



# THE INFLUENCER EFFECT

***POWERING  
ENGAGEMENT***





# Report content

## Methodology note:

This report defines influencers as all real or virtual individuals or groups who publish content through business social media accounts and generate audience actions. This includes content creators from various sectors, as well as public figures and well-known celebrities.

# 1

## Social Influencers Landscape

# 2

## The Metrics that Matter

# 3

## Key to Successful Partnerships

# 4

## AI Influencers Impact

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## Best Practices

# SOCIAL INFLUENCERS LANDSCAPE



# Influencers in Today's Social Media Industry

In April 2025, these content creators' social media accounts drove

# 36%



of all global user total actions — across influencer, media and brand profiles.

Influencer content is a key driver of engagement on social media.

When brands and media collaborate with content creators:

- Reach expands.
- Complementary audiences come together.
- Unique content opportunities are unlocked.
- Storytelling becomes richer and more attention-grabbing.

## The Value of Influencers



At a time when content consumers **attention is saturated** in a fragmented media landscape, being a content creator with **real influence** means:










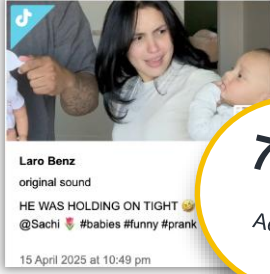






- Earning trust.
- Connecting with communities.
- Authentic & relevant content.

Keywords cloud defining these media players impact nowadays



# Top global influencers








April 2025

	Content Area	Total Actions	Top Post by Engagment
#1	<div><div>Fabrizio Romano</div></div> <div>Sports journalism specialising in football</div>	<div>475M</div> <div><div>46%</div><div>45%</div><div>7%</div><div>2%</div></div>	<div><div>Fabrizio Romano (IT) BREAKING: Carlo Ancelotti and have now a verbal agreement in pri become the new head coach of the s The dea...</div></div> <div>3.3M Total Actions</div>
#2	<div><div>Laro Benz</div></div> <div>Comedy and trending dances</div>	<div>125M</div> <div><div>14%</div><div>86%</div></div>	<div><div>Laro Benz original sound HE WAS HOLDING ON TIGHT @Sachi #babies #funny #prank</div></div> <div>7.5M Total Actions</div>
#3	<div><div>ENHYPEN</div></div> <div>Boyband music</div>	<div>107M</div> <div><div>46%</div><div>3%</div><div>49%</div><div>2%</div></div>	<div><div>ENHYPEN (KR) original sound - Hans Smile #SUNOO #ENHYPEN</div></div> <div>4.9M Total Actions</div>







source: Comscore Social, Power Ranking, Influencers "Influencers-All" Plataformas: Facebook, X, Instagram and TikTok, April 2025; Comscore Social, Content Pulse, Fabrizio Romano (IT), Laro Benz y ENHYPEN (KR), Platforms: Facebook, X, Instagram and TikTok, April 2025.  
Note: "Actions" refers to interactions including reactions, comments, shares, reposts, likes and hearts.

# UK influencers by platform: Meta and X

April 2025

Total Actions  		
#1	Dua Lipa 	23.1M
#2	Jude Bellingham 	10.4M
#3	David Beckham 	8.8M
#4	George Russell 	5.9M
#5	Paddy The Baddy 	4.7M

- Celebrities, such as artists and athletes dominate Meta platforms engagement.
- Content creators combine professional content with more personal, everyday moments.







Total Actions 		
#1	T. Alexander-Arnold 	459K
#2	Dua Lipa 	387K
#3	Owen Jones 	320K
#4	Justin Rose 	316K
#5	Jamie Vardy 	295K

- Celebrities and athletes, along with journalists and opinion leaders are active on X.
- The content is more direct and is consumed as real-time news.








# UK influencers by platform: TikTok and YouTube

April 2025

Total Actions 		
#1	Natalee Fitness 	8.9M
#2	Beta Squad 	5.3M
#3	The Nursery Nurse 	3.4M
#4	Bel Priestley 	3.2M
#5	Helen Christie 	2.4M

- TikTok is dominated by lifestyle creators, beauty influencers, and comedy personalities.
- These creators often gain traction through relatable, short-form content and trends that align with Gen Z interests.

Total Video Views 		
  Airsoft CamMan	 Jeremy Lynch	 Helen Christie
40.5M	33.4M	28.6M

- Influencer content in gaming, sports, and comedy stands out with the most views.
- Their strategy combines short clips with longer videos to spark instant engagement.





# THE METRICS THAT MATTER

# Key Indicators to Understand **the Influencers content Impact on Social Media**

## Engagement



Measures **how users interact with content.**

## Sentiment



Analyses the **emotional tone** of users engagement.

## Post timing



Identifies the **optimal posting time** to maximise engagement.

- Views and followers aren't enough.
- Engagement reveals genuine interaction between content and users.
- Sentiment shows the emotional response: is it positive, negative or neutral?
- Understanding the best time to post helps reach users when they're most active.
- A strategy built on these metrics boosts relevance and interaction.

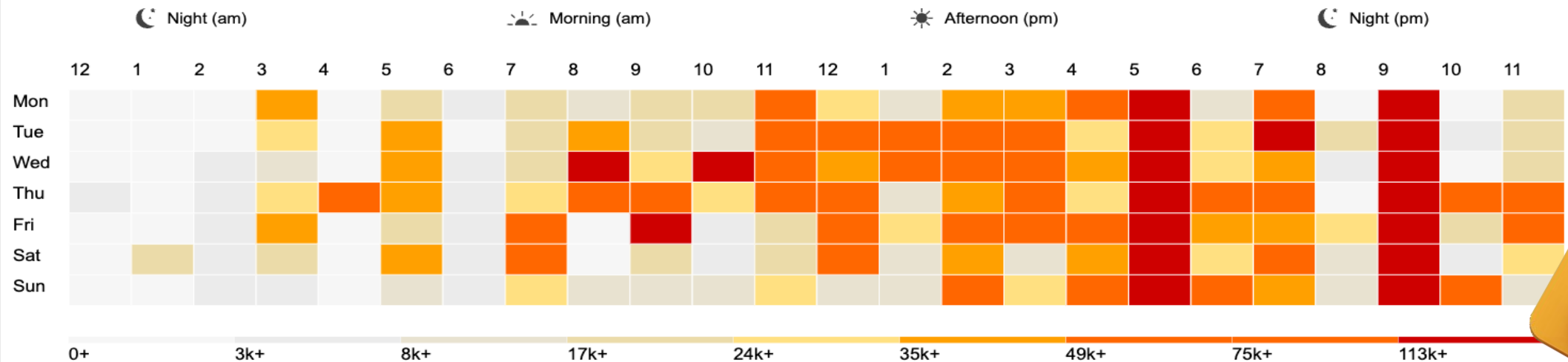
## The best posting times for UK influencers on Facebook

- Strong and consistent engagement between 5–6pm and 9–10pm throughout the week.
- There's a steady level of engagement on Tuesdays and Wednesdays from 11am to 4pm.
- Mornings have low activity traction, especially on Mondays and Sundays.



April 2025

Heatmap of UK influencers – Total actions on Facebook by day and time



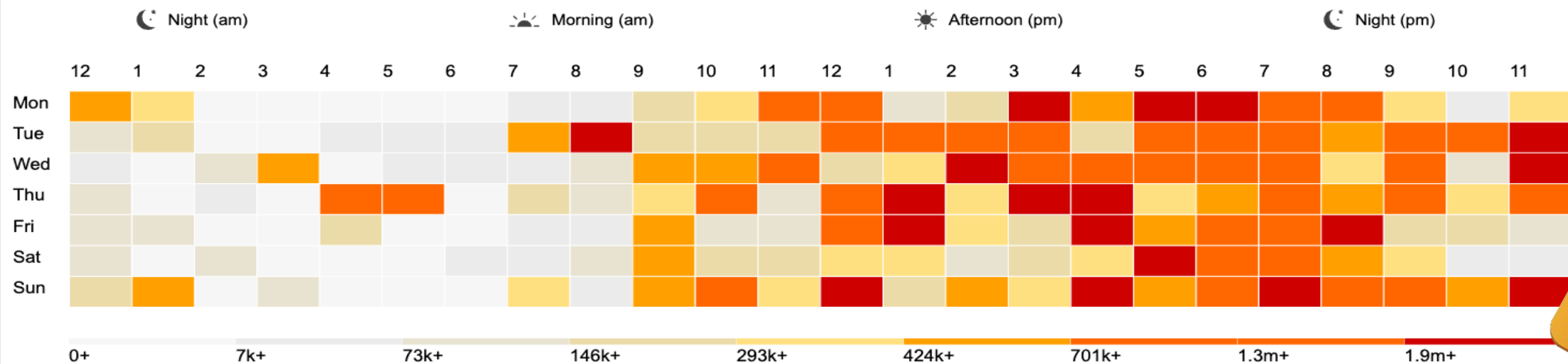
## The best posting times for UK influencers on Instagram

- Engagement tends to be highest in the evenings.
- Steady engagement from 6 to 7pm throughout the week.
- Late night activity peaks occur on Tuesdays, Wednesdays, and Sundays.



April 2025

Heatmap of UK influencers – Total actions on Instagram by day and time



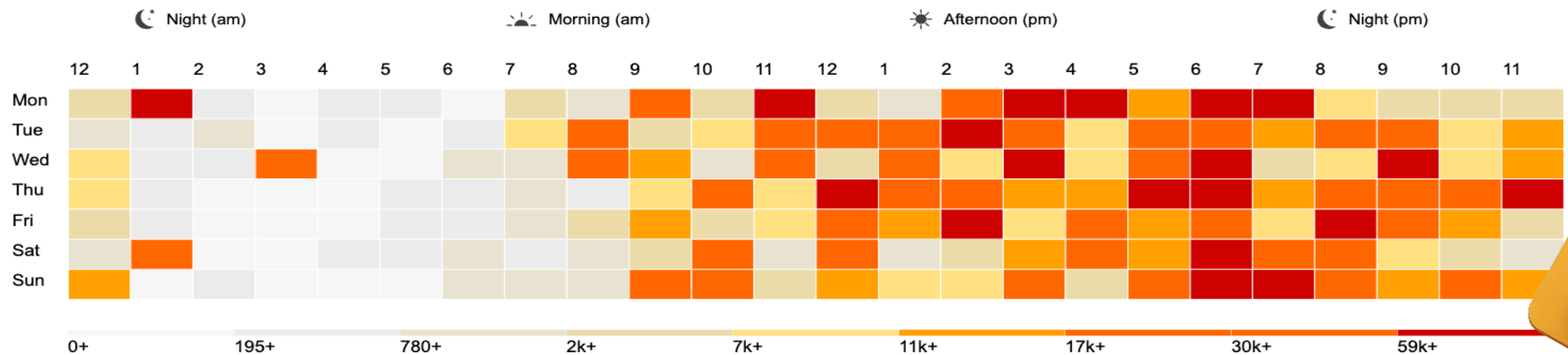
## The best posting times for UK influencers on X

- From 6 to 7pm is the time with the most engagement peaks during the week.
- Engagement with influencer content on Sundays builds up to a peak at 1am on Monday.
- Mondays showed the greatest concentration of high-activity hours on average this month.



April 2025

Heatmap of UK influencers – Total actions on X by day and time



# KEY TO SUCCESSFUL PARTNERSHIPS

## Connecting audiences with brands **through affinity**

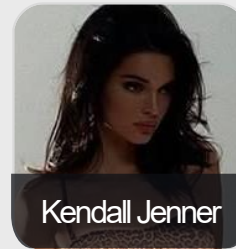
In creator marketing, affinity helps us understand **how likely an influencer's audience is to engage with certain media or brands** compared to the average user.

By assessing this audience behaviour on social media, we gain deeper insights and can **choose between more natural, organic partnerships or bolder collaborations with an unexpected factor** that captures attention.

Organic vs. Unexpected collaborations

**Know your target and act!**

### Kendall Jenner x CK



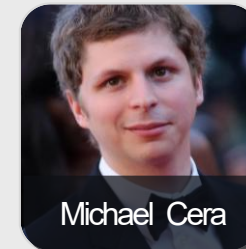
Kendall Jenner



Calvin Klein

- **Type:** **Organic** – The influencer and the brand both belong to the fashion world.
- **Affinity:** K. Jenner's audience is **88x** more likely to engage with Calvin Klein than the average user.
- **Results:** **+2.3M actions** on a sponsored Instagram post.

### Michael Cera x CeraVe



Michael Cera



- **Type:** **Surprise factor** – A partnership between an actor and a pharmaceutical brand, based on a play on names and humour.
- **Affinity:** CeraVe's audience is **8x** more likely to engage with entertainment content than the average user.
- **Results:** **+9.6M video views** from the brand's campaign across YouTube, Facebook, X, and TikTok.





# AI INFLUENCERS IMPACT

## What are virtual or AI influencers?



Virtual or AI influencers are **digital personalities created using artificial intelligence and graphic design**. They are not real people, but behave and communicate as if they were, generating content, interacting with audiences, building communities and partnering with brands.

### Key competitive advantages

#### Global reach

They can operate across multiple markets at the same time, adapting language, style and content to local audiences without logistical or geographical limitations.

#### Reputation control

They don't have the risks linked to the personal behaviour as the human influencers, ensuring a consistent narrative and avoiding image crises.

#### Innovation and creativity

They allow for the exploration of innovative formats, storytelling and virtual experiences that would be impossible to achieve with human profiles.

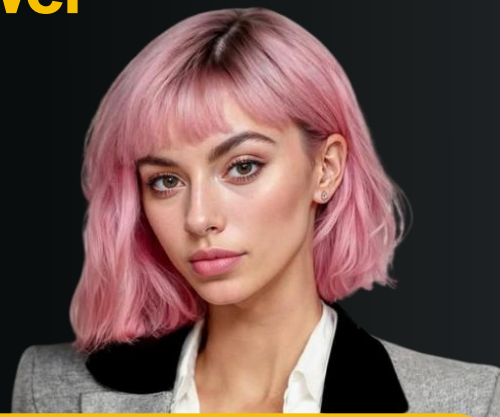
# Virtual voices with **real-world power**



Name

**Lu do Magalu**Content  
Area

E-commerce,  
tecnología, experiencia  
de compra, educación  
digital y entretenimiento.

Collab.  
with...**Ze**  
DELIVERY  
DE BEBIDAS**7.8K**  
Total  
Actions

Name

**Aitana López**Content  
Area

Fashion, beauty,  
travel, fitness and  
aspirational lifestyle.

Collab.  
with...**8.9k**  
Total  
Actions

Name

**Lil Miquela**Content  
Area

Gen Z, fashion,  
beauty, tech and  
lifestyle with a focus  
on social causes.

Collab.  
with...**7.5M**  
Total Video  
Views

Source: Comscore Social, Content Pulse, Fitness\_Aitana (ES), includes "Llongueras", Platforms: Instagram and X, from 1 May 2024 to 11 June 2025; Comscore Social, Content Pulse, Magazine Luiza (BR), includes "zé", Platforms: Instagram and TikTok, from 1 May 2024 to 11 June 2025; Comscore Social, Content Pulse, Miquela, includes "liquidiv", TikTok, from 1 May 2024 to 11 June 2025.

Note: "Actions" refers to interactions including reactions, comments, shares, reposts, likes, and hearts.



# BEST PRACTICES



### **Ditch the Vanity Metrics — Follower Counts Don't Pay the Bills.**

That 500K-followers influencer? Might be getting ghosted by their own audience.

Use actual engagement, not inflated reach, to rank creators. Comscore Social shows you who's actually influencing, not just posting.



### **Influencer Marketing Isn't an Add-On. It's a Power Play.**

Connect influencer success to your full media mix—social, digital, streaming.

It's not a channel, it's a multiplier.



### **Steal the Spotlight—Before Your Competitors Do.**

Creators are the new media buyers—and the good ones get snatched up fast.

Tap into competitive share of voice and earned media value to spot creators your rivals haven't discovered yet.



### **Single-Platform Strategies Are for Dinosaurs**

Your audience is scrolling TikTok, stalking Instagram, and binging YouTube—often in the same hour.

Get the full influencer footprint across platforms. If you're only looking at Instagram, you're flying blind.

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