



**CREATIVITY,
CULTURE,
CONTEXT.**

AMPLIFIED.



Foreword



For brands today, the challenge is not access to creators, but clarity on effectiveness. Creator marketing has scaled rapidly across the region, yet many investment decisions are still guided by legacy shortcuts: audience size, category alignment and assumed reach. What the data increasingly shows is that these signals alone no longer explain performance or predict business impact.

Creator effectiveness today is shaped by how content is distributed, how momentum builds and how relevance is amplified within platform environments. Performance is not fixed at launch; it compounds over time. Brands that overlook these dynamics risk optimizing for visibility rather than value.

This is where our partnership with TikTok plays a critical role. By combining Ipsos' performance intelligence with TikTok's expertise in content distribution, this study moves beyond surface metrics to reveal where impact is truly created, why it scales differently across platforms and which creator strategies consistently deliver stronger outcomes. It is designed to help leaders rethink how they evaluate creator partnerships and invest with greater confidence in long-term business growth.

- Ziad Issa, Ipsos

Media CEO in MENA



Influence is no longer a function of audience size. It is a function of distribution, context, and cultural timing.

For years, brands approached creators through a narrow lens: match category to niche, scale to follower count, and measure performance in predictable silos.

That model assumed influence was linear and contained, but we know it is far from true.

The creator economy has matured into something far more dynamic. Content now travels through algorithmic systems designed around relevance, not subscription. Categories bleed into one another. Audiences form around moments, not just identities. In this environment, impact behaves differently.

This study surfaces these three shifts and more, narrowing in on how creator impact works today.

In partnership with IPSOS, we aim to offer brands this knowledge as an advantage in tackling the next frontier, and unlocking the benefits of TikTok's multiplier.

- Nour Saif Brigada, TikTok

Head of Creator Ops, METAP

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Executive Summary | Background

A changing model in the creator economy, from count to culture to community.



The creator economy is taking shape as one of the region's most influential cultural engines. At the center of this economy, the rise of short-form video is transforming people's content consumption, brand connections, product discovery, and even self-expression. As of 2025, regional investment in creator marketing has reportedly exceeded 900 million dollars.



Shifting perspectives on creator impact – from TikTok's vantage point.

TikTok introduced a new creative language that has changed how attention travels online. In the TikTok ecosystem, relevance, creativity, and cultural cues determine impact for small and larger voices alike. Brand attention is shifting from what performs to why it performs better and faster, and how creator impact travels across different environments.

Creativity, Culture, Context. Amplified.



This deep dive conducted by Ipsos, evaluates the signals behind performance, from audience efficiency to cost dynamics to engagement depth to amplification patterns. It unravels the mechanics of performance, momentum, and creator impact – decoding the forces that shape modern influence.



STUDY SCOPE | Unravelling Creator Impact At Scale

Brand-aligned study objectives



(RE) DEFINE

What creator success looks like

How reach, engagement, and efficiency interact – and how performance differs across platforms



UNDERSTAND

Where impact is really created

How creator size, platform mechanics, and amplification shape outcomes beyond follower scale



IDENTIFY

What drives consistent performance

Why some creators outperform others and how brands can plan for sustained impact

Evidence-based performance measurement

Performance based on real creator collaborations across markets, platforms, categories, and creator community sizes.



42,579

Creator collaborations



20

Advertiser sectors



122

Product categories



34 bn+

Video plays



2,790

Creators



352 M+

Likes



9 M+

Comments



22

Creator categories



STUDY METHODOLOGY | Weighted Performance Score

Weighted Performance Score (WPS)

In decoding creator performance, absolute numbers show the big picture. But scores tell the bigger story. Two creators can deliver the same number of views, yet one may achieve it with less reach, lower cost, and stronger momentum. The Weighted Performance Score brings these signals together to distinguish real performance from raw volume.



Three pillars of creator performance

Standardized by:

creator size, sector, and market, to enable fair comparison

Cost efficiency



Relative Price Efficiency

Actual spend vs. expected market value

Cost per Engagement (CPE)

Evaluates cost effectiveness per interaction

Cost per Reach (CPR)

Quantifies cost of reaching unique viewers

Audience efficiency



Engagement Rate per Follower

Measures follower interaction strength

Interaction Depth

Captures the diversity and meaningfulness of audience responses

Amplification efficiency



Extended Reach Rate

Share of followers who actually viewed the content

Play-to-Follower Ratio

Indicates replay or viral potential beyond reach



Executive Summary | From Insight to Action

The Power Of Amplification

Powered by the For You Page, TikTok's amplification engine allows content to travel far beyond follower bases, rewarding relevance, replay, & early engagement.

+245%
Stronger amplification effect compared with other platforms

- Design content for replay & resonance, not just initial reach.
- Allow time & budget for momentum to build beyond day one.
- Evaluate success using amplification & efficiency signals, not views alone.

The Opportunity In Crossover Success

TikTok delivers consistent performance across sectors & allows creators to succeed beyond their native categories - rewarding not only vertical expertise, but compelling & relatable storytelling.

80%
of creator categories on TikTok peak outside their expected sector

- Prioritize creators for relevance & creative format beyond native vertical expertise.
- Plan cross-sector testing to unlock incremental audiences with predictable performance.
- Use TikTok's consistency across categories to diversify creator mixes without increasing risk.

The Signals Of Creator Size

The impact of a creator's size is not in absolute numbers, but in the type of value it delivers for brand & campaign objectives.

+32%
Efficiency uplift when creator size is aligned to objective

- Build mixed-size creator systems aligned to campaign objectives across the funnel.
- Use smaller creators for discovery, mid-sized creators for efficient scale, & larger creators for brand signaling.
- Avoid single-tier strategies that limit performance potential.

The Impact Of Sustained Momentum

Boosting creator content strengthens discovery & engagement signals, allowing performance to continue beyond the active campaign window.

2x
Increase in engagement per follower in the post-boost period

- Invest in continuity rather than one-off activations.
- Use boosting mechanisms to reinforce strong content signals, not just extend reach.
- Plan creator partnerships with long-term performance in mind.



01

**THE POWER OF
AMPLIFICATION**

**MEASURING SUCCESS
THROUGH THE
MULTIPLIER EFFECT**



TikTok's amplification engine, powered by the **For You Page**, drives and democratizes exceptional performance.

+245%

Stronger amplification effect compared with other platforms

TikTok enables content to travel far beyond a creator's follower base

Driven by replay, rediscovery, and interest-based distribution signals. This multiplier effect trickles from cost efficiency into superior overall performance.

TikTok wins in how performance builds through the For You Page

Content that hooks viewers early earns longer watch time, replays, and stronger engagement, which then unlock wider distribution. The strongest posts benefit most, gaining outsized visibility as momentum compounds.

Impact on TikTok isn't driven by follower count alone, but by context

Success comes from how well a creator's content fits TikTok's discovery mechanics – and then, how clearly that content supports a brand's goal. The real advantage is choosing creators built to win on the **For You Page**.



02

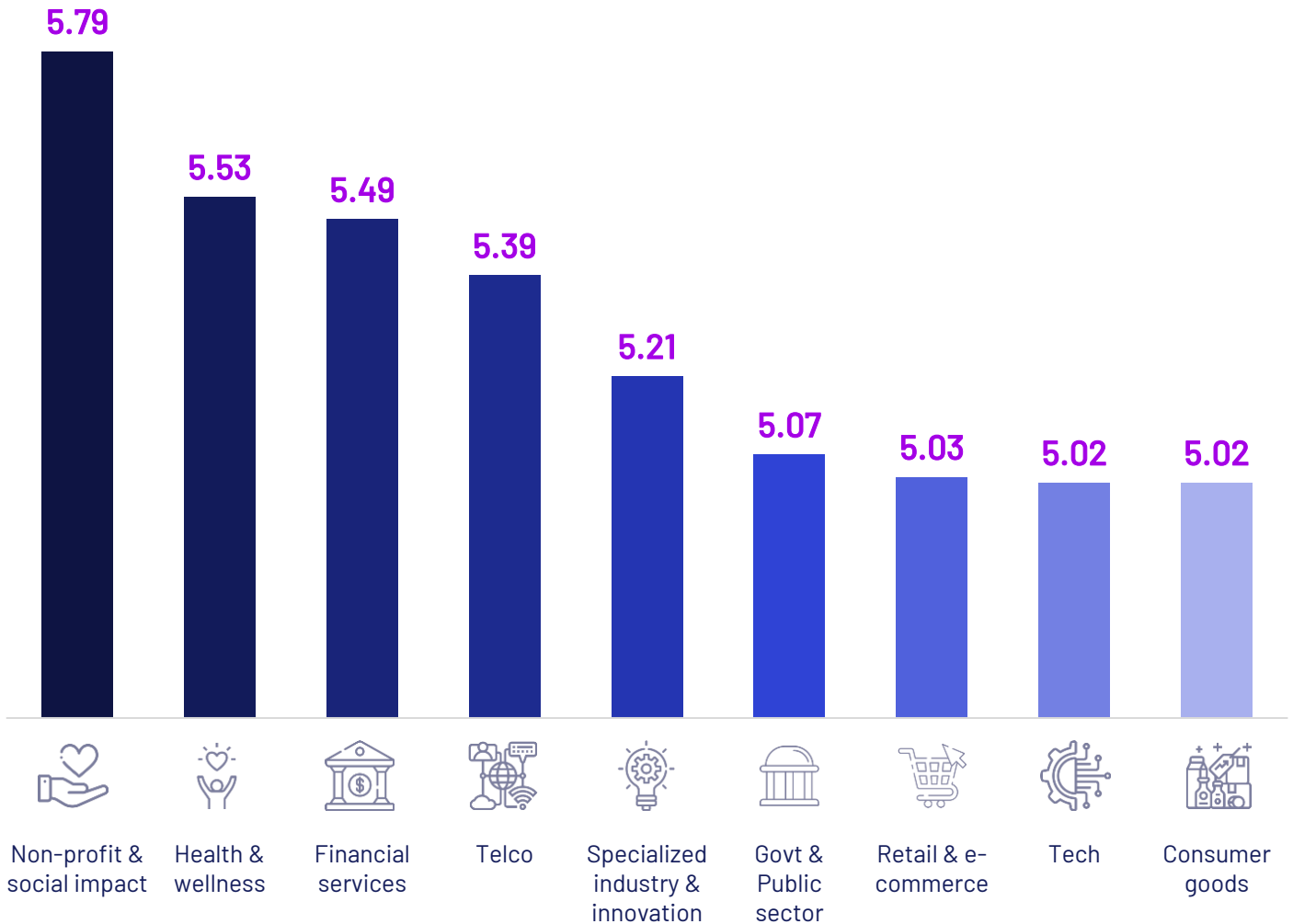
**THE OPPORTUNITY IN
CROSSOVER SUCCESS**

**WINNING RELEVANCE
ACROSS SECTORS AND
CREATOR CATEGORIES**



Where storytelling and emotional connection matter most, TikTok performs best.

Top-Performing Sectors within TikTok (Top 10 by WPS)



TikTok excels in categories and contexts, and therefore, sector, where community and culture drive connections. This influence is most pronounced for sectors where creators' personal brands, values, and lifestyles form a prominent part of their community engagement such as health and wellness.



Beyond Native Verticals

TikTok enables creators to deliver & drive impact well beyond their native verticals. Arts & music creators perform exceptionally well in technology & consumer goods. Beauty, gaming, sports, & tech creators all deliver strongly across multiple sectors, patterns signaling fluid, rather than segmented audience consumption & brand reach on TikTok.

Art & music creators

Perform exceptionally well in



Consumer goods



Retail & e-commerce



Technology

Sports creators

Perform exceptionally well in



Technology



Financial services

Entertainment creators

Perform exceptionally well in



Financial services





This crossover calls for rethinking creator relevance beyond vertical labels, and toward cultural, community, and content connections.



Financial services



Consumer goods



Retail & e-commerce



Technology



Travel & tourism

	Financial services	Consumer goods	Retail & e-commerce	Technology	Travel & tourism
Artist & Music	-	★	★	★	★
Beauty	★	★	★	★	★
Business & entrepreneurs	★	▲	▲	★	▲
Cars	▲	▲	★	★	★
DIY and Crafts	-	▲	★	★	-
Entertainment	★	★	★	▲	★
Fashion	★	★	★	★	★
Fitness & Wellness	▲	★	★	★	★
Food	★	★	★	★	★
Gaming	-	▲	★	★	★
Health specialist	★	★	▲	▲	▲
Lifestyle	★	★	★	★	★
News	▲	★	▲	-	★
Parenting & Family	-	★	★	-	★
Pets	-	▲	★	-	-
Sports	★	★	★	★	▲
Technology	▲	★	★	★	★
Travel	★	★	★	▲	★

★ Exceptional performance (WPS ≥ 6.0)

★ Very good performance (WPS ≥ 5.0 and <6.0)

▲ Average performance (WPS ≥ 4.0 and <5.0)

▲ Below Average performance (WPS <4)



03

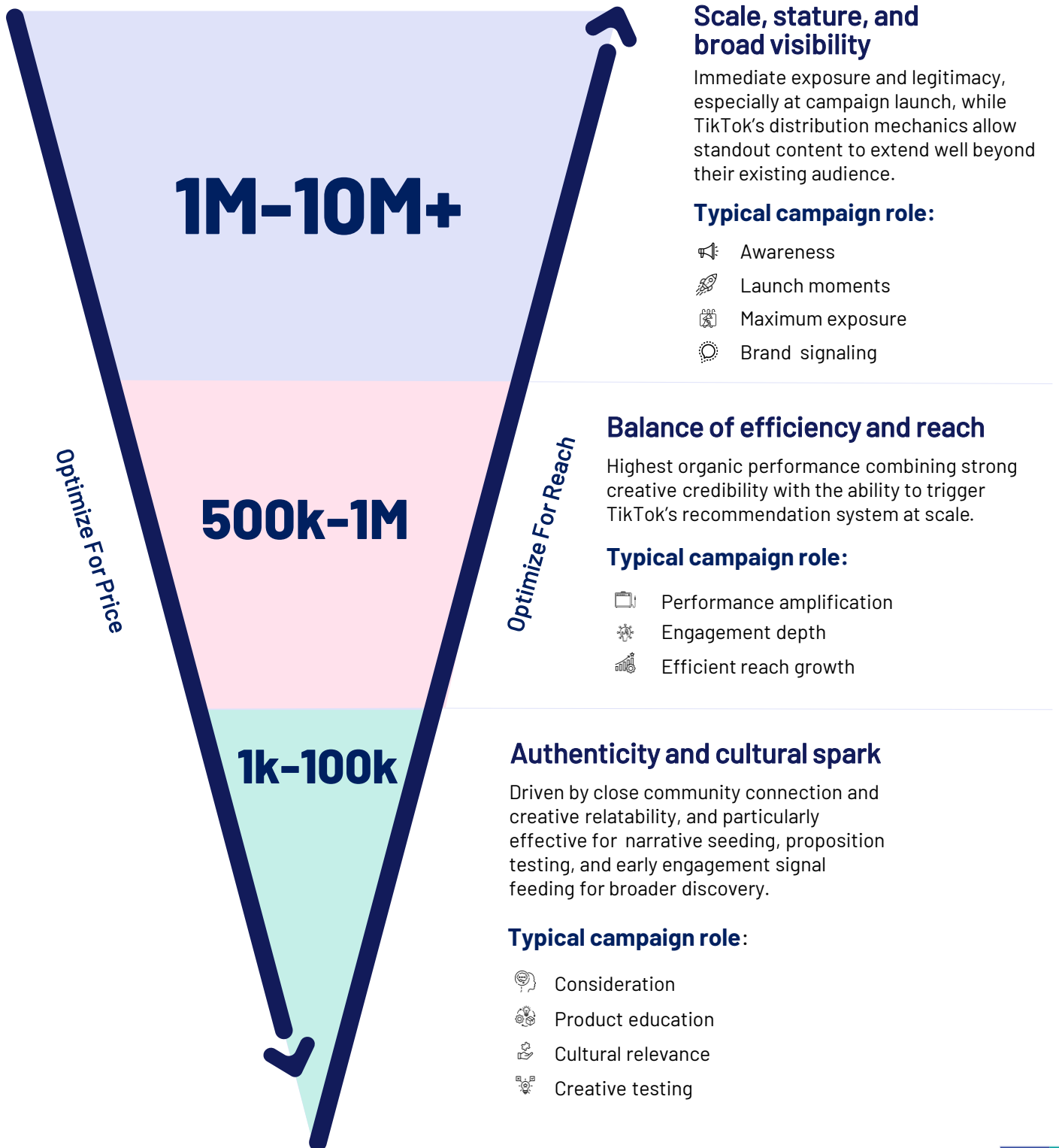
THE SIGNALS OF CREATOR SIZE

SIZING UP CREATORS FOR BRAND OBJECTIVES



Creator size matters, but never in a straight line, and always in relation to campaign objectives.

TikTok's amplification engine allows creators of all sizes to reach beyond their follower base. For many mid and large creator tiers, performance **uplifts exceed 50 percent** – driven by **For You Page** distribution rather than follower scale alone. The strongest results come when creator scale is matched to the goal of the campaign.





04

**THE IMPACT OF
SUSTAINED MOMENTUM
COMPOUNDING CLOUT
WITH BRAND BOOSTS**



The real impact of a boost scales, sustains, and strengthens long after it ends. Paid support helps content reach new audiences and build engagement that lasts long after the campaign window closes.



2x

Increase in engagement per follower post-boosting end



2.2x

Growth in reach per follower post-boosting end



2.3x

Growth in plays per follower post-boosting end



A professional video production setup featuring a camera on a tripod, a ring light, and a microphone, set against a blurred studio background. The number '05' is overlaid in a large, bold, light blue font.

05

THE CREATOR SHIFT
FROM CAMPAIGNS TO
COMPOUNDING IMPACT



The new creator order demands a different perspective, focused on long-term partnership, planning, and platform impact.

The region's evolving creator economy calls for a new planning order – one that rewards long-term thinking, deeper understanding of platform mechanics, and sustained impact. Brands that succeed treat creators as long-term momentum partners, not as vessels for ad placements and first impressions.

Creator mixes should be designed around business objectives, pairing authenticity with small tiers, efficiency with mid tiers, and stature with large tiers.

Content strategy should be built around replay and resonance to unlock TikTok's amplification engine.

Creative teams should look beyond traditional category boundaries to voices whose formats or expressive styles naturally resonate across categories.

Above all, **brands** should invest in creator growth, because influence compounds when creators evolve, learn, and build cultural presence over time.





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