

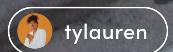


LTK WHITEPAPER

The Creator Journey™ 2024

Insights from LTK's national shopper study

January 2024



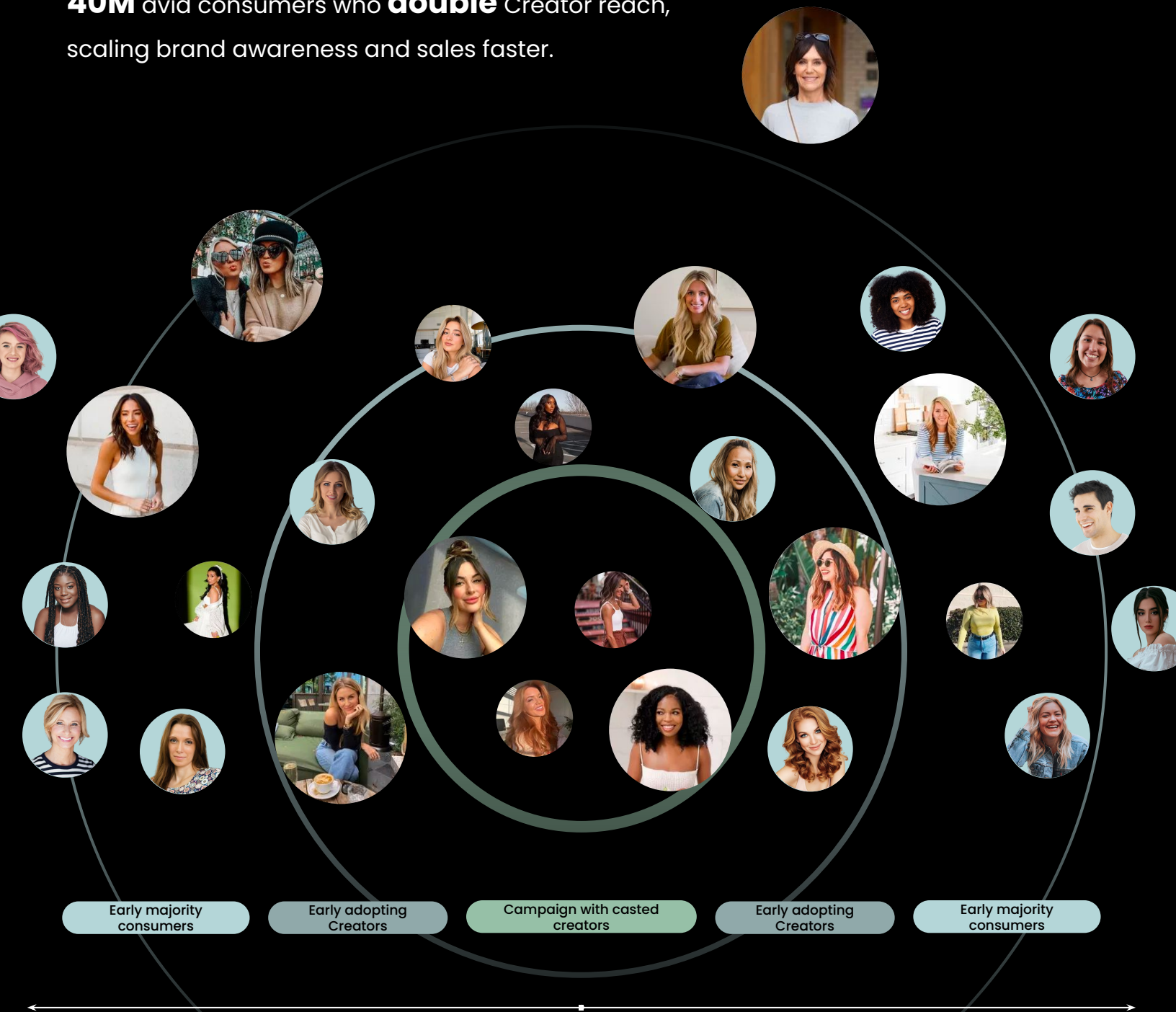
The LTK effect – Get personal. Scale faster.



A BUYER'S JOURNEY



LTK is the community where Creators run their business on LTK and personally share their campaigns with each other and consumers, creating virality with **40M** avid consumers who **double** Creator reach, scaling brand awareness and sales faster.





This report *summarizes key findings* related to LTK's national shopper study conducted in December 2023, and the *Brand decision maker* study conducted in August 2023.

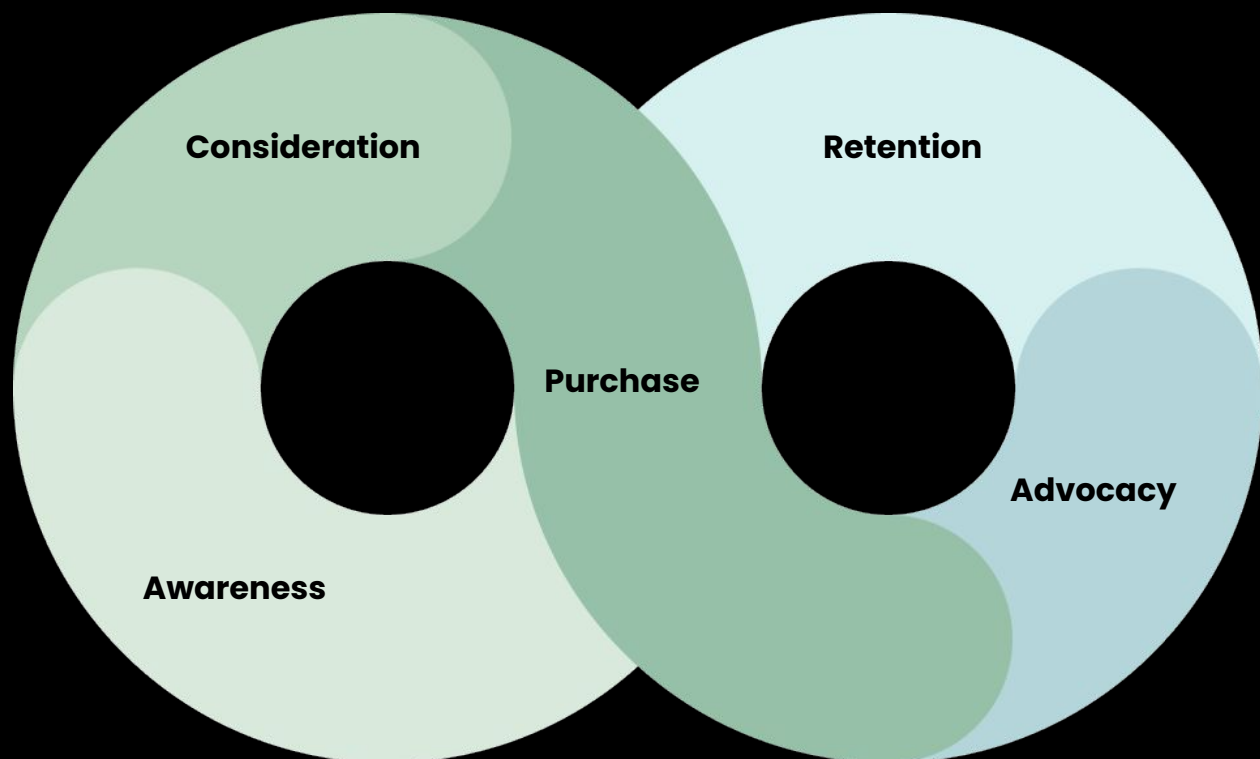
Methodology

Shopper survey conducted December 2023 with 1,312 participants, reflective of US population with 97% confidence.

Brand study conducted in partnership with Northwestern University Retail Analytics Council canvassing 164 brand decision makers in the US, in large \$1B+ in sales, to medium <\$1B in annual sales.



Creators growing influence disrupts the
consumer journey.





A BUYER'S JOURNEY

Stop 1: Awareness

Customer has a need and is doing research to identify the best solution. To be in their consideration, they have to be aware of your brand as a potential solution. The majority of consumers search Creators for solutions during their research.



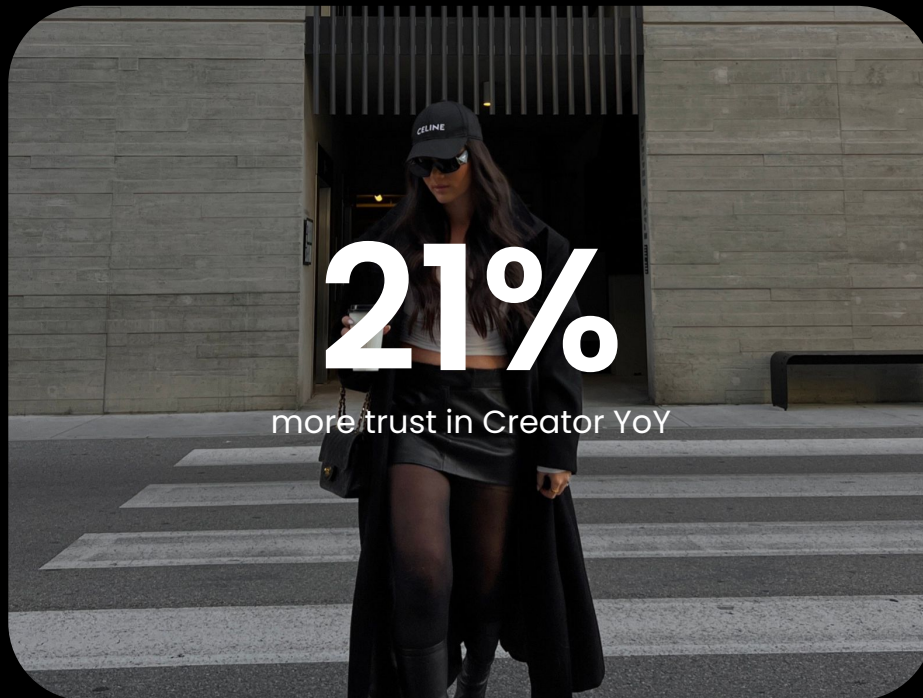
Storytelling through content is more important than ever before. Creators do this best.

Creators are now the #1 trusted across ALL generations

01 Creators

02 Social media ads

03 Celebrities





Creators are the source of *inspiration* for Gen Z and Millennials:

- Creator
- Brand website/brand marketing
- Search engines
- Celebrities

Gen Z finds Creator content

59%

more inspiring than brand content.

Gen Z was

3X

more likely to say they trust Creators over ads.

92%

of brands say Creator marketing will have a higher budget or play an increased role in strategy in 2024.



A BUYER'S JOURNEY

Stop 2: Consideration

Once a prospect has a solution consideration set, they rely on the opinions of those they trust most. Because Creators are trusted as much, or more than friends and family, they often streamline the path from awareness to consideration.



What challenges is your organization working to solve?

Increasing repeat purchases or basket size

Brand or product recognition

Loyalty

Expand consideration to a new category or audience

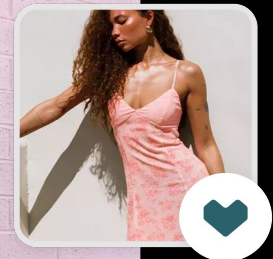
Retention

Brands and retailers solving *full funnel* challenges

Creators influence new shopping behaviors.

71%

of Gen Z and Millennials say they are more likely to try a brand or product after seeing a Creator post.



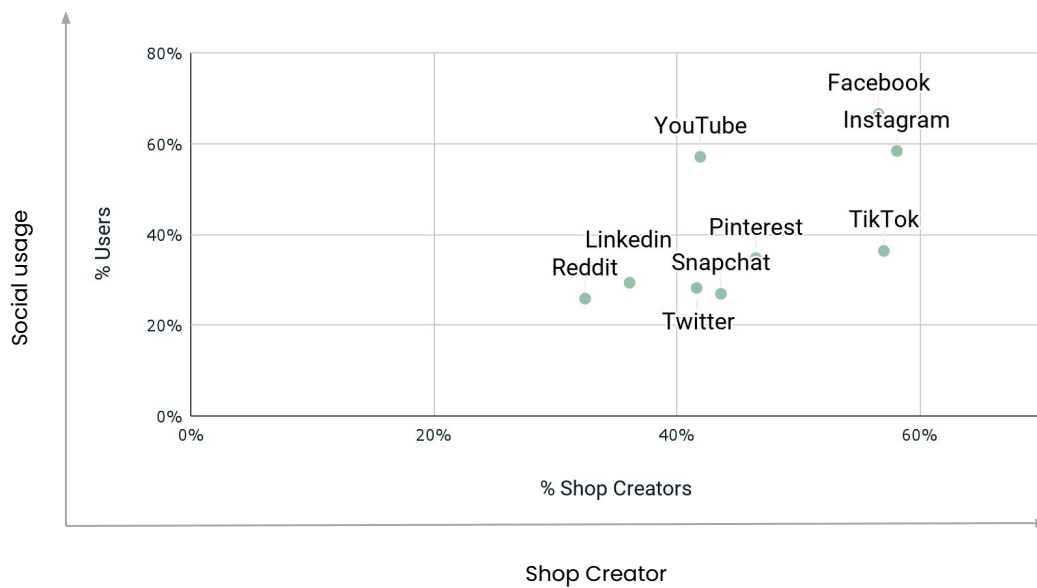


Key insight

LTK shoppers are **2X** more likely to shop from Creators across the top 5 social channels

GENERAL POPULATION

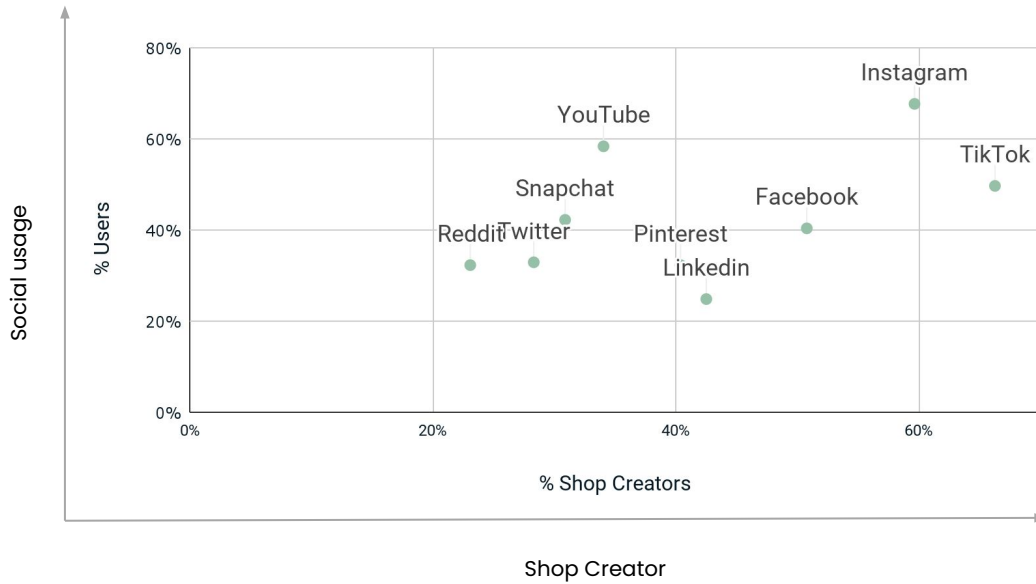
Social media used and where shop Creator differs





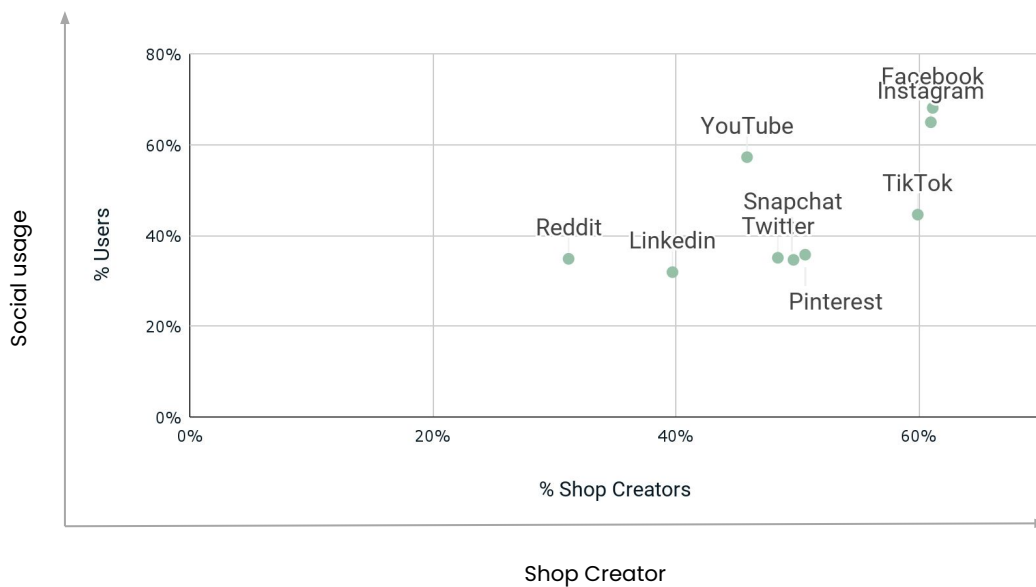
GEN Z

Social media used and where shop Creator differs



MILLENNIALS

Social media used and where shop Creator differs





Longer-form videos are growing in popularity.



74%

watch
Creator videos

madisonquinnblog

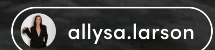
LTK shopper insight

94%

of LTK shoppers watch Creator videos, 49% more from non-LTK shoppers.

General population watching Creator video content, 30% more than 2023.

*LTK 2023 BTS and Holiday Shopper Studies



allysa.larson



Live Streaming is growing in popularity.



57% of the gen pop have watched Creators on Live Streaming, and 89% of LTK shoppers have watched Creators on Live Streaming.

- YouTube ranks #1 for gen pop Creator Live Streaming
- LTK shopper insight: LTK shoppers participate in Creator Live Streaming across all channels at a higher rate with YouTube, Facebook, and Instagram being top channels.



A BUYER'S JOURNEY

Stop 3: Purchase

The majority of consumers abandon their initial purchase attempts, because most often, what they understood is presented differently.

To improve conversion, be transparent about all possible costs, purchase details, and product use.

If a new customer arrives to find different terms than what they had found in their research, their trust is diminished, and even if they make a purchase out of convenience, they most likely won't return.



Changes in shopping behaviors amplify *Creator influence*

More than half of the population does the majority of their shopping online—they also say that most of their online shopping is done through their phone.

2X

LTK shoppers shop 2X more from social media than the general population.

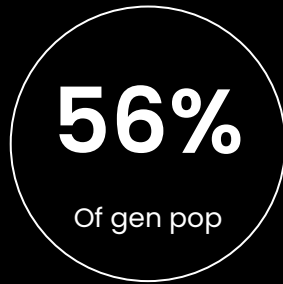
23%

of the population says a majority of their shopping originates from social media.

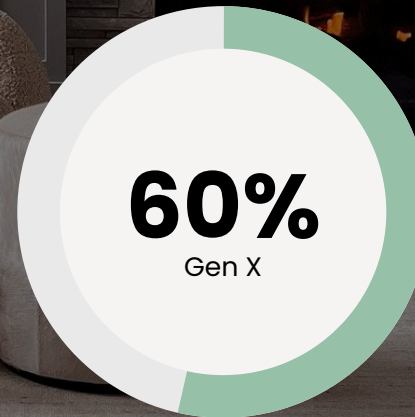
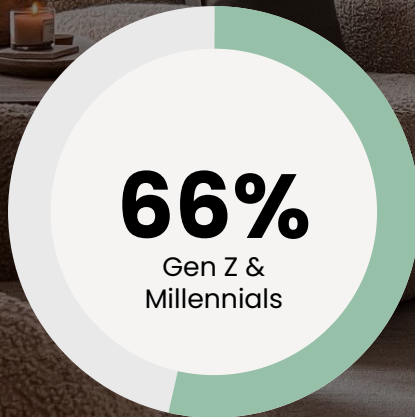


Shopping through Creators is the norm and *growing*

Majority of gen pop are now making online purchases recommended by Creators.



SHOP FROM CREATORS





Gen X online behaviors are catching up to Gen Z and Millennials:

While Gen Z and Millennial YoY change in online shopping is about flat, Gen X grew by 20%.



Who is inspired and influenced by *Creator* is expanding—Gen X is catching up to *Gen Z and Millennials*.



Gen X also caught up in shopping originating from *social media*.



30%

of Gen X said the majority of their shopping originates from social media, which is more than 2X compared to last year.





A BUYER'S JOURNEY

Stop 4: Retention

Repeat customers spend more and cost significantly less than acquiring new customers. Creators are ideal ambassadors for brand customer service and loyalty programs, which are key in driving retention.



More opportunities to retain customers than before—consumers **WANT** to see *Creator content* in other places.



SO HOW ARE CONSUMERS SPENDING THEIR TIME?

- Reading
- Watching TV/movies
- Spending time with friends and family
- Playing games
- Listening to music

CHANNELS CONSUMERS WANT TO SEE CREATOR CONTENT:

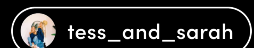
- TV
- In-store
- Search engines

34%

of the general population want to see Creator content on TV.

LTK shoppers want to see Creator content on TV, *90% more* than non-LTK shoppers.

49% of LTK shoppers want to see Creator content on TV.





Retain customers by using *Creator content* in other mediums.

Not only are consumers saying they want to see content here, but...

imagery that consumers find most compelling when making a purchase decision from a brand:

- Creator imagery
- Brand Imagery
- User generated content

Creators you know and trust is most important, with 39% growth in importance YoY.





A BUYER'S JOURNEY

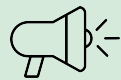
Stop 5: Advocacy

New customers will share the experience they had with your brand, particularly if the experience is exceptionally good or bad.

They will also share how your brand effectively resolved their issue, which can be a powerful brand loyalty message, showing your brand guarantees a good customer experience.

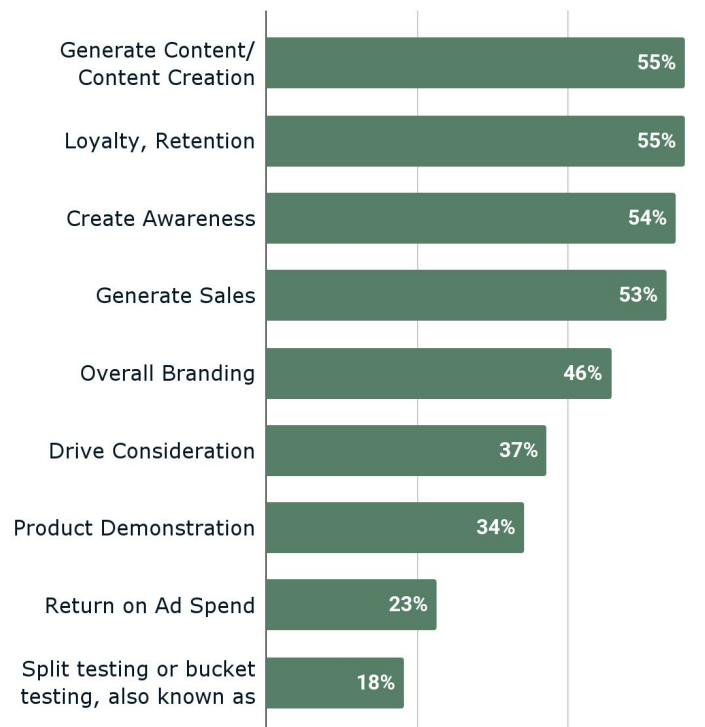


Generating content and *driving loyalty* are the most important Creator goals.



Each brand averages 3.8 goals when running Creator campaigns.

Most important Goals for Creator campaigns





LTK is the community that *shares*.

LTK consumers *double* Creator reach.

zarahkelleher 3w
Now I'm buying this set
2 likes Reply
View all 1 replies

thegoldenblondee 3w
obsessed
1 like Reply ...

ninjfave 8w
I've never had their jeans but this makes me want to try them
1 like Reply

linds.a.y 8w
Just bought the black long coat because it looks great on you!
Thanks for sharing! ❤️
1 like Reply
View all 1 replies

willowacreswoodwork 8w
I need to order another pair! Ordered some 2 weeks ago and daughter has already snagged them from me
1 like Reply

DemarcusBsean



OBJECTIVE

Grow full program through 360 LTK investment.

SITUATION

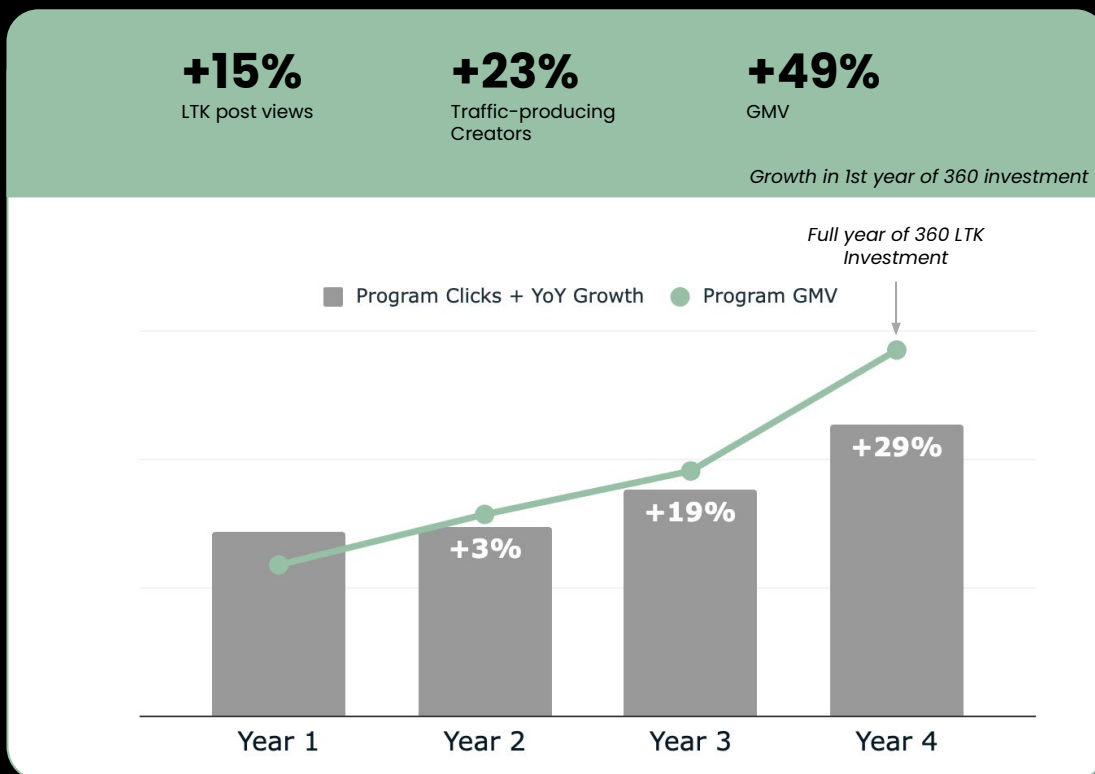
A leading fashion brand invested with LTK to grow full-program performance.

SOLUTION

LTK curated a strategic approach focused on growing Creator and consumer reach through consistent campaigns, a competitive commission rate, media boosting, and LTK Ads. As a result, the brand has been able to consistently grow Creator linking, which has resulted in increased performance down the funnel.

LTK Product: LTK Campaigns, LTK Boost, LTK Ads

RESULTS



Awareness



Collaboration focused on product awareness, scaling reach with LTK Boost, LTK Ads, LTK Soiree, and connected TV.

Consideration



Using Creator-generated review content on websites, in close proximity to the product offering, further validates the product benefits.

Purchase



Creators promote the specifics of the purchase through campaigns, and Boost top-performing content.

Retention



Creators sharing information about your customer support—exclusive loyalty offers can assure a better experience post purchase, to build loyal relationships.

Advocacy



Have Creators ask their followers to reply and share their positive experiences. LTK's 40M consumers amplify Creator reach 2x, making a great experience work harder.

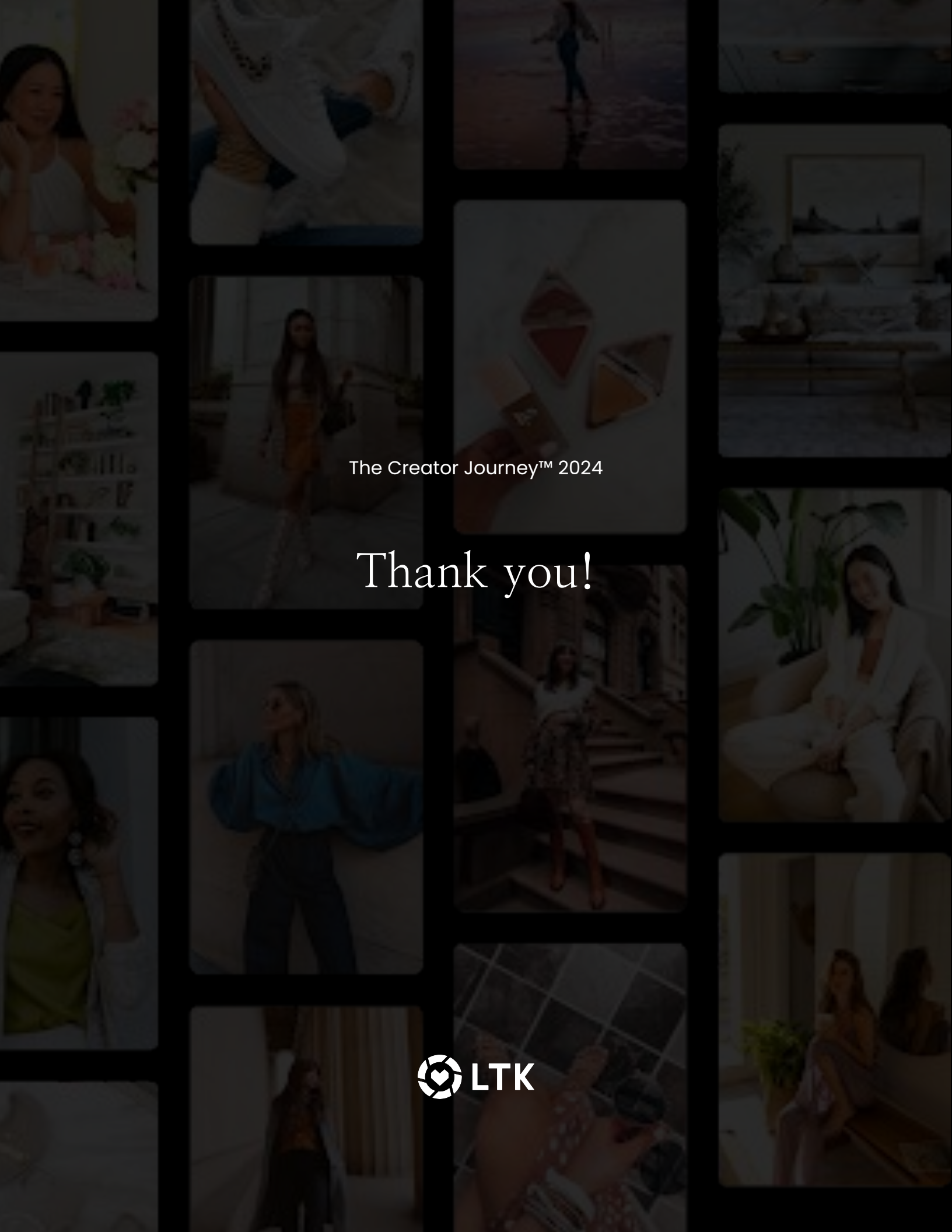


 LTK
Beautiful

February 26, 2024 | Miami, FL

Join visionary beauty brands, industry leaders, and LTK Creators as they share top beauty trends and discuss how consumers will be discovering and shopping for beauty in 2024.

Featured Creators: @stephhjmeseth, @ericafmstyle,
@aliandreamakeup



The Creator Journey™ 2024

Thank you!

