

Influencer Marketing

Trends Report

2026

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Influencer marketing trends

2026 report



AI, TikTok Shops, YouTube & more:
The trends shaping influencer marketing in 2026

Tatam's mission is to **grow our clients' brands** via lower funnel influencer marketing campaigns.

OUR CAMPAIGNS

- Ambitious growth targets
- Road-to-IPO & recently listed
- Targets global markets
- Data-driven marketing
- Heavy analytical teams



TATAM in NUMBERS

7+
years

30
markets

9
languages

9.500+
creators

25.000+
video collabs

3.8B
video views

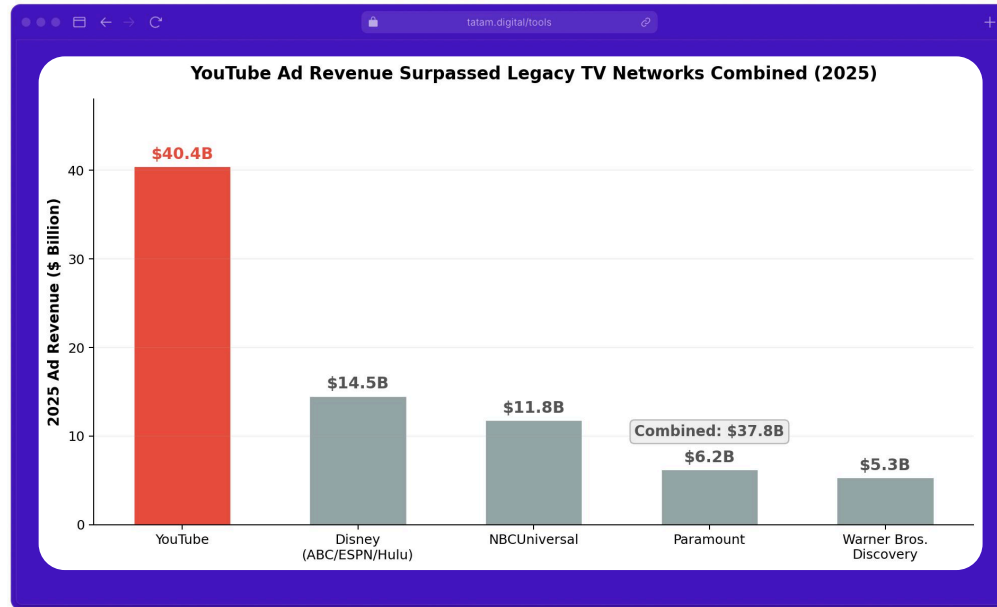


IM TRENDS

TREND 1 -

YouTube is now the #1 TV network by ad revenue

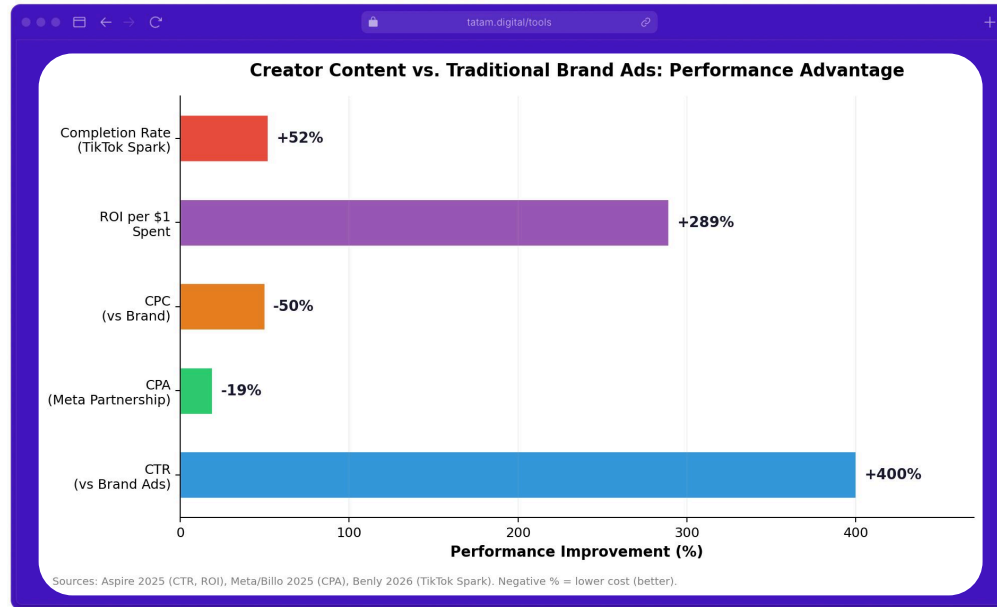
- YouTube now captures **13% of all TV viewing** time in US (more than Netflix).
- **Youtube Ad Rev \$40.8B**, vs \$37.8B combined from Disney, Paramount, Universal, & Warner Discovery TV networks.
- **Connected TV is now primary device.** Creator content is now the premium TV inventory.
- **YT Shorts 200B daily views**, Google interested in position Shorts ad format.



TREND 2 -

Creator ads outperform brand ads by 4x by CTR and 2x by CPC

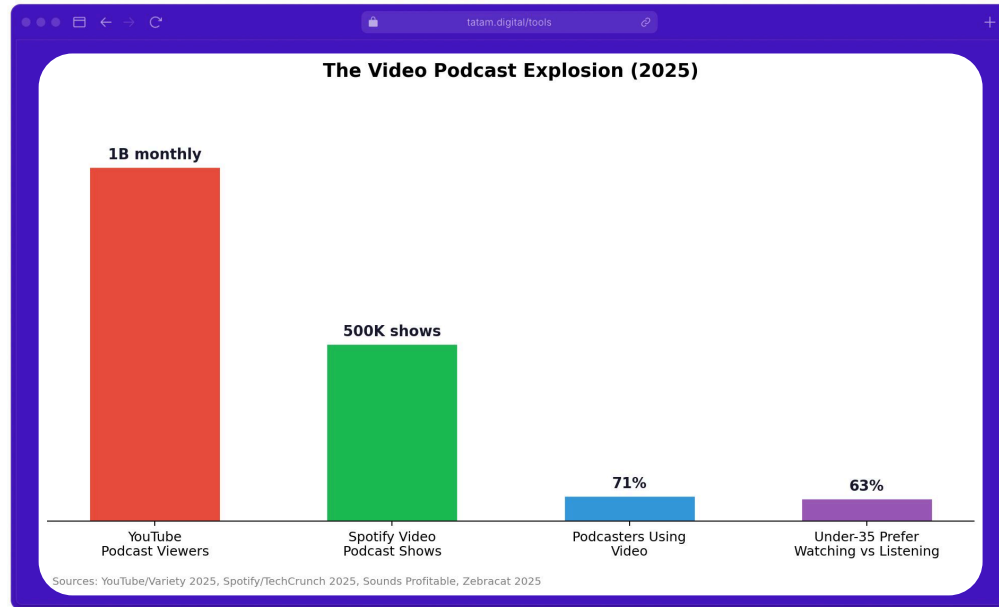
- **Partnership Ads & Spark Ads** have matured into a scalable performance channel.
- Running paid ads from a creator's handle systematically **delivers better performance** at lower cost than brand-only creative.
- Meta Partnership Ads **+53% CTR & -19% CPA** vs. brand-only ads.
- TikTok Spark Ads **+64% CTR & -30% CPA** vs. regular in-feed.
- Every influencer marketing program should **include marketing usage rights**.



TREND 3 -

Video podcasts are creating a fast-growing advertising surface

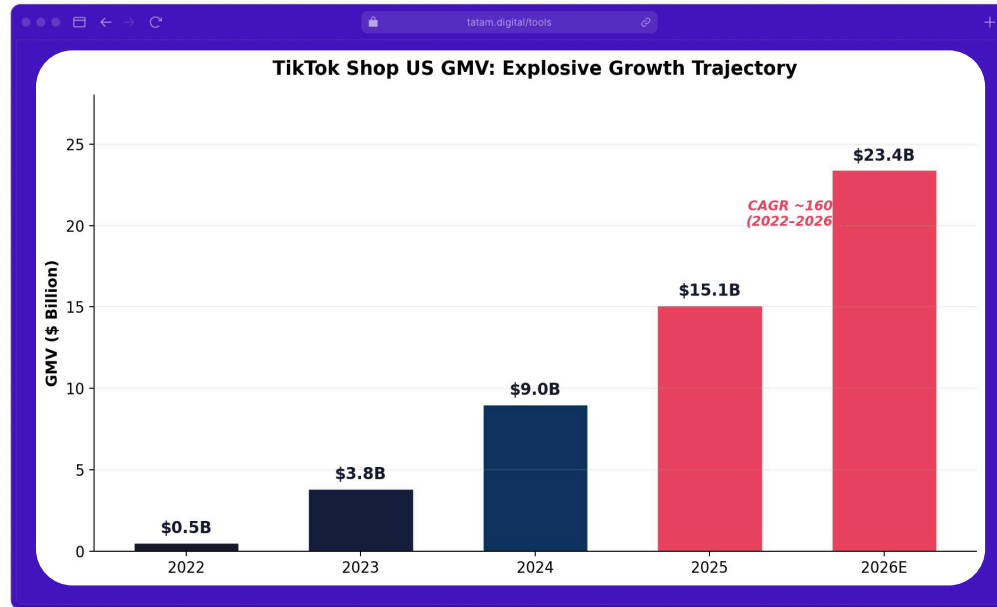
- YouTube reported 1 billion monthly podcast viewers by early 2025 **accounting for 38% of global podcast consumption.**
- **49% of Germans** 16+ report to listen podcasts occasionally.
- Host-read ads generate **70–80% higher brand recall** and **2–3x higher conversion rates** than programmatic formats.
- **71% of podcasters** now incorporate video.



TREND 4 -

TikTok Shop turning creators into a **direct sales** channels

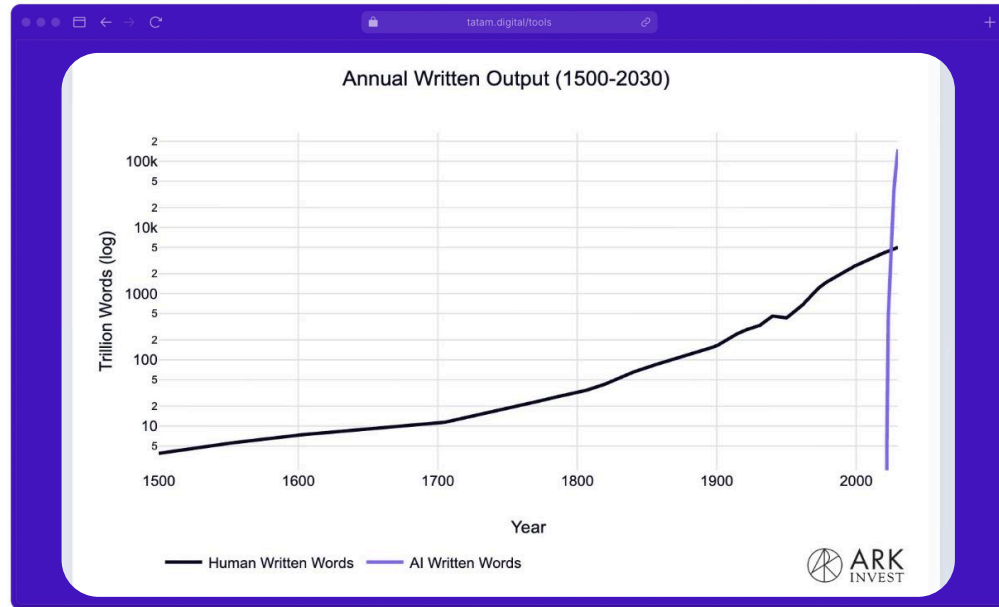
- D2C ecom brands **upload their catalogs** into the TikTok Shops platform.
- When a viewer sees a product they like, they tap the product tag, view details, and complete **checkout all within TikTok**.
- US TikTok Shops sales +150% YoY, and the Tiktok Shops **launched across the EU**.
- Use influencers to create **Shoppable Videos, LIVE Shopping and Affiliate** programs.
- Growth unlock comes from **influencer onboarding and prod seeding**.



TREND 5 -

AI adoption in influencer marketing hit 60%

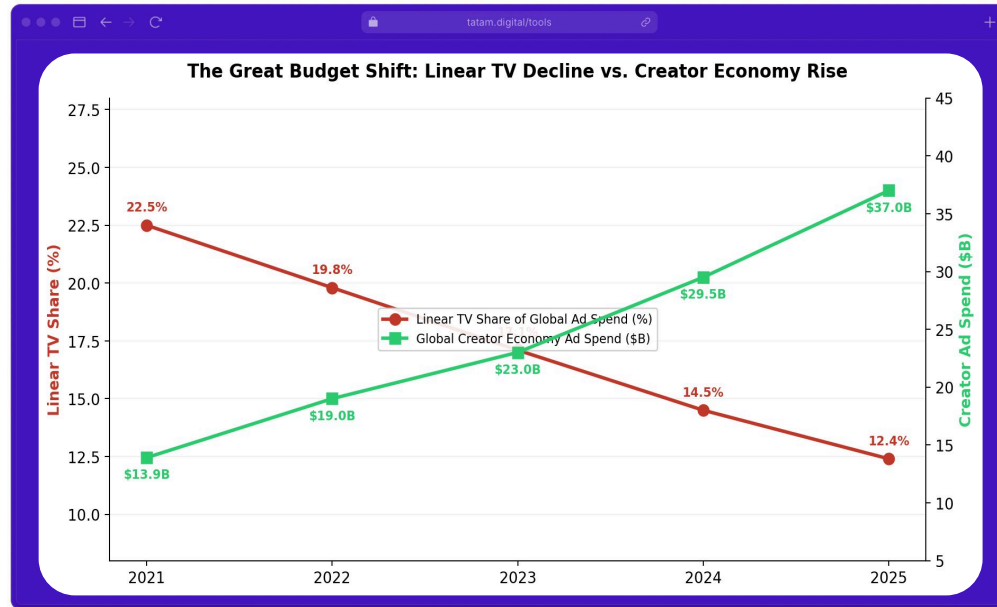
- Application in **creator discovery** is the highest penetration at 55% with all major IM SaaS incorporating AI matchmaking.
- Second usage is for **brief writing** (46%), going after high personalization.
- Third is **email management**, including translation and personalization (45%).
- In terms of content creation, we are likely to see an **explosion of gen AI video**. Text was the first genAI medium, and it already surpassed human written words.



TREND 6 -

Highest long-term ROI multiplier (3.35x) of any media channel

- UK's IPA advertising body published a landmark study in October 2025 about influencer effectiveness, covering 220 campaigns from 144 brands across 36 sectors and 28 markets.
- Influencer marketing has the highest long-term ROI multiplier (3.35x) of any media channel, marginally outpacing even TV (3.27x).
- Traditional brands like Unilever committing 50% global ad spend to IM & social.



TREND 7 -

Nano/micro portfolios deliver 3x+ ROI per dollar vs. macro

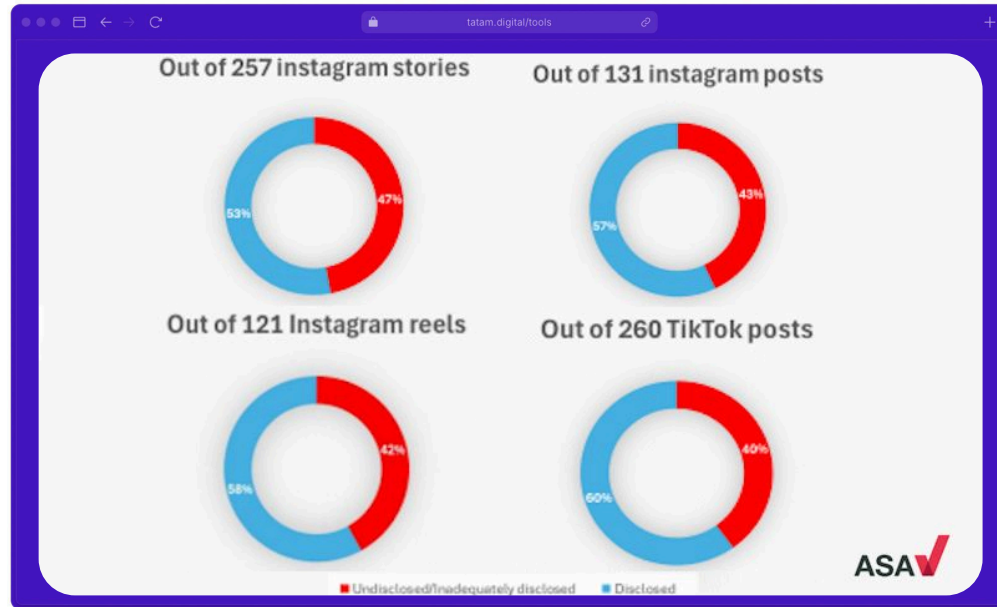
- **61% of brands** now anchor their influencer strategies on nano (<10K) and micro (10K–100K) creators.
- Nano-influencers have an average authenticity score (real followers) of **87.4/100 vs. 61.7/100** for macro.
- This is linked with the **rising creator CPMs**, while campaigns need to remain profitable.
- **Challenge remains scalability**, nano creators requires a different infrastructure.



TREND 8 -

Regulators moving from guidance to aggressive enforcement

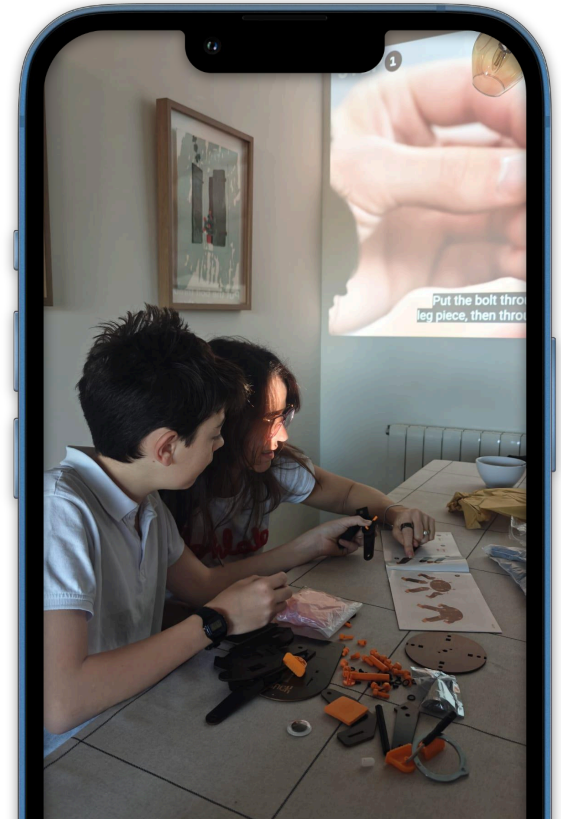
- ASA (UK authority) deployed an AI-powered Active Ad Monitoring system that **proactively scans for non-compliance**.
- **Only 57% of influencer ads** on Instagram and TikTok were adequately disclosed.
- **Liability is explicitly shared**: brands, agencies, and creators are all legally responsible. **Fines up to 10% of turnover**.
- The only "safe" labels are **#Ad, #Advert, or #Advertising**, and any incentive triggers disclosure: gifted products, free experiences, affiliate commissions, discount codes.



TREND 9 -

Creators are becoming founders, not just endorsers.

- The "**creator as media company**" model has graduated from concept to proven business.
- MrBeast's Beast Industries generated **\$500M in total revenue** in 2024, split between media (\$246M) and Feastables (\$250M).
- The media division deliberately lost ~\$80M as a marketing engine, while **Feastables delivered 2x industry margins** with zero advertising spend.
- **71% of US consumers** have purchased a creator-founded product.



Reflections

- Are you running **creator ads** or still boosting brand-only creative?
- What share of your influencer content are you **amplifying with paid media**?
- How are you allocating budget across **YouTube** long-form, shorts and podcasts?
- How are you handling **disclosure compliance** across markets?
- How is your team **leveraging AI** across the influencer marketing workflow?
- Have you set up your **TikTok Seller Center** and catalog?

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