GIFTA

Connecting storytellers with brands they truly love

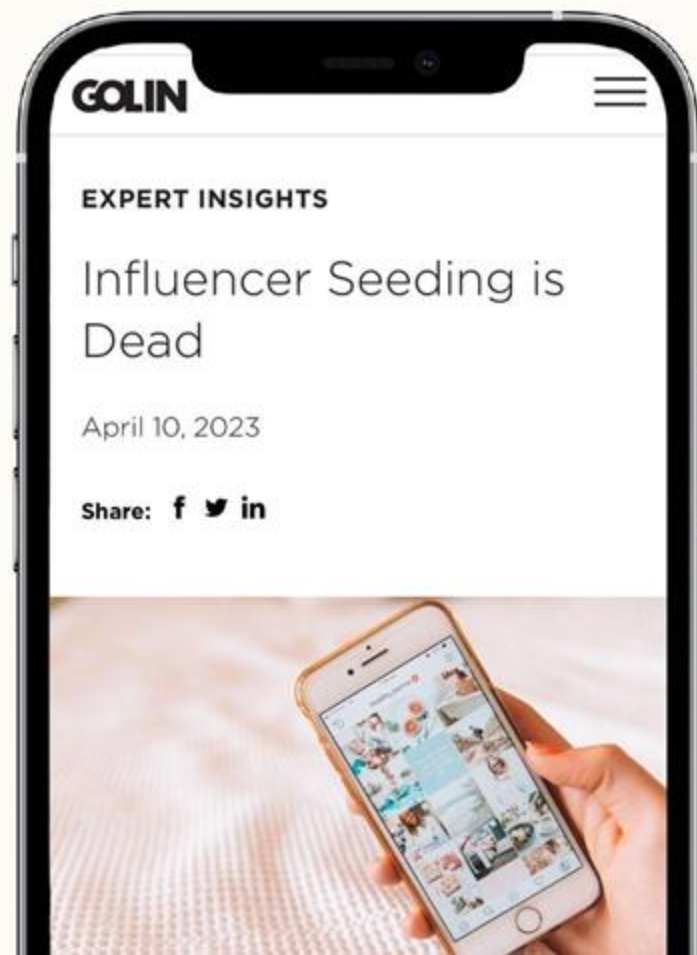# What percentage of influencers gifted by brands post content?

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10-20%

of influencers gifted by brands post content

GOLIN

EXPERT INSIGHTS

Influencer Seeding is Dead

April 10, 2023

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Hello Sunday offers a wardrobe of 15 SKUs, all multi-purpose skincare-SPF hybrids perfect for all skin tones, t...s, and textures that l...k as good as the...

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At GIFTA our avg. post rate in 2024 is...

92%

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Why gifting works...

1. SOCIAL PROOF

Consumers turn to UGC as social proof, **TikTok** is now **No.1 search engine** for GenZ.

2. BANK OF ASSETS

Creator assets are **2x more effective at driving sales** than branded content.

3. AUDIENCE CONNECTION

UGC is x2.4 more authentic and relatable to your audiences than branded content.

Source: Business Wire, 2023

But how do we get 92% average post rate?

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Gifting at scale

SELECTION AND
AUTHENTICITY

GIFT first, pay second.
Treat influencers like
consumers first.

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Gifting at scale

Unboxing needs to be **special** as we have one chance to win creators

PERSONALISATION & FULLFILLMENT AT SCALE

Gifting to thousands of creators requires a **strategy** but gives a huge variety of **creative**
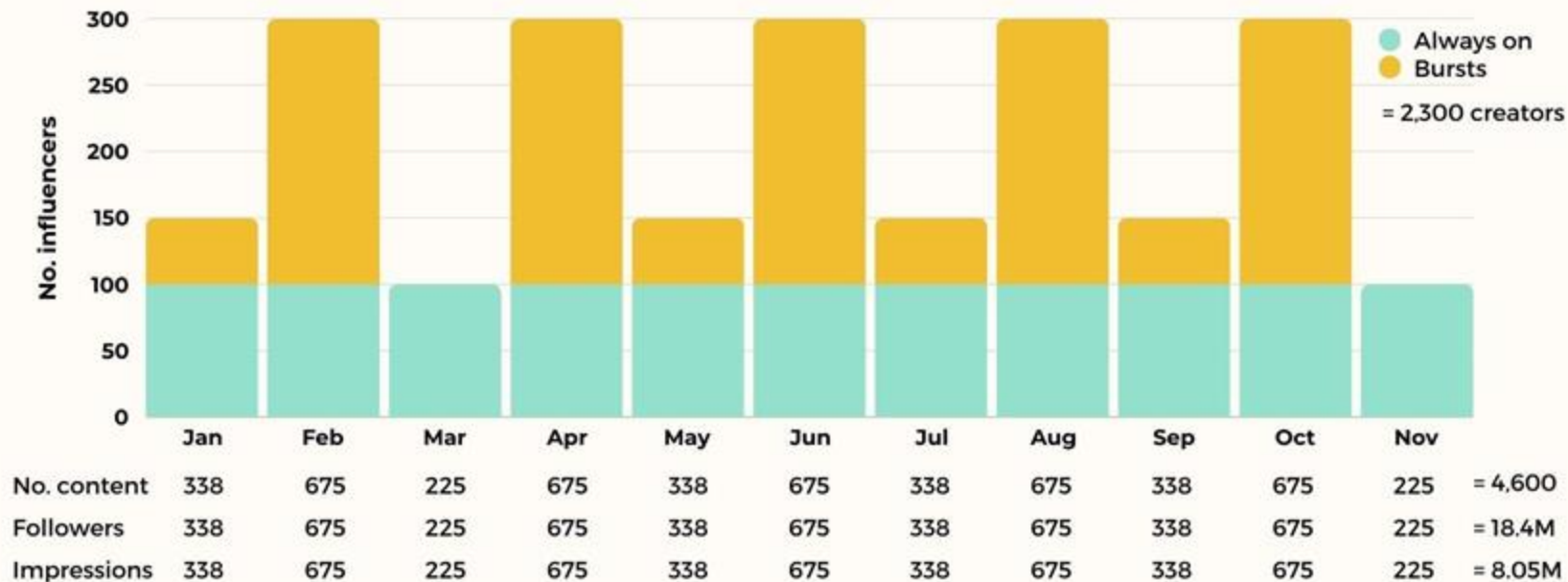
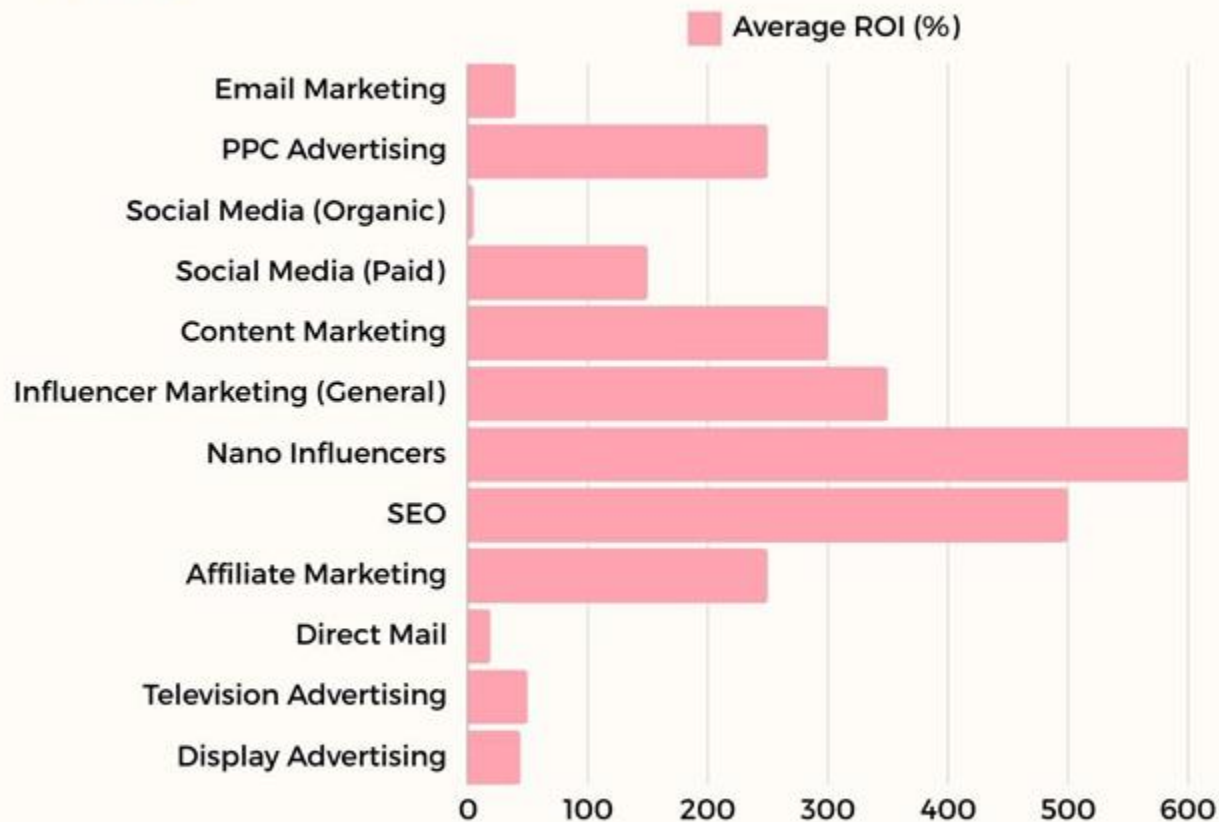GIFTA

Gifting at scale

Understand the ROI at every level.

Leverage the ideas and feedback of creators for your brand development.

TRACKING & FEEDBACK

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A year could look a little like this...

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
No. content	338	675	225	675	338	675	338	675	338	675	225	= 4,600
Followers	338	675	225	675	338	675	338	675	338	675	225	= 18.4M
Impressions	338	675	225	675	338	675	338	675	338	675	225	= 8.05M

Legend: Always on · Bursts · = 2,300 creators

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Average ROI (%)

Channel	Average ROI (%)
Email Marketing	~40
PPC Advertising	~250
Social Media (Organic)	~5
Social Media (Paid)	~150
Content Marketing	~300
Influencer Marketing (General)	~350
Nano Influencers	~600
SEO	~500
Affiliate Marketing	~250
Direct Mail	~20
Television Advertising	~50
Display Advertising	~45

*ROI figures are derived from industry benchmarks and research by sources like HubSpot, Statista, and the Content Marketing Institute, covering key metrics such as revenue generated, customer acquisition cost, and engagement rates to provide a comprehensive view of marketing channel performance.

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Dove

| 1.5k INFLUENCERS | 4.2k TOTAL CONTENT | 3.7M IMPRESSIONS | 12.7M COMBINED FOLLOWING | 88% POST RATE | 151k ENGAGEMENTS |
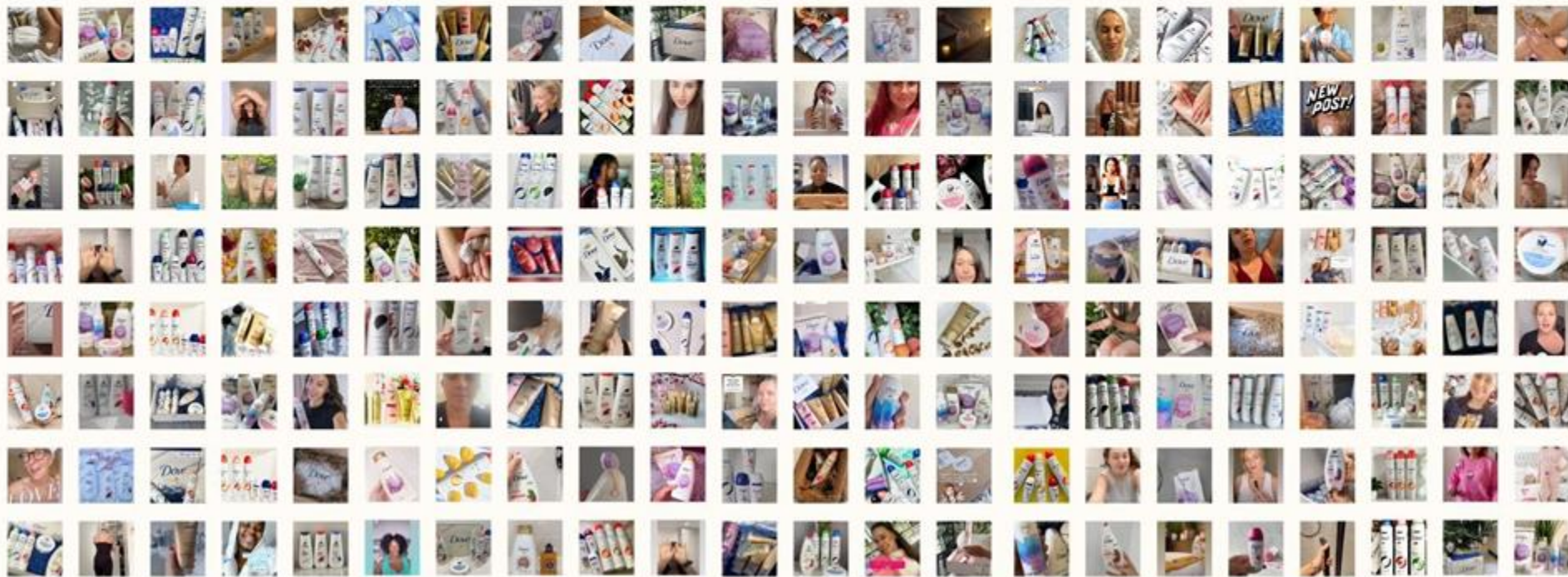
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The future isn't the size of the account but the degree of separation from audience

When Dove asked us to book accounts with less than 5k followers we saw better performance with these smaller creators.

50k+ followers

Avg. Engagement Rate = 8%
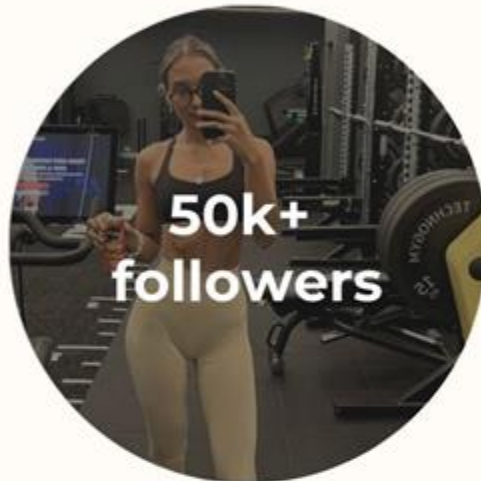
Avg. Engagement Rate = 1.7%

>50k followers

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Tips for gifting as a brand:

- Try gifting at scale to find your top performing audiences before running paid partnerships.

- Personalise the experience for creators to get the best output.

- Ensure you're tracking everything.

- Your next idea is usually found in the comments.

Thank you!

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