Mega or Micro?
Influencer Selection using Follower Elasticity

Zijun Tian - Ryan Dew - Raghu Iyengar

Assistant Professor of Marketing
The Wharton School, University of Pennsylvania

MSI 2023 Analytics Conference

Forbes

Macros are perfect for a big splash.

Why do brands want to partner with today's hottest creators?

Forbes

Micro-Influencers: When Smaller Is Better

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

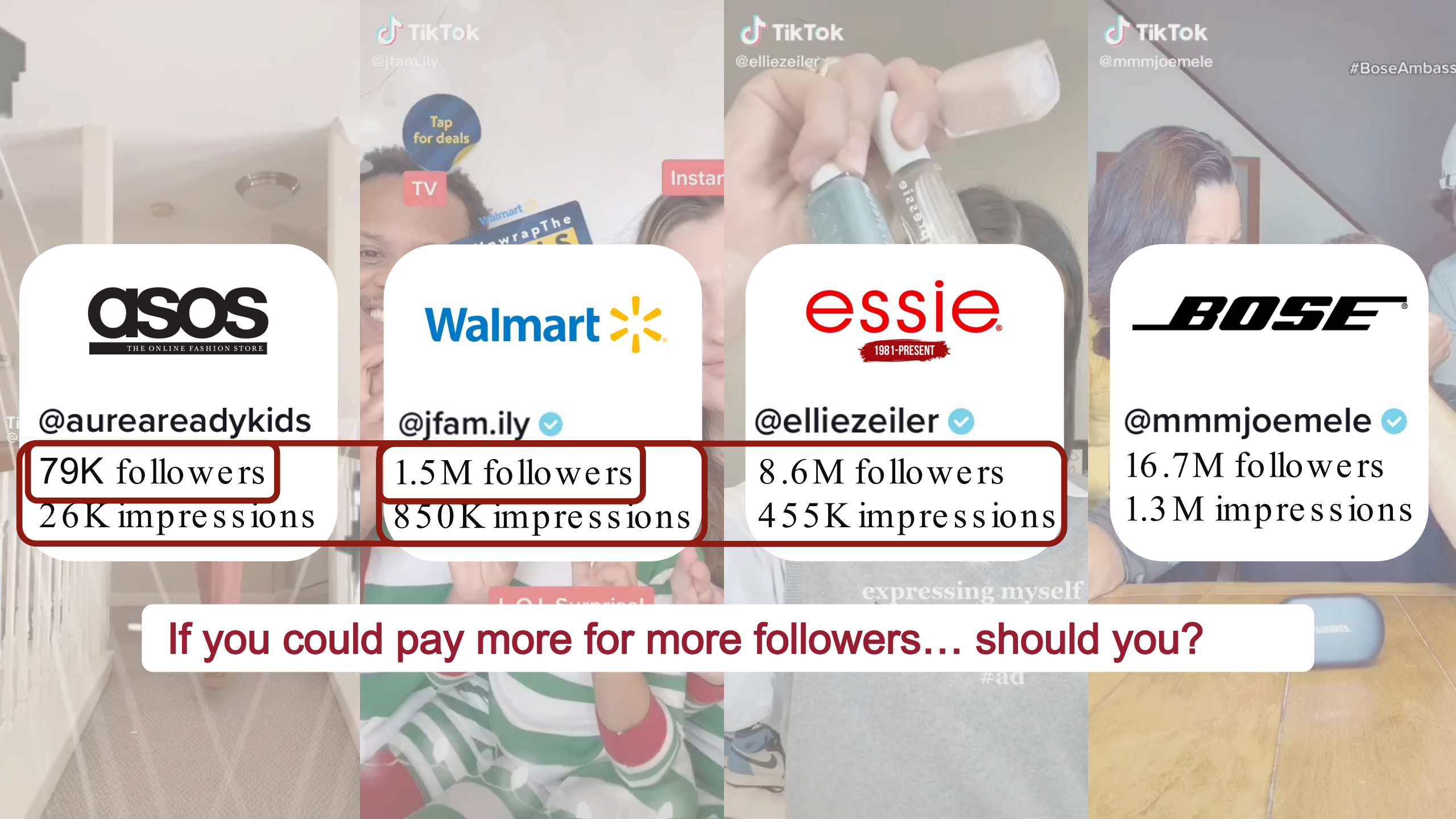
How to Make Millions with Macro Influencers

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)



asos
THE ONLINE FASHION STORE

@aureadykids
79K followers
26K impressions

Walmart

@jfam.ily
1.5M followers
850K impressions

essie
1981-PRESENT

@elliezeiler
8.6M followers
455K impressions

BOSE

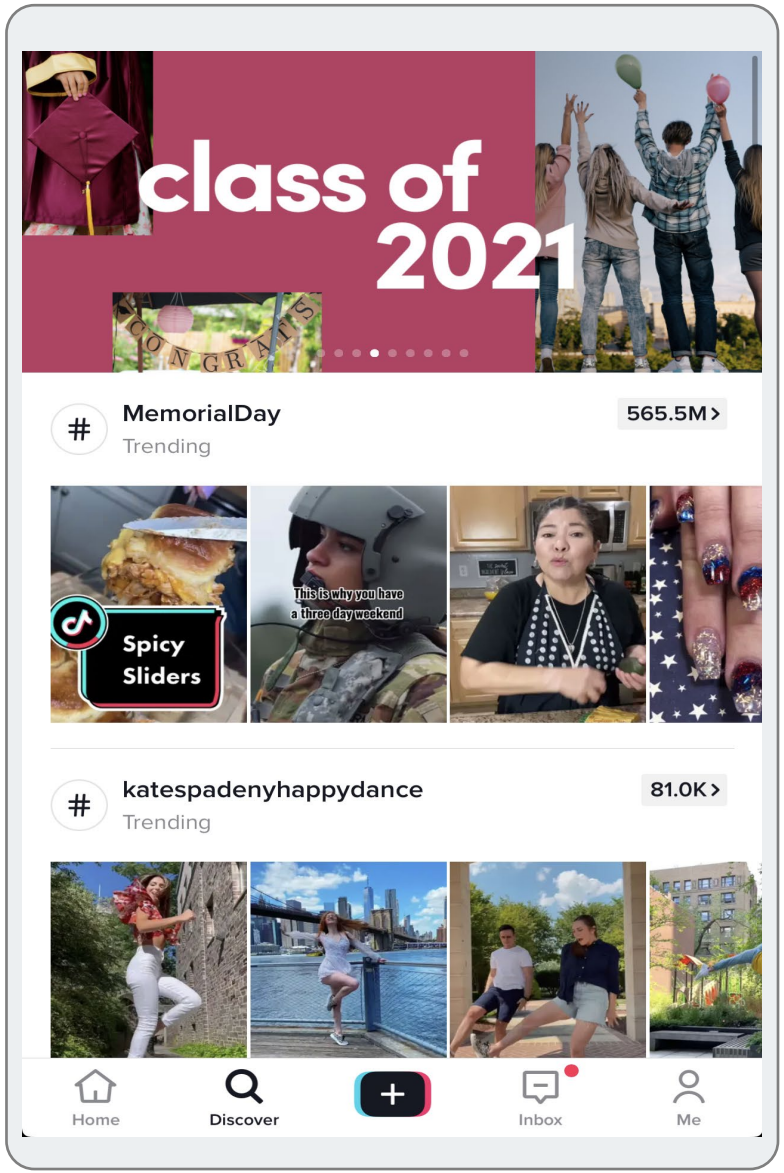
@mmmjoemele
16.7M followers
1.3M impressions

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

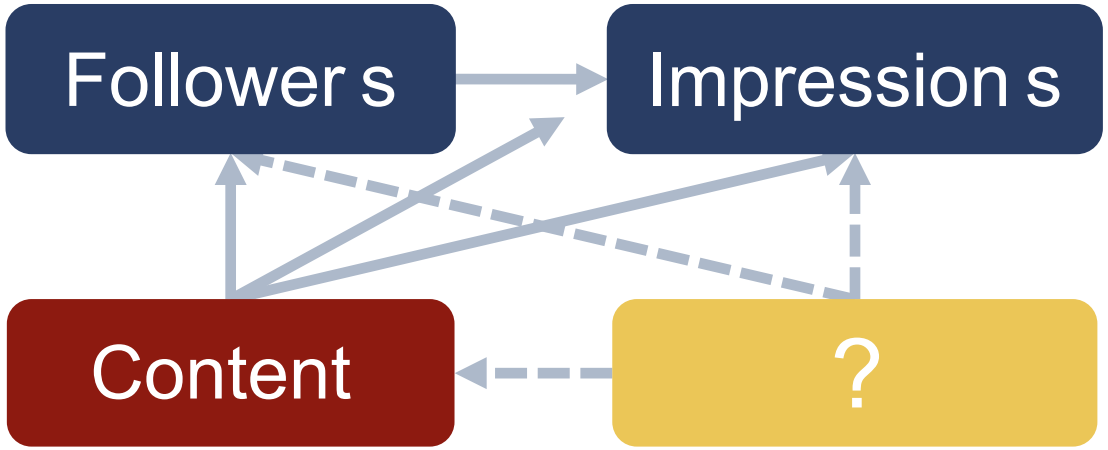
Data

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)



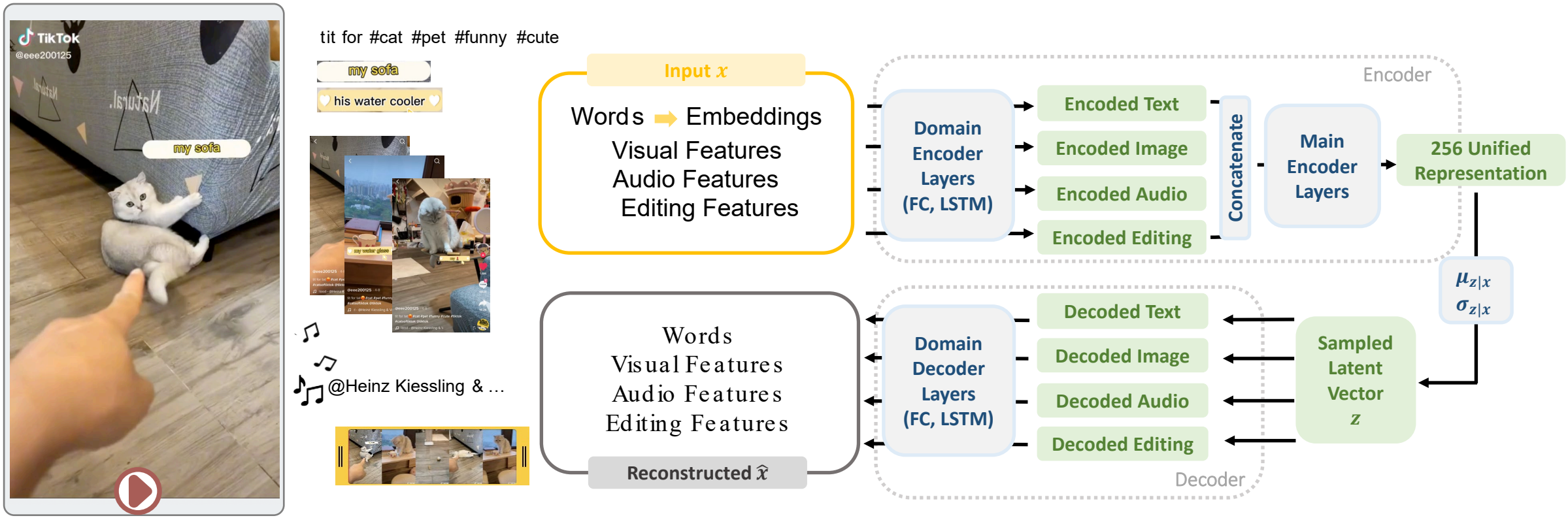
Thinking "Causally"



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

+

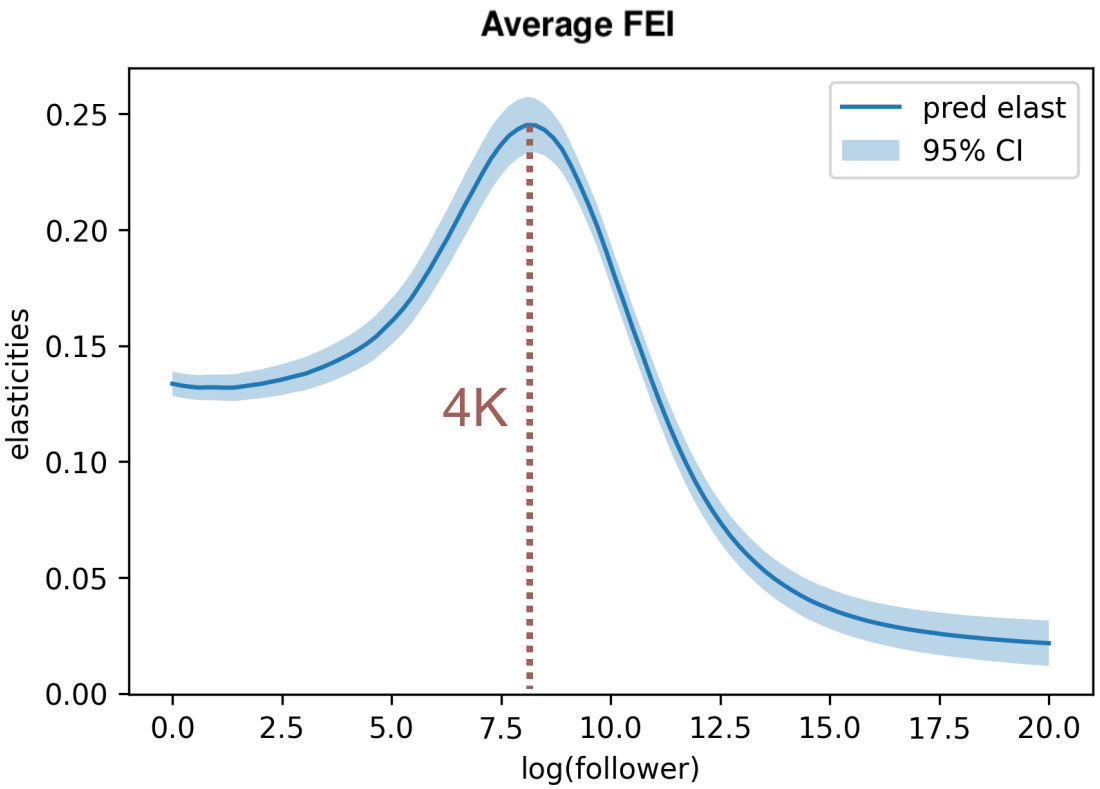
Machine learning model
(Deep Instrumental Variables)

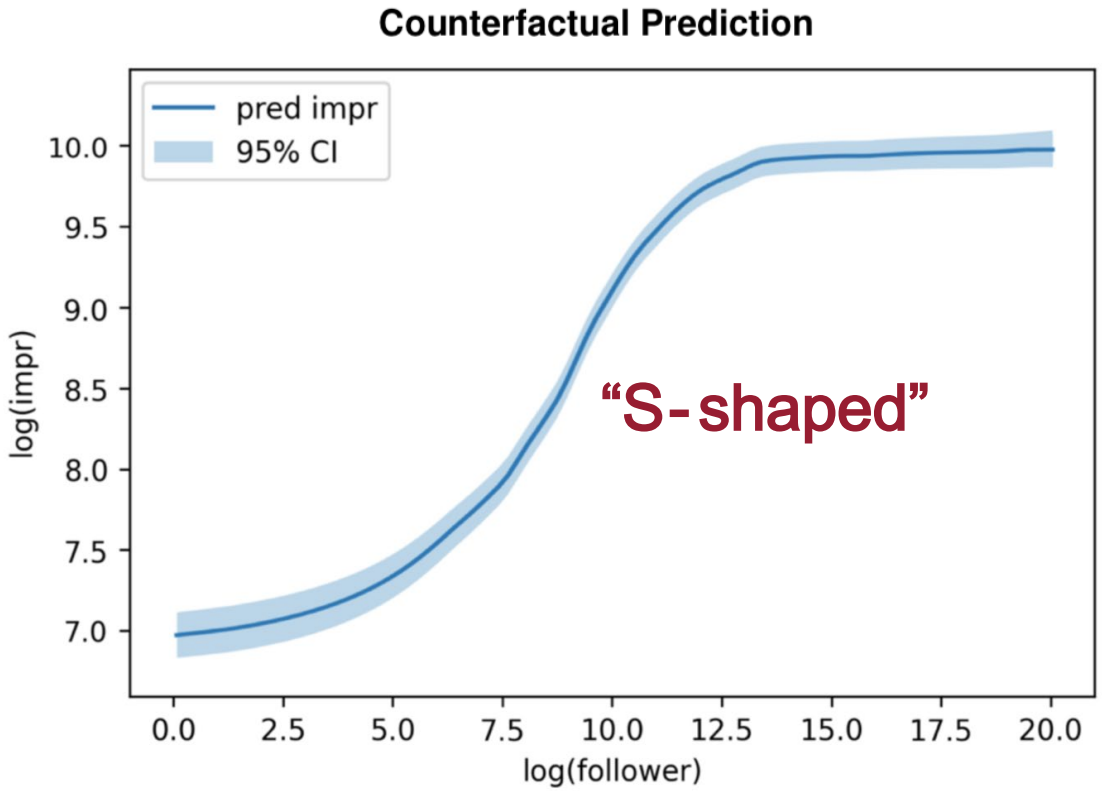
=

1% change in # follower s → x% change in # impressions

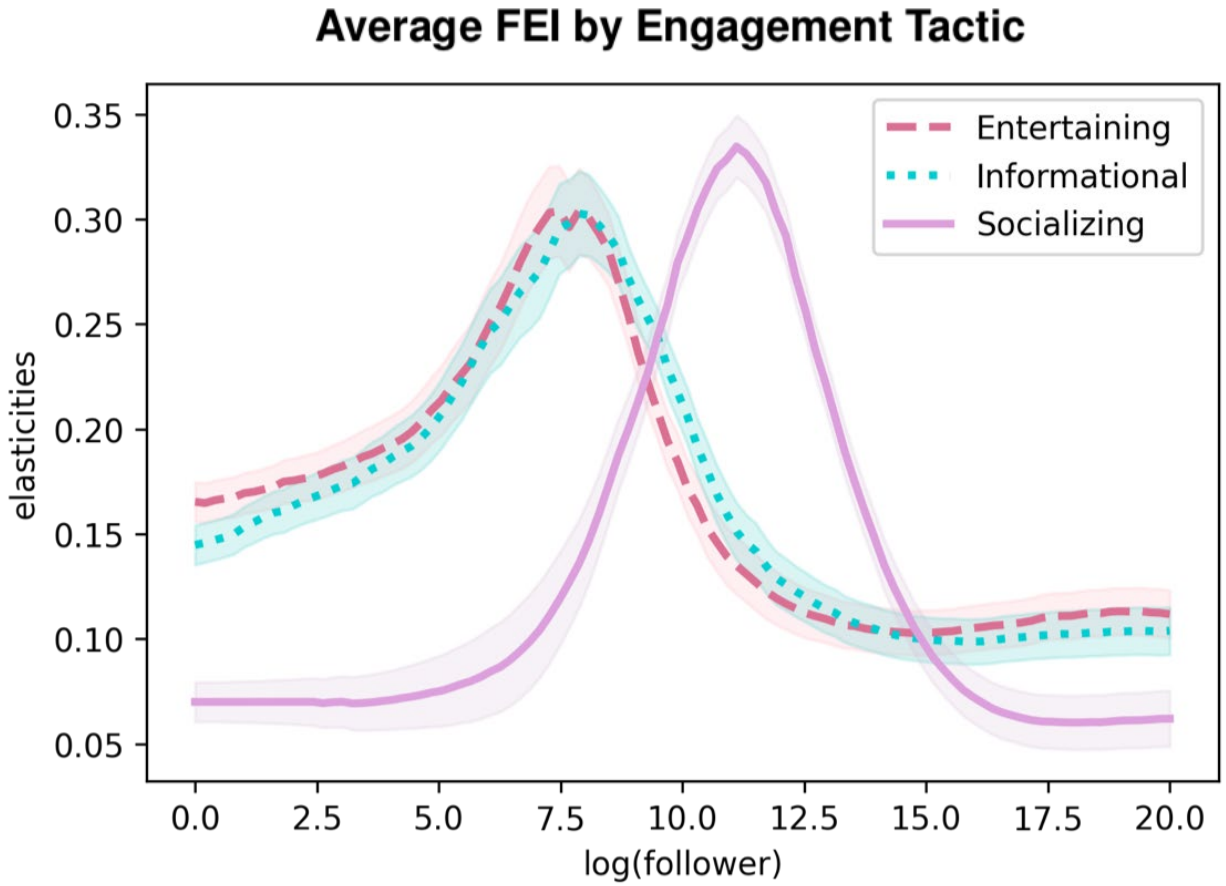
Follower Elasticity of Impression s (FEI)

Key Findings

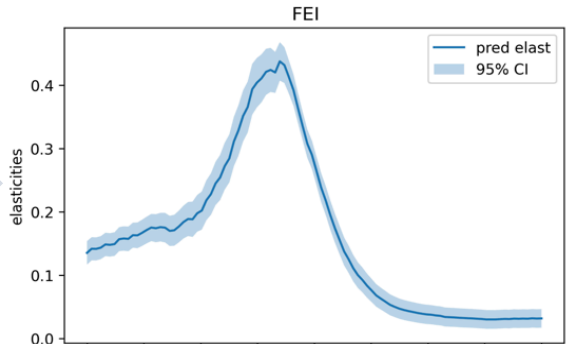


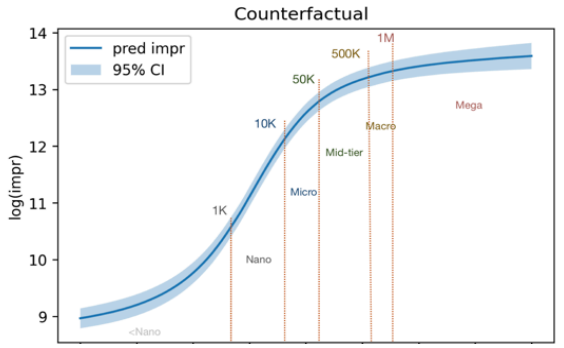


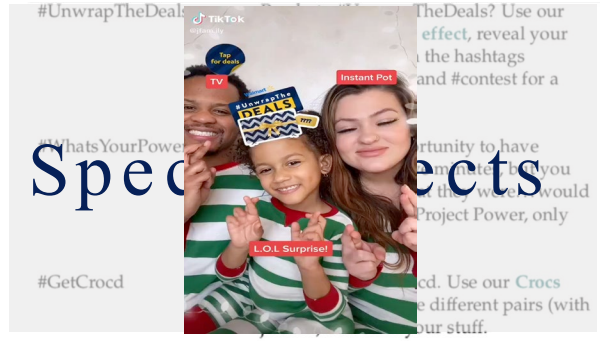
Key Findings



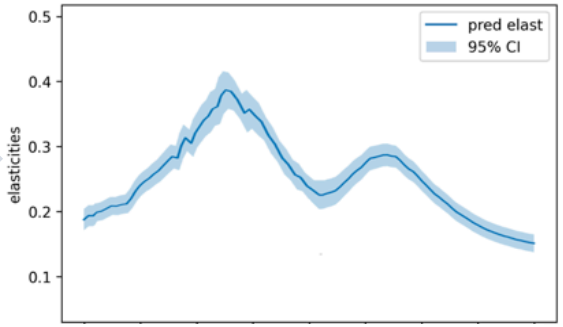
S-shaped

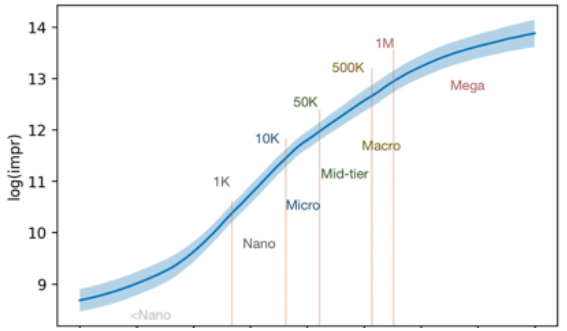


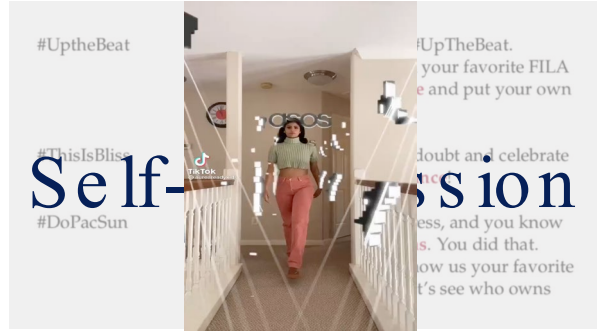




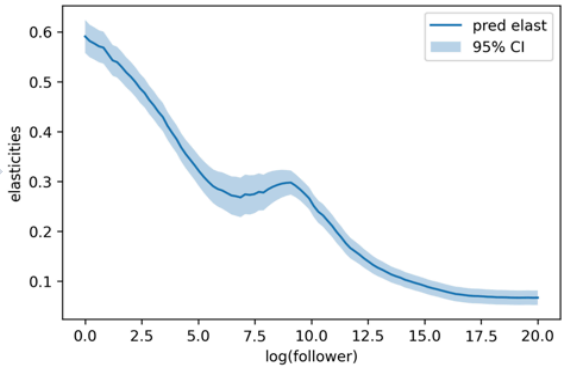
Linear

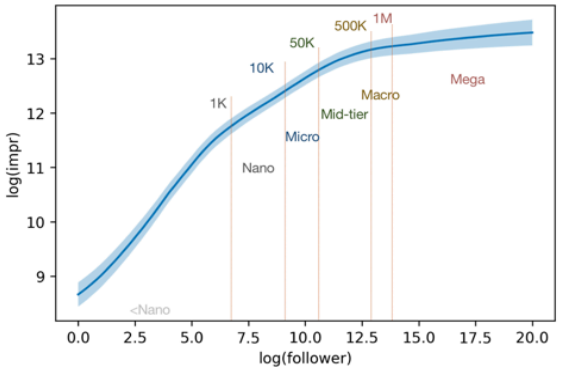


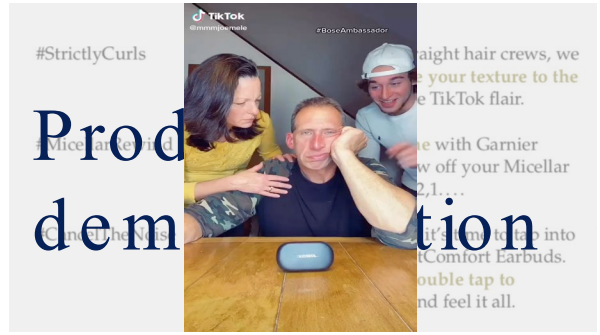




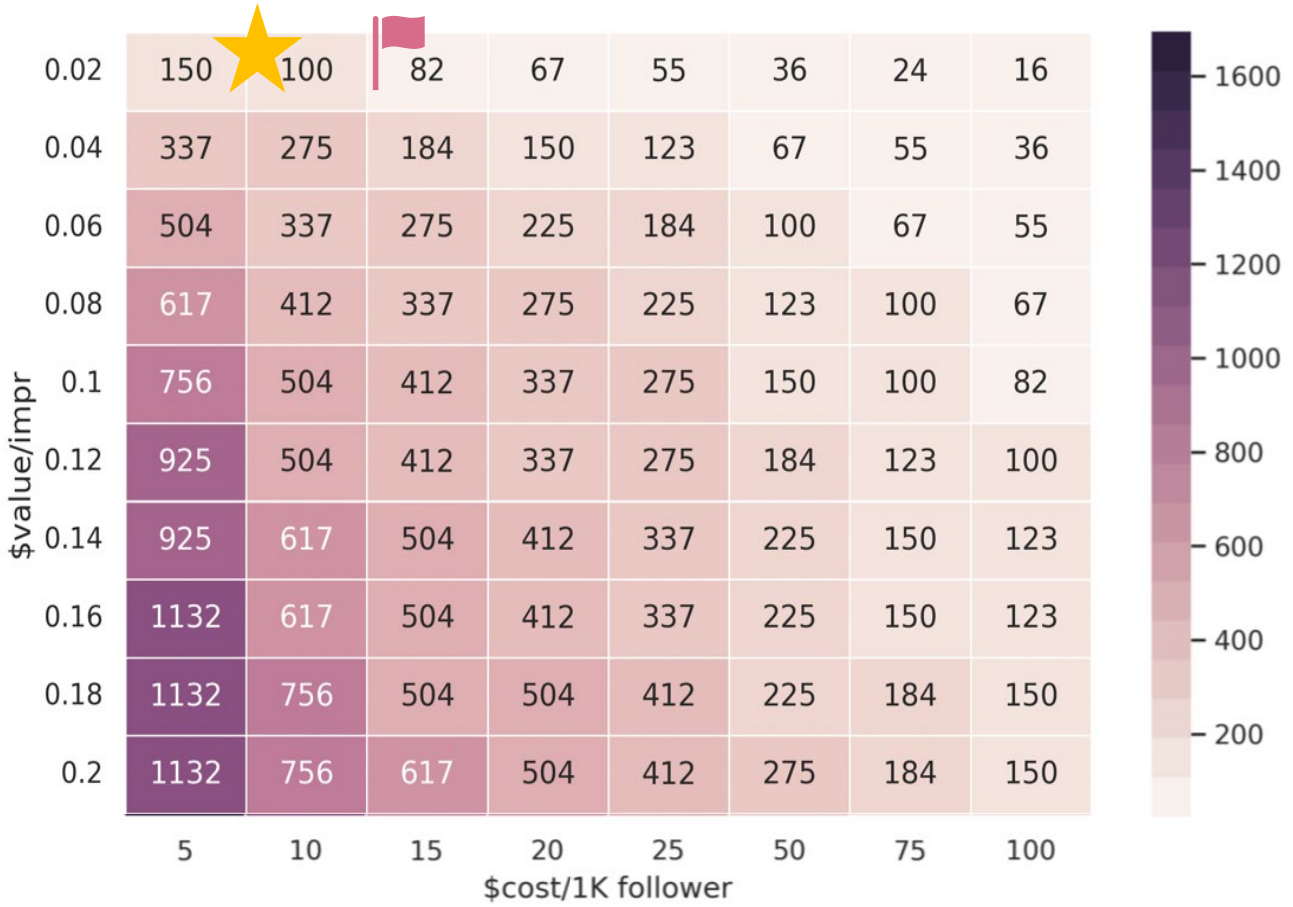
Concave







Optimizing Influencer Campaigns



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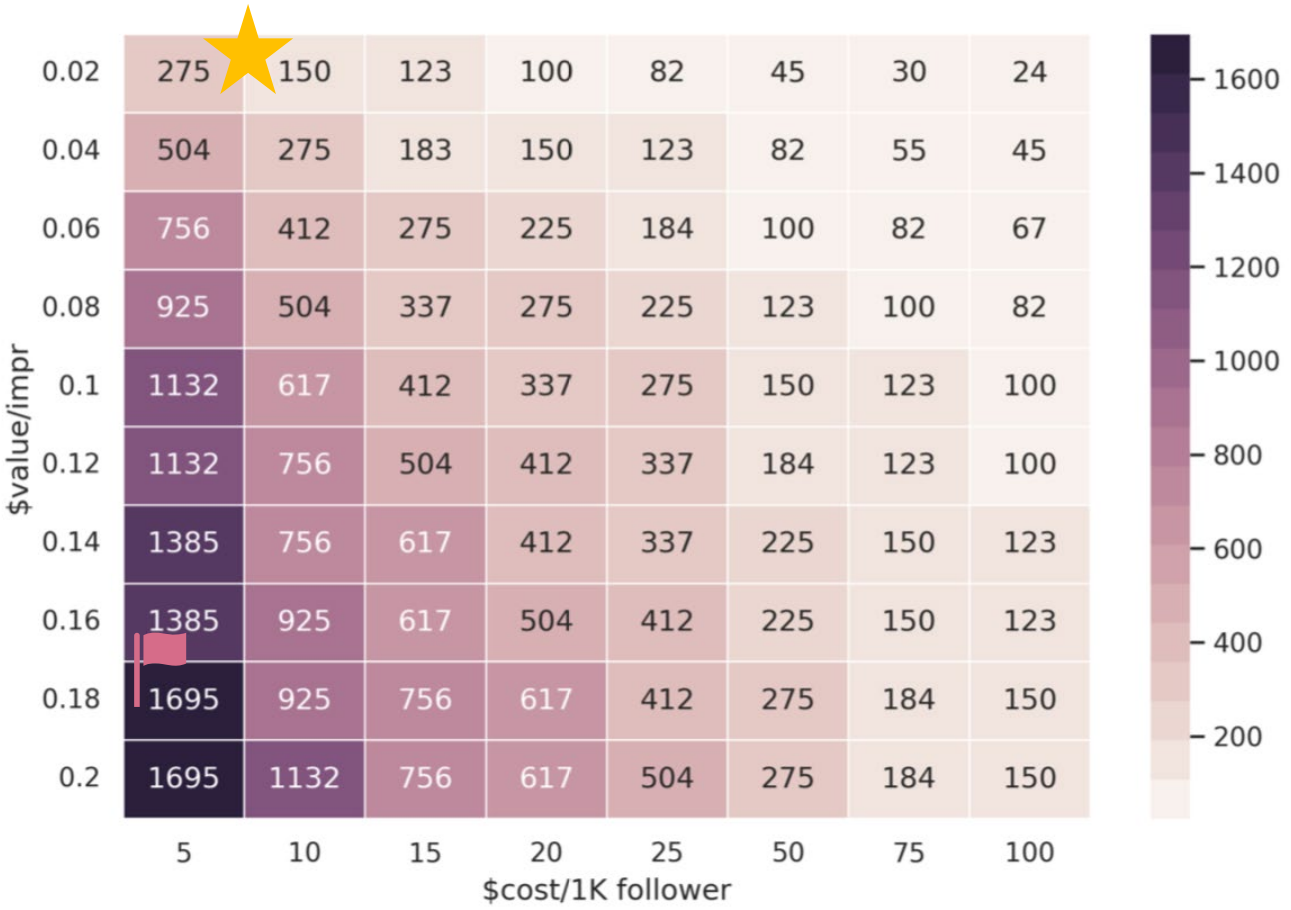

Implications for Practice

- 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!

ryandew@wharton.upenn.edu
www.rtdew.com