







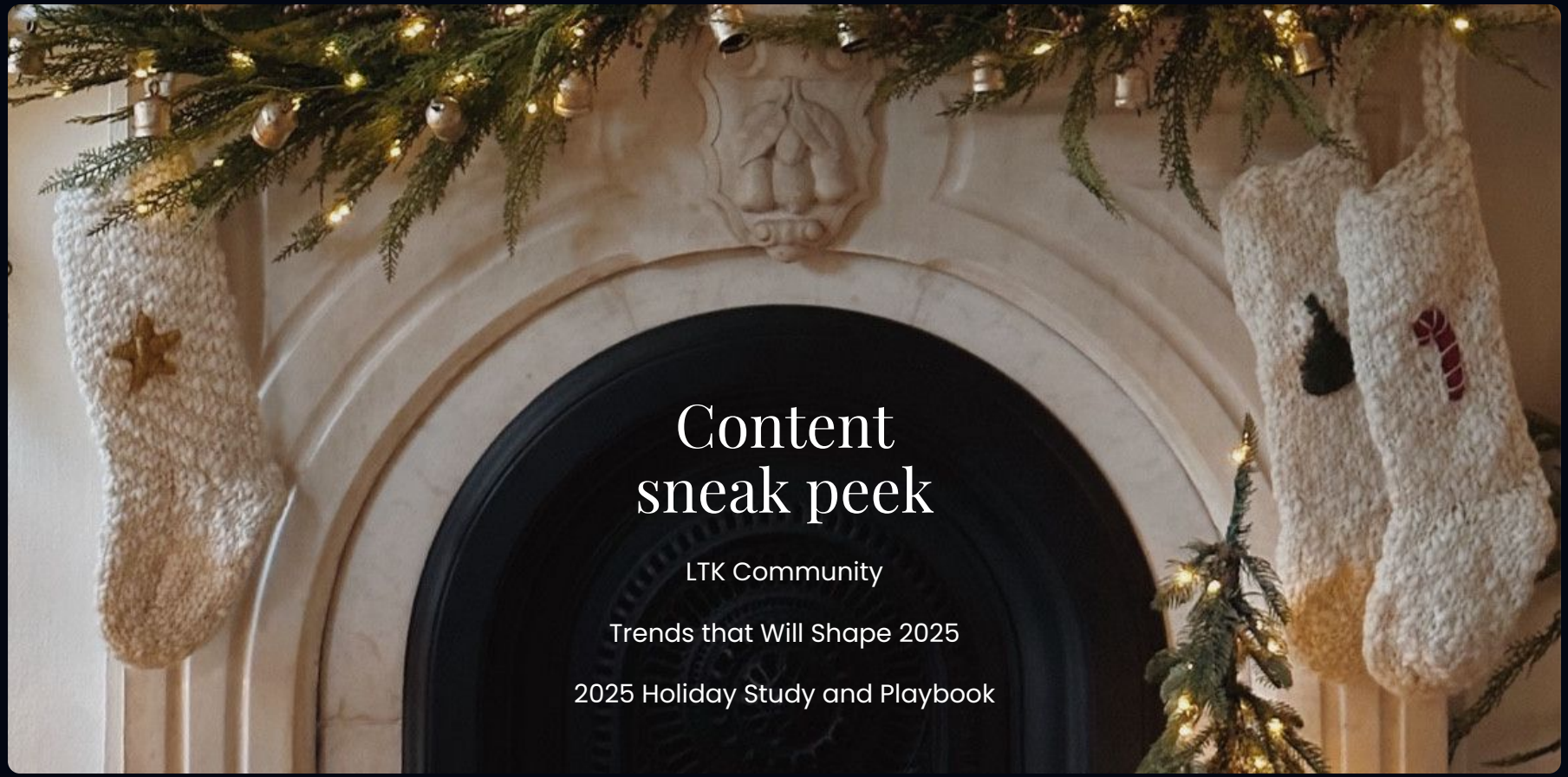


LTK

LTK HOLIDAY PLAYBOOK

Trends That Will Shape the Rest of 2025

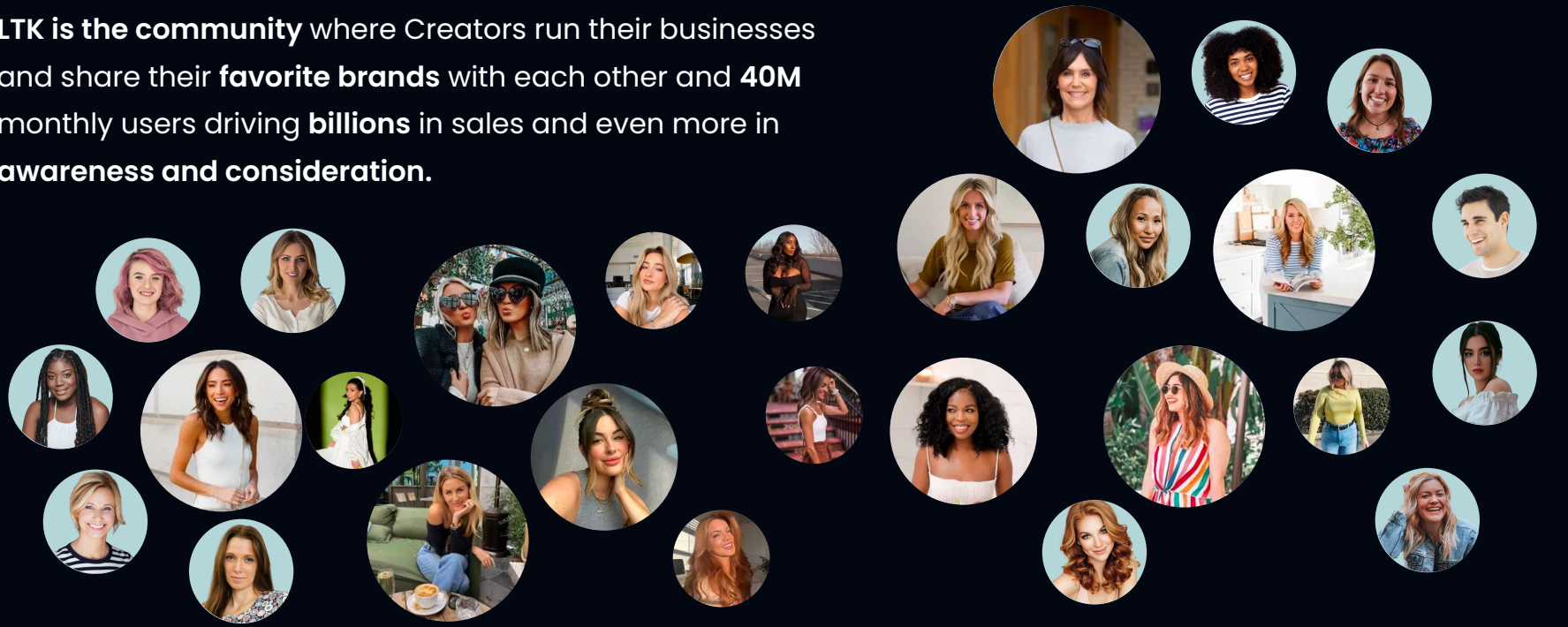
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Get *personal.* Scale *faster.*

LTK is the community where Creators run their businesses and share their **favorite brands** with each other and **40M** monthly users driving **billions** in sales and even more in **awareness and consideration.**



Early majority consumers | Early adopting Creators | Campaign with casted Creators | Early adopting Creators | Early majority consumers

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LTK 2025 Holiday Shopper Study

METHODOLOGY

Holiday survey conducted on June 27, 2025 from 1,034 participants.

Study was conducted using online panels reflective of US population with 97% confidence.

Trends that will shape the rest of 2025



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UGC thrives with Creator personalization

3 in 4 consumers want to see
Creator content while shopping

Top places consumers want to see creator content while shopping

01 Product pages

02 Brand emails

03 Ads

04 In-store QR signage

05 Brand site



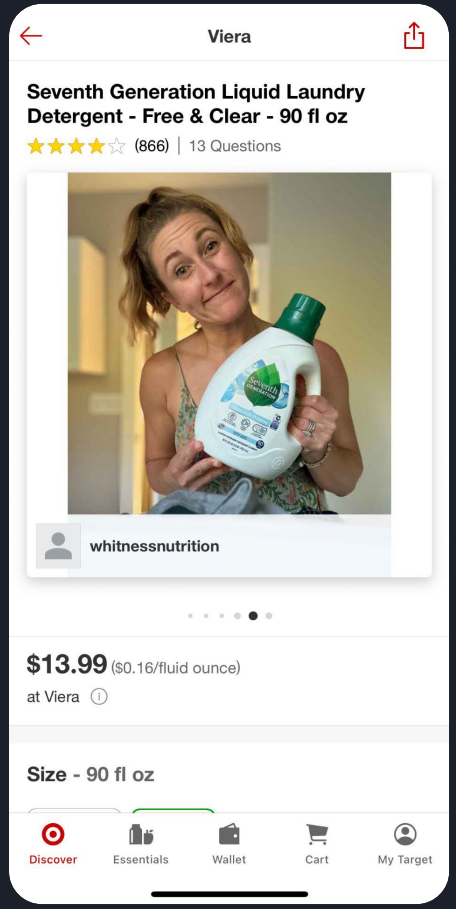








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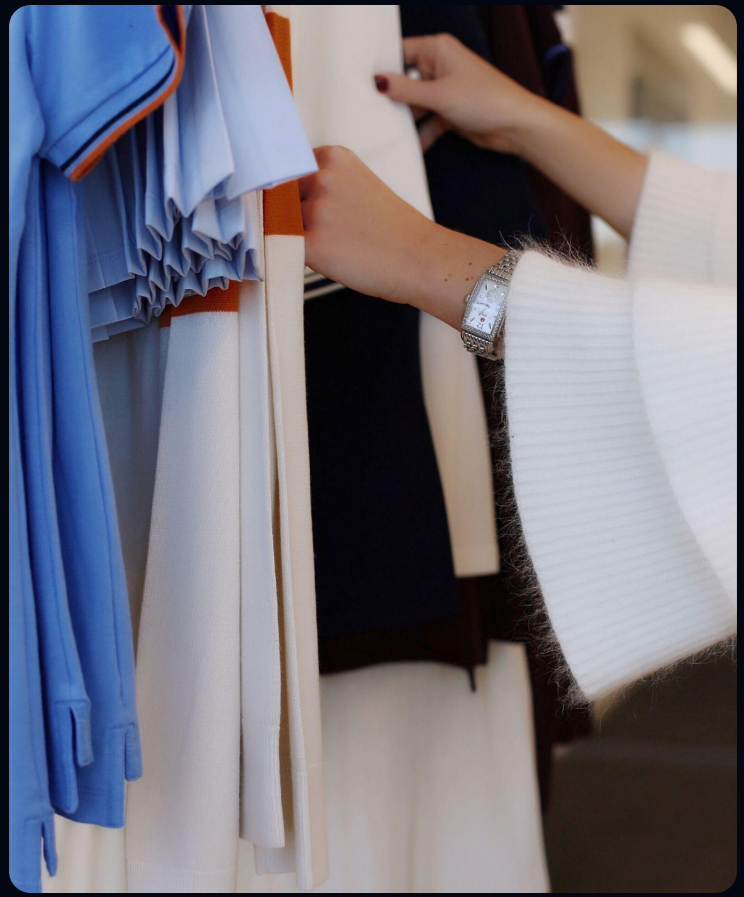
#1 preferred UGC

LTK users prefer Creator generated content over branded messaging and traditional UGC

01	02	03
Creator content	Brand imagery	Traditional UGC

77% trust Creators because of honest reviews

followed by personal content, high-quality content, brand partnerships



Creator UGC extends to in-store shopping

How consumers prefer to engage with Creator content in-store

01 Social on phone

02 On a brand website

03 QR signage

04 Store tablets

92%

of LTK shoppers have made an in-store purchase based on a Creator video

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BIGGER SCREENS,
BIGGER IMPACT

Majority of Gen Z and Millennials want to see Creator content integrated into streaming experiences on Connected TV



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Bigger screens, bigger impact

Top cultural moments influencing purchases through creators

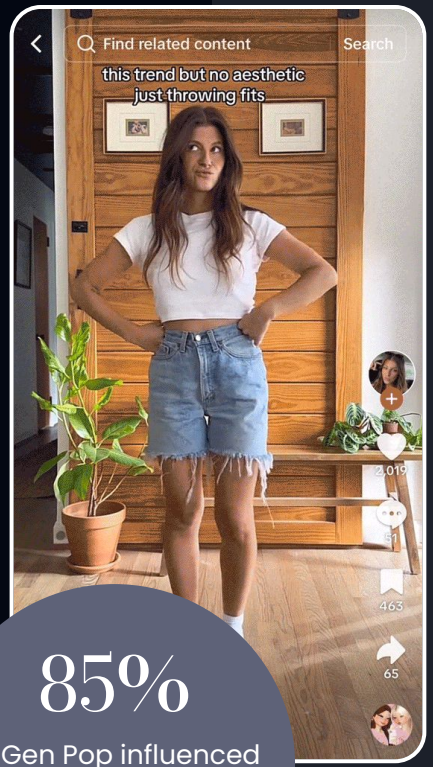
01 Streaming shows

02 TikTok trends

03 Awards & Celebrity trends (tie)

04 Concerts

05 Sports



85%

of Gen Pop influenced by cultural sources to purchase through Creators

61%

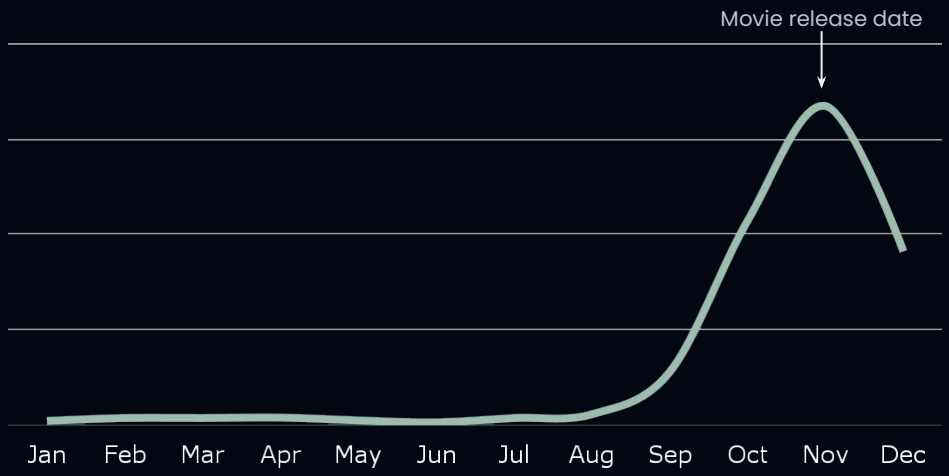
of LTK users influenced by streaming shows to purchase through Creators



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LTK Creators build organic buzz leading up to Wicked movie release

LTK Posts mentioning Wicked







Thousands of organic LTK Posts related to Wicked driving hundreds of thousands of post views

Majority of LTK content posted prior to the movie release date

High volume video content featuring range of product categories

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THE ERA OF *"ME MEDIA"*

Consumers follow Creators who reflect themselves

LTK Insight: LTK User searches for **specific Creators** during the holiday season are up +98% YoY

THE ERA OF *"ME MEDIA"*

Consumers follow Creators who reflect themselves

Consumers expect shopping on their terms: from the follow through the funnel, consumers expect content their way



"Reflect my personal taste or be similar to me" ranks #1 for Creator shopping preference



Majority follow local Creators



67% return to search Creator content for recommendations

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Watch Creators near you

EXPERIENCE

LTK community updates empower consumers to watch Creators locally and around the world based on their interests to drive greater brand engagement.

Connect and optimize to grow your audience through Creators from the global leader.



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KEY LEARNINGS

Trends that will shape the rest of 2025



UGC thrives with Creator personalization

Majority trust Creators because of their honest reviews



Bigger screens, bigger impact

Creators are redefining the omni experience



The era of “me media”

Consumers follow Creators who reflect themselves and want to shop on their terms

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UNWRAPPING KEY LEARNINGS

LTK's 2025 Holiday Study











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ALL WRAPPED IN TRUST

Consumers trust Creators most

Gen Z and Millennials rank Creators as their #1 trusted source for holiday purchases:

01 Creators

02 Advertising

03 Celebrities

+34%

YoY increase in **Creator trust** amongst LTK users

70%

of **the gen. Pop.** makes purchases recommended by Creators (+21% YoY)

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LTK consumer priorities ideal for quality brands

Most important holiday purchase factors:

LTK Shoppers	General population
01 Availability	01 Price
02 Brand	02 Quality
03 Quality	03 Availability
04 Price	04 Brand
05 Convenience	05 Convenience











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ALL WRAPPED IN TRUST

Authenticity across channels is the gift that keeps on giving

Where consumers would find Creator content the most helpful:

01 Search results	**05** Podcasts
02 Streaming TV	**06** AI tools
03 Brand sites	**07** Out of home
04 In-store signage	**08** Events











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GIVE ONE, GET ONE

Shoppers are gifting and self-gifting

Top reasons consumers purchase during the holiday season

01 Gifts

02 Self

03 Home

04 Entertaining

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89%

of consumers plan to purchase **both** gifts for others and for themselves



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GIVE ONE, GET ONE

Shoppers are gifting and self-gifting

LTK Top-clicked categories October–December

01 Fashion

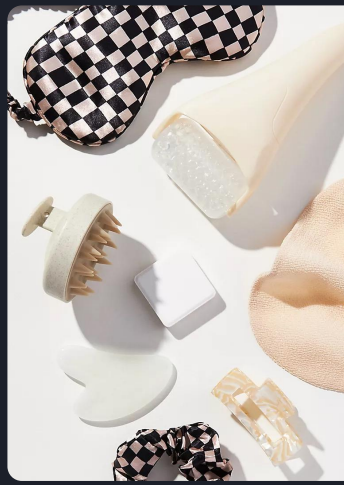
02 Home & Decor

03 Hair & Beauty

04 Entertainment







LTK 2024 Holiday sample searches

Gift Guide ✶ *Men's Gift Guide* ✶ Gift Guide for Her
Christmas Tree ✶ Garland ✶ *Holiday Party*
White Elephant Gift ✶ *Travel Outfit* • Boots
Christmas Decor ✶ Jeans
Thanksgiving Outfit ✶ *Stocking Stuffers*
Holiday Outfits ✶ New Years Eve Outfit

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Holiday 2025 top gifting categories

Millennials	Gen Z
01 Entertainment	01 Beauty / Personal Care
02 Beauty / Personal Care	02 Entertainment
03 Fashion	03 Fashion
04 Food / Candy / Gift Baskets	04 Food / Candy / Gift Baskets
05 Toys	05 Video Games
06 Home Items	06 Cards or Stationery
07 Experiences	07 Home Items
08 Cards or Stationery	08 Experiences



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Holiday 2025 self-purchase categories

Millennials	Gen Z
01 Beauty / Personal Care	01 Beauty / Personal Care
02 Entertainment	02 Entertainment
03 Fashion	03 Fashion
04 Food / Candy / Gift Baskets	04 Video Games
05 Beer, Wine, & Spirits	05 Food / Candy / Gift Baskets
06 Experiences	06 Health & Wellness
07 Home Items	07 Home Items
08 Cards or Stationery	08 Beer, Wine, & Spirits

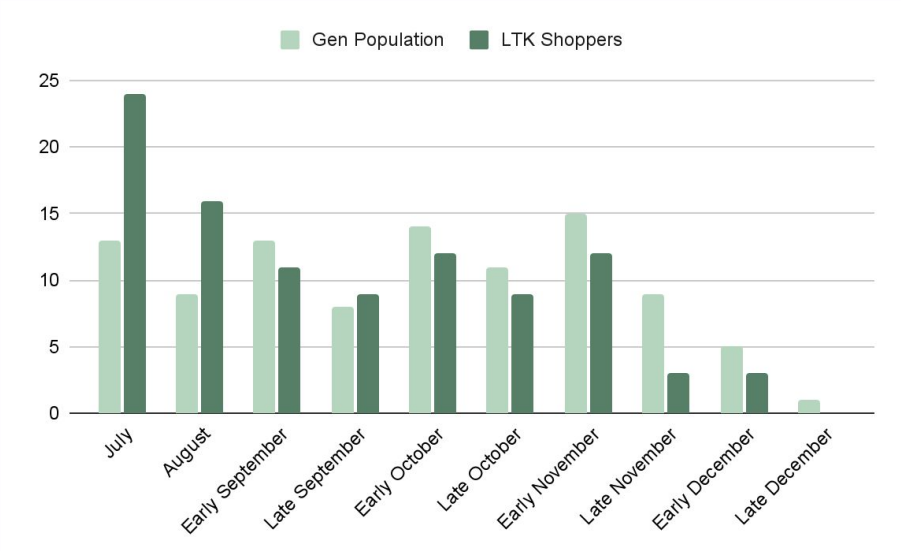


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Stock up: Timing and inventory

53% believe lack of inventory will be a concern for holiday shopping this year

When shoppers are planning to *start* holiday shopping



Gen population

43%

plan to start holiday shopping by September (+13% YoY)

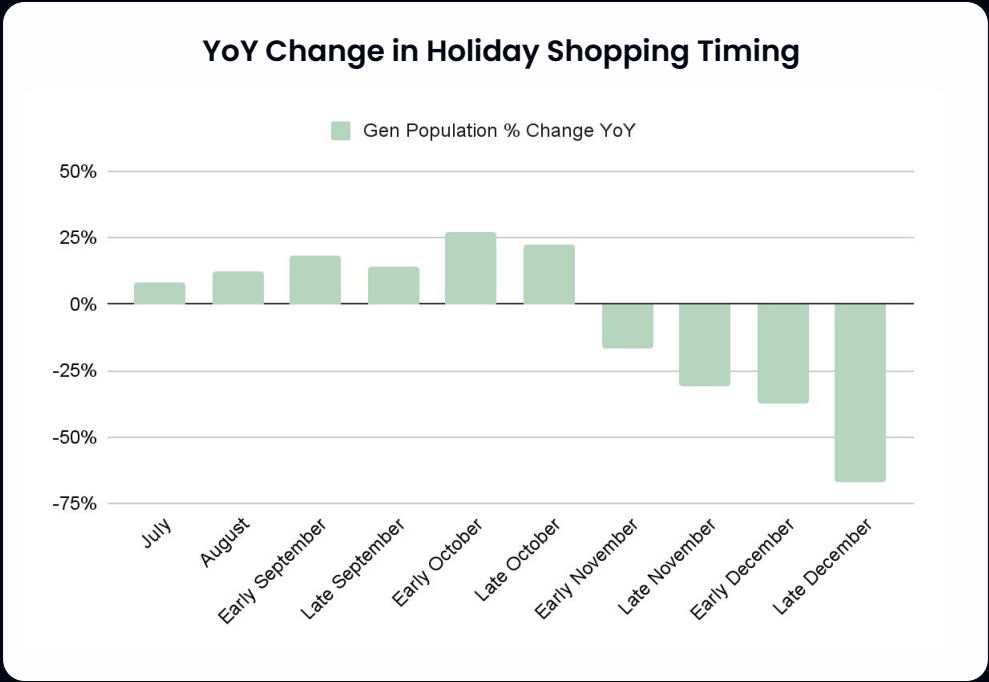
61%

think Creators should suggest alternative products because of inventory concerns

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Stock up: Timing and inventory

A -29% decrease YoY to start holiday shopping after October





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KEY LEARNINGS

LTK's 2025 Holiday Study



Trust

Consumers follow creators they trust and the brands they endorse—Trust is the gift that keeps on giving.



Give one, get one

Gifting is great, but shoppers are also buying for themselves too!



Stock up

Consumers have high sensitivity to out of stocks this year, which can cost brands loyal customers.

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The Holiday & 2025 Creator Playbook











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2025 CREATOR PLAYBOOK

Key priority: Reach audience across medias
through the most trusted source

CONSUMER PREFERENCE	TACTIC	STRATEGY
UGC thrives with Creator personalization	LTK UGC	• Leverage Creator UGC for **cost efficiencies** and to extend the content lifetime
Bigger Screens, Bigger Impact	LTK CTV	• Include CTV in holiday campaigns to expand content **reach**
The Era of "Me Media"	LTK Targeted Placements LTK Boosting	• Use **personalized recommendations** to simplify holiday shopping • Align boosting with creator demographics for **targeted impact**
All Wrapped in Trust	LTK 360 Strategy	• Prioritize longer-form videos for **storytelling** • Use **UGC on product pages t**o build consumer trust
Give One, Get One (Joy of giving and receiving!)	LTK Campaigns LTK Targeted Placements LTK Boosting	• Promote **bundle deals and bulk offers** • Showcase creators **sharing holiday joy** with loved ones- Favorite Things parties, Stocking-up, White Elephant
Stock Up! Holiday Inventory	LTK Campaigns LTK Targeted Placements LTK Boosting	• Require Creators to **promote alternative products** for sold-out items • **Promote inventory** through targeted Creator placements and purchase LTK placements promoting restocks • **Boost content** featuring high-inventory or restocked items • Showcase holiday products featuring seasonal themes, limited-time offers, and curated gift guides. Emphasize urgency to drive conversions during the holiday rush

CASE STUDY

Lifestyle brand boosts holiday season awareness and engagement with 360-Creator strategy

Results

21M
Impressions
Incremental 1.25M from LTK Boost

933K
Engagements
Incremental 440K from LTK Boost

$780k
EMV

+253%
Lift in Creator Posts

+174%
Lift in Clicks

*YoY lift during Q4

Objective
A lifestyle brand aimed to drive awareness, traffic and engagement across a variety of categories during the holiday season.

Solution
LTK implemented a comprehensive 360-degree creator strategy designed to deliver measurable impact. This approach combined:

- **LTK Campaigns:** Partnering with proven VIP creators, monthly sales drivers, and top-performing category influencers
- **LTK Boost:** Amplifying content to targeted audiences across Instagram and TikTok
- **LTK Creator & Consumer Targeting:** Targeted placements on LTK channels to reach Creators and Consumers

The campaign achieved a ROAS of 68% higher than the LTK industry benchmark and CPM was 38% lower than the LTK industry benchmark. Through Media Boosting, impressions were increased by over 2.5x, driving 34.2K incremental clicks to the retailer.



LTK Creator Strategy: LTK Campaigns • LTK Boost • LTK Creator & Consumer Targeting

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THE HOLIDAY PLAYBOOK

Trends That Will Shape the Rest of 2025

01 **UGC thrives with Creator personalization**
Majority trust Creators because of their honest reviews

02 **Bigger Screens, Bigger Impact**
Creators are redefining the omni experience

03 **The Era of "Me Media"**
Consumers follow Creators who reflect themselves and want to shop on their terms

04 **Trust**
Consumers follow creators they trust and the brands they endorse—Trust is the gift that keeps on giving.

05 **Give One, Get One**
Gifting is great, but shoppers are also buying for themselves too!

06 **Stock Up!**
Consumers have high sensitivity to out of stocks this year, which can cost brands loyal customers.

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Thank you!

Check out LTK Brand Central for additional research and insights.

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