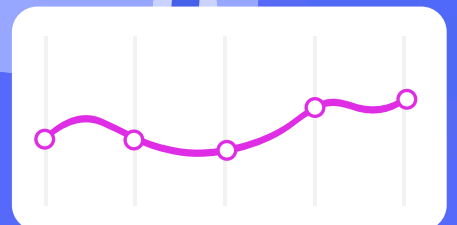




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The Metrics That Matter in Creator Marketing



Why Metrics Matter

Measuring success in creator marketing goes beyond vanity metrics. To build profitable, long-term partnerships, brands must track the right KPIs—balancing short-term conversions with long-term brand impact.



Key Metrics & Benchmarks



ROI

5x-11x

Aim for 5x-11x return per \$1 spent.
A strong ROI (Return on Investment)
proves creator marketing's profitability.



Engagement Rate

2-4%

Micro-influencers

1-2%

Macro-influencers

Higher engagement = stronger audience trust.



CTR

2-5%

A strong CTR (Click-Through Rate) means
creator content is driving action.



Cost per Engagement

\$0.05 - \$0.50

For micro-influencers

\$0.10 - \$1.00

For average accounts

Lower cost-per-engagement signals an
efficient campaign.

The Metrics Mismatch: Brands vs. Creators

One of the biggest challenges in creator marketing is that brands and creators often measure success differently, leading to misaligned expectations.



Brand Focus

Brands typically prioritize performance-driven metrics such as conversions, click-through rates (CTR), return on investment (ROI), and website traffic. These metrics directly impact revenue and justify marketing spend, making them a top priority for businesses.

VS



Creator Focus

Creators, on the other hand, value engagement, audience growth, and brand alignment. Their priority is fostering trust with their audience, creating authentic content, and building a sustainable personal brand that isn't solely driven by sales performance.

Because brands emphasize short-term performance and sales impact while creators focus on audience trust and engagement, there is often a disconnect in how success is measured. This can result in frustration on both sides—brands may feel their investment isn't leading to direct sales, while creators feel pressured to prioritize performance over authenticity.

Solution

To create successful partnerships, brands must shift towards a **hybrid measurement approach** that balances both short-term conversions and long-term brand impact. This means tracking key performance metrics like CTR and sales, while also recognizing the value of engagement, creator retention, and audience sentiment. By doing so, brands can build relationships that drive sustainable growth rather than just one-off campaign results.



The Overlooked Metric: Creator Retention

What is Creator Retention?

Creator retention measures how many influencers continue working with a brand over time. Instead of relying on new creators for every campaign, brands that retain the same influencers benefit from deeper, more authentic brand advocacy.

Why It Matters

High creator retention leads to lower acquisition costs and stronger long-term performance. When creators work with a brand consistently, their audience sees repeated brand exposure, which builds trust and drives higher engagement and conversions. Additionally, onboarding new creators repeatedly takes time and money—retaining existing ones streamlines operations and improves ROI.

How to Improve Creator Retention



Offer fair compensation and incentives

Creators are more likely to stay with brands that value their work with competitive pay, performance bonuses, and growth opportunities.



Provide creative freedom

The best-performing content comes from creators who are free to share their unique voice and style rather than strictly following brand guidelines.



Build long-term partnerships

Instead of one-off campaigns, develop ongoing collaborations with clear communication and mutual trust, ensuring creators feel like brand partners rather than just paid advertisers.



Recognize and support creators

Publicly engaging with their content, resharing their posts, and providing constructive feedback helps strengthen relationships and keeps them invested in the brand.

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Unleash the Full Potential of Creator Marketing.

Transform creator content into full-funnel impact.

Get started with Bazaarvoice Creator Marketing