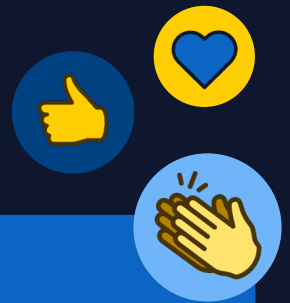


The Credibility Code:

B2B Creators Unlock Trust at Scale



What's Inside

1. Why B2B brands have a credibility gap, not a reach problem
2. The Credibility Stack: four voices that compound trust
3. The DNA Creator Playbook: how to elevate your creator-led campaigns
4. Performance data from 113 creator-led ads, 36 LinkedIn creator-led campaigns, and 11,000+ LinkedIn's creator Thought Leader Ads

Research by the B2B Institute at LinkedIn x Ipsos

This guide draws on three bodies of evidence:

- (1) a review of existing B2B creator research;
- (2) AI-powered creative testing of 113 creator-led ads through Ipsos Creative|Spark AI; and
- (3) LinkedIn campaign performance data across 36 creator-led ads and over 11,000 LinkedIn's creator Thought Leader Ads

Foreword

In a crowded B2B landscape flooded with AI-generated content and increasingly risk-averse buying committees, the primary barrier to success is no longer visibility, but trust. Ultimately, trust is what closes deals because buyers don't need more information to take action, they need the confidence to move forward.

Today's buyers aren't just evaluating products, they are stacking credibility signals from multiple sources, including brands, experts, peers, and increasingly, creators. However, a major disconnect remains in the industry. While 94% of B2B marketers agree that trust is critical to success⁽¹⁾ – and frameworks like LinkedIn's "Trust System"⁽¹⁾ show that credibility is built through repeated exposure to trusted voices, only 45% actually trust the vendors they engage with.

This trust gap is the real obstacle, and creators are the key to closing it. They offer something brands struggle to establish on their own: earned credibility at scale. Through their authenticity, authority, and relatability, creators embed trust signals directly into the content experience, particularly in professional ecosystems like LinkedIn where influence drives decision-making.

The ultimate opportunity isn't just to be seen, it's to be believed. By integrating creators into the B2B mix, brands can move beyond hollow awareness metrics and start building the genuine confidence that converts.

”

“This work sits at the intersection of two macro trends in marketing right now: the rise of long-term brand building in B2B, and the explosion of creators as a new channel for brands. Evolutions in measurement mean you don't just have to rely on platform engagement metrics as the only signal – you can ensure your brand will get credit. What I love most are the practical steps outlined in the playbook, so any brand large or small can action this from the first reading.”



Pedr Howard
President of Creative
Excellence U.S., Ipsos

”

“Marketing has always been about people buying from people. In B2B, brands are increasingly turning to creators to build trust at scale. The Credibility Code highlights why: the opportunity isn't just greater reach, but greater credibility. People trust messages from creators they like! At LinkedIn, we're leading this evolution in B2B creator marketing, helping brands activate trusted voices that build stronger relationships and drive lasting growth.”



Jessica Jensen
Chief Marketing Officer,
LinkedIn

About Us

The B2B Institute



The B2B Institute is LinkedIn's think tank for modern B2B growth. We combine research, real-world data, and expert collaboration. Our work helps marketers understand what drives both immediate performance and long-term brand strength. In short, we turn evidence into action for better business results.

Creative Excellence



Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. Our Ipsos Creative Excellence team expertly partners with our clients through the creative development journey – from upstream insight generation that fuels creative briefs to optimization and post-launch learnings that drive future impact.

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The problem

B2B brands don't have a reach problem. They have a credibility gap.

The average B2B purchase now involves roughly 10 stakeholders and spans 272 days⁽¹⁾ – that's nearly nine months of meetings, follow-up decks, and inevitable requests to "revisit next quarter." More importantly, because today's buying committees are primarily made up of Millennials and Gen Z⁽²⁾, they tend to research independently and

validate decisions through peers. They quickly tune out anything that feels too corporate, safe, or clearly written in a board room. Consequently, as the number of stakeholders grows, so do conflicting opinions and doubt. When that doubt enters the buying group, deals inevitably stall.

40% of B2B deals are lost to no decision⁽³⁾

— not because a competitor won, but because the buying group couldn't get comfortable moving forward.

"It's a lot harder to get into trouble for making the decision that everyone else would have made."

Assistant VP, Financial Services
(Bain & Co x LinkedIn, "Buyability")

This percentage reframes the problem: B2B buyers are not simply evaluating products – they are evaluating risk. The questions they are asking are: Can I defend this choice internally? Will this make me look smart? Do I trust this enough to attach my name to it?

This explains a huge aspect of B2B buying behavior: Buyers optimize for the most defensible choice. Trust is what makes a decision feel defensible, and yet most marketing systems are still built to generate visibility, not credibility.

To overcome buyer indecision and fear of getting it wrong, LinkedIn has defined what it takes to be "buyable," or how to build collective confidence across the buying group. To be buyable, a brand must be easily **discoverable**, **trusted** by all stakeholders, and **proven** to drive real **business outcomes**. *The Credibility Code* shows how to earn that trust.

1

Be
Discoverable

2

Be
Credible

3

Be
Winnable



The Credibility Code

The credibility gap

94% of B2B marketers say trust is the key to success⁽⁴⁾, but most marketing systems are still optimized for visibility. Buyers are trying to answer a different question: **Who do I actually believe?**

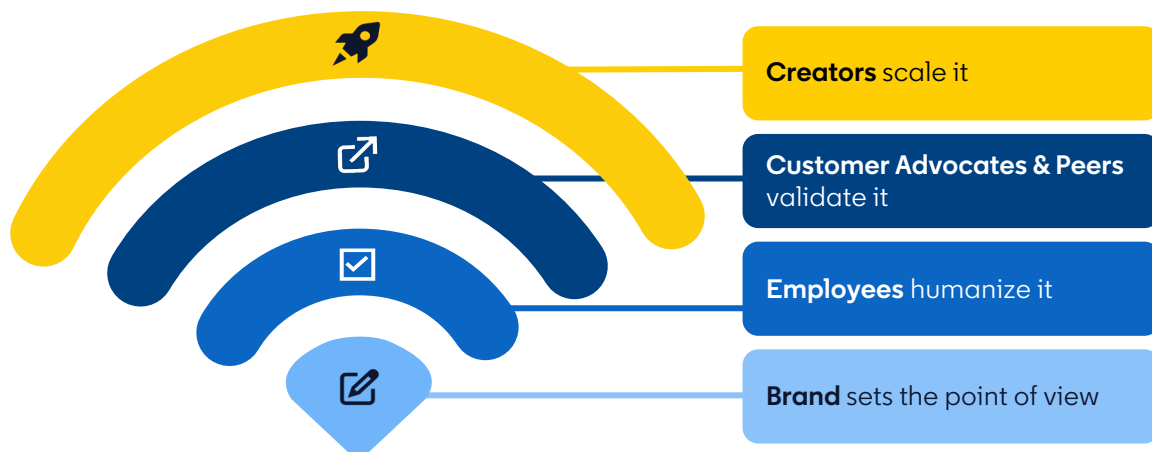
The insight

Trust is built through reinforcement, not repetition.

No brand has ever built trust by saying 'trust us.' Trust is built through multiple voices reinforcing each other across a buying group, each carrying a different kind of credibility, reaching a different part of the decision-making process.

When those voices work together, trust compounds. That's the difference between a marketing system optimized for reach and one optimized for credibility.

The Credibility Stack



The Credibility Stack

Four voices. One system.

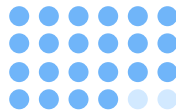
Each voice in The Credibility Stack plays a distinct role. Together, they cover the full range of what B2B buyers need to feel confident moving forward.

The Compound Effect

It starts with the brand setting the point of view and the narrative on which everything else builds. Employees then bring that message live, humanizing it and extending it into trusted networks. Customers and peers provide validation and a stamp of approval, reducing risk and making decisions feel defensible. And finally, creators carry it further: translating it into content that resonates in niche communities (where a brand alone has limited influence) and into formats people actually pay attention to. The result isn't a sequence, it's a system where each layer strengthens the next and the whole becomes more powerful than any single voice.



Brand sets the point of view



9 in 10 decision-makers say strong thought leadership makes them more receptive to outreach from that company.⁽¹⁾



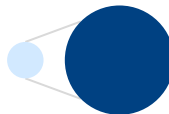
Employees humanize it



The collective reach of a company's employees through their networks is typically **12x the follower** numbers of the company itself.⁽²⁾



Customer Advocates & Peers validate it



B2B buyers are **3x more likely** to choose a recommended vendor over a cheaper one.⁽³⁾



Creators scale it



82% of B2B buyers say creator content influences purchasing decisions.⁽⁴⁾

The approach

Diving deeper into the most scalable part of the code: Creators

This research is built on three layers:

1

Systematic Literature Review

Reviewed 8+ B2B creator studies from the past two years to synthesize insights and identify knowledge gaps in B2B creator effectiveness.

2

Creator-led Creative AI Testing

Analyzed 113 B2B short-form creator-led video ads sourced from multiple digital platforms in the US, in partnership with Ipsos' Creative|Spark AI tool. This tool processes each ad using a mix of Vision AI and LLM-based coding to extract and classify the features (objects, text, audio, etc.) and intended human response (humor, emotion, etc.). These features were then processed through a predictive model trained on the Ipsos database of validated sales and brand equity survey KPIs from Creative|Spark.

3

LinkedIn 1P Data Triangulation

Evaluated 36 assets against internal video benchmarks and analyzed ~11,000 creator Thought Leader Ads using LLM-based creative coding (e.g., tone, product integration) and a bivariate analysis for directional impact.

Ipsos' Creative|Spark AI Tool

Leveraging Ipsos' Creative|Spark AI testing tool, we evaluated 113 creator-led ads across two core metrics to assess their predicted short- and long-term impact. The findings were benchmarked against Ipsos' extensive ad database, allowing for direct comparison with established short-form video performance standards.

Key Metrics Analyzed

(Creator-led asset performance indexed against Ipsos' short-form video database)



Brand Impact (Equity Effect Potential)

An ad's long-term predicted impact on the brand, validated to Ipsos' brand health tracking



Consideration (Behavior Change Potential)

An ad's predicted potential to change short-term consideration for the brand

The value of creators

Creators turn confidence into conversion.

To understand how credibility compounds in practice, you have to look at creators. Creators have the unique ability to amplify credibility at scale. In a landscape where trust is built through multiple signals, creators act as the multiplier – connecting fragmented touchpoints into a cohesive, trusted narrative. Yet, many B2B brands still underestimate their role, viewing creators as either top-of-funnel awareness drivers or a tactic better suited for

B2C. This research challenges that thinking.

As VaynerX CBO Kaylen McNamara highlights: “The role of creators in B2B is rapidly shifting from tactical to foundational. In a landscape defined by infinite content and increasingly complex buying groups, brands can no longer rely on traditional messaging alone. Instead, they must invest in credible voices, creators, operators, and experts, who can turn knowledge into trusted, platform-native content that resonates at scale.”



“By 2027, we anticipate 50–70% of VaynerX social creative will be creator-led – a reflection of how trust and relevance are rapidly becoming the true differentiators in the AI era.

As content volume becomes infinite, breakthrough gets harder. In B2B especially, brands are no longer speaking to a single decision-maker; they need to build credibility across entire buying groups and stakeholder ecosystems.

The companies winning today are those empowering creators, operators, founders, employees, and subject matter experts to turn expertise into trusted, platform-native content that resonates with different audiences at scale.”



Kaylen McNamara,
Chief Business Officer,
VaynerX

The findings show that creators are not just an entry point, but a full-funnel force capable of building trust, strengthening brand equity, and driving meaningful consideration. Creator-led ads are predicted to outperform short-form video by 1.2x on consideration and deliver 1.5x stronger brand impact. That matters in a market where most B2B buyers aren't actively buying. When the moment comes, familiar and trusted brands win. Creators build that advantage early.

B2B creator-led ads are predicted to perform:

Stronger Consideration*

1.2x stronger predicted consideration

(vs. Ipsos' short-form video average)

Stronger Brand Impact*

1.5x stronger predicted brand impact

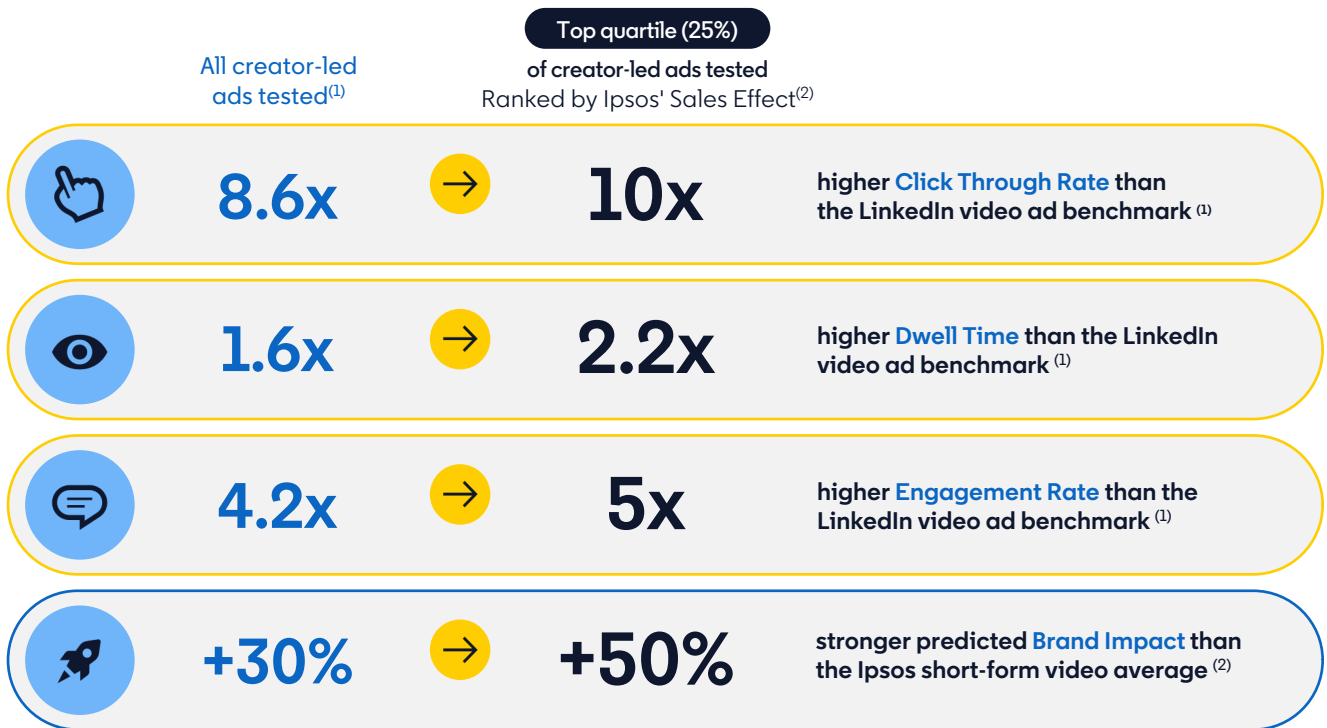
(vs. Ipsos' short-form video average)

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

Supercharging the creator effect

Creator content delivers impact. The right strategy makes it outperform.

The data is unambiguous on whether creator content performs. The question is what separates average from excellent and the gap between them is significant. Looking at the top 25% of creator ads, the difference is clear: they deliver meaningfully stronger predicted results, both in immediate performance and long-term brand impact.

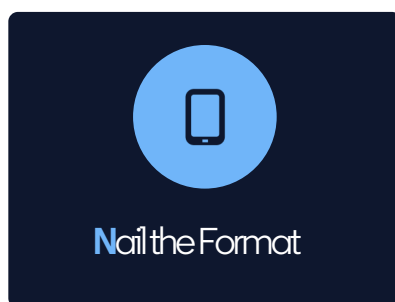
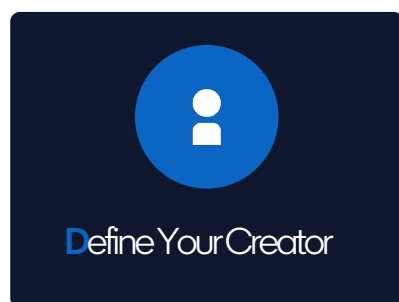


The takeaway is simple: Creators already work across the funnel, but the real upside lies in how you use them. With the right strategy, performance doesn't just improve – it accelerates. That's what we'll unpack next in *the DNA of B2B Creators*.

*Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

The DNA of high-performing creator content

Three principles. Easy to remember, built on the data.

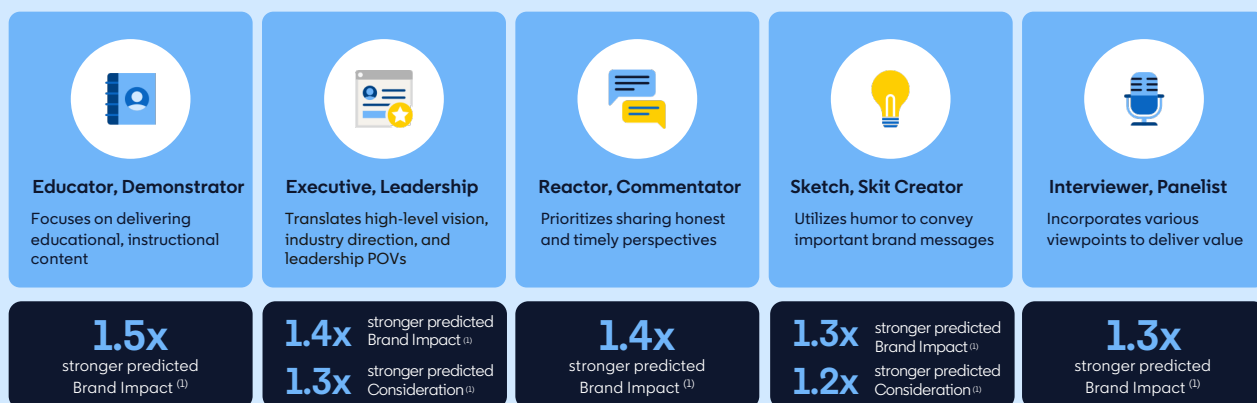


The Creator DNA Playbook is our guide to building more impactful creator content. It is driven by three parts: who the brand chooses as a creator, how the content is formatted, and how the brand shows up within it. Get these elements right, and performance moves from baseline to breakthrough.

Define Your Creator:

To start with of our DNA framework is the “D”: Define you Creator. Who you put on screen matters as much as what they say.

The first decision in a brand’s creator strategy is who you put on screen. It’s not about popularity, it’s about credibility. We tested and tagged creator-led ads by 12 different archetypes – from educators, to skit creators, to panelists. We found that most creator archetypes exceeded short-form video benchmarks, reinforcing that there’s no single “right” approach, but several archetypes outperform.



*Compared to the Ipsos short-form video averages

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.



When experts teach and leaders speak, buyers listen.

Across our analysis of 113 B2B creator-led ads, the strongest creators didn't just promote a product, they helped buyers understand something new. Five creator archetypes stood out for driving stronger predicted brand impact and consideration: Educators and Demonstrators, who teach and show; Executives and Leaders, who bring credible industry vision; Reactors and Commentators, who offer timely,

authentic perspectives; Skit Creators, who deliver key messages through humor; and Interviewers and Panelists, who elevate content by introducing diverse voices.

The common thread is clear: buyers respond to creators who provide value, whether through insight, clarity, a fresh angle, or a reason to think differently.



Educator, Demonstrator

There are two creator archetypes that especially thrive on LinkedIn: The Educator and the Executive.

The Educator stands out because B2B buyers are navigating complex, high-stakes decisions and seek content that helps them understand faster and more clearly. When creators show clear, compelling points of view, engagement follows. LinkedIn's creator Thought Leader Ads with a clear POV see a median 43% engagement uplift versus simple announcements. And it's not just attention; it's impact.

Instructional, framework-driven delivery and genuine enthusiasm each drove 1.4x stronger predicted brand impact, proving that clarity, structure, and visible care build confidence.



Executive, Leadership

Academic Tone

1.4x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Enthusiast Tone

1.4x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

C-suite Engagement on LinkedIn

4x more engagement on C-Suite posts. ⁽²⁾

(vs. content shared by other LinkedIn users)

LinkedIn's Thought Leader Ads

2.1x higher click-through rate (CTR) on LinkedIn's Thought Leader Ads ^(*)

(vs. Single Image ads)

^(*)Based on a select group of early pilot testers from 2/8/23-4/25/23.

Layering in the Executive amplifies results. When credible leaders are the face of content, performance jumps. For instance, C-suite posts on LinkedIn drive 4x more engagement and LinkedIn's creator Thought Leader Ads have a 2.1x higher click-through rate than Single Image ads. Despite this, Executives remain underused.

The opportunity is simple: combine teaching with authority, and show up with a point of view that clearly and authentically cares.

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.



How the message is delivered matters as much as who is speaking

Now that we've defined what to look for in a creator, the next step is the "N" in the DNA: **Nailing the format.**

The right format turns content from something people scroll past into something they believe. Buyers are moving fast, and attention is not guaranteed. You have a brief window to give them a reason to stop, and that starts with how the story opens and unfolds.

The strongest content breaks patterns early. Unexpected visuals or sounds drove 1.5x stronger predicted brand impact, while provocative or "hot take" openings delivered 1.4x lifts in both stronger predicted brand impact and consideration.

And when creators take a clear, opinionated stance, they don't just capture attention, they drive results, with LinkedIn's creator Thought Leader Ads with a clear opinion seeing a 40% engagement uplift versus neutral ones. Strong opinions and bold openings work because they signal value immediately.

Pattern Interruption

1.5x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Hot Take

1.4x stronger predicted Brand Impact ⁽¹⁾

1.4x stronger predicted Consideration ⁽¹⁾

Compared to the Ipsos short-form video averages

Opinions Matter on LinkedIn

+40% median engagement uplift on LinkedIn's creator Thought Leader Ads that contain a personal opinion ⁽²⁾
(vs. neutral ones)

Walk & Talk Movement

1.4x stronger predicted Brand Impact ⁽³⁾

Compared to the Ipsos short-form video averages

1.4x stronger predicted Consideration ⁽³⁾

Active Motion

1.4x stronger predicted Brand Impact ⁽³⁾

Compared to the Ipsos short-form video averages

Handheld

1.4x stronger predicted Brand Impact ⁽³⁾

Compared to the Ipsos short-form video averages

Movement also captures attention, making the content more human and believable. With formats like walk-and-talk or handheld footage driving 1.4x lifts in both predicted brand impact and consideration. The audience does not owe you attention. The format is how you earn it.

*Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

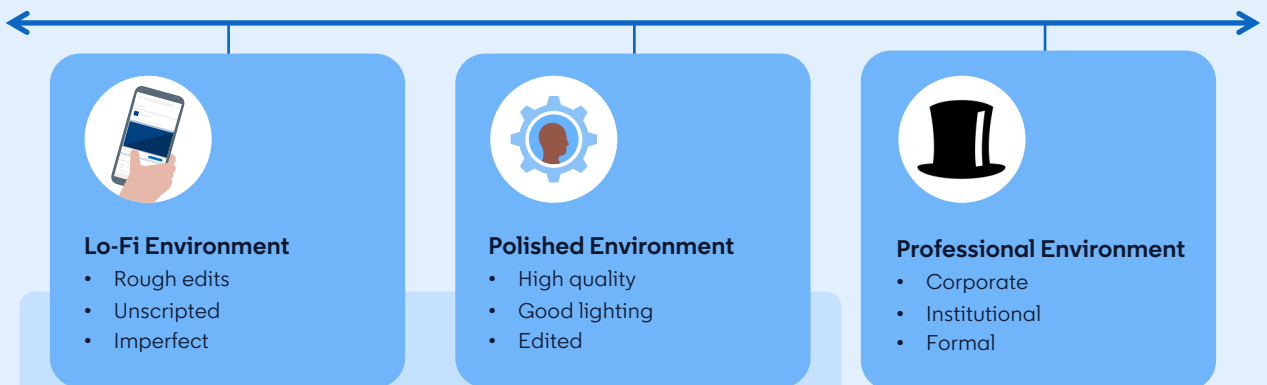
Ditch the corporate feel – invest in visual storytelling.

Once an asset has attention, the production determines whether buyers believe what they see. Our findings challenge the assumption that a higher corporate/professional look drives stronger results. Fully professional, corporate-style production actually underperformed compared to both lo-fi, unscripted content and polished, well-edited formats. What sets creator-led content apart is authenticity.

Content that feels real, not rehearsed, performs better, with LinkedIn's creator Thought Leader

Ads that feel user-generated seeing a median 52% engagement uplift versus highly polished ones. This aligns with our broader findings from the creative testing: both lo-fi and thoughtfully polished executions delivered 1.3x higher predicted brand impact than the short-form average, while corporate-feeling content lagged behind. In other words, credibility doesn't come from perfection, it comes from authenticity.

Production environments tested



1.3x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Authenticity Matters on LinkedIn

+52% median engagement uplift on LinkedIn's creator Thought Leader Ads that have an organic, user-generated feel⁽²⁾

(vs. polished, professional ones)

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

Don't just say it works. Show how and who it worked for.

Proof reinforces authenticity even further. When clearly stating their credentials (e.g.: their experience, their education), the ad increased its predicted Brand Impact by 1.3x. Sharing real personal success stories of how the brand helped a business led to a 1.4x lift,

while LinkedIn's creator Thought Leader Ads that include personal anecdotes see a 31% engagement uplift versus those that do not. When creators clearly show who they are and what they've seen work, buyers can more easily see themselves in the outcome.



Stated Credentials

1.3x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Personal/Peer Success Stories

1.4x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Anecdotes Matter on LinkedIn

+31%

median engagement uplift on LinkedIn's creator Thought Leader Ads containing personal anecdotes ⁽²⁾

(vs. those that do not include a personal anecdote)

*Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.



Creator credibility is the draw. The brand still needs to be visible, recognizable, and real.

The last part of The Creator DNA Playbook is the “A”: Anchoring the brand within the content. Creator credibility draws the audience in, but the brand still needs to be present in a way that feels natural and real. The most effective content does not force a tradeoff between being human and being branded. It brings both together in a way that feels seamless.

What works best is showing the product in action. When creators physically interact with a product, walk through the interface,

or share their screen, predicted brand impact increases by 1.4x. And when that content clearly addresses real buyer pain points, performance improves further, with LinkedIn’s creator Thought Leader Ads seeing a median 15% engagement uplift versus those that do not include specific pain points. This shifts the experience for the buyer. Instead of imagining how something might work, they can see it for themselves. That clarity moves them forward in the decision-making process in a way that static messaging cannot.



1.4x stronger predicted Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Physical Interaction

Screen Share

Live User Interface

Proof Matters on LinkedIn

+15% median engagement uplift on LinkedIn’s creator Thought Leader Ads that address specific pain points ⁽²⁾

(vs. those that do not include specific pain points)

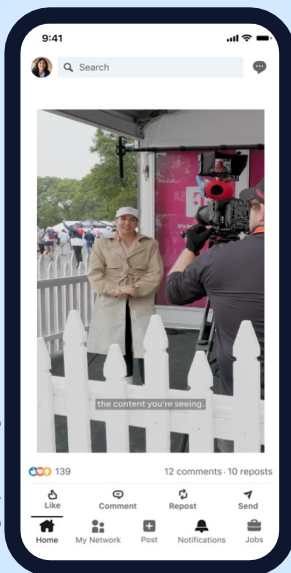
*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.



Live settings create proof you can't script

Credibility also comes from context. When a brand shows up in real environments like events, conversations, and professional settings, it signals something different than traditional advertising. Sponsored event content delivered 1.5x stronger predicted brand impact, and repurposed event clips delivered 1.3x predicted brand impact. Being part of the conversation, not just adjacent to it, builds a deeper level of trust.

At the same time, small details compound. Consistent, brand-aligned captions drove 1.3x stronger predicted Brand Impact by reinforcing recognition over time. Proof strengthens this further. When creators clearly show who they are and share real outcomes, buyers can connect the message to something tangible. These cues may feel subtle, but together they shape how a brand is remembered and trusted.



Sponsored Event Setting

1.5x
stronger predicted
Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

Event Clip Repurposing

1.3x
stronger predicted
Brand Impact ⁽¹⁾

Compared to the Ipsos short-form video averages

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

TL;DR: The Creator DNA Playbook

Define, Nail, Anchor

D



Define Your Creator: Who you put on screen matters as much as what they say.

The strongest creators help buyers understand something new. The Educator archetype leads because it simplifies complexity and builds confidence. What stands out is genuine enthusiasm and a clear point of view. The strongest voices sound like they care. Executives are underused here. They already have credibility and just need to show up.

Educators and Demonstrators: 1.5x stronger predicted brand impact. (*)

C-suite creators: 4x more engagement.

N



Nail the Format: How content is made tells buyers something before they've processed a single word.

Buyers are scrolling and attention is scarce. Strong opinions and unexpected openings outperform safe, polished intros. Authentic, lo-fi and even polished content both outperform corporate video. Formats like walk-and-talk, handheld footage, and real stories signal a real person with real experience. That is what earns attention and builds trust.

Pattern interruption in the first 3 seconds: 1.5x stronger predicted brand impact. (*)

Lo-fi and polished content: 1.3x stronger predicted versus corporate/professional feel. (*)

A



Anchor the Brand: Creator credibility is the draw. The brand still needs to be visible, recognizable, and real.

The best content does not just mention the brand. It shows it. When creators demonstrate the product, buyers move from imagining to understanding. Consistent brand cues like captions strengthen recognition over time. Small details add up, and together they turn content into something buyers remember and trust.

Physical product interaction or live UI demo: 1.4x stronger predicted brand impact. (*)

Sponsored event settings: 1.5x stronger predicted brand impact. (*)

*Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Click [here](#) for study details.

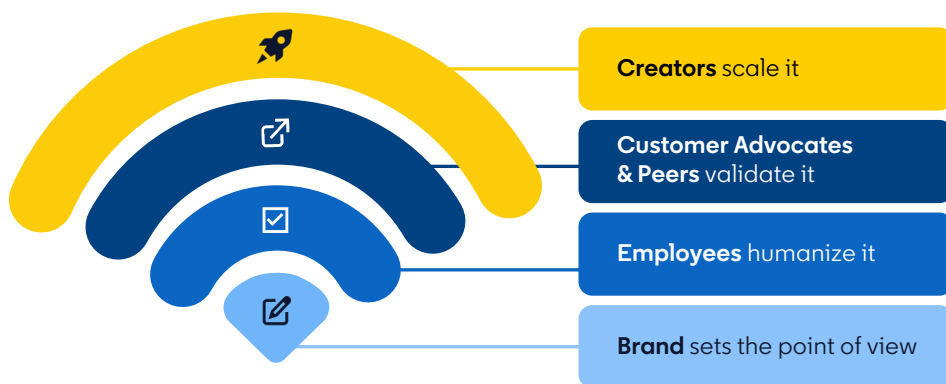
Build The Credibility Stack

The payoff:

Remember, trust in B2B is not built by a single voice, but by a system of voices reinforcing each other. This system includes the brand, employees, customers, peers, and creators amplifying the same message.

While this research focused on creators, the real opportunity is in building the full stack, where each voice works together to strengthen credibility and move buyers with greater confidence.

Credibility is a system, not a solo act.



Get started on LinkedIn

Launch your Creator Strategy in 3 Simple Steps with LinkedIn

Discover

Find B2B creators and content to influence your buyers that align strongly with your brand and campaign goals in [Creator Marketplace](#)

To learn more:
business.linkedin.com/advertise

Align

Align your brand with trusted creators and publishers through pre-roll ads via **BrandLink**, **In-Stream Ads**, or custom **Top Voices 360** packages

Amplify

Scale impact of creator-led content with **Thought Leader Ads**, reaching your buyers through trusted creator voices while they're in a business mindset

About this research

This guide is based on three bodies of evidence developed by the B2B Institute at LinkedIn in partnership with Ipsos: a review of existing B2B creator research; AI-powered creative testing of 113 creator-led ads through Ipsos Creative|Spark AI; and LinkedIn campaign performance data across 36 creator campaigns and creative analysis of ~11,000 creator Thought Leader Ads.

Creative testing was conducted using Ipsos Creative|Spark AI, which evaluates ads on brand impact, consideration, and related metrics.

Appendix

Creative|Spark AI

The creative assets in this study were evaluated using **Creative|Spark AI**, a predictive assessment methodology designed to predict human response to advertising. The model is built upon the "ground truth" of the Ipsos **Creative|Spark** survey database, which measures ad effectiveness by placing ads in context and in clutter to test a respondent's ability to remember the ad, the brand and change attitudes and perceptions of the brand.

Creative|Spark AI is designed to predict standard Ipsos effectiveness metrics. These KPIs are validated against the Ipsos global database of human-response surveys (**Creative|Spark**), ensuring that the AI predictions remain aligned with proven drivers of brand growth.

The methodology deconstructs video assets through two distinct AI layers to identify features that correlate with human-validated effectiveness:



Analytical AI: Uses computer vision to extract objective features, including visual elements (objects, faces, colors) and audio elements (spoken text and transcripts).



Generative AI: Utilizes a Large Language Model (LLM) to classify the subjective "human experience" of the ad. It evaluates intended responses, such as humor, emotional tone, and narrative flow, to provide a more nuanced interpretation than traditional analytical models.

Meta tag process

Phase 1:

Asset Sourcing & Framework

- **Audit Scope:** Analyzed 113 B2B creator-led ads sourced from LinkedIn (61) and TikTok (52 via Ipsos).
- **Meta Tag Development:** Created 20 proprietary tags categorized into two specific pillars:
 - Conceptual: Narrative themes and "the what" of the content.
 - Executional: The "how"—production setup, shooting style, and technical delivery.

Phase 2:

Scoring & Performance Correlation

- **Manual Coding:** Applied the framework to all 113 ads using standardized definitions to ensure consistency across the dataset. For more details about the individual tags and their definitions, click [here](#).
- **AI Metric Integration:** Ran all assets through CreativeSpark AI to generate predicted modeled metrics for each individual ad. For more details about CreativeSpark AI, click [here](#).
- **Finding Extraction:** Correlated specific metatags against Ipsos performance metrics to identify which creative drivers (conceptual or executional) consistently delivered the highest impact.

Ipsos Creative|Spark

Modeled Metrics

Creative|Spark AI predicts the likely performance of the ad in relation to the Ipsos database for the survey-based metrics below.

Brand Attention

An ad's potential to be remembered (Breakthrough) for the brand (Brand linkage)

- Breakthrough
- Brand Linkage

Breakthrough

Potential for the ad to be retained in memory after exposure

[Also referred to as Memorability]

- Breakthrough: "Do you remember this ad? [Yes/Not Sure/No]" "How specific/vague are your memories? [Slider]"

Brand Linkage

Potential to connect the ad back to the advertising brand

- Brand Linkage: "What brand was it for?"

Behavior change

Potential to change short-term consideration for the brand

[Also referred to as Consideration (short-term)]

- Pre-First Choice: "If you were going to <choose/buy> a <category> today, which one would you <choose/buy>? [Single select from list of brands]"
- Post-First Choice: "I will <choose/buy> it next time. [Single select from list of brands]"

Relationship Change

Potential to build a functional and emotional connection with the brand

[Also referred to as Brand Relationship (long-term)]

- Pre/Post Performance: "How would you rate <brand> in terms of what you are looking for in a <category>? [Slider from Terrible to Perfect]"
- Pre/Post Closeness: "How close do you feel to <brand logo>? [Slider from 0 to 100]"

Creative Effect Potential

An ad's short-term impact, validated to sales lift in market

[Also referred to as Sales Effect]

- Brand Attention
- Behavior Change

Equity Effect Potential

An ad's long-term impact on the brand, validated to brand desire

[Also referred to as Brand Impact]

- Brand Attention
- Relationship Change

Meta Tag Definitions & Groupings

Tag: Tone

- **Academic:** Instructional approach, relies on how-to demonstrations and educational frameworks
- **Enthusiast:** Optimistic delivery centered on genuine excitement for the brand and product

Tag: Personas

- **High-Level Employee:** A high-level leader (CEO, Founder)

Tag: Setting

- **Sponsored Event:** A public event sponsored by the advertised brand but not specifically an event for the brand

Tag: Hooks

- **Hot-Take:** A polarizing, unique, or counter-intuitive statement, possibly challenging industry's best practices
- **Pattern Interrupt:** Visual or auditory cue that breaks the standard expectation of B2B feeds

Tag: Demonstrations

- **Physical interaction:** Holding the phone, laptop, or product and/or pointing to the screen/UI in the real world
- **Screen-Share:** A recording of the software in-use with voiceover/creator commentary

Tag: Trust Signals

- **Live UI:** Showing the actual software in real time
- **On-Screen/Stated Credentials:** On-Screen Credentials or verbal mentions of credibility

Tag: Strategic Intent

- **Social Proof:** Validating a product through a personal/peer success story

Tag: Archetypes

- **Educator/Demo:** Step-by-step instructional content. Screen shares, walkthroughs, or product demos
- **Event Clip Repurpose:** Distributes clipped highlights from keynotes, panels, or webinars. Short excerpts from longer content
- **Interviewer:** Hosts conversations with guests. Value comes from access to smart people, not just own POV
- **Panelist:** Multi-person discussion often repurposed from events. Reactive, opinion-forward commentary
- **Reactor/Commentator:** Films reaction to news, trending content, or industry moments in real time. Timely and opinion led
- **Sketch/Skit Creator:** Scripted short-form comedy or satire. Character-driven, narrative arc in 60–90s

Meta Tag Definitions & Groupings

Tag: Formality

- **Lo-Fi:** Rough edits, unscripted, imperfect, natural lighting and background, casual, informal
- **Polished:** High quality, good lighting, edited, clean edits and transitions, prepared talking points
- **Professional:** Corporate, institutional, formal, professional lighting and equipment, staged

Tag: Movement

- **Active Motion:** Camera follows an object, zooms in on screen, or tracks creator during a demo
- **Handheld:** Slight natural shake or micro-movements
- **Walk and Talk:** Constant forward or lateral movements as the creator speaks

Tag: Captions

- **Styled/Brand Consistent:** Custom fonts, colors that match a brand, or specific positioning

Sources

Page 2

- (1) 2025 B2B marketing Benchmark Report (LinkedIn/Ipsos). Findings reflect opinions of surveyed respondents only.
- (2) The Trust Advantage: Why Expertise Wins (LinkedIn/Ipsos). Findings reflect opinions of surveyed respondents only.

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- (1) Dreamdata, LinkedIn Ads Benchmarks Report, 2026
- (2) Forrester, Buyer's Journey Survey, 2023
- (3) The Jolt Effect. Matthew Dixon and Ted McKenna
- (4) 2025 B2B Marketing Benchmark Report (LinkedIn/Ipsos) Findings reflect opinion of surveyed respondents only.

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- (1) 2024 Edelman-LinkedIn B2B Thought Leadership Impact Report
- (2) LinkedIn's The Ultimate Guide to Working with B2B Creators, June 2025
- (3) Bain & Co x LinkedIn, "Buyability", 2025
- (4) LinkedIn x GWI, 2024

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(*) Indices based on the CreativeSpark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Metrics: Brand Impact (referred to as Equity Effect) measures an ad's predicted long-term brand impact using CreativeSpark AI. This metric combines memorability with the ad's potential to drive functional and emotional brand connection, and is validated against Ipsos brand health tracking. Consideration (referred to as Behavior Change) measures an ad's predicted potential to change short-term consideration for the brand. Details on CreativeSpark AI [here](#). Details on tagging [here](#). More details on tags [here](#).

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- (1) Results based on 36 B2B creator-led short-form ads with available LinkedIn Campaign passive metrics.
- (2) Results based on CreativeSpark AI metrics, tested amongst 36 B2B creator-led short-form ads. Metric: Brand Impact (referred to as Equity Effect) measures an ad's predicted long-term brand impact using CreativeSpark AI. This metric combines memorability with the ad's potential to drive functional and emotional brand connection, and is validated against Ipsos brand health tracking.) Details on CreativeSpark AI [here](#). Details on tagging [here](#). More details on tags [here](#).

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(1) Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Metric: Brand Impact (referred to as Equity Effect) measures an ad's predicted long-term brand impact using Creative|Spark AI. This metric combines memorability with the ad's potential to drive functional and emotional brand connection, and is validated against Ipsos brand health tracking"). Tags: Academic Tone (instructional approach, demonstrations, and educational frameworks); Enthusiast Tone (optimistic and excited delivery). Details on Creative|Spark AI [here](#). Details on tagging [here](#). More details on tags [here](#).

(2) LinkedIn Internal Data, Analysis of 11K+ creator-led posts of 25+ features, Sep 1 2025 - Dec 30 2025.

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(1) Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Metrics: Brand Impact (referred to as Equity Effect) measures an ad's predicted long-term brand impact using Creative|Spark AI. This metric combines memorability with the ad's potential to drive functional and emotional brand connection, and is validated against Ipsos brand health tracking. Consideration (referred to as Behavior Change) measures an ad's predicted potential to change short-term consideration for the brand. Tags: Pattern Interruption (visual or auditory breaks in standard expectations); Hot Take (a unique or polarizing opening hook). Details on Creative|Spark AI [here](#). Details on tagging [here](#). More details on tags [here](#).

(2) LinkedIn Internal Data, Analysis of 11K+ creator-led posts of 25+ features, Sep 1 2025 - Dec 30 2025. Opinionated or neutral posts are classified on a scale indicating whether it expresses personal opinions or remains neutral and factual. In short, a post is considered opinionated if it contains personal opinion rather than just facts.

(3) Indices based on the Creative|Spark AI prediction tool, tested and tagged across 113 B2B creator-led short-form ads, benchmarked against general short-form video norms from the Ipsos database. Metrics: Brand Impact (referred to as Equity Effect) measures an ad's predicted long-term brand impact using Creative|Spark AI. This metric combines memorability with the ad's potential to drive functional and emotional brand connection, and is validated against Ipsos brand health tracking. Consideration (referred to as Behavior Change) measures an ad's predicted potential to change short-term consideration for the brand. Tags: Walk & Talk Movement (movement as the creator speaks); Active Motion (camera follows, zooms, tracks creator); Handheld (natural shake or micro movements). Details on Creative|Spark AI [here](#). Details on tagging [here](#). More details on tags [here](#).

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(2) LinkedIn Internal Data, Analysis of 11K+ creator-led posts of 25+ features, Sep 1 2025 - Dec 30 2025. Posts that are user-generated vs. polished are defined as follow: User-Generated Content (UGC) feels personal, authentic, conversational, and created organically by an individual. It resembles what someone would naturally post on social media without significant editorial refinement. Polished Content feels professionally crafted, structured, and intentionally branded. It often reflects marketing, corporate communications, thought leadership programs, or content that has undergone editing and optimization.

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(2) LinkedIn Internal Data, Analysis of 11K+ creator-led posts of 25+ features, Sep 1 2025 - Dec 30 2025.

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(2) LinkedIn Internal Data, Analysis of 11K+ creator-led posts of 25+ features, Sep 1 2025 - Dec 30 2025.

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