



Top 100 Creator Economy Companies

2022 NeoReach Report

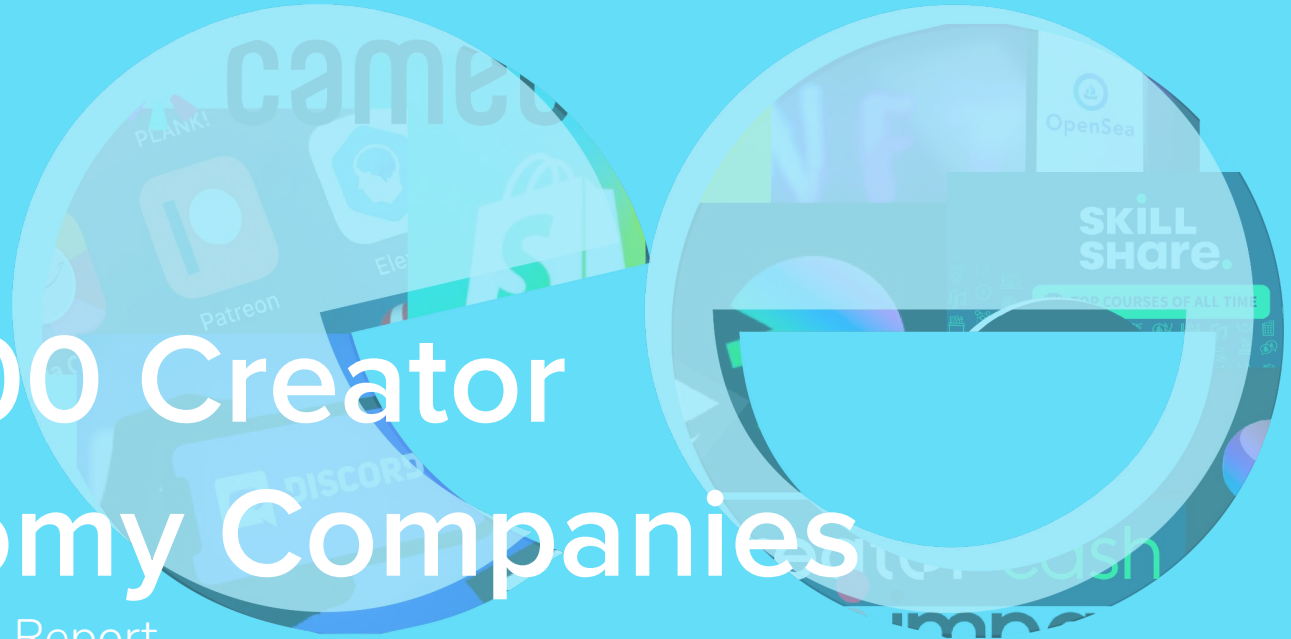




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Methodology

The data presented in this report was collected from 100 of the leading companies in the creator economy. After gathering data on each brand, we filtered through them by their revenue, website traffic, ad spend, year founded, and social media reach across platforms.

Utilizing NeoReach's proprietary data, we determined each brand's growth rate and audience demographics, in addition to conducting a trending analysis to predict future growth.

This analysis allowed us to provide a comprehensive overview of the creator economy landscape. In this report, we will identify the most successful companies, the top industries and products, which brands are growing/slowing down, and which companies will continue to grow.

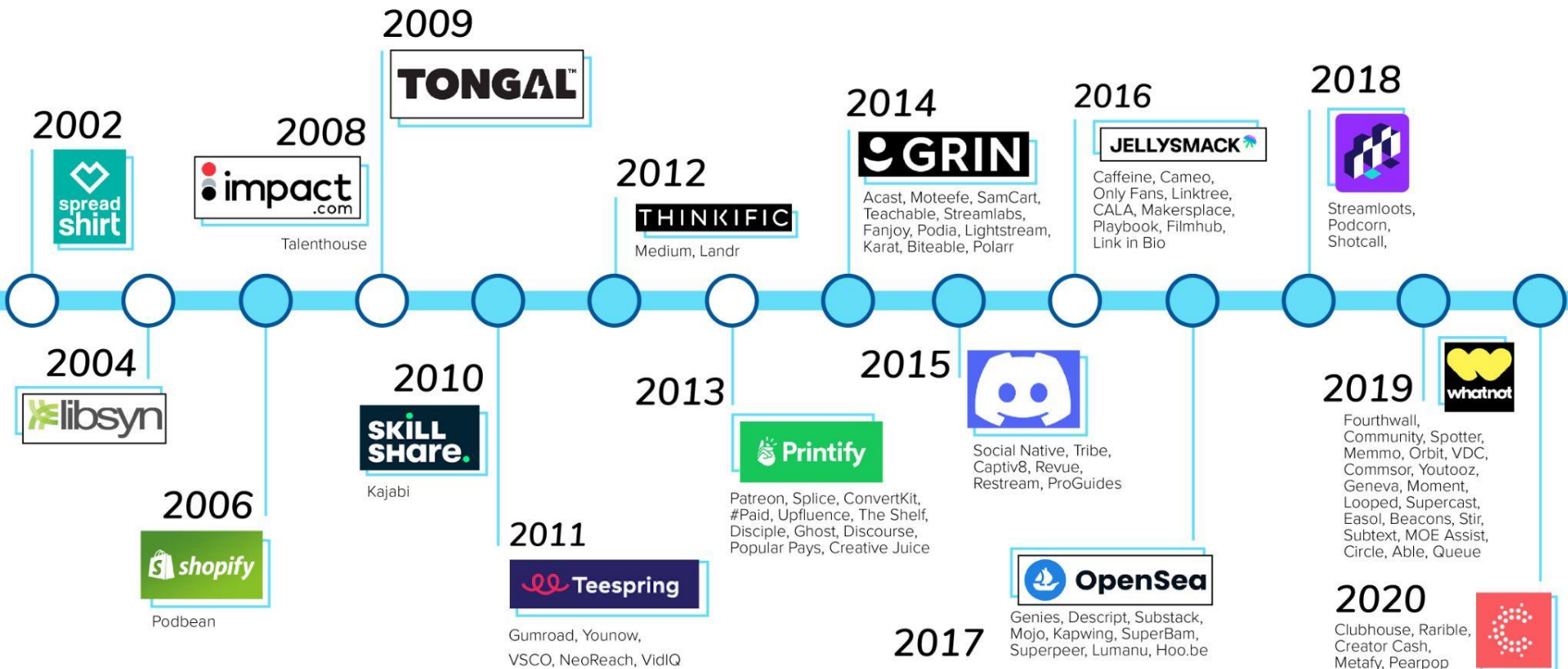
**SKILL
SHARE.**

Top 100 Creator Economy Companies



Year Founded

Timeline





Top 100 Companies

By Revenue



SKILL
SHARE.



Top 10 Revenue Companies





Shopify

Merchandise Company

Year Founded
2006

Monthly Website Traffic
23.3M

Est. Annual Revenue
\$5.2B

Paid Ad Spend Monthly
<\$5K

Shopify, the leading e-commerce platform for online stores, was founded by Tobias Lütke, Scott Lake, and Daniel Weinand in 2006. The brand plays a key role in the creator economy, as it has expanded to accommodate online shopping via social media.



Only Fans

Subscription Company

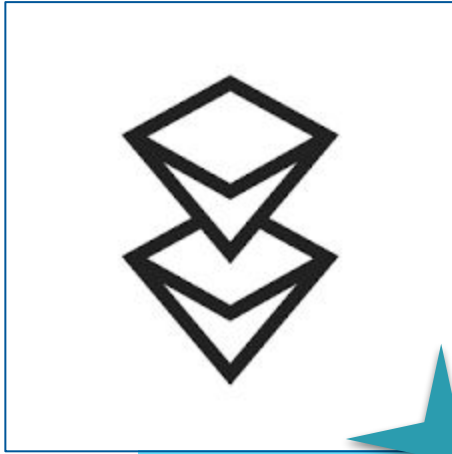
Year Founded
2016

Monthly Website Traffic
57.3M

Est. Annual Revenue
\$2.5B

Paid Ad Spend Monthly
<\$5K

OnlyFans, a subscription based website with an estimated annual revenue of 2.5 billion dollars, was founded in 2016 by Timothy Stokely and is based out of London. OnlyFans allows for creators to monetize their content by requiring a monthly subscription fee to their page.



BitClout

Blockchain Company

Year Founded
2021

Monthly Website Traffic
14.4K

Est. Annual Revenue
\$1B

Paid Ad Spend Monthly
<\$5K

BitClout is a blockchain social media platform marketed as a “platform owned by its users.” One of the newer companies on this list, it was founded in 2021 by Nader al-Naji and has an estimated annual revenue of \$1B.



Impact

Ad Platforms Company

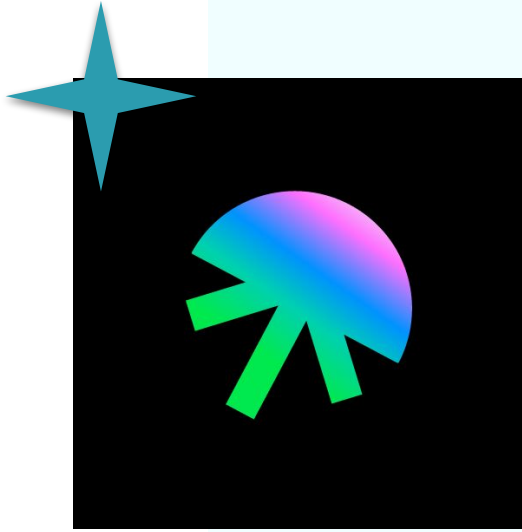
Year Founded
2008

Monthly Website Traffic
199K

Est. Annual Revenue
\$233.6M

Paid Ad Spend Monthly
\$39.6K

Another one of the top creator economy companies is Impact.com, a partnership management platform. The company was founded in 2008 by David A. Yovanno and Per Peterson.



JellySmack

Community Management /
Analytics & Operations Company

Year Founded

2016

Monthly Website Traffic

18K

Est. Annual Revenue

\$216M

Paid Ad Spend Monthly

\$5.2K

JellySmack, a tech-enabled social media amplification platform, was founded by Swann Maizil, Robin Sabban, and Michael Philippe in 2016. The company's estimated annual revenue is an impressive \$216M.



Spring

Merchandise Company

Year Founded
2011

Monthly Website Traffic
601.7K

Est. Annual Revenue
\$183.7M

Paid Ad Spend Monthly
\$51.4K

Founded in 2011, Spring is a social commerce platform founded by Evan Stites-Clayton and Walker Williams which allows users to sell custom products.



Patreon

Subscriptions Company

Year Founded
2013

Monthly Website Traffic
6.5M

Est. Annual Revenue
\$160M

Paid Ad Spend Monthly
\$51.1K

Founded in 2013 by Jack Conte, Patreon is a subscription based company with an estimated annual revenue of 160 million dollars in 2022. Patreon allows for fans to subscribe to their favorite creators pages for exclusive content, as well as helping creators monetize their content.



Top 10 by revenue



Acast

Ad Platforms Company

Year Founded
2014

Monthly Website Traffic
1.7M

Est. Annual Revenue
\$148.4M

Paid Ad Spend Monthly
\$6.1K

Founded by Karl Rosander, Måns Ulvestam, and John Billgren in 2014 Acast helps support podcast creators by helping with advertisement strategy, they also help creators start their own podcast or join an existing podcast.



Discord

Community Management / Analytics & Operations Company



Year Founded
2015

Monthly Website Traffic
44.6M

Est. Annual Revenue
\$130M

Paid Ad Spend Monthly
\$199K

Discord is a social platform that allows users to communicate through instant messaging and video/voice calls. With an estimated annual revenue of \$130M, the platform was founded in 2015 by Jason Citron and Stan Vishnevskiy.



OpenSea

Blockchain Company

Year Founded
2017

Monthly Website Traffic
6.6M

Est. Annual Revenue
\$93.8M

Paid Ad Spend Monthly
<\$5K

OpenSea is the first and largest online marketplace for NFTs and crypto collectables was founded in 2017 by Devin Finzer. With an estimated annual revenue of 93.8 million dollars, OpenSea allows users to buy, sell, and create NFTs.



Top 100 Companies

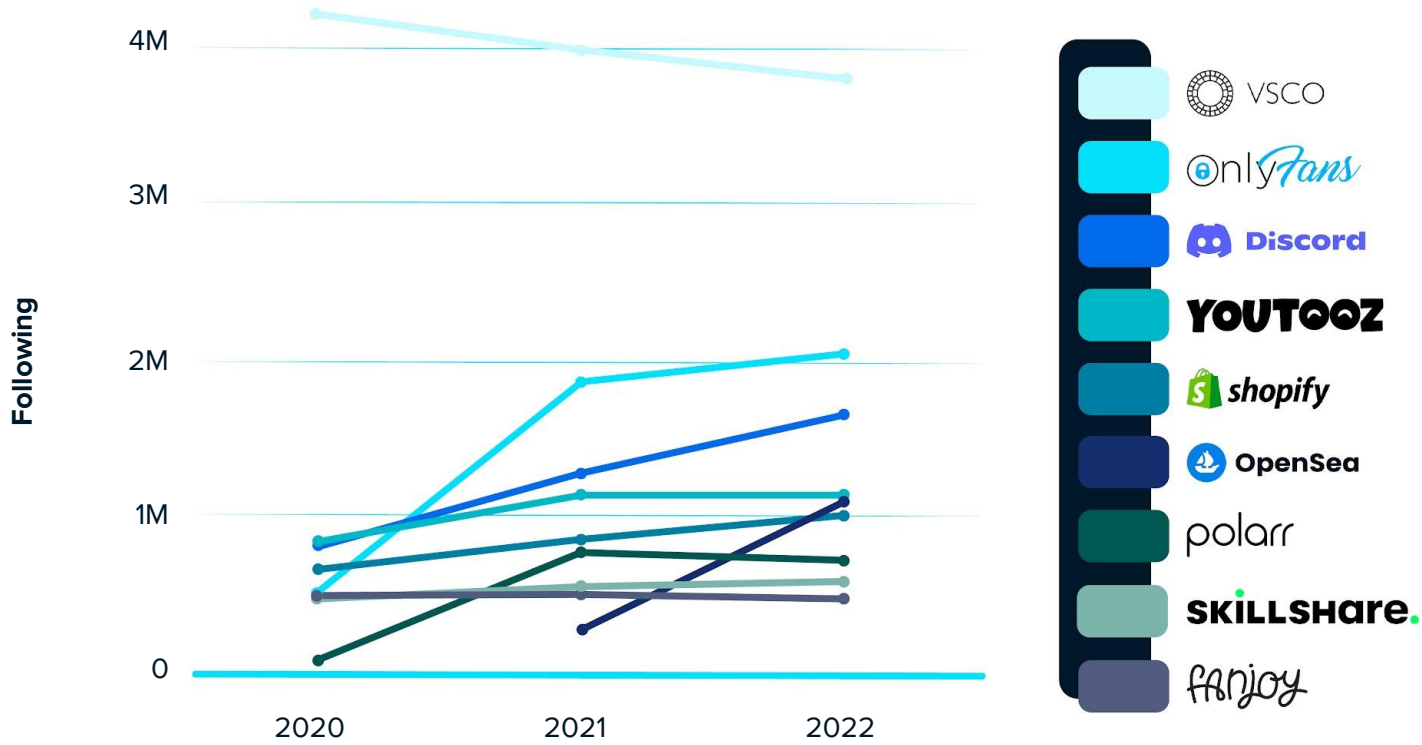
By Social Following



SKILL
SHARE.



Top 10 Social Following Instagram Growth





FA1

vSCO



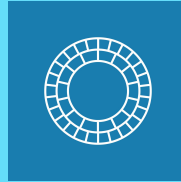
3,976 Posts 3.7M Followers 899 Following

VSCO | Photo & Video Editor

Trusted photo & video editor for premium presets, quality tools, and creative community.

#VSCO

sprout.link/vsco



VSCO

Content Creation Company



3,809,196 Followers



23,700 Followers



47,700 Followers


Year Founded
2011


Monthly Website Traffic
2.7M

Est. Annual Revenue
\$25.4M

Paid Ad Spend Monthly
<\$5K

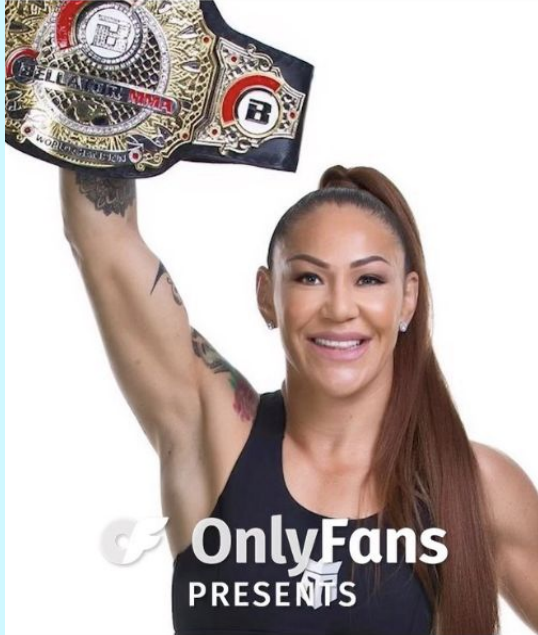



onlyfans 

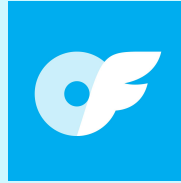


1,740 Posts **2M** Followers **600** Following

OnlyFans
Website
OnlyFans is a subscription social platform revolutionising creator and fan connections.



 **OnlyFans**
PRESENTS



Only Fans

Subscription Company



2,040,392
Followers



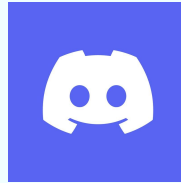
9,580
Followers

Year Founded
2016

Monthly Website Traffic
57.3M

Est. Annual Revenue
\$2.5B

Paid Ad Spend Monthly
<\$5K



Discord

Community Management / Analytics & Operations Company



2,040,392
Followers



1,658,747
Followers



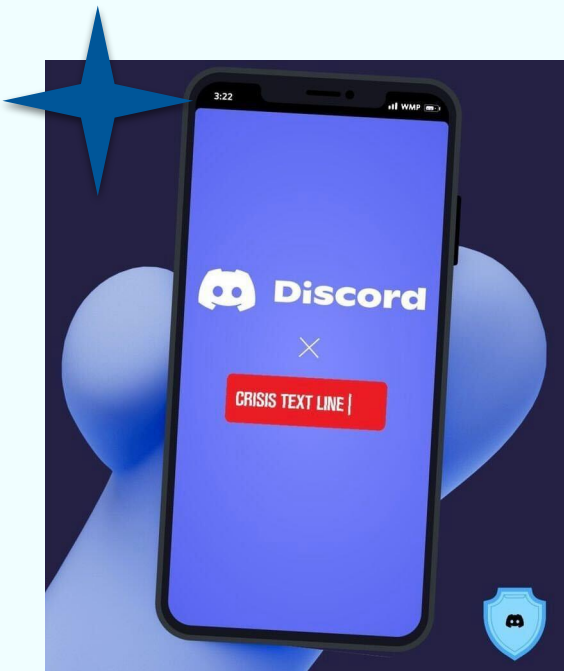
3,800,000
Followers

Year Founded
2015

Monthly Website Traffic
44.6M

Est. Annual Revenue
\$130M

Paid Ad Spend Monthly
\$199K



discord



1,293 Posts 1.6M Followers 68 Following

Discord

Discord is the easiest way to talk over voice, video, and text. Talk, hang out, and create a place to belong with your friends and communities.

linkin.bio/discord



youtooz



486 Posts 1.1M Followers 72 Following

youtooz

turning the joys of the internet into collectible items, made for you and me.

if you need help with your order, please email support@youtooz.com

youtooz.com



BINGUS X FLOPPA



YouTooZ

Merchandise Company



1,156,753 Followers



834,400 Followers



273,000 Followers

Year Founded
2019

Monthly Website Traffic
462K

Est. Annual Revenue
\$8M

Paid Ad Spend Monthly
<\$5K



Open Sea

Blockchain Company



1,121,949
Followers



31,800
Followers



35,300
Followers

opensea



744 Posts 1.1M Followers 1,667 Following

OpenSea

Internet company

The largest marketplace for NFTs

Create, buy, sell, and discover unique digital goods

Reach us at support@opensea.io

linkin.bio/opensea

Year Founded

2017

Monthly Website Traffic

6.6M

Est. Annual Revenue

\$93.8M

Paid Ad Spend Monthly

<\$5K



Shopify

Merchandise Company



1,018,789
Followers



124,900
Followers



338,00
Followers

Year Founded
2006

Monthly Website Traffic
23.3M

Est. Annual Revenue
\$5.2B

Paid Ad Spend Monthly
\$4.2M



creammilk 🍦
@adaircore



Polarr

Content Creation Company



746,292
Followers



115,900
Followers



16,700
Followers



polarr

881 Posts 737K Followers 3,816 Following

Polarr

🎨 Express yourself by creating Polarr filters
💡 Creator News, Tips & Features for Polarr Creators

Tag your filters with #polarrfilters to be... more
linktr.ee/polarr

Year Founded
2014

Monthly Website Traffic
19.3K

Est. Annual Revenue
\$3.7M

Paid Ad Spend Monthly
<\$5K



Art as
Activism
Nikkolas Smith

skillshare



2,959 Posts 612K Followers 643 Following

Skillshare
Explore your creativity with thousands of inspiring classes 🍷 🎨 📷
Tag #skillshare to share your latest projects!
linkin.bio/skillshare



Skill Share

Courses Company



611,816
Followers



164,800
Followers



479,000
Followers

Year Founded

2010

Monthly Website Traffic

2.3M

Est. Annual Revenue

\$80M

Paid Ad Spend Monthly

\$344.8K



fanjoy 



1,690 Posts **502K** Followers **1,123** Following

Fanjoy
Shopping & retail
connecting you to your favorite creators
taplink.cc/fanjoy



Fanjoy

Merchandise Company



504,468
Followers



105,400
Followers



20,600
Followers

Year Founded
2014

Monthly Website Traffic
137K

Est. Annual Revenue
\$7.5M

Paid Ad Spend Monthly
<\$5K



Top Services













Across Top 100 Companies

**SKILL
SHARE.**

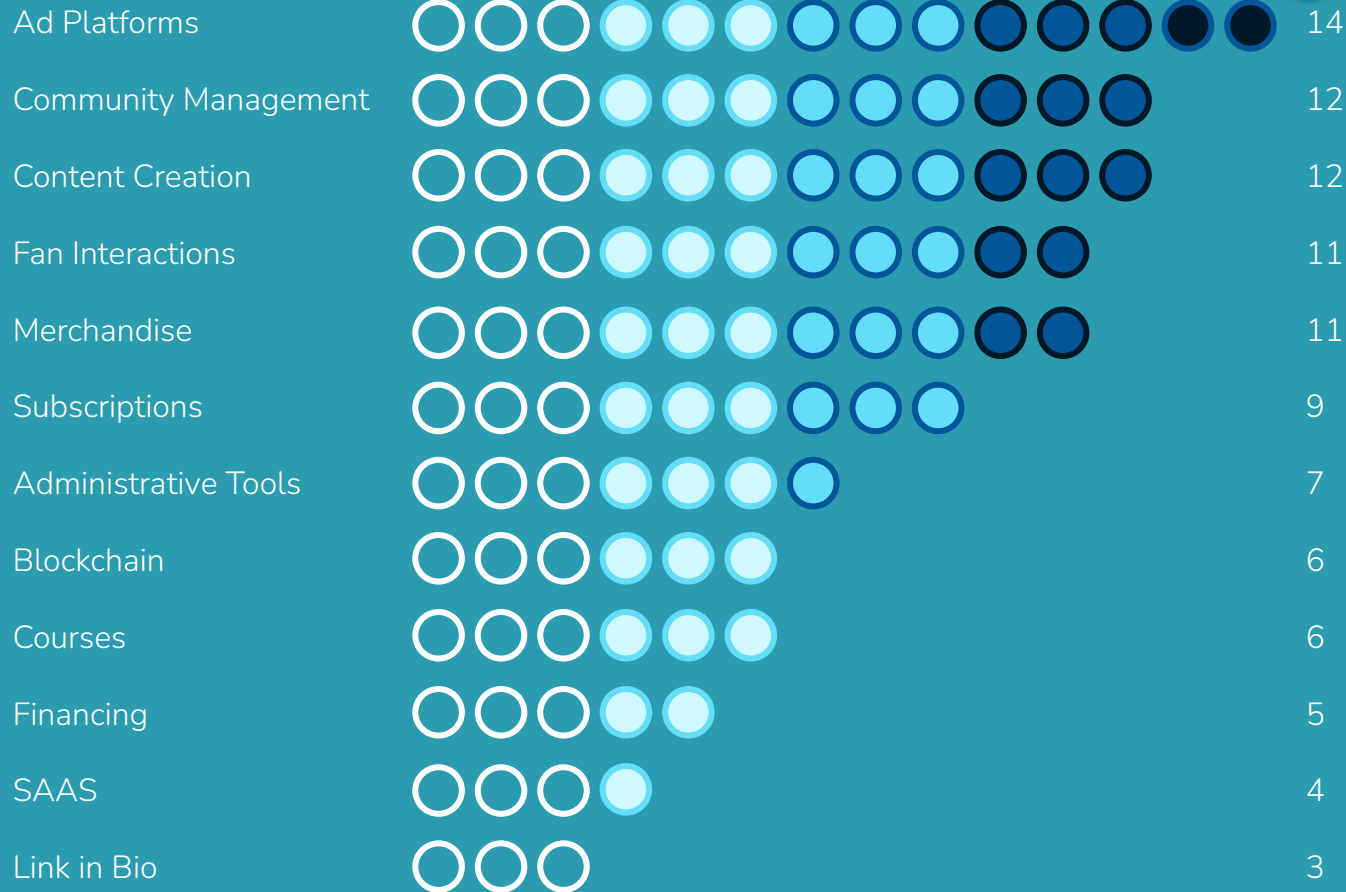




Top Services

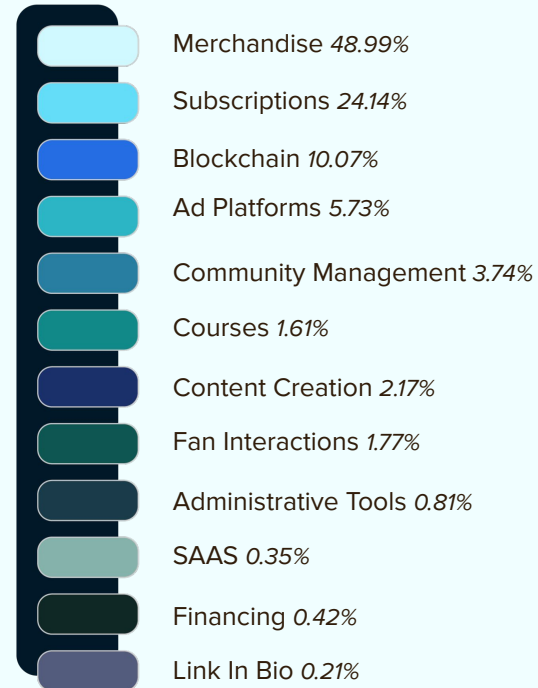
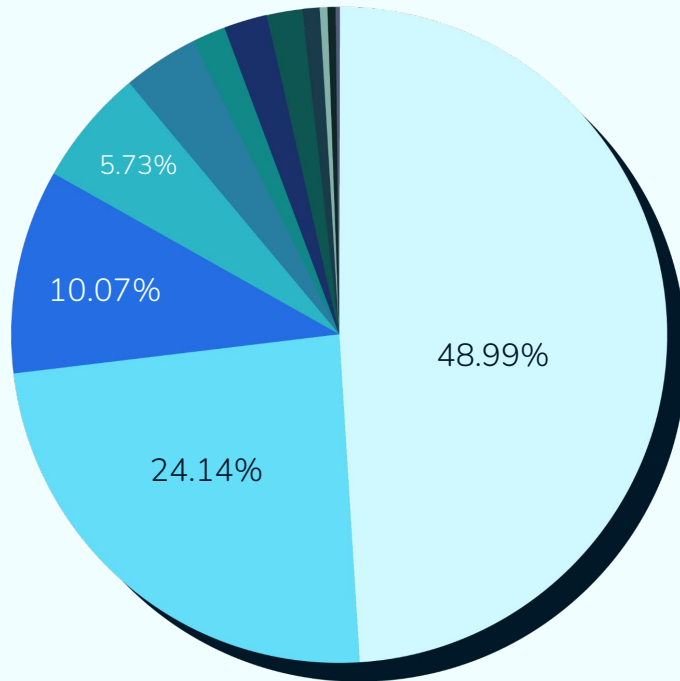
Type of Service	Top Company	Est. Annual Revenue
1. Ad Platforms	 impact .com	\$233,600,000
2. Community Management	 JELLYSMACK	\$216,000,000
3. Content Creation	 caffeine	\$75,000,000
4. Fan Interactions	 cameo	\$65,000,000
5. Merchandise	 shopify	\$5,245,000,000
6. Subscriptions	 onlyFans	\$2,500,000,000
7. Administrative Tools	 collective	\$33,000,000
8. Blockchain	 SKILL SHARE.	\$1,000,000,000
9. Courses	 SKILL SHARE.	\$80,000,000
10. Financing	 creator cash	\$19,000,000
11. SAAS	 teachable	\$14,000,000
12. Link in Bio	 Linktree*	\$16,000,000

Top Services



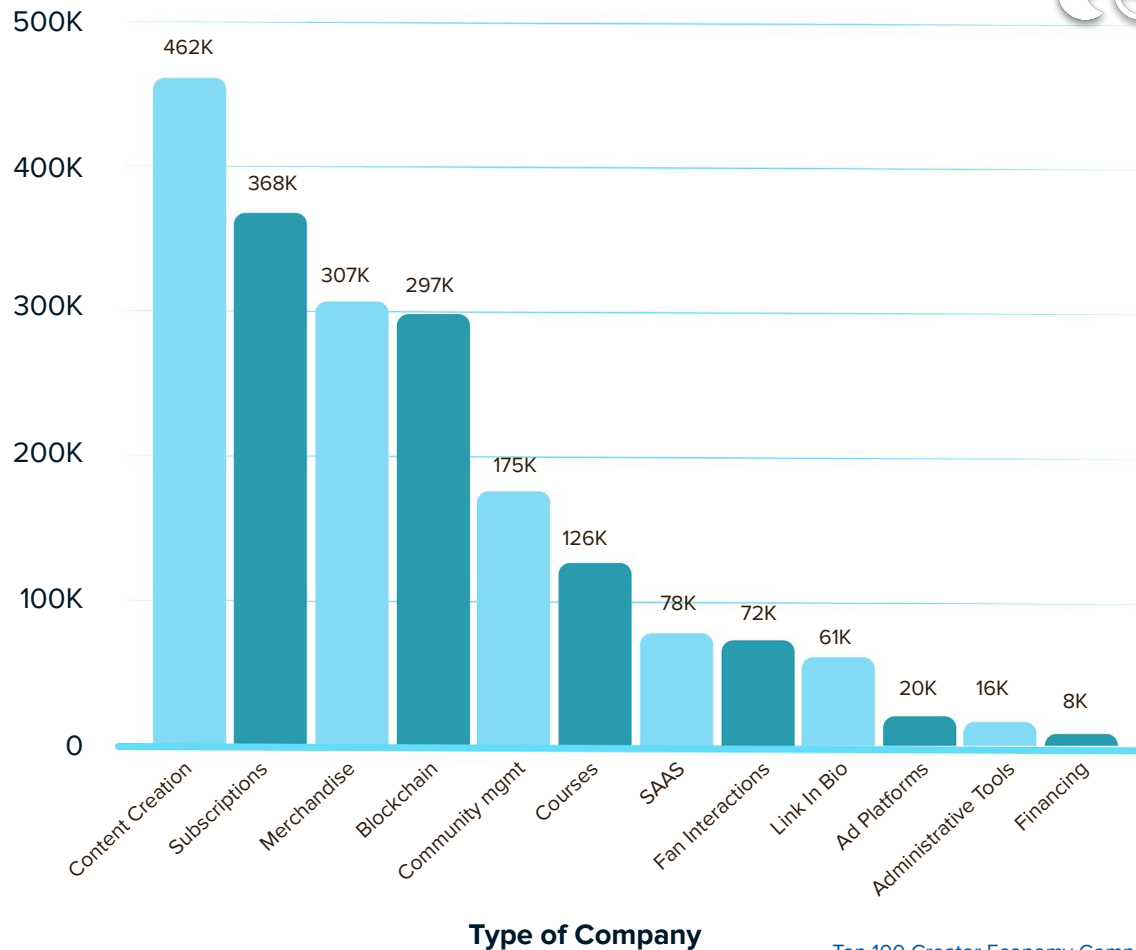


Average of Annual Revenue



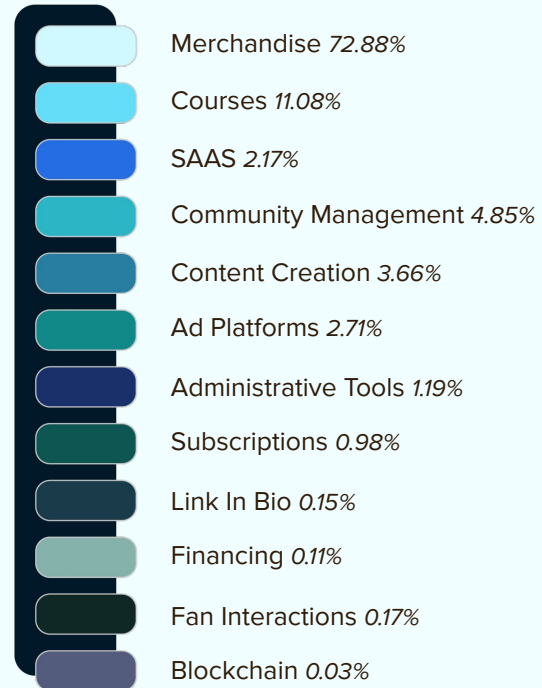
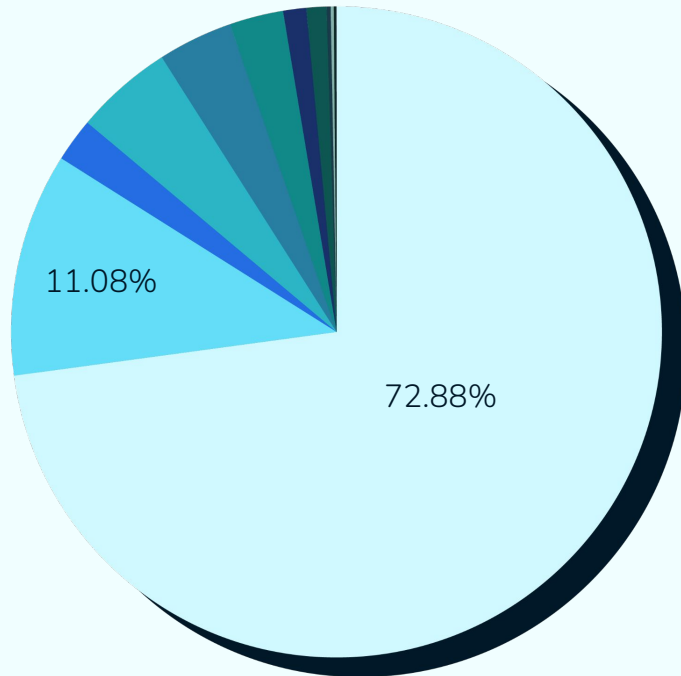
Average of Instagram Reach

Avg. Instagram Reach

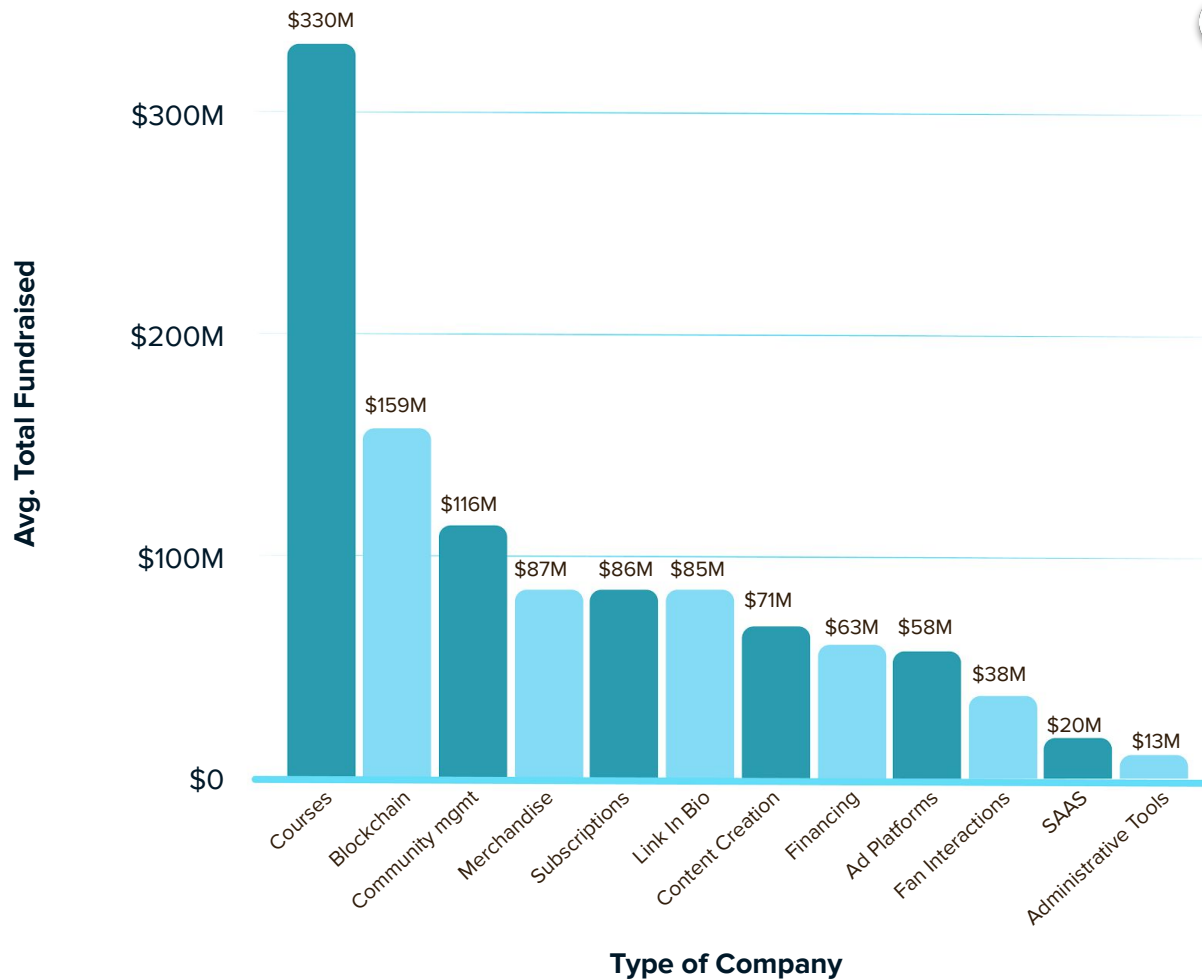




Average of Paid Monthly Ad Spend



Average of Total Fundraised





Fastest Growing on Instagram



Geneva

6.58%

Community Management



hoo.be

5.72%

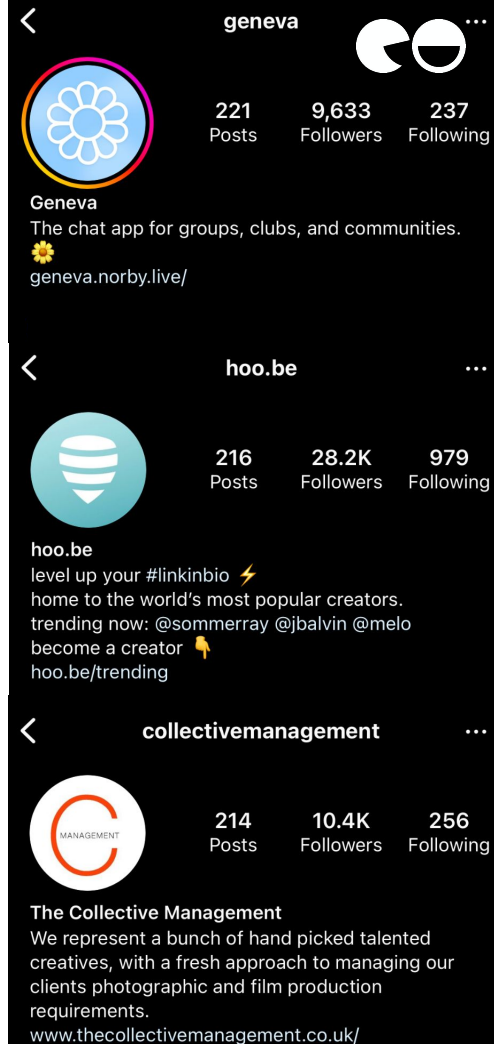
Link in bio



Collective

5.03%

Administrative Tools





Slowest Growing on Instagram



Mintable

-0.58%

Blockchain



Streamloots

-0.69

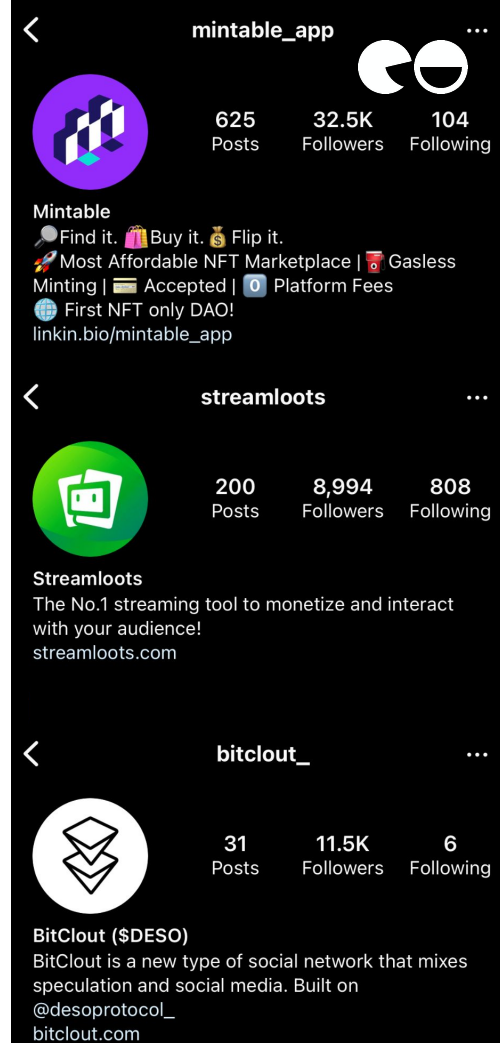
Fan Interaction



BitCloud

-1.53

Blockchain





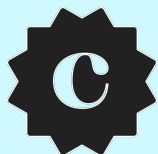
Companies Trending Up

Utilizing Tensor Social, we conducted a trending analysis on the top 100 creator economy companies. This allowed us to determine the trending directions of the most significant industry companies. From this, we identified the top three upward trending companies: Clout Desk, Descript, and Memmo.

Clout

(noun)

influence or power, especially in politics or business.



Clout Desk

1.73

Ad Platform



Descript

1.67

Content Creation



Descript ✓
@DescriptApp

How do you avoid burnout when you're creating? 🙋

memmo.me

Memmo

1.28

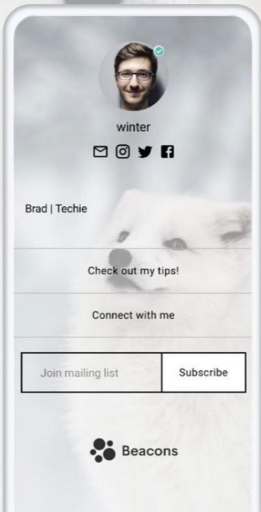
Fan Interaction





Companies Trending Down

We also identified any companies that are projected to trend downward in the coming months. The three companies who are trending down the most are Beacons, Cameo, and Caffeine.



Cameo

-0.87

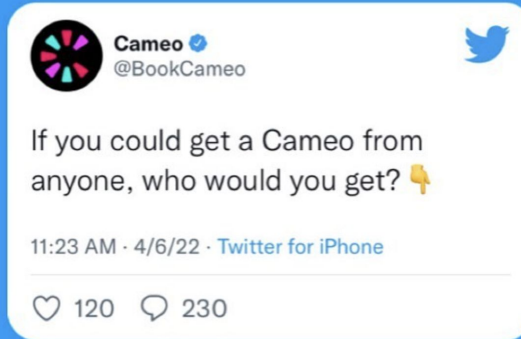
Fan Interaction



Beacons

-0.80

Community Management

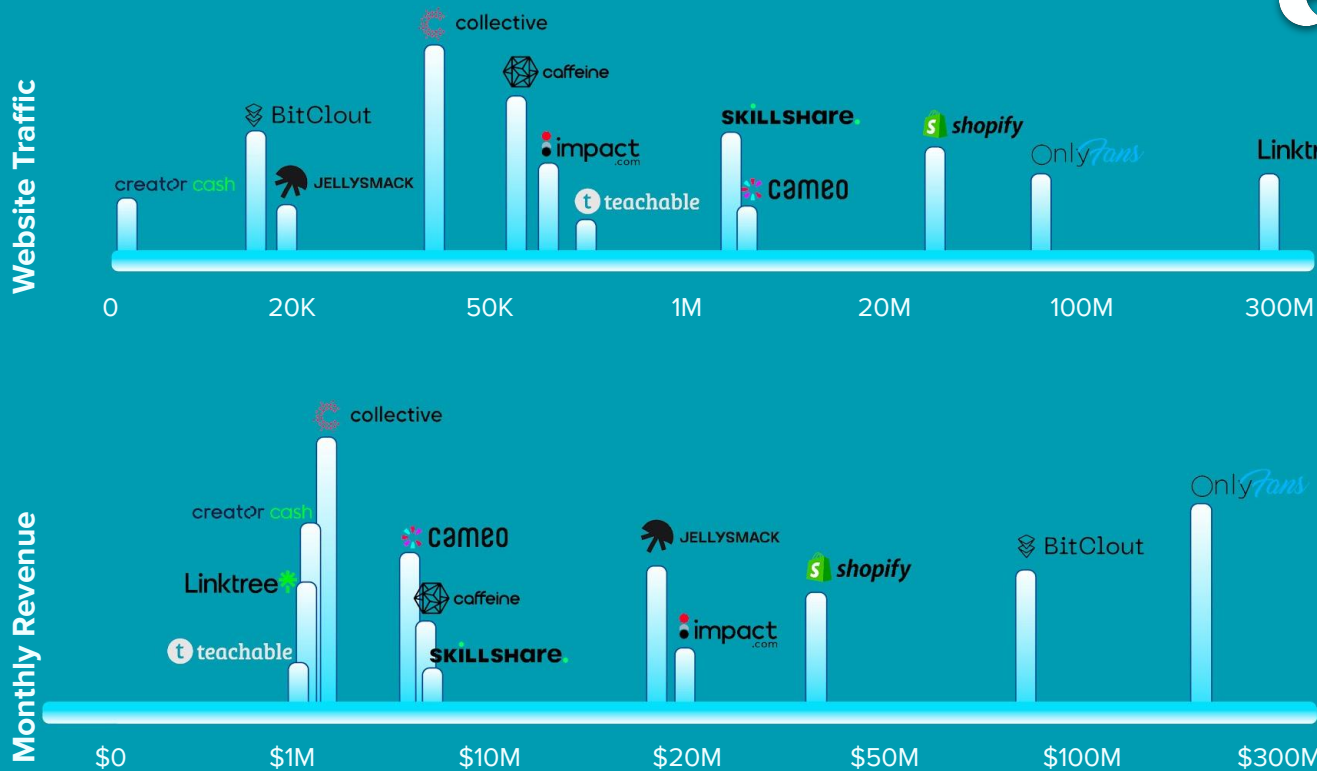


Caffeine

-0.90

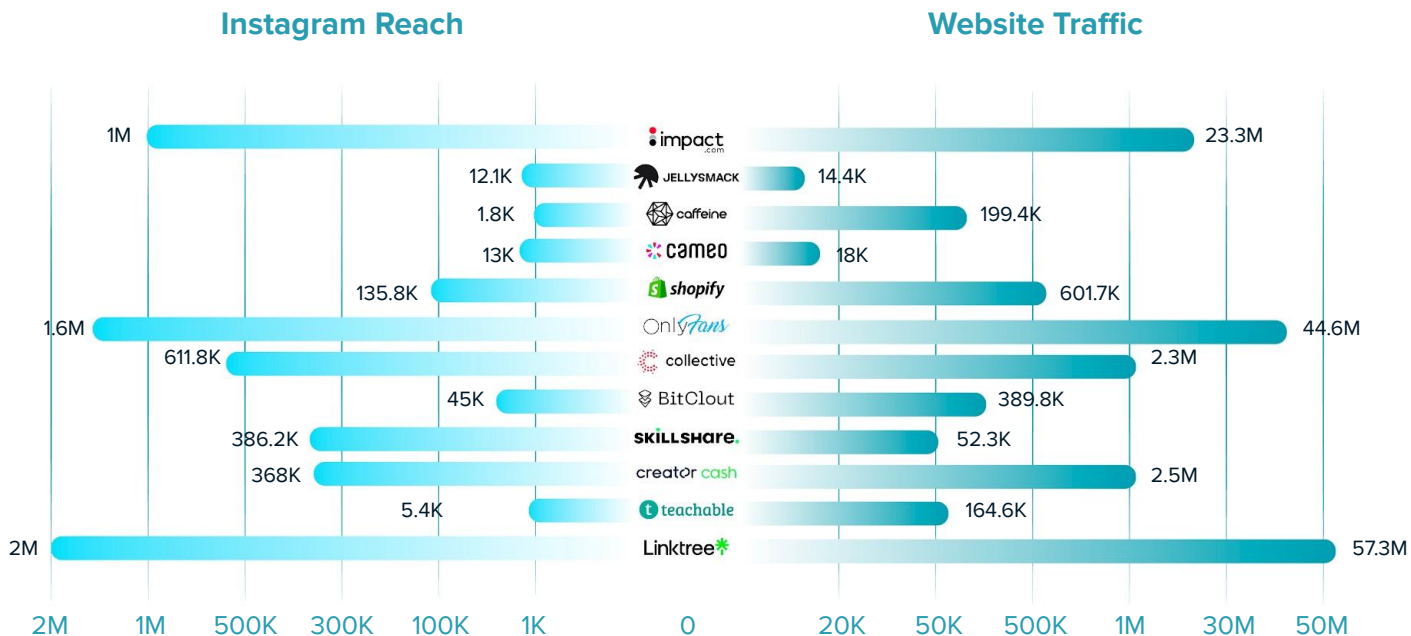
Content Creation

Website Traffic vs. Monthly Revenue



This graph demonstrates the correlation between website traffic and monthly revenue among the top creator economy companies.

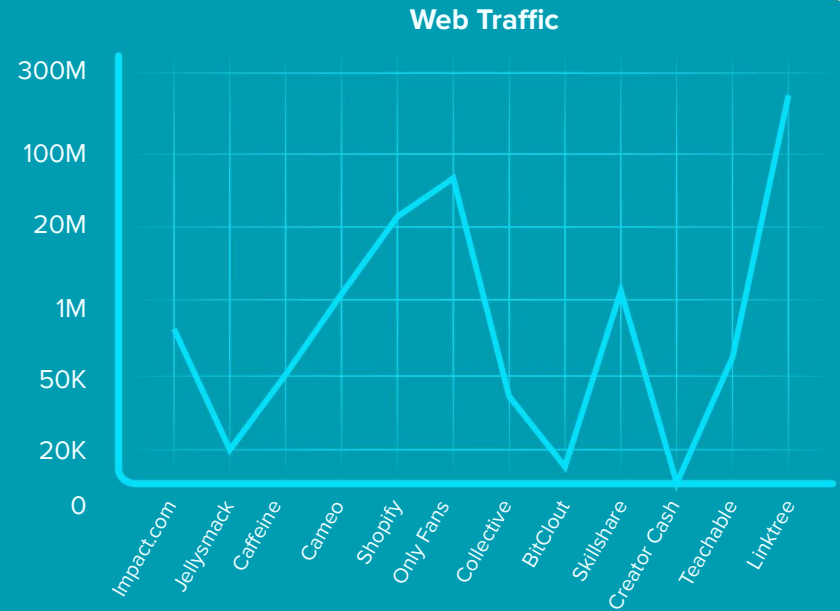
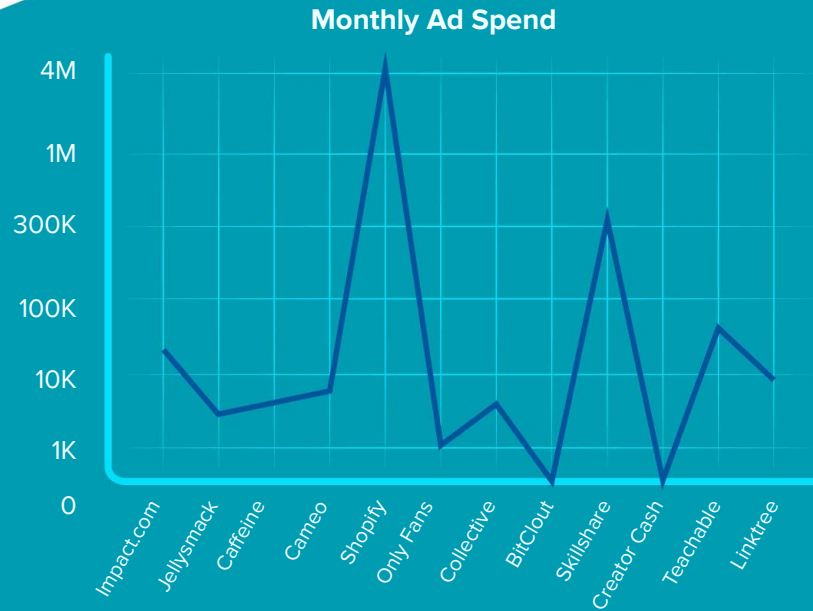
Instagram Reach vs. Website Traffic



When considering the top creator economy brands, we found a correlation between website traffic and Instagram reach.





Website Traffic vs. Monthly Ad Spend



This graph demonstrates the correlations between website traffic and monthly paid ad spend for the leading brands in the creator economy.

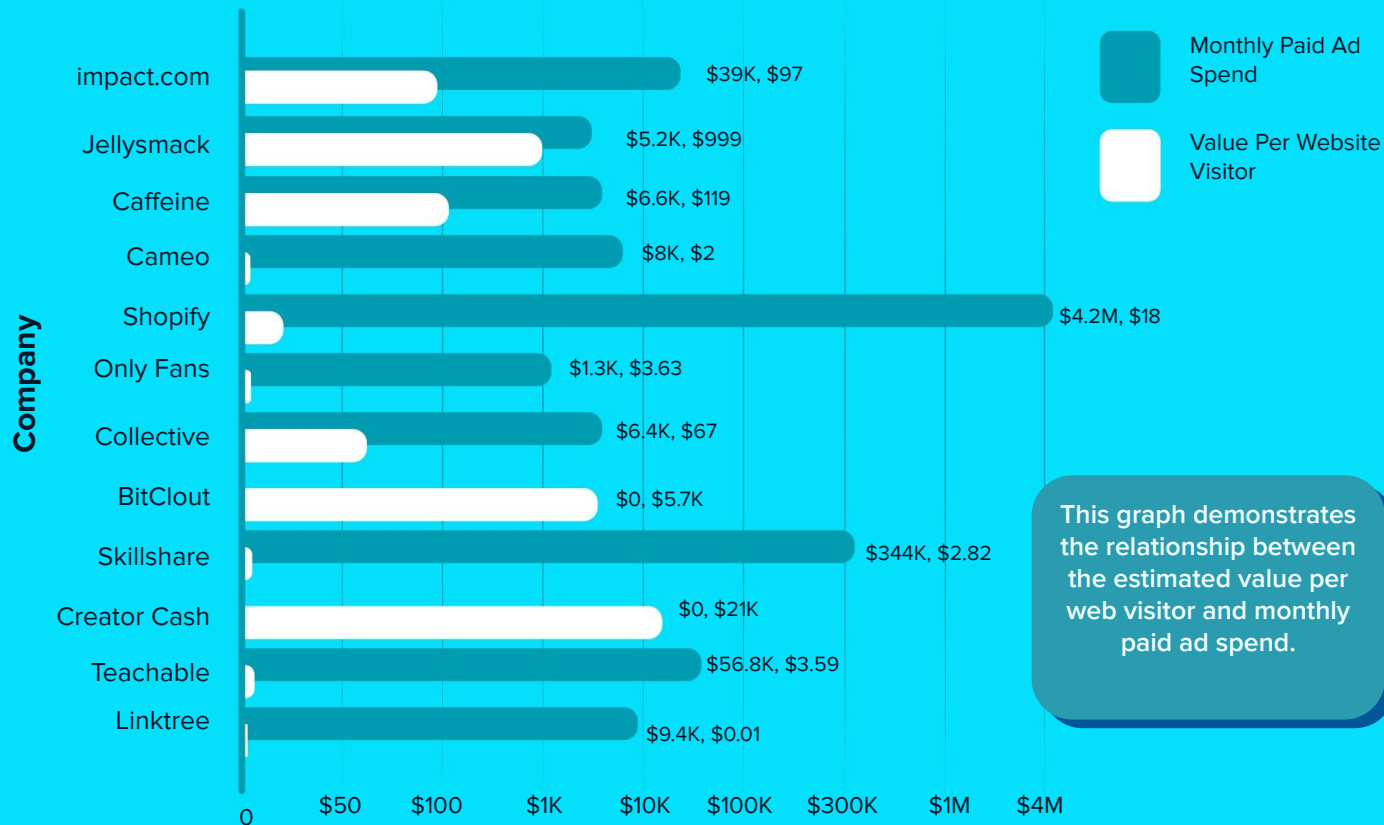


Website Traffic vs. Value Per Web Visitor

Company	Web Traffic	Value Per Web Visitor	Company	Web Traffic	Value Per Web Visitor
 Linktree	249.7M	\$0.01	 impact.com	199.4K	\$97.60
 OnlyFans	57.3M	\$3.63	 caffeine	52.3K	\$119.44
 shopify	23.3M	\$18.74	 collective	40.8K	\$67.34
 cameo	2.5M	\$2.09	 JELLYSMACK	18K	\$999.22
 SKILLSHARE.	2.3M	\$2.82	 BitClout	14.4K	\$5,771.41
 teachable	325.1K	\$3.59	 creator cash	74	\$21,396.40

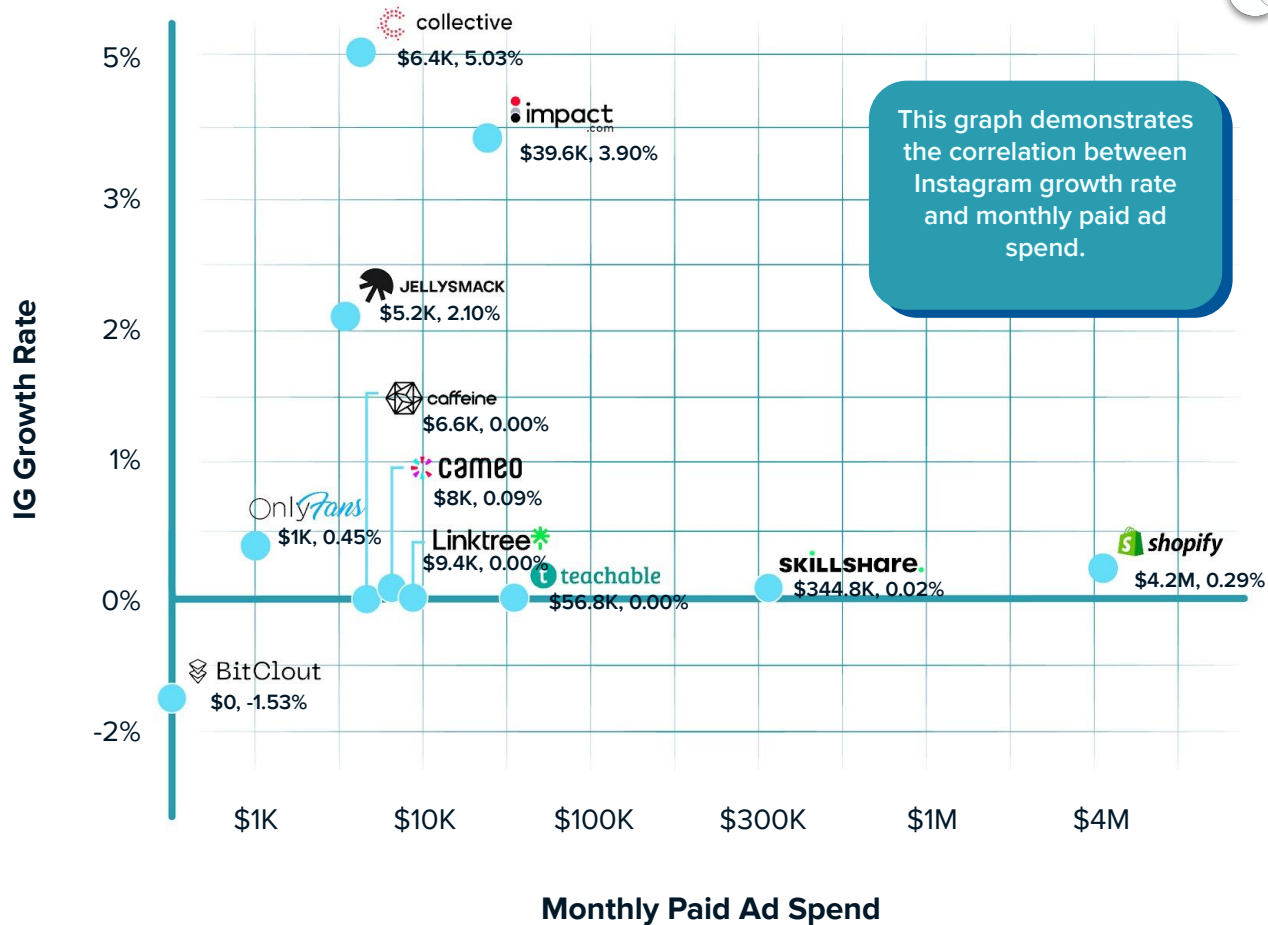
Looking at these brands, we also identified any correlations between website traffic and estimated value per web visitor.

Value Per Web Visitor vs. Monthly Ad Spend



This graph demonstrates the relationship between the estimated value per web visitor and monthly paid ad spend.

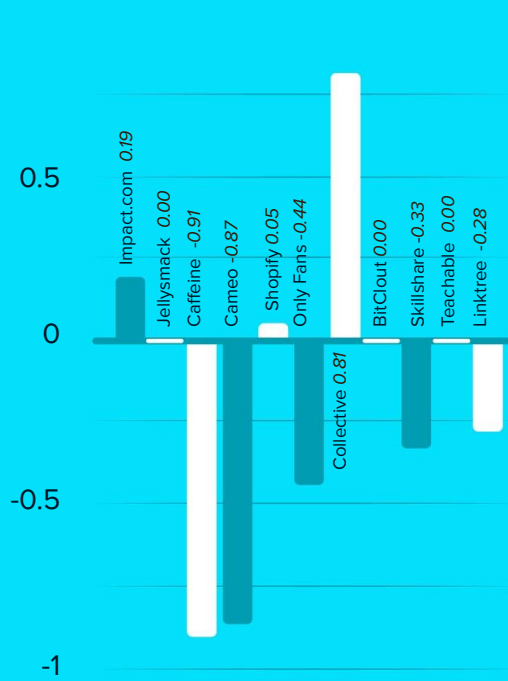
Instagram Growth Rate vs. Monthly Paid Ad Spend



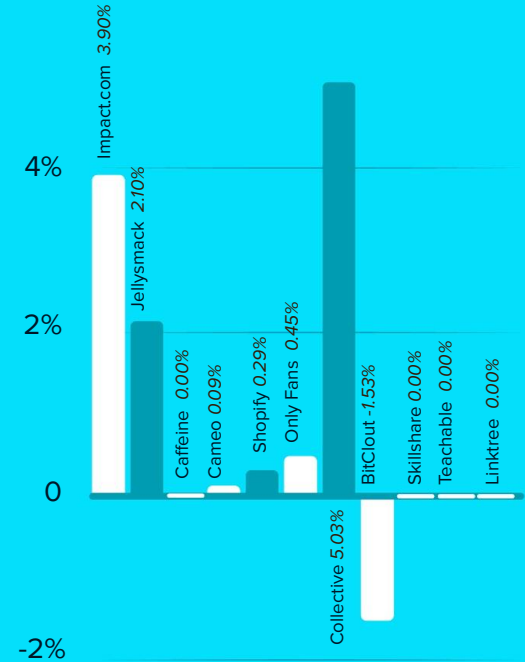
Trending Analysis vs. Instagram Growth Rate



Trending Analysis

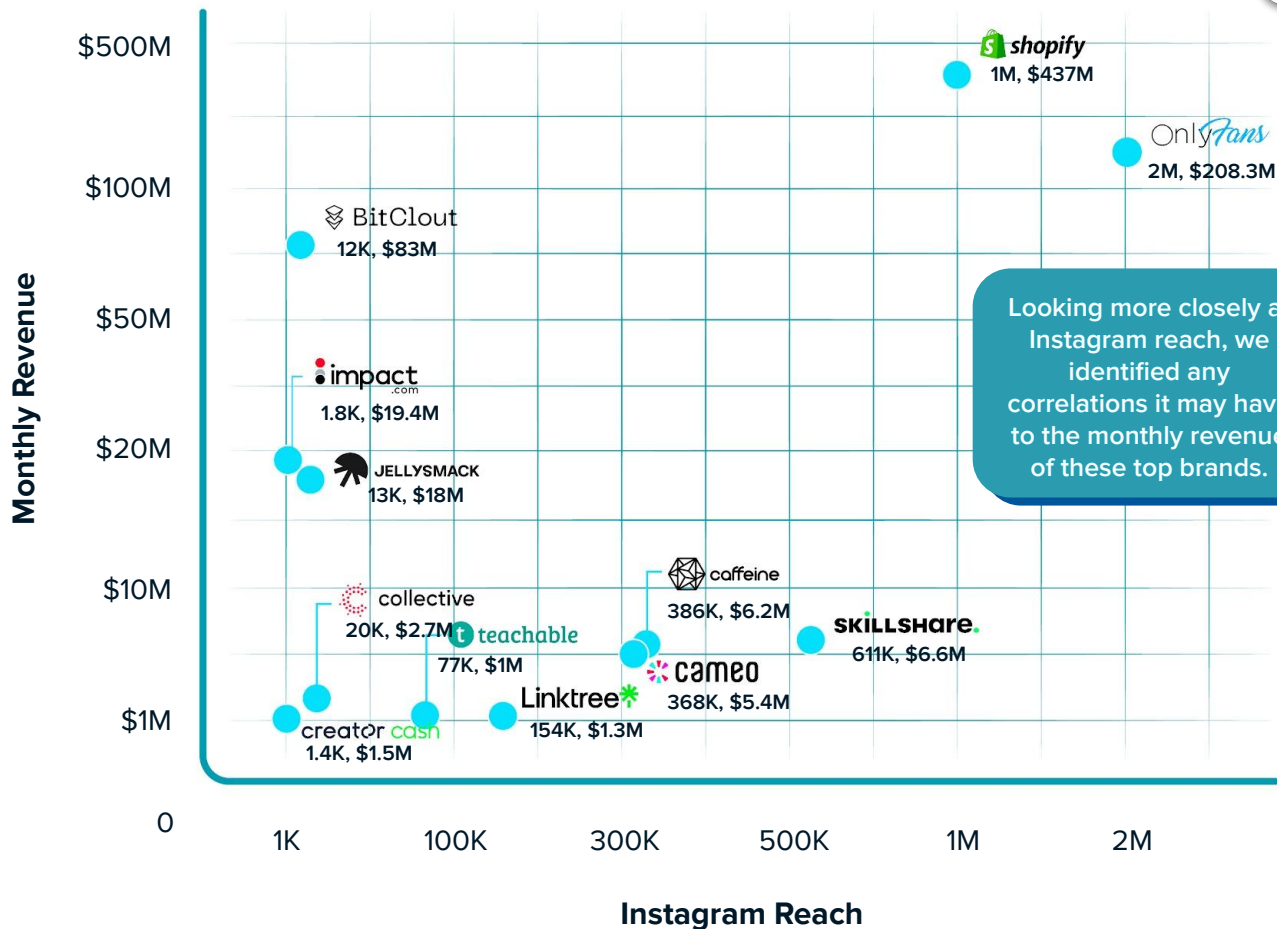


IG Growth Rate



Returning to the trending analysis, we took a look at the growth rate of brands whose trend projection was between 1 and -1.

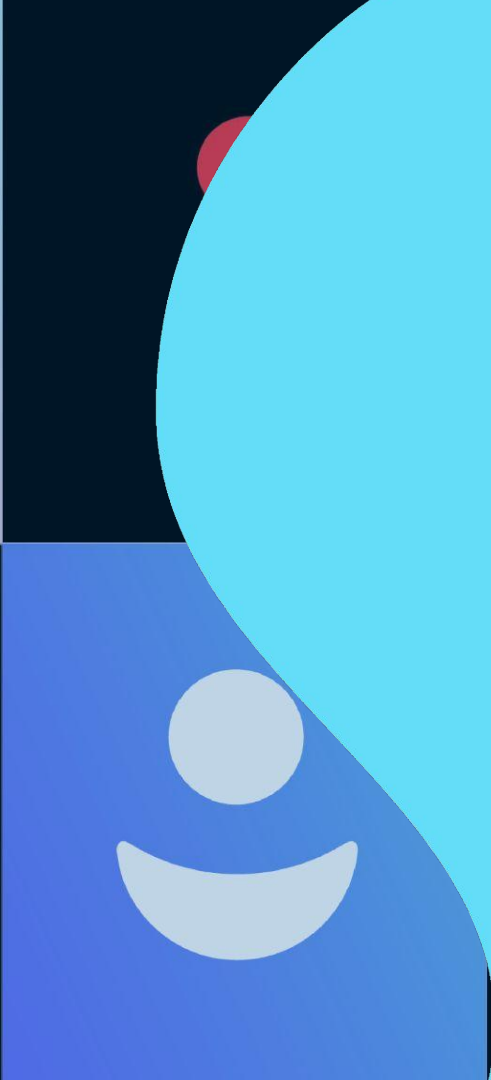
Monthly Revenue vs. Instagram Reach





Notable Highlights

Averages Across Top 100 Companies





Notable Highlights: Averages for Top 100 Companies

Instagram Reach

188K

Total Fundraised

\$91K

TikTok Reach

104K

Total Revenue

\$75M

YouTube Reach

85K

Monthly Website Traffic

4.4M

Monthly Paid Ad Spend

\$62K

Est. Number of Employees

300



Editor's Note

In the past 10 years, we have seen the creator economy rise to astronomical heights. With it, a number of creator economy companies have risen as well. From billion dollar ecommerce platforms like Shopify to groundbreaking social media platforms like Discord, many of these companies have established a notable position in the creator economy.

This report presents data from the top 100 creator economy companies, with launch dates spanning across the 21st century. Some of these companies have grown to enormous heights, while others are standing in their shadows.

As the creator economy grows in size, the number of creator economy companies will grow as well. More than ever before, companies will be tasked with standing out and making their mark on the industry. Fitting into a niche that isn't already occupied is difficult, so originality must be a top priority if a brand is hoping to succeed.



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