



# The Gen Z Effect

Trends in Creator Marketing

LTK's 2024 Gen Z Shopper Study



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# Agenda

- 1 Get *personal*. Scale *faster*.
- 2 LTK Gen Z Consumer Study Findings



@amanda.pulitano

# Get *personal*. Scale *faster*.

LTK is the AI enriched community where Creators run their businesses and personally share their favorite brands with each other and **40M** consumers who **double** Creator reach, scaling brand awareness and sales faster.



# LTK Leaderboard

Build your most powerful partnerships with your brand's top Creators using real-time insights.

Beta







## My LTK Leaderboard

Build your own Creator program with LTK data to cultivate a more impactful community of proven Creators who can effectively scale your brand.

Filter by: Last week Last month Last 90 days Year to date Rolling 1 year 2023 2022

Revenue Producing Influencers™

Traffic Producing Influencers

Rank	Creator	Sales	Traffic	Conversions	Conversion %	AOV	Net Comm'n	Power Gifting ⓘ
1	 <b>Amber Venz Box</b> @ambervenzbox	\$102,486	3,462	228	6.42%	\$450	\$12,562	<span>Offer</span> ▼
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Gen Z



**Amber Venz Box**

TOP SALES PERFORMER

Offer Gifting

Offer Discount Code

COMING SOON

# LTK Power Gifting

Scale authentic relationships with your biggest brand advocates.

# Shopper Study

## METHODOLOGY

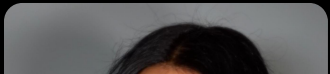
This report summarizes Gen Z findings from the LTK Back to School Shopper Study conducted in March 2024 with 1,110 participants, which reflected the US population with 97% confidence via an online panel, the LTK Holiday Shopper Study conducted in June 2024 with 1,125 participants, which reflected the US population with 97% confidence via an online panel, and also from the LTK 2024 Shopper Study conducted in December 2023 with 1,312 participants, which reflected the US population with 97% confidence.



Gen Z

# Accelerate Trial

Gen Z Creators develop trends through trial.



Gen Z

# 71%

More likely to try a brand or product after seeing a  
Creators' post.

*Versus 63% of the general population.*

LTK's 2024 Shopper Study

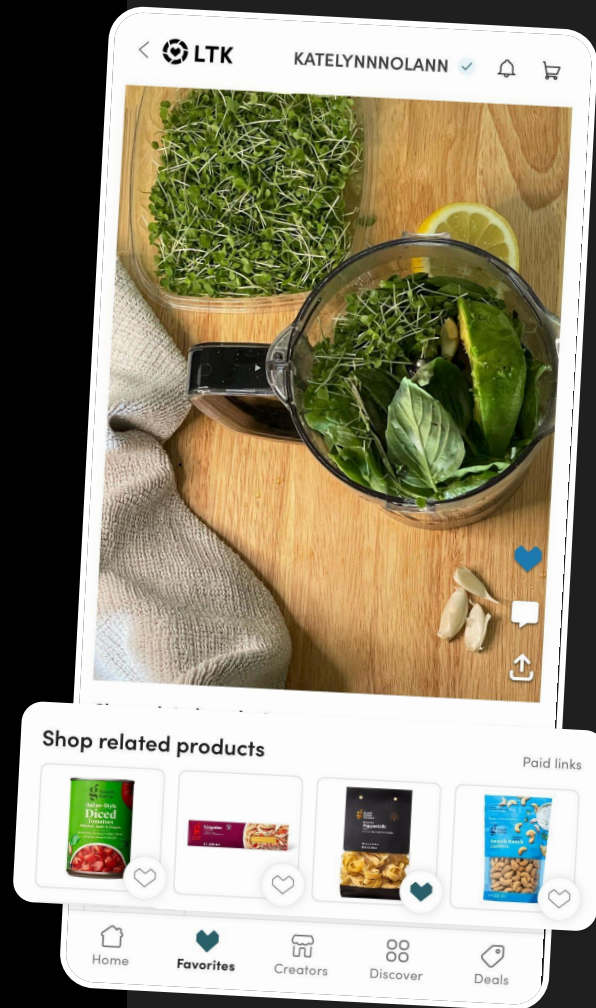
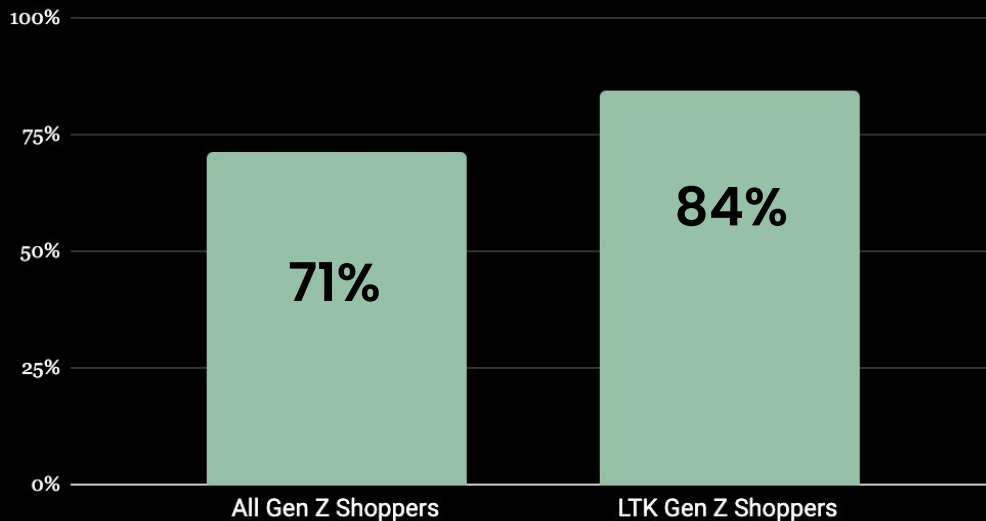
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Gen Z

# LTK Gen Z are even more likely to try new brands or products





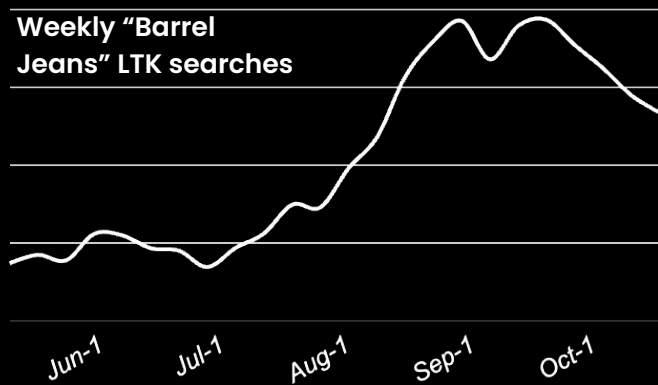
Gen Z

## LTK TRENDING

# “Barrel Jeans” are having a *moment*

“Barrel Jeans” surged in LTK shoppers’ searches in August.

Weekly “Barrel Jeans” LTK searches



**+211%**

Barrel Jeans LTK posts

**+178%**

traffic on Barrel Jeans LTK links

**+196%**

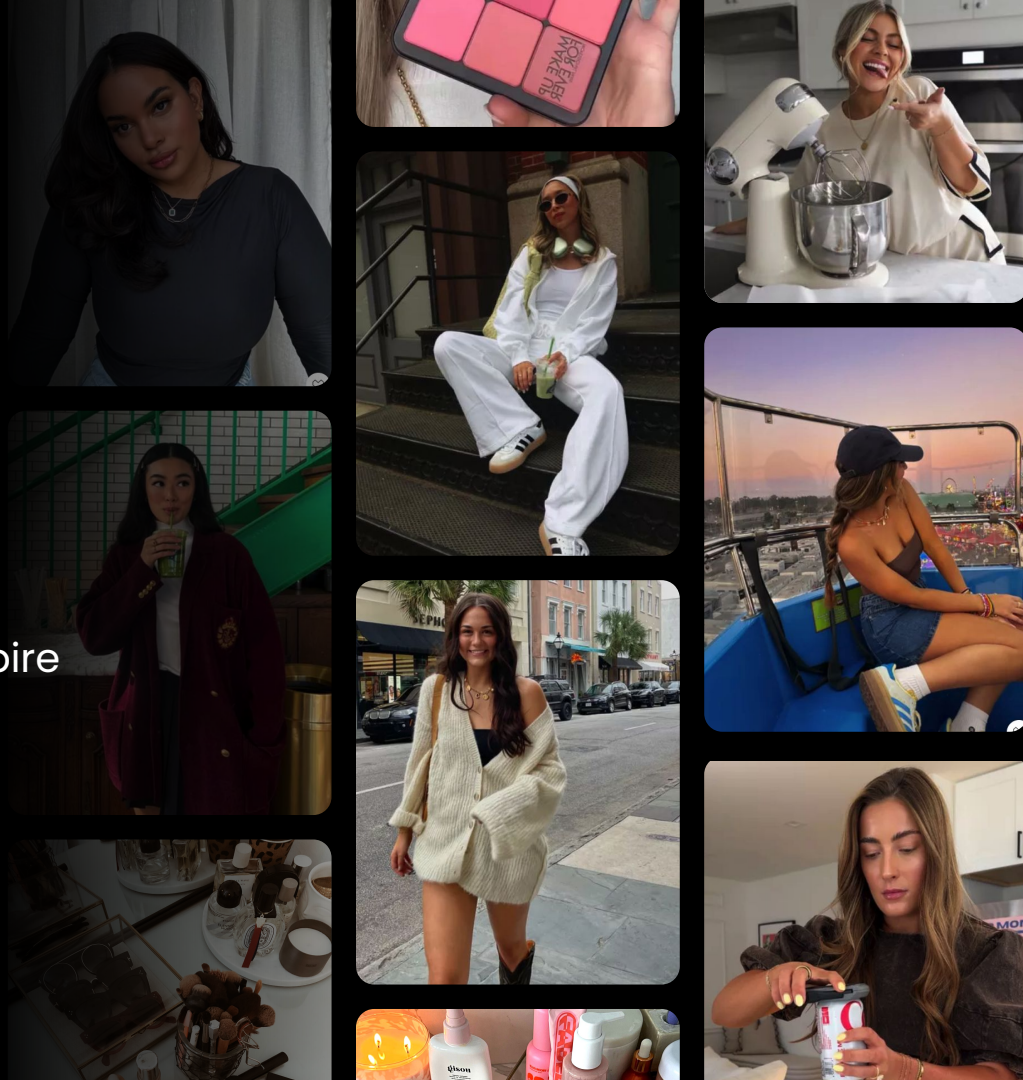
sales on Barrel Jeans LTK post links.



Gen Z

# Gen Z shop Creators

Creators are discovery filters, who inspire purchases across categories.



Gen Z

# 68%

Make purchases online from Creators' recommendations.

*Versus 56% of the general population.*

LTK's 2024 Shopper Study

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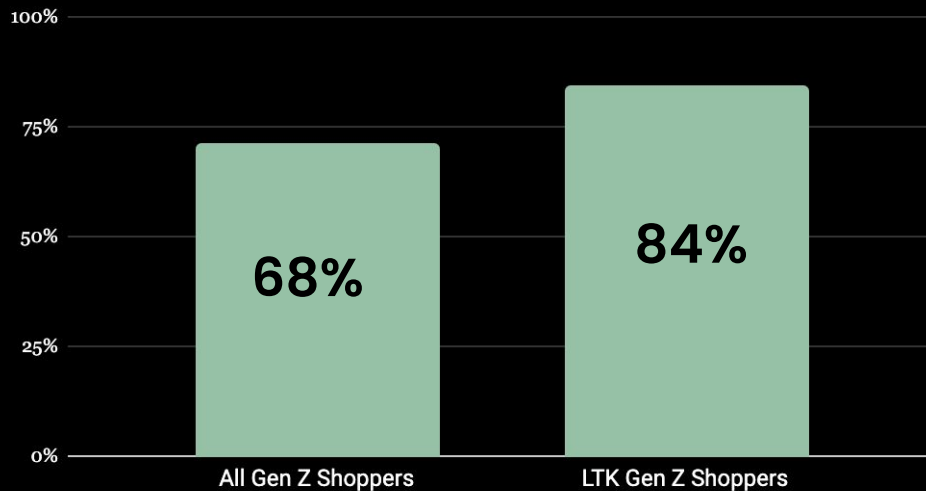


@StateofDallas



Gen Z

# LTK Gen Z are more likely to shop from Creators online



LTK's 2024 Shopper Study  
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# Popular Creator picks

## Top-shopped categories from Creators

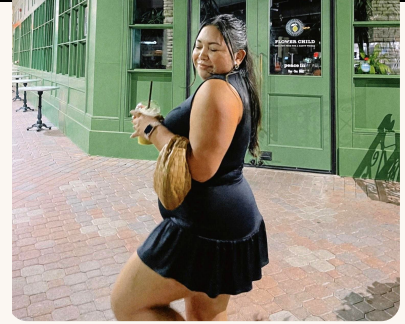
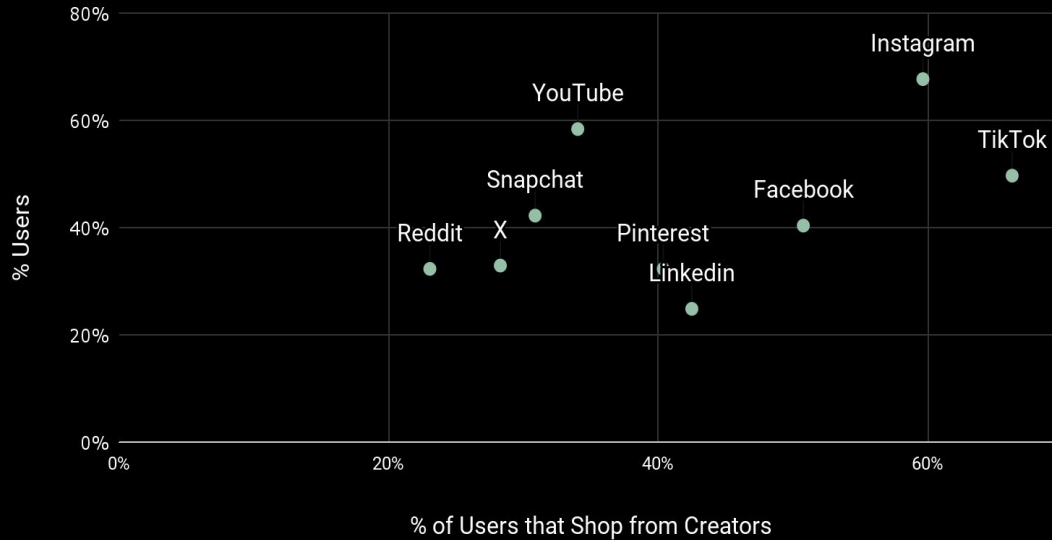
- 01 Fashion & Beauty/Personal Care (tie)
- 02 Gaming
- 03 Home & Electronics (tie)
- 04 Food
- 05 Memberships & Services
- 06 Garden
- 07 School & Work Supplies
- 08 Gifting & Cleaning Supplies (tie)
- 09 Travel & Hardware (tie)
- 10 Food Delivery Services
- 11 Transportation

LTK's 2024 Shopper Study





# Social media use and where they shop Creators most



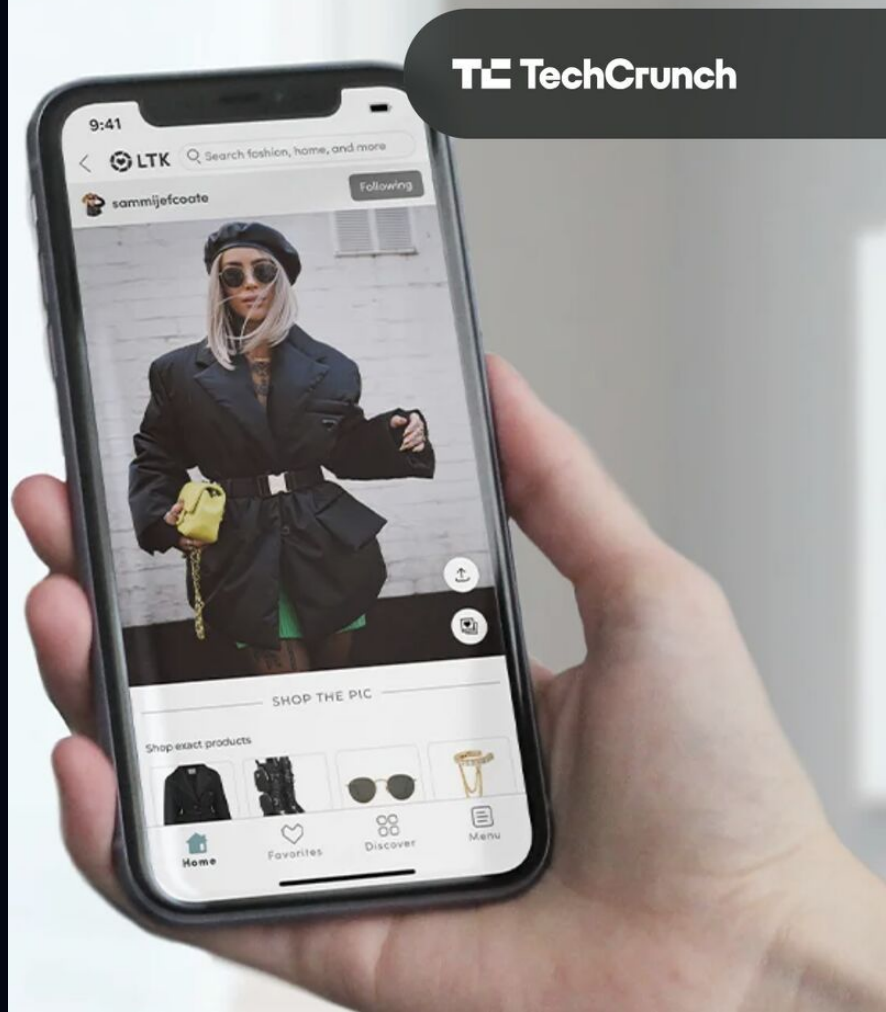
## YouTube *and* Gen Z

YouTube is growing  
quickest in usage for  
Gen Z.





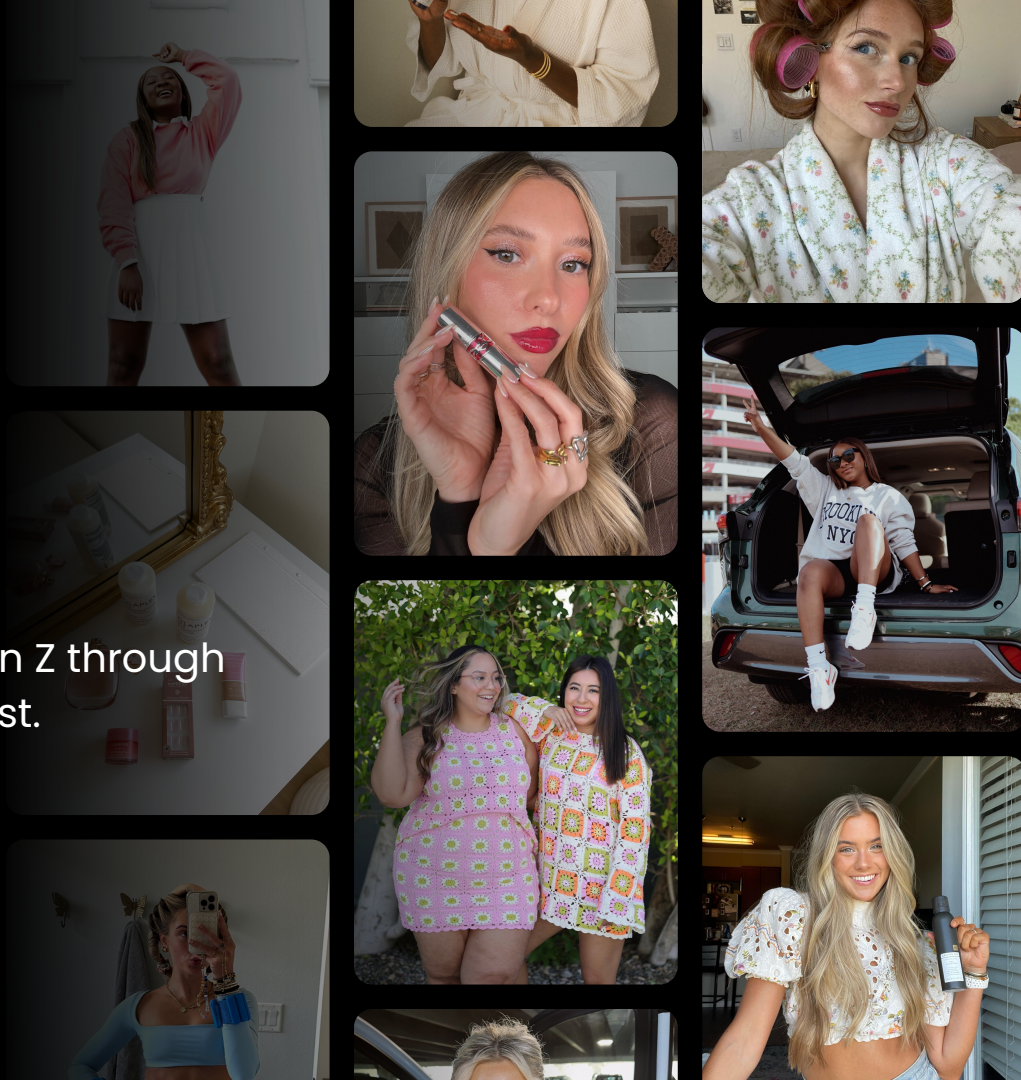
# TikTok Alpha Affiliate Test



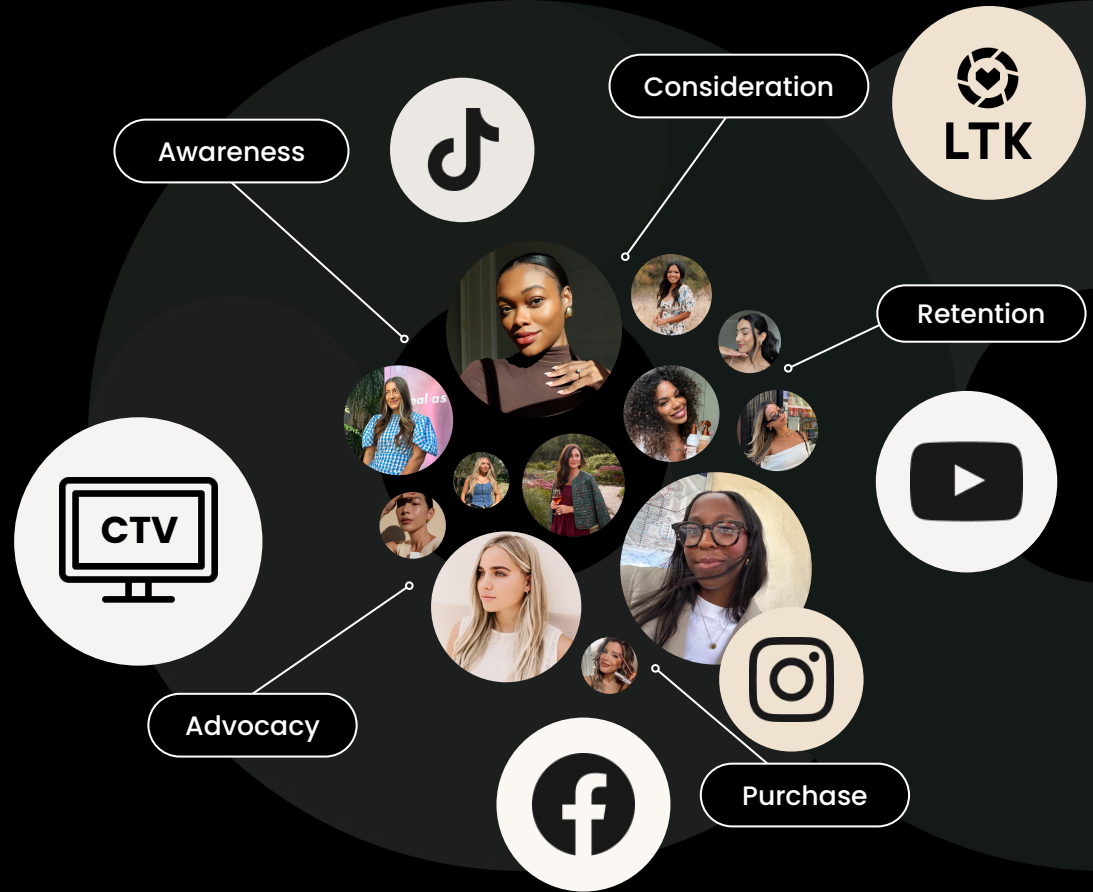
Gen Z

# Emotional *Connection*

Creators emotionally connect with Gen Z through video, amplifying authenticity, and trust.



Creators are  
*integrated* into  
Gen Z buyer's  
journeys.



Gen Z

88%

Watch Creator videos on social media.

*Versus 74% of the general population.*

LTK's 2024 Shopper Study

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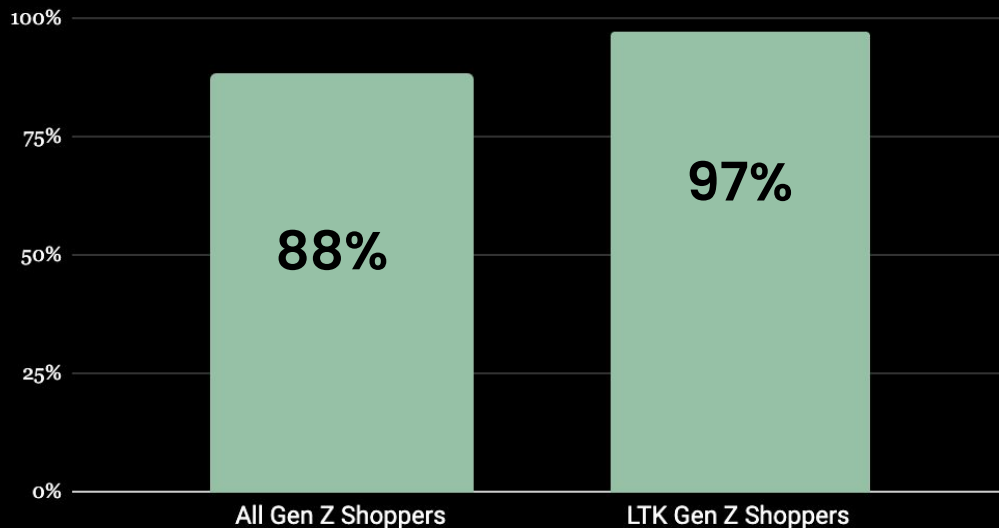


@ninawilliamsblog



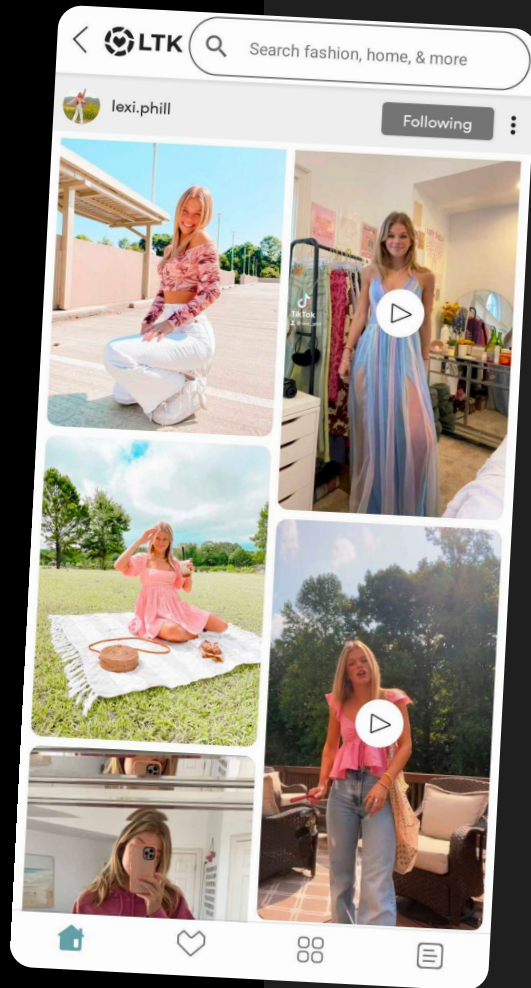
Gen Z

# LTK Gen Z even more likely to watch Creators' video



LTK's 2024 Shopper Study

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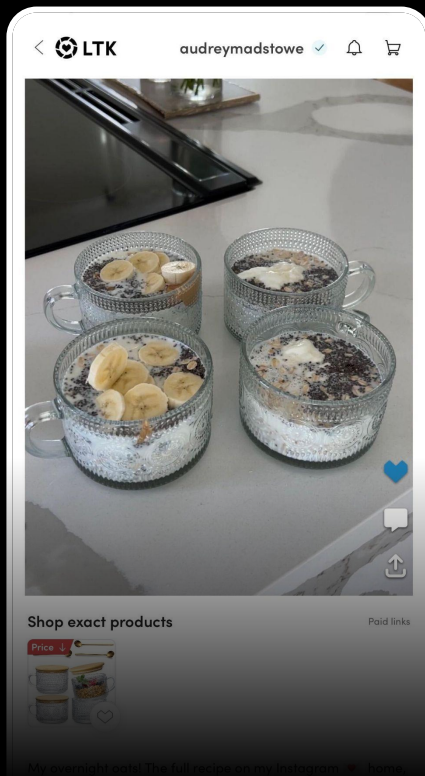


# Top-watched content

- 01 Cooking & meal prep
- 02 College life & being a student
- 03 Recipes
- 04 Healthy & active lifestyles
- 05 Home decor & home projects
- 06 Doing their skincare
- 07 Putting together outfits



# Top-trending recipe posts



Gen Z

LTK TRENDING

# Gen Z Report

LAZY GIRL RECIPES

Recipe searches  
on LTK are up  
**+40%** this year

Recipe demand on  
LTK has spiked **even  
higher in 2H 2024**,  
with searches up  
**+65% YoY**

Lazy girl dinner

High-protein

Easy weekday meals

Budget-friendly cooking

One-pot/ one-pan

5-ingredients or less

**One-pot, Smoothies, Cocktails & Coffee**  
recipes are top performing & spiking this year.

Creator Package

**Creator Campaign**

featuring top Gen Z food & recipe  
Creators

**Media Boosting**

targeting Gen Z  
food and recipe lovers

**LTK Ads**

reaching LTK Creators  
& Shoppers

**UGC Content**

for use on owned &  
operated channels



LTK INSIGHTS

# The Gen Z Effect

## Trends in Creator Marketing

01

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02

### Shop Creators

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03

### Emotional Connection

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# Thank you!

For additional research and insights:

<https://company.shopltk.com/brand-central>

@ltkbrandcentral

[Contact us](#)