



LTK REPORT:

# The State of Creator Guided Shopping



From marketing efforts to community building to product purchases, Creators continue to push shopping forward—and **continue to help brands innovate, grow, and reach new heights.**

At LTK, we provide data-driven shopper strategies for Creators and brands using **12+ years of proprietary insights** to drive maximum results across the globe.

## LTK by the numbers

LTK drives and tracks  
**billions of dollars**  
in annual brand sales

Creators publish  
**millions of LTK posts**

**12 years of data and insights**  
accelerate influence scale

**5-star shopping app**

**18 million Creator Guided**  
monthly shoppers amplifying  
creator reach driving to brand  
sites

**NPS Score of 50**  
LTK customers give high scores  
to LTK



# Here's what to expect from Creator Guided Shopping in 2023

Anchored by the 2023 LTK Shopper Study and alongside insights and data from LTK brands, Creators and 18M LTK shoppers, we're predicting **a new year of trends and growth** as Creator Guided Shopping continues to disrupt the industry.



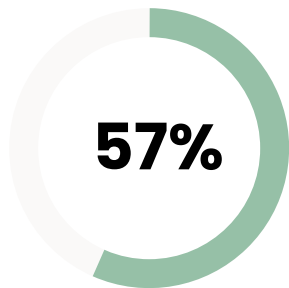
# 2023 Trend predictions

## TREND

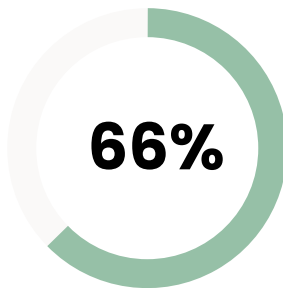
### A surge in short-form video

Short-form video campaigns are up **5x YoY, and drove 3x GMV growth YoY** compared to static content. Throughout 2023, we're expecting to see a continued acceleration towards this type of content—AKA, fun, digestible content that makes it easier than ever for Creators to help consumers connect with your brand.

#### What consumers from LTK's national study are saying...



of consumers watch video on social media created by Influencers

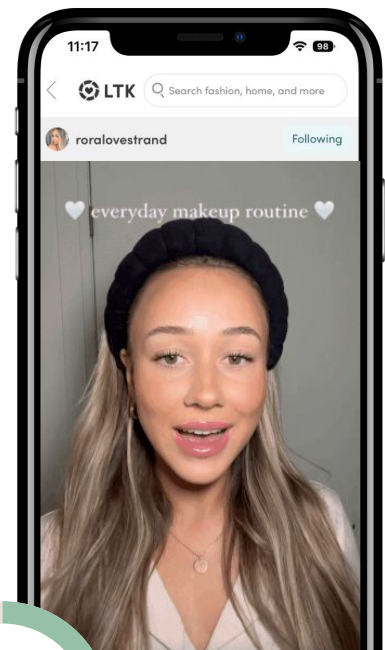


66% actually *prefer* watching videos over viewing still images



#### Why is this valuable?

Elevates your product & performance  
A macro industry shift that consumers prefer



2X

Creator video posts on LTK more than doubled YoY

# 2023 Trend predictions

## TREND

### Gen Z continue to be the trend setters

- Gen Z is shopping Creator at a greater velocity than other generations
- They also watch Creator videos more than the general population

Whether shopping from Instagram, TikTok, or YouTube, Gen Zers and Gen Z Creators are always-on—and always looking for authenticity, practicality, and shared values. What does this mean for brands? We predict that the power of Gen Z will only increase, and that brands will act on deeper-rooted strategies for this market in an always-on capacity.

### Gen Z insights from LTK's national study:



**100%**

Gen Z shop online

Shopping originated  
social media

**79%**

**73%**



Gen Z watch  
Creator videos

Purchase from Creators

**76%**



Top three shopping channels:  
Instagram, TikTok, YouTube

*\*LTK 2023 Shopper Study*



**28%**

Shop through Creators  
28% more than the  
general population

**28%**

Watch Influencer  
videos 28% more than  
the general population



**43%**

Shop in-store from  
Influencers



**#1**

Gen Z rank influencer as  
most trusted to help with  
purchase decisions – beating  
social media ads and celebrities



# 2023 Trend predictions

## TREND

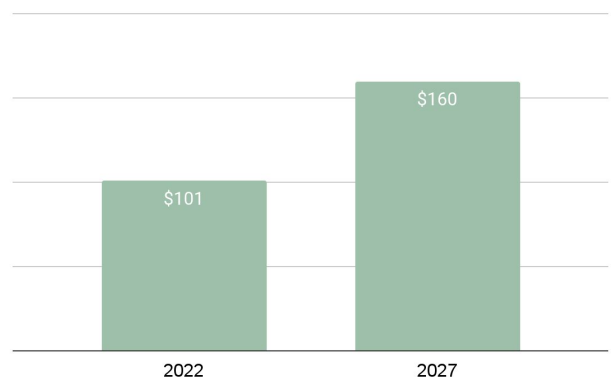
### Retail media massively scaling Creator reach

Creators have continued to disrupt the traditional media model, and have been at the forefront of the new consumer journey—and in 2023, we see a shift to Creator Guided Shopping through Retail Media Networks and in-store traffic drivers.

#### What Retailers and Brands can expect working with LTK Retail Media:



#### Retail media ad spending, in billions



Retail Media already represents 11% of global ad spend and is projected to **grow by a massive 60% by 2027**. Creators can help increase loyalty among targeted shoppers, while also opening new revenue streams and growing partnerships between brands and retailers.

# 2023 Trend predictions

## TREND

### Influencer-generated content used widely across mediums

The authenticity of Creators sells big-time —and this year, we predict strategies that fully repurpose influencer-generated content across social media, print media, and in-store channels.

Whether it's utilizing influencer-generated content in in-store signage or even in ads, this will continue to give campaigns **a longer shelf life, increase reach, and create efficient marketing spend.**



**Imagery Gen Z & Millennials find most compelling when making a purchase decision from a brand:**

1. Influencer Imagery
2. Brand Imagery
3. User Generated Content Imagery

*\*LTK 2023 Shopper Study*

# 2023 Trend predictions

## TREND

### Creator Guided Shopping is its own kind of search engine

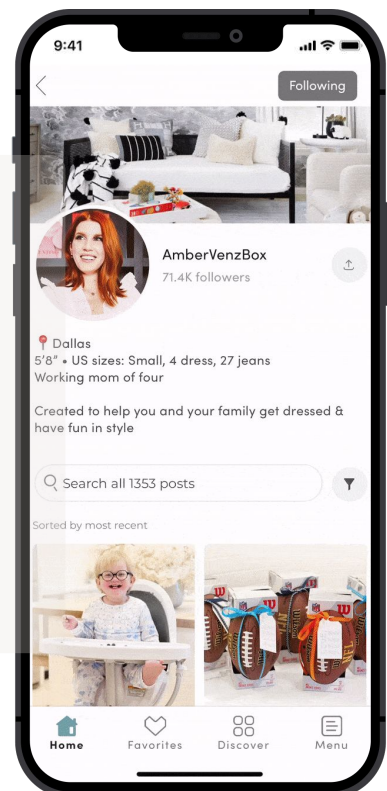
Consumers are using Creators to search for new products and recommendations.

- Gen Z and Millennials rank TikTok & Instagram higher than brand websites for performing searches to receive product information or recommendations.
- 18% of Gen Z consumers rank the LTK app or Creator content higher than search engines for product info and recommendations.

#### **What does this mean for brands:**



- A shift to thinking about optimizing search strategies on content-first websites
- A test and learn mentality
- Discussing unique ways to measure success



# 2023 Trend predictions

## TREND

Creator-backed data will influence Brand and Retailer company decisions outside of the Creator industry

- Consumers report purchasing in-store **through Creator recommendations**
- Creators **regularly** sell through inventory
- Creators are a **powerful top of funnel metric**, changing brand perception and long-term consumer behavior



### How is this quantified for brands?

- **Product-level data:** to inform what's being clicked on and then what's being purchased
- **Trend reports:** uses data to inform performance and trends over time alongside consumer sentiments
- **Brand Impact Reports:** looks at shopper sentiment changes through the full purchase funnel over the years
- **Benchmarking:** How is your growth stacking up to peers?



Creator Guided Shopping™

No matter what, **Creators will continue to be a core pillar for both brands and retailers in 2023**—and Creator Guided Shopping will continue to influence consumers through all aspects of their discovery journey.

Want to maximize Creator Guided Shopping in your own business? **Contact us today.**