Metrics Guide

Q3 2023

ANA Compliant

In-feed
Instagram

	Post Level	Account Level
All Accounts	(T) **Likes** (T) **Comments** (T) **Followers At Time Of Post**: Called "Reach" in Tribe platform (T) **Estimated Likes:** Calculated for posts with hidden likes (T) **Estimated Impressions** • **Estimated Reach**	(T) **Followers** • **Likes Per Image** • **Comments Per Image** • **Total Posts** • **Total Videos**
Authenticated Accounts	• **Impressions**: Times people saw the post • **Reach**: Unique accounts that saw the post (T) **Video Views***: Total times the video has been seen. For carousels, then number of times all videos within the carousel have been seen. • **Saves**: Times the post is saved into a collection	• **Likes Per Video** • **Comments Per Video** • **Views Per Video** • **Total Views**: Aggregate number of views from all videos (lifetime metric)
Manual	• **Shares**: Times your audience DM'd the post • **Profile Visits**: Times your audience clicked to view your profile from the post • **Follows**: Times your audience clicked "Follow" from the post • **Clicks**	

(T) Metric collected by Tribe in addition to CIQ

(T) Tribe only metric

*For Tribe, Video Views are available for all accounts, not authenticated only.

Engagement Rate
Calculation

In-feed:

$$\frac{\text{Likes + Comments + Saves}}{\text{Followers*}}$$

Tribe:

$$\frac{\text{Likes + Comments}}{\text{Followers}}$$

*Denominator can be followers, reach or impressions

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
1.62%	**0.80%**	**0.48%**	**0.23%**

Based on 502k posts and 141k creators from 7/1/2022-6/27/2023.
Source: Discovery database - sponsored posts

Stories
Instagram

	Post Level	**Account Level**
All Accounts	**T** **Estimated Impressions**	**T** **Followers**
	· **Estimated Reach**	
Authenticated Accounts	· **Impressions**: Number of times the story was viewed.	
	· **Reach**	
	· **Replies**: Messages sent in reply to a story	
	· **Taps Forward**: Times the audience tapped forward to go to the next story of the same creator	
	· **Taps Back**: Times your audience tapped back to replay a story	
	· **Exits**: Times a user stopped watching a story entirely	
	· **Followers At Time Of Post**	
Manual	· **Shares**	
	· **Profile Visits**	
	· **Link Sticker Clicks**: (Swipe-Ups) Times audience clicked on stickers that link to an external URL.	
	· **Sticker Taps**: Interactions with stickers such as geotags or hashtags.	
	· **Swipe-Aways**: Times audience swiped right to next user's story	
	· **Votes**: Times your audience participated in a poll	

Engagement Rate
Calculation

Stories:

$$\frac{\text{Replies + Taps Back + Link Sticker Clicks + Sticker Taps + Votes}}{\text{Followers*}}$$

Tribe:

N/A

*Denominator can be followers, reach, or impressions

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
.37%	**.15%**	**.15%**	**.10%**

Based on 163k posts and 9.3k authenticated creators from 7/1/2022–6/27/2023.
Only Replies and TapsBack were used in benchmarks; manual metrics were not included.
Source: CRM data (anonymized and in aggregate)

Reels
Instagram

	Post Level	**Account Level**
All Accounts	**T** **Likes**	**T** **Followers**
	T **Comments**	• **Total Videos**
	T **Followers At Time Of Post**: Called "Reach" in Tribe platform	
	T **Estimated Impressions**	
	• **Estimated Reach**	
Authenticated Accounts	**T** **Video Views** (**Plays**): Times the reel start to play after an impression is already counted. This is defined as video sessions with 1 ms or more of playback and excludes replays.	• **Likes Per Video**
		• **Comments Per Video**
		• **Views Per Video**
	• **Reach**: Unique accounts that have seen the video at least once. Estimated by Instagram.	• **Total Views**: Aggregate number of views from all videos (lifetime metric)
	• **Saves**: Number of saves of the reel	
	• **Shares**: Number of shares of the reel	
Manual	• **Impressions**: Times post was served, includes multiple views by same account.	
	• **Profile Visits**: Times your audience clicked to view your profile from the post	
	• **Follows**: Times your audience clicked "Follow" from the post	
	• **Clicks**	

👁 • All reels metrics are in development by Instagram.
   • Reels and IGTV are now marked as their own content type, rather than a video for all Business and Creator accounts.
   • Campaigns will pull in reels if they are in-feed or a story. Reels not in-feed are only available for authenticated Business/Creator accounts.
T • For Tribe, Video Views are available for all accounts, not authenticated only.

Engagement Rate
Calculation

Reels:
<u>Likes + Comments + Saves</u>
Followers*

Tribe:
<u>Likes + Comments</u>
Followers

*Denominator can be followers, reach, impressions or video views

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
1.83%	**0.91%**	**0.61%**	**0.24%**

TikTok

	Post Level	**Account Level**
All Accounts	Ⓣ **Likes**	Ⓣ **Followers**
	Ⓣ **Comments**	· **Likes Per Post**
	Ⓣ **Shares**	· **Comments Per Post**
	Ⓣ **Views**: Counted from the instant your video starts to play, and includes repeated views.	· **Shares Per Post**
	Ⓣ **Followers At Time Of Post**: Called "Reach" in Tribe	· **Views Per Post**
	Ⓣ **Estimated Impressions**	
	· **Estimated Reach**	
With Invite Links or Campaign Codes	· **Views**: Paid and organic are reported separately.	
	· **Reach**: Estimated number of unique users who have viewed the video at least once.	
	· **Video Completion Rate**: Number of completed views divided by total number of video views.	
	· **Total View Time**: Total play time, in seconds.	
	· **6-second Views**: The number of 6-second video views divided by the total number of video views.	
	· **2-second Views**: The number of 2-second video views divided by the total number of video views.	
	· **Average Watch Time**: The average view time of video, in seconds.	
	· **Audience Age, Gender, and Country**	
Manual	· **Saves**	
	· **Clicks**	

👁 With Invite Links or Campaign Codes, TikTok reports on paid and organic metrics separately; otherwise it is combined.

Engagement Rate
Calculation

Likes + Comments + Shares + Saves
Views*

Tribe:

Likes + Comments + Shares
Views

*Denominator can be followers or views

Engagement Rate
Benchmarks

Nano	Micro	Macro	Mega
<10k	10k-100k	100k-1M	1M+
5.4%	**4.4%**	**4.3%**	**5.2%**

Based on 84k posts and 37.4k creators from 7/1/2022-6/27/2023.
Source: Discovery database - sponsored posts

YouTube

Post Level

Account Level

All Accounts

- Ⓣ **Likes**
- Ⓣ **Comments**
- Ⓣ **Views**: Times that a video was viewed for at least 30 seconds
- Ⓣ **Subscribers At Time Of Post**
- Ⓣ **Estimated Impressions**

- Ⓣ **Subscribers**
- · **Total Videos**
- · **Views Per Video**
- · **Likes Per Video**
- · **Comments Per Video**
- · **Total Views**
- · **Monthly Views**
- · **Average Monthly Views**
- · **Median Views**

Authenticated Accounts

- ⁝ **Average View Duration**: Avg length of a video playback
- ⁝ **Average View Percentage**: Avg percentage of a video watched during a video playback
- ⁝ **Add To Playlist Count**: Times video was added to a YT playlist
- ⁝ **Subscribers Gained**: Times users subscribed to a channel from the video watch page
- ⁝ **Subscribers Lost**: Times users unsubscribed from a channel
- ⁝ **Minutes Watched**: Aggregate number of minutes users have spent watching a video
- · **Shares**: Times that users shared a video

Manual

- · **Impressions**: Times a thumbnail is shown

⁝ Metric is only available in Excel export from Campaigns Statistics tab in section for Posts Performance

Engagement Rate
Calculation

<u>Likes + Comments + Shares</u>
Views*

Tribe:
<u>Likes + Comments + Shares</u>
Views

*Denominator can be subscribers or views

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
5.5%	**5.0%**	**4.4%**	**1.6%**
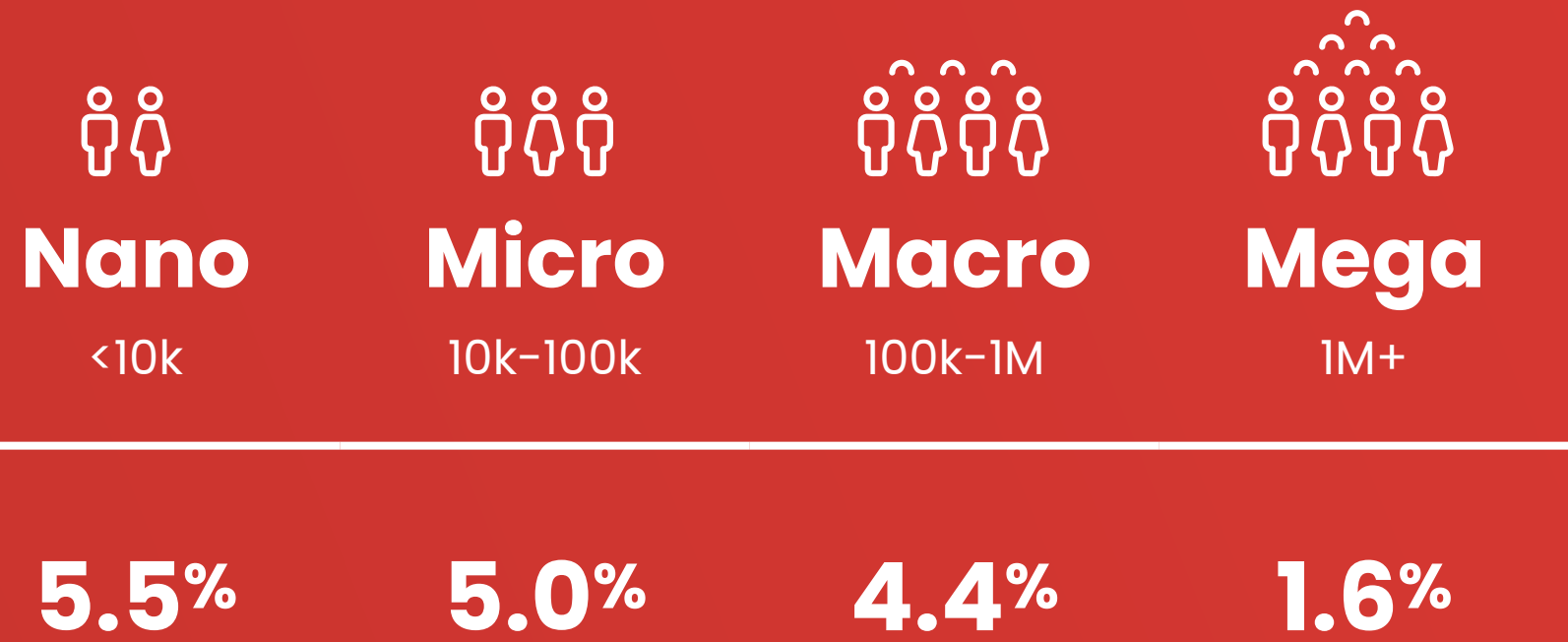
Based on 164k posts and 16.5k creators from 7/1/2022-6/27/2023.
Source: Discovery database - sponsored posts

Facebook

	Post Level	**Account Level**
All Accounts	(T) **Likes/Reactions**	(T) **Followers**
	(T) **Comments**	• **Talking About**
	(T) **Shares**	• **Likes Per Post**
	(T) **Followers at Time of Post**: Called "Reach" in Tribe platform	• **Comments Per Post**
	(T) **Followers at Time of Post**	• **Shares Per Post**
	• **Estimated Impressions**	
	• **Estimated Reach**	
Authenticated Accounts	• **Video Views**: Counts if video was played for 3+ seconds	• **Video Views**
	• **Impressions**: Times the post entered a person's screen	• **Total Videos**
	• **Reach**: # of people who had the post enter their screen	• **28 Day Video Views**
	• **Clicks**: Times people clicked anywhere in the post without generating a story (e.g. expanding a post to read a long caption, clicking to hide a part)	• **Views Per Video**
		• **Likes Per Video**
		• **Comments Per Video**

Engagement Rate
Calculation

Likes/Reactions + Comments + Shares + Clicks
Followers*

Tribe:

Likes + Comments + Shares
Followers

*Denominator can be page likes, impressions, reach, or video views

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
.046%	**.031%**	**.011%**	**.005%**
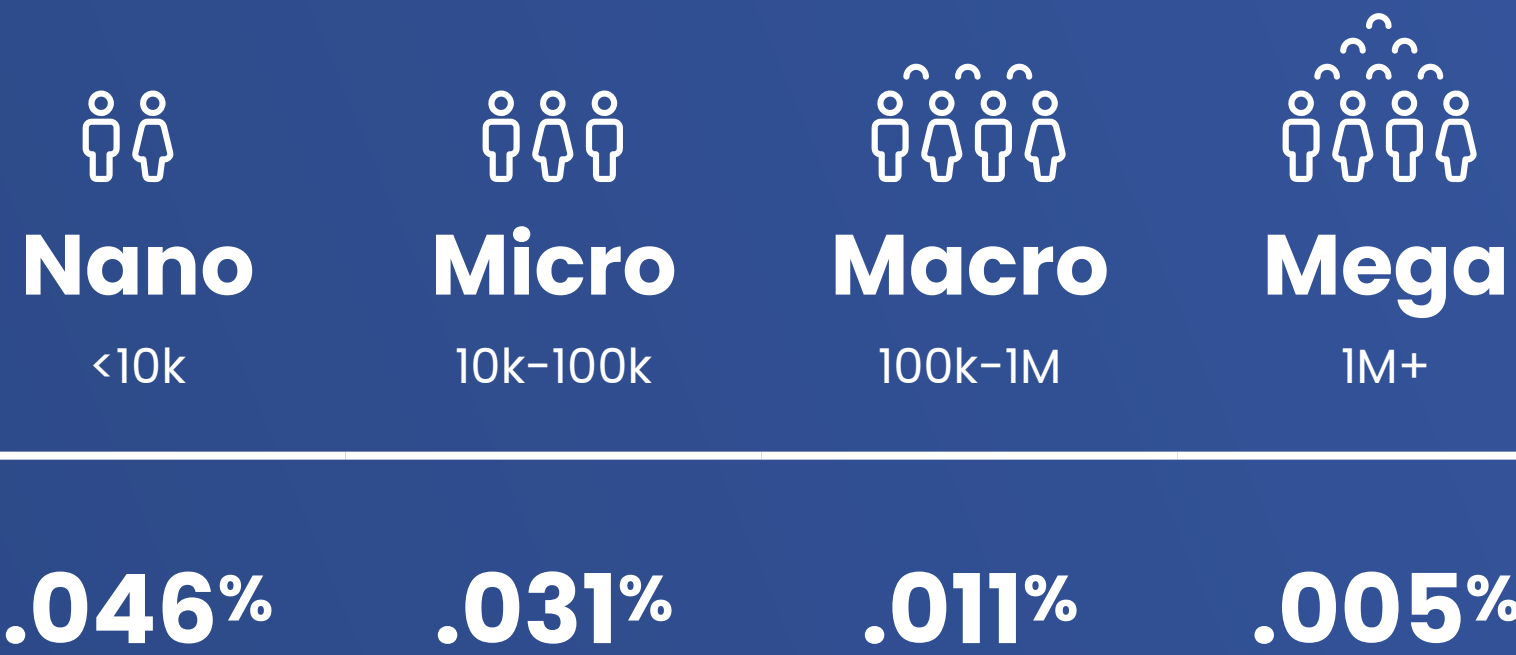
Based on 86.3k posts and 19.1k creators from 7/1/2022-6/27/2023.
Source: Discovery database - sponsored posts

Twitter

	Post Level	**Account Level**
All Accounts	**T** **Likes**	**T** **Followers**
	• **Replies** (**Comments**)	• **Total Tweets**
	T **Retweets** (**Shares**)	• **Likes Per Tweet**
	T **Followers At Time Of Post**: Called "Reach" in Tribe platform	• **Retweets Per Tweet**
	T **Estimated Impressions**	
	• **Estimated Reach**	
	• **Bookmarks** (**Saves**): *Coming soon*	
	• **Quotes** (**Shares**): *Coming soon*	
	• **Views** (**Impressions**): *Coming end of June*	
Manual	• **Video Views**: Times the video in the Tweet has been 50% visible for at least 2 seconds.	

Engagement Rate
Calculation

$$\frac{\text{Likes + Replies + Retweets}}{\text{Followers*}}$$

Tribe:

$$\frac{\text{Likes + Retweets}}{\text{Followers}}$$

*Denominator can be followers, impressions, or video views

Engagement Rate
Benchmarks

Nano	**Micro**	**Macro**	**Mega**
<10k	10k-100k	100k-1M	1M+
.0000%	**.0020%**	**.0029%**	**.0023%**

Based on 113k posts and 17.8k creators from 7/1/2022-6/27/2023.
Source: Discovery database - sponsored posts

Pinterest

	Post Level	Account Level
All Accounts	**T** **Saves** (**Shares**): Times people saved your Pin to a board **T** **Followers At Time Of Post**: Called "Reach" in Tribe platform **T** **Estimated Impressions** • **Estimated Reach**	**T** **Followers** · **Pins** · **Saves Per Pin**
Manual	· **Clicks** · **Comments** · **Video Views**	· **Average Monthly Views**: Average number of impressions all your pins receive in aggregate each month

Engagement Rate
Calculation

Saves
Followers*

Tribe:
Saves
Followers

*Denominator can be followers, impressions, or video views

Engagement Rate
Benchmarks

Nano	Micro	Macro	Mega
<10k	10k-100k	100k-1M	1M+
.0808%	.0029%	.0008%	N/A

Based on 5.6K posts and 173 creators from 7/1/2022-6/27/2023. Not enough data is available to create a benchmark for Mega creators.
Source: CRM data (anonymized and in aggregate)

Twitch

	Post Level	Account Level
All Accounts	• **Video Views**: Views on streams after they went live • **Followers at Time of Stream** • **Peak Stream Views**: Maximum number of people tuning in at the same time during the stream • **Avg Stream Views**: Average number of people tuning in at the same time, taken at regular intervals and averaged out across the duration of the stream • **Estimated Reach**	• **Followers**: Number of people who follow a Twitch streamer • **Views**: Aggregate number of views on all live streams • **Peak Stream Views**: Peak Stream Views averaged from streams from the last 30, 60, 90 days or last 20 posts, set at network settings. • **Avg Stream Views**
Authenticated Accounts	• No additional stats	
Manual	• **Chatters**: Number of comments in chat box during stream • **Engagement**: Equivalent to number of chatters • **Impressions**	

A creator must be in an active campaign for any post-level or account-level metrics to pull in.

Engagement Rate
Calculation

<u>Chatters</u>
Followers*

*Denominator can be followers or video views

Engagement Rate
Benchmarks

N/A

Blogs

	Post Level	**Account Level**
Authenticated Accounts	• **Average Monthly Uniques** (**Followers at Time of Post**): Unique pageviews from the last 90 days before date of blog post / 3. Multiple visits to a single page in the same session counts as a unique pageview. • **Average Monthly Pageviews**: Pageviews from the last 90 days before date of blog post / 3. Repeated views of a single page counts as multiple pageviews. • **Unique Users** (**Reach**): Number of people who saw your blog post • **Pageviews** (**Impressions**): ⓣ **Time Spent**: Average length of session in seconds • **Estimated Pageviews (Estimated Impressions)** • **Estimated Unique Users (Estimated Reach)**	• **Average Monthly Uniques** (**Followers**): Unique pageviews from the last 90 days / 3. When a user visits a web page multiple times in the same session, it counts as a unique pageview. • **Average Monthly Page Views**: Pageviews from last 90 days / 3. Repeated views of a single page counts as multiple pageviews. • **Last 30 Day Uniques**: Number of unique pageviews from last 30 days. • **Average Session Duration**: Average length in seconds of time spent on blog. • **Average Page Views Per Session**: Average number of times a user viewed a page in a session.
Manual	ⓣ **Comments***: Number of comments on the blog post • **Video Views** ⓣ **Shares***	

ⓣ Metric collected by Tribe in addition to CIQ

ⓣ Tribe only metric

*For Tribe, Comments and Shares will automatically pull in if available.

Engagement Rate
Calculation

Comments
Average Monthly Uniques

Tribe:

N/A

Engagement Rate
Benchmarks

N/A

Snapchat

Engagement Rate
Calculation

Screencaps
Followers

	Post Level	**Account Level**
Manual	• **Screencaps**: Shows how many Snapchat users took a screenshot of a particular snap. • **Impressions**: Equivalent to unique story views. • **Estimated Impressions** • **Estimated Reach**	• **Friends** (**Followers**): Number of subscribers. • **Snaps**: A picture or video that you send through the app to one of more of your friends. A video snap can be a maximum of 60 second long. The platform deletes the content after the recipient has viewed the snap. • **Stories**: Snaps that you'd like to share with all your Snapchat friends. Stories stay on the app for 24 hours before being deleted. • **Story Views**: Number unique views of people who opened and viewed the content for at least one second. • **Views Per Snap**: Average number unique of views across all snaps.

Engagement Rate
Benchmarks

N/A

Campaign Metrics

CreatorIQ

Followers: The number of a creator's followers. This metric does not aggregate across multiple posts from the same social account, but does across multiple creators and multiple social accounts.

Estimated Reach: The estimated number of unique users a post was seen by.

Engagement Rate Base: The denominator used to calculate engagement rate, typically views, impressions, reach or followers.

CPM: The average cost of one-thousand impressions based on the cash payout to a creator at the post-level.

CPE: The average cost of one-thousand engagements based on the cash payout to a creator at the post-level.

Link Clicks: The number of clicks from a creator's link.

Campaign Metrics

CreatorIQ & Tribe Dynamics

Cumulative Followers: The sum of followers at the time of post for all posts.

Estimated Impressions: The estimated number of times a post was seen by a user.

Tribe Dynamics

Potential Reach (Reach): Referred to as Reach in app, Potential Reach measures the total possible audience size attained by one or more posts, and is equivalent to the number of followers. For a given post, Potential Reach is equivalent to Followers At Time of Post. For a campaign, Potential Reach is equal to the total number of followers for all the social accounts that posted in the campaign (equivalent to CIQ's "Followers" metric).

Posting Frequency: The average number of posts each Ambassador in your community is creating about your brand within a given time period. A high Posting Frequency signals that a brand has a productive community that can help sustain brand relevance by creating content often.

Ambassador Potency: the average amount of EMV each Ambassador in your community drove for your brand within a given time period. High Ambassador Potency signals that a brand has an influencer community capable of creating compelling content that their followers want to engage with.

E-Commerce Metrics

Sales
- **Gross Sales:** The gross number of sales driven by a creator.
- **Net Sales:** Gross Sales minus Reversals (i.e. returns, cancellations)
- **Reversal:** The dollar/currency value of orders that were reversed (i.e. $500 in returns)
- **Discounts:** The dollar/currency value of orders that were discounted.

Orders
- **Gross Orders:** Number of orders a creator drove
- **Net Orders:** Gross orders minus Reversed Orders
- **Reversed Orders:** Number of orders a creator drove that got reversed (i.e. due to cancellation, returns)

Commissions
- **Gross Commissions:** Commissions a creator earned for the orders they drove.
- **Net Commissions:** Gross Commissions minus Reversed Commissions
- **Reversed Commissions:** Commissions that were reversed for the creator because the order was reversed (i.e. returns, cancellations)
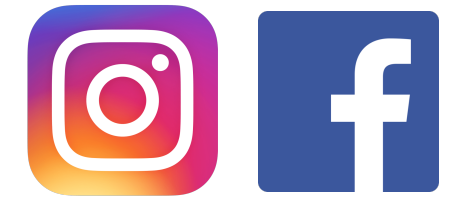
Average Order Value (AOV)
- **Gross AOV:** Gross Sales divided by Gross Orders
- **Net AOV:** Net Sales divided by Net Orders

Bit.ly clicks: The number of clicks from a creator's bit.ly link.

Paid Social Media Metrics

Paid Impressions: The number of times your ads were on screen.

Paid Reach: The number of people who saw your ads at least once.

Paid Video Views: The number of times your view ads were viewed for at least three seconds.

Paid Reactions: The number of times your ads were reacted to.

Paid Comments: The number of times your ads were commented.

Paid Shares: The number of times your ads were shared.

Paid Saves: The number of times your ads were saved.

Paid Engagements: The total number of actions that people take involving your ads.

Paid Clicks: The number of clicks on your ads.

Paid Outbound Link Clicks: The number of clicks on links that take people off Facebook-owned properties.

Paid Engagement Rate: The total number of actions that people take involving your ads divided by the number of people who saw it.

Paid Social Media Metrics

Paid Unique Reactions: The unique number of people that put a reaction on the ad.

Paid Unique Shares: The unique number of people that share the ad.

Paid Unique Engagements: The unique number of people that engage with the ad.

Paid Unique Clicks: The number of people that click on your ads.

Paid Unique Outbound Link Clicks: The number of people that click on links that take people off Facebook-owned properties.

Paid Quality Ranking: A ranking of your ad's perceived quality. Quality is measured using feedback on your ads and the post-click experience. Your ad is ranked against ads that competed for the same audience.

Paid Spend: The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule.

Paid Social Spend: The total amount you've spent so far for your ads showed with social information. (ex: Jane Doe likes this).

Paid Frequency: The average number of times each person saw your ad. This metric is estimated.

Paid CTR: The percentage of times people saw your ad and performed a click (all).

Paid CPM: The average cost for 1,000 impressions.

Paid Social Media Metrics

Paid CPP: The average cost to reach 1,000 people. This metric is estimated.

Paid CPC: The average cost for each click (all).

Paid Cost Per Outbound Link Click: The average cost for each outbound click.

Paid Cost Per Conversion: The average cost of a conversion across all channels (i.e. website, mobile app, offline, and on-facebook).

Paid Ad Recallers: An estimate of the number of additional people who may remember seeing your ads, if asked, within 2 days.

Paid Ad Recall Rate: The rate at which an estimated number of additional people, when asked, would remember seeing your ads within 2 days.

Paid Conversions: The total number of conversions across all channels (i.e. website, mobile app, offline, and on-facebook) attributed to your ads.

Paid Offsite Conversions: The total number of offsite conversions across all channels (i.e. views content, searches, adds to cart, purchases) attributed to your ads.

Paid Onsite Conversions: The total number of onsite conversions across all channels (i.e. post saves, on-facebook purchases, new messaging conversations) attributed to your ads.

Social Media Value (SMV) Calculations

SMV is used to measure the value of your influencer campaign against the cost of driving the same results via paid social media advertising. By grounding the metric in established, commonly understood terms–the cost of running content via paid social–SMV empowers marketers to make informed decisions on budget planning and creator payments, all while offering a better way to benchmark campaign success.

- CreatorIQ's default methodology for SMV uses a "paid social media value" approach, meaning that we assess the cost of obtaining the same results using the given social media platforms' ad buying tools. This is done to better compare the cost of reaching target consumers on social media from both branded creator content and by using social media ads. With this projection, marketers are better equipped to make informed decisions on budget planning, creator payment, and more.

- CreatorIQ calculates what it costs to obtain likes, comments, video views, and clicks through ad buying, then compares that to the cost of paying a creator to generate the same metrics. Default settings for SMV can vary to reflect the difference in paid media prices across industries, location, and social platforms.

- SMV assigns a monetary value to each engagement metric across social channels. To determine your SMV, you would simply add up the levels of your engagements across various metrics. (The table below contains CreatorIQ's current default SMV set). CreatorIQ uses the ad-buying platforms Meta, TikTok, Twitter, Google Ads, and Pinterest to determine pricing guidelines based on age, gender, countries and interest. We collect data across Instagram, Instagram Stories, and Facebook to optimize for four main KPI's: clicks, impressions, video views, and engagements.

Earned Media Value (EMV) Calculations

Tribe Dynamics

EMV is used to quantify the value of consumer engagement with earned content, providing a tangible way of gauging brand awareness. EMV helps brands identify which creators are driving the most buzz for them, and which are garnering the greatest share of voice, ultimately informing which relationships are most beneficial for further investment.

- EMV is used to track the value of social media content. EMV measures engagement with social media content about a brand that is created by a third party. This third party is typically an influencer, but EMV also accounts for posts from publications, retailers, and other brands.

- EMV assigns a unique value to each piece of content based on the engagement (likes, comments, shares, views, etc.) this content receives from followers and other users. This value is then attributed to each of the brands mentioned within the post.

Email Metrics

CreatorIQ

Delivery: The number of emails successfully delivered.

Open: The number of emails opened.

Bounce: The number of emails which bounced back.

Spam: The number of emails marked as spam.

Click: The number of clicks from emails.

Metric Differences Between Tribe & CIQ Platforms

|	Tribe	CIQ
Impressions	TribeDynamics does not collect actual impressions, but estimates impressions for Instagram, Facebook, Twitter, Pinterest, YouTube, and TikTok on a per-post basis. using available engagement data for that post, and applying machine learning algorithms.	If a creator is authenticated, CreatorIQ obtains actual impressions from the API for Instagram, Facebook, Twitter, and Pinterest. When a creator is not authenticated, CreatorIQ estimates impressions by multiplying followers by a multiplier (in some cases like Twitch, views is multiplied). These multipliers are based on historical data from 24K authenticated accounts. Additionally, users can configure these multiplier values at the network and campaign settings.
Reach	In the Tribe application, the term "Reach" is used to describe "Potential Reach", which is actually Followers and Followers at Time of Post.	Tribe obtains actual reach for authenticated creators from the API for Instagram and Facebook accounts. When a creator is not authenticated, CreatorIQ estimates reach by multiplying followers by a multiplier, similar to the method described above.
Engagement Rate	TribeDynamics calculates engagement rates based on posts from the last 6 months, and is only updated once per month.	Clients can select the time frame of which they want to show this metric based on all content from the last 30, 60, or 90 days, or by using the last 20 posts. CreatorIQ updates these metrics daily.
Estimated Likes	Tribe Dynamics estimates the like counts for Instagram posts with hidden likes.	CreatorIQ does not estimate likes, but is able to collect hidden like counts for any posts published by authenticated business creators.

Data Update Frequency

	Tribe	CIQ
Follower Count	Tribe updates follower counts once a month at the beginning of the month. For TikTok, the data is only updated if the creator has posted in that month.	CreatorIQ updates follower count in real time in the application, and at intervals described below.
Audience Demographics	Updated once a month.	Updated every 3 months

CreatorIQ

Creator account and post data stored for is updated on various intervals depending on the activities the data is used for in the following:
- Discovery Data: Profile and posts data is updated at the very least every two weeks. Any record surfaced in results will be refreshed in real-time.
- CRM Data: Any data for creators stored in a client's CRM will at the very least be updated daily.
- Campaigns: Any data for creators in an active campaign will be updated at least four times per day. And campaigns running Instagram stories will be updated every three hours, and will get a reading at the moment they expire.

Creator Example
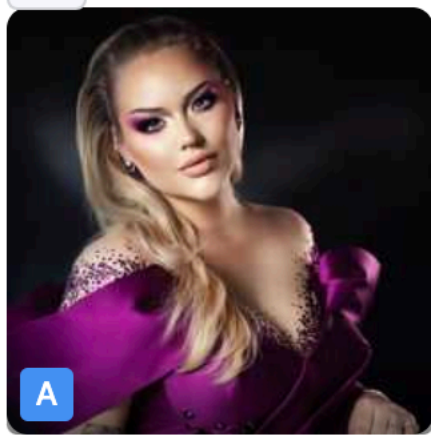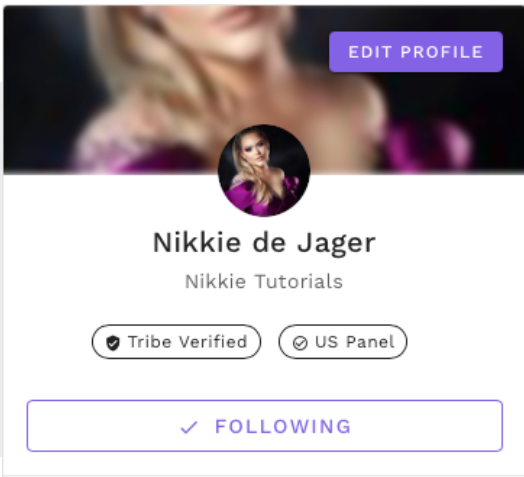
Nikkie de Jager — Beauty

Dutch professional hair and makeup artist and vlogger She gained online popularity in 2015 after her YouTube video, "The Power of Makeup", went viral and inspired many other videos of people

Show less

	Tribe	CIQ
Follower Count	16.4 M (Instagram)	16,459,340 (Instagram)
Engagement Rate	1.5% (Instagram)	1.48% (Instagram)
Audience Demographics		85.5% Female, 14.5% Male
Top Brand Mentions		

Working Towards Data Parity

- As the CreatorIQ and Tribe platforms work to integrate, you can expect to see different values between the CreatorIQ and Tribe platforms for post level and account level metrics. This is due to a variety of factors including different available metrics, time periods, data update cadences. CreatorIQ is working toward data uniformity across all applications - but in the meantime, pardon our dust as it is an ongoing effort.

Where are we today?

- We have made progress in unifying metrics between the CreatorIQ and Tribe Dynamics platforms. There is now greater parity with Engagement Rate calculations.
- Tribe no longer uses "Views" in the Engagement Rate numerator for TikTok and YouTube. The ER calculations for YouTube and TikTok in CIQ and Tribe are now exactly the same.
- Tribe also added a Pinterest ER calculation, which did not exist before.
- Engagement Rates for creators in the CIQ and Tribe platform will look a lot closer than before, although they will not match exactly, because the ER time period configurations are different between the two platforms.

Future State

- Single source of truth
- Singular post database so that the posts, metrics, and data will be exactly the same
- Singular brand database so that industry analysis reports come from the same source
- Different value propositions between the applications, same data
- Authenticated data to flow through Tribe's application
- Same methodology for Estimated Impressions, Estimated Reach for unauthenticated accounts

Compliance with ANA Standards

ANA Compliant

CreatorIQ has long advocated for influencer marketing measurement standards and benchmarks. In fact, not only are we the first influencer marketing software platform to adopt the ANA's recently released standards—a collaborative effort between the ANA and brands including Unilever, Sephora, Mastercard, Target, Cigna, Hilton, Procter & Gamble, PUMA, Nationwide, Reckitt Benckiser, and SAP—we even helped create them.

CreatorIQ is pleased to announce we are compliant with the ANA standards that we helped create, and wanted to offer some tips on how to integrate them.

Engagement Rate Denominator

The ANA recommends using impressions as a denominator for engagement rate. Impressions is a more performance-oriented metric than followers, which is why it's objectively a better metric to use for E.R. denominator. In the perfect world, all creators would be authenticated, and actual impressions would pull in for every creator in your network. In reality, this is often not the case, and some creators will be authenticated and others won't. This means that estimated impressions will be used for unauthenticated creators, and actual impressions will be used for authenticated.

Because of this, we continue to recommend using followers for most cases, where there is a mixture of unauthenticated and authenticated accounts, and it remains our default denominator. In cases where all or the vast majority of accounts are authenticated, then we recommend to go ahead and use impressions as a denominator. We encourage you to authenticate creators in order to get true impressions, and adopt the ANA framework.