How Big Tech Brands are Creating a New Future in the Creator Economy

2022 NeoReach Report
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Research Methodology

The data presented in this report was collected from all the sponsored videos posted on YouTube and TikTok in 2022. From this collection set, we narrowed our data to include only sponsored videos that were posted in the United States or Canada that have received more than 10,000 views.

From there, we separated the brands by industry, singling out the tech industry for this report. Then, we pulled the metrics, including top spending brands, videos, creators, and more. We then compared the data from YouTube and TikTok to each other in order to determine just how the Tech industry taps into sponsored content on social media.
Introduction
This purpose of this report is to delve deeper into one of the leading industries in the influencer marketing space: Tech. With brands like Squarespace and ExpressVPN continuously dominating YouTube, we wanted to narrow down this lucrative market by looking at exactly how leading tech brands utilize influencer marketing on YouTube and TikTok.

This report reveals the top tech brands on these platforms as well as their specific metrics, including views, ad length, spending, and other content interactions. In addition, we will cover the top creators and videos on both platforms, as well as common content and campaign types used during their campaigns.

Let's dive in and take a look at what happens when Tech meets the Creator Economy!
Brands
The following section presents the metrics of leading tech brands that frequently utilize influencer marketing on YouTube and TikTok. We have organized the top brands on each platform, taking a comparative lens for content frequency, average views, average advertisement length, and more.

From NordVPN to Raycon, let’s take a look at the tech brands that are setting the stage for brands across industries.
Most Frequent Brands

- META: 453
- CASETiFY: 145
- SQUARESPACE: 152
- ExpressVPN: 231
- NordVPN: 306
- MCProHosting: 384
- ORIGIN: 414
- RAYCON: 306
- CDKDEALS: 145
- AURA: 152

Tech Meets Creator Economy | 07
Average Views of Top 10 Brands

1. **META** - 59.3K
2. **SQUARESPACE** - 116.9K
3. **ExpressVPN** - 239.9K
4. **NordVPN** - 210.6K
5. **MC PROHOSTING** - 32.2K
6. **CASETiFY** - 188.9K
7. **ORIGIN** - 50K
8. **RAYCON** - 263.8K
9. **CDK DEALS** - 31.5K
10. **AURA** - 134.5K
<table>
<thead>
<tr>
<th>Brand</th>
<th>Average Ad Length (sec.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>META</td>
<td>0.41</td>
</tr>
<tr>
<td>SQUARESPACE</td>
<td>53.35</td>
</tr>
<tr>
<td>ExpressVPN</td>
<td>25.61</td>
</tr>
<tr>
<td>NordVPN</td>
<td>57.30</td>
</tr>
<tr>
<td>MP PROHOSTING</td>
<td>18.07</td>
</tr>
<tr>
<td>CASETiFY</td>
<td>84.15</td>
</tr>
<tr>
<td>ORIGIN</td>
<td>20.94</td>
</tr>
<tr>
<td>RAYCON</td>
<td>55.39</td>
</tr>
<tr>
<td>CDK DEALS</td>
<td>21.71</td>
</tr>
<tr>
<td>ĀURA</td>
<td>66.88</td>
</tr>
</tbody>
</table>
Top 10 Most Frequent Brands

1. Amazon
2. Samsung
3. JBL
4. CASETiFY
5. AT&T
6. Sony
7. ExpressVPN
8. PublicDataCheck
9. Intel
10. HP
Total Views of Top 10 Brands

- **Amazon**: 120.3M views
- **Samsung**: 56.7M views
- **JBL**: 13.4M views
- **Casetify**: 4.5M views (note: lower view count)
- **ExpressVPN**: 5.9M views
- **HP**: 43.3M views
- **AT&T**: 10.4M views
- **Sony**: 1.4M views
- **PublicDataCheck**: 184.2K views
- **Intel**: 2.7M views

Views range from 0 to 125M.
Average Views/Video of Top 10 Brands

1. Amazon - 796.7K
2. Samsung - 1M
3. JBL - 395.4K
4. CASETiFY - 132.7K
5. ExpressVPN - 258.1K
6. HP - 2.8M
7. AT&T - 698.8K
8. Sony - 100.7K
9. PublicDataCheck - 14.1K
10. Intel - 232.9K
Spend
Utilizing our social intelligence capabilities, we pulled spending data for all of the sponsored content posted on YouTube in 2022. After narrowing our analysis to the tech industry, we were able to identify the top spending tech brands on YouTube: ExpressVPN, NordVPN, and Squarespace.

In the following section, we identify their campaign metrics, top videos, and how their spending level varied throughout the year. Additionally, we take a look at how overall influencer marketing spending varied throughout 2022.
ExpressVPN is a software that is used for the privacy and IP address security, and was the top spending tech brand on YouTube in 2022. ExpressVPN spent a total of 13.2 million dollars on YouTube advertisements with a total of 92.1 million views.

<table>
<thead>
<tr>
<th>Total Spend</th>
<th>Total Views</th>
<th>Comments</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13.2M</td>
<td>92.1M</td>
<td>9.6K</td>
<td>310K</td>
</tr>
</tbody>
</table>
Top Video

NordVPN is a software that helps to protect your IP address when using public Wi-Fi. NordVPN spent 9.7 million dollars on advertisements on YouTube, and gained a total of 64.4 million views and 319,000 likes.
SquareSpace offers an easy, affordable way to create your own website. They spent a total of 5.4 million dollars on sponsored content and received 101.1K likes and 8K comments.
Trend of Spending
From The Last 3 Quarters of 2022

Top Spender

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>23.7M</td>
</tr>
<tr>
<td>Q2</td>
<td>27.7M</td>
</tr>
<tr>
<td>Q3</td>
<td>24.4M</td>
</tr>
<tr>
<td>Q4</td>
<td>12.6M</td>
</tr>
</tbody>
</table>

To date
Total Spend vs. Month
Content Interactions
In this section, we will take a look at content interaction on YouTube and TikTok among tech brands.

For both platforms, we considered the frequency of sponsored campaign content, and average likes, comments, and views. Using these metrics, we can identify the overall industry averages, top videos by metrics, and more.
This visual shows the frequency of sponsored videos being posted per month on YouTube. We can see that the most sponsored videos were posted in the months of July and October.
This visual shows the frequency of sponsored videos being posted per hour on YouTube. The most popular times to post sponsored videos are between the hours of 11 AM and 3 PM.
This visual shows the average number of views of sponsored videos on YouTube throughout the day based on 24 hours in a day.
Averages of All Tech Videos On YouTube

- Average Views: 132,033.83
- Average Likes: 6,716.41
- Average Comments: 635.80
<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dropbox</td>
<td>10.1M</td>
<td>228.6K</td>
<td>6.5K</td>
<td>Link</td>
</tr>
<tr>
<td>2</td>
<td>ANKER</td>
<td>8.2M</td>
<td>298.4K</td>
<td>18.8K</td>
<td>Link</td>
</tr>
<tr>
<td>3</td>
<td>NordVPN</td>
<td>4.6M</td>
<td>319K</td>
<td>5.8K</td>
<td>Link</td>
</tr>
<tr>
<td>Rank</td>
<td>Brand</td>
<td>Views</td>
<td>Likes</td>
<td>Comments</td>
<td>Link</td>
</tr>
<tr>
<td>------</td>
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<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>1</td>
<td>NordVPN</td>
<td>5.3M</td>
<td>325.3K</td>
<td>12K</td>
<td>Link</td>
</tr>
<tr>
<td>2</td>
<td>NordVPN</td>
<td>4.6M</td>
<td>319K</td>
<td>5.8K</td>
<td>Link</td>
</tr>
<tr>
<td>3</td>
<td>ANKER</td>
<td>8.2M</td>
<td>298.4K</td>
<td>18.8K</td>
<td>Link</td>
</tr>
</tbody>
</table>
### Top Videos by Comments

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
<th>Link</th>
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<tbody>
<tr>
<td>1</td>
<td>Incase</td>
<td>445.4K</td>
<td>27.4K</td>
<td>31.4K</td>
<td><a href="#">Link</a></td>
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<tr>
<td>2</td>
<td>ExpressVPN</td>
<td>3.1M</td>
<td>120.3K</td>
<td>23K</td>
<td><a href="#">Link</a></td>
</tr>
<tr>
<td>3</td>
<td>ANKER</td>
<td>8.2M</td>
<td>298.4K</td>
<td>18.8K</td>
<td><a href="#">Link</a></td>
</tr>
</tbody>
</table>
TikTok
Number of Videos vs. Hour Posted

Frequency

Hour Of Day Video Was Posted
Average Views vs. Hour Posted

This visual shows the average number of views on sponsored videos on TikTok per hour of the day.
Averages of All Tech Videos On TikTok

- Average Views: 596,587.35
- Average Likes: 22,748.89
- Average Comments: 514.58
<table>
<thead>
<tr>
<th>Brand</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>alexa</td>
<td>29.9M</td>
<td>782K</td>
<td>4K</td>
<td>Link</td>
</tr>
<tr>
<td>SAMSUNG</td>
<td>25.4M</td>
<td>172K</td>
<td>0</td>
<td>Link</td>
</tr>
<tr>
<td>amazon</td>
<td>23M</td>
<td>940K</td>
<td>215K</td>
<td>Link</td>
</tr>
</tbody>
</table>
### Top Videos by Likes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lightricks</td>
<td>8.8M</td>
<td>1.2M</td>
<td>33K</td>
<td><a href="#">Link</a></td>
</tr>
<tr>
<td>2</td>
<td>Amazon</td>
<td>23M</td>
<td>940.6K</td>
<td>215.6K</td>
<td><a href="#">Link</a></td>
</tr>
<tr>
<td>3</td>
<td>Alexa</td>
<td>29.9M</td>
<td>782.2K</td>
<td>4K</td>
<td><a href="#">Link</a></td>
</tr>
</tbody>
</table>
## Top Videos by Comments

<table>
<thead>
<tr>
<th>Brand</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>23M</td>
<td>940.6K</td>
<td>215.6K</td>
<td>Link</td>
</tr>
<tr>
<td>Lightricks</td>
<td>8.8M</td>
<td>1.2M</td>
<td>33.1K</td>
<td>Link</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>2.6M</td>
<td>86.7K</td>
<td>27.7K</td>
<td>Link</td>
</tr>
</tbody>
</table>
Creators
Next, we will identify the top content creators on YouTube and TikTok who participated in partnerships with tech brands. From PewDiePie to Charli D'Amelio, we narrowed down these creators by their reach or number of followers, views, top video, and top brand partnership.

Let’s take a look at the ten most popular creators on both TikTok and YouTube.
Top 10 Most Popular Creators
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pewdiepie

Reach: 110M
Views on Top Video: 3.3M
Avg. Views on Tech-Sponsored Videos: 2.3M
Brand: NordVPN®
Top Video
LINK
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sssniperwolf

Reach
30M

Views on Top Video
2.9M

Brand
2.9M

Top Video

Avg. Views on Tech-Sponsored Videos
2.9M

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unboxtherapy

Reach: 18.1M
Views on Top Video: 2.3M
Brand: 1M
Avg. Views on Tech-Sponsored Videos: LINK
Top 10 Most Popular Creators
@zachking
Views on Top Video: 1.4M
Reach: 57.5M
Avg. Views on Tech-Sponsored Videos: 802.2K
Brand: Lightricks
@dixiedamelio
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@gordonramsayofficial

- Top Video: 15.2M
- Avg. Views on Tech-Sponsored Videos: 15.2M
- Reach: 31.1M
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Campaigns, Content, Call To Action
This section covers the campaign types, content types, and calls to action that were the most popular among sponsored tech campaigns on YouTube and TikTok.

We identified the following campaign types: promo code, branding and awareness, download or install, and contest or giveaway. The content types we identify are integrated videos, dedicated videos, intro and end card sponsorships, and description only. Finally, the calls to actions that we identify are a direct purchase page, a link in the creator’s bio, and a giveaway entry.
This is the correlation between viewership and channel category. In other words, this is how the type of content a channel typically posts affected views of the sponsored content.
Top Campaign Types

- Promo Code: 50.08%
- Branding and Awareness Only: 45.29%
- Download or Install (Performance): 4.51%
- Contest/Giveaway: 0.12%
Ad Length & Total Spend by Campaign Type

**Ad Length**
- Branding & Awareness
- Contest/Giveaway
- Download or Install
- Limited Time Offer/Promo Code (i.e. 20% off)

**Total Spend**
- Branding & Awareness
- Contest/Giveaway
- Download or Install
- Limited Time Offer/Promo Code (i.e. 20% off)
This visual demonstrates the top ways tech brands used their sponsored videos on YouTube. The top content type on YouTube was integrated, which are videos in which the ad is integrated somewhere within the video’s content.
Total Spend & Ad Length by Content Type

### Total Spend

- **Dedicated**: $1,262.76
- **Description Only**: $0.55
- **End Card**: $63.81
- **Integrated**: $68.78
- **Intro Card**: $49.35
- **None**: $0.00

### Ad Length (sec.)

- **Dedicated**: 1.262.76
- **Description Only**: 0.55
- **End Card**: 63.81
- **Integrated**: 68.78
- **Intro Card**: 49.35
- **None**: 0.00
Top Call To Action Types

- Direct Purchase Page: 49.01%
- Click Link In Bio: 46.63%
- No CTA: 4.26%
- Enter Giveaway: 0.08%
Top Call to Action Types by Channel Category

- Direct Purchase Page
- Click Link In Bio
- No CTA
- Enter Giveaway
- Fill out Contact

Gaming
Science & Technology
Entertainment
People & Blogs
How to & Style
Education
News & Politics
Autos & Vehicles
Film & Animation
Sports
Music
Travel & Events
Comedy
Pets & Animals

0% 25% 50% 75% 100%
Top Videos with Most Popular Campaign Techniques
One of the top sponsored tech videos on YouTube in 2022, Danny Gonzalez’s sponsored video for ExpressVPN featured a promo code campaign type, an integrated content type, and a link-in-bio call to action.
Similar to the previous video, PewDiePie’s sponsored video for NordVPN followed a promo code campaign type, an integrated content type, and a link-in-bio call to action.
Featured again on this list, NordVPN’s partnership with JonTronShow produced another one of the top sponsored tech videos of the year. This video followed a promo code campaign type, an intro card content type, and a link-in-bio call to action.
Top Campaign Types

- Branding and Awareness Only: 94.43%
- Promo Code: 3.83%
- Contest/Giveaway: 1.04%
- Download or Install (Performance): 0.70%
The graph demonstrates the correlations between the top campaign types and the average views, likes, and comments of the sponsored content.
This visual demonstrates the top content types utilized by the top spending tech brands on TikTok. In 2022, the most popular content type used was dedicated, which describes videos that are dedicated to a sponsorship.
Interactions By Top Content Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Avg Views</th>
<th>Avg Likes</th>
<th>Avg Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated</td>
<td>464K</td>
<td>19.9K</td>
<td>565</td>
</tr>
<tr>
<td>Description Only</td>
<td>1.1M</td>
<td>10.4K</td>
<td>118</td>
</tr>
<tr>
<td>Integrated</td>
<td>1.3M</td>
<td>41K</td>
<td>276</td>
</tr>
</tbody>
</table>

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Top Call To Action Types

- Brand Tagged in Caption: 88.40%
- No Strong CTA: 5.34%
- Promo Code: 3.25%
- Link in Bio: 3.02%
The graph demonstrates the correlation between call to action types and the average views, likes, and comments of the sponsored content.
Top Videos with Most Popular Campaign Techniques
Demi Bagby’s sponsored video for Samsung carried out a branding and awareness campaign, a dedicated content type, and brand tagged in caption call to action.
This sponsored TikTok by Charli D’Amelio was in partnership with Amazon. The video followed a branding and awareness campaign type, a dedicated content type, and a brand tagged in caption call to action.
Cody Ko’s sponsored TikTok for Bose featured a branding and awareness campaign type, a dedicated content type, and brand tagged in caption call to action.
Get In Touch

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“The findings of this report clearly indicate how many consumer-oriented technology companies, both large and small, are increasingly working with content creators to spread awareness.

The analytics also suggest that sponsors are moving from long-format video platforms like YouTube to short-video platforms like TikTok. This is another proof that sponsors are recognizing and adapting to the viewers' shortening attention span.

In most cases, content creators can extend their bonding with their followers to the brand. This is more true when brand value is interwoven into the content instead of a bland and direct endorsement. So, the brands must find content creators who can skillfully represent their brand promise. Similarly, successful creators are those who can create compelling and exciting content that naturally expresses the brand value of their sponsors.”
Key Takeaways

➔ October held the highest spend for the tech industry in sponsored videos and content on YouTube, while July had the highest number of videos created with tech sponsorships.
➔ Averages of all tech videos on YouTube: 132,033.83 views, 6,716.41 likes, 635.80 comments
➔ Averages of all tech videos on TikTok: 596,587.35 views, 22,748.89 likes, 514.58 comments
➔ Top campaign type on YouTube: Promo code
➔ Top content type on YouTube: Integrated
➔ Top call to action on YouTube: Direct purchase page
➔ Top campaign type on TikTok: Branding and awareness
➔ Top content type on TikTok: Dedicated
➔ Top call to action type on TikTok: Brand tagged in caption
Editor’s Note

The tech industry is known for being innovative. Brands in this industry are always finding new ways to stand out from the competition in the rapidly evolving digital world.

In this report, we analyzed how tech brands participate in the influencer marketing industry. From industry leaders like Amazon to niche brands like Casetify, a number of tech companies have found monumental success through this contemporary form of marketing. These companies, along with other tech brands like ExpressVPN and Squarespace, have set the stage for other tech brands who hope to penetrate the influencer marketing industry.

By looking at the metrics, activated creators, and sponsored content, itself, we were able to take an in-depth look at what happens when the tech industry meets the creator economy.
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Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with the biggest powerhouse influencers on social media? Let NeoReach and our talented team of experts bring your campaign to life!

We let our results speak for themselves:

- **1B+** Impressions Generated
- **100K+** Pieces of Content Live
- **25K+** Creators Activated
- **5K+** Campaigns Managed

[Click here](mailto:jess@neoreach.com) to submit your campaign request or reach out directly to our VP of Agency Services, Jess Waxer, at [jess@neoreach.com](mailto:jess@neoreach.com)

We look forward to hearing from you!