%
Kansas City Chiefs	24%	100%	15%	16%	15%	15%	17%	18%	19%	17%
Dallas Cowboys	15%	15%	100%	16%	17%	16%	20%	18%	18%	17%
Las Vegas Raiders	14%	16%	16%	100%	19%	18%	20%	19%	19%	17%
Detroit Lions	13%	15%	17%	19%	100%	23%	20%	22%	20%	18%
Green Bay Packers	12%	15%	16%	18%	23%	100%	19%	22%	20%	18%
San Francisco 49ers	17%	17%	20%	20%	20%	19%	100%	21%	23%	19%
New York Jets	16%	18%	18%	19%	22%	22%	21%	100%	22%	21%
Cincinnati Bengals	16%	19%	18%	19%	20%	20%	23%	22%	100%	28%
Buffalo Bills	16%	17%	17%	17%	18%	18%	19%	21%	28%	100%

Take, for instance, the Cosmetics category - a substantial sector boasting a $4B EMV and involving 48k distinct creators.

At the right end of the exclusivity spectrum, three thousand creators generate over half of the EMV. Impressively, 80% of them are retained from last year.

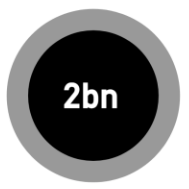
Rare Beauty emerges as a definitive frontrunner. The brand secures a notable lead, finishing 2% ahead of Charlotte Tilbury overall.

Rare Beauty's triumph hinges on nurturing relationships and maximizing gains from shared creators.

Beauty

- (●) Cosmetics
- ( ) Skincare
- ( ) Haircare
- ( ) Fragrance

EMV $



Distinct Creators

Microinfluencer: 2,160

Mid-Tier: 545

Established: 388

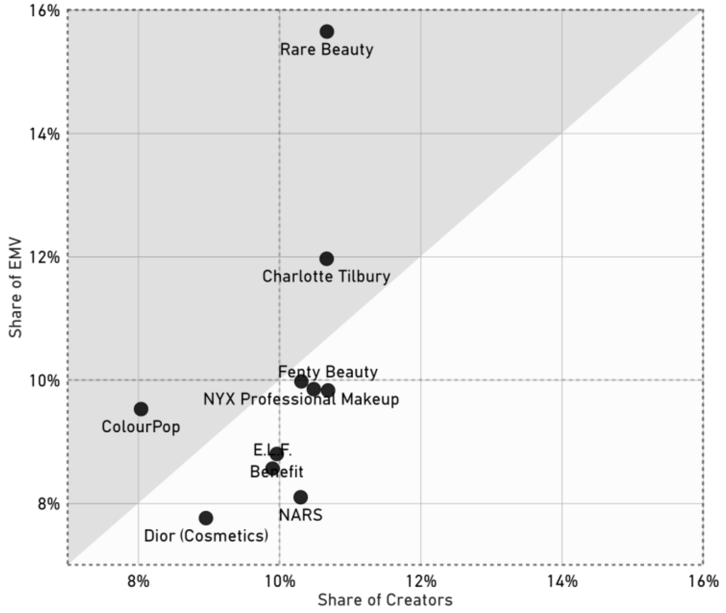
Powerhouse: 266

Retention

Retained: 80%

New: 20%

Brand Shares



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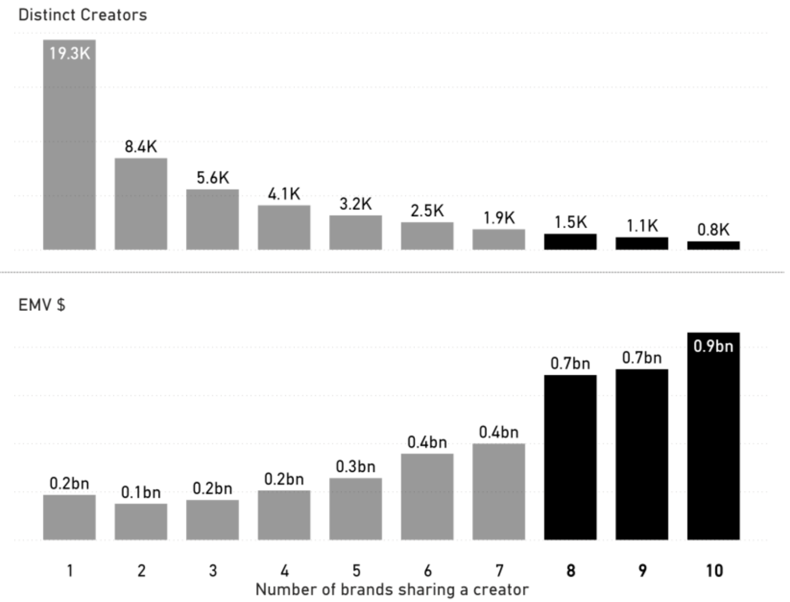


Distinct Creators Overlap

	ColourPop	E.L.F.	NYX Professional Makeup	Fenty Beauty	Rare Beauty	Charlotte Tilbury	NARS	Benefit	MAC	Dior (Cosmetics)
ColourPop	100%	65%	66%	67%	67%	65%	64%	64%	66%	54%
E.L.F.	65%	100%	81%	82%	82%	81%	79%	76%	80%	68%
NYX Professional Makeup	66%	81%	100%	85%	85%	85%	82%	79%	84%	71%
Fenty Beauty	67%	82%	85%	100%	89%	88%	85%	82%	87%	75%
Rare Beauty	67%	82%	85%	89%	100%	88%	85%	82%	86%	75%
Charlotte Tilbury	65%	81%	85%	88%	88%	100%	85%	82%	87%	77%
NARS	64%	79%	82%	85%	85%	85%	100%	80%	84%	72%
Benefit	64%	76%	79%	82%	82%	82%	80%	100%	81%	69%
MAC	66%	80%	84%	87%	86%	87%	84%	81%	100%	73%
Dior (Cosmetics)	54%	68%	71%	75%	75%	77%	72%	69%	73%	100%

The exact opposite is happening in the Haircare category.

Exclusive or nearly exclusive new creators are extremely important for success.

K18 notably dominates this particular group of creators, establishing a substantial lead. This leads to its eventual ascension to category leadership, surpassing Olaplex and Redken by margins of 2% and 4% respectively.

In Haircare, a winning strategy lies in extensive discovery and recruitment efforts on a large scale.

Beauty

- Cosmetics
- Skincare
- Haircare (selected)
- Fragrance

EMV $

162M

Distinct Creators

19K

Microinfluencer: 12,366

Mid-Tier: 3,143

Established: 1,918

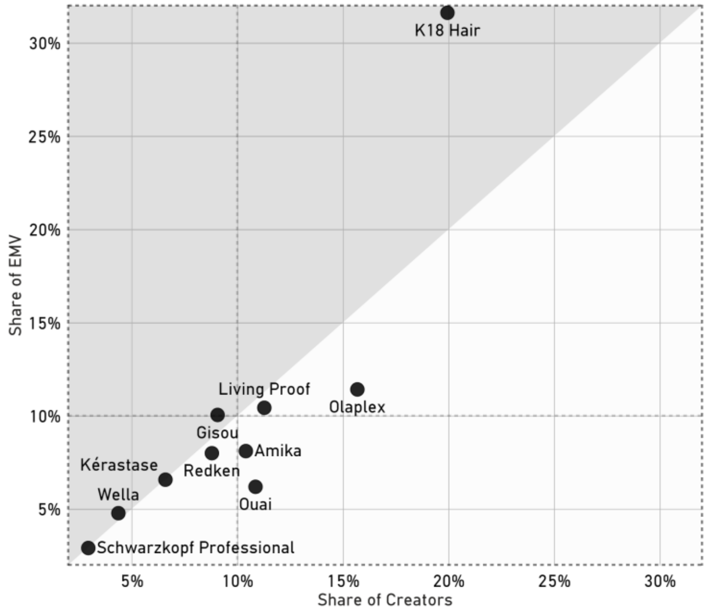
Powerhouse: 1,136

Retention

Retained: 36%

New: 64%

Brand Shares



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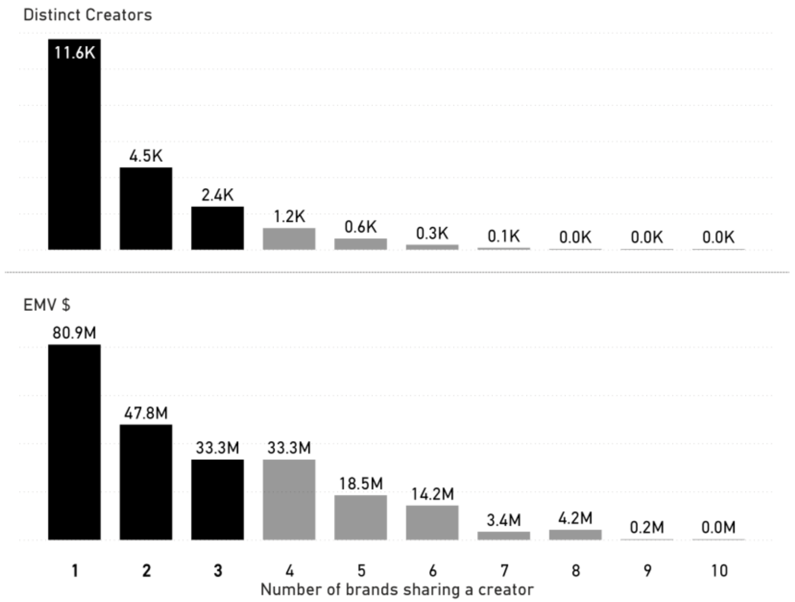


Distinct Creators Overlap

	Gisou	Ouai	Living Proof	Olaplex	K18 Hair	Redken	Schwarzkopf Professional	Wella	Amika	Kérastase
Gisou	100%	5%	4%	5%	3%	2%	1%	1%	3%	3%
Ouai	5%	100%	4%	4%	2%	2%	0%	1%	4%	3%
Living Proof	4%	4%	100%	4%	3%	3%	1%	1%	4%	3%
Olaplex	5%	4%	4%	100%	4%	5%	1%	2%	4%	3%
K18 Hair	3%	2%	3%	4%	100%	3%	1%	1%	3%	2%
Redken	2%	2%	3%	5%	3%	100%	2%	3%	3%	2%
Schwarzkopf Professional	1%	0%	1%	1%	1%	2%	100%	2%	1%	1%
Wella	1%	1%	1%	2%	1%	3%	2%	100%	2%	1%
Amika	3%	4%	4%	4%	3%	3%	1%	2%	100%	2%
Kérastase	3%	3%	3%	3%	2%	2%	1%	1%	2%	100%

Fragrance is even more left-leaning. Dossier is a real champion with totally exclusive creators. Far ahead of everyone.

Securing victory within this exclusive group propels Dossier to second place overall, trailing only behind the iconic Dior.

Clearly, exclusivity and a strategic approach to discovery are vital in this category, aligning perfectly with Dossier's successful strategy.

Beauty

- ○ Cosmetics
- ○ Skincare
- ○ Haircare
- ◉ Fragrance

EMV $

Distinct Creators

Microinfluencer: 8,242

Mid-Tier: 2,158

Established: 1,286

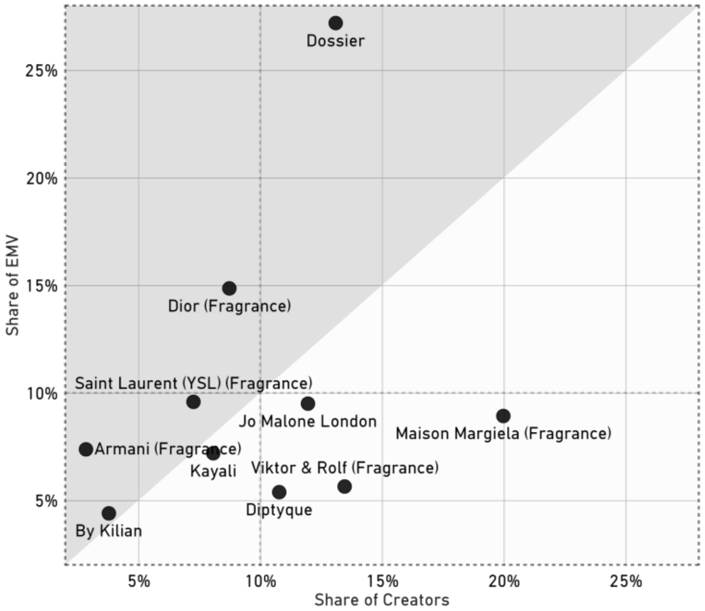
Powerhouse: 853

Retention

Retained: 21%

New: 79%

Brand Shares



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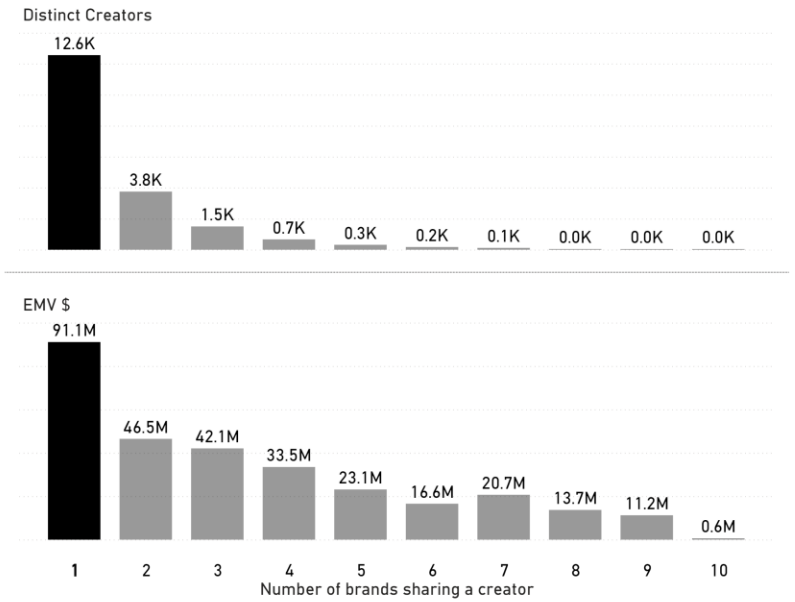


Distinct Creators Overlap

	Dossier	Diptyque	By Kilian	Jo Malone London	Maison Margiela (Fragrance)	Viktor & Rolf (Fragrance)	Saint Laurent (YSL) (Fragrance)	Dior (Fragrance)	Armani (Fragrance)	Kayali
Dossier	100%									
Diptyque		100%								
By Kilian			100%							
Jo Malone London				100%						
Maison Margiela (Fragrance)					100%					
Viktor & Rolf (Fragrance)						100%				
Saint Laurent (YSL) (Fragrance)							100%			
Dior (Fragrance)								100%		
Armani (Fragrance)									100%	
Kayali										100%

But not in Skincare, the second biggest category in Beauty.

There is plenty of EMV created across the spectrum end to end. Clearly, emphasizing exclusivity may not yield significant results in this category.

Competition at the top is very tight.

Slicing Skincare down by creator tier and retention status and, eventually, by brand is very insightful and can be done in separate workshops with our clients.

Beauty

- ○ Cosmetics
- ◉ Skincare
- ○ Haircare
- ○ Fragrance

EMV $

981M

Distinct Creators

32K

Microinfluencer: 20,955

Mid-Tier: 5,262

Established: 3,185

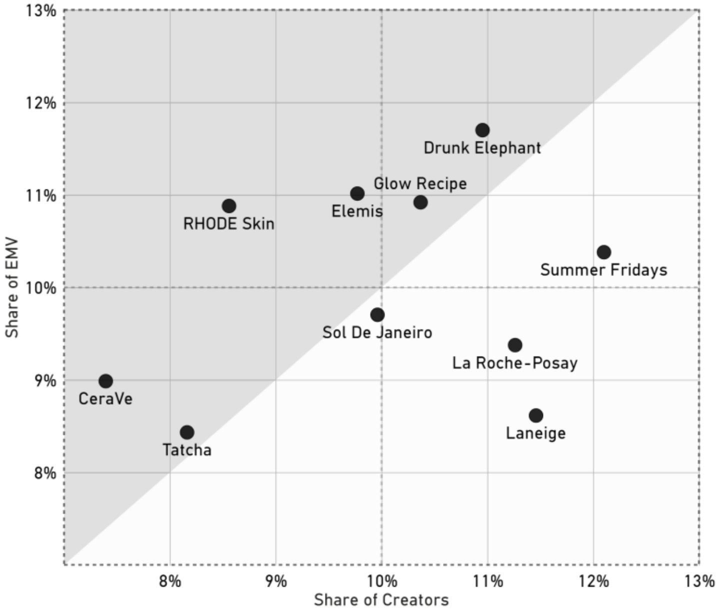
Powerhouse: 2,171

Retention

Retained: 40%

New: 60%

Brand Shares



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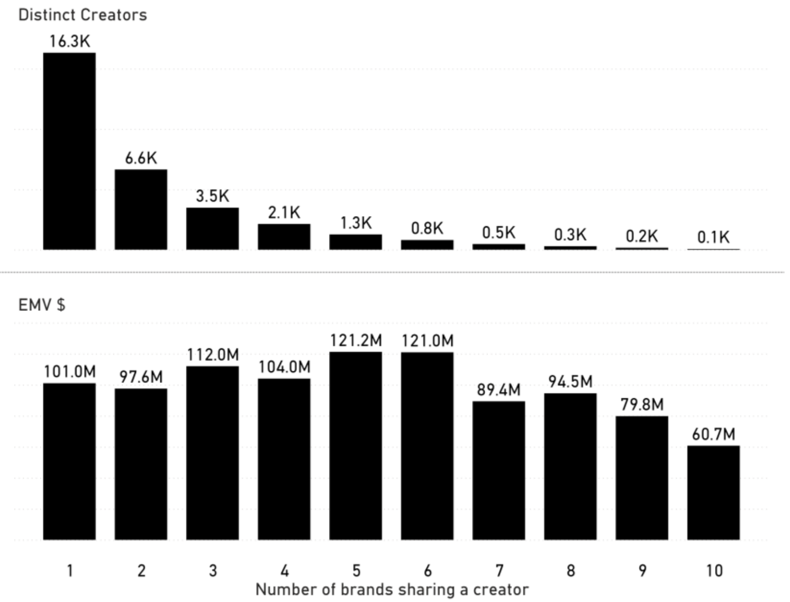


Distinct Creators Overlap

	RHODE Skin	Summer Fridays	Elemis	Sol De Janeiro	Drunk Elephant	Glow Recipe	Tatcha	Laneige	La Roche-Posay	CeraVe
RHODE Skin	100%	19%	10%	11%	12%	12%	12%	13%	11%	8%
Summer Fridays	19%	100%	14%	19%	17%	19%	17%	20%	14%	10%
Elemis	10%	14%	100%	16%	17%	18%	17%	16%	14%	10%
Sol De Janeiro	11%	19%	16%	100%	17%	19%	16%	19%	13%	11%
Drunk Elephant	12%	17%	17%	17%	100%	22%	19%	17%	15%	11%
Glow Recipe	12%	19%	18%	19%	22%	100%	20%	20%	16%	12%
Tatcha	12%	17%	17%	16%	19%	20%	100%	18%	14%	11%
Laneige	13%	20%	16%	19%	17%	20%	18%	100%	16%	14%
La Roche-Posay	11%	14%	14%	13%	15%	16%	14%	16%	100%	19%
CeraVe	8%	10%	10%	11%	11%	12%	11%	14%	19%	100%

Quick Service Restaurants category is a duopoly with saddle-shaped EMV spectrum.

Only 1% Share of EMV separates two leaders.

An example of how pursuing opposite strategies can yield the same result.

We do not see it very often.

Food & Beverage

- ○ Non-Alcoholic Beverages
- ◉ Quick-Service Restaurants

EMV $

1bn

Distinct Creators

48K

Microinfluencer: 29,174

Mid-Tier: 7,695

Established: 5,518

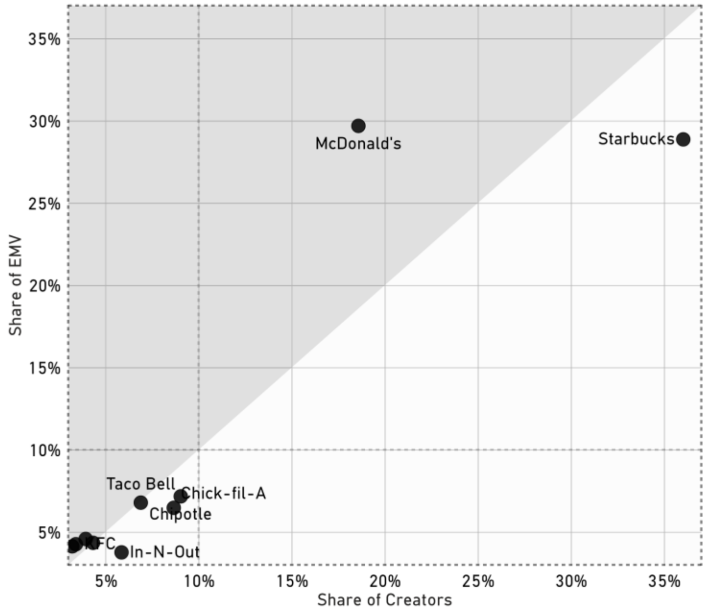
Powerhouse: 5,290

Retention

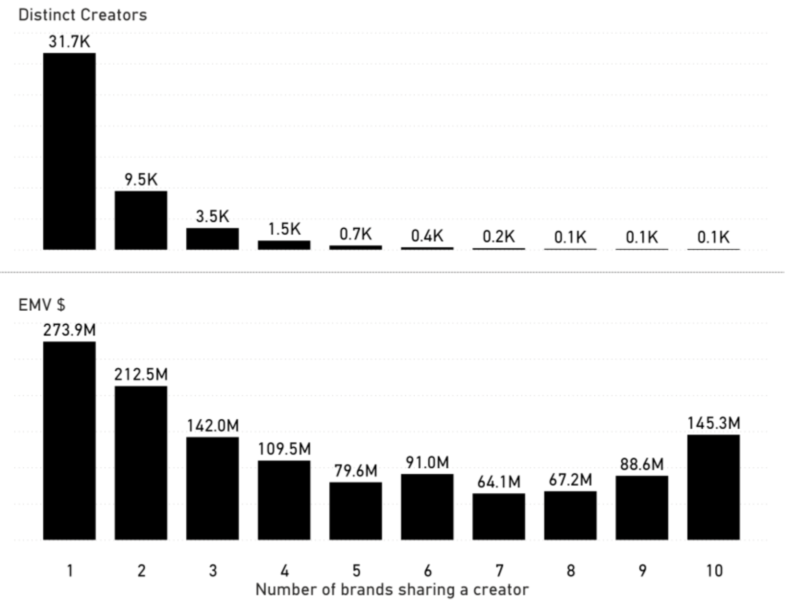
Retained: 39%

New: 61%

Brand Shares



From Exclusive (1) to Shared by All Brands (10)



Distinct Creators Overlap

	In-N-Out	KFC	Burger King	Taco Bell	Starbucks	McDonald's	Chick-fil-A	Chipotle	Wendy's	Raising Cane's
In-N-Out	100%	7%	7%	9%	6%	8%	8%	9%	7%	6%
KFC	7%	100%	13%	11%	4%	9%	8%	9%	12%	6%
Burger King	7%	13%	100%	12%	4%	10%	8%	9%	15%	6%
Taco Bell	9%	11%	12%	100%	8%	13%	11%	13%	12%	7%
Starbucks	6%	4%	4%	8%	100%	17%	11%	11%	6%	4%
McDonald's	8%	9%	10%	13%	17%	100%	12%	13%	11%	6%
Chick-fil-A	8%	8%	8%	11%	11%	12%	100%	12%	10%	7%
Chipotle	9%	9%	9%	13%	11%	13%	12%	100%	11%	7%
Wendy's	7%	12%	15%	12%	6%	11%	10%	11%	100%	7%
Raising Cane's	6%	6%	6%	7%	4%	6%	7%	7%	7%	100%

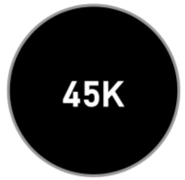
Starbucks totally wins the exclusive end.

Food & Beverage

- Non-Alcoholic Beverages
- Quick-Service Restaurants

EMV $

Distinct Creators



Microinfluencer: 27,887

Mid-Tier: 7,155

Established: 5,000

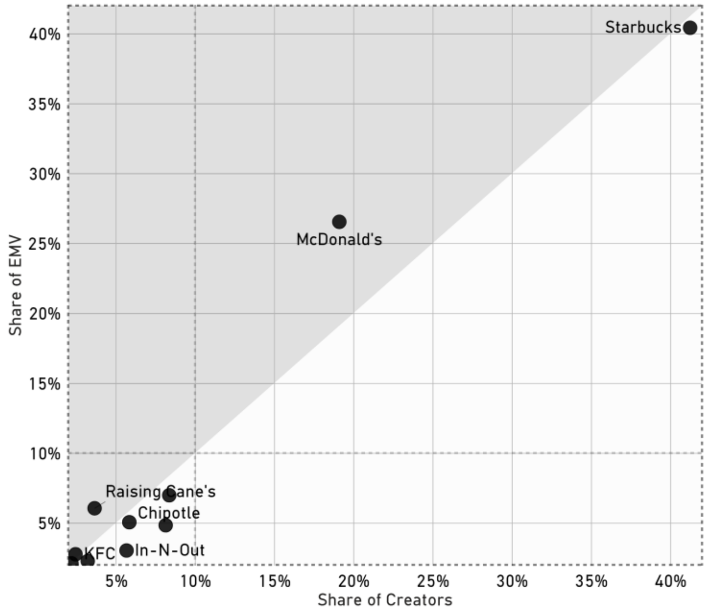
Powerhouse: 4,547

Retention

Retained: 35%

New: 65%

Brand Shares



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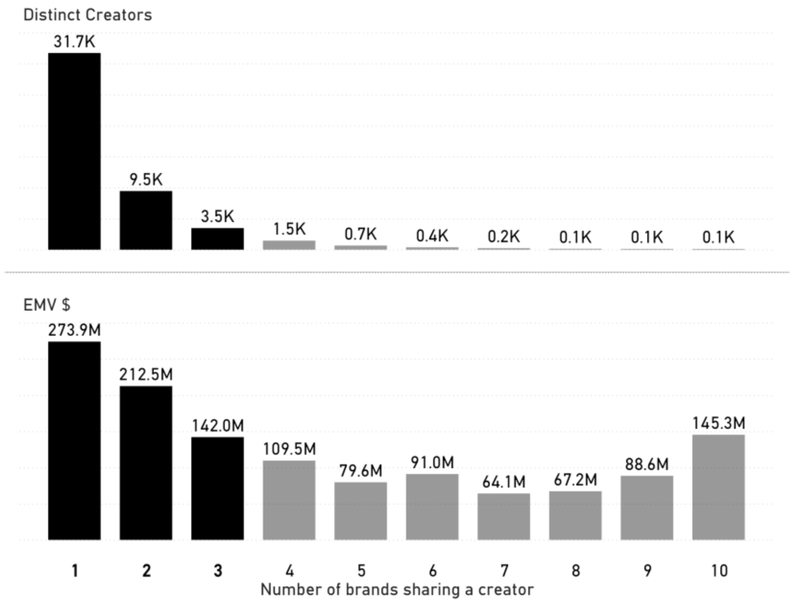


Distinct Creators Overlap

	In-N-Out	KFC	Burger King	Taco Bell	Starbucks	McDonald's	Chick-fil-A	Chipotle	Wendy's	Raising Cane's
In-N-Out	100%	1%	1%	3%	4%	4%	3%	3%	1%	2%
KFC	1%	100%	2%	2%	1%	3%	1%	1%	2%	1%
Burger King	1%	2%	100%	2%	1%	3%	1%	1%	2%	1%
Taco Bell	3%	2%	2%	100%	4%	5%	3%	4%	2%	2%
Starbucks	4%	1%	1%	4%	100%	12%	7%	6%	2%	2%
McDonald's	4%	3%	3%	5%	12%	100%	5%	5%	4%	3%
Chick-fil-A	3%	1%	1%	3%	7%	5%	100%	4%	2%	3%
Chipotle	3%	1%	1%	4%	6%	5%	4%	100%	2%	2%
Wendy's	1%	2%	2%	2%	2%	4%	2%	2%	100%	1%
Raising Cane's	2%	1%	1%	2%	2%	3%	3%	2%	1%	100%

While McDonald's takes the other end.

Food & Beverage

- ○ Non-Alcoholic Beverages
- ◉ Quick-Service Restaurants

EMV $

Distinct Creators

Microinfluencer: 56

Mid-Tier: 49

Established: 77

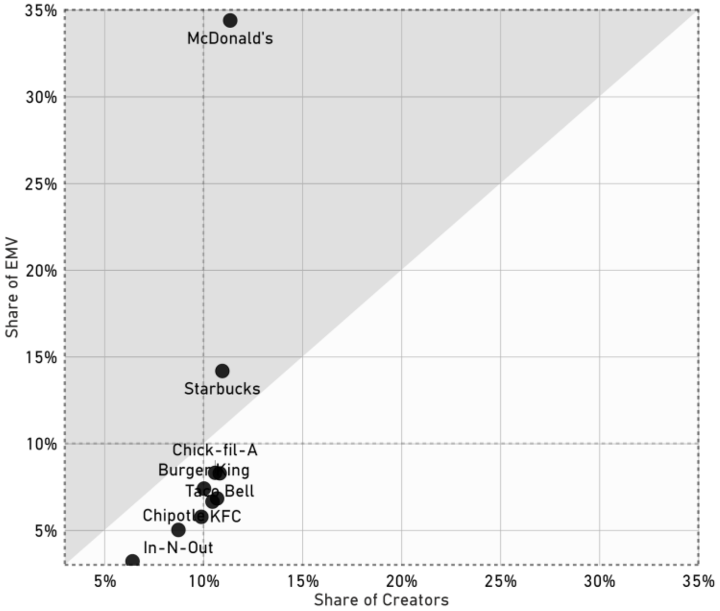
Powerhouse: 162

Retention

Retained: 74%

New: 26%

Brand Shares



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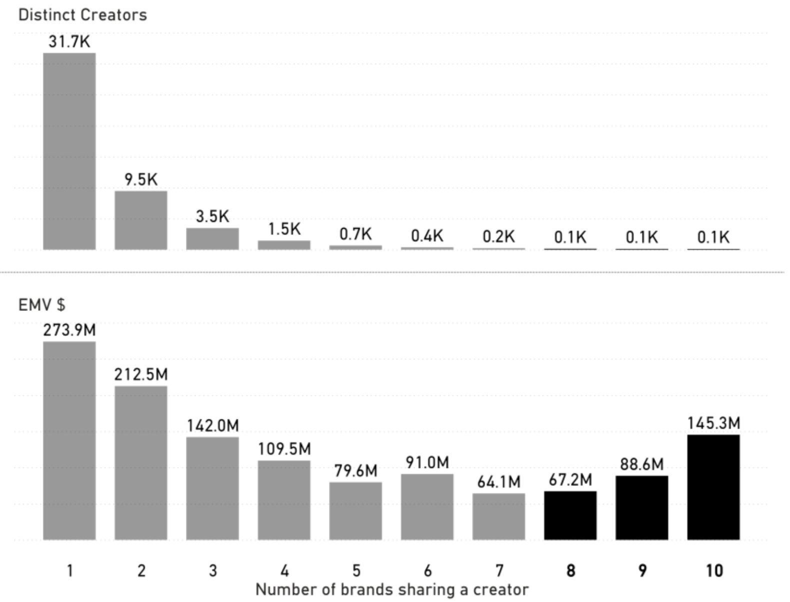


Distinct Creators Overlap

	In-N-Out	KFC	Burger King	Taco Bell	Starbucks	McDonald's	Chick-fil-A	Chipotle	Wendy's	Raising Cane's
In-N-Out	100%	69%	68%	72%	75%	77%	70%	71%	71%	46%
KFC	69%	100%	76%	83%	83%	87%	82%	79%	81%	50%
Burger King	68%	76%	100%	85%	85%	88%	82%	83%	84%	49%
Taco Bell	72%	83%	85%	100%	91%	95%	89%	87%	90%	55%
Starbucks	75%	83%	85%	91%	100%	96%	90%	88%	90%	53%
McDonald's	77%	87%	88%	95%	96%	100%	93%	92%	94%	56%
Chick-fil-A	70%	82%	82%	89%	90%	93%	100%	85%	88%	54%
Chipotle	71%	79%	83%	87%	88%	92%	85%	100%	87%	52%
Wendy's	71%	81%	84%	90%	90%	94%	88%	87%	100%	52%
Raising Cane's	46%	50%	49%	55%	53%	56%	54%	52%	52%	100%

Streaming category is a duopoly of a different sort: 2 leaders are separated by a substantial gap.

Just like in the previous example, Spotify wins the left end and Netflix wins the right.

Only this time it is not enough to win. More EMV is on the left.

Media & Entertainment

- (●) Streaming
- ( ) NFL

EMV $

5bn

Distinct Creators

62K

Microinfluencer: 33,613

Mid-Tier: 10,667

Established: 8,384

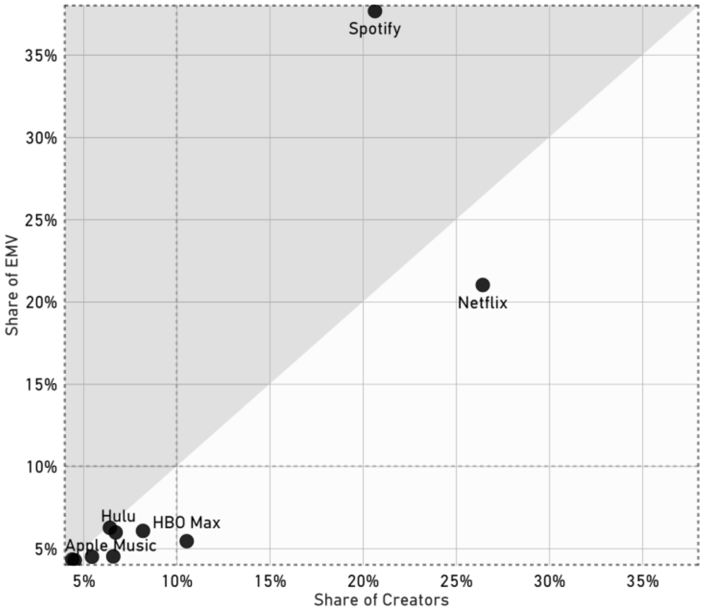
Powerhouse: 8,835

Retention

Retained: 46%

New: 54%

Brand Shares



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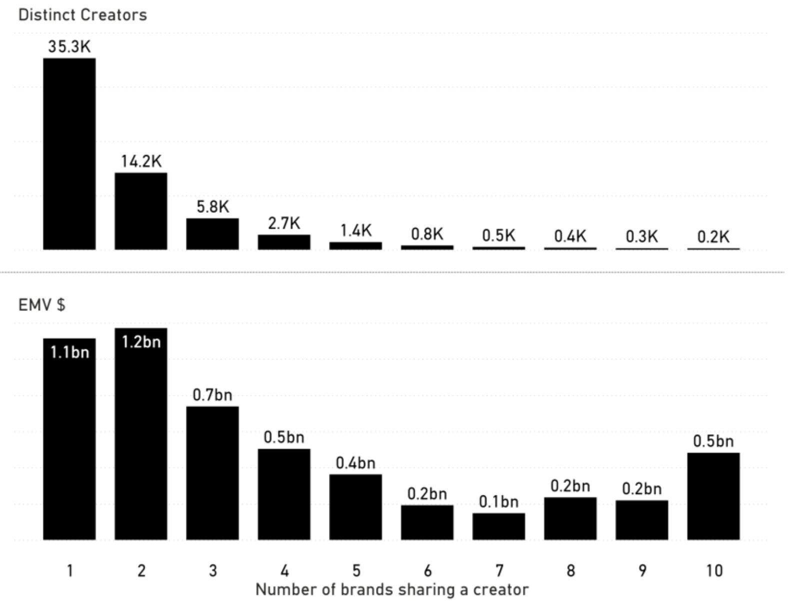


Distinct Creators Overlap

	Apple Music	Spotify	Netflix	HBO Max	Hulu	Disney+	Apple TV+	Paramount+	Prime Video	Peacock
Apple Music	100%	21%	8%	8%	10%	8%	9%	8%	9%	8%
Spotify	21%	100%	18%	12%	12%	9%	8%	7%	10%	7%
Netflix	8%	18%	100%	16%	16%	13%	12%	9%	13%	9%
HBO Max	8%	12%	16%	100%	16%	14%	14%	12%	14%	12%
Hulu	10%	12%	16%	16%	100%	20%	17%	15%	17%	16%
Disney+	8%	9%	13%	14%	20%	100%	15%	14%	15%	12%
Apple TV+	9%	8%	12%	14%	17%	15%	100%	15%	17%	15%
Paramount+	8%	7%	9%	12%	15%	14%	15%	100%	16%	16%
Prime Video	9%	10%	13%	14%	17%	15%	17%	16%	100%	14%
Peacock	8%	7%	9%	12%	16%	12%	15%	16%	14%	100%

In Non-Alcoholic beverages PRIME is an interesting example.

While the brand is N4 in the overall standings, its ability to attract new powerhouse creators is very impressive.

The category is very much on the left end of the spectrum.

Food & Beverage

- (selected) Non-Alcoholic Beverages
- Quick-Service Restaurants

EMV $

Distinct Creators

Microinfluencer: 13,981

Mid-Tier: 4,854

Established: 3,837

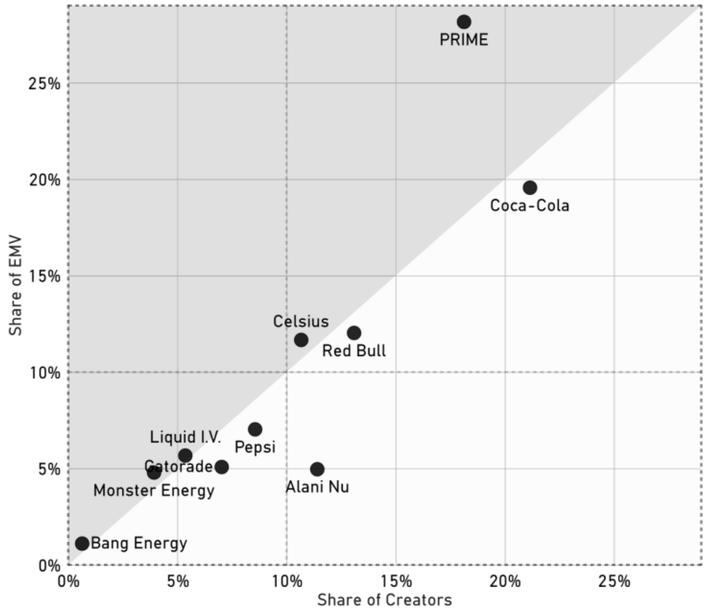
Powerhouse: 3,871

Retention

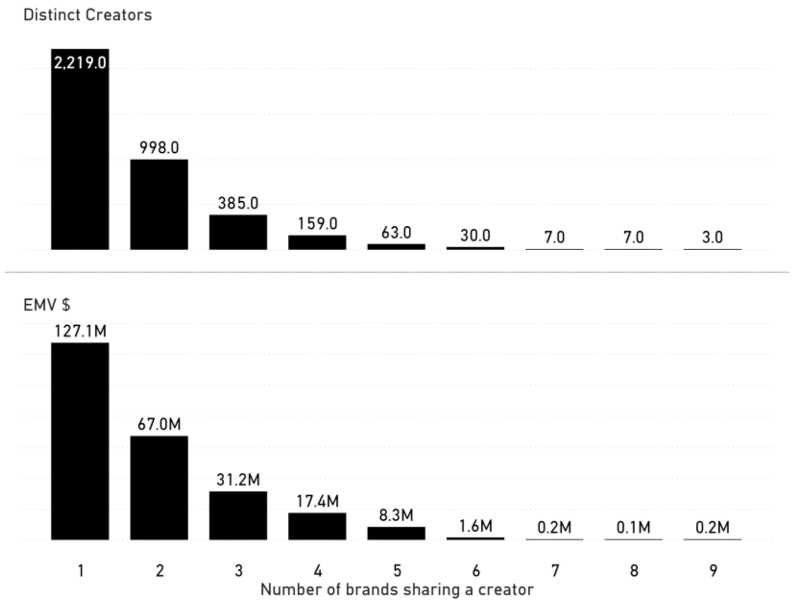
Retained: 38%

New: 62%

Brand Shares



From Exclusive (1) to Shared by All Brands (10)



Distinct Creators Overlap

	Bang Energy	Monster Energy	Gatorade	Red Bull	Pepsi	Coca-Cola	Alani Nu	PRIME	Celsius	Liquid I.V.
Bang Energy	100%	0%	1%	0%	1%	0%	0%	1%	1%	1%
Monster Energy	0%	100%	3%	4%	3%	2%	1%	3%	3%	1%
Gatorade	1%	3%	100%	4%	5%	4%	2%	4%	4%	3%
Red Bull	0%	4%	4%	100%	5%	5%	3%	5%	5%	3%
Pepsi	1%	3%	5%	5%	100%	7%	1%	4%	3%	2%
Coca-Cola	0%	2%	4%	5%	7%	100%	4%	5%	4%	2%
Alani Nu	0%	1%	2%	3%	1%	4%	100%	10%	6%	5%
PRIME	1%	3%	4%	5%	4%	5%	10%	100%	7%	4%
Celsius	1%	3%	4%	5%	3%	4%	6%	7%	100%	4%
Liquid I.V.	1%	1%	3%	3%	2%	2%	5%	4%	4%	100%

In the Fashion industry, the contrast between the two categories is striking.

Apparel boasts the largest community and EMV observed thus far.

Notably, EMV descends over the spectrum almost in a straight line.

Fashion Nova secures a clear victory in this category, leading by a significant margin.

Fashion

- (●) Apparel
- ( ) Luxury Fashion

EMV $

5bn

Distinct Creators

81K

Microinfluencer: 53,230

Mid-Tier: 13,465

Established: 8,175

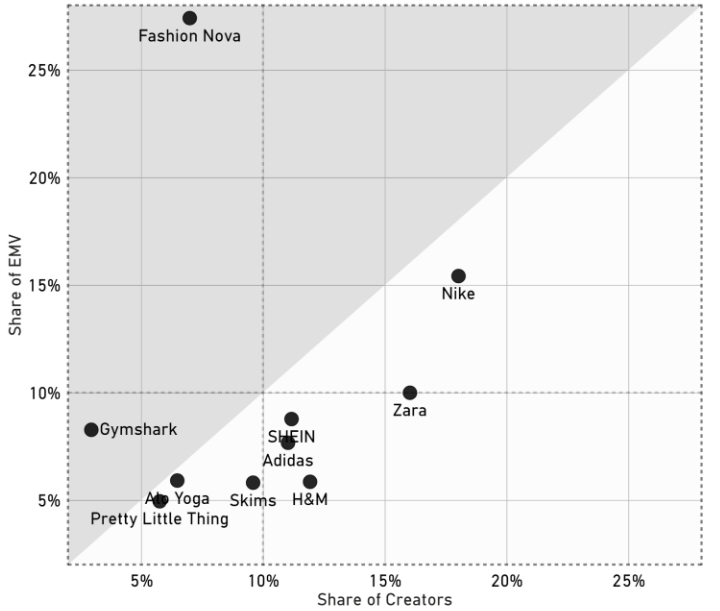
Powerhouse: 6,150

Retention

Retained: 54%

New: 46%

Brand Shares



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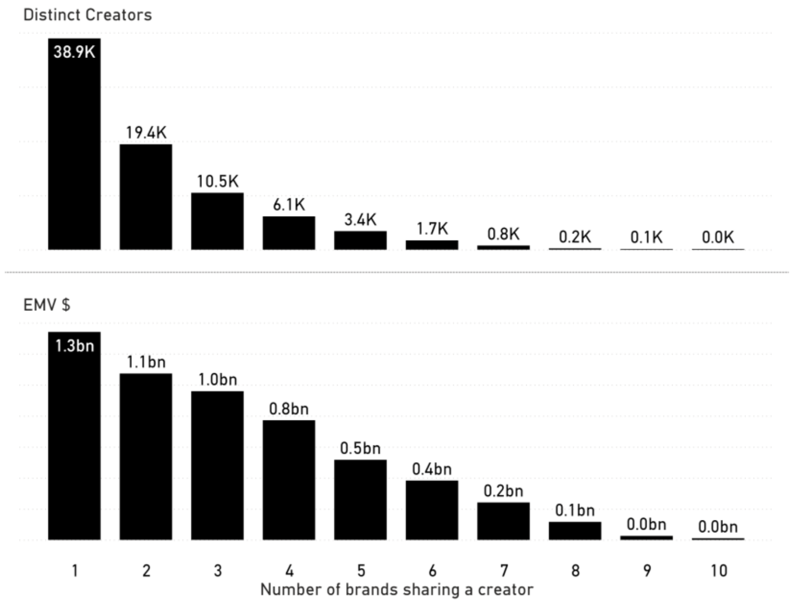


Distinct Creators Overlap

	Fashion Nova	Pretty Little Thing	SHEIN	Skims	H&M	Zara	Nike	Adidas	Alo Yoga	Gymshark
Fashion Nova	100%	19%	18%	11%	9%	10%	10%	6%	4%	5%
Pretty Little Thing	19%	100%	15%	15%	13%	14%	10%	8%	7%	6%
SHEIN	18%	15%	100%	11%	15%	16%	14%	10%	5%	5%
Skims	11%	15%	11%	100%	16%	19%	15%	14%	15%	7%
H&M	9%	13%	15%	16%	100%	31%	18%	19%	10%	5%
Zara	10%	14%	16%	19%	31%	100%	20%	19%	13%	5%
Nike	10%	10%	14%	15%	18%	20%	100%	23%	10%	7%
Adidas	6%	8%	10%	14%	19%	19%	23%	100%	11%	5%
Alo Yoga	4%	7%	5%	15%	10%	13%	10%	11%	100%	6%
Gymshark	5%	6%	5%	7%	5%	5%	7%	5%	6%	100%

While Apparel is heavy on micro-influencers, the most impactful group remains the exclusive Powerhouse. Fashion Nova takes a half of the slice.

This strategic focus contributes to Fashion Nova's dominant position.

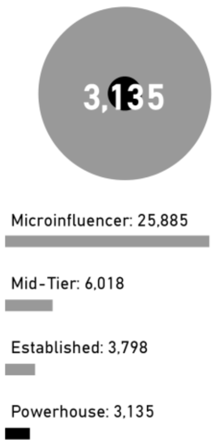
Apparel stands as another prime example of a discovery-driven category.

Fashion

- (●) Apparel
- ( ) Luxury Fashion

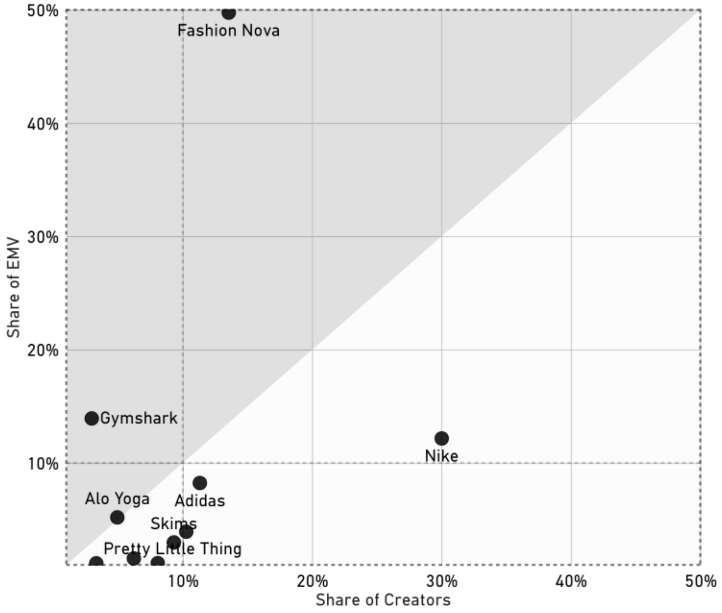
EMV $

Distinct Creators

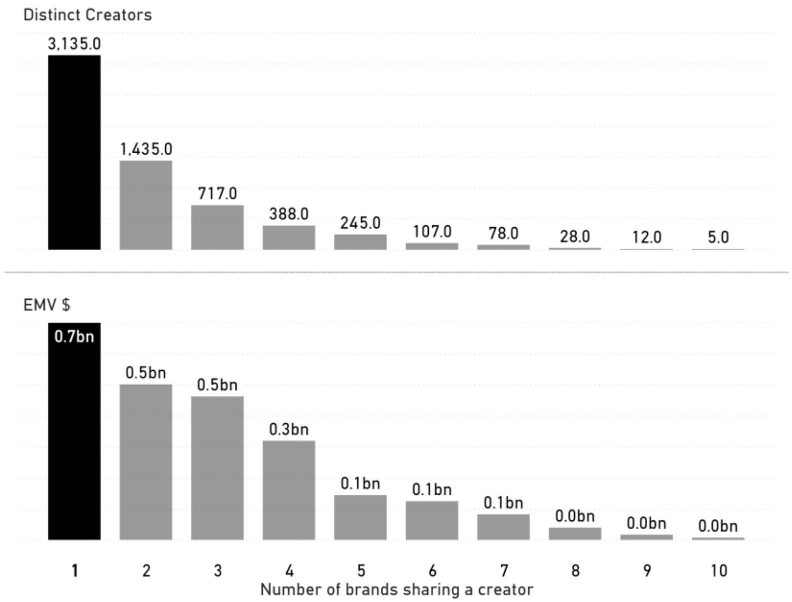


Retention

Brand Shares



From Exclusive (1) to Shared by All Brands (10)



Distinct Creators Overlap

	Fashion Nova	Pretty Little Thing	SHEIN	Skims	H&M	Zara	Nike	Adidas	Alo Yoga	Gymshark
Fashion Nova	100%									
Pretty Little Thing		100%								
SHEIN			100%							
Skims				100%						
H&M					100%					
Zara						100%				
Nike							100%			
Adidas								100%		
Alo Yoga									100%	
Gymshark										100%

In the Luxury Fashion category everything looks very different from the Apparel category.

Here, the competition at the top is intense: Chanel leads by a slim 1% margin over Louis Vuitton and 2% over Dior.

All brands are closely aligned along the symmetry line, indicating a connection between creator count and EMV.

In contrast to the Apparel category, a substantial portion of the EMV is generated on the right end of the spectrum.

Fashion

- ○ Apparel
- ◉ Luxury Fashion

EMV $

3bn

Distinct Creators

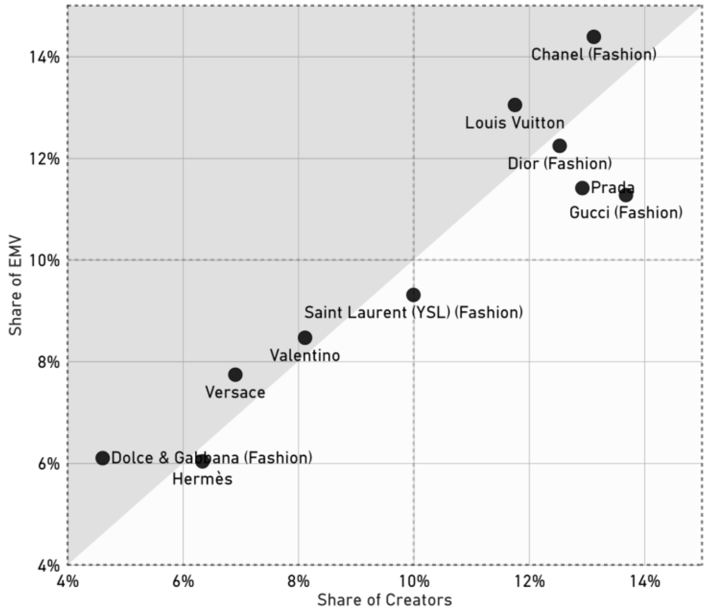
56K

- Microinfluencer: 35,389
- Mid-Tier: 9,190
- Established: 5,891
- Powerhouse: 5,052

Retention

- Retained: 49%
- New: 51%

Brand Shares



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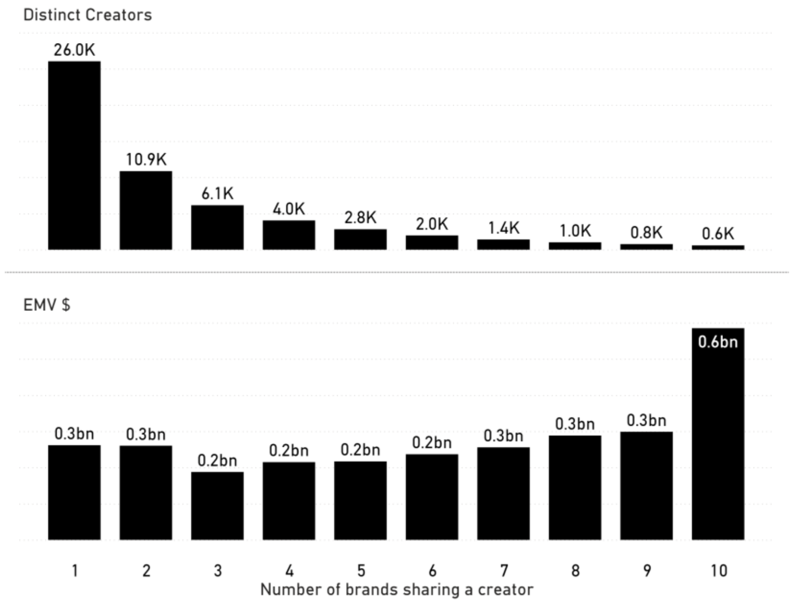


Distinct Creators Overlap

	Hermès	Gucci (Fashion)	Saint Laurent (YSL) (Fashion)	Chanel (Fashion)	Dior (Fashion)	Prada	Louis Vuitton	Valentino	Versace	Dolce & Gabbana (Fashion)
Hermès	100%	19%	22%	24%	21%	20%	20%	19%	15%	14%
Gucci (Fashion)	19%	100%	26%	27%	26%	26%	26%	20%	19%	15%
Saint Laurent (YSL) (Fashion)	22%	26%	100%	27%	26%	26%	23%	22%	19%	16%
Chanel (Fashion)	24%	27%	27%	100%	30%	27%	26%	22%	19%	15%
Dior (Fashion)	21%	26%	26%	30%	100%	27%	26%	22%	19%	16%
Prada	20%	26%	26%	27%	27%	100%	24%	23%	19%	14%
Louis Vuitton	20%	26%	23%	26%	26%	24%	100%	19%	18%	14%
Valentino	19%	20%	22%	22%	22%	23%	19%	100%	20%	17%
Versace	15%	19%	19%	19%	19%	19%	18%	20%	100%	20%
Dolce & Gabbana (Fashion)	14%	15%	16%	15%	16%	14%	14%	17%	20%	100%

Looking into the 113 Powerhouse creators featuring all brands brings out an interesting view.

While the brand rankings exhibit slight variations compared to the overall standings, the leaders remain largely in their positions, but with broader differentials.

Almost all of these creators are retained, mainly consisting of legacy fashion publishers such as Vogue or GQ when we delve into the details.

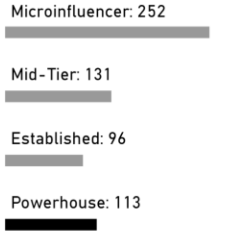
Their continued influence sets the tone in this category, as it always has.

Fashion

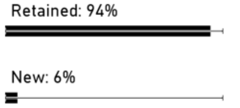
- ○ Apparel
- ◉ Luxury Fashion

EMV $

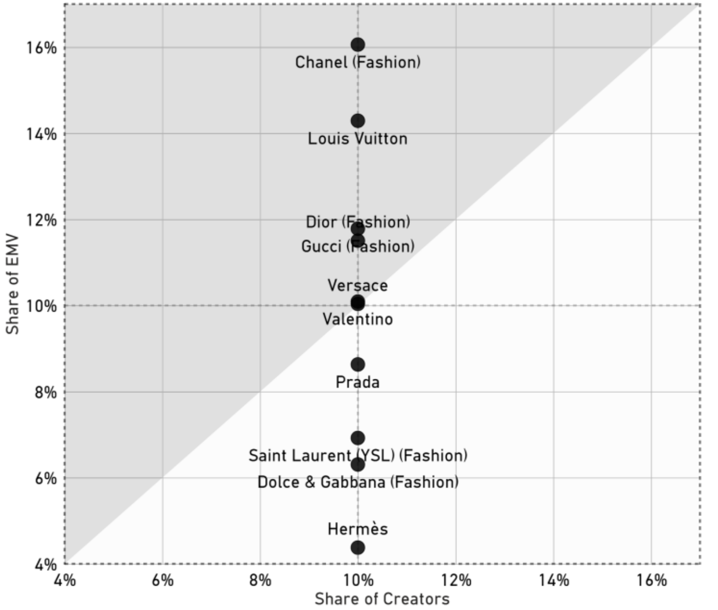
Distinct Creators



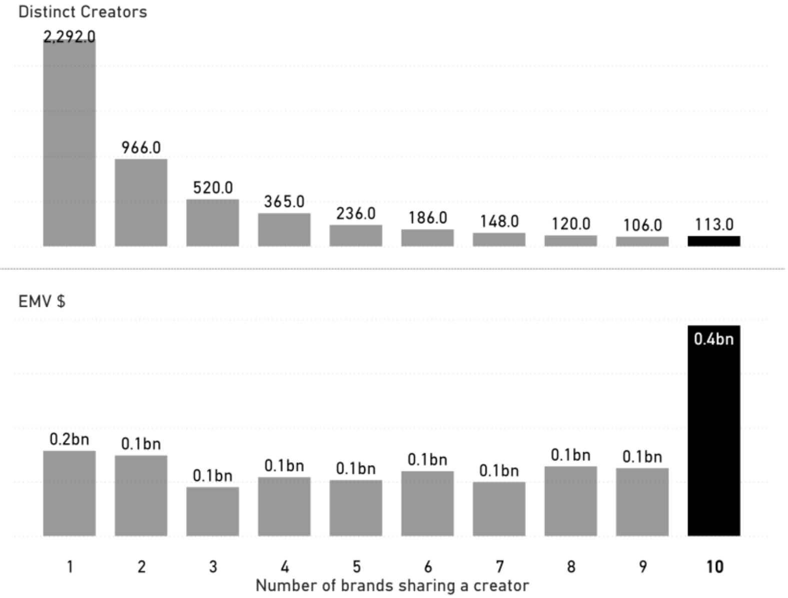
Retention



Brand Shares



From Exclusive (1) to Shared by All Brands (10)



Distinct Creators Overlap

	Hermès	Gucci (Fashion)	Saint Laurent (YSL) (Fashion)	Chanel (Fashion)	Dior (Fashion)	Prada	Louis Vuitton	Valentino	Versace	Dolce & Gabbana (Fashion)
Hermès	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gucci (Fashion)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saint Laurent (YSL) (Fashion)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chanel (Fashion)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dior (Fashion)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prada	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Louis Vuitton	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Valentino	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Versace	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dolce & Gabbana (Fashion)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

1

Every category we have seen is unique. Understanding your category's creator community is key to crafting and executing a winning strategy based on your specific strengths.

Keep this in consideration when selecting benchmarks and best practices.

Even within the same industry it is a category that matters.

2

In each category, creators are always distributed in a similar fashion, rapidly descending form 1 to 10 on the exclusivity spectrum. It is EMV distribution over this spectrum that sets category apart. Sometimes quite radically. It's evident that EMV per Creator typically increases from 1 to 10 significantly.

Operating on the left end invariably demands scale, while operating on the right necessitates building strong lasting relationships.

3

Your brand is not a center of the community, but a participant. Most creators collaborate with more than one brand. For some brands the overlaps go deep.

While it is natural to look at these things from a competitive view point, it may also be an opportunity to collaborate.

In any case it is certainly wise to know your nearest neighbors well.

If you want to learn more please contact Conor Begley, Chief Strategy Officer CreatorIQ
Conor.Begley@CreatorIQ.com

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