



Creator ROI Report:

YouTube & TikTok

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Research Methodology

The data presented in this report was collected from all sponsored videos posted on YouTube and TikTok throughout Q1 of 2022. In order to narrow down our data, all videos included in the final data set were required to comply with proper FTC disclosure regulations, to have reached at least 10,000 views, and to have been posted by creators located in the United States and Canada.

From the qualifying videos, we conducted a campaign analysis in order to determine which campaign strategies, content types, and calls to action were the most common on YouTube and TikTok during the given time period.

Using metrics such as likes, comments, and quantity of videos, we gained insight into how different campaign types performed within different industries. Additionally, we identified the top-performing sponsored videos corresponding with each of those said campaign types on both platforms.



YouTube

Campaign Type

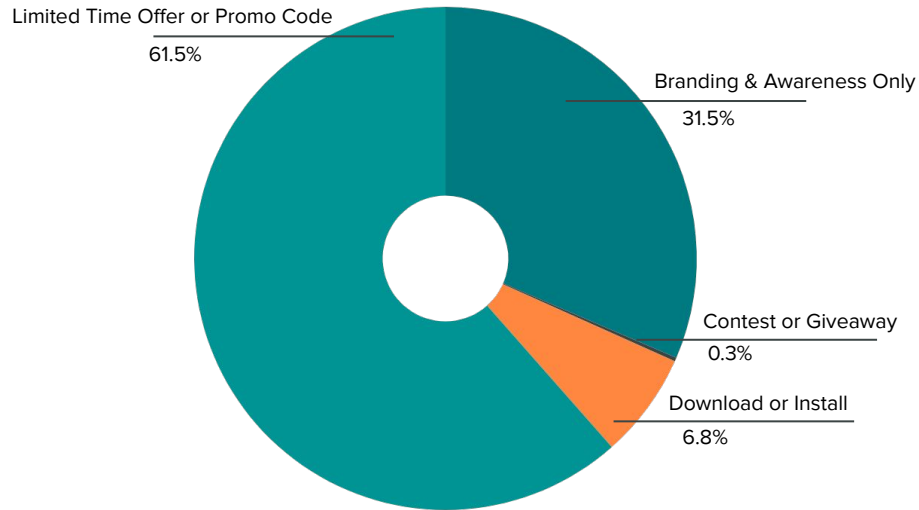
In this report, we will identify how many of the sponsored YouTube videos we analyzed fall into the different campaign type categories, providing insight into the most popular campaign types on the platform. The four campaign type categories we considered in our analysis were Branding and Awareness, Contest or Giveaway, Download or Install, and Limited Time Offer or Promo Code.

If the purpose of a sponsored video was to inform and spread awareness of a brand or product, then we sorted it into the campaign type category of **Branding and Awareness**. If a sponsored video was structured around a contest or giveaway that subscribers could participate in, we sorted it into the **Contest or Giveaway** category. If the purpose of a sponsored video was to direct subscribers to download or install a product, then it fell under the **Download or Install** category. If a sponsored video offered followers a special offer, mainly through the use of a promotional code, then we sorted it into the category of **Limited Time Offer or Promo Code**.

Campaign Type

	# of Videos	Likes	Comments
Branding & Awareness Only	2376	12.2M	1M
Contest or Giveaway	19	413K	24.6K
Download or Install (Performance)	512	4.8M	355K
Limited Time Offer or Promo Code	4647	27M	2.4M

Campaign Type



This illustrates the distribution of the different campaign types across all analyzed sponsored YouTube videos.

Winning the popular contest in a landslide, the **Limited Time Offer or Promo Code** campaign type was utilized in 61.5% of the videos. The next most common category was **Branding and Awareness Only**, which corresponded with 2.3K of the analyzed videos. 6.8% of the videos fell into the **Download or Install** category and only 19 videos, 0.3% overall, fell into the **Contest or Giveaway** category.

Content Type

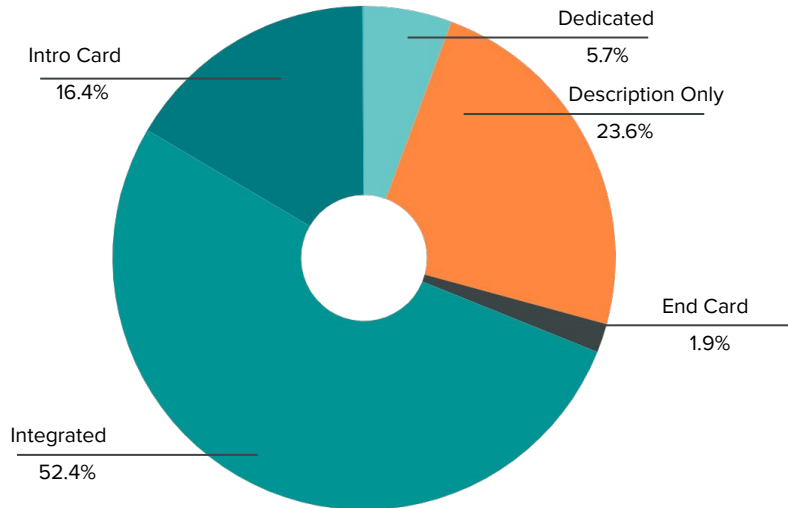
Content type varied across sponsored videos as well. By identifying how many of those videos fall into each of the different content type categories, we can conclude which is the most popular on the platform. The five categories we considered in our analysis were Dedicated, Description Only, End Card, Integrated, and Intro Card.

For our YouTube analysis, if the entirety of a video's content was dedicated to a sponsorship, we labeled it as **Dedicated**. If a sponsorship was only mentioned in the YouTube description and not within the actual video, then we sorted it into the content type category of **Description Only**. If a sponsorship was mentioned only at the very end or very beginning of a video, we sorted it into either **End Card** or **Intro Card**. If a sponsorship was mentioned within the video's content, but not throughout it, then we sorted it into the content type category of **Integrated**. We also identified any videos that did not fall within a specific content type category.

Content Type

	# of Videos	Likes	Comments
Dedicated	427	2M	155K
Description Only	1782	6M	556K
End Card	141	2M	123K
Integrated	3957	28M	2.3M
Intro Card	1242	7.8M	750K
None	8	79K	8.9K

Content Type



This chart shows the distribution of different content types across the analyzed sponsored YouTube videos.

Encompassing more than half of the videos we analyzed, **Integrated** content was, by far, the most popular content type we identified. The **Description Only** and **Intro Card** content types were quite common as well, with over a thousand videos each. The **Dedicated** and **End Card** content types were the least common, corresponding with only 7.6% of the YouTube videos we analyzed.

Calls to Action

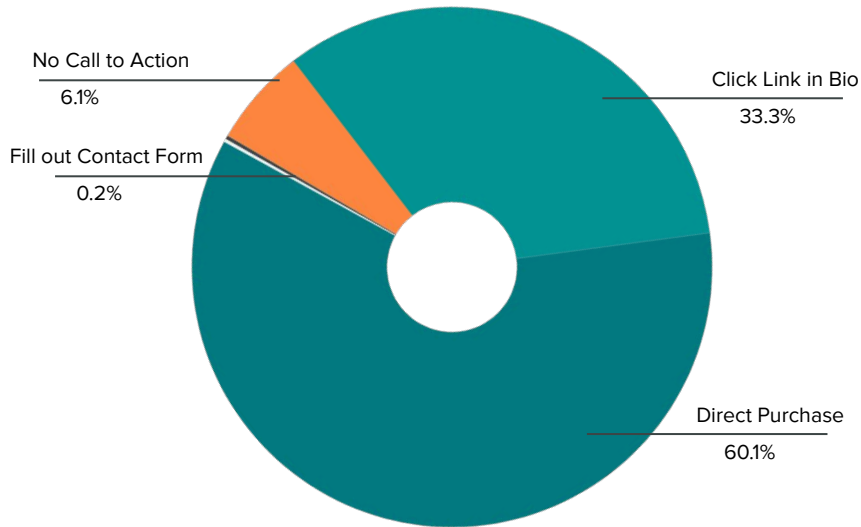
Additionally, the analyzed categorized videos varied by their calls to action. The four calls to action we considered were Click Link in Bio, Direct Purchase Page, Enter Giveaway, and Fill Out Contact Form.

A call to action refers to what a sponsored video aims to influence viewers to do after watching. If a sponsored video was directing viewers to click a link in the video's description (ex. click to learn more), then we sorted it into the **Click Link in Bio** category. If a sponsored video was directing viewers to click a link that leads to the purchase page of a particular product, we sorted it into the **Direct Purchase Page** category. If a sponsored YouTube video called for viewers to enter a giveaway by performing actions such as following the brand, commenting, sharing, etc., we sorted it into the **Enter Giveaway** category. Finally, if a sponsored video directed viewers to fill out a brand's contact form, then we sorted it into the **Fill Out Contact Form** category. We also identified any videos that did not fall within a specific call to action category.

Calls to Action

	# of Videos	Likes	Comments
Click Link in Bio	2,518	15.6M	1.2M
Direct Purchase Page	4,542	26.6M	2.4M
Enter Giveaway	15	92.3K	14.1K
Fill Out Contact Form	18	82.7K	13.1K
No Call to Action	464	2.3M	207K

Calls to Action

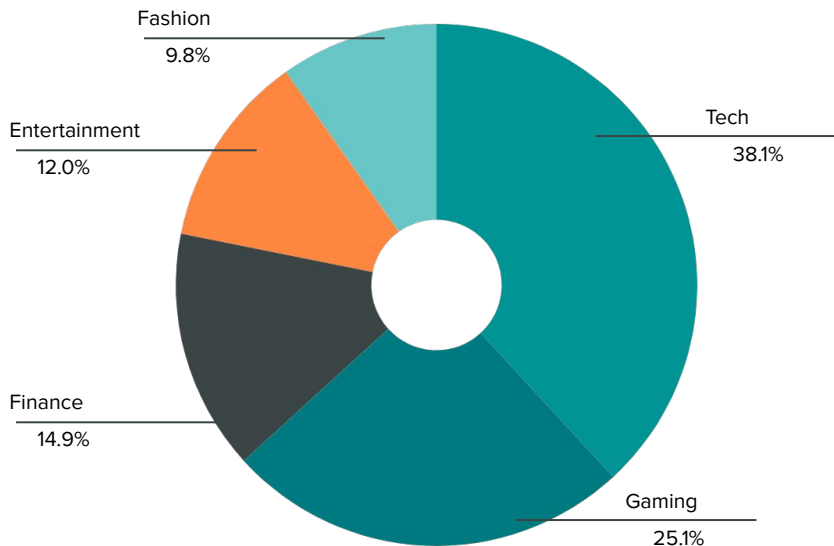


This visualization details the distribution of the different calls to action across the sponsored YouTube videos we analyzed.

The **Direct Purchase Page** call to action was the most common among the videos we analyzed, appearing in over 60%. **Click Link In Bio** was the second most popular, corresponding with over 33% of the analyzed videos. Only 33 of the sponsored videos fell into the **Enter Giveaway** and **Fill Out Contact Form** categories, comprising a very small percentage of the total videos. Additionally, 6.1% of the videos we analyzed had no identifiable call to action.

Industries According to Campaign Type

Branding and Awareness Only

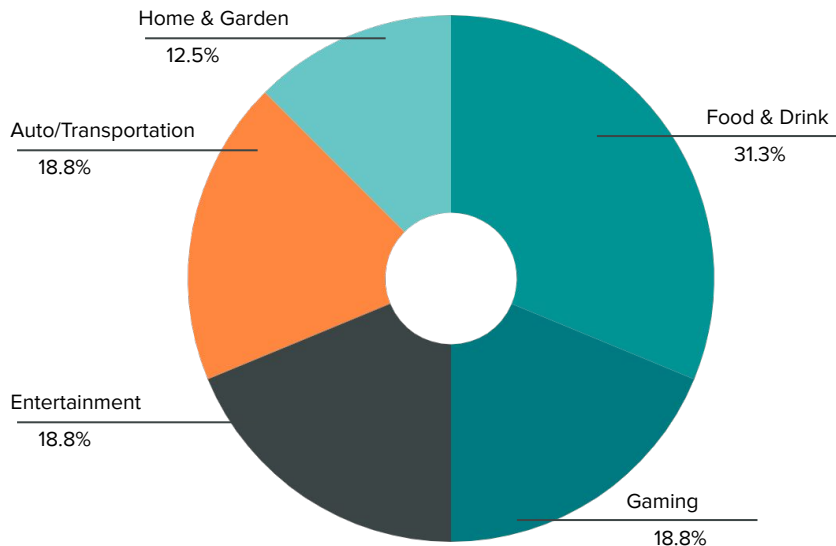


of Videos

Tech	529
Gaming	348
Finance	207
Entertainment	167
Fashion	136

Industries According to Campaign Type

Contest or Giveaway

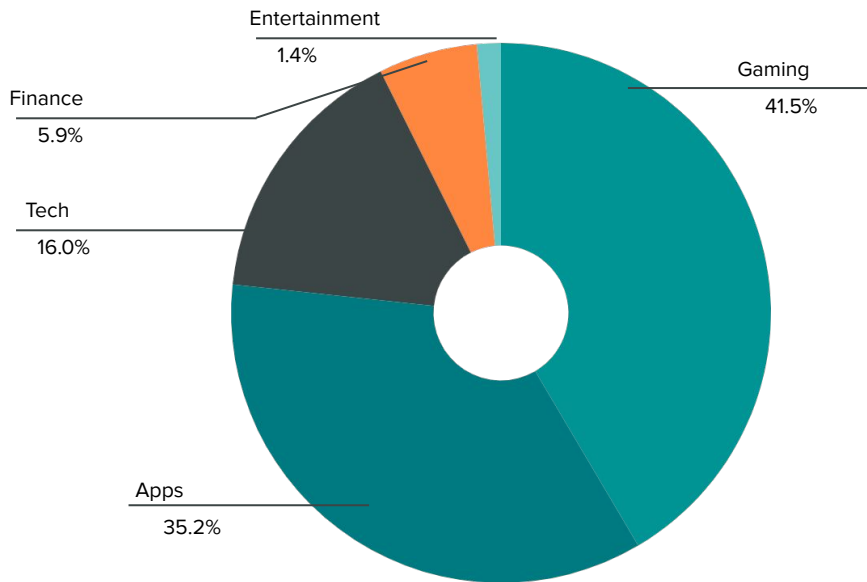


of Videos

Food & Drink	5
Gaming	3
Entertainment	3
Auto/Transportation	3
Home & Garden	2

Industries According to Campaign Type

Download or Install

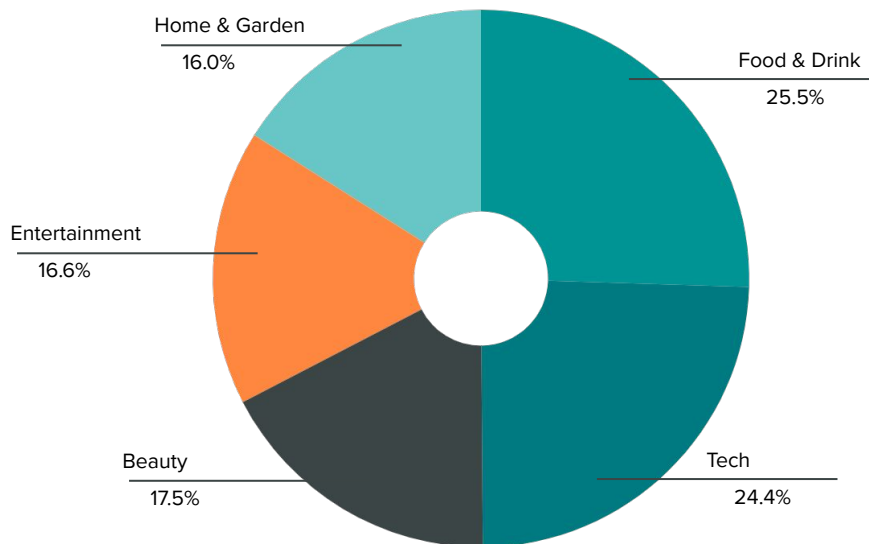


of Videos

Gaming	203
Apps	172
Tech	78
Finance	29
Entertainment	7

Industries According to Campaign Type

Limited Time Offer



of Videos

Food & Drink	735
Tech	703
Beauty	504
Entertainment	478
Home & Garden	462

Top Videos

Branding and Awareness



Beast Reacts | 17.5M Subscribers

Views

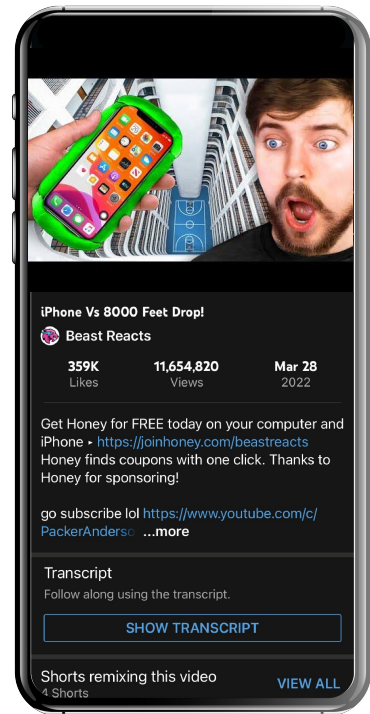
Likes

Comments

11.7M

359K

9K



Top Videos

Branding and Awareness



xNestorio | 4.6M Subscribers

Views

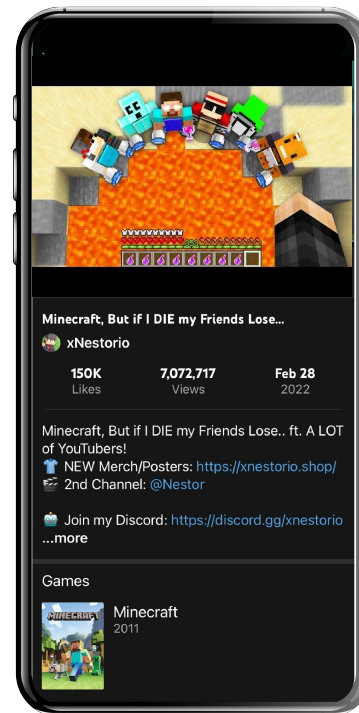
Likes

Comments

7.1M

150K

2.3K



Top Videos

Branding and Awareness



Ben Shapiro | 4.6M Subscribers

Views

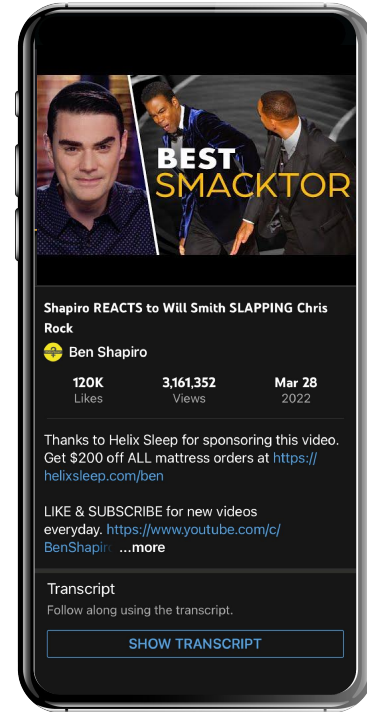
Likes

Comments

3.2M

120K

24K



Top Videos

Branding and Awareness



xNestorio | 4.6M Subscribers

Views

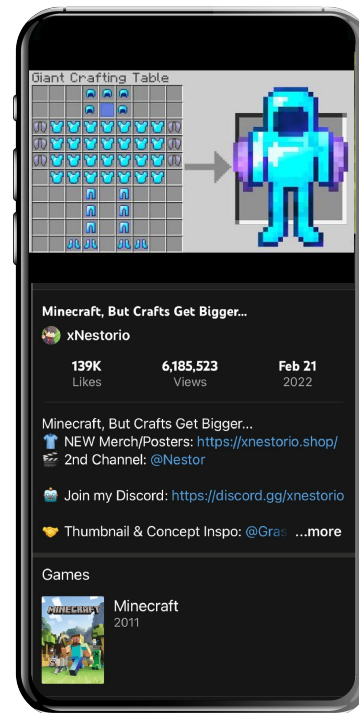
Likes

Comments

6.2M

139K

3.4K



Top Videos

Branding and Awareness



RealLifeLore | 5.8M Subscribers

Views

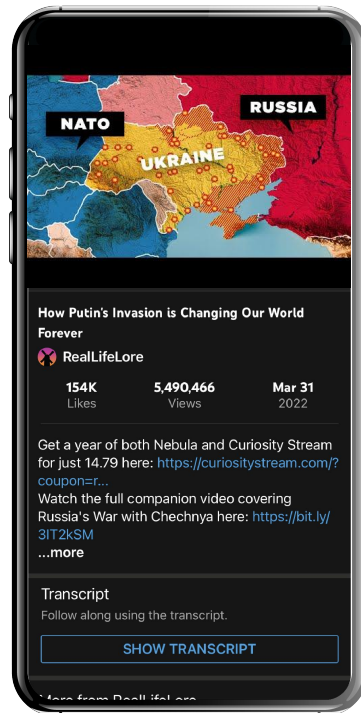
Likes

Comments

5.5M

154K

14K



Top Videos

Contest or Giveaway



Dude Perfect | 57.5M Subscribers

Views

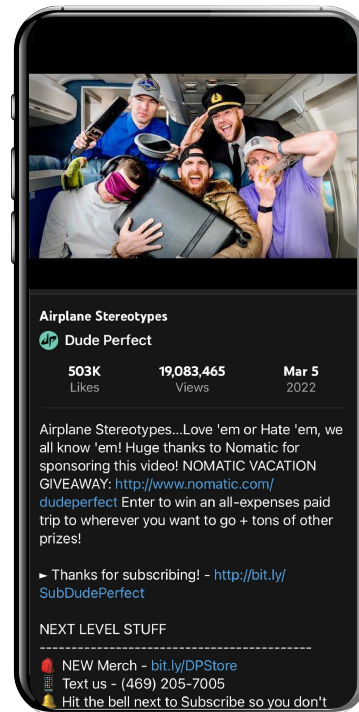
Likes

Comments

19.1M

503K

8K



Top Videos

Contest or Giveaway



DailyDrivenExotics |
3.2M Subscribers

Views

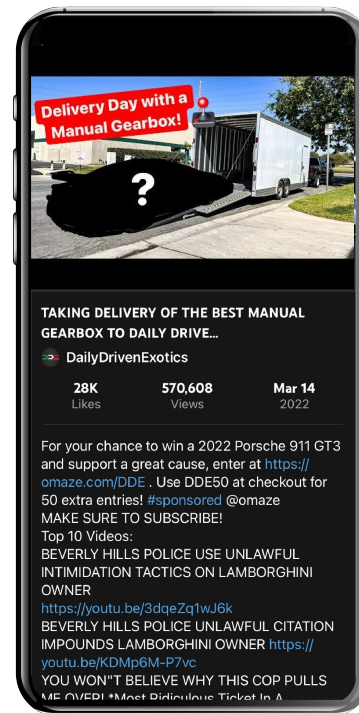
Likes

Comments

571K

28K

2.6K



Top Videos

Contest or Giveaway



Donut Media | 6.5M Subscribers

Views

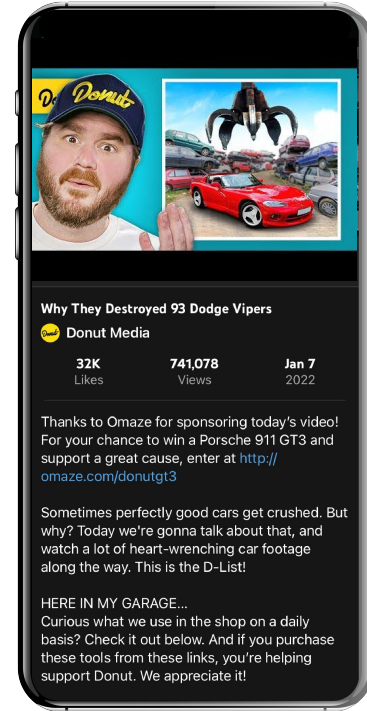
Likes

Comments

741K

32K

2.3K



Top Videos

Contest or Giveaway



BigJigglyPanda |
1.9M Subscribers

Views

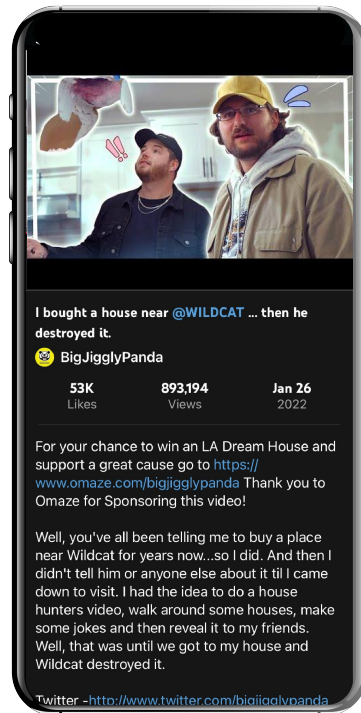
Likes

Comments

893K

53K

1.4K



Top Videos

Contest or Giveaway



WILDCAT | 7.95M Subscribers

Views

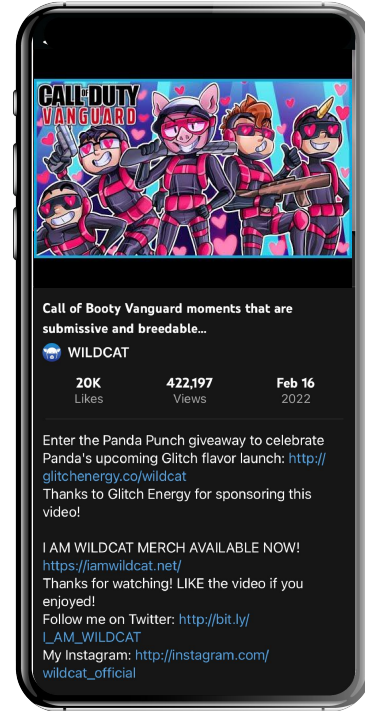
Likes

Comments

422K

20K

366



Top Videos

Download or Install



Jordan Matter | 11M Subscribers

Views

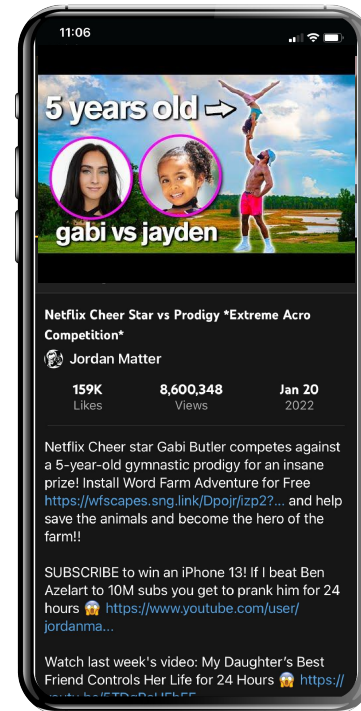
Likes

Comments

8.6M

159K

3.7K



Top Videos

Download or Install



Sam and Colby |
3.2M Subscribers

Views

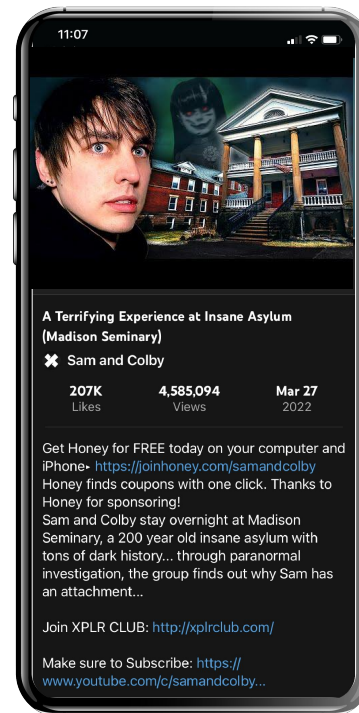
Likes

Comments

4.6M

207K

18K



Top Videos

Download or Install



PewDiePie | 111M Subscribers

Views

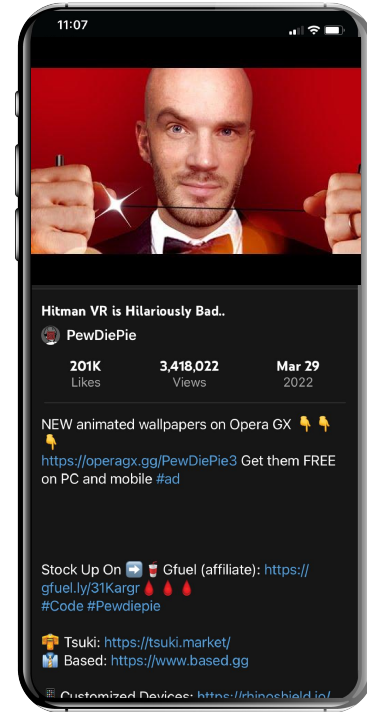
Likes

Comments

3.4M

201K

5.9K



Top Videos

Download or Install



Matt Stonie | 15.5M Subscribers

Views

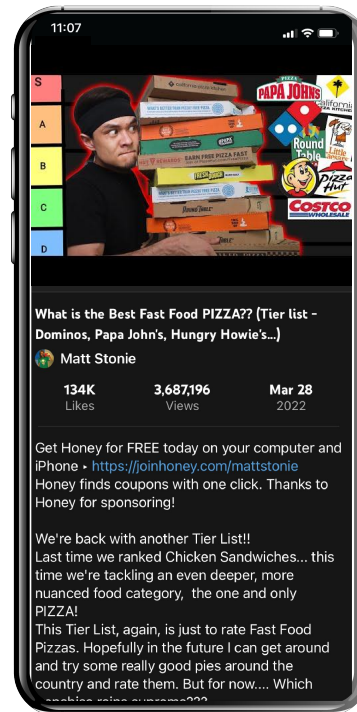
Likes

Comments

3.7M

134K

5.8K



Top Videos

Download or Install



Top5Gaming | 5.4M Subscribers

Views

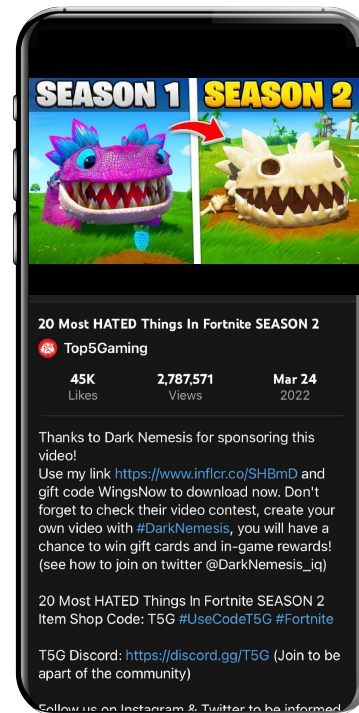
Likes

Comments

2.8M

45K

2.8K



Top Videos

Limited Time Offer



Dude Perfect | 57.5M Subscribers

Views

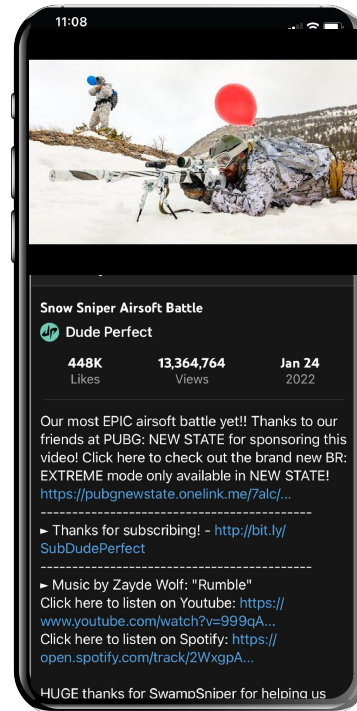
Likes

Comments

13.4M

448K

7.2K



Top Videos

Limited Time Offer



Jordan Matter | 11M Subscribers

Views

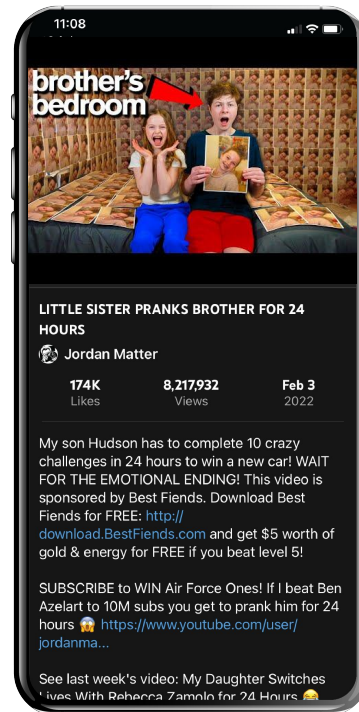
Likes

Comments

8.2M

174K

11.8K



Top Videos

Limited Time Offer



The Game Theorists |
15.8M Subscribers

Views

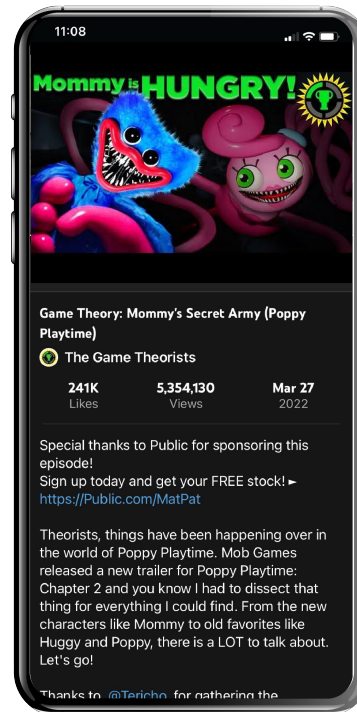
Likes

Comments

5.4M

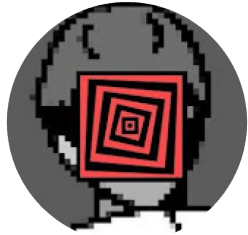
241K

9.6K



Top Videos

Limited Time Offer



PewDiePie | 111M Subscribers

Views

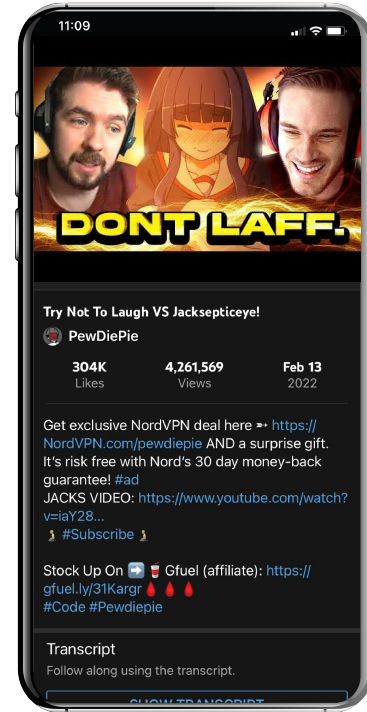
Likes

Comments

4.3M

304K

5.8K



Top Videos

Limited Time Offer



Danny Gonzalez |
5.4M Subscribers

Views

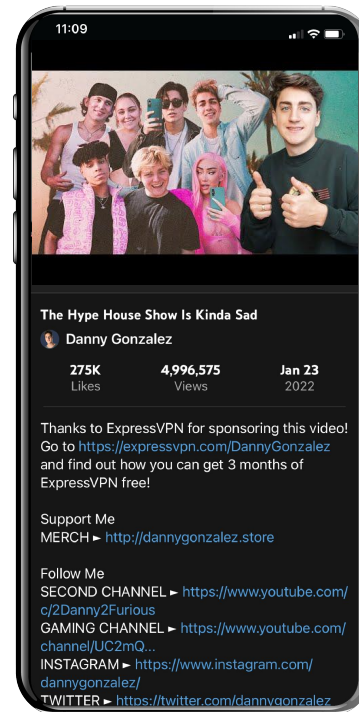
Likes

Comments

5.0M

275K

7.7K



A man with a beard and short hair, wearing a plaid shirt, is smiling and looking at a smartphone he is holding in his right hand. The image is overlaid with a teal color and the word "TikTok" in white, sans-serif font is centered over the man's chest.

TikTok

Campaign Type

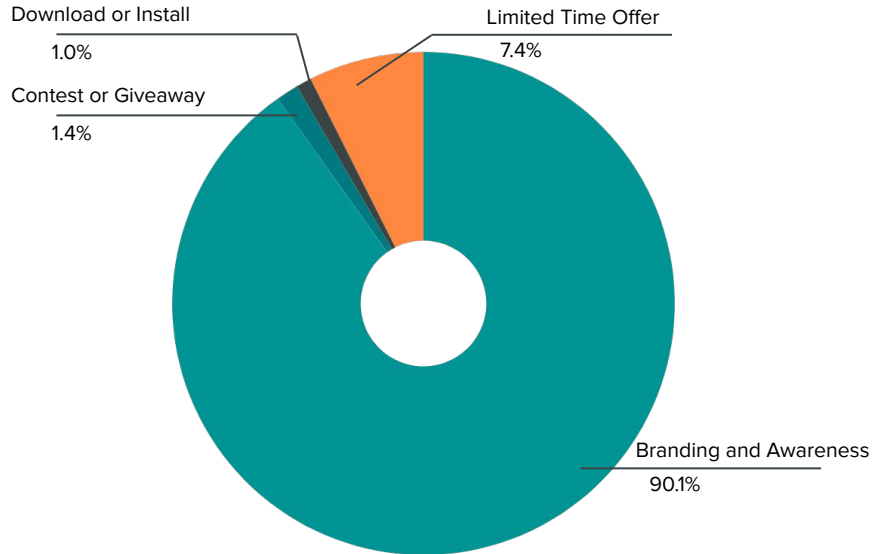
Now we move on to the different campaign type found in sponsored TikTok videos, providing insight into the most popular campaign types on the platform. The four campaign type categories we considered in our analysis were Branding and Awareness, Contest or Giveaway, Download or Install, and Limited Time Offer or Promo Code.

If the purpose of a sponsored TikTok was to inform and spread awareness of a brand or product, then we sorted it into the campaign type category of **Branding and Awareness**. If a sponsored TikTok was structured around a contest or giveaway that followers could participate in, we sorted it into the **Contest or Giveaway** category. If the purpose was to direct followers to download or install a product, then we categorized it as a **Download or Install** campaign. If a sponsored TikTok offered followers a special deal, mainly through the use of a promotional code, then we sorted it into the category of **Limited Time Offer or Promo Code**.

Campaign Type

	# of Videos	Diggs	Comments
Branding & Awareness Only	2185	59M	548K
Contest or Giveaway	35	948K	15.7K
Download or Install (Performance)	24	411K	4.0K
Limited Time Offer or Promo Code	180	3M	20K

Campaign Type



This chart shows the distribution of the different campaign types across the sponsored TikToks we analyzed.

We found the **Branding and Awareness** campaign type to be the most popular among the analyzed videos. Distinguishing itself from YouTube, 90% of the sponsored TikToks fell into this category. **Limited Time Offer** was the second most common campaign type, appearing in only 7.4% of the analyzed videos. Less than 60 of the sponsored videos fell into the **Contest or Giveaway** and **Download or Install** categories, comprising 2.4% overall.

Content Type

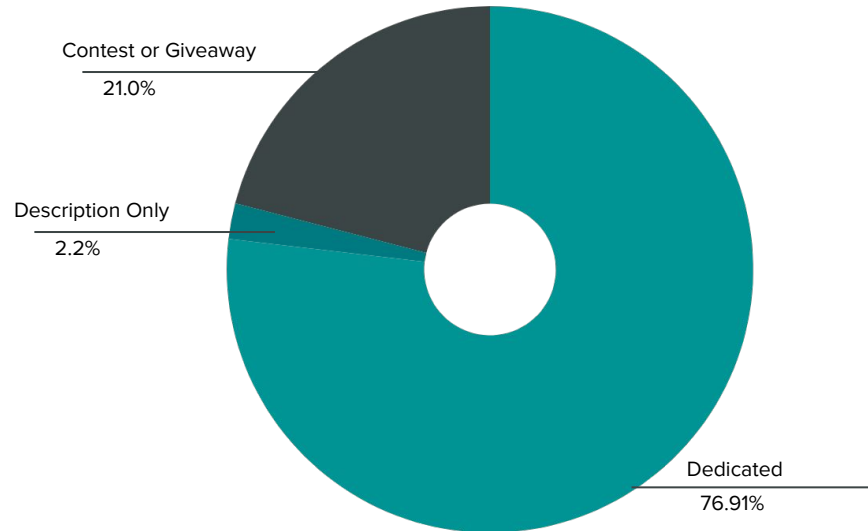
We also analyzed sponsored TikTok videos by their varying content types. To determine the most popular type across the app, we characterized each video as one of the following content type categories: **Dedicated**, **Description Only**, and **Integrated**.

For our TikTok analysis, if the entirety of a video's content was dedicated to a sponsorship, we labeled it as the **Dedicated** content type. If a sponsorship was only mentioned in the post's caption and not within the actual TikTok, then we sorted it into the content type category of **Description Only**. If a sponsorship was mentioned within the TikTok, but not throughout it, then we sorted it into the content type category of **Integrated**. We also identified any videos that did not fall within a specific content type category.

Content Type

	# of Videos	Diggs	Comments
Dedicated	1863	46.7M	431K
Description Only	53	1.32M	14.8K
Integrated	508	15.0M	142K

Content Type



This visualization shows the distribution of the different content types across the sponsored TikToks we analyzed.

The majority of the TikToks we analyzed fell into the **Dedicated** content type category, comprising over 76% of the total. This contrasts with what we found on YouTube, as this was one of the least common content type categories on the long-form video platform. **Integrated** content was the second most popular category, corresponding with over 20% of the analyzed TikToks. **Description Only** content was the least common, appearing in only 2% of the TikToks we analyzed.

Calls to Action

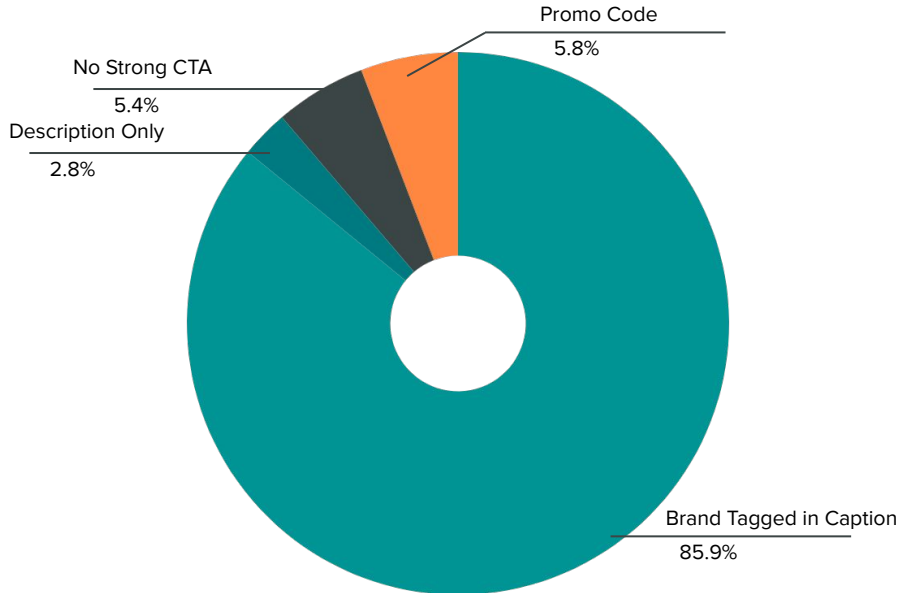
The sponsored videos we analyzed also varied by their calls to action. This next section provides an overview of the distribution found in sponsored TikToks. The three calls to action we considered include Link in Bio, Promo Code, and Brand Tagged in Caption.

A call to action refers to what a sponsored video aims to influence viewers to do after watching. If a sponsored TikTok was directing viewers to click a link in the creator's bio, then we sorted it into the **Link in Bio** category. If a sponsored video was directing viewers to use a specialized promotional code when purchasing from a brand, it went into the **Promo Code** category. Finally, if a sponsored TikTok tagged the sponsor in the caption and directed viewers to click on that tag, then we sorted it into the **Brand Tagged in Caption** category. We also identified any videos that did not fall within a specific call to action category.

Calls to Action

	# of Videos	Diggs	Comments
Brand Tagged in Caption	2082	55M	492K
Link in Bio	69	2.6M	45.7K
No Strong CTA	132	3.5M	34.2K
Promo Code	141	2.0M	15.6K

Calls to Action

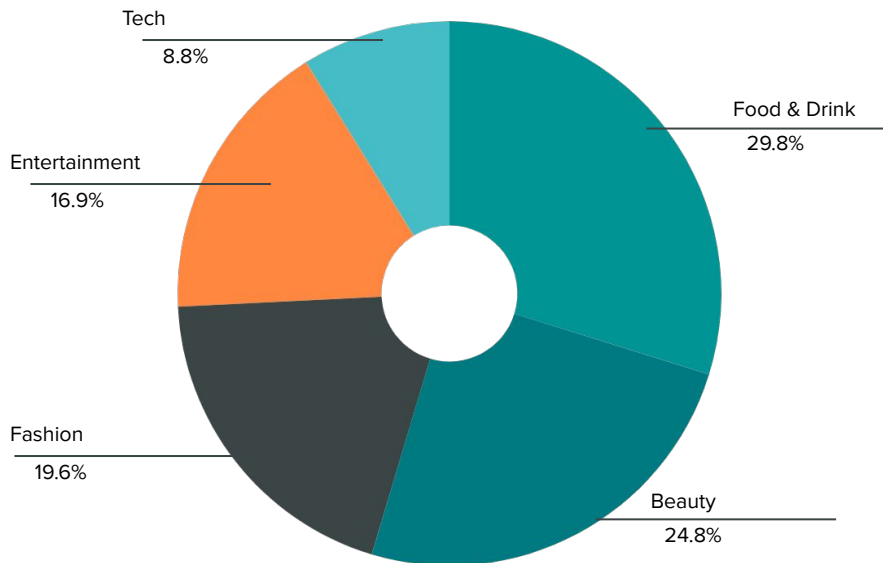


This chart shows the distribution of the different calls to action across the 2,424 sponsored TikToks we analyzed.

The **Brand Tagged in Caption** call to action was the most common, appearing in over 85% of the total videos. Although the **Promo Code** category was the second most popular, it only corresponded with around 5% of the analyzed videos. In fact, almost an equal amount contained no identifiable call to action. The fewest amount of TikToks – only 2% – fell into the the **Link in Bio** content type category.

Industries According to Campaign Type

Branding and Awareness Only

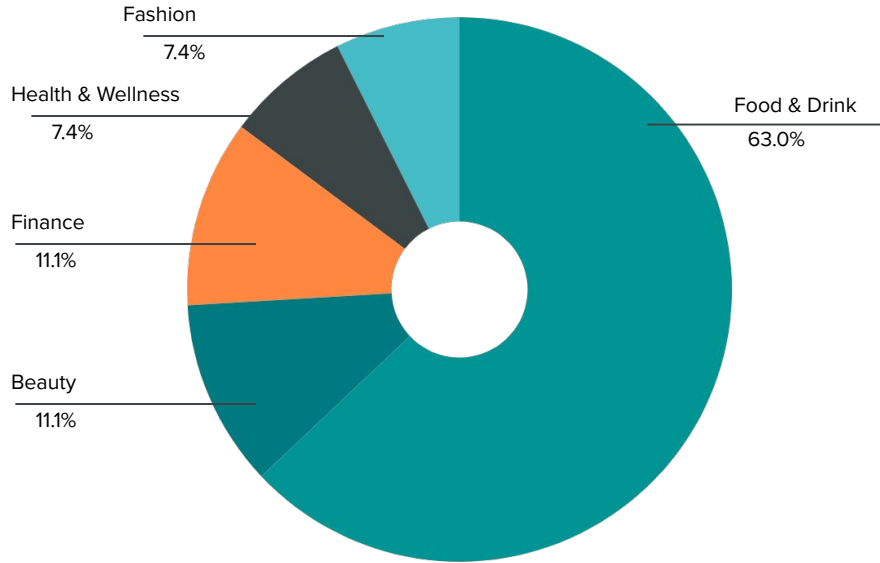


of Videos

Food & Drink	465
Beauty	387
Fashion	306
Entertainment	264
Tech	138

Industries According to Campaign Type

Contest or Giveaway

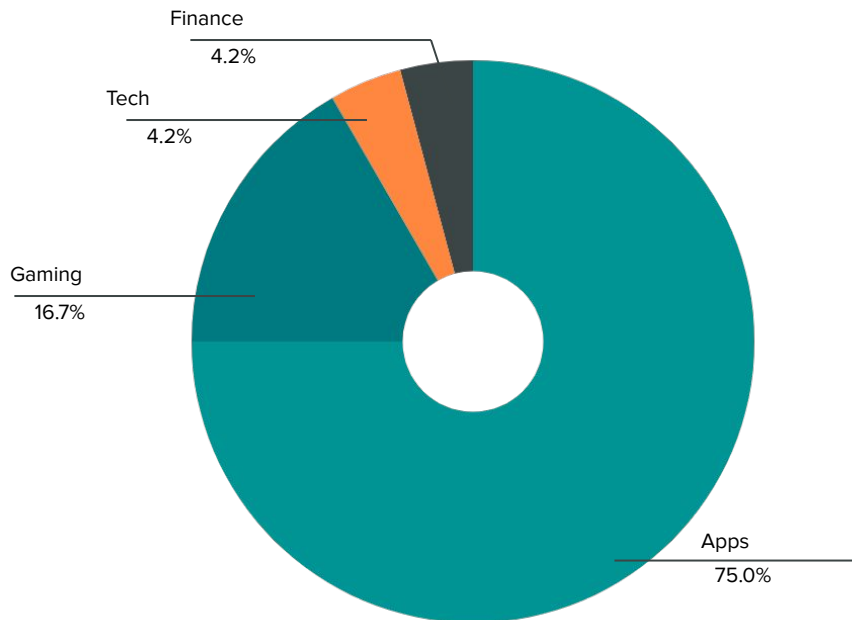


of Videos

Food & Drink	17
Beauty	3
Finance	3
Health & Wellness	2
Fashion	2

Industries According to Campaign Type

Download or Install

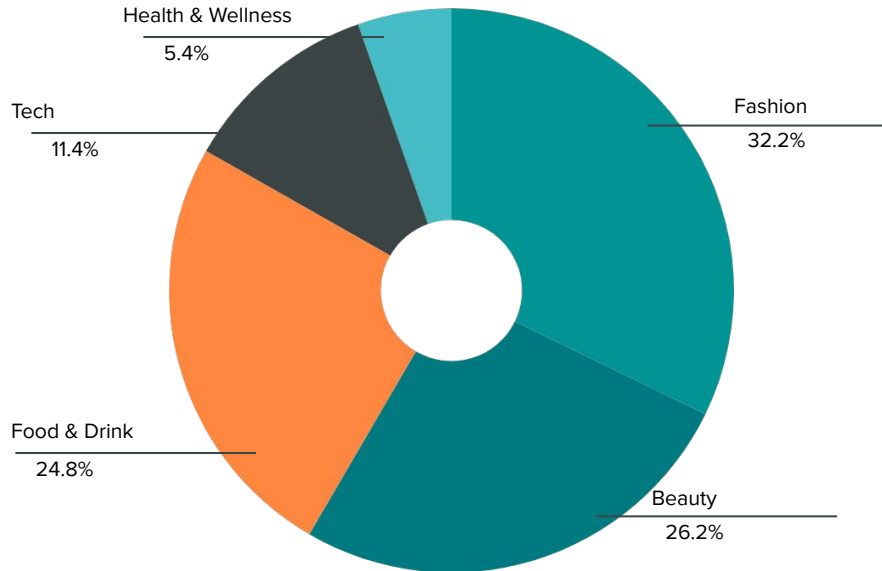


of Videos

Apps	18
Gaming	4
Tech	1
Finance	1

Industries According to Campaign Type

Limited Time Offer



of Videos

Fashion	48
Beauty	39
Food & Drink	37
Tech	17
Health & Wellness	8

Top Videos

Branding and Awareness Only



@cryingb0y | 2.9M Followers

Views	Diggs	Comments
-------	-------	----------

32.9M

60.7K

0



Top Videos

Branding and Awareness Only



@vincentmarcus | 2.9M Followers

Views

Diggs

Comments

32.8M

57.1K

0



Top Videos

Branding and Awareness Only



@marshmello | 25.9M Followers

Views

Diggs

Comments

29.9M

782K

4.0K



Top Videos

Branding and Awareness Only



@lealui | 17.3M Followers

Views

Diggs

Comments

23.7M

153K

710



Top Videos

Branding and Awareness Only



@alexis.frost | 2.2M Followers

Views

Diggs

Comments

22.1M

238K

2.7K



Top Videos

Contest or Giveaway



@nico1eodeon | 2.3M Followers

Views	Diggs	Comments
-------	-------	----------

6.9M

28.4K

373



Top Videos

Contest or Giveaway



@alexis.frost | 2.2M Followers

Views

Diggs

Comments

6.8M

12.2K

138



Top Videos

Contest or Giveaway



@robgronkowski | 2.4M Followers

Views

Diggs

Comments

3.5M

18.4K

529



Top Videos

Contest or Giveaway



@addisonre | 87.8M Followers

Views

Diggs

Comments

2.7M

207K

7.0K



Top Videos

Contest or Giveaway



@cookingbomb | 2.5M Followers

Views

Diggs

Comments

2.5M

80.2K

872



Top Videos

Download or Install



@heresyourmonkeycontent | 17.8M Followers

Views

Diggs

Comments

573K

90.9K

307



Top Videos

Download or Install



@ryanhlobard | 8.4M Followers

Views

Diggs

Comments

556K

103K

484



Top Videos

Download or Install



@repnicktv | 4.5M Followers

Views

Diggs

Comments

499K

4.2K

48



Top Videos

Download or Install



@ellianawalmsley | 5.2M Followers

Views

Diggs

Comments

418K

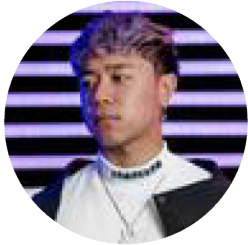
46.8K

1.5K



Top Videos

Download or Install



@justmaiko | 51.4M Followers

Views

Diggs

Comments

404K

33.8K

138



Top Videos

Limited Time Offer



@kelz | 5.8M Followers

Views

Diggs

Comments

13.8M

288K

833



Top Videos

Limited Time Offer



@toriphantom | 3.8M Followers

Views

Diggs

Comments

2.4M

117K

451



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@chipotle | 1.7M Followers

Views

Diggs

Comments

1.6M

18.4K

1.3K



Top Videos

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@hannahharrell | 3.3M Followers

Views

Diggs

Comments

1.3M

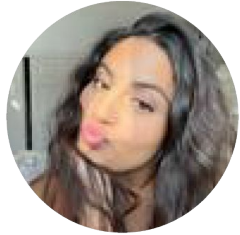
238K

604



Top Videos

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@nnatalieaguilar | 4.3M Followers

Views

Diggs

Comments

1.2M

86K

255



Editor's Note

Here at NeoReach, we have produced multiple reports on the top spending brands in the influencer marketing industry. In this report, we dive deeper into what makes a successful campaign. Through the comparison of the campaign strategies of thousands of brands, we have been able to identify exactly how TikTok and YouTube are being utilized for influencer marketing campaigns.

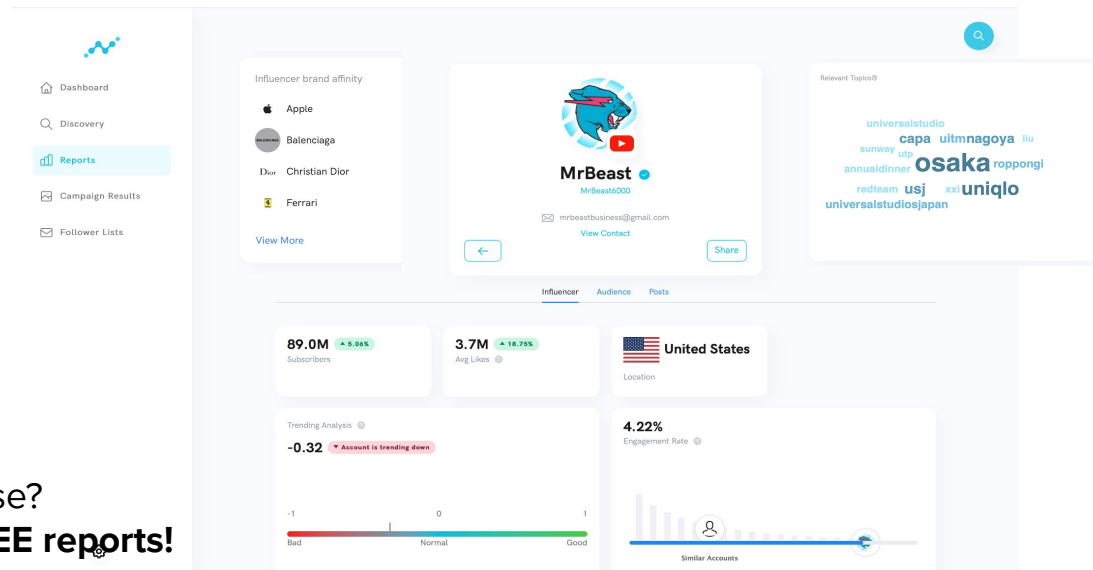
Although there is no way to know the specifics of what makes a perfect campaign, the data doesn't lie. Through this analysis of comparative campaign types, we have provided insight into how brands are driving successful influencer marketing campaigns on video platforms like YouTube and TikTok. For example, the data presented in this report reveals a trend of industry-specific strategies, prioritizing brand awareness, and varying strategies according to platform.

As the industry grows and brands continue to enter the influencer marketing sphere, it is important to identify the most common components of successful campaign strategies and what helps brands across different industries achieve their goals. The report set out to do just that.

Get in Touch

Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with your biggest powerhouse influencers on YouTube? Tensor Social has the software and data capabilities for your brand to tap into the most strategic influencer initiatives. Discover how Tensor Social can help your brand reap the benefits of influencer marketing.

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