

# TikTok Influencer Marketing Landscape

Top Spenders on TikTok

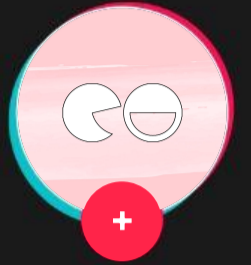
2022





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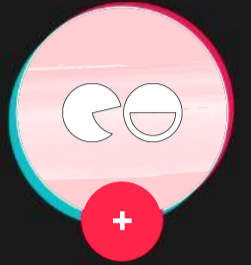




# Research Methodology

The data presented in this report was collected from all sponsored TikToks posted during 2021. All of the TikTok influencer data that is contained in this report was captured by the NeoReach Social Intelligence API, and videos were required to comply with proper FTC disclosure regulations. Specifically, we analyzed all sponsored TikTok videos posted within the 2021 calendar year. We then refined this data to include only the TikTok posts of creators located in the United States and Canada.

It is important to note that this report does not encompass all sponsored content on TikTok in 2021. It only includes the brands and companies that activated campaigns with sponsored content achieving at least 10,000 views on TikTok. Nevertheless, the report showcases the top brands, industries, and creators for influencer marketing on TikTok for the entirety of 2021.

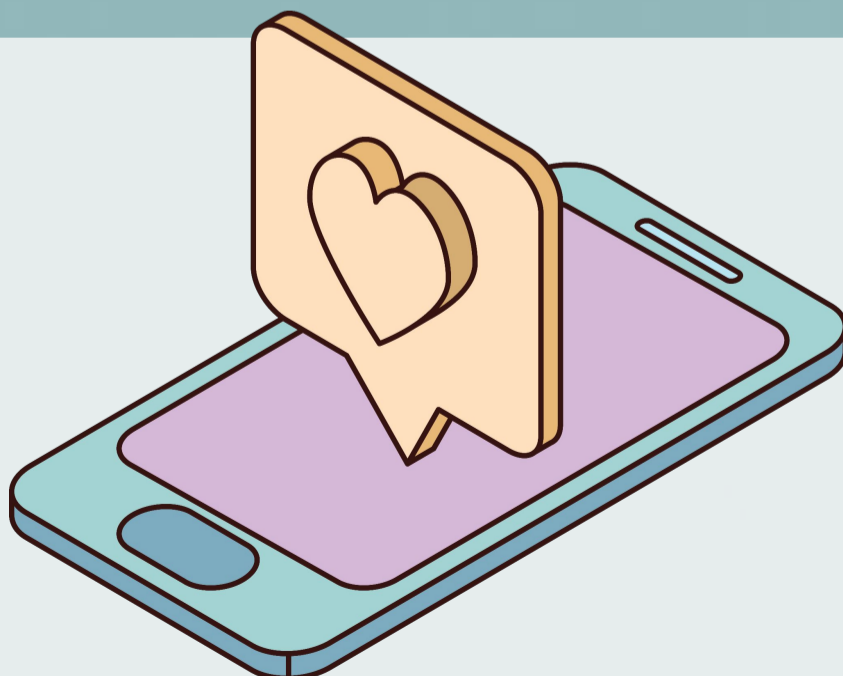


# Top Metrics

Metrics	2021
Total Sponsored Views	1,319,728,017
Total Reach	10,356,291,800
Total Videos	2,598
Total Diggs	60,697,369
Total Comments	478,759
Total Shares	291,655
Total Engagement	61,467,783
Avg. Sponsored Views	507,978
Avg. Reach	3,986,256
Avg. Diggs	23,363
Avg. Comments	184
Avg. Shares	112
Avg. Shares	1,016



In 2021, the qualifying sponsored videos on TikTok reached over **10.3B users** on the platform. These videos amassed a combined total of **1.3B views**, with the average views per video being almost 508k. In addition to the high reach and view count that influencer marketing on TikTok has proven to achieve, it also produces high engagement. This can be seen through the **61.4M total engagements** in 2021, which include diggs, comments, and shares.



We will be taking a closer look at these metrics, analyzing the top industries, brands, creators, and campaigns that contributed to such a successful year for influencer marketing on TikTok.

# Top 5 Industries Marketing on TikTok

1



Home & Garden

2



Fashion

3



Tech

4

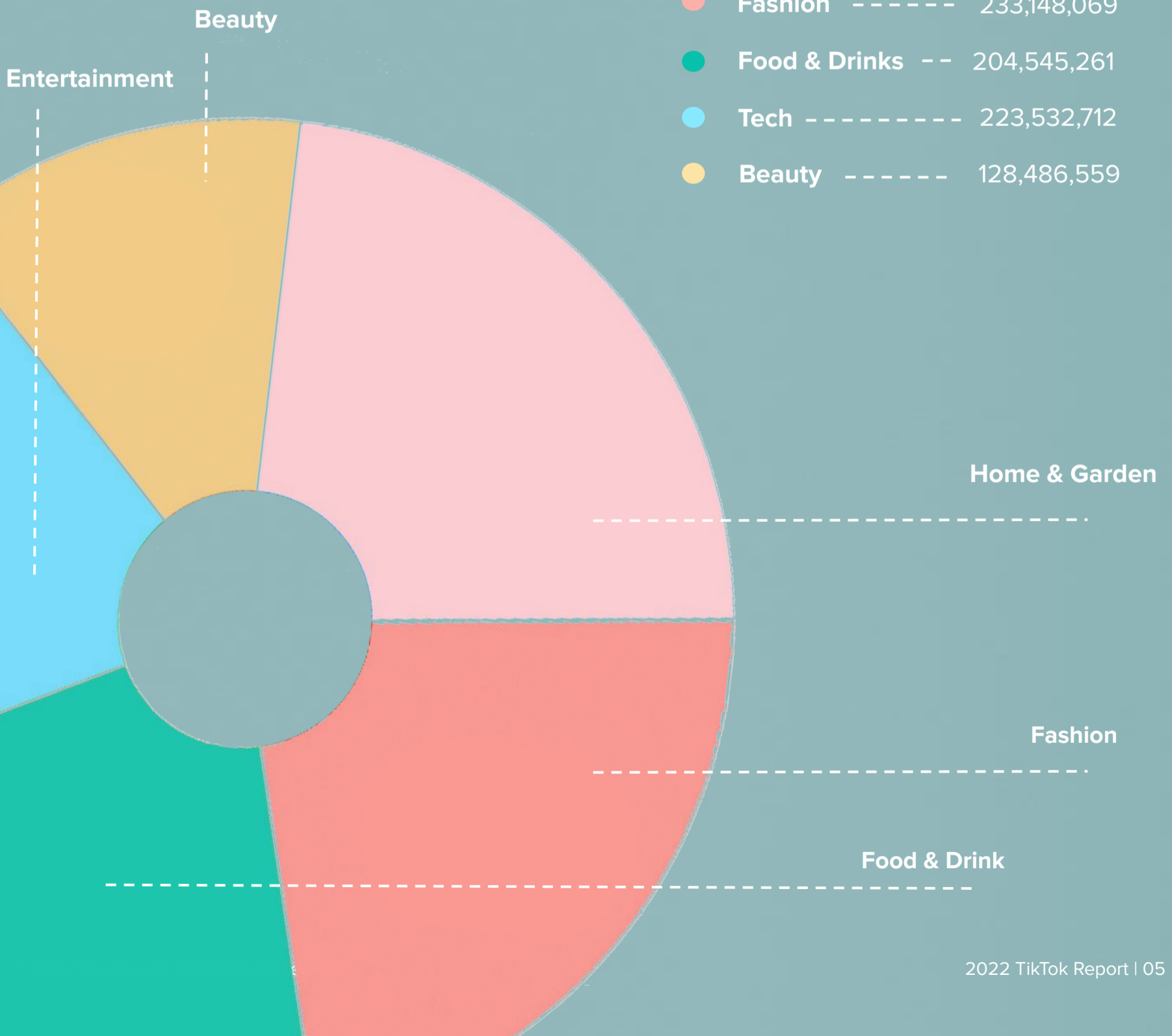


Food & Drink

5

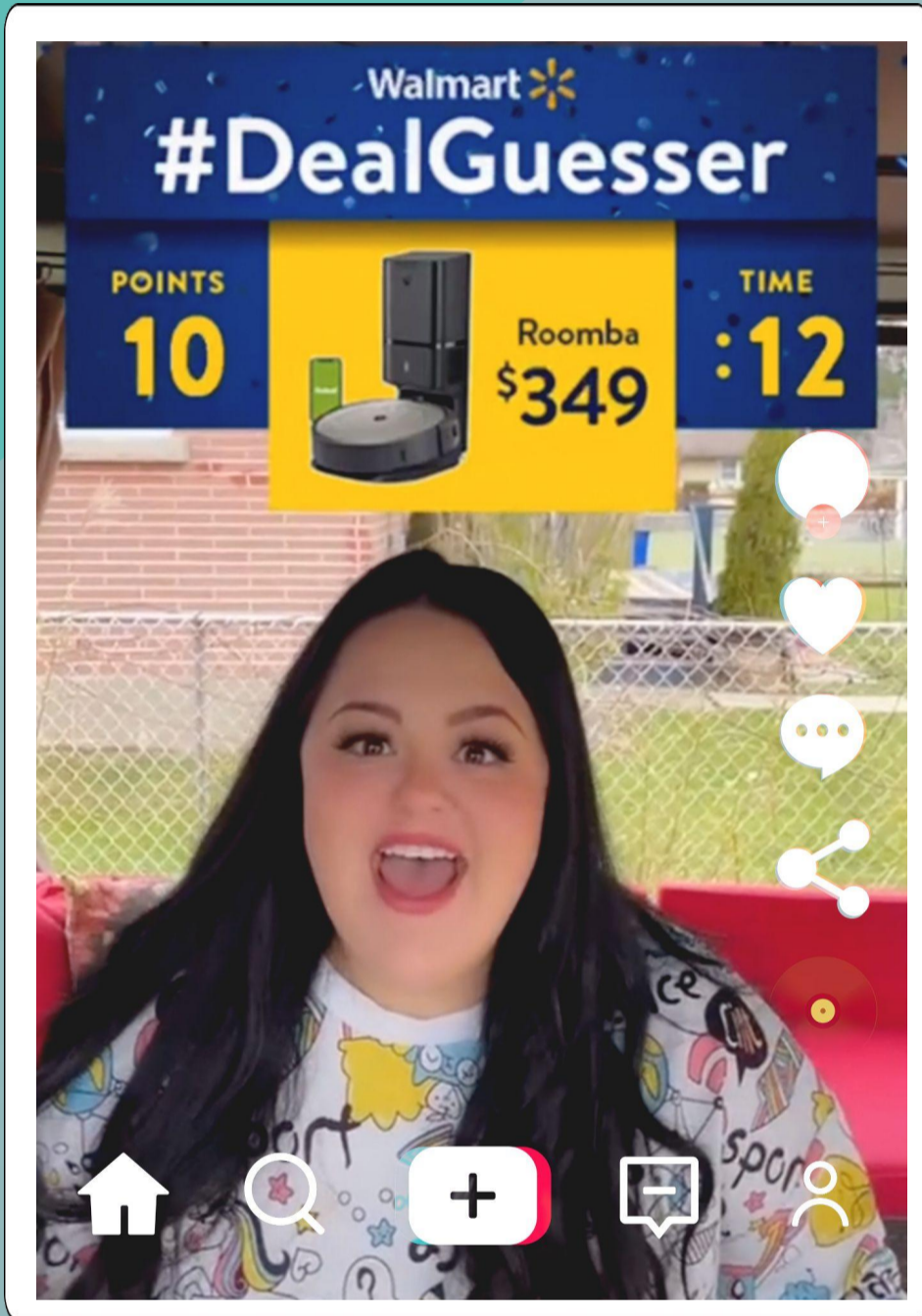


Beauty



# Top Home & Garden Video

@CELINASPOOKYBOO



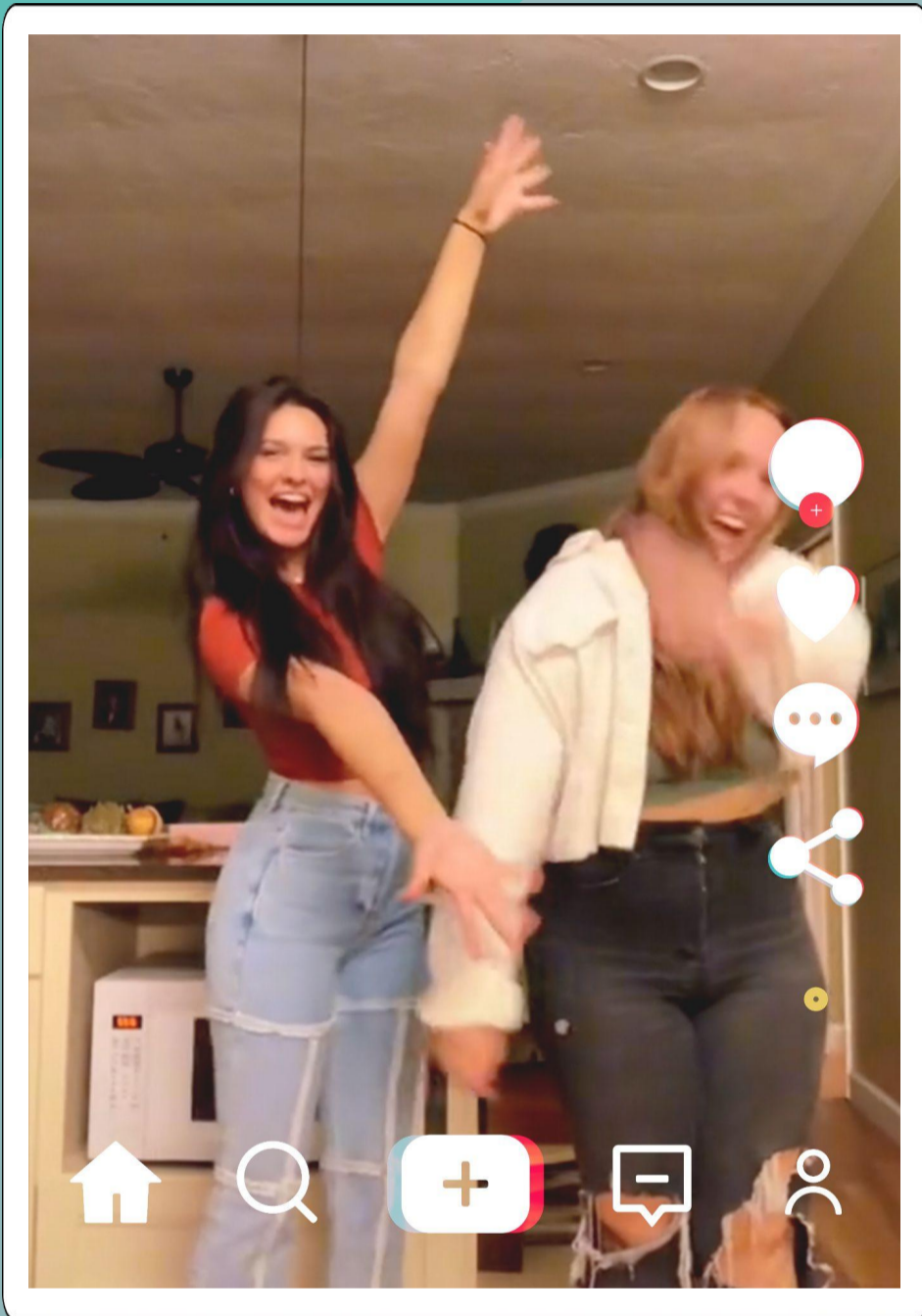
The top TikTok video in the Home & Garden Industry was by @celinaspookyboo, a creator with a reach of over **22M**. Her video amassed **140M views**. The video also produced high engagement, resulting in **758K diggs** and **4.5K shares**.

The video was sponsored by Walmart, which was one of the top-spending brands on TikTok influencer marketing in 2021.

<b>22.6M</b>	<b>140M</b>	<b>758K</b>	<b>4.5K</b>
Reach	Views	Diggs	Shares

# Top Fashion Video

@EMMA.MARIE26



# PACSUN

The top TikTok video in the Fashion Industry was by @emma.marie26, who has a reach of **3M**. Her video accumulated **31.8M** views. Engagements were high, as the video drove **818K diggs** and **876 shares**.

The video was sponsored by Pacsun, a leading brand in both the fashion and TikTok influencer marketing industries.

<b>3M</b>	<b>31.8M</b>	<b>818K</b>	<b>876</b>
Reach	Views	Diggs	Shares

# Top Tech Video

@ZACHKING



The top TikTok video in the Tech Industry was by creator @zachking, who has an astounding reach of **66.4M**. His video reached over **46M views**, producing **657K diggs** and **3.4K shares**.

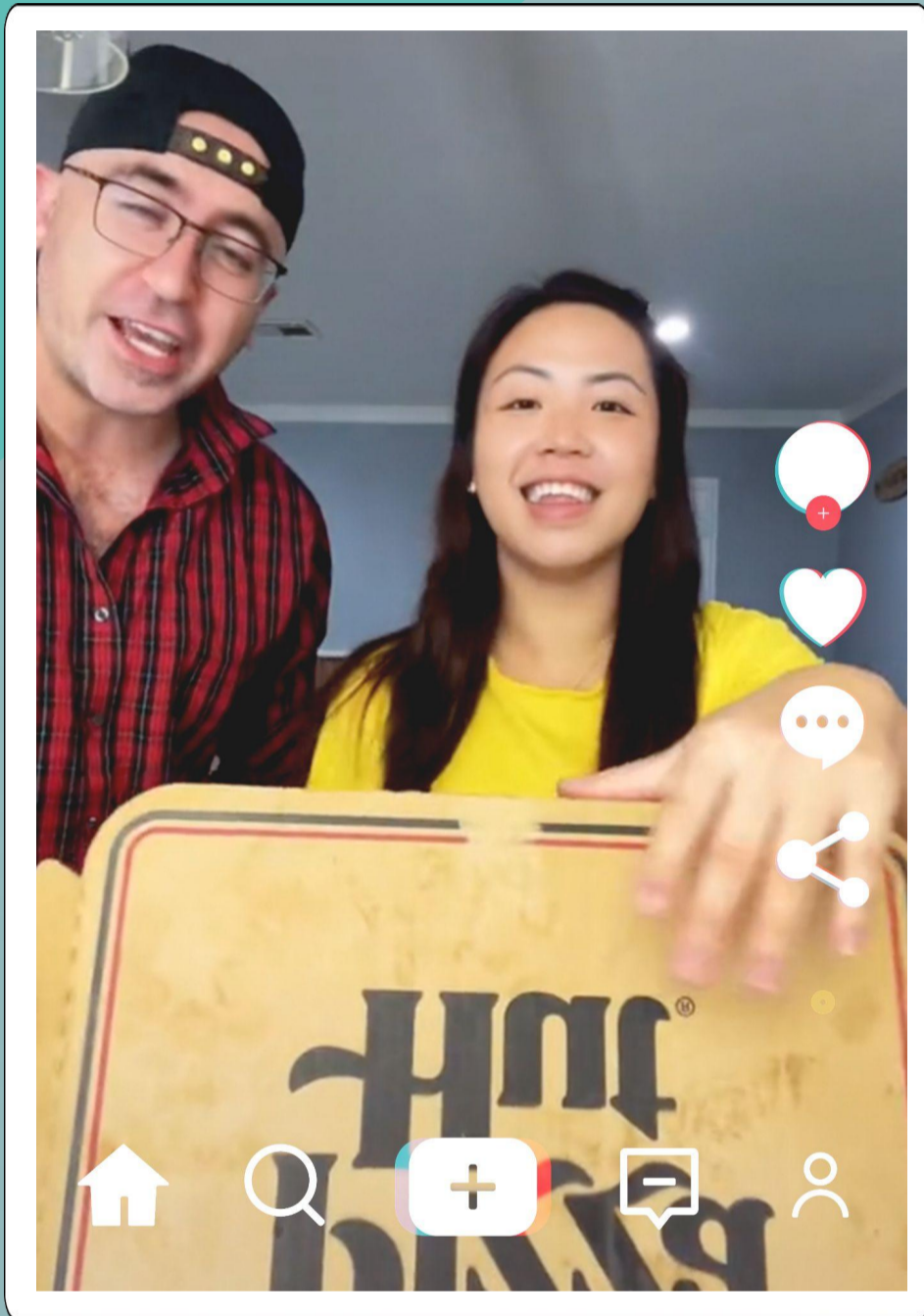
The video was sponsored by Amazon, a brand that has made quite an impact on TikTok influencer marketing in the past year.

<b>66.4M</b>	<b>46.4M</b>	<b>657K</b>	<b>3.4K</b>
Reach	Views	Diggs	Shares



# Top Food & Drink Video

@MOONTELLTHAT



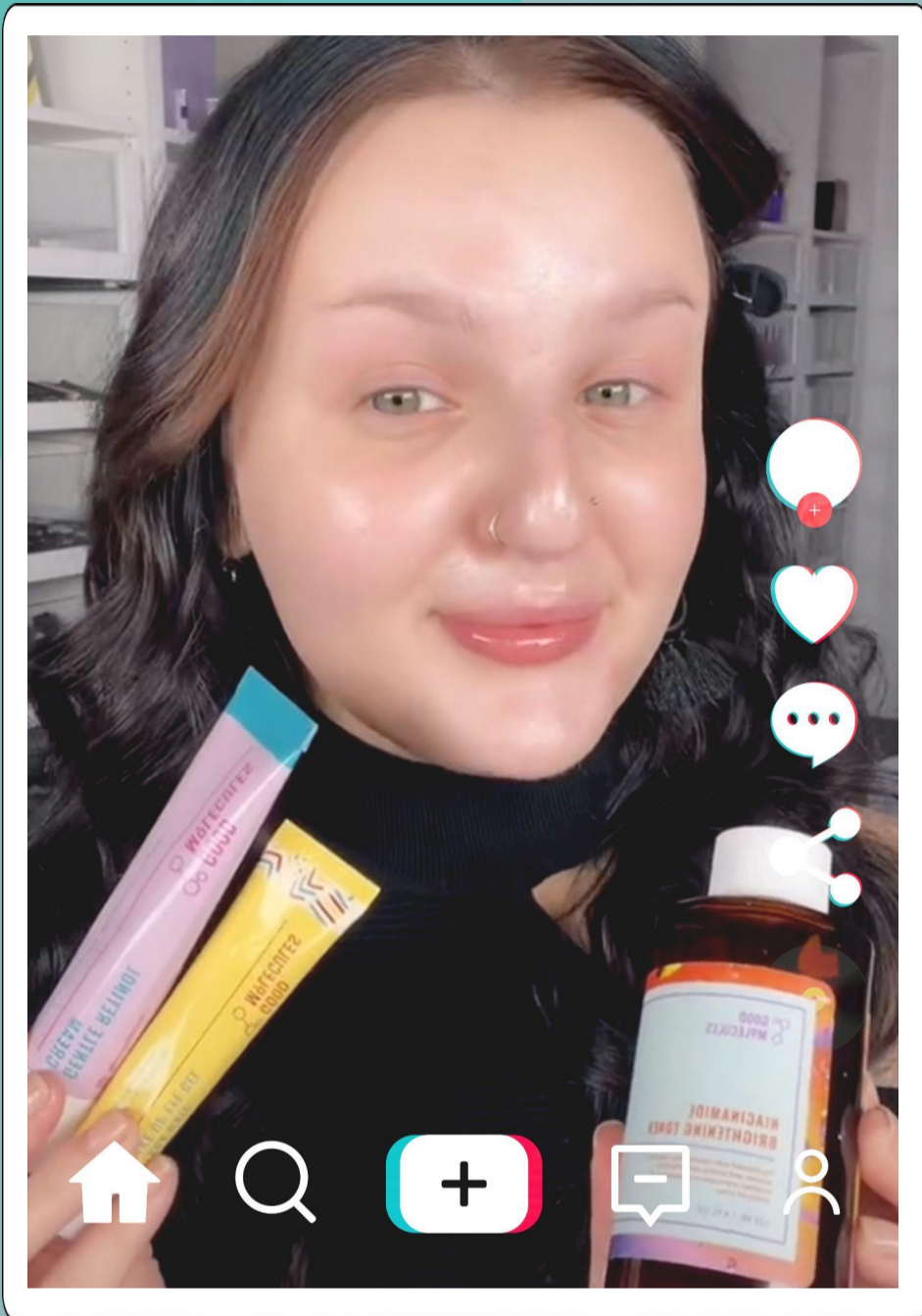
The top TikTok video in the Food & Drink Industry was by @moontellthat, Their reach is **11.4M** and the video amassed **14.1M views**. The video produced strong engagements, driving **320K diggs** and **1.2K shares**.

The video was sponsored by Pizza Hut, another top brand in the TikTok influencer marketing industry, both in the food & drink industry and overall.

<p><b>11.4M</b></p>	<p><b>14.1M</b></p>	<p><b>320K</b></p>	<p><b>1.2K</b></p>
Reach	Views	Diggs	Shares

# Top Beauty Video

@MIKAYLANOGUEIRA

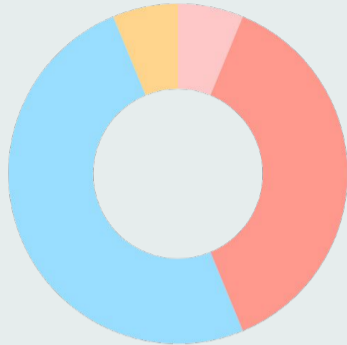


The top TikTok video in the Beauty Industry was by beauty influencer @mikaylanogueira, who has a reach of **11.5M**. Her video accumulated an impressive **140M views** and resulted in **300K diggs** and **3.4K shares**. The video was sponsored by skincare brand Good Molecules.

<b>11.5M</b>	<b>140M</b>	<b>300K</b>	<b>3.4K</b>
Reach	Views	Diggs	Shares

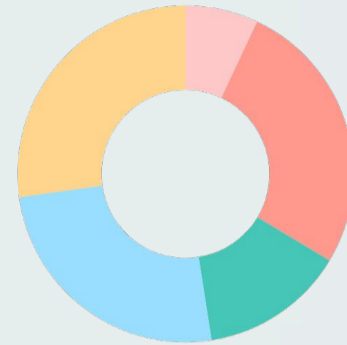
# Campaign Objectives

## Branding & Awareness



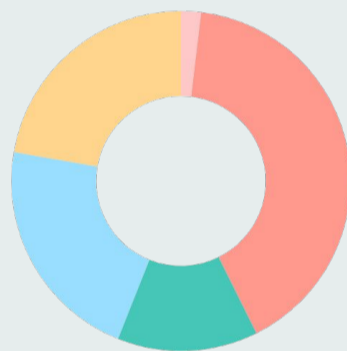
● Home & Garden ● Fashion ● Tech ● Food & Drinks ● Beauty

## Download or Install



● Home & Garden ● Fashion ● Tech ● Food & Drinks ● Beauty

## Limited Time Offer



● Home & Garden ● Fashion ● Tech ● Food & Drinks ● Beauty

There are four main campaign objectives of influencer marketing campaigns. The overwhelming majority, nearly **90%**, of sponsored videos on TikTok had the campaign objective of Branding and Awareness. This makes sense, due to the enormous reach that TikTok campaigns generate. Around **7%** of videos corresponded with a Limited Time Offer. The remaining **3%** fall into the categories of Download or Install and Contest/Giveaway.

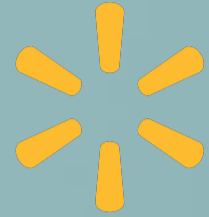
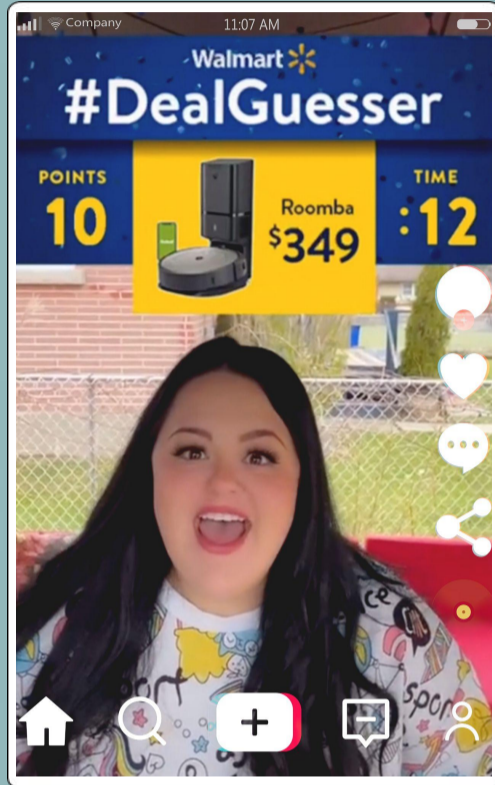
Campaign Objectives	2021	% of Total
Branding and Awareness	2,328	89.75%
Contest/Giveaway	22	0.85%
Download or Install	47	1.81%
Limited Time Offer	197	7.59%

# Top Performing Campaign Objectives

## Branding & Awareness

@celinaspookyboo

<p><b>4.5K</b> Shares</p>	<p><b>758K</b> Diggs</p>
<p><b>140M</b> Views</p>	<p><b>22.6K</b> Reach</p>

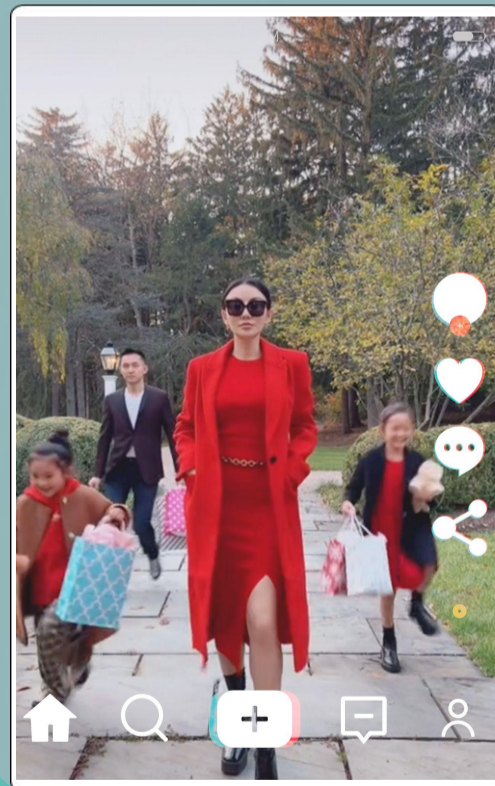


Branding & Awareness was the most common campaign objective in 2021. The top performing video in this category was @celinaspookyboo's video, which was sponsored by Walmart.

## Contest & Giveaways

@jessicawangofficial

<p><b>192</b> Shares</p>	<p><b>335K</b> Diggs</p>
<p><b>141M</b> Views</p>	<p><b>5.2M</b> Reach</p>



## EXPRESS

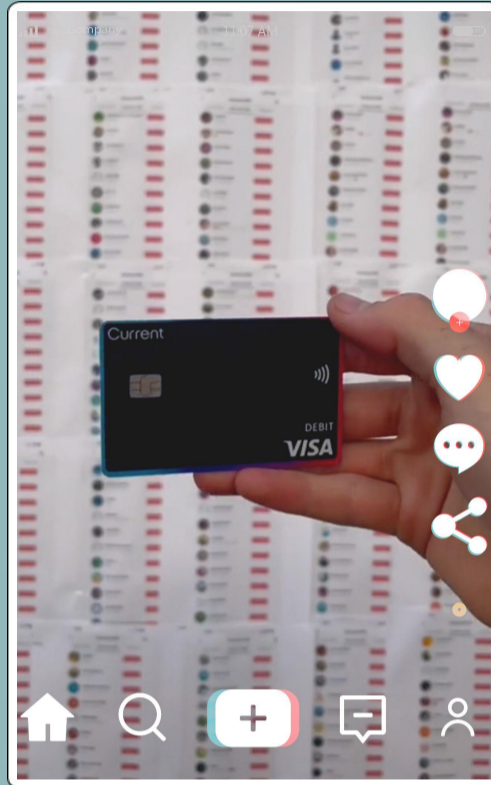
The top performing video in the Contest & Giveaways category was by @jessicawangofficial. The video, sponsored by Express, amassed **141M views**, with **325K diggs**.

# Top Performing Campaign Objectives

## Download or Install

@kazzsawyer456

<p><b>74</b> Shares</p>	<p><b>73K</b> Diggs</p>
<p><b>35M</b> Views</p>	<p><b>4.6M</b> Reach</p>



Current

The top video in the Download or Install category was by @kazzsawyer456. It was sponsored by Current, a banking technology brand. The video gathered **35M views** and **73K diggs**.

## Limited Time Offer

@mikaylanogueira

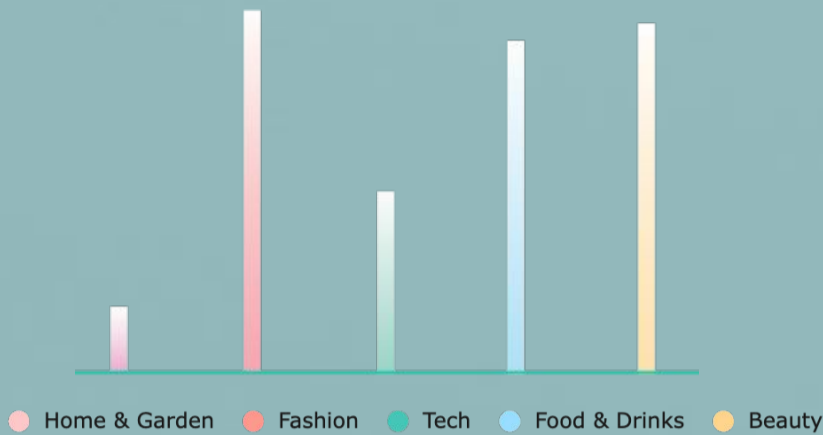
<p><b>3350</b> Shares</p>	<p><b>299K</b> Diggs</p>
<p><b>2.3M</b> Views</p>	<p><b>9M</b> Reach</p>



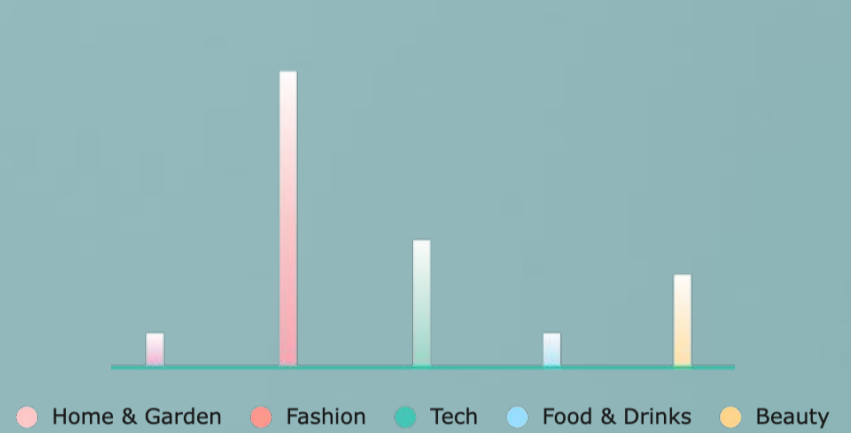
Limited Time Offer was the second most common campaign objective on TikTok in 2021. The top performing video was by @mikaylanogueira and was sponsored by Good Molecules.

# Calls to Action

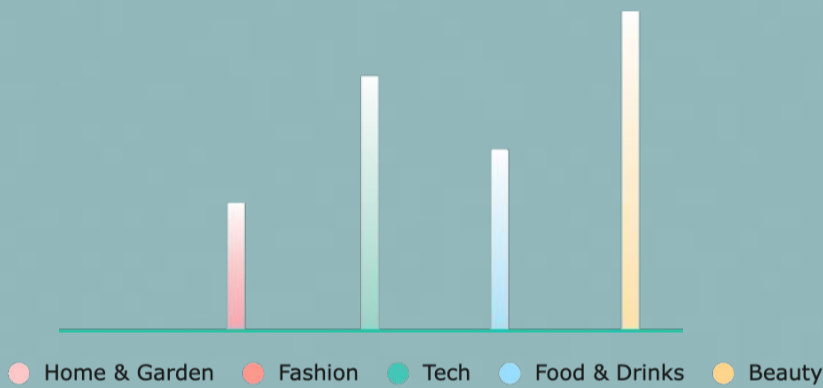
Brand Tagged in Caption



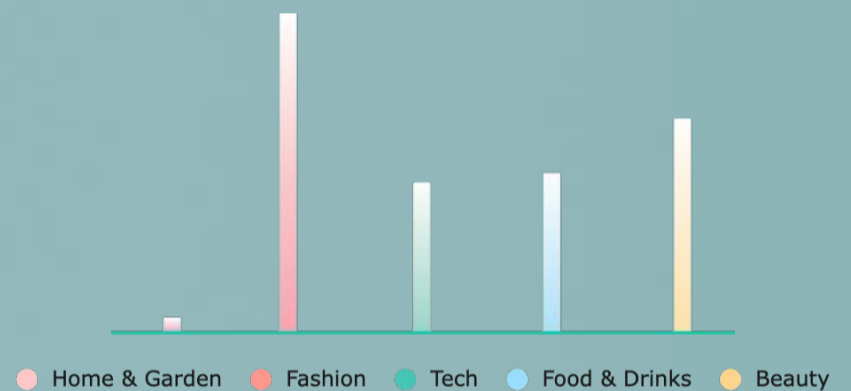
Link in Bio



No Strong CTA



Promo Code



There are four main campaign objectives of influencer marketing campaigns: (1) Branding and Awareness, (2) Contest/Giveaway, (3) Download or Install, and (4) Limited Time Offer. The overwhelming majority, nearly **90%**, of sponsored videos on TikTok had the campaign objective of Branding and Awareness. This makes sense, due to the enormous reach that TikTok campaigns generate. Around **7%** of videos corresponded with a Limited Time Offer. The remaining **3%** fall into the categories of Download or Install and Contest/Giveaway.

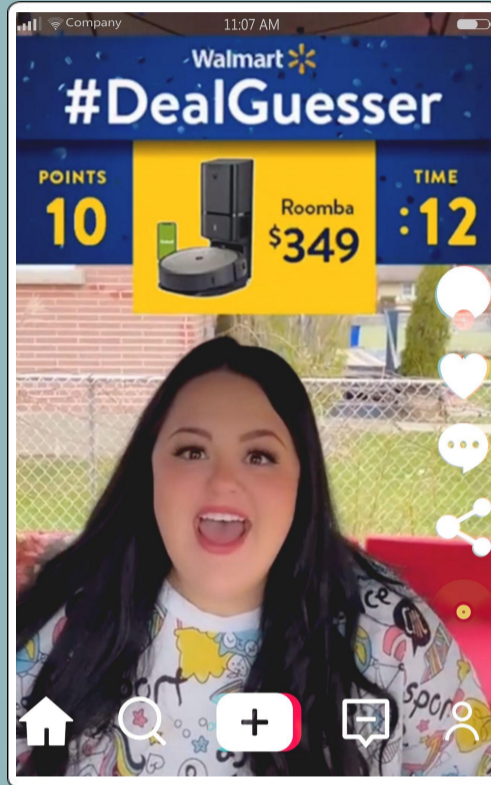
Calls to Action	2021	% of Total
Brand Tagged in Caption	2,341	90.25%
Link in Bio	29	1.12%
No Strong CTA	75	2.89%
Promo Code	149	5.84%

# Top Performing Calls to Action

## Brand Tagged in Caption

@celinaspookyboo

<p><b>4.5K</b> Shares</p>	<p><b>758K</b> Diggs</p>
<p><b>140M</b> Views</p>	<p><b>22.6K</b> Reach</p>

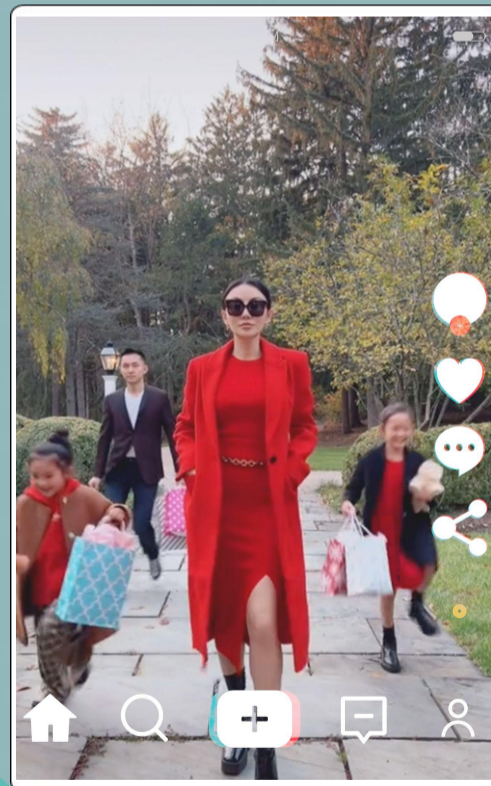


The most common call to action used in sponsored posts on TikTok is tagging the brand in the caption, directing users directly to the brand. Yet again, we see @celinaspookyboo's sponsored video on the list. It was the top-performing video in this category.

## Link in Bio

@jessicawangofficial

<p><b>192</b> Shares</p>	<p><b>335K</b> Diggs</p>
<p><b>141M</b> Views</p>	<p><b>5.2M</b> Reach</p>



## EXPRESS

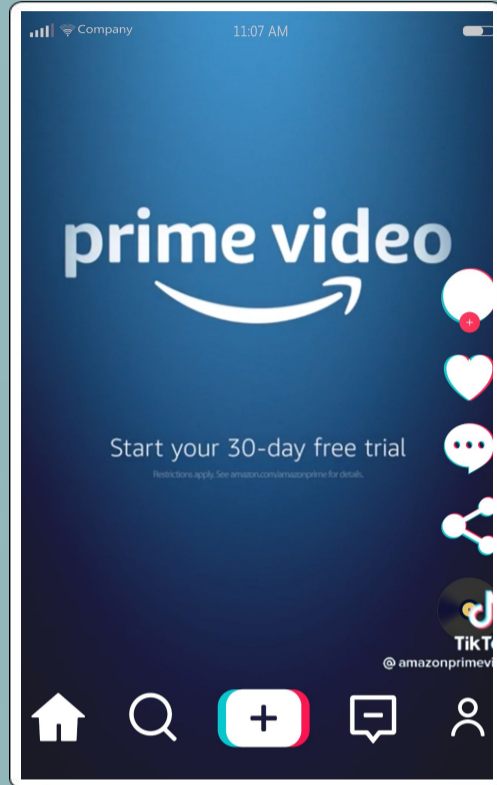
The top performing video out of all videos using the Link in Bio call to action was by @jessicawangofficial. This sponsored video was in partnership with Express. As seen earlier, the campaign objective was Contest/Giveaway. The video directed users directly to the link in the creator's bio that led to that contest.

# Top Performing Calls to Action

## No Strong CTA

@amazonprimevideo

<p><b>153</b> Shares</p>	<p><b>74K</b> Diggs</p>
<p><b>35M</b> Views</p>	<p><b>8.5M</b> Reach</p>

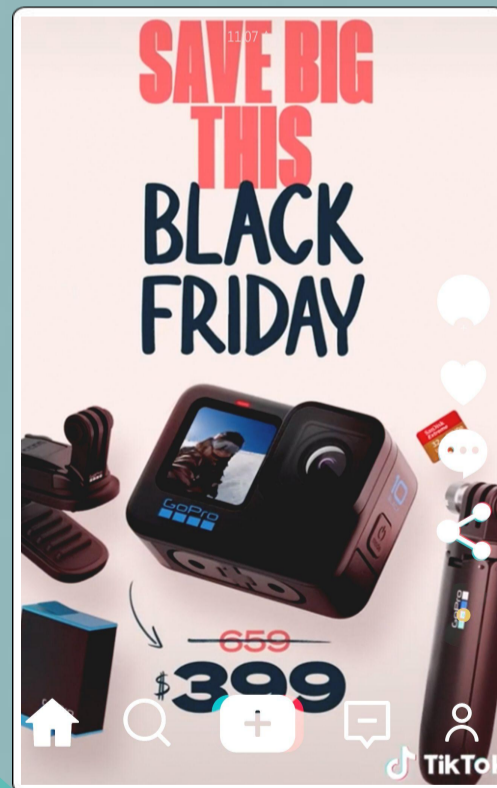


A few sponsored videos on TikTok had no strong call to action. The top performing video that fell into this category was by @amazonprimevideo. The video amassed **35M views** and drove **74K diggs**.

## Promo Code

@gopro

<p><b>400</b> Shares</p>	<p><b>135K</b> Diggs</p>
<p><b>2.3M</b> Views</p>	<p><b>1.7M</b> Reach</p>



The second most common call to action on Tiktok was the use of a promo code. The top performing video in this category was by @gopro. The video gathered **2.3M views**, resulting in **135K diggs**.



# Content Types

Sponsored videos on TikTok fall into one of three content types: (1) Dedicated, (2) Integrated, (3) Description Only. Almost **92%** of all sponsored videos on the platform are Dedicated videos, which means that the entire video is dedicated to a brand sponsorship. The second most common is the Integrated content

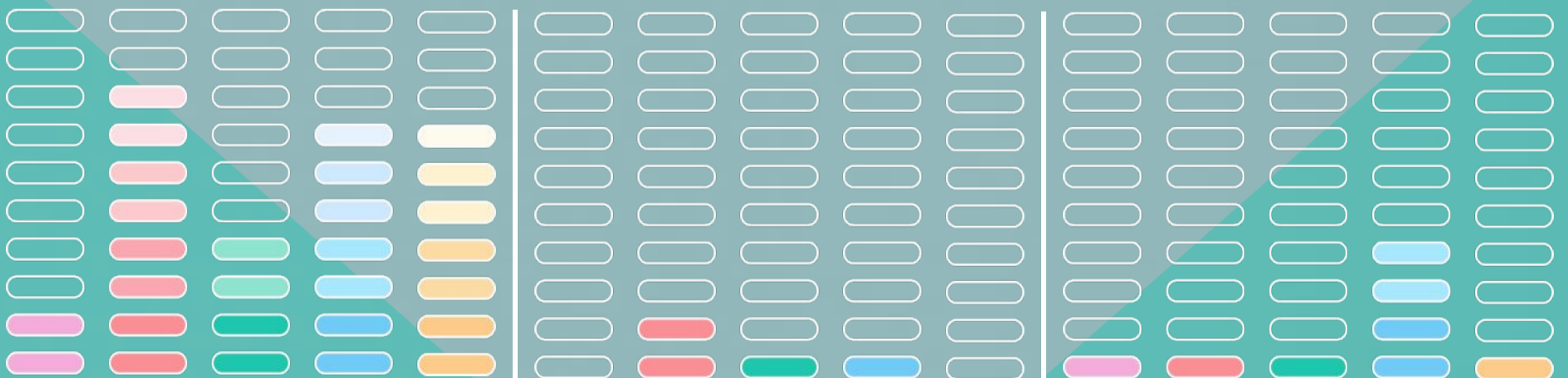
Integrated videos are those that address a brand sponsorship but are not fully dedicated to it. Finally, videos in which the brand sponsorship is only mentioned in the description are the least common, making up less than **2%** of the total.

Content Type	2021	% of Total
Dedicated	2,379	91.71%
Description Only	40	1.54%
Integrated	175	6.75%

## Dedicated Videos

## Description Only

## Integrated Videos



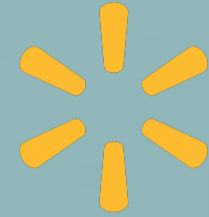
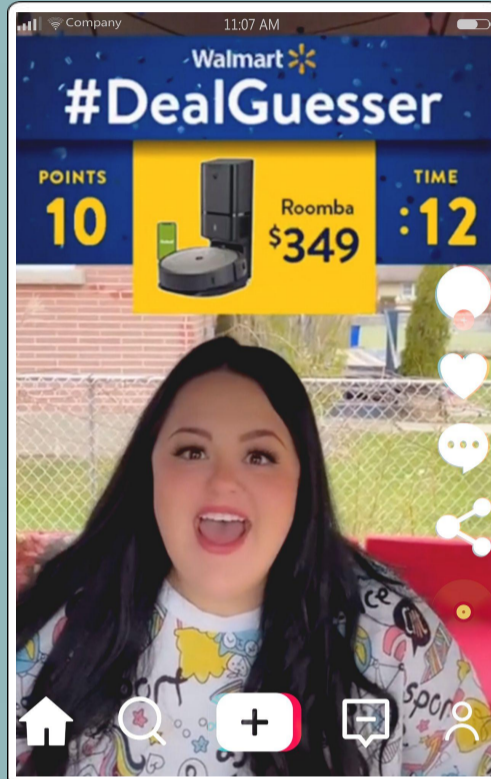
● Home & Garden
 ● Fashion
 ● Tech
 ● Food & Drinks
 ● Beauty

# Top Performing Content Types

## Dedicated

@celinaspookyboo

<p><b>4.5K</b> Shares</p>	<p><b>758K</b> Diggs</p>
<p><b>140M</b> Views</p>	<p><b>22.6K</b> Reach</p>

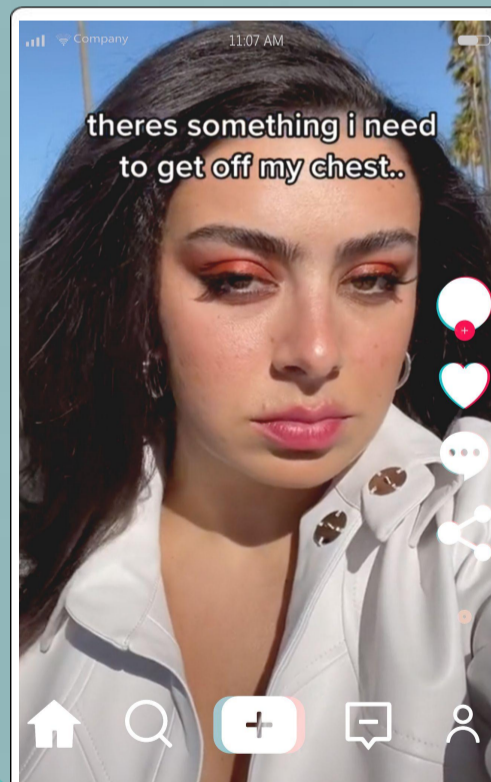


The most common content type, comprising over 91% of all sponsored videos on TikTok in 2021, is the Dedicated content type. Again, we see @celinaspookyboo's Walmart sponsorship take the crown in this category as the top performing video.

## Description Only

@charlixcx

<p><b>241</b> Shares</p>	<p><b>109K</b> Diggs</p>
<p><b>4.1M</b> Views</p>	<p><b>1.3M</b> Reach</p>



The top performing video in the Description Only content category was by @charlixcx. The video was sponsored by Amazon and amassed **4.1M views** and **109K diggs**.

# Top Performing Content Types

## Integrated

@cetaphilpartner

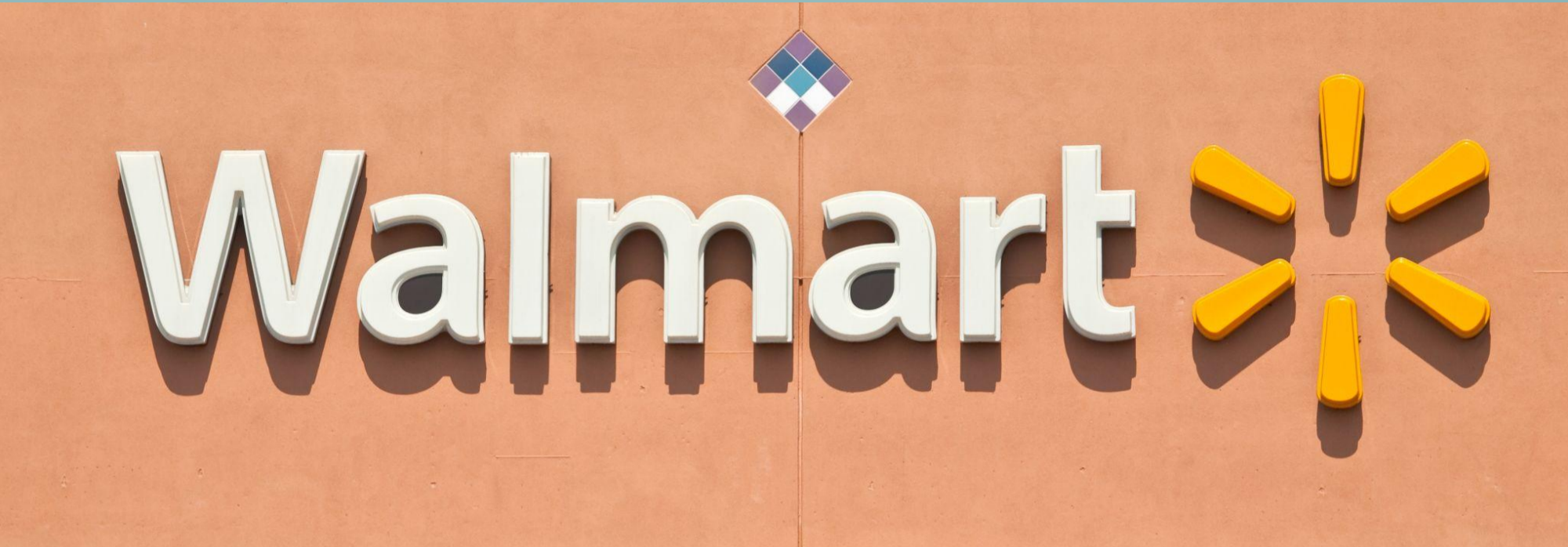
<p><b>201</b> Shares</p>	<p><b>27K</b> Diggs</p>
<p><b>11.4M</b> Views</p>	<p><b>5.4M</b> Reach</p>



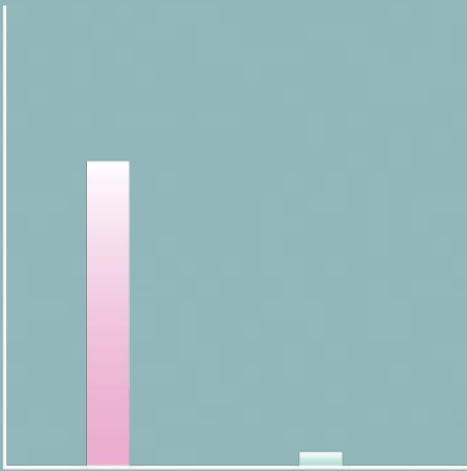
The top performing video corresponding with the Integrated content type was by @cetaphilpartner. The video received **11.4M views** and resulted in **27K diggs**.



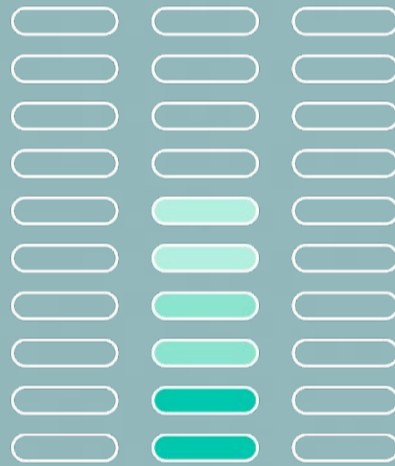
# Brand Showcase:



Call to Action



Campaign Type




Content Type








Content Type	2021
Views	140M
Shares	4.5K
Reach	22.6M

# Top TikTok Creators








**celinaspookyboo**

 <b>4.6K</b> Shares	 <b>4</b> Videos
 <b>141M</b> Views	 <b>1K</b> Comments








**amazonprimevideo**

 <b>1K</b> Shares	 <b>3</b> Videos
 <b>74M</b> Views	 <b>2.8K</b> Comments







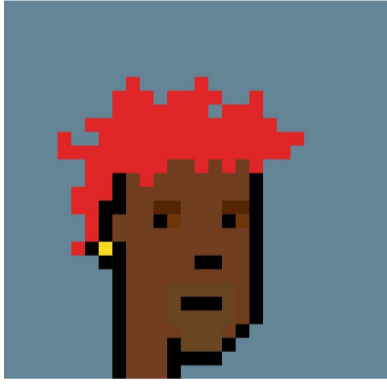
**zachking**

 <b>3.4K</b> Shares	 <b>1</b> Videos
 <b>46.4M</b> Views	 <b>3K</b> Comments







**emma.marie26**

 <b>1K</b> Shares	 <b>1</b> Videos
 <b>31.8M</b> Views	 <b>1.1K</b> Comments

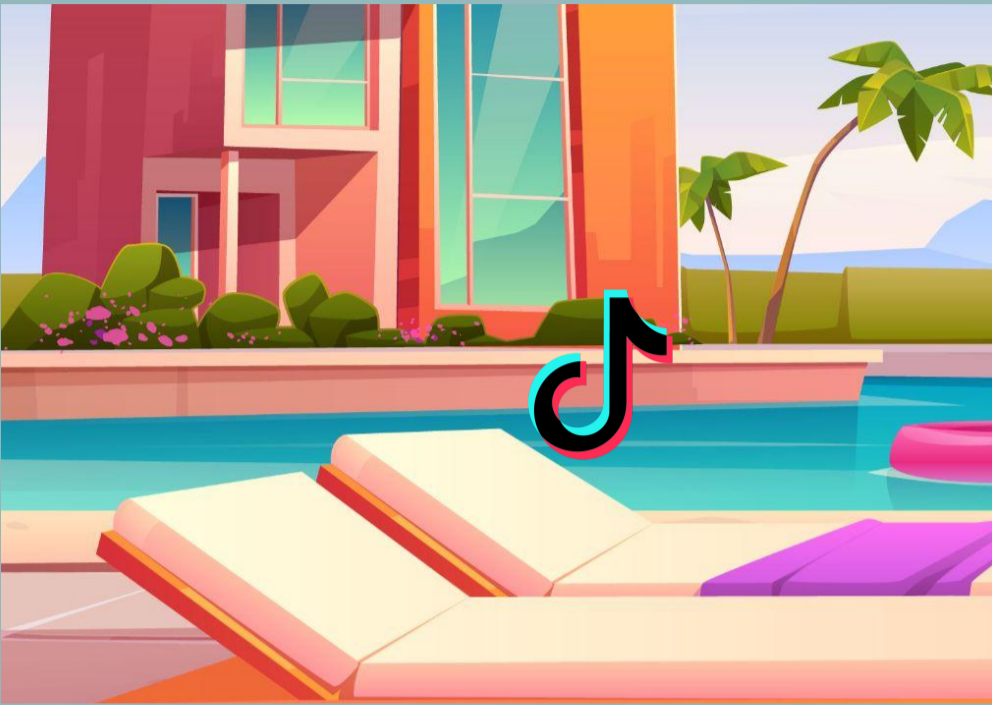


**jasonderulo**

 <b>2K</b> Shares	 <b>1</b> Videos
 <b>30.4M</b> Views	 <b>4.4K</b> Comments

These five creators made the biggest impact on the influencer marketing industry through their sponsored posts on TikTok in 2021. Throughout the year, they amassed a total of **323.6M views** and had a combined reach of **151.4M**. The list shows the range of the top creators on TikTok, featuring influencers, brands, and celebrities.

# Industry Winner



Let's take a closer look at the top five industries. When viewing their metrics side by side, we can see that although the home & garden industry amassed the most views with a total of **237M**, the fashion industry reached the most users through their campaigns with a reach of **2B**. But, if we were to choose an industry winner, it would be the **home & garden** industry, as they produced the most views and engagements compared to the other four industries.

2021 Metrics	Home & Garden	Fashion	Food & Drink	Entertainment	Beauty
Total Videos	114	488	438	213	464
Total Views	237M	233M	205M	182M	129M
Total Reach	680M	2B	1.8B	1.2B	1.6B
Total Diggs	4.8M	12.3M	12M	7.7M	7.1M
Total Comments	46.4K	83K	86K	44.7K	52.1K
Total Shares	30.4K	66K	55K	26K	30K
Average Views	2M	478K	467K	857K	277K
Average Reach	6M	4M	4M	5.5M	3.4M
Average Diggs	42.4K	25K	27K	36K	15.5K
Average Comments	407	169	196	210	112
Average Shares	267	134	125	122	64
Number of Brands	58	186	164	79	224

# Monthly Top Brands

## OCTOBER



Amazon  
**35M**  
 Views



Pizza Hut  
**28M**  
 Views



Bang Energy  
**14M**  
 Views



PinK VS  
**13M**  
 Views



Peacock Tv  
**11M**  
 Views

## NOVEMBER



Walmart  
**198M**  
 Views



Amazon  
**134M**  
 Views



Pacsun  
**39M**  
 Views



McDonalds  
**39M**  
 Views



Crocs  
**23M**  
 Views

## DECEMBER



Bang Energy  
**17M**  
 Views



Ralph Lauren  
**16M**  
 Views



Cetaphil  
**11M**  
 Views



Kilian  
**8M**  
 Views



Garnier  
**7M**  
 Views

# Top Ten Brands Marketing on TikTok



Walmart



203M

Views



Pizza Hut



29M

Views



Amazon



170M

Views



Crocs



25M

Views



Bang Energy



51M

Views



ScotchBrite



20M

Views

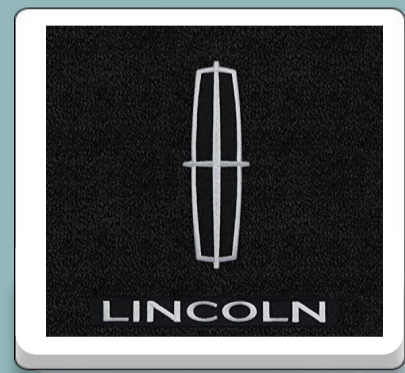


McDonald's



41M

Views



Lincoln



18M

Views



Pacsun



40M

Views



VS Pink



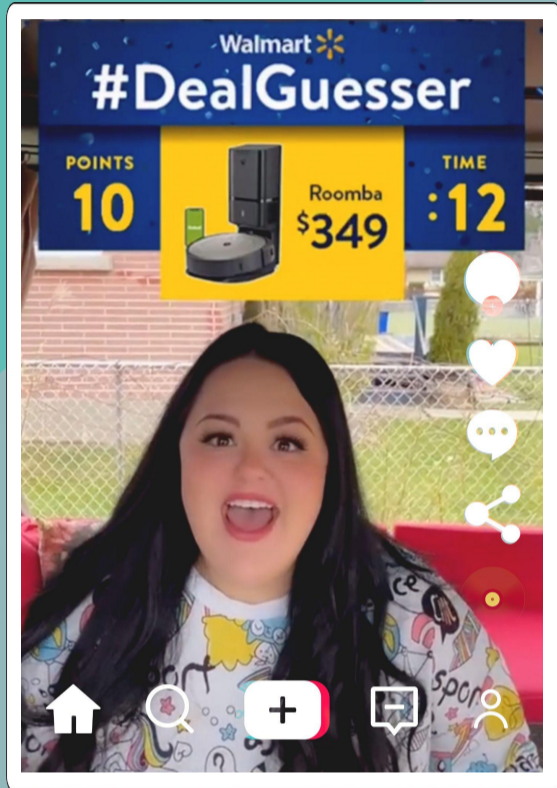
18M

Views

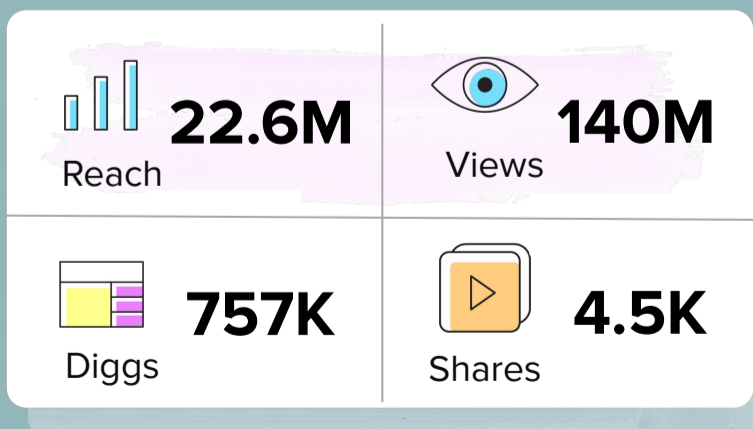


# Top Branded TikToks

## Walmart



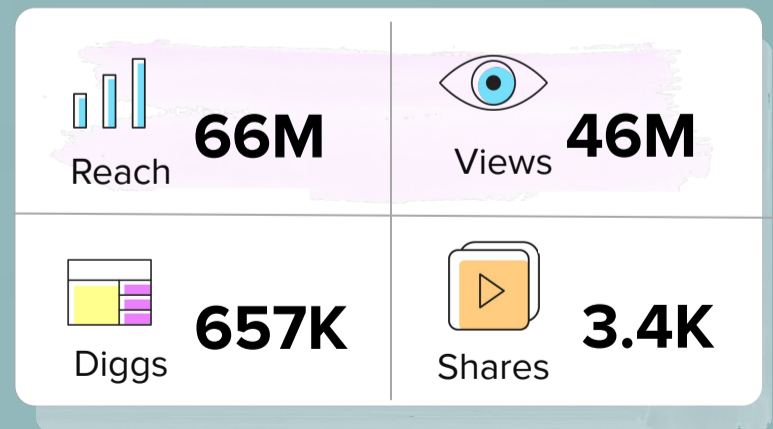
It's not surprising that this video is the top branded TikTok of 2021. In addition to having impressive metrics, the video was also the top video in the Home & Garden industry, the Branding & Awareness category, the Brand Tagged in Caption CTA category, and the Dedicated content category.



## Amazon

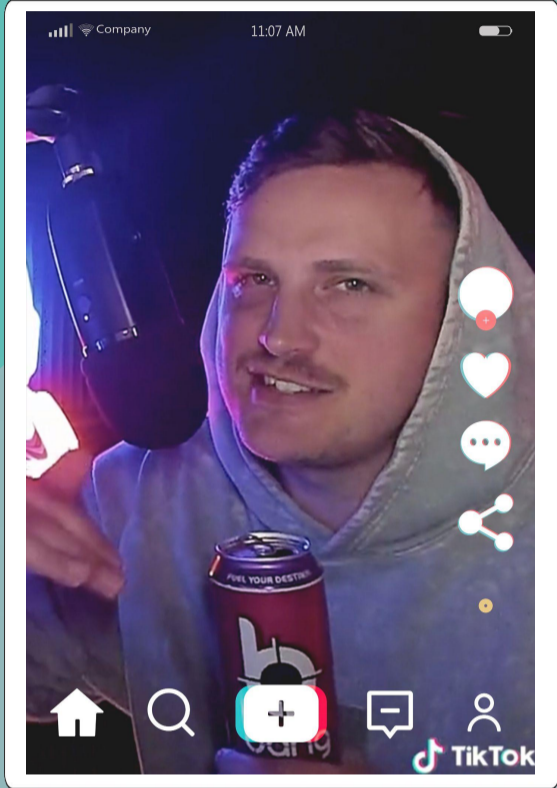


This video, which we saw was the top Tech video of 2021 was also one of the top branded TikToks of the year. The video, sponsored by Amazon, achieved impressive metrics and reached a large number of users.

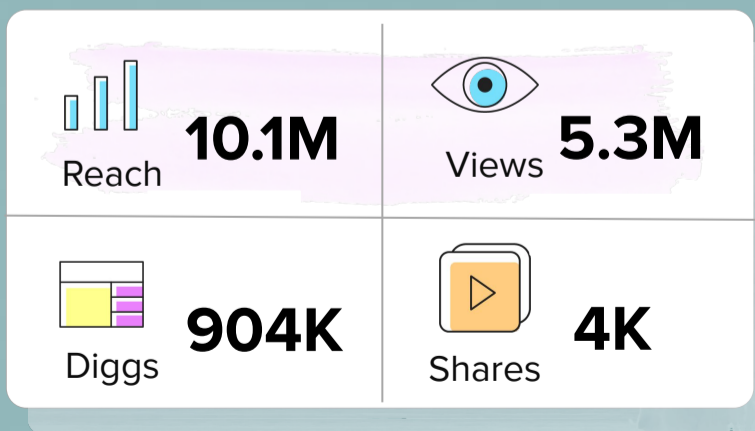


# Top Branded TikToks

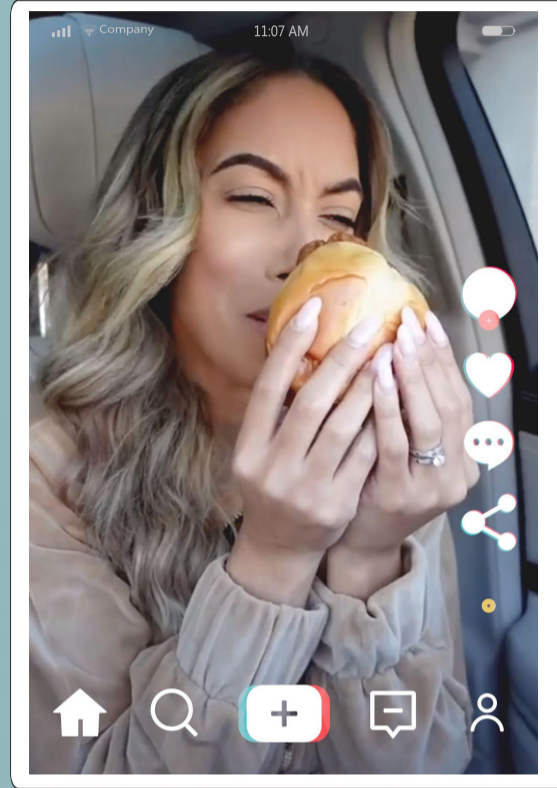
## Bang Energy



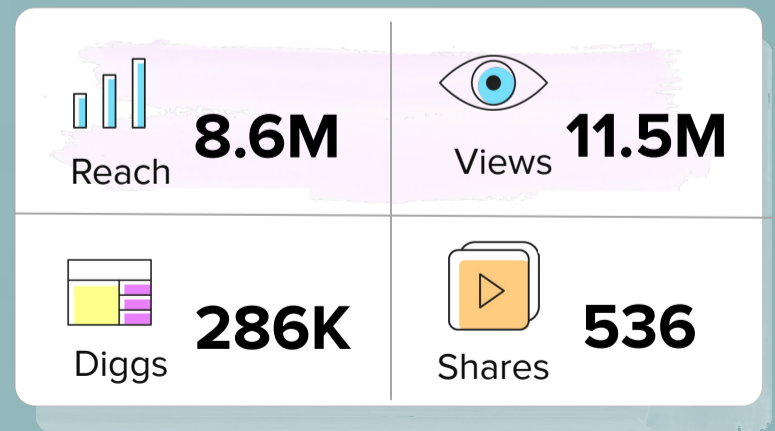
This video was sponsored by Bang Energy. The creator, @joelbergs, has a reach of **10.1M**. The video amassed 5.3M views. The engagement rate was also high, with the video driving **904K diggs** and **4K shares**.



## McDonald's

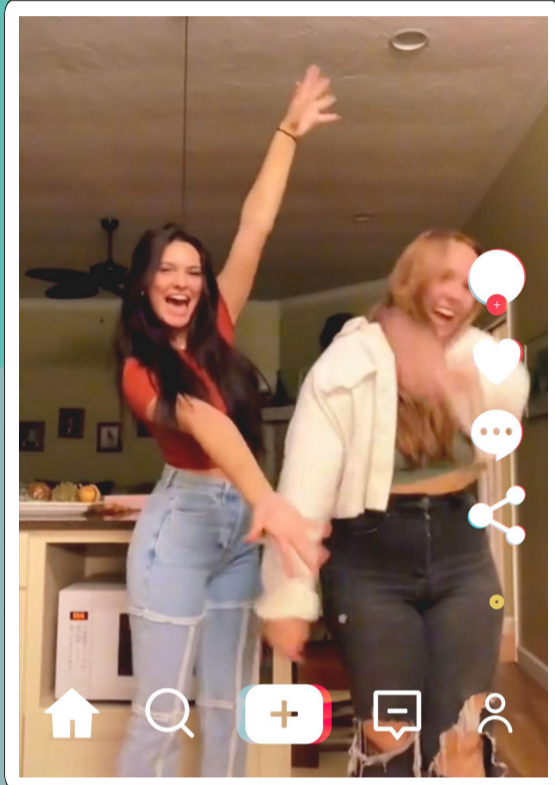


Another top branded TikTok of 2021 was by creator @brookeashleyhall, who has a reach of **8.6M**. The video was sponsored by McDonalds, resulting in **11.5M views**, **286K diggs**, and **536 shares**.



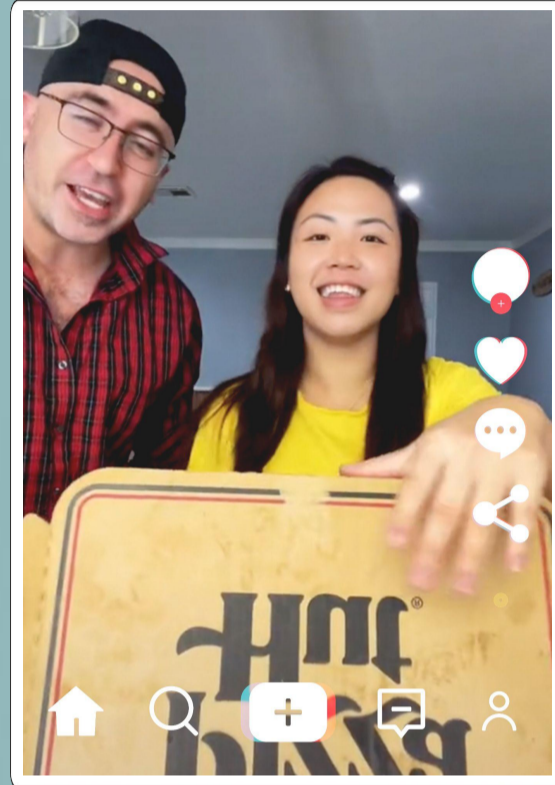
# Top Branded TikToks

Pacsun

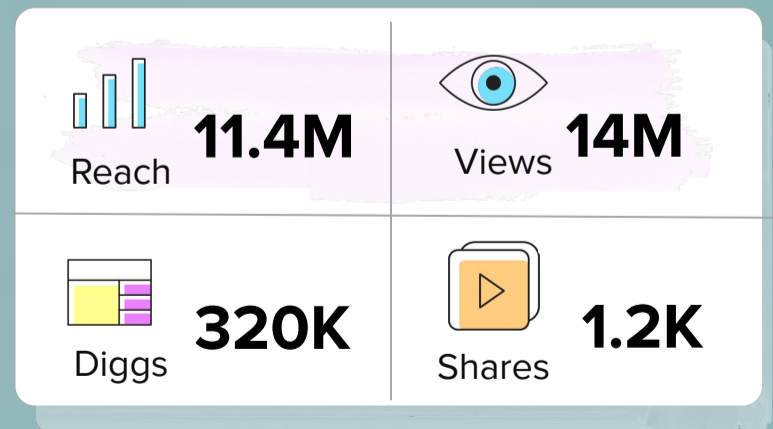
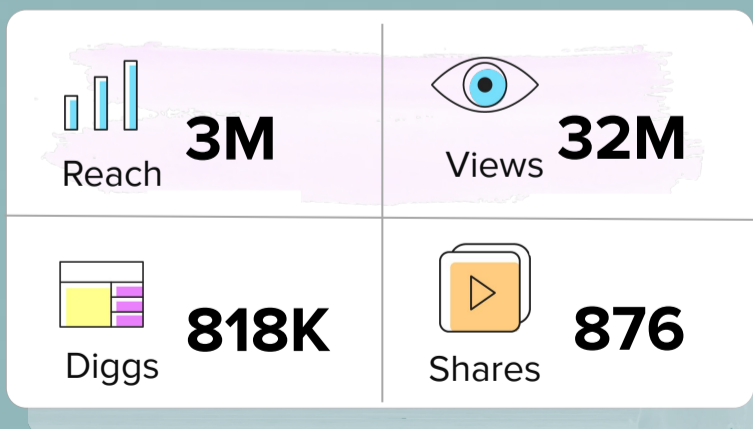


We saw this video, by creator @emma.marie26, earlier as the top fashion video of 2021. The video is also one of the top branded TikToks of the year. It was sponsored by Pacsun and had some very impressive metrics.

Pizza Hut

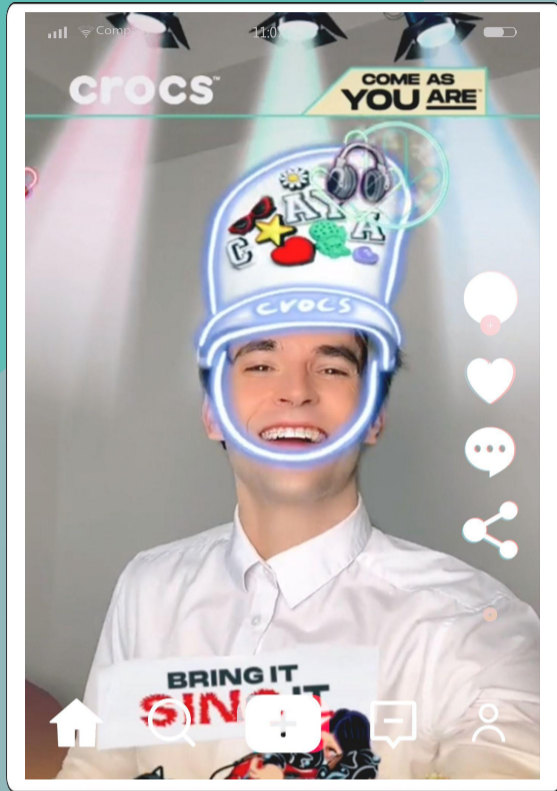


This video, sponsored by Pizza Hut, was another one of the top branded TikToks of the year. We saw this one earlier as well, as it was the top video in the Food & Drink industry. The video's reach, views, and engagements were very high.

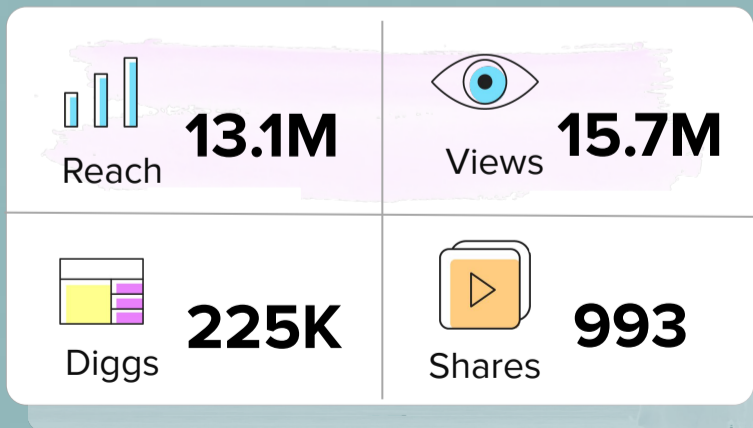


# Top Branded TikToks

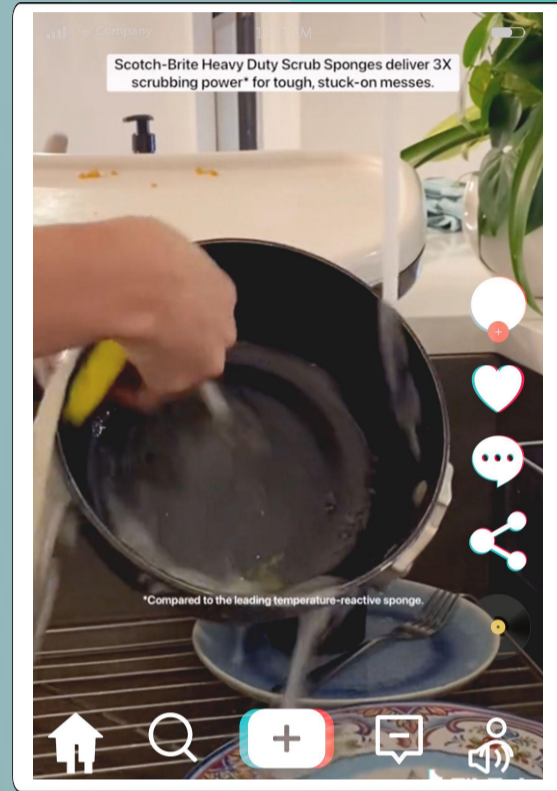
## Crocs



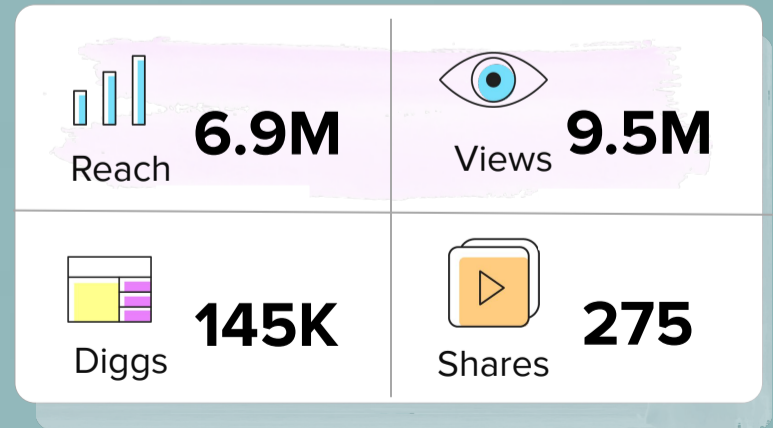
This video was sponsored by Crocs. The creator, @callmegrاند, has a reach of **13.1M**. The video amassed **15.7M views**, resulting in **225K diggs** and **993 shares**.



## ScotchBrite

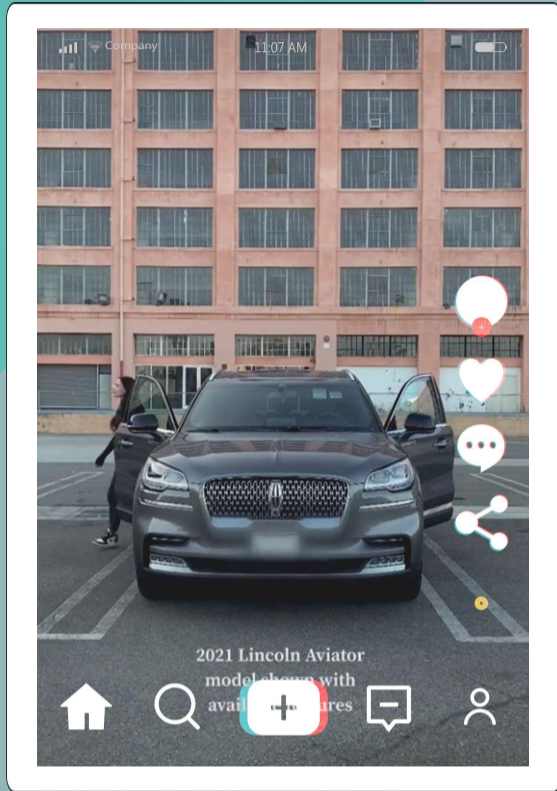


Another top branded video of 2021 was by creator @melissametrano, who has a reach of **6.9M**. The video was sponsored by ScotchBrite and gathered **9.5M views**. It drove **145K diggs** and **275 shares**.

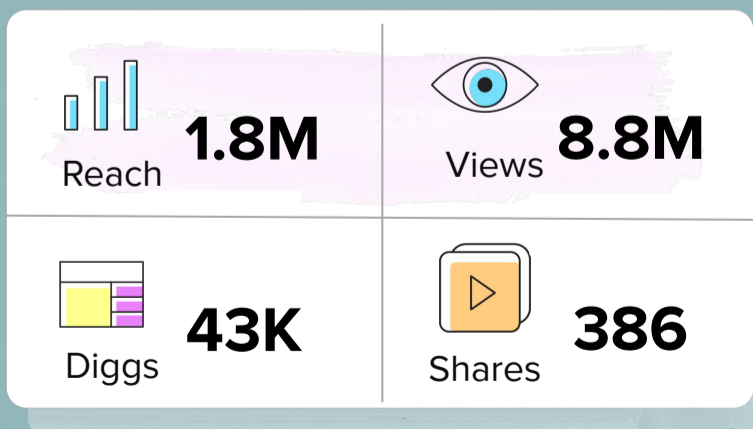


# Top Branded TikToks

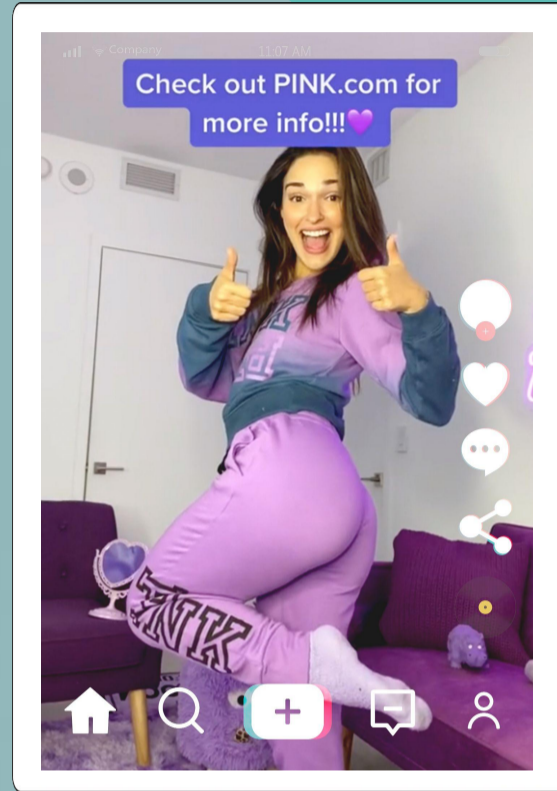
## Lincoln



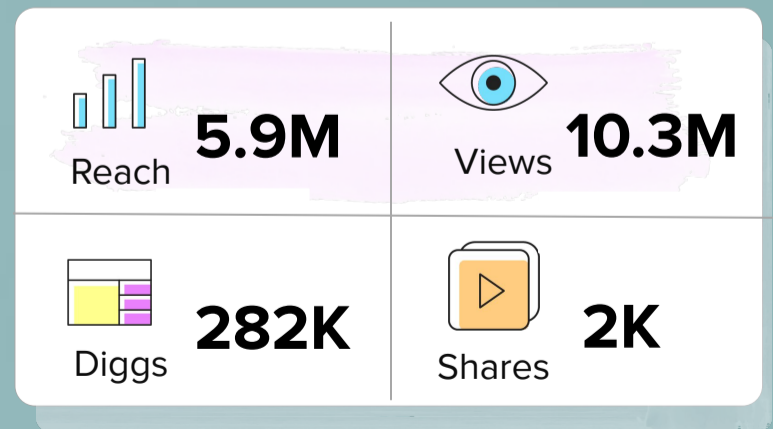
This video, sponsored by Lincoln, amassed **8.8M views** on TikTok. The creator, @christaallen, has a reach of **1.8M**. Additionally, engagements for the video included **3K diggs** and **386 shares**.



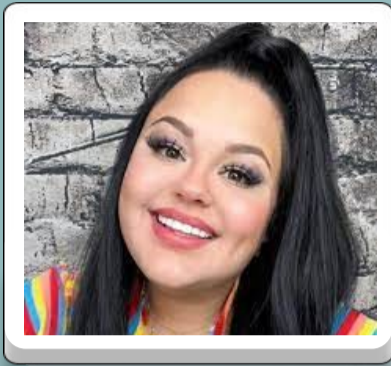
## VS Pink



VS Pink sponsored this top branded TikTok of 2021. Creator @feyoliveira has a reach of **5.8M**, with the video gathering **10.3M views**. The video also drove **282K diggs** and **2K shares**.



# Top Ten Creators



@celinaspookyboo



141M

Views



@flighthouse



21.3M

Views



@amazonprimevideo



74M

Views



@joelbergs



17.5M

Views



@zachking



46.4M

Views



@jessicawangofficial



16.8M

Views



@emma.marie26



31.8M

Views

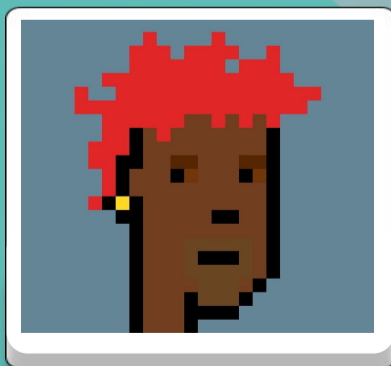


@walmart



16M

Views



@Jasonderulo



30.4

Views



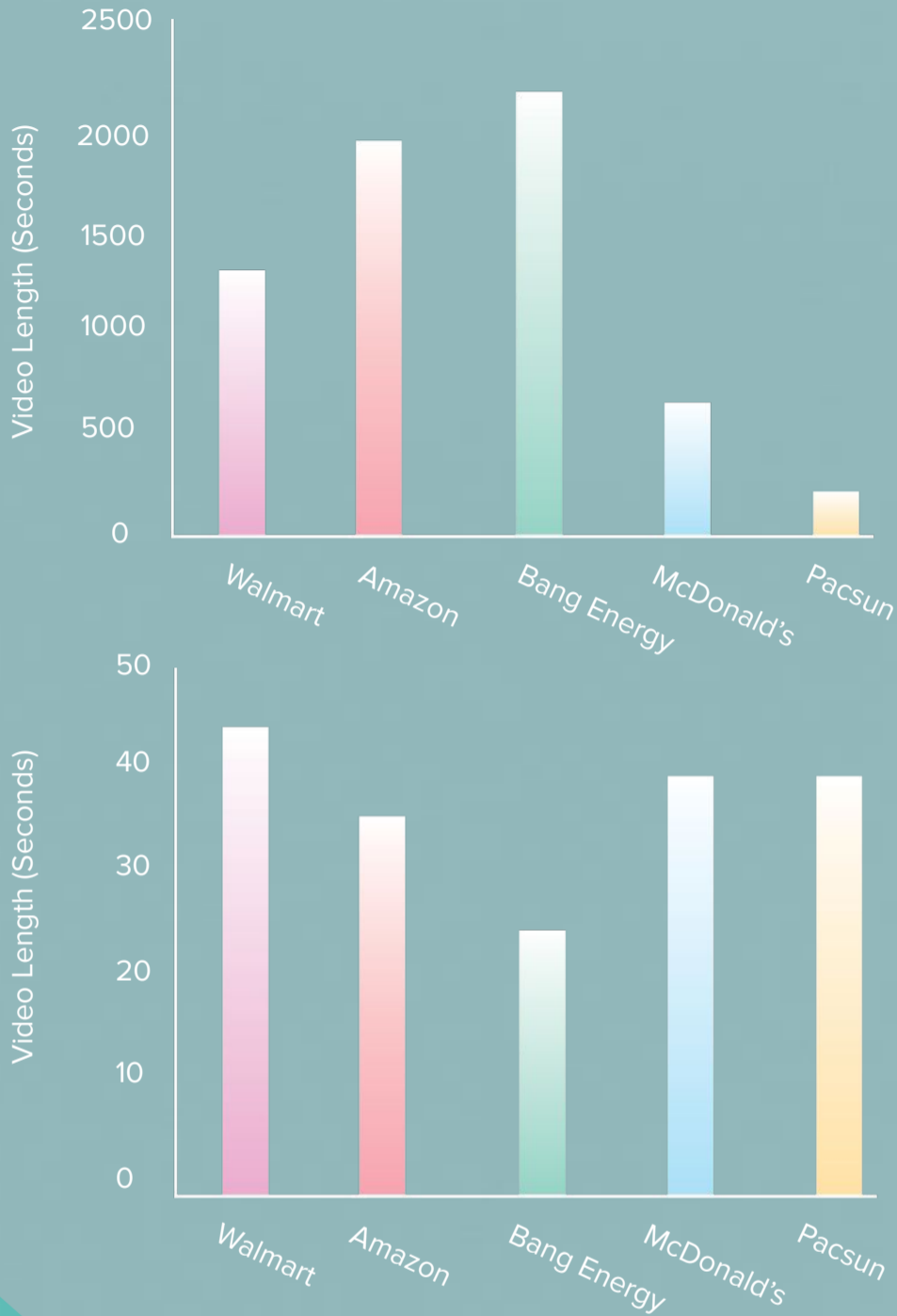
@callmegrnd



15.7M

Views

# Video Length



Looking at the top five brands of 2021 compared to one another, we can see how they vary depending on video length.

Considering the overall sum of video length per brand, it ranges from 178 seconds to 2,368 seconds. The total sum of video length for Pacsun was the lowest, while it was the highest for Bang Energy.

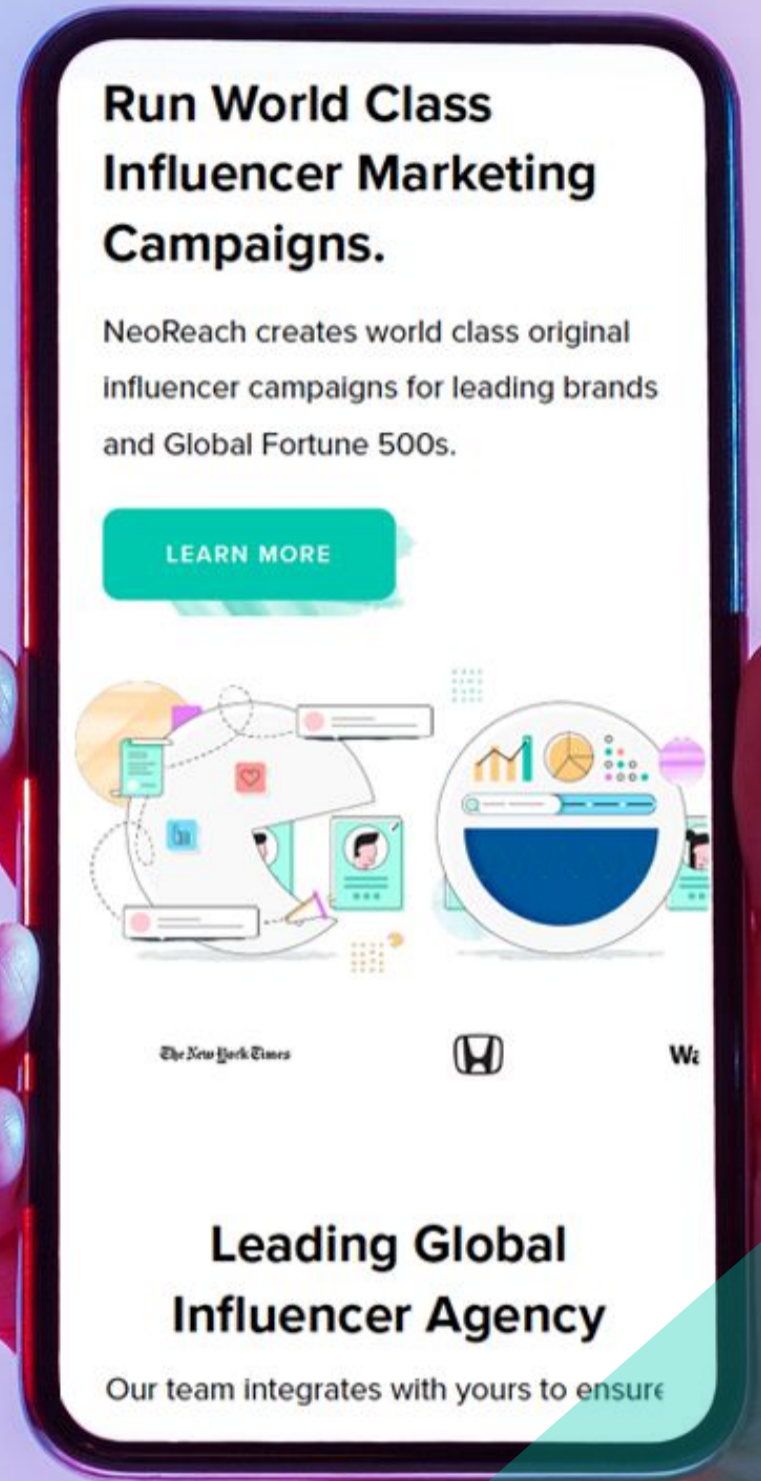
Interestingly, Bang Energy has the lowest average video length compared to the other four brands. Their average was 21 seconds, while Walmart had the highest average length of 43 seconds.

Brand	Sum of Video Length (Seconds)	Avg. Video Length (Seconds)
Walmart	1,317	43
Amazon	2,023	34
Bang Energy	2,368	21
McDonald's	540	36
Pacsun	178	36

# Editor's Note

TikTok has been integral to the development of the creator economy over the past few years. The app launched in the United States in 2016. In 2018, it was the most downloaded app in the world. Over the next three years, the platform continued to grow, rising to the ranks of powerhouses like Instagram and YouTube with over a billion active users. Additionally, an increasing number of creators and brands have taken to the platform, solidifying TikTok's role in the ever-growing creator economy.

Due to the platform's personalized algorithm feature, it is the ideal platform for creators to grow. This is because, on TikTok, anyone can go viral. When brands activate campaigns on the platform, they are not only reaching their followers, they are also reaching the "For You" pages of users around the world. This is what makes TikTok such a strong influencer marketing tool, which is evident through the data presented in this report. And as the platform continues to rise, we will see an increasing number of creators and brands alike harness the power of TikTok.

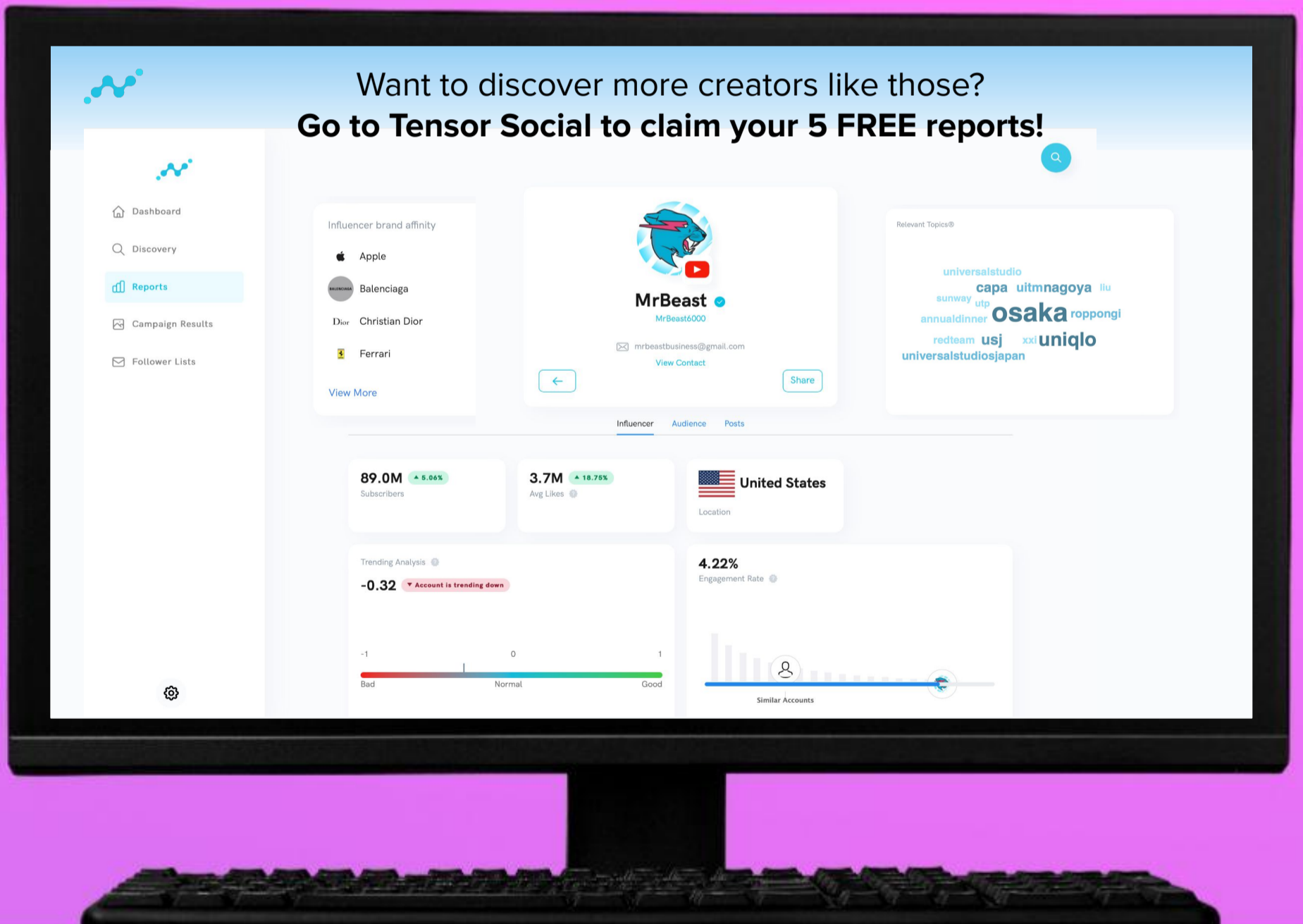




# Get in Touch

Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with your biggest powerhouse influencers on YouTube? Tensor Social has the software and data capabilities for your brand to tap into the most strategic influencer initiatives. Discover how Tensor Social can help your brand reap the benefits of influencer marketing.

**To learn more, head over to Tensor Social to claim your 5 FREE reports today AND 20% off your first 3 months!**



# Meet the Specialists Behind the Data

Meet the people behind the scenes



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