



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

2022 NeoReach Report



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The table of contents is presented within two large, overlapping circular frames. The left frame has a pinkish-red tint and contains the chapter titles. The right frame has a greenish-blue tint and contains the corresponding page numbers. Both frames feature a background collage of digital and tech-related imagery, including binary code, network diagrams, and abstract shapes.

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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



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

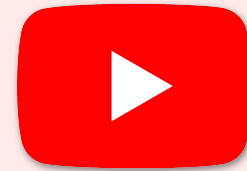
A large, abstract graphic in the background of the slide. It features two large, overlapping circles. The left circle is primarily pink and orange, while the right circle is primarily green and blue. Both circles contain faint, semi-transparent images of people, possibly influencers, and digital elements like binary code and network lines. The circles are connected by a horizontal bar.

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.

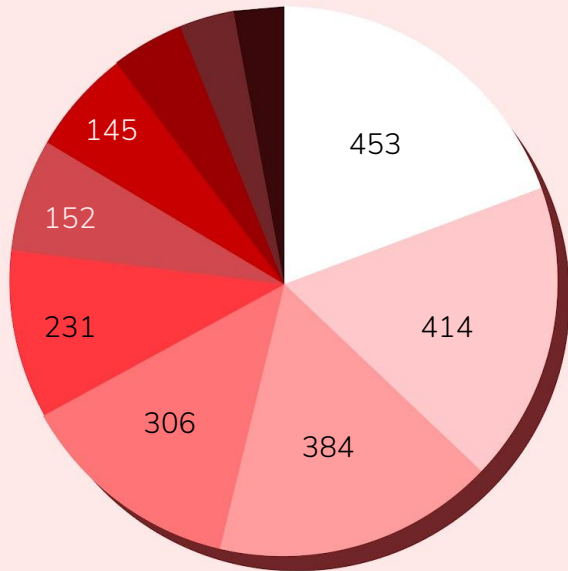


YouTube





Most Frequent Brands



META



 **SQUARESPACE**



 **ExpressVPN**



 **NordVPN®**



 **MC PROHOSTING**



CASETiFY



 **ORIGIN**
HIGH-PERFORMANCE PCS



RAYCON 



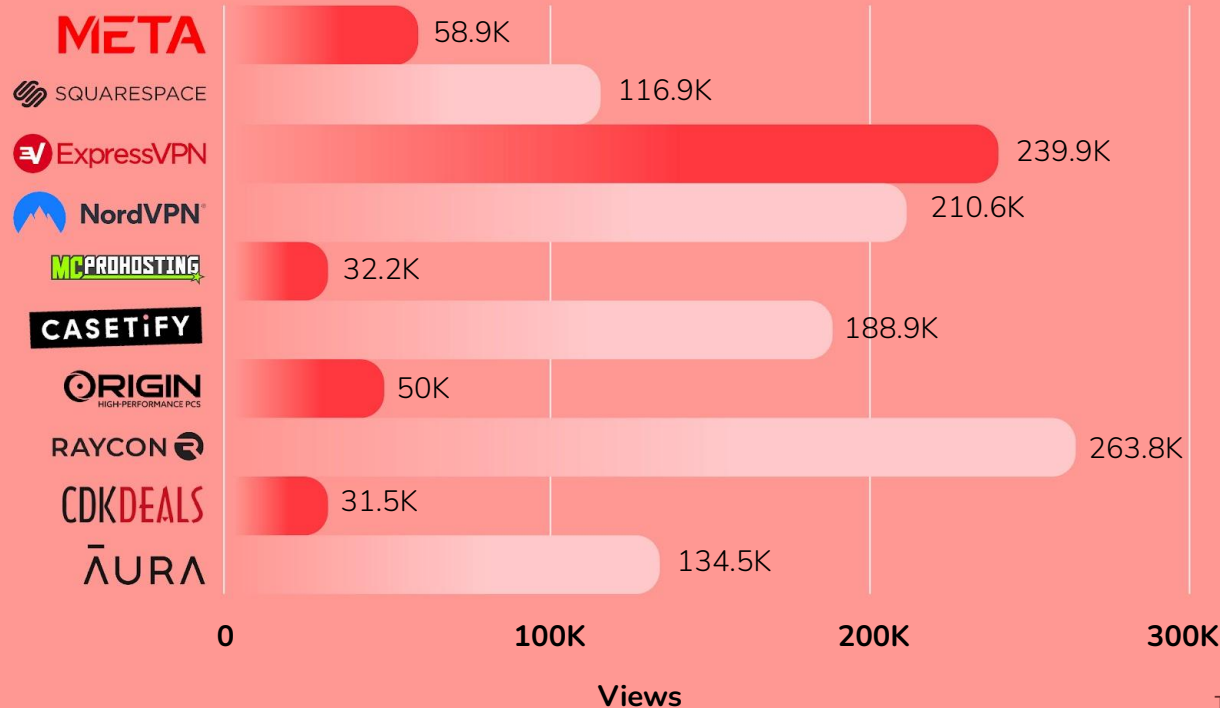
CDKDEALS



ĀURA



Average Views of Top 10 Brands





Average Ad Length (sec.)



META

0.41



 SQUARESPACE

53.35



 ExpressVPN


25.61



 NordVPN

57.30



 MCProHosting

18.07



CASETiFY

84.15



ORIGIN
HIGH-PERFORMANCE PCs

20.94



RAYCON 

55.39



CDKDEALS

21.71



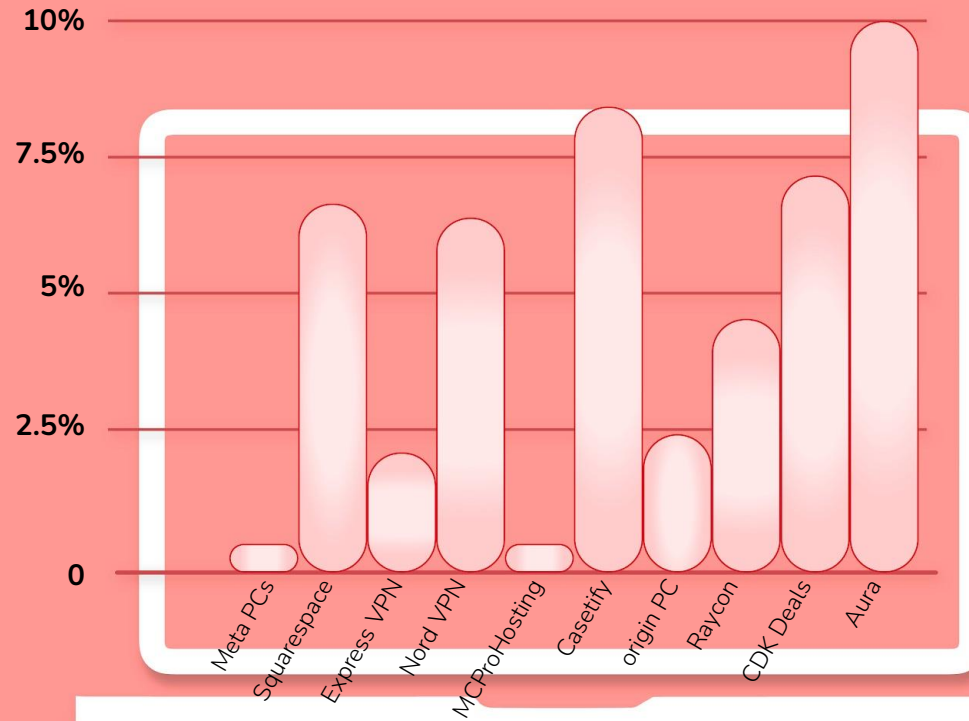
ĀURA

66.88





Average % of Ad



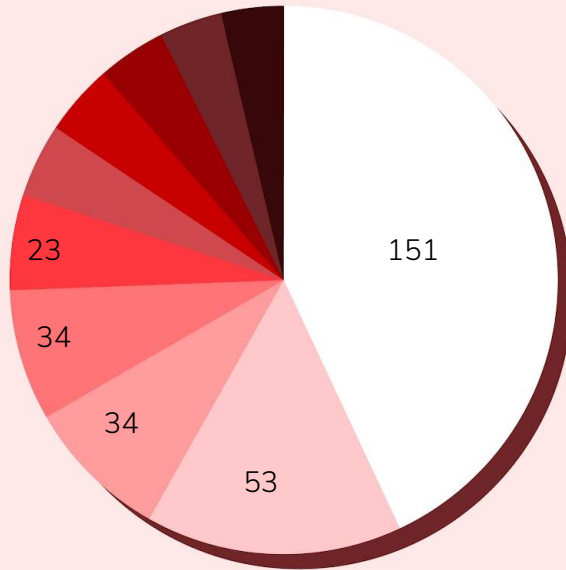


TikTok





Top 10 Most Frequent Brands



amazon



SAMSUNG



JBL



CASETiFY



ExpressVPN



hp



AT&T



SONY



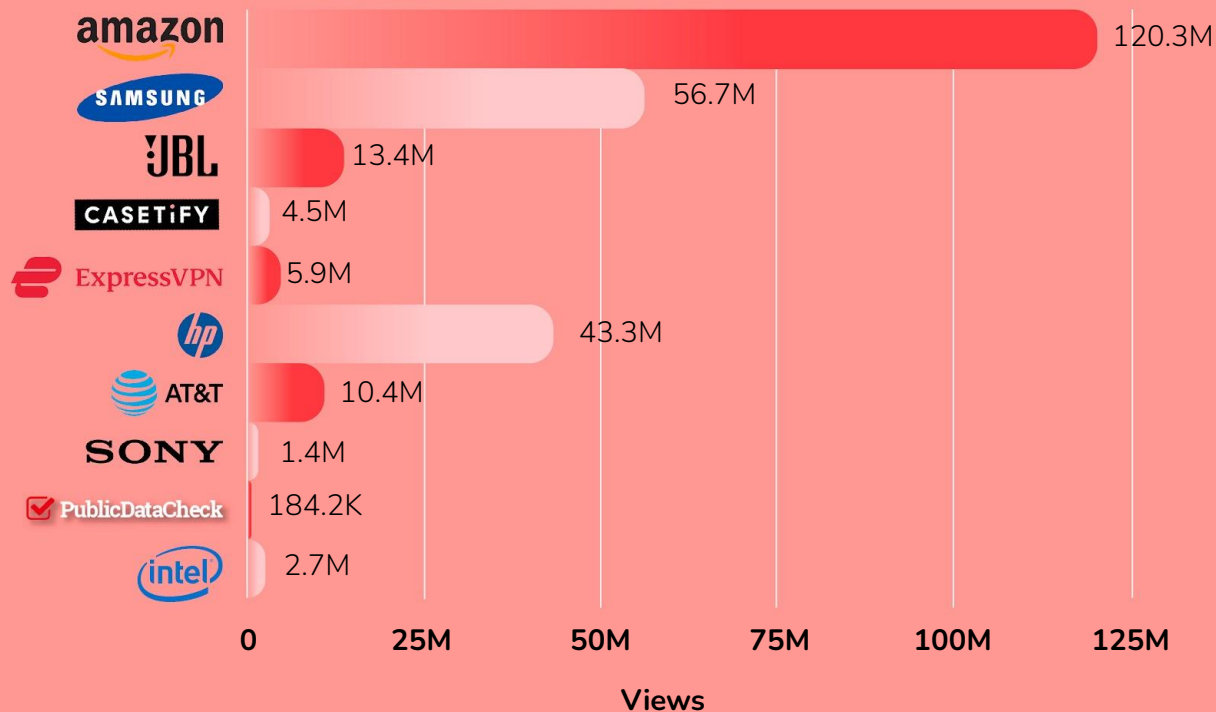
PublicDataCheck



intel



Total Views of Top 10 Brands





Average Views/Video of Top 10 Brands



amazon

796.7K



SAMSUNG

1M



JBL

395.4K



CASETiFY

132.7K



ExpressVPN

258.1K



hp

2.8M



AT&T

698.8K



SONY

100.7K



PublicDataCheck

14.1K



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.



Top Spending Brands



Top Video

\$13.2M

Total Spend

92.1M

Total Views

9.6K

Comments

310K

Likes

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.



Top Spending Brands



NordVPN®



Top Video

\$9.7M

Total Spend

64.4M

Total Views

5.8K

Comments

319K

Likes

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.



Top Spending Brands



SQUARESPACE



Top Video

\$5.4M

Total Spend

35.6M

Total Views

8K

Comments

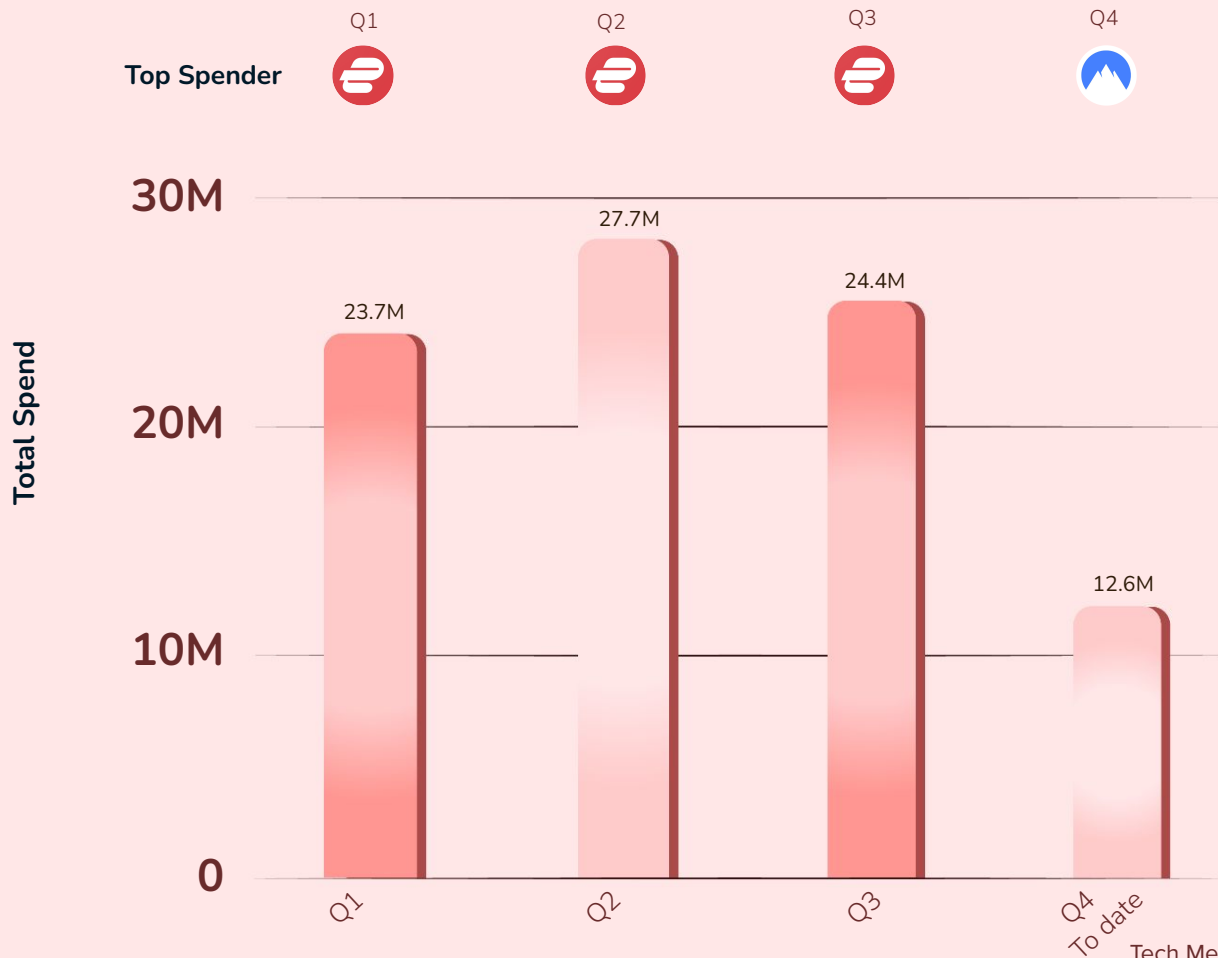
101.1K

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.

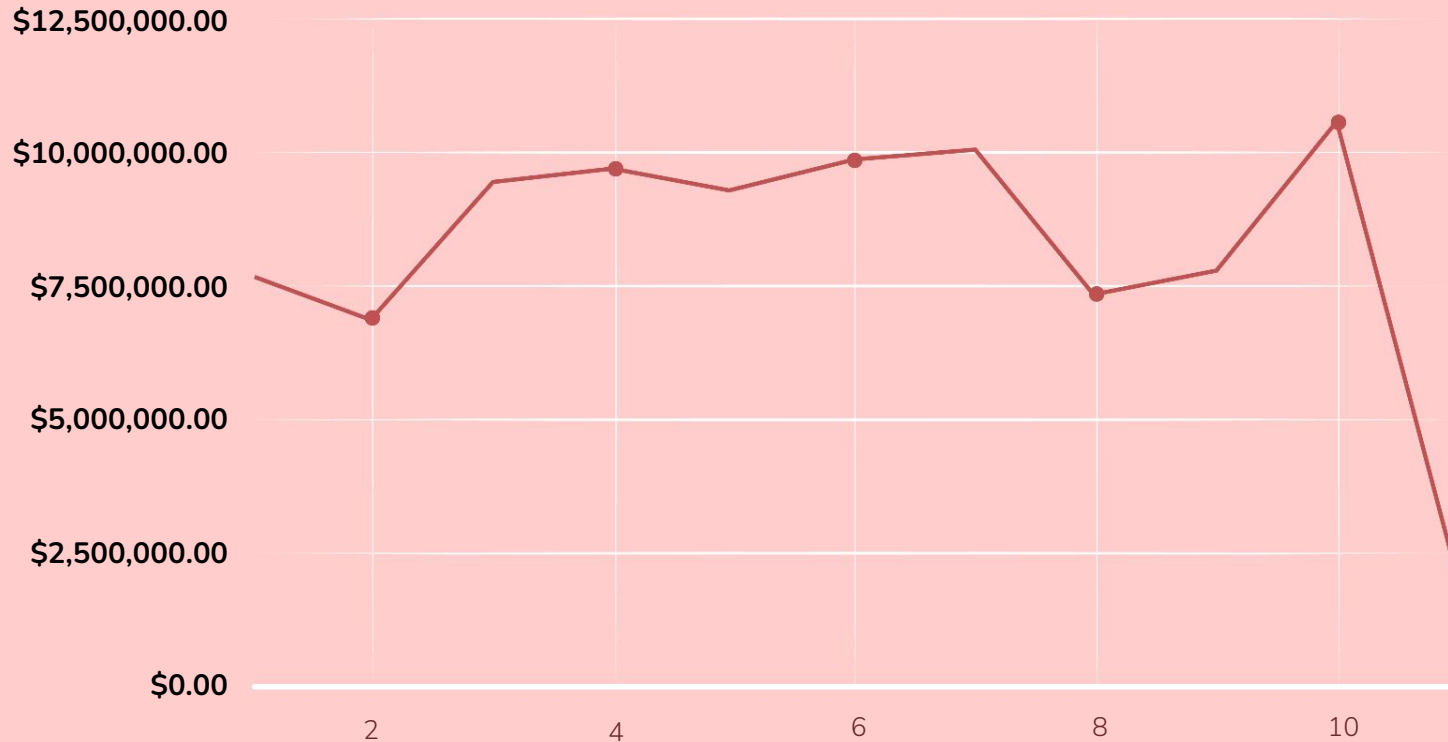
Trend of Spending

From The Last 3 Quarters of 2022





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.

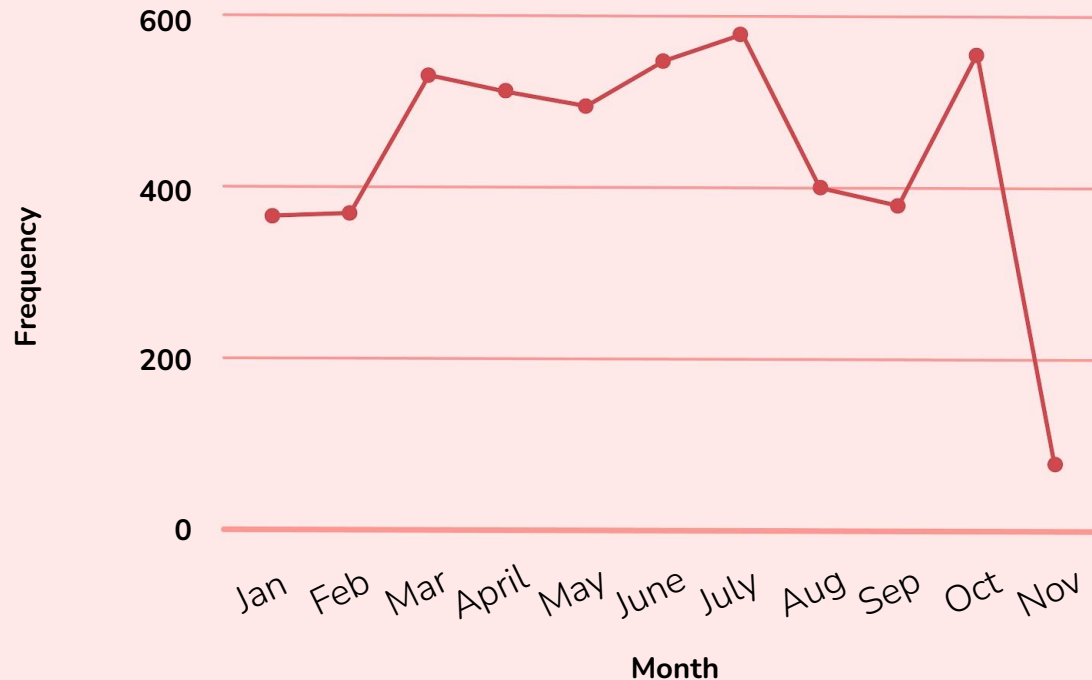


YouTube





Frequency of Videos by Month

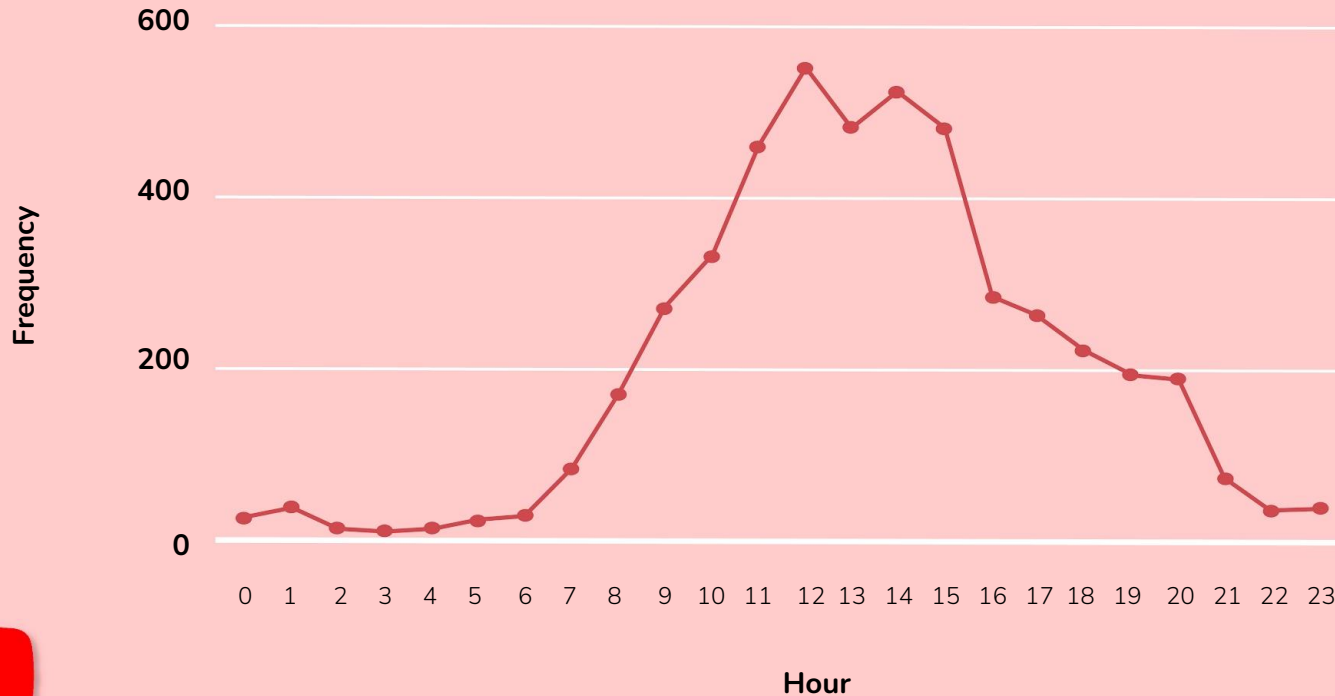


This visual shows the frequency of sponsored videos being posted per month on YouTube. We can see that the most sponsored videos were posted in the months of July and October.





Frequency vs. Hour Posted

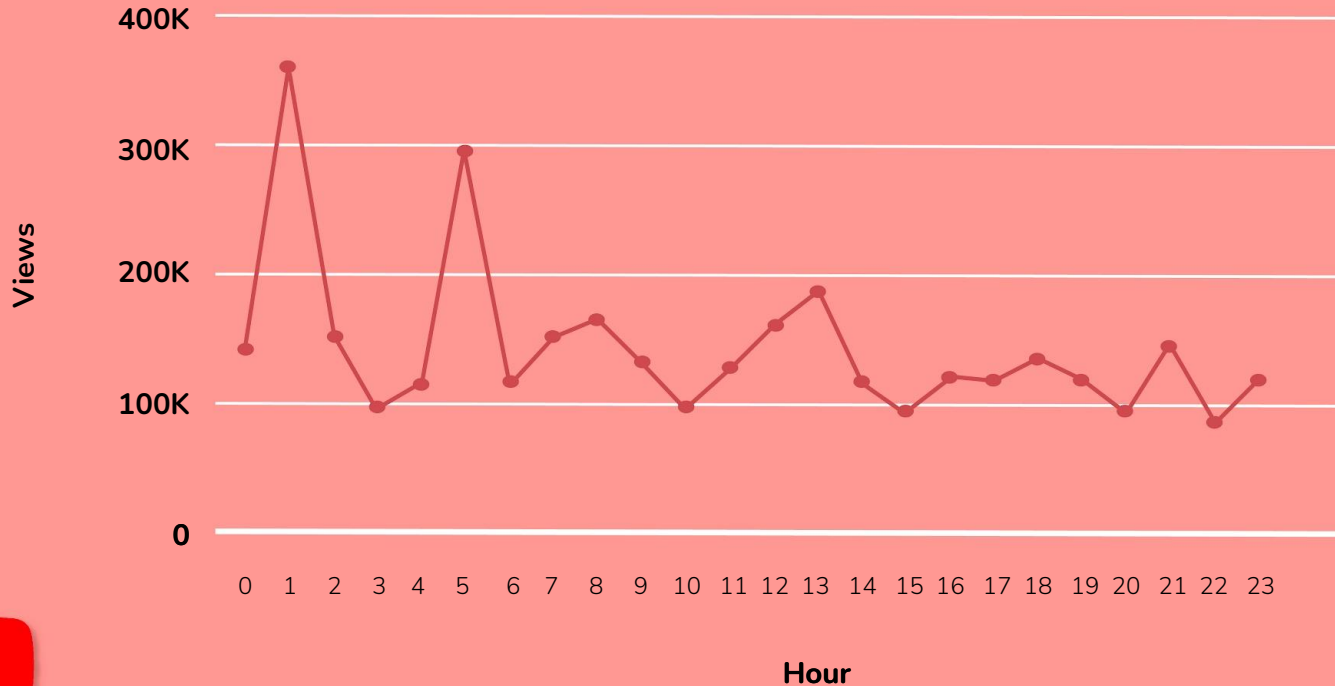


This visual shows the frequency of sponsored videos being posted per hour on YouTube. The most popular times to post sponsored videos are between the hours of 11 AM and 3 PM.





Average Views vs. Hour Posted

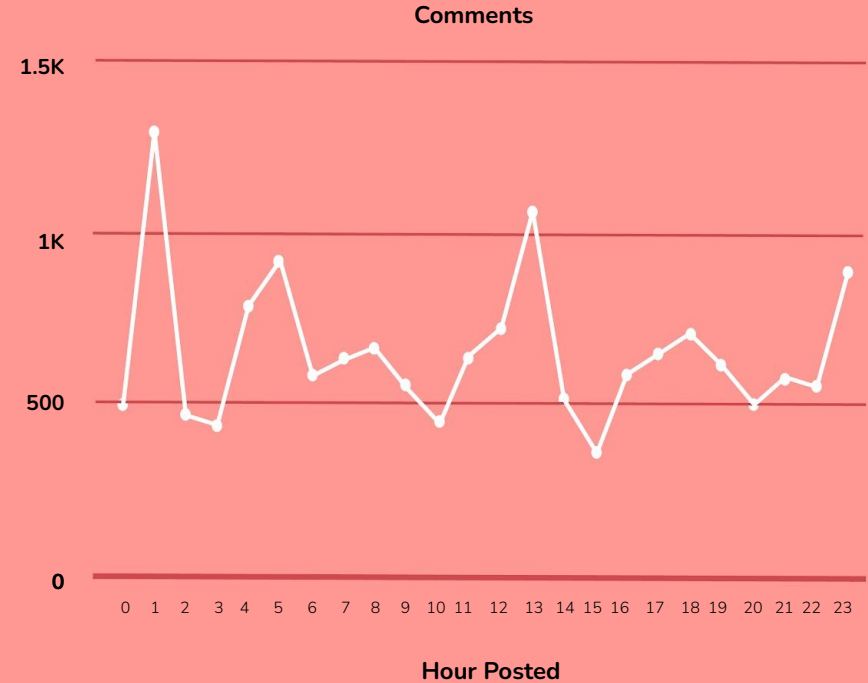
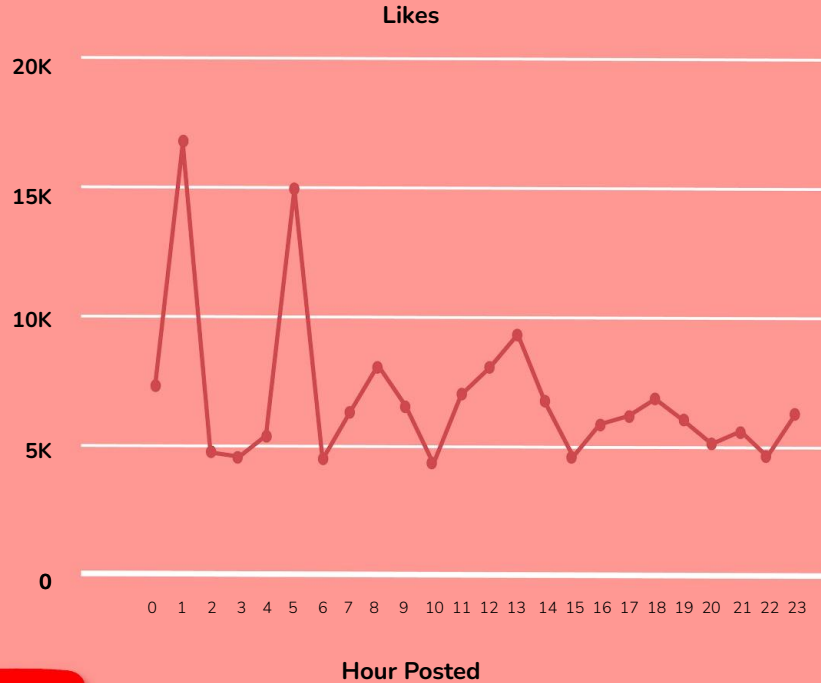


This visual shows the average number of views of sponsored videos on YouTube throughout the day based on 24 hours in a day.





Average Likes/Comments vs. Hour Posted





Averages of All Tech Videos On YouTube

Average Views

132,033.83



Average Likes

6,716.41






Average Comments

635.80





Top Videos by Views




	Brand	Views	Likes	Comments	Link
1	 Dropbox	10.1M	228.6K	6.5K	Link
2	 ANKER	8.2M	298.4K	18.8K	Link
3	 NordVPN®	4.6M	319K	5.8K	Link





Top Videos by Likes

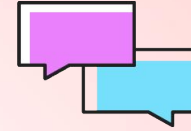





	Brand	Views	Likes	Comments	Link
1	 NordVPN®	5.3M	325.3K	12K	Link
2	 NordVPN®	4.6M	319K	5.8K	Link
3	 ANKER	8.2M	298.4K	18.8K	Link





Top Videos by Comments



	Brand	Views	Likes	Comments	Link
1		445.4K	27.4K	31.4K	Link
2	 ExpressVPN	3.1M	120.3K	23K	Link
3		8.2M	298.4K	18.8K	Link



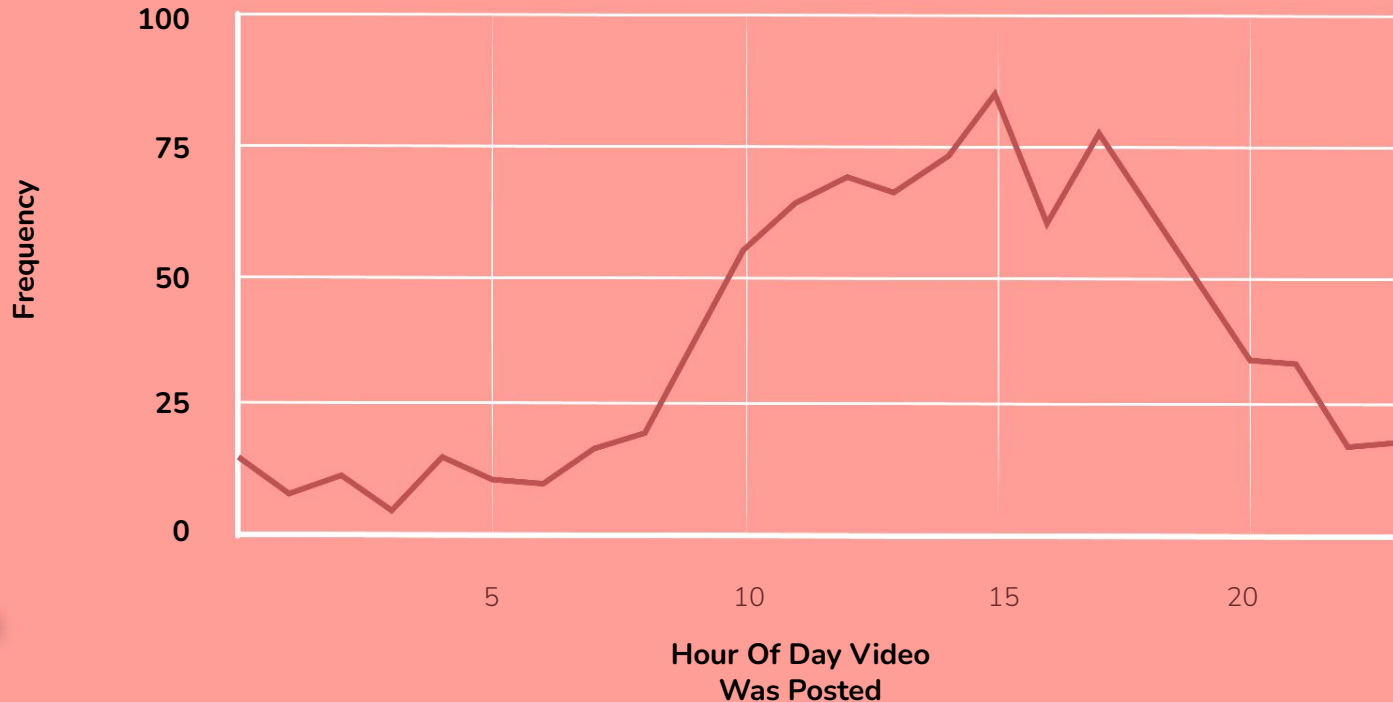


TikTok



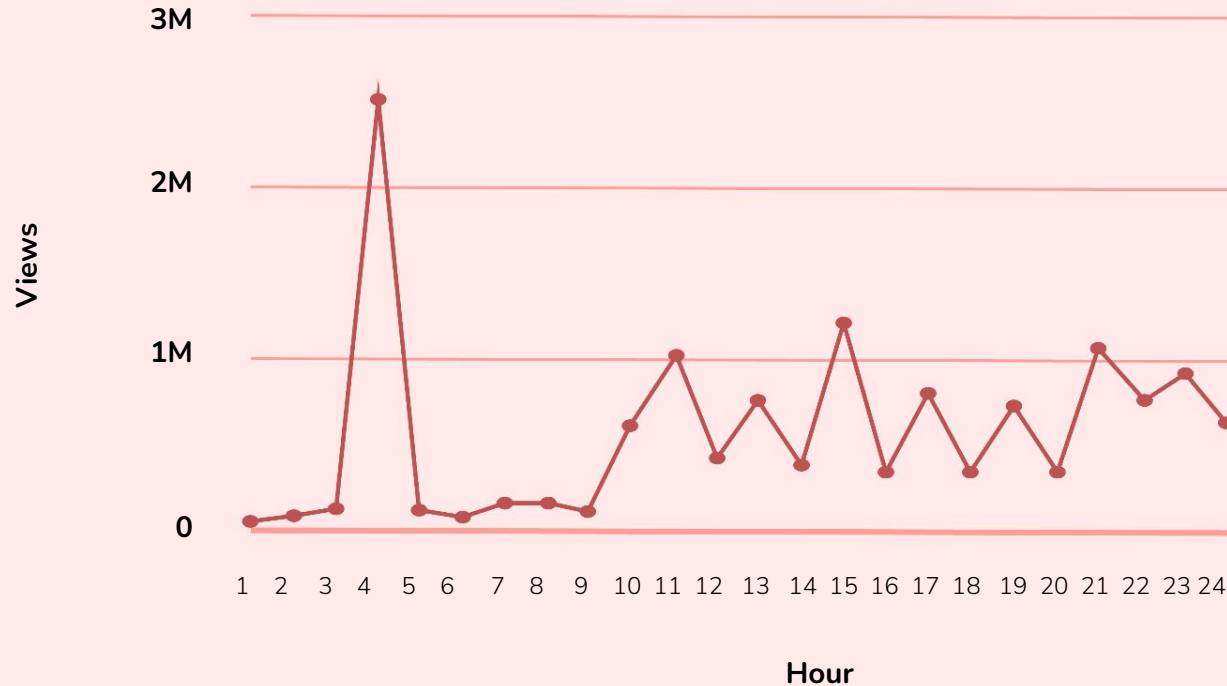


Number of Videos vs. Hour Posted





Average Views vs. Hour Posted



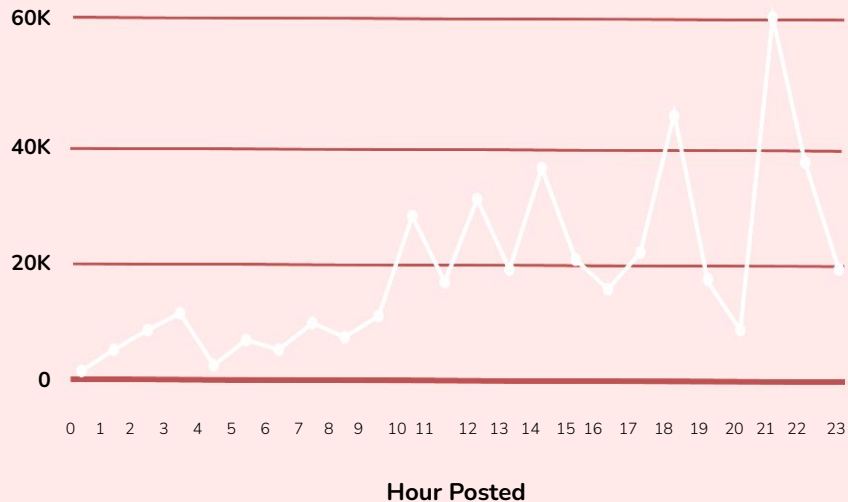
This visual shows the average number of views on sponsored videos on TikTok per hour of the day.



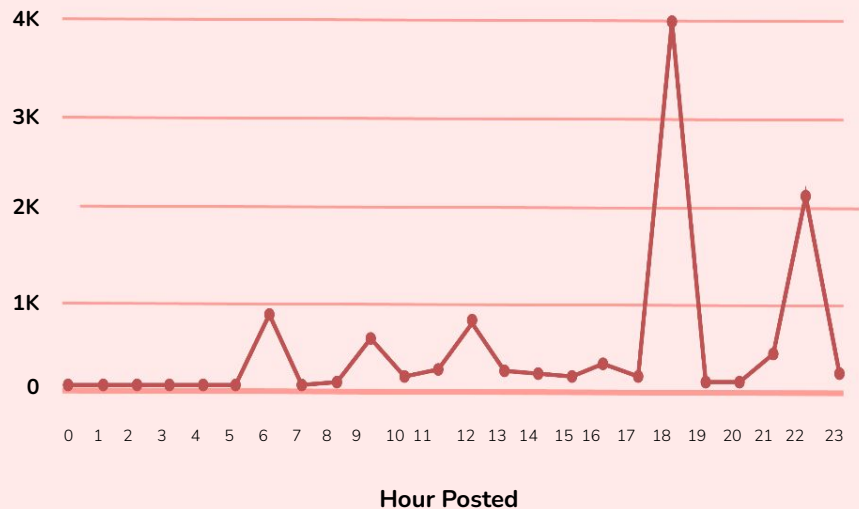


Average Diggs/Comments vs. Hour Posted

Diggs



Comments





Averages of All Tech Videos On TikTok

Average Views

596,587.35



Average Likes

22,748.89






Average Comments

514.58





Top Videos by Views




	Brand	Views	Likes	Comments	Link
1		29.9M	782K	4K	Link
2		25.4M	172K	0	Link
3		23M	940K	215K	Link





Top Videos by Likes

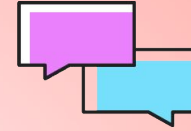





	Brand	Views	Likes	Comments	Link
1	 Lightricks	8.8M	1.2M	33K	Link
2		23M	940.6K	215.6K	Link
3		29.9M	782.2K	4K	Link





Top Videos by Comments



	Brand	Views	Likes	Comments	Link
1		23M	940.6K	215.6K	Link
2	 Lightricks	8.8M	1.2M	33.1K	Link
3		2.6M	86.7K	27.7K	Link





Creators



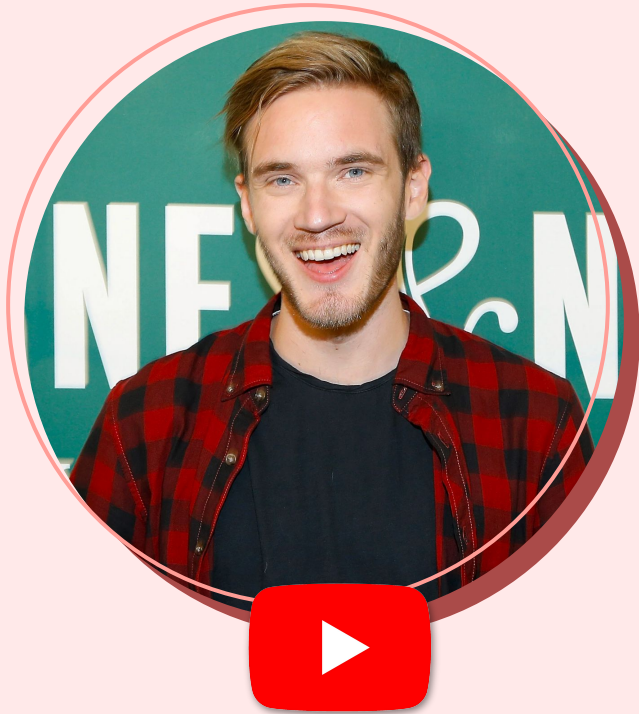
Next, we will identify the top content creators on YouTube and TikTok who participated in partnerships with tech brands. From PewDiePie to Charli D'Amelio, we narrowed down these creators by their reach or number of followers, views, top video, and top brand partnership.

Let's take a look at the ten most popular creators on both TikTok and YouTube.

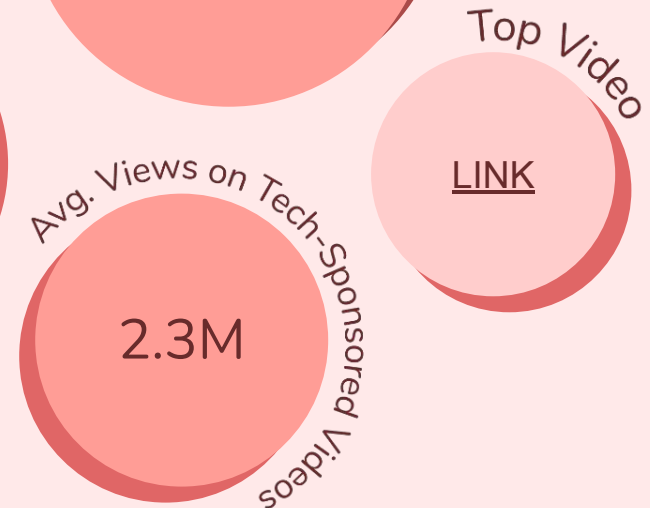
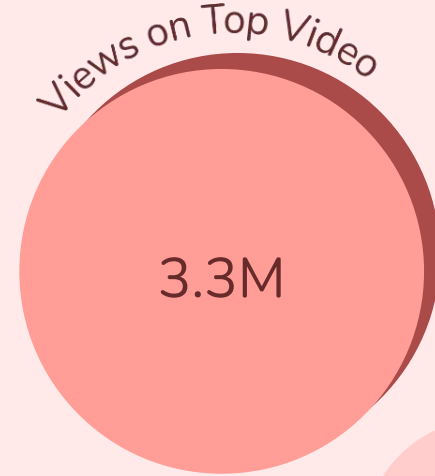
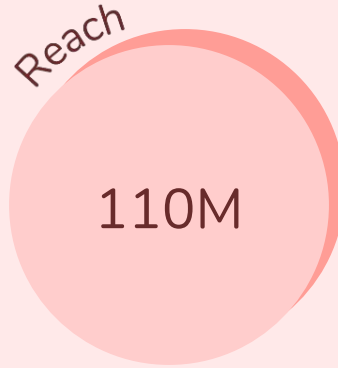


Top 10 Most Popular Creators



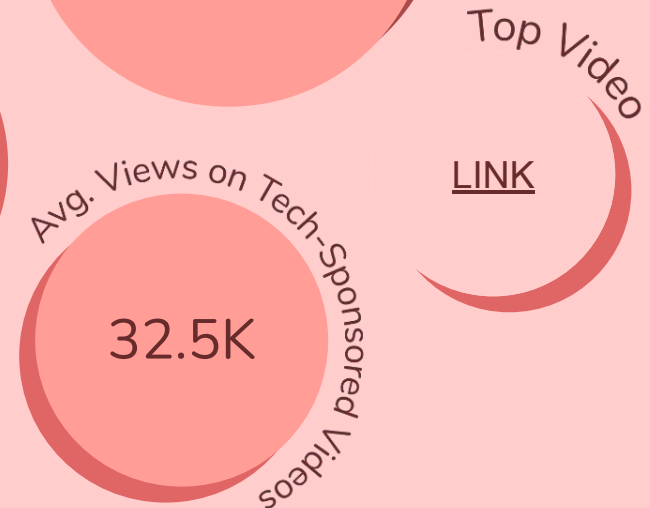
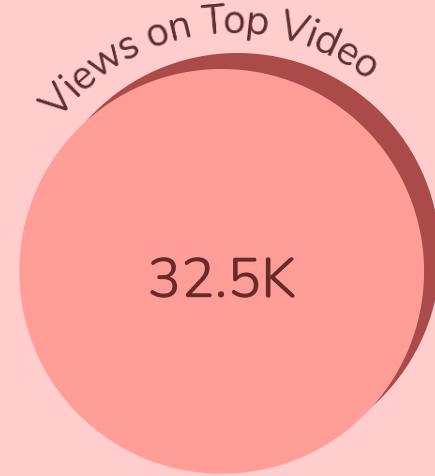
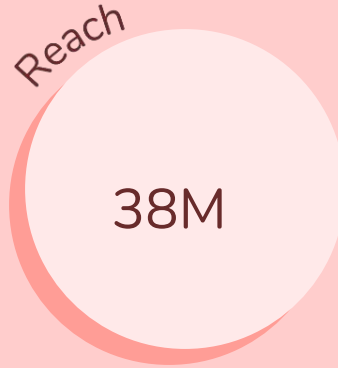


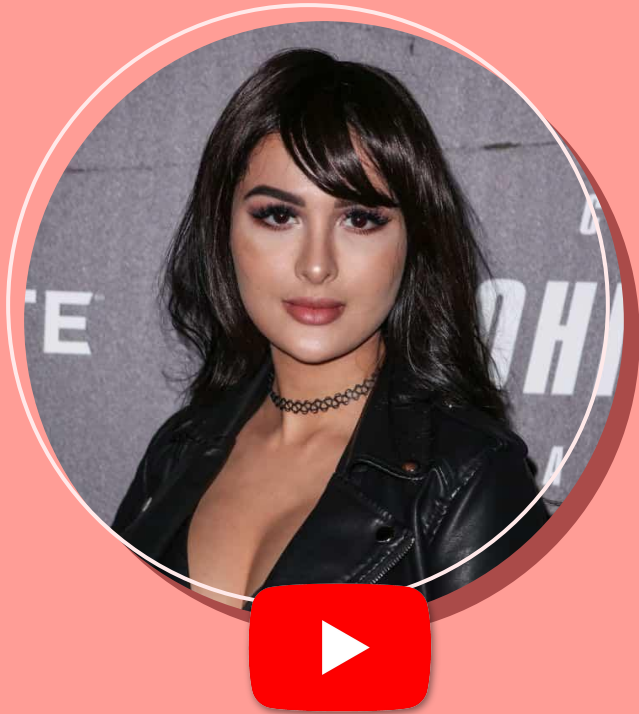
pewdiepie





theellenshow





sssniperwolf

Reach

30M

Views on Top Video

2.9M

Brand

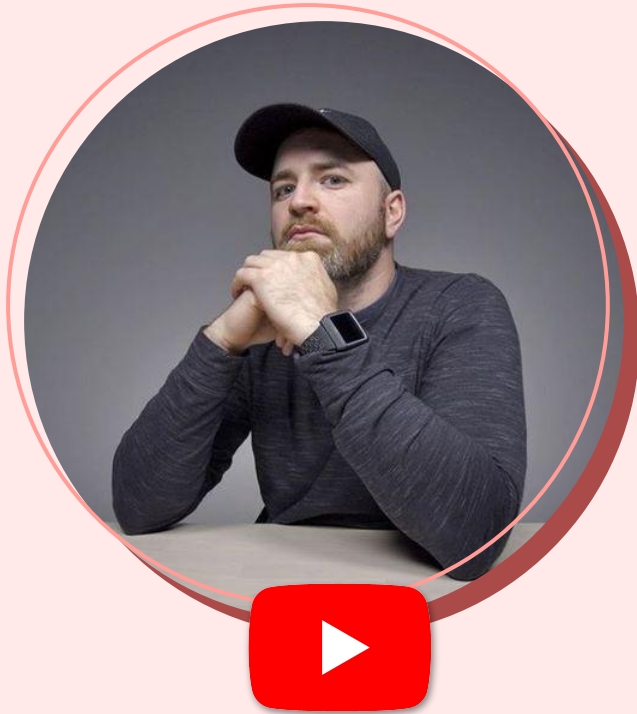


Top Video

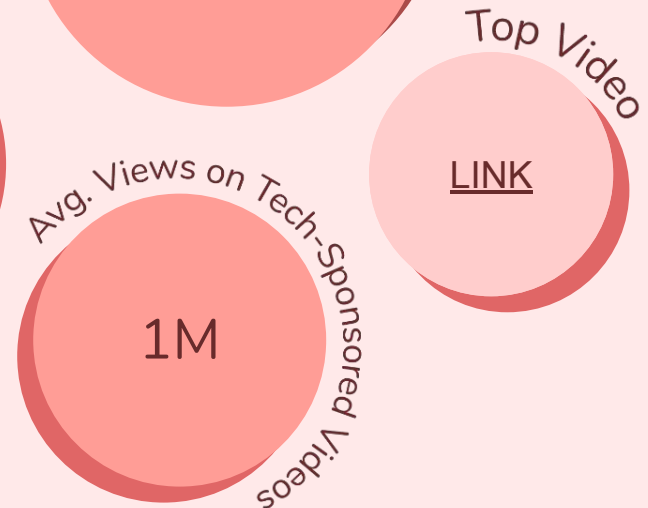
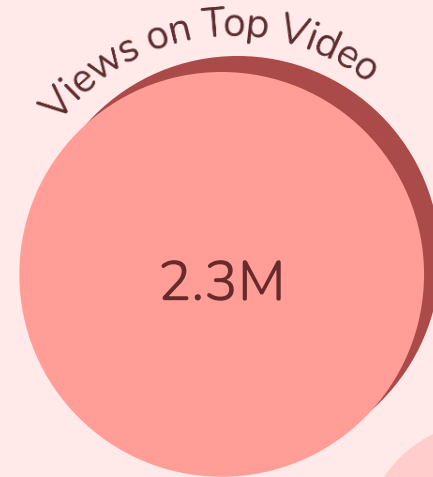
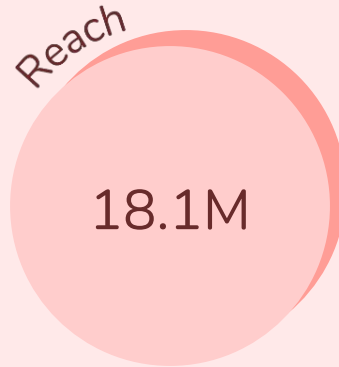
[LINK](#)

Avg. Views on Tech-Sponsored Videos

2.9M



unboxtherapy





rhettandlink2

Reach

17.2M

Views on Top Video

1.1M

Brand



Top Video

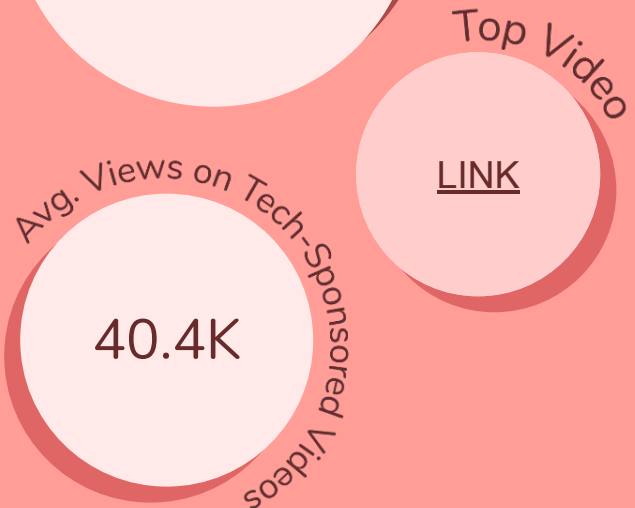
[LINK](#)

Avg. Views on Tech-Sponsored Videos

1.1M



ignentertainment





royaltyfam

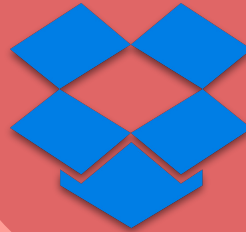
Reach

15.3M

Views on Top Video

1.3M

Brand

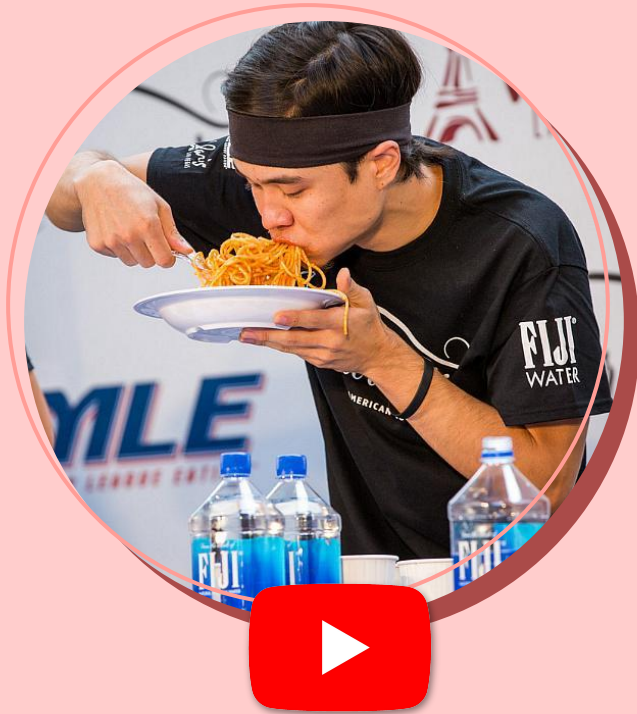


Top Video

[LINK](#)

Avg. Views on Tech-Sponsored Videos

1.3M



megatoadstonie

Reach

14.9M

Views on Top Video

1.2M

Brand



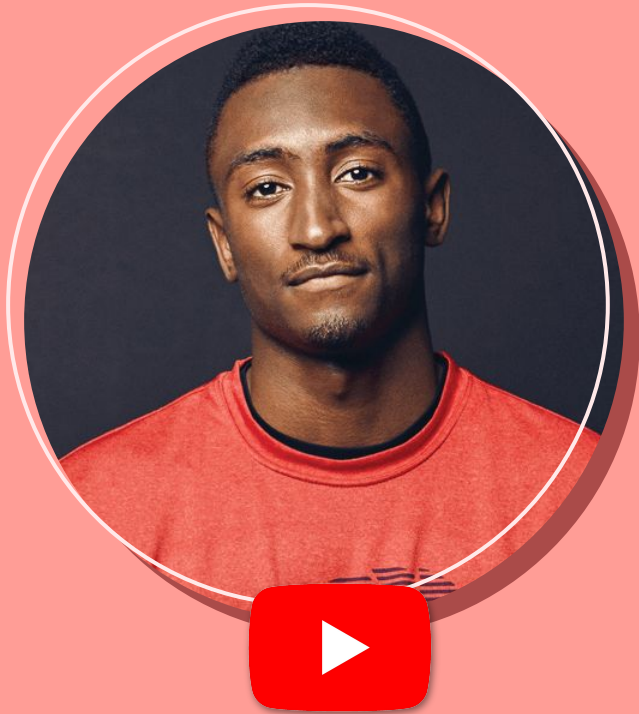
NordVPN®

Top Video

[LINK](#)

Avg. Views on Tech-Sponsored Videos

1.2M



marquesbrownlee

Reach

14.7M

Views on Top Video

2.4M

Brand



SQUARESPACE

Top Video

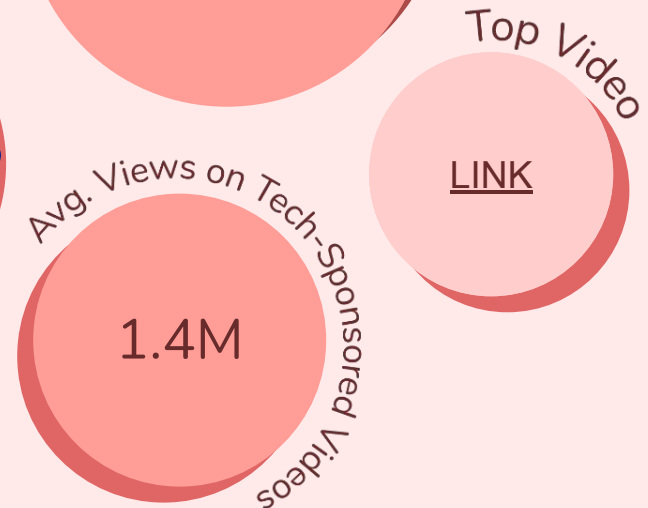
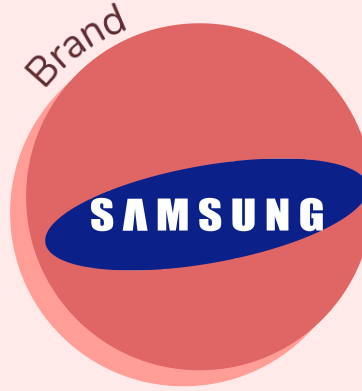
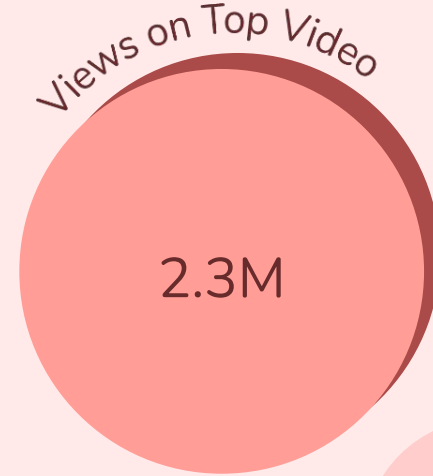
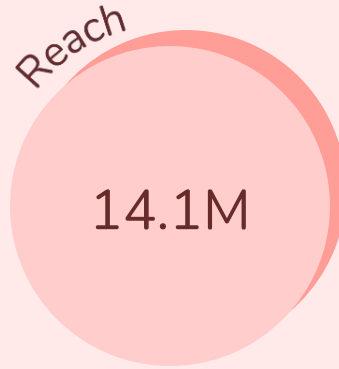
LINK

Avg. Views on Tech-Sponsored Videos

2.4M



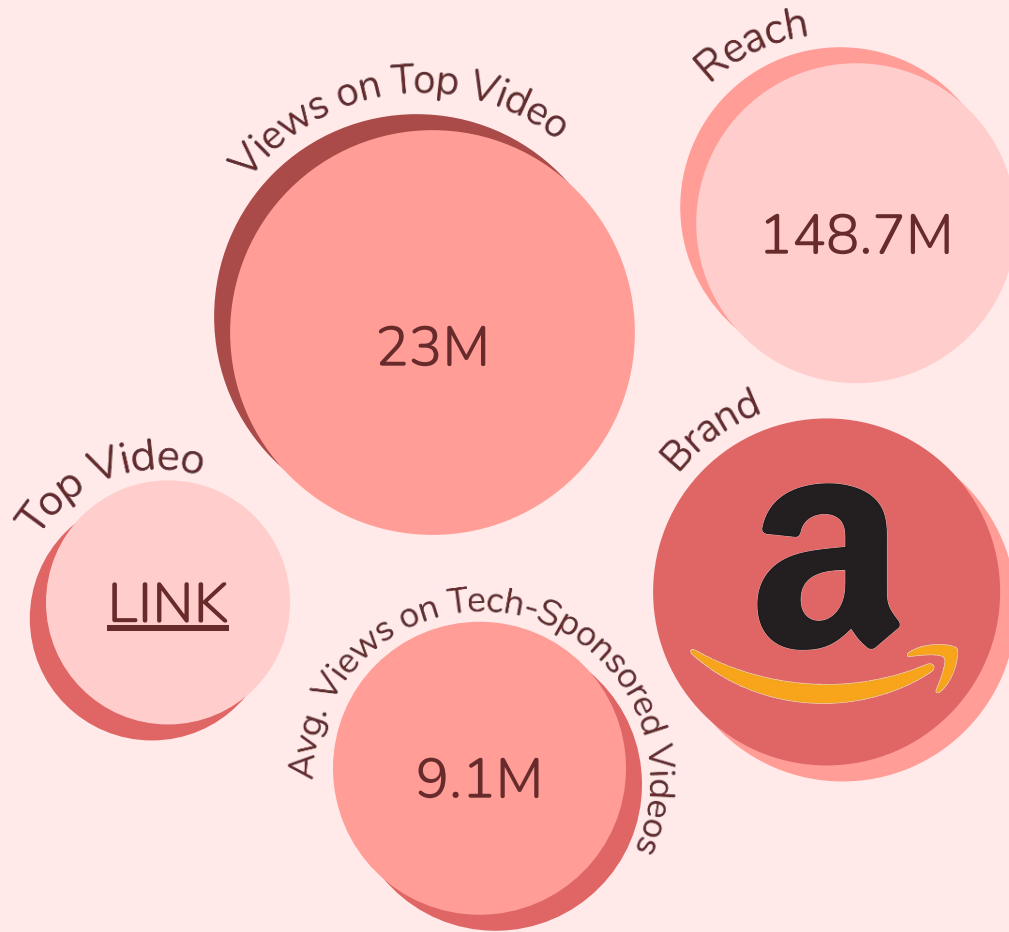
linustechtips



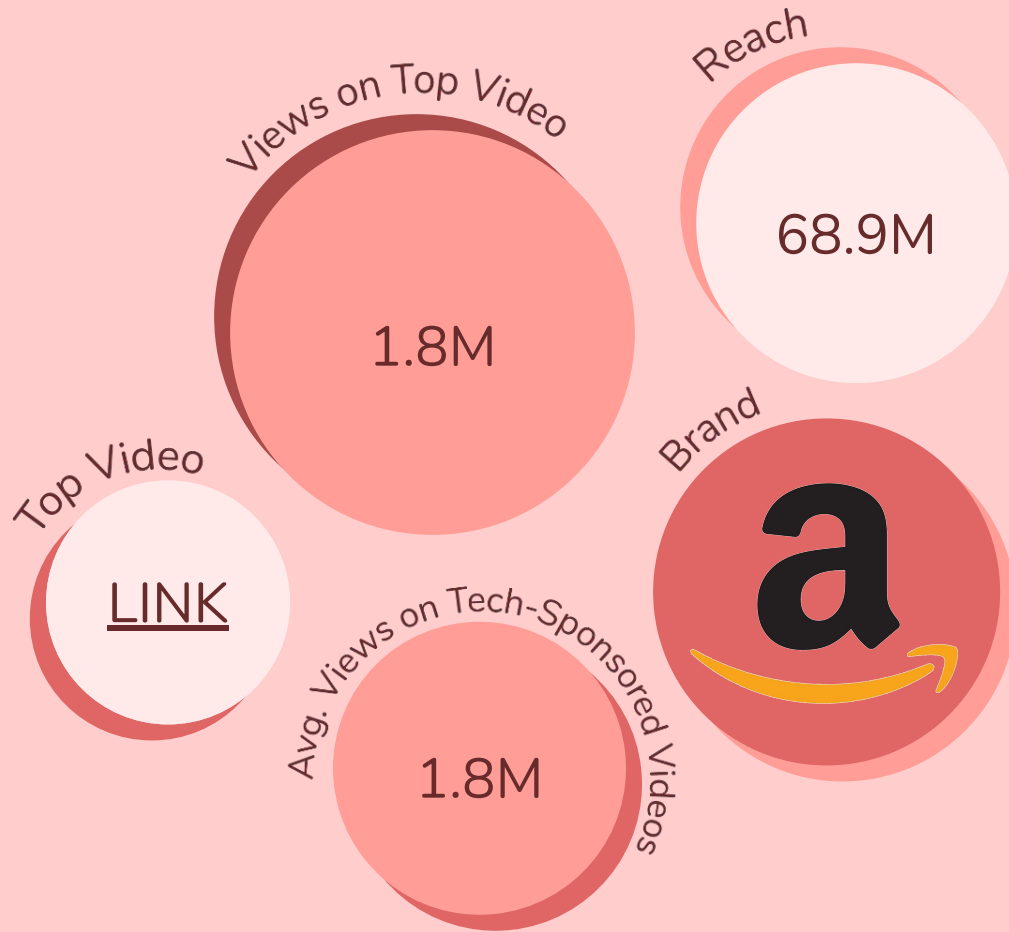


Top 10 Most Popular Creators

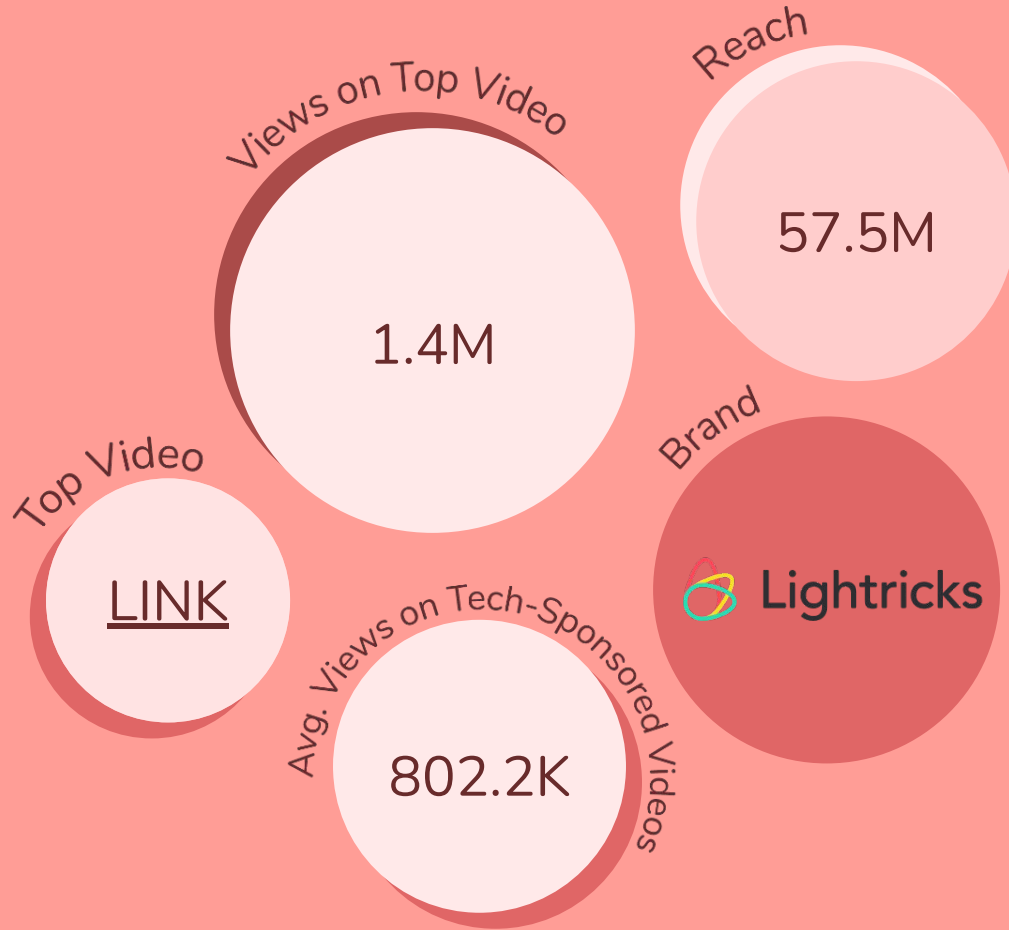




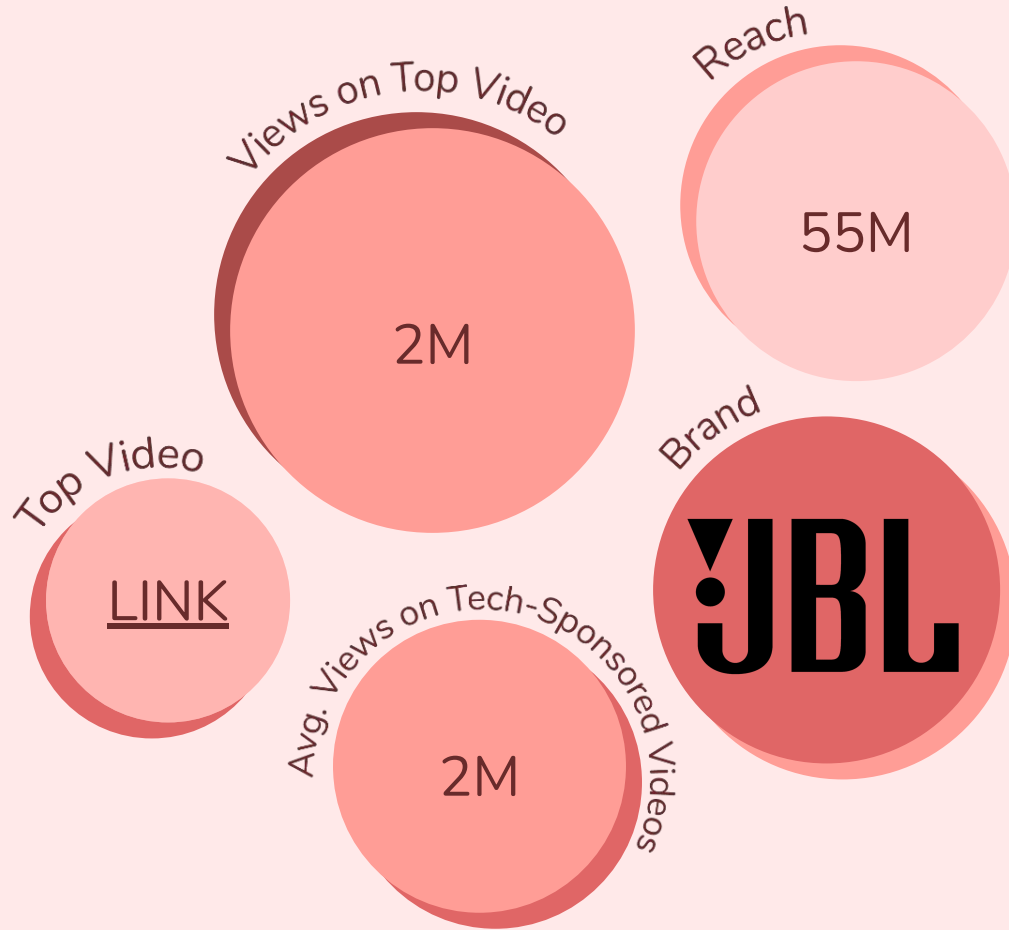
@charlidamelio



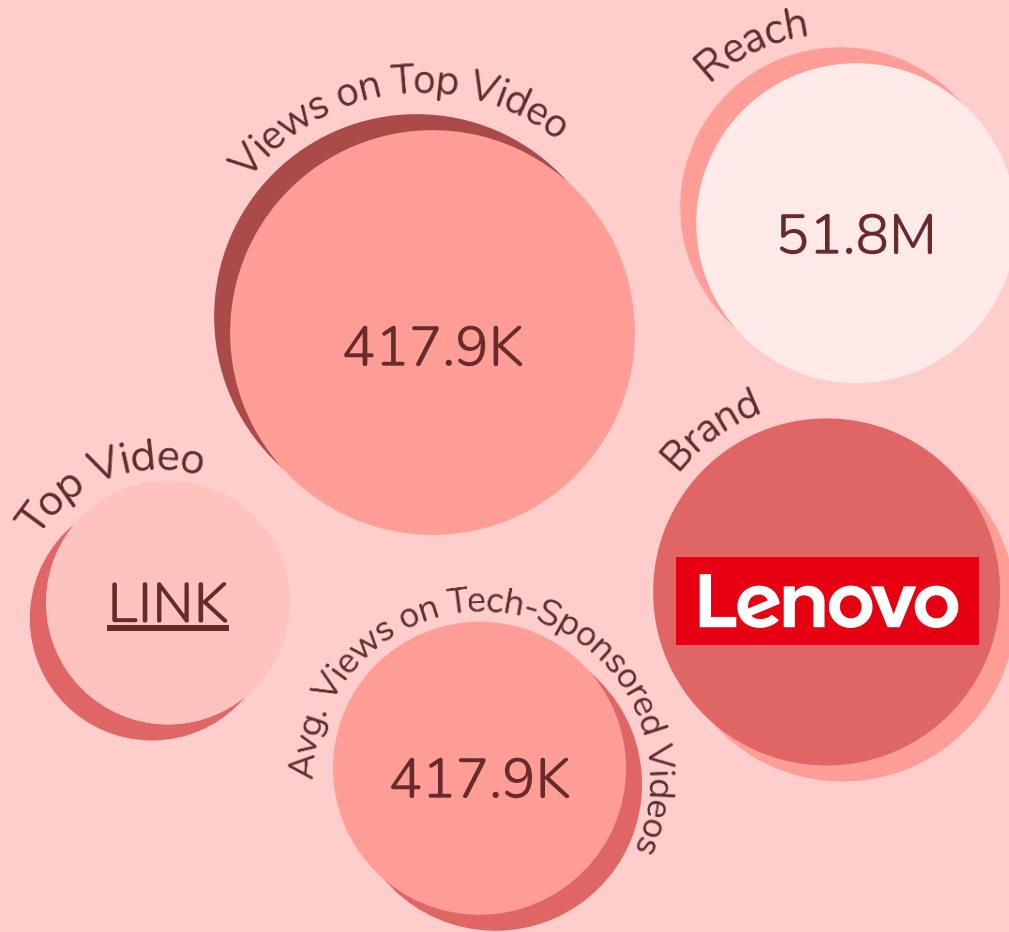
@zachking



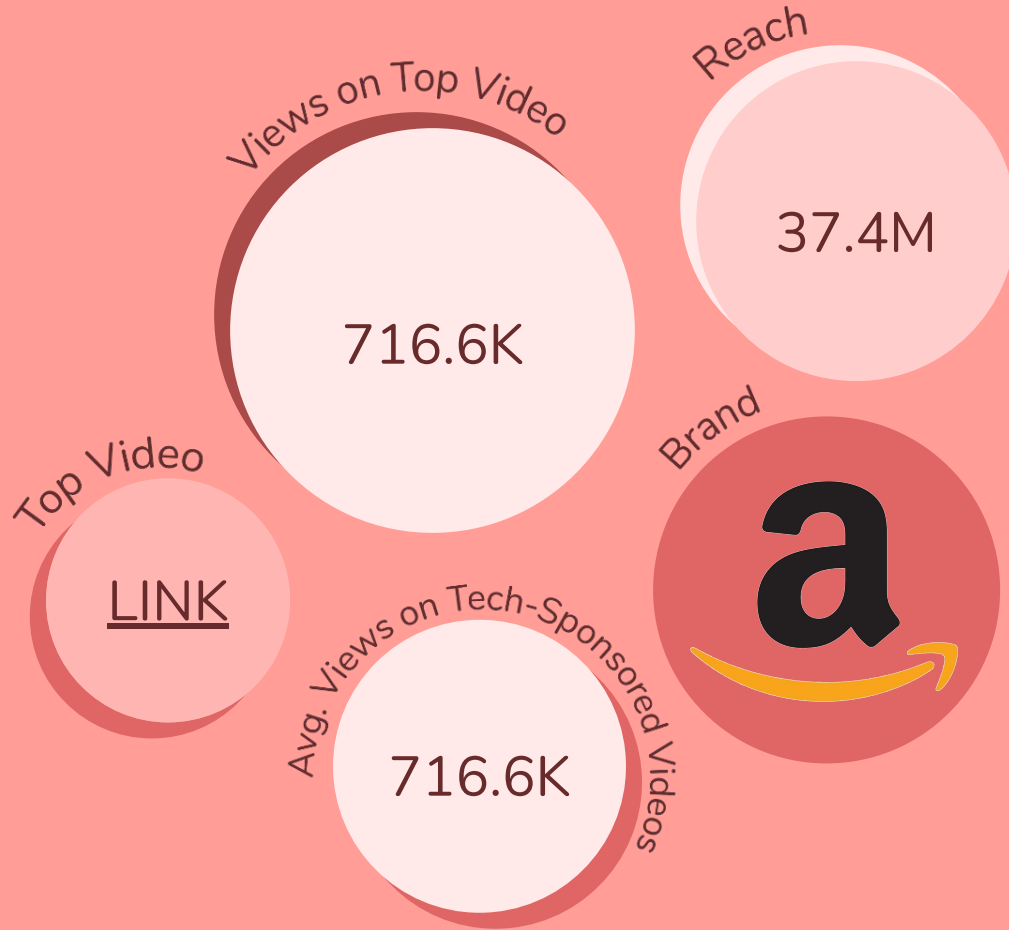
@dixiedamelio



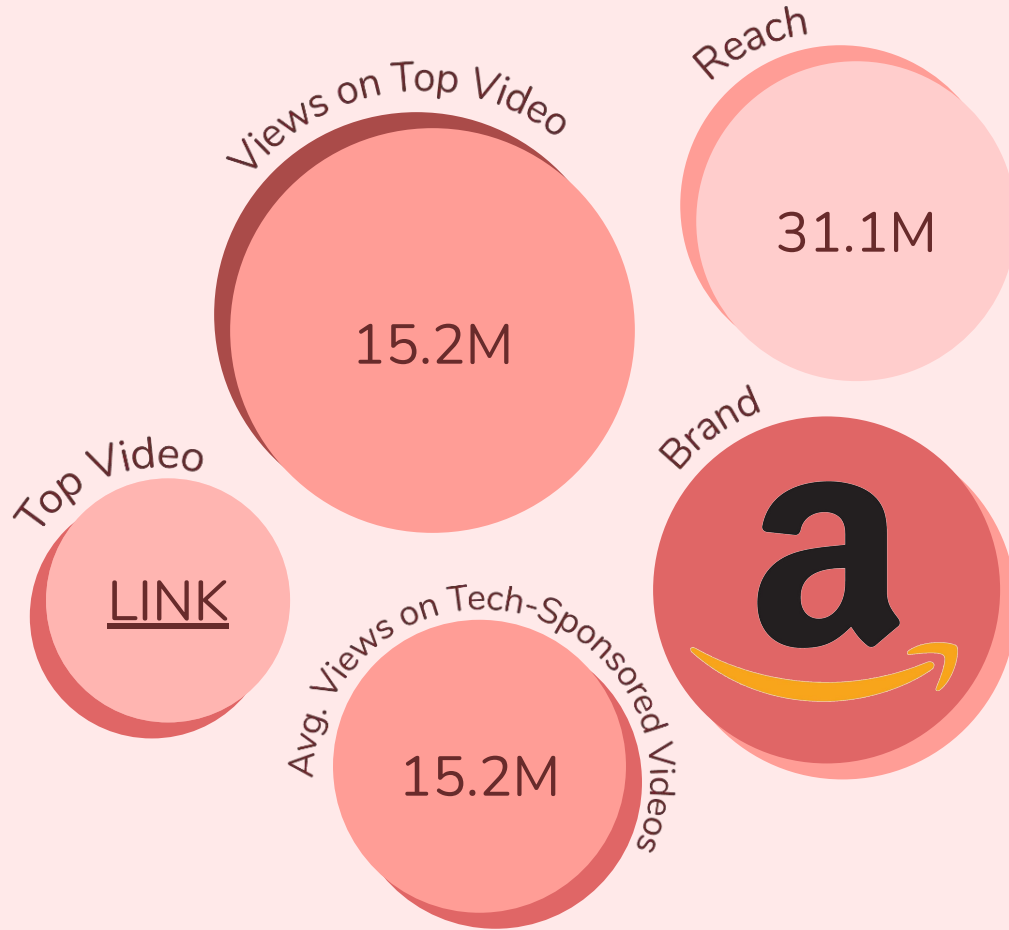
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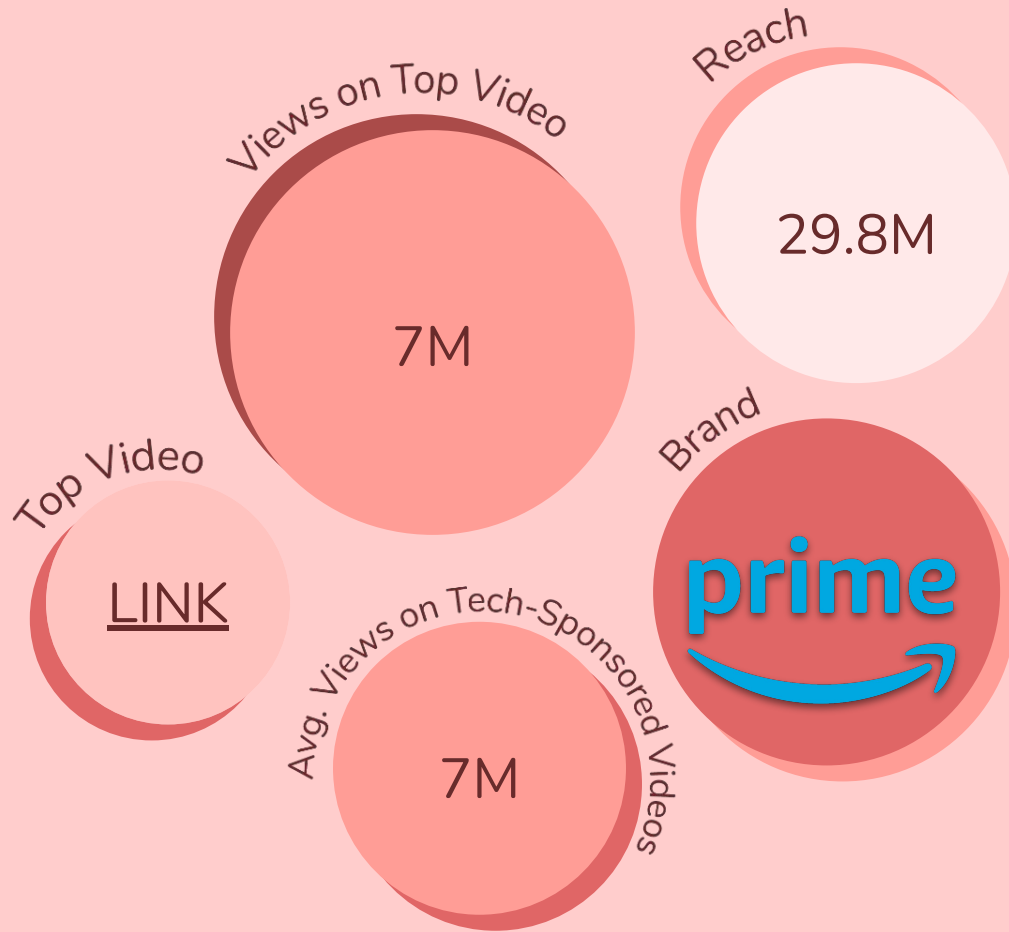
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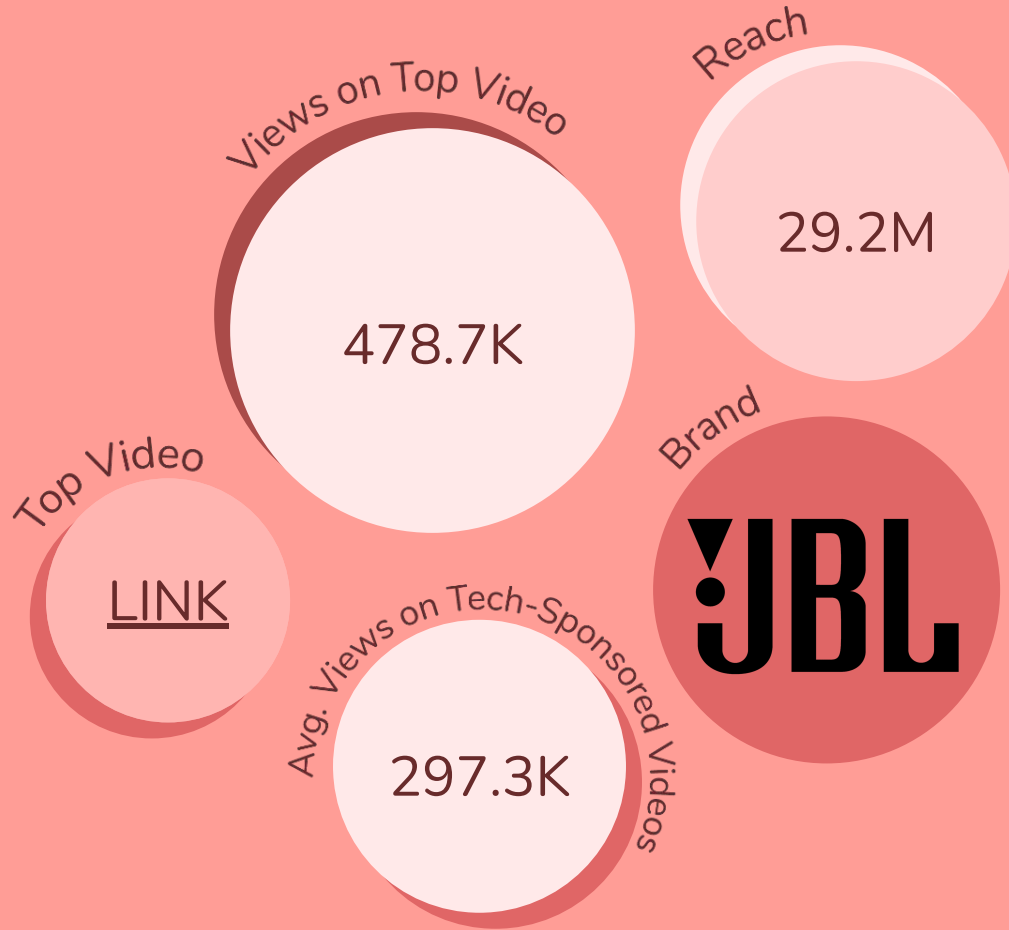
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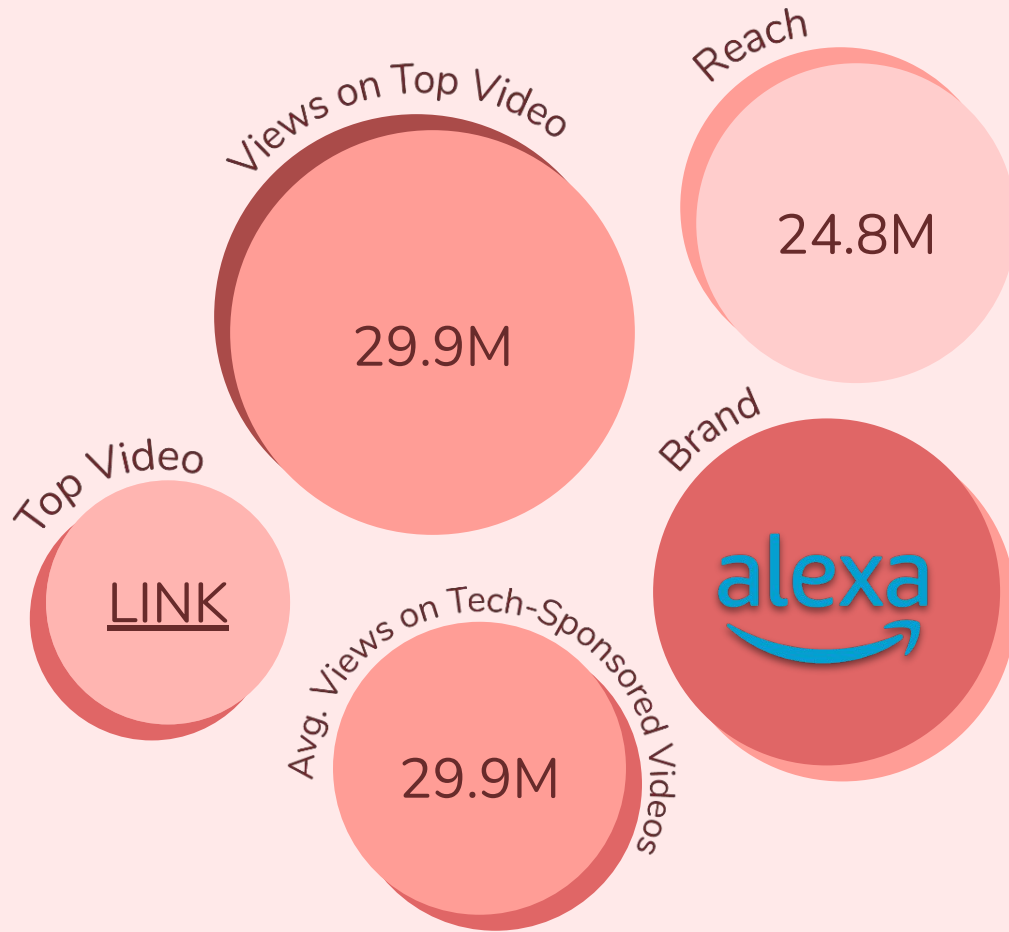
@gordonramsayofficial



@lizzza



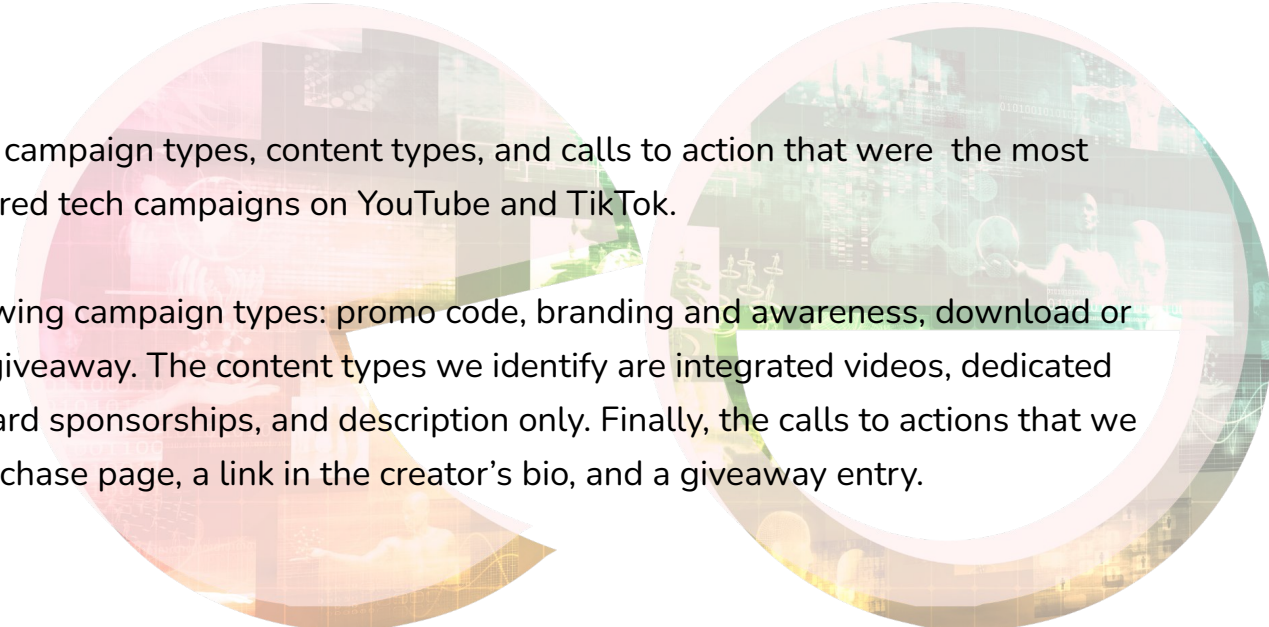
@merrickhanna



@marshmellomusic



Campaigns, Content, Call To Action

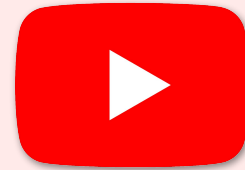


This section covers the campaign types, content types, and calls to action that were the most popular among sponsored tech campaigns on YouTube and TikTok.

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.

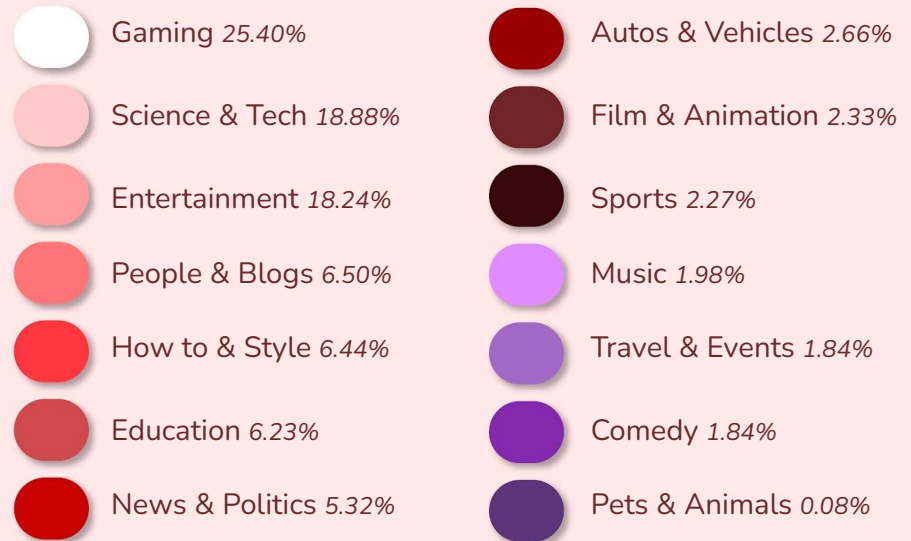
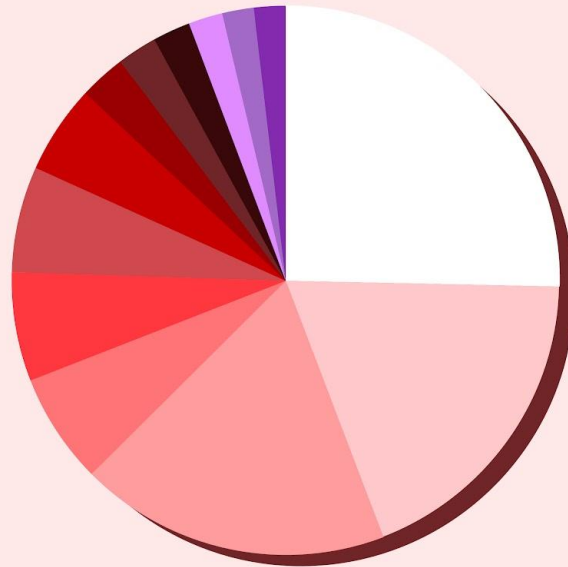


YouTube



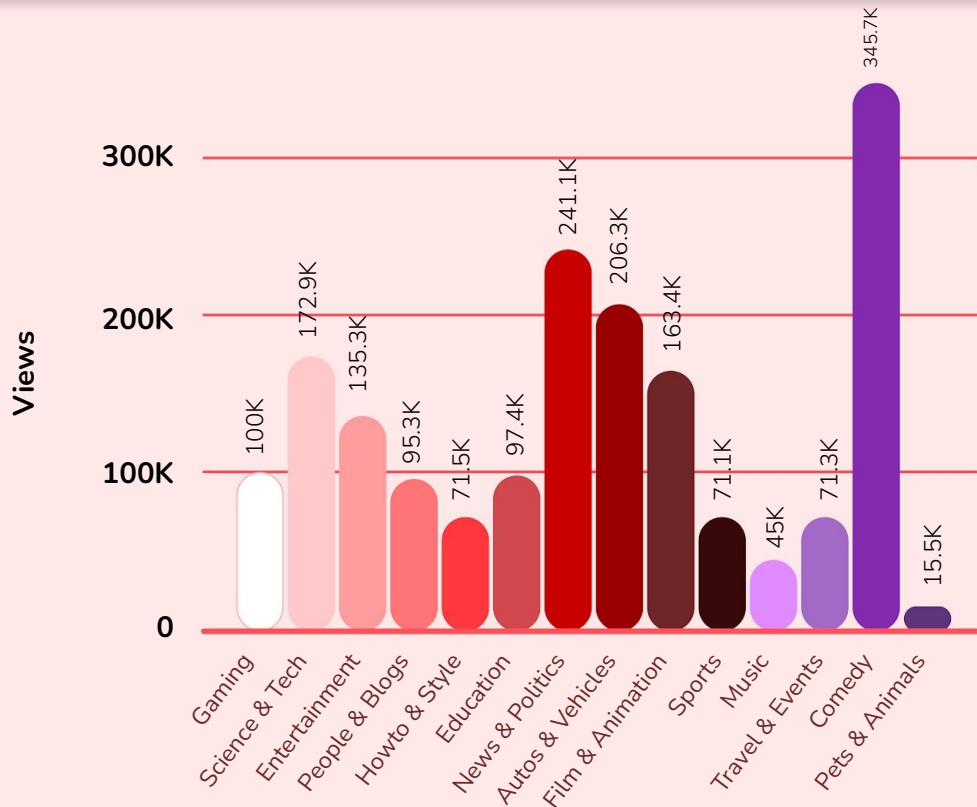


Frequency By Channel Category





Avg Views By Channel Category

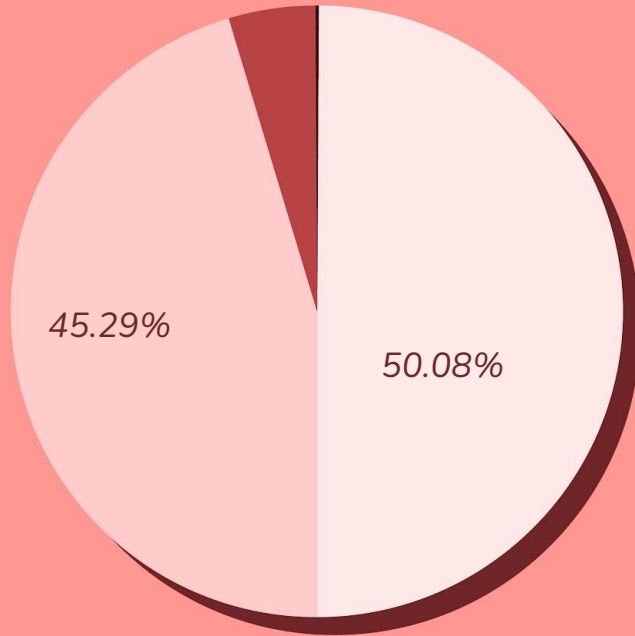


This is the correlation between viewership and channel category. In other words, this is how the type of content a channel typically posts affected views of the sponsored content.





Top Campaign Types



Promo Code 50.08%



Branding and Awareness Only 45.29%



Download or Install (Performance) 4.51%

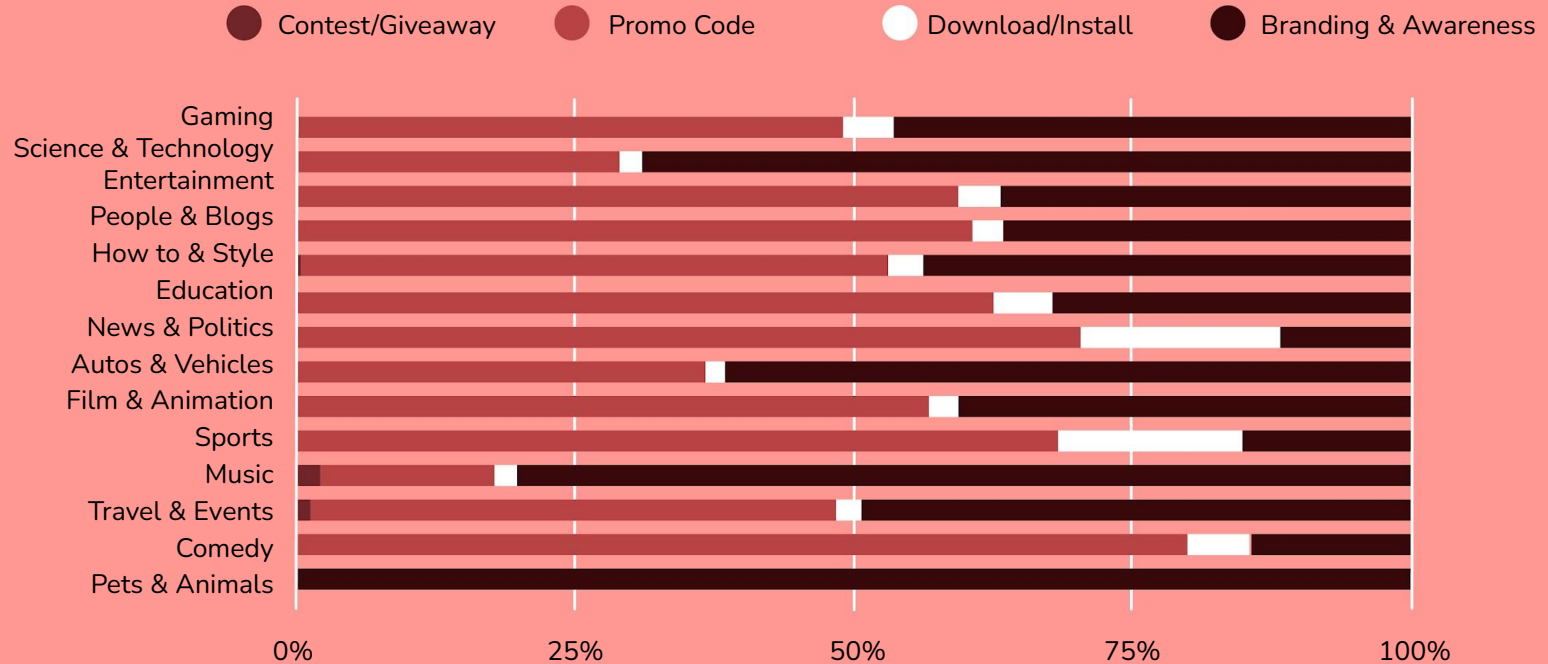


Contest/Giveaway 0.12%



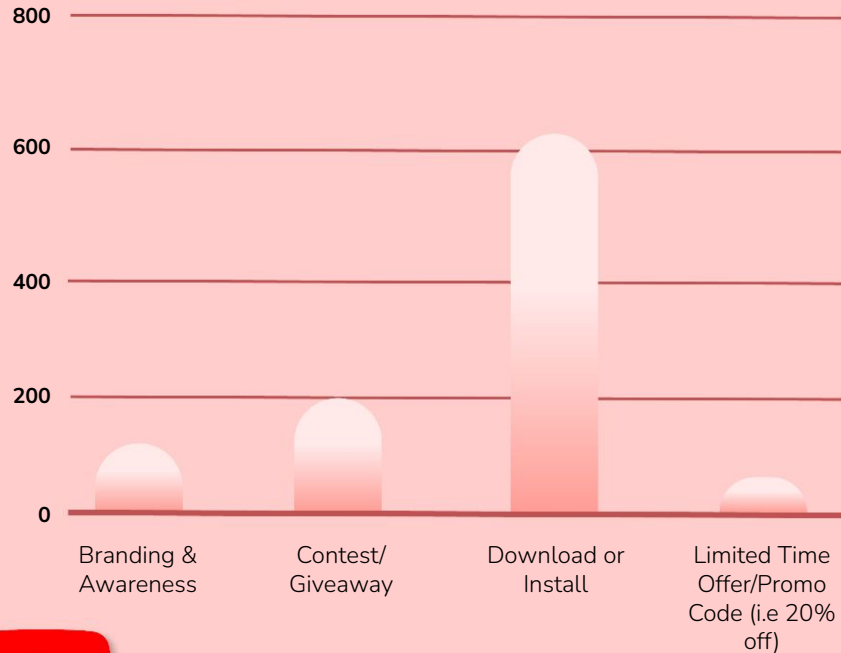


Top Campaign Types by Channel Category

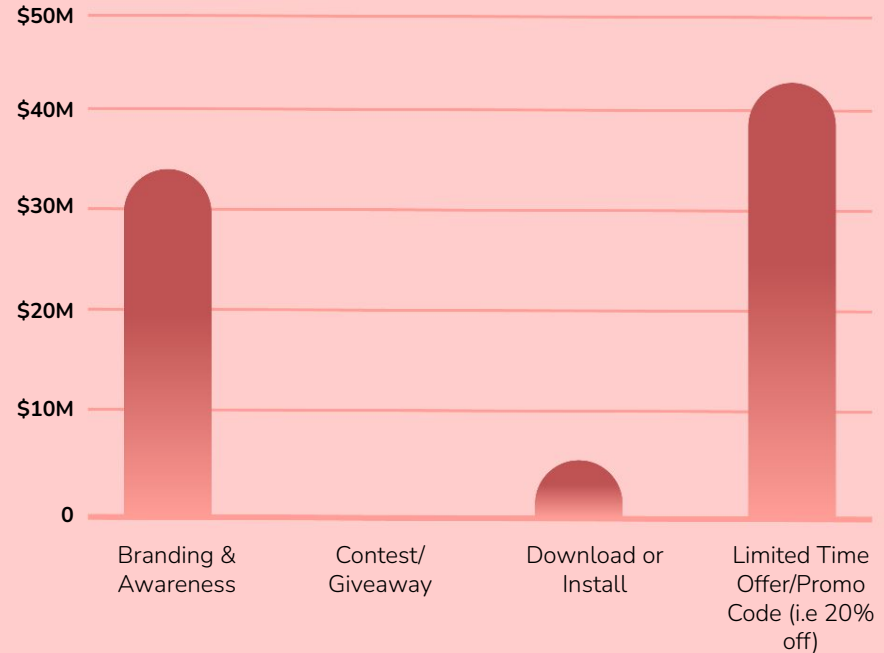




Ad Length & Total Spend by Campaign Type



Ad Length



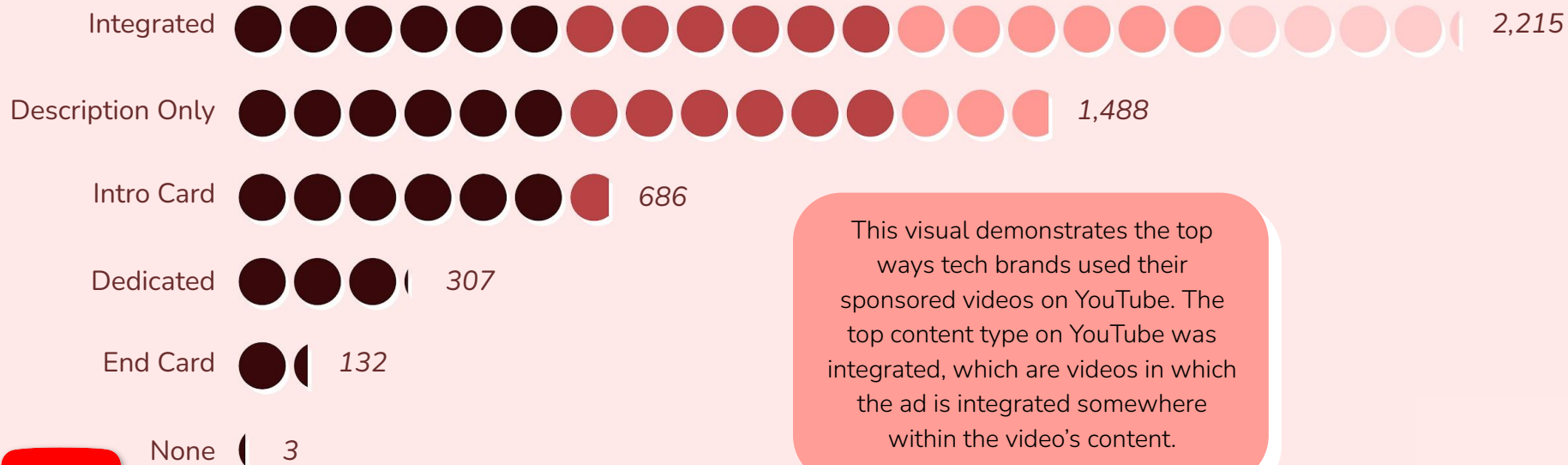
Total Spend





Top Content Types

● = 100

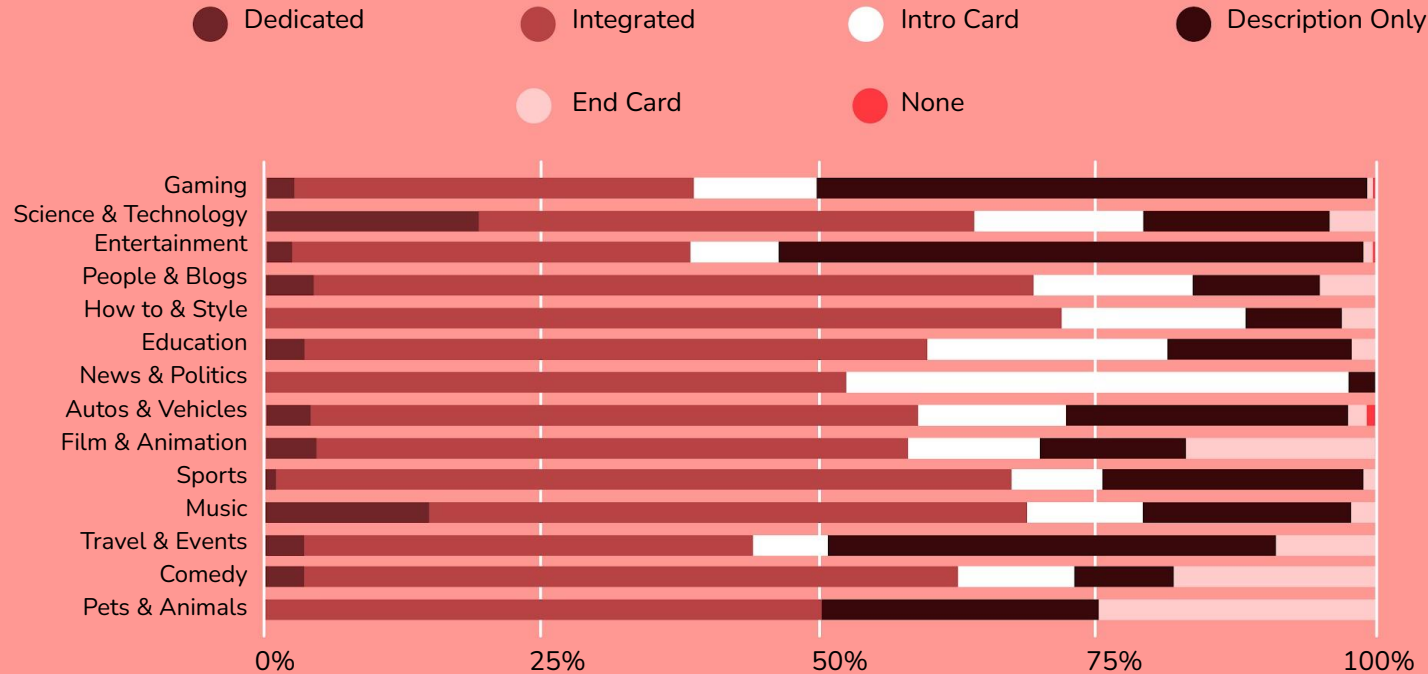


This visual demonstrates the top ways tech brands used their sponsored videos on YouTube. The top content type on YouTube was integrated, which are videos in which the ad is integrated somewhere within the video's content.





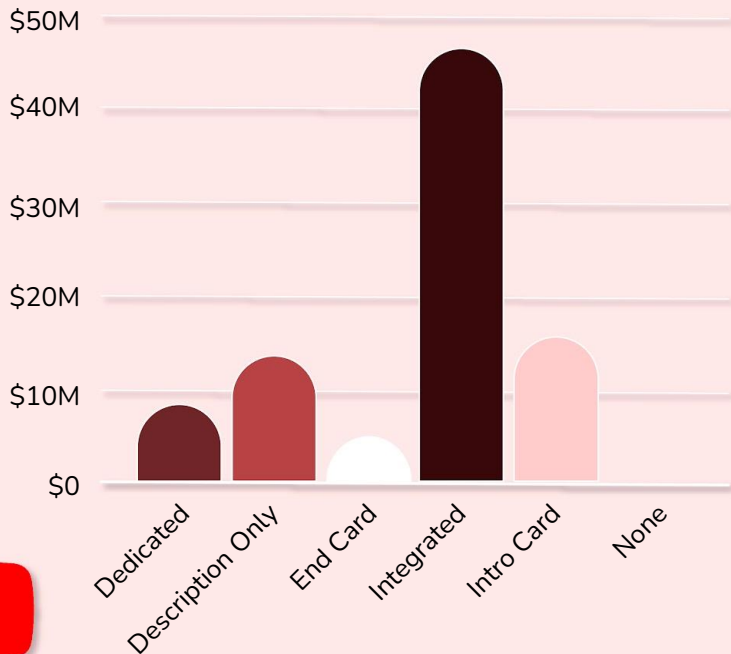
Top Content Types by Channel Category





Total Spend & Ad Length by Content Type

Total Spend



Ad Length (sec.)



Dedicated
1,262.76



Description Only
0.55



End Card
63.81



Integrated
68.78



Intro Card
49.35

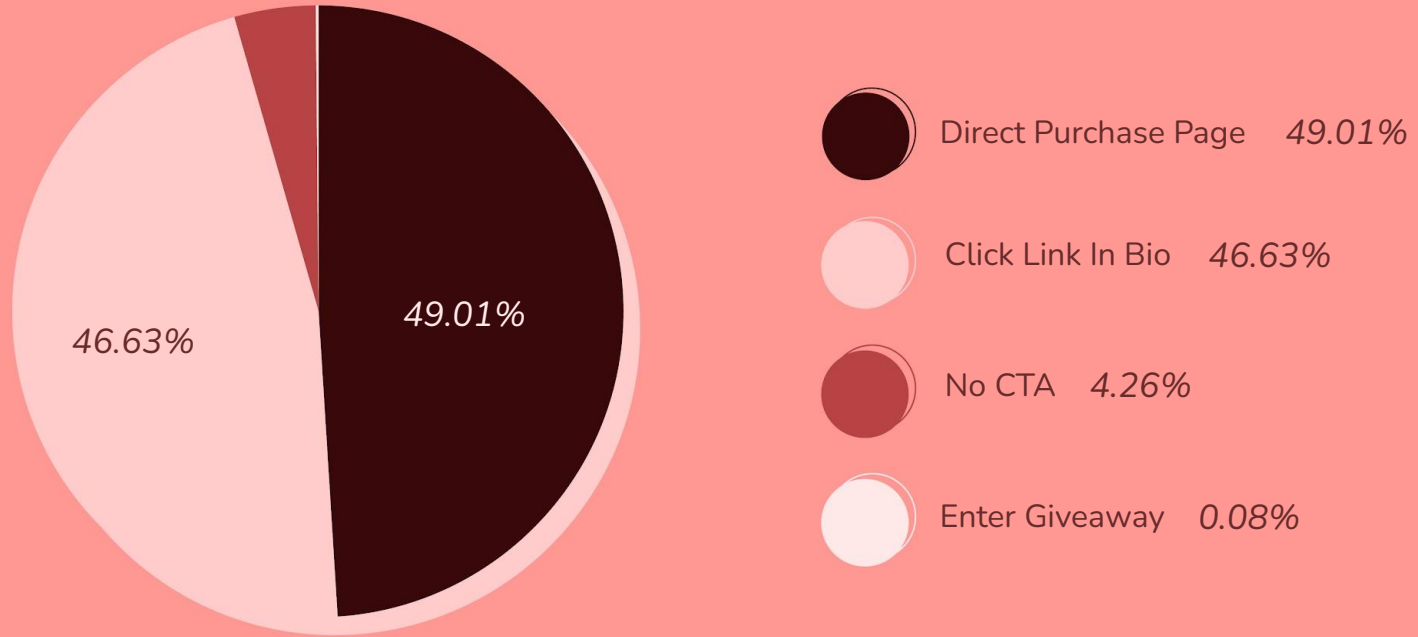


None
0.00





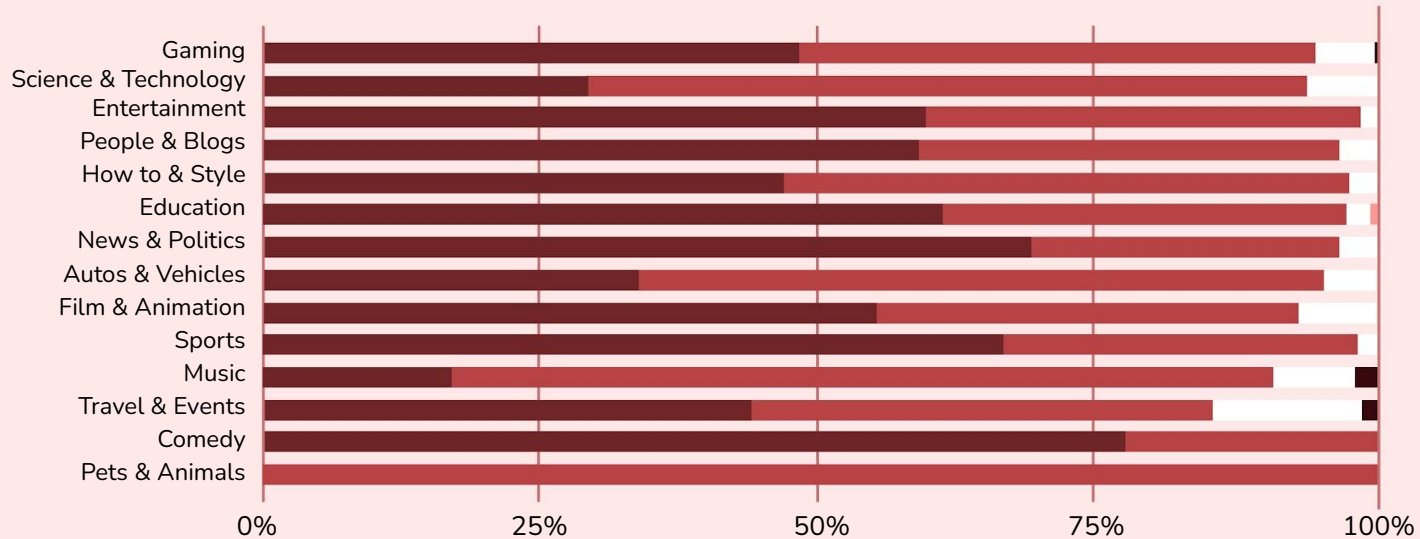
Top Call To Action Types





Top Call to Action Types by Channel Category

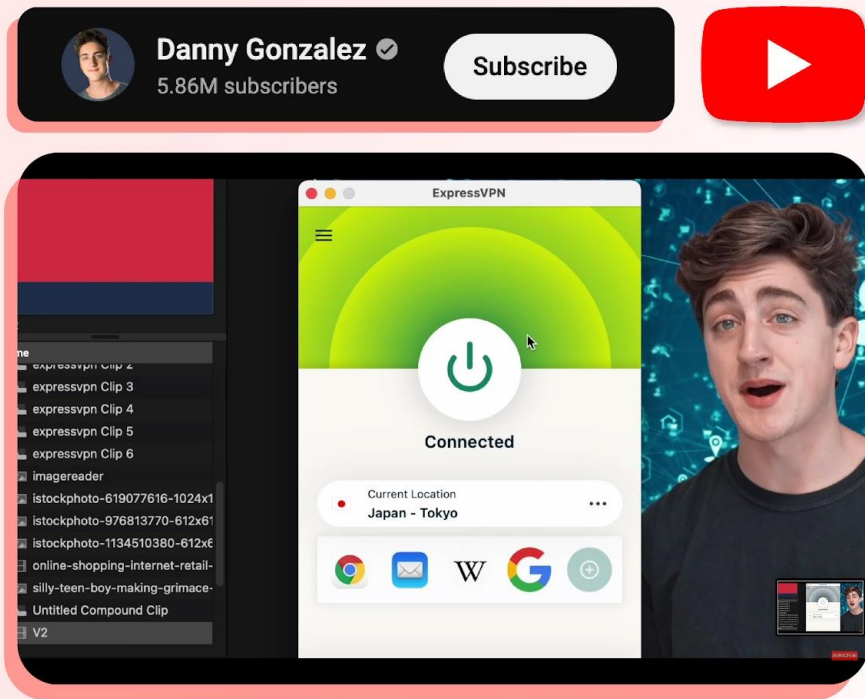
● Direct Purchase Page ● Click Link In Bio ● No CTA ● Enter Giveaway ● Fill out Contact





Top Videos with Most Popular Campaign Techniques





6.5M

Views

310.7K

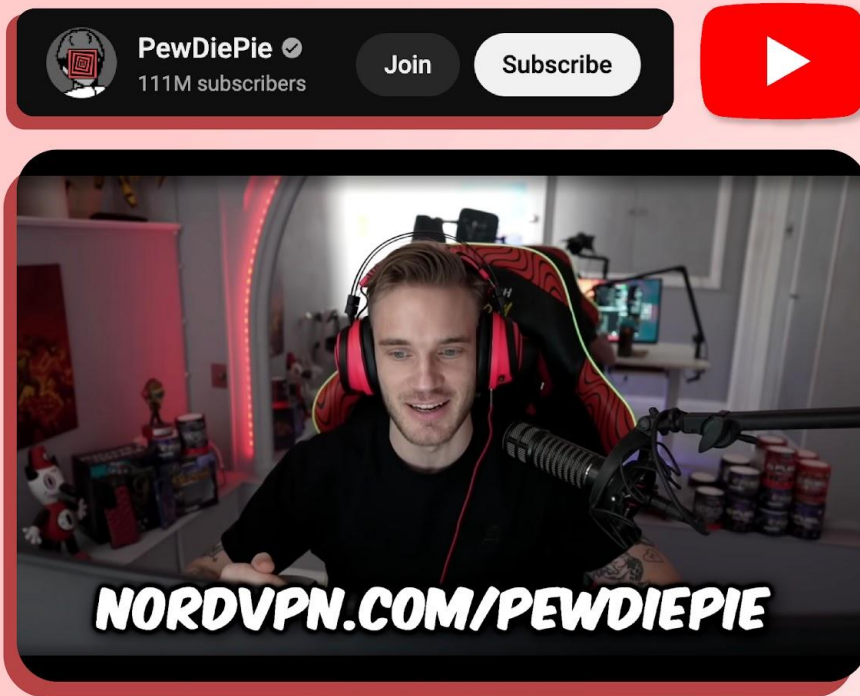
Likes

9.6K

Comments

[Link](#)

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.



NordVPN®



4.6M

Views

319K


Likes

5.8K

Comments

[Link](#)

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.



JonTronShow ✓
6.67M subscribers

Subscribe



NordVPN®



3.9M

Views

244.3K

Likes

18.9K

Comments

Link

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.

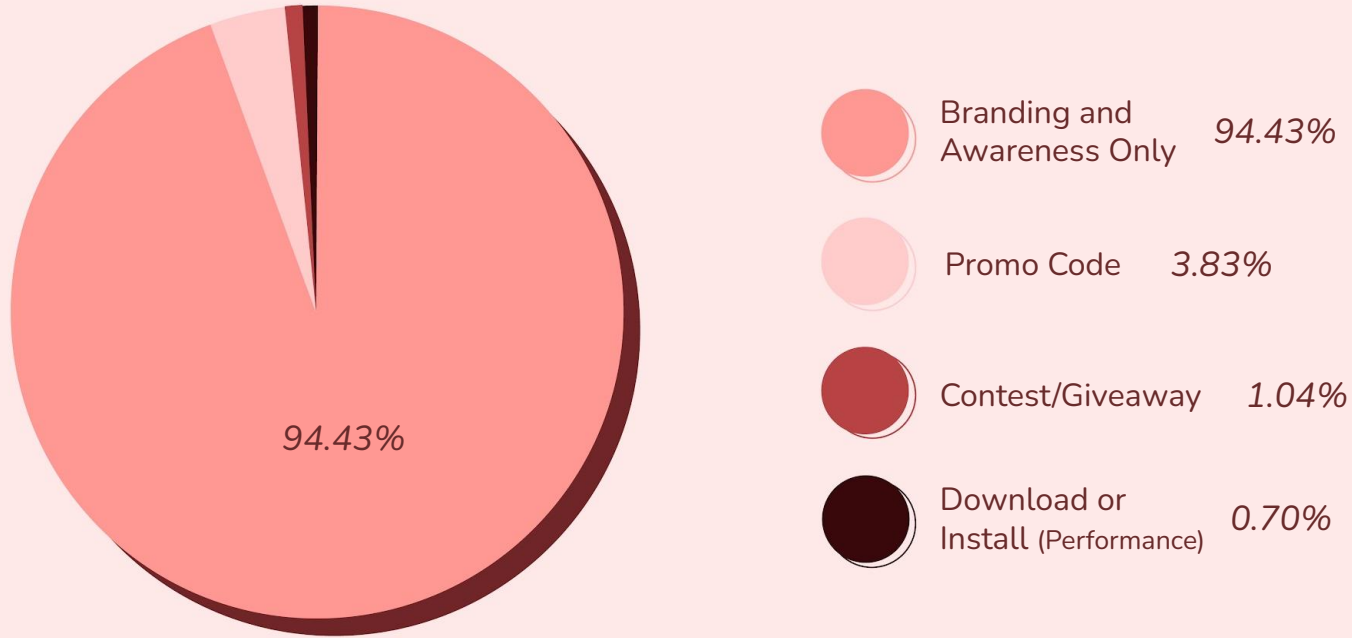


TikTok



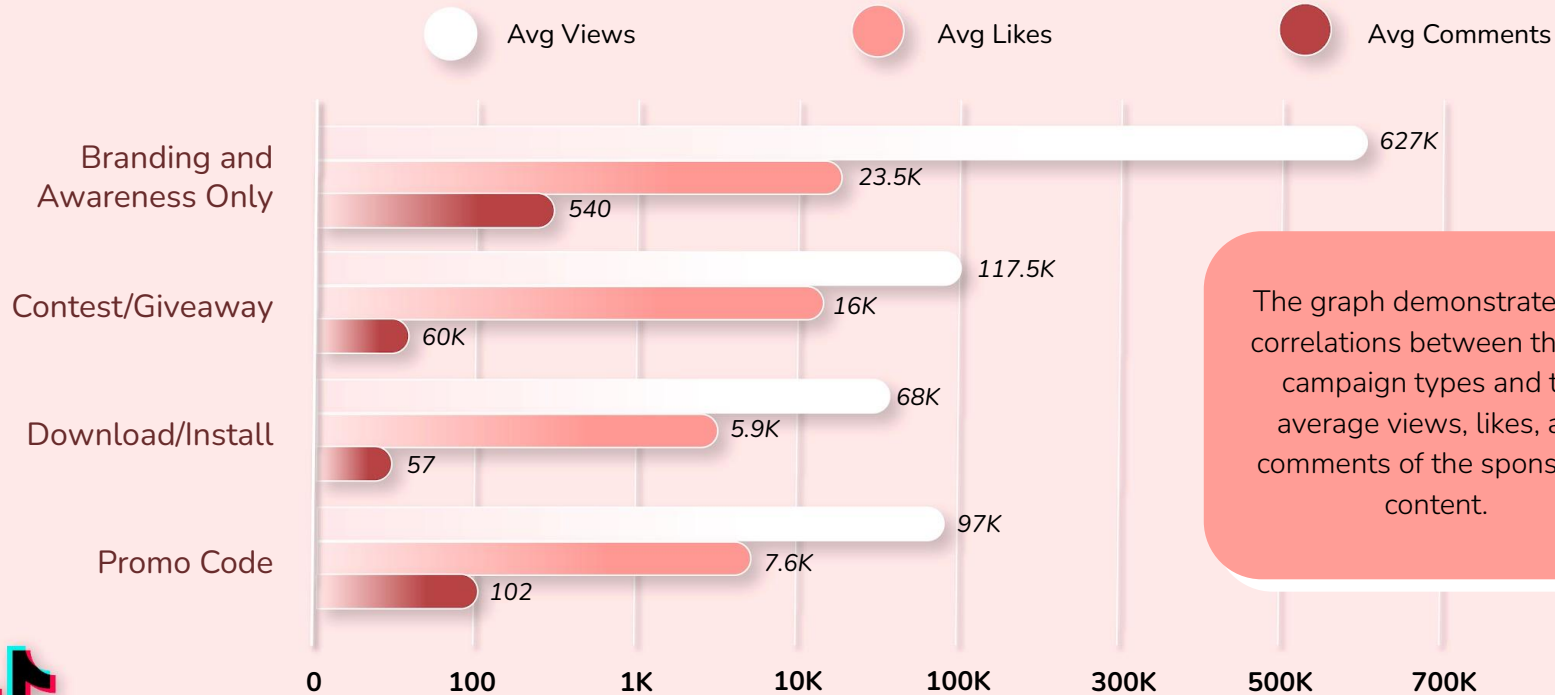


Top Campaign Types





Interactions By Top Campaign Types



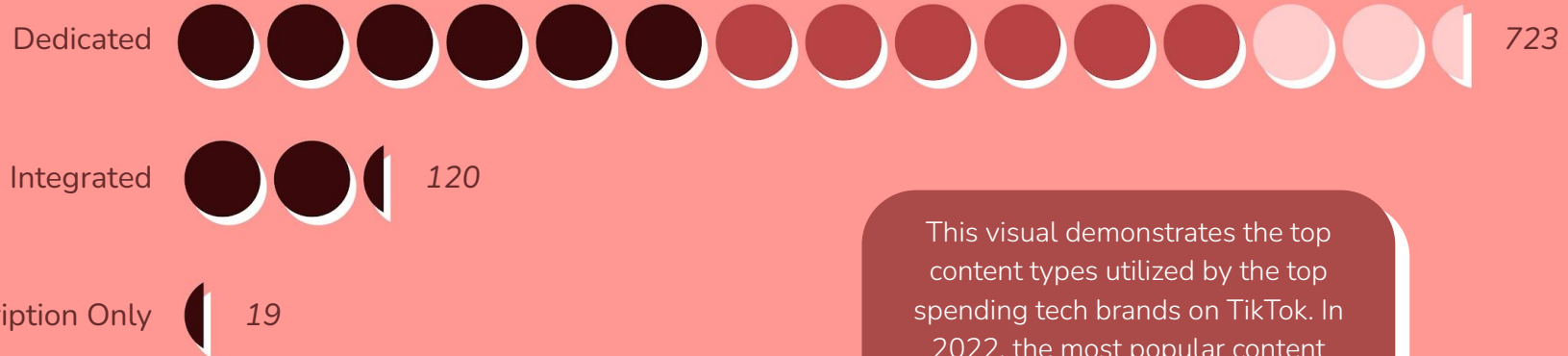
The graph demonstrates the correlations between the top campaign types and the average views, likes, and comments of the sponsored content.





Top Content Types

● = 50

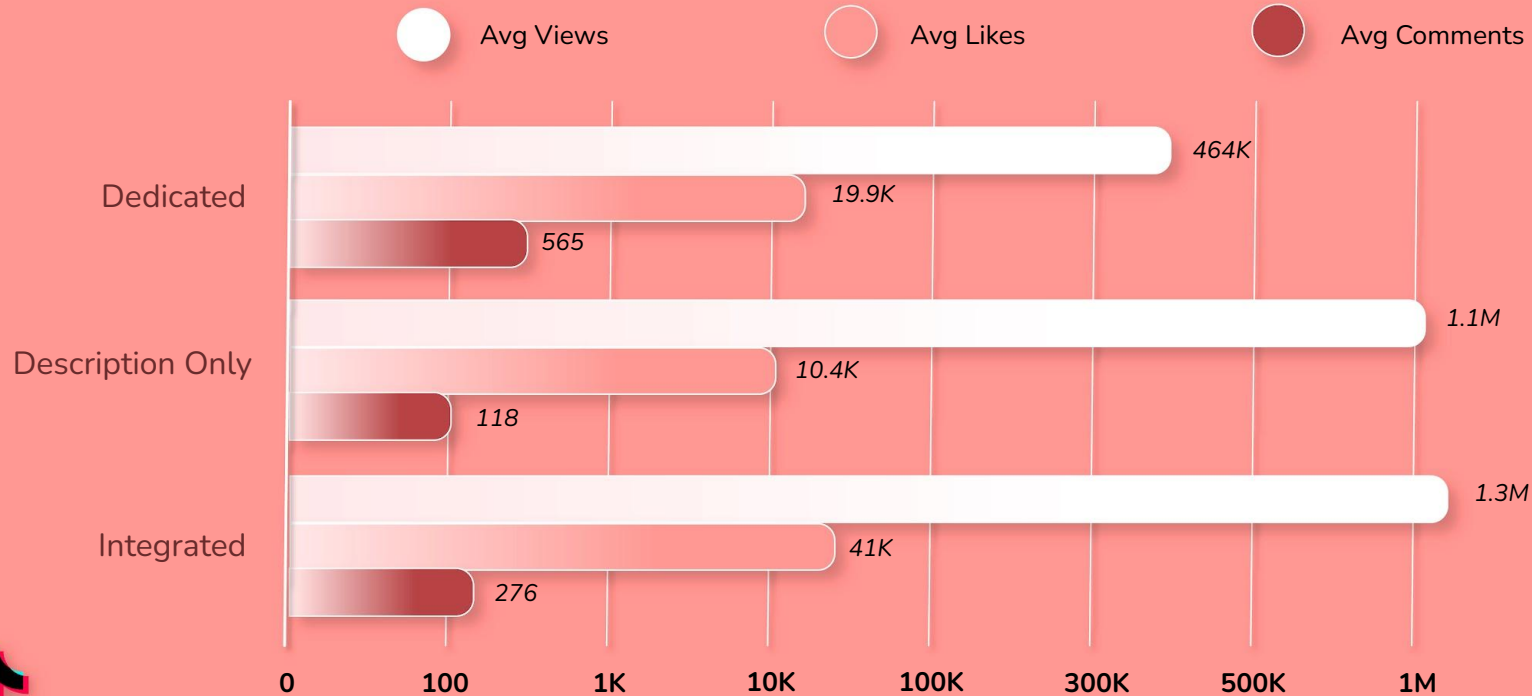


This visual demonstrates the top content types utilized by the top spending tech brands on TikTok. In 2022, the most popular content type used was dedicated, which describes videos that are dedicated to a sponsorship.



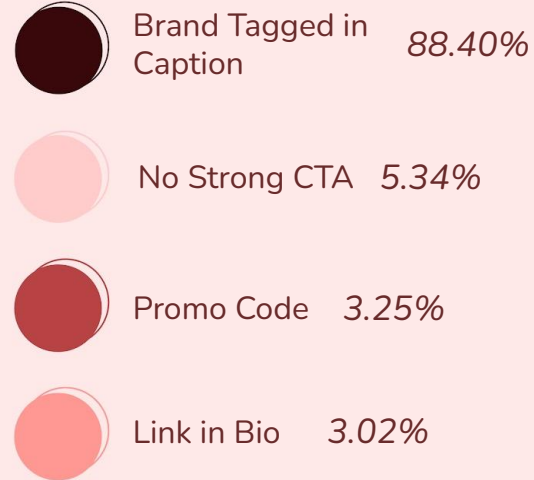
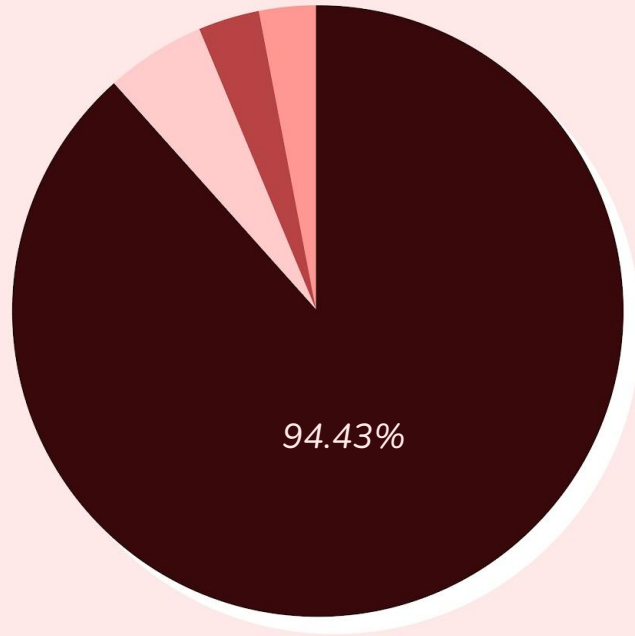


Interactions By Top Content Types



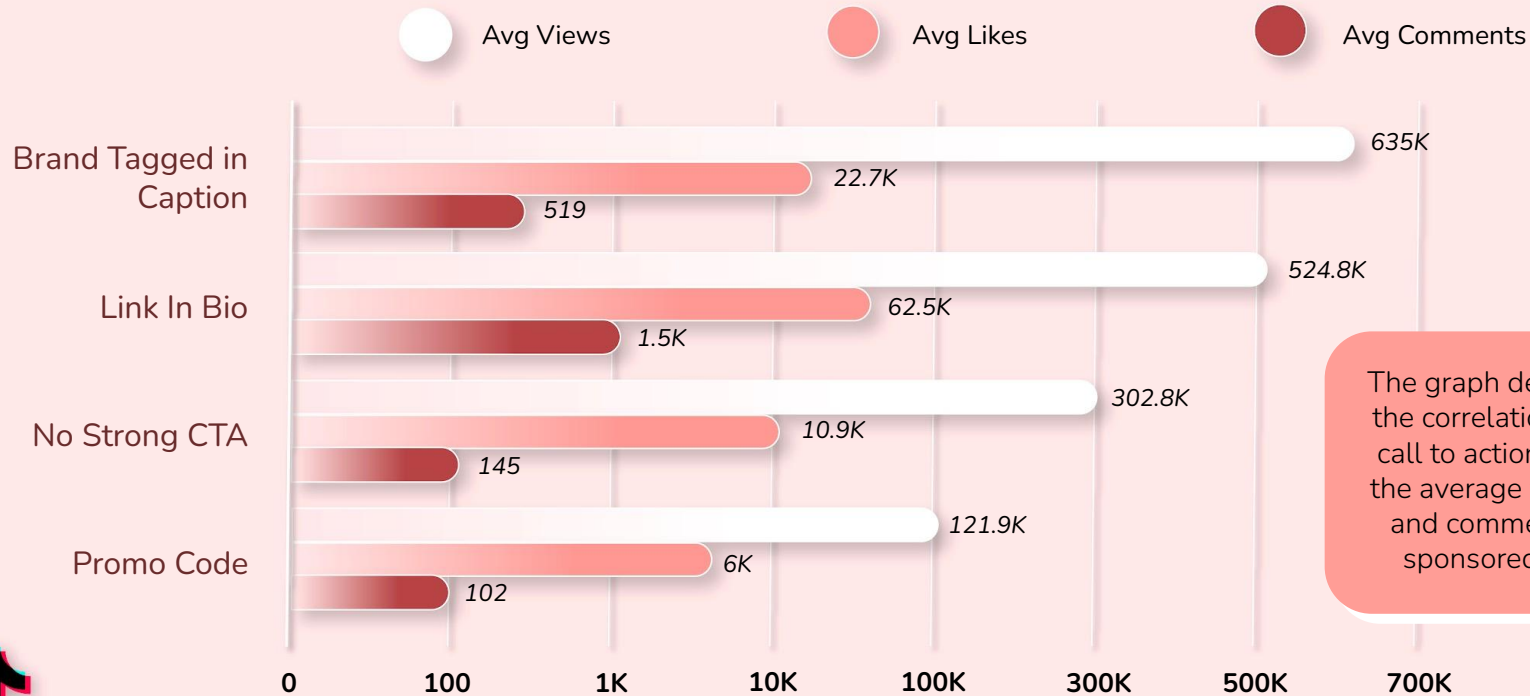


Top Call To Action Types





Interactions By Top Call to Action Types



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





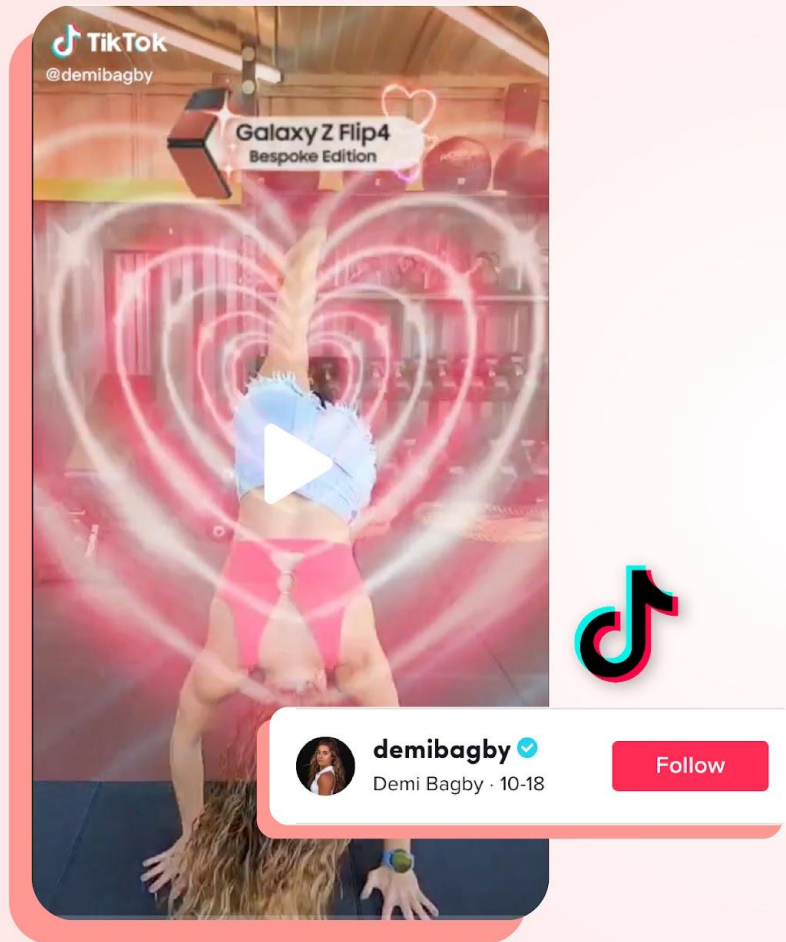
25.4M
Views

172.6K
Likes

0
Comments

Link

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.



amazon



23M

Views

940.6K

Likes

215.6K

Comments

[Link](#)



charlidamelio ✓

charli d'amelio · 6-22

Follow

TikTok

@charlidamelio

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.



BOSE

11M

Views

92.9K

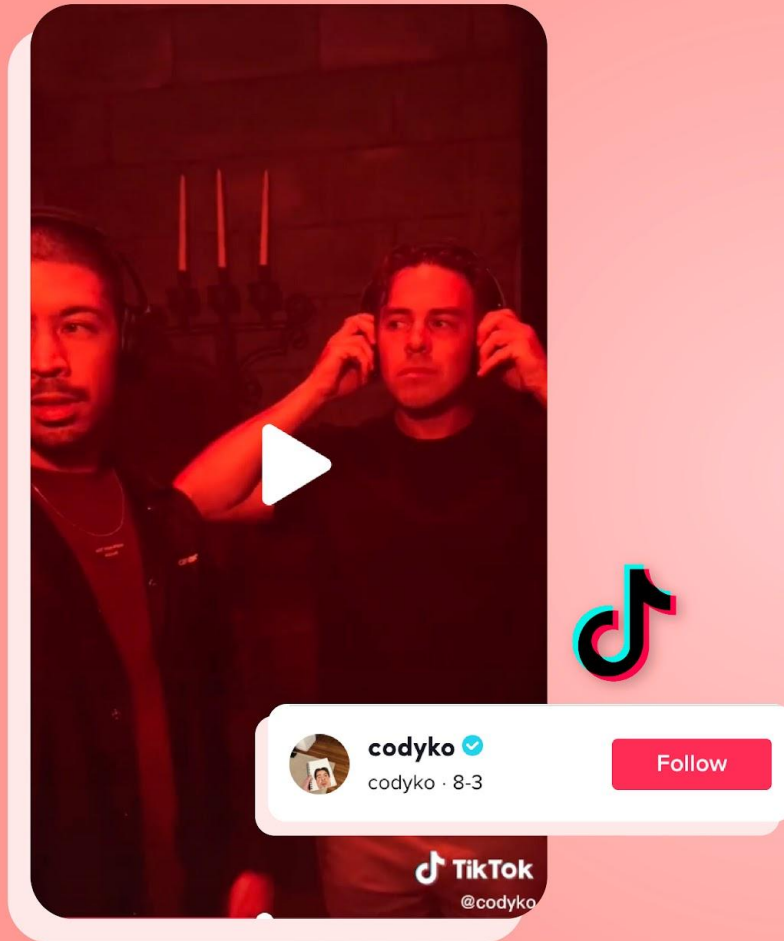
Likes

288

Comments

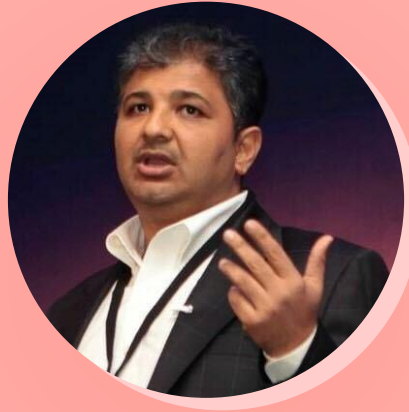
Link

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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Summary

From Prakash Sangam

“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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Let us run your next campaign!

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](#) 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!