
Mega or Micro?

Influencer Selection using Follower Elasticity

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MSI 2023 Analytics Conference

Forbes

Micro-Influencers: When Smaller Is Better

Forbes

Macros are perfect for a big splash.
Why do brands want to partner with today's hottest creators?

The benefits: Why brands work with macro influencers

They've got serious reach

Why You Should Work with More Niche Influencers and Affiliates

The big question: Who should you partner with?

3 Reasons Your Business Needs Micro Influencers

How to Make Millions with Macro Influencers

What Is a Micro-Influencer? 7 Benefits They Offer Your Brand (+ Examples)

In the quest for scale, brands are turning towards macro-influencers

Forbes

15 Big Benefits Of Working With Microinfluencers (And How To Engage Them)



@aureareadykids

79K followers

26K impressions



@jfam.ily

1.5M followers

850K impressions



@elliezeiler

8.6M followers

455K impressions



@mmmjoemele

16.7M followers

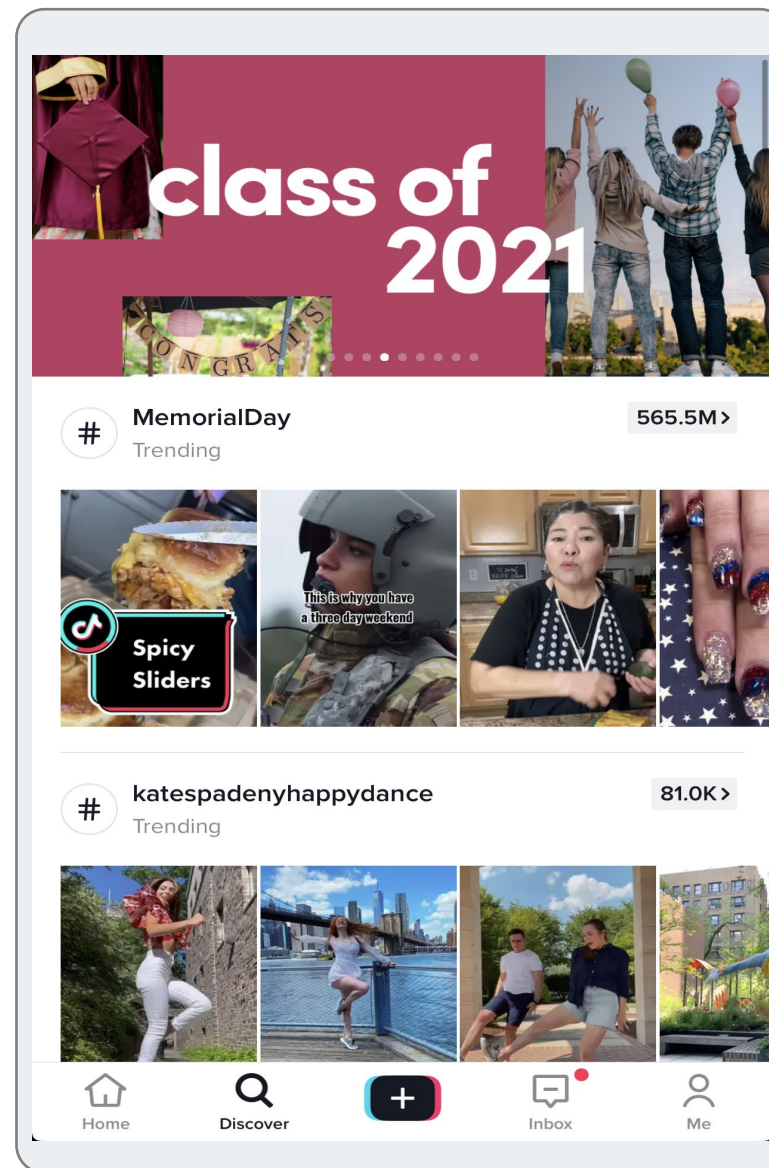
1.3M impressions

If you could pay more for more followers... should you?

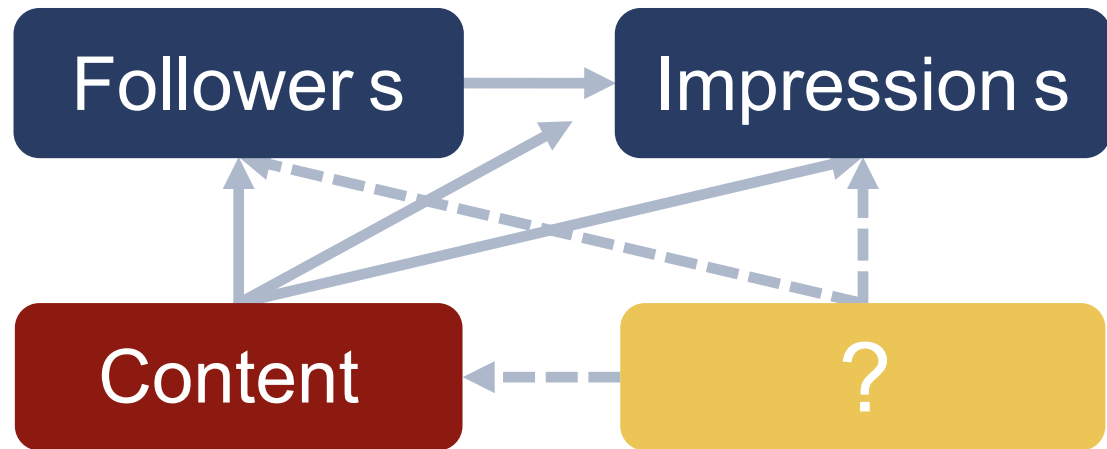
Data

From the Discover page of TikTok...

- All hashtags from Oct 2020 to Apr 2021 (200+ in total with 30 campaign hashtags)
- All videos posted under each hashtags (0.5M+ in total)
- All tracked from their introduction to maturity (day 0 followers & day 14 impressions)



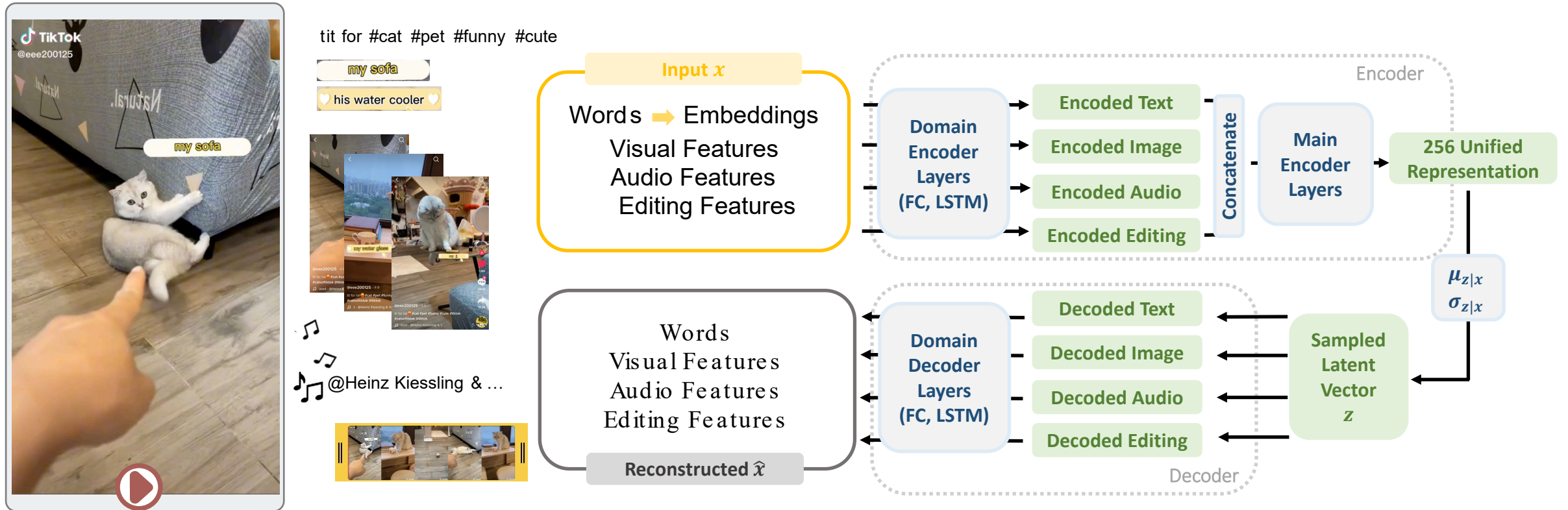
Thinking “Causally”



Focal question: How does popularity drive impressions?

- May be **nonlinear**
- May depend on **content**
- Content is also a **confounder**
- There may be other **unobserved confounders** (e.g., cross - posting)

Representation Learning



In short: a **statistical representation of content**

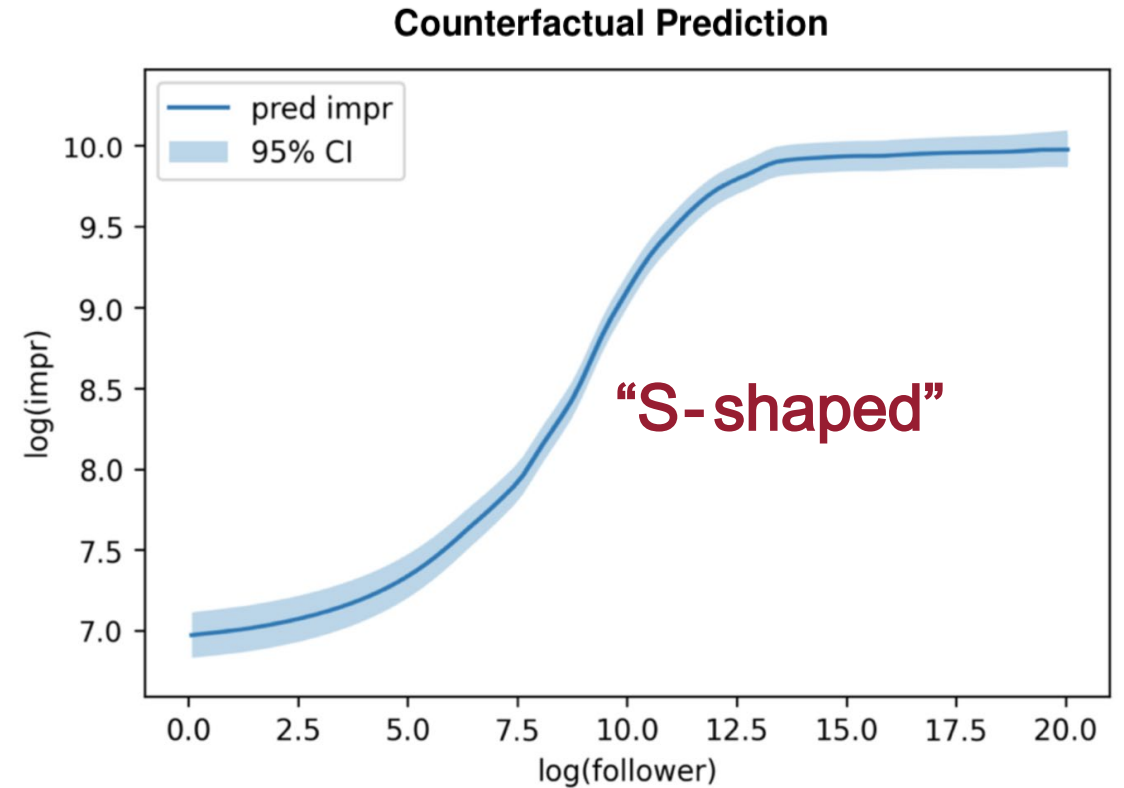
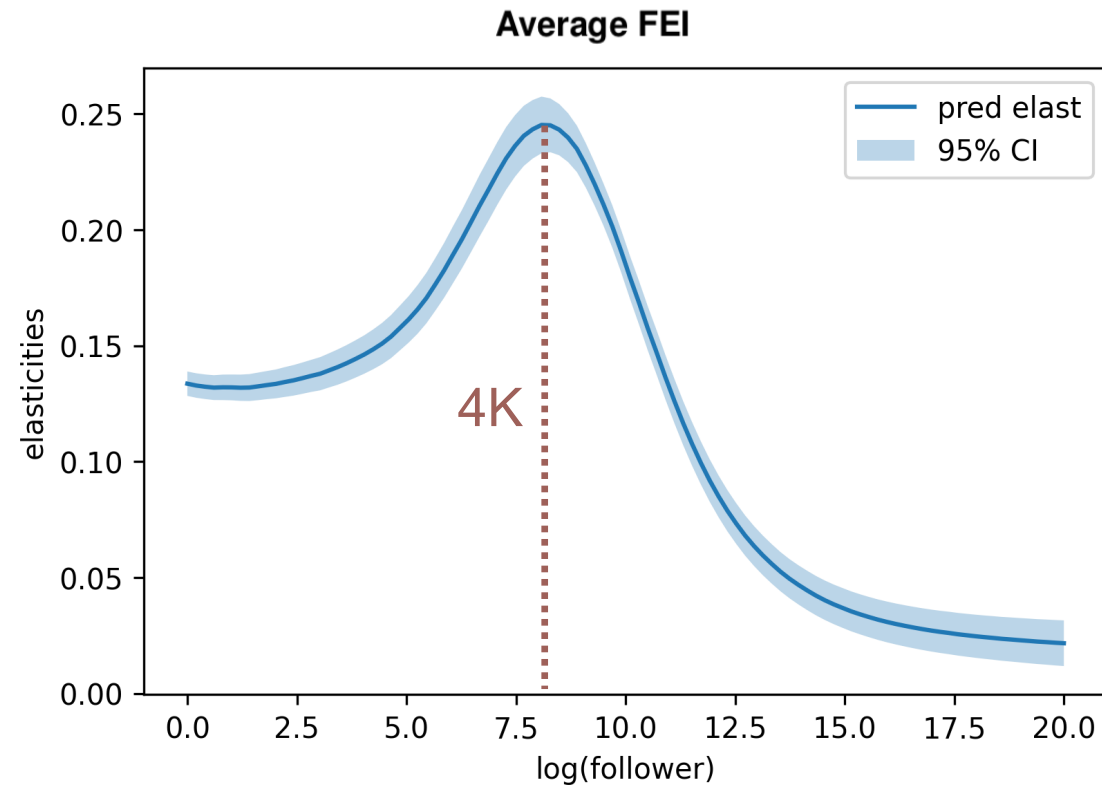
Deriving a new KPI: Follower Elasticity

Content Representations
+
Machine learning model
(Deep Instrumental Variables)
=

1% change in # followers \rightarrow x% change in # impressions

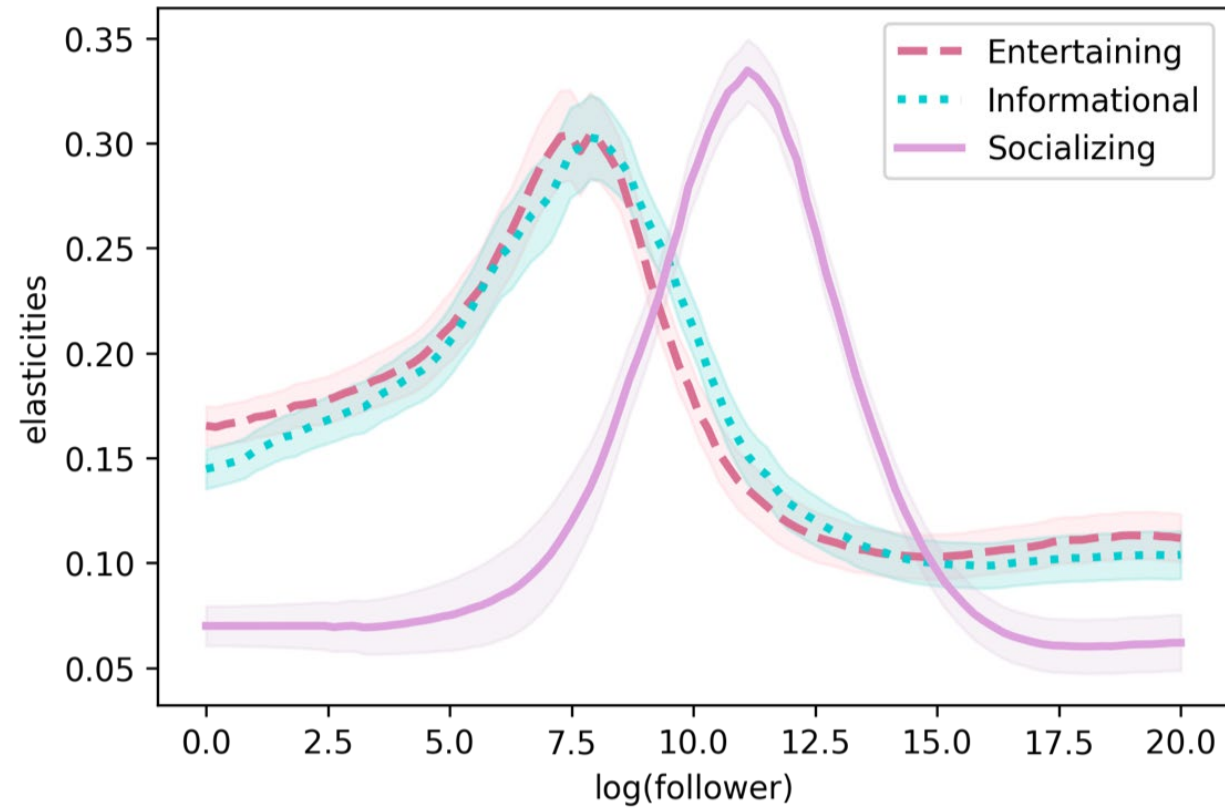
Follower Elasticity of Impressions (FEI)

Key Findings

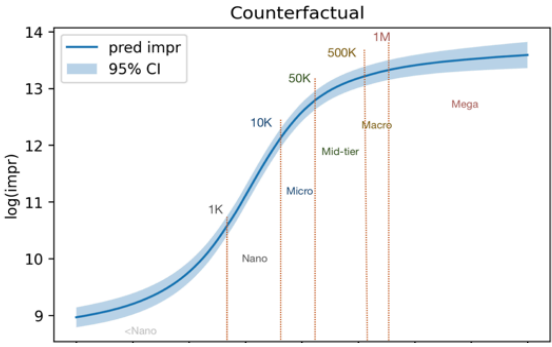
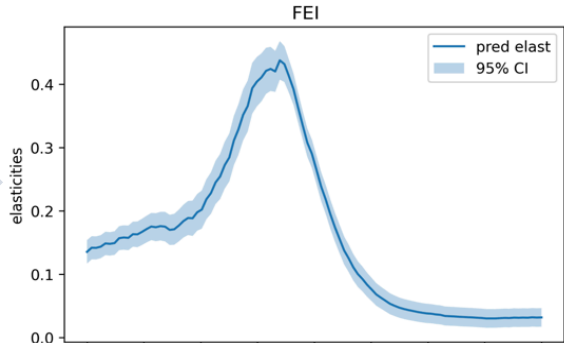


Key Findings

Average FEI by Engagement Tactic



S-shaped



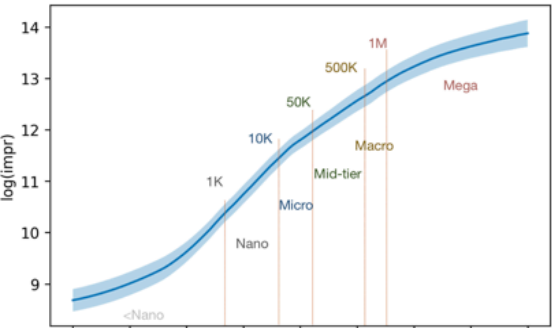
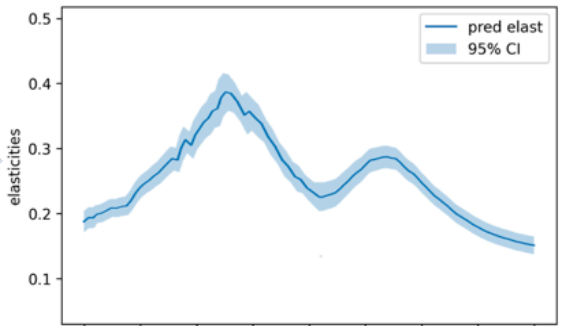
#UnwrapTheDeals

What's Your Power? **Special Effects**

#GetCrocd

TheDeals? Use our effect, reveal your the hashtags and #contest for a opportunity to have immediate power you for this world would Project Power, only d. Use our Crocs e different pairs (with our stuff.

Linear



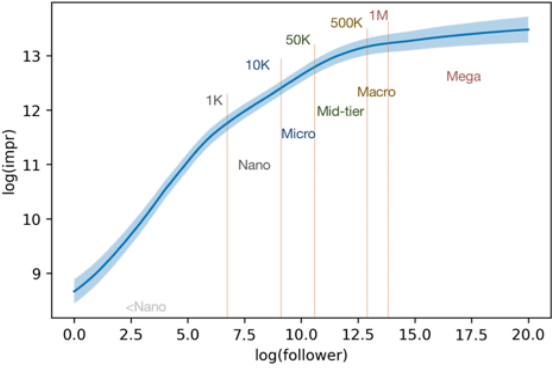
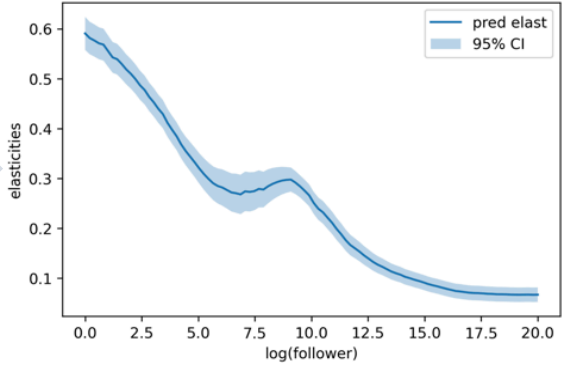
#UpTheBeat

This Is Bliss **Self-Denial**

#DoPacSun

#UpTheBeat. your favorite FILA e and put your own doubt and celebrate the success, and you know s. You did that. Now us your favorite t's see who owns

Concave



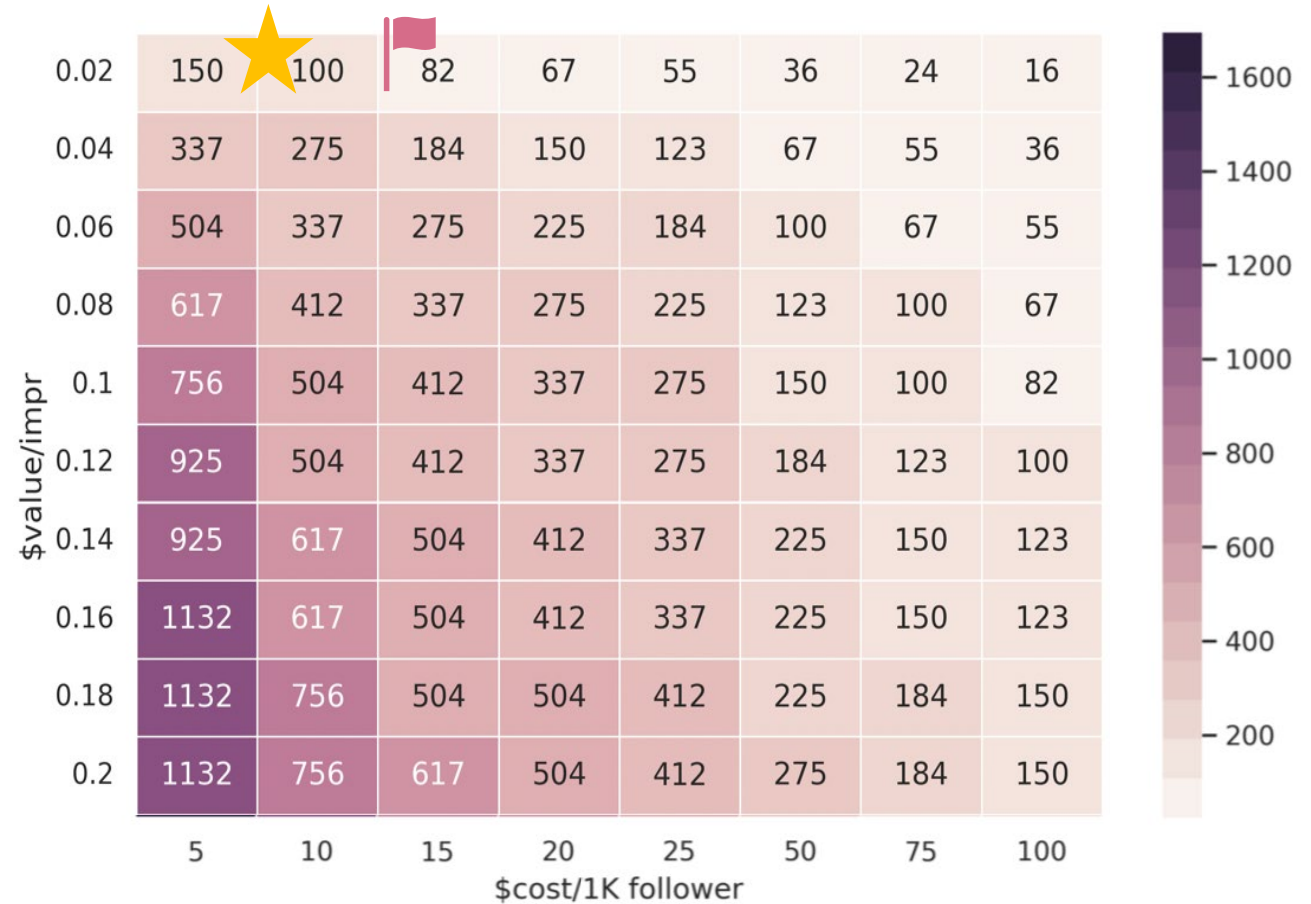
#StrictlyCurls

Micellar Shampoo **Production**

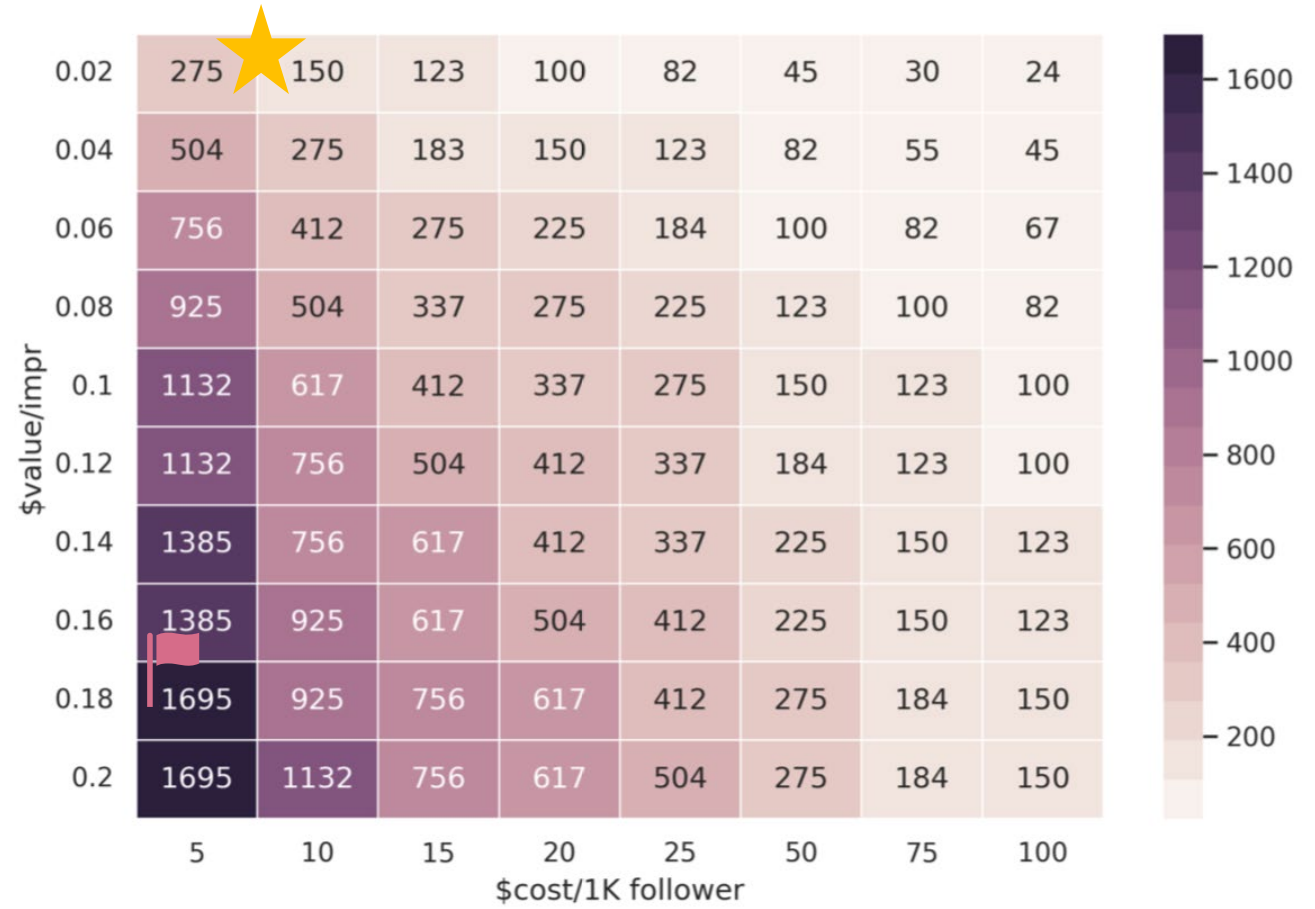
#CurlTheWay

straight hair crews, we your texture to the e TikTok flair. e with Garnier w off your Micellar 2,1... t's time to step into tComfort Earbuds. ouble tap to nd feel it all.

Optimizing Influencer Campaigns



Optimizing Influencer Campaigns



Implications for Practice

- Main takeaway: FEI, a tool in the toolkit
- Returns to popularity aren't linear: you might be paying for the wrong reasons!
- Everything depends on content and goals

Thank you!

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