

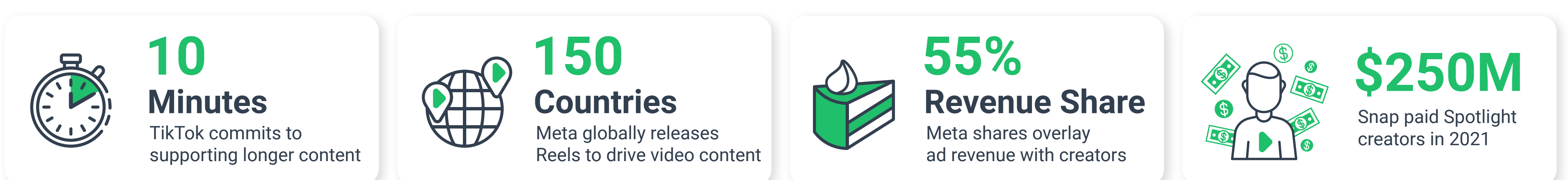
Advertising in the Creator Ecosystem



TikTok



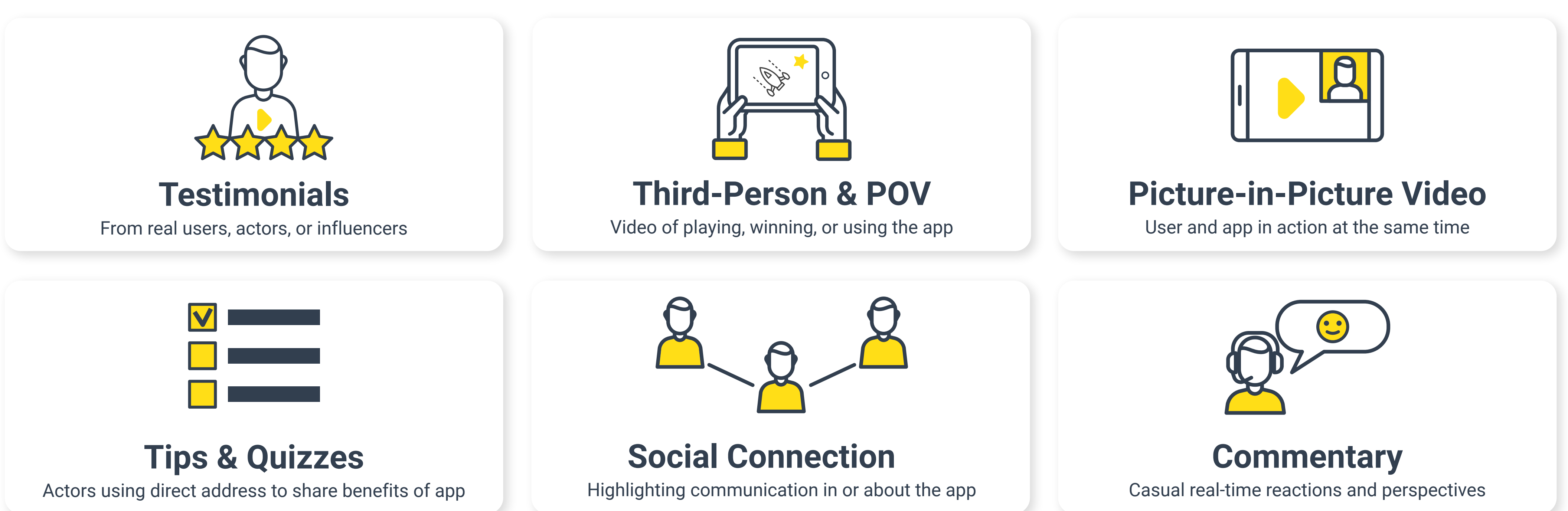
Social Media Companies Investing in UGC



“People are influenced by shared interests, not necessarily popularity... include micro-influencers with highly engaged audiences.”
Instagram For Business

“Align with the native TikTok experience” and create "human, unpolished content.”
TikTok For Business

Top UGC Advertising Creative Trends



Ad Creative Averages



Our Expertise

