

THE CREATORVERSE





Short Form + Creator Content =

Brand Love

MAY 18TH, 2023

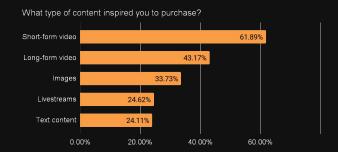




Short-form controls shoppers' free time...



... and inspires the most purchases.





of shoppers share short-form videos with friends and family

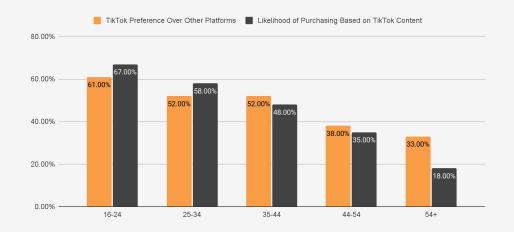
... up to 51% doing so specifically to highlight products of interest.



TikTok

TikTok is still the biggest player in the short-form space. Commerce is a top feature of the platform, despite TikTok usually being considered an "entertainment" platform.

Younger generations are most at home on the platform, and are the likeliest to purchase.





Key TikTok Use Cases:

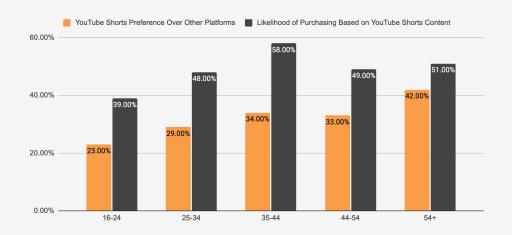
- 1. Entertainment
- 2. Interests & Hobbies
- 3. Product Recommendations 🗣
- 4. Recipe & Decor Inspiration 🧐
- 5. Product Reviews, Unboxings 😏



YouTube Shorts

Educational content comes first on YouTube Shorts. Purchase behavior is slightly less frequent than on TikTok, but Shorts inspires the widest range of age groups to purchase.

Older generations prefer Shorts over other platforms, while purchase likelihood is spread more evenly across age groups.





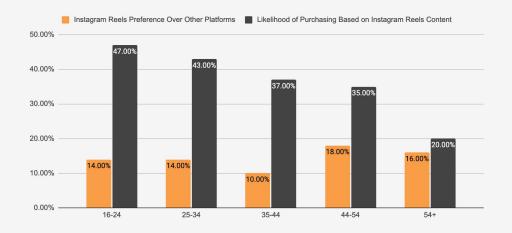
Key Shorts Use Cases:

- 1. How-To or Educational Content
- 2. Entertainment
- 3. Product Reviews, Unboxings 💿
- 4. Interests & Hobbies
- 5. Recipe Inspiration 🌖



Instagram Reels

Standard Instagram interests are here, while shopping use cases take more of a back-seat. Despite this, Reels inspires up to 47% of consumers to purchase, and is the platform people most associated with purchasing.





Key Reels Use Cases:

- 1. Entertainment
- 2. Interests & Hobbies
- 3. Decor Inspiration (5)
- 4. Product Recommendations 🧐
- 5. Health & Fitness



TOP OF FUNNEL

Entertainment first, with product discovery and brand awareness always-on in the background...



TIKTOK

What's your campaign objective?

MID-FUNNEL

Educational and hobby content, where shoppers are *likely to add* products to a cart or list...



YOUTUBE SHORTS

BOTTOM OF FUNNEL

A mix of interests on a familiar platform, where purchases are most likely to occur...



INSTAGRAM REELS