

2025 Creator Economy Ad Spend & Strategy Report



iab.



**Advertiser
Perceptions**

Strategic Market Intelligence. **ACTIVATED.**

November, 2025

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Preface

The Creator Economy in the U.S. has rapidly evolved from a niche content movement into a central force shaping how brands connect with consumers. What began as a wave of individual voices has become one of the fastest-growing sectors in all of media, now blurring the lines between entertainment, commerce, and community.

As creators take on a larger role in driving brand relevance, trust, and cultural impact, the Creator Economy is increasingly defining the future of advertising and marketing.

To better quantify and understand this transformation, IAB partnered with Advertiser Perceptions to produce the “2025 Creator Economy Ad Spend & Strategy Report”—a first-of-its-kind analysis of how brands and agencies are planning, buying, and measuring creator ad investment.

This research combines a **quantitative survey** of more than **450 U.S. ad spend decision-makers** whose budgets include creator activity, along with **qualitative interviews with senior-level marketing leaders** shaping creator strategies today.

This report reveals that:

- U.S. creator ad spend is projected to reach **\$37B in 2025**, growing four times faster than the broader media industry*. See page 6 for how we quantified Creator Economy ad spend.
- Yet, amid this growth, marketers face persistent challenges: identifying the right creators, proving ROI, and managing fragmented tools and standards.
- Three in four brands are using/planning to use AI for creator marketing-related tasks.

On the following pages, we provide a clear, data-driven view of where the market stands and where it's headed—offering guidance for buyers, sellers, creators, and platforms on how to operationalize partnerships, improve measurement, and accelerate responsible growth as the Creator Economy continues to evolve.



Key Insights

01

After more than doubling from 2021-2024, Creator Economy ad spend will climb 26% in 2025 to \$37B.

Ad spend in the U.S. Creator Economy in 2025 will grow at a rate four times faster than the media industry overall (+5.7%)*. Spend includes direct partnerships brands have with creators, paid amplification of those partnerships, as well as content adjacencies**.

02

Though creator campaigns most often seek awareness and reach, sales is also among the top goals.

The top 2 goals are building brand awareness, and reaching new audiences, while enhancing brand reputation is close behind. Though these “start-of-journey” metrics ranked the highest, driving online sales was fourth—showing that brands do use creators across the purchase journey.

03

Despite rapid growth, brands cite identifying the right creators to partner with as their top challenge.

This likely stems from a highly fragmented ecosystem with multiple partnership models, dispersed budgets, and limited standardization—making it difficult for brands to consistently evaluate creator reputation, audience fit, and platform presence.

04

Three in four brands are using/planning to use AI for creator marketing -related tasks.

Of the brands using AI, nearly half are leveraging it to edit and personalize content; one-third are using it to make synthetic content; overall, the uses are centered around efficiency, scalability, and content refinement.

05

Measurement, standards, and operational tools are the top opportunity areas for improvement.

Better attribution capabilities, consistent reporting, and creator discovery/vetting tools all point to an urgent need for standards and transparency as brands seek to link creator marketing to business outcomes and enable cross-platform comparisons.

*IAB 2025 Outlook Study: September Update

**Investment by brands to intentionally run ads adjacent to creators with whom they do not have a direct partnership. Includes any media channel this occurs on.



Ad Spend & Investment Criteria

How IAB Quantifies Creator Economy Ad Spend

IAB's U.S. Creator Economy ad spend projection measures the ad dollars that brands intentionally invest in creators through direct partnerships for sponsored content, amplified sponsored content, and planned creator ad adjacencies (see to the right).

Our goal was to isolate the intentional and strategic advertising investment brands are making in the space.

Other industry estimates may take a broader total addressable market ("TAM") approach, combining non-advertising creator revenue sources, such as affiliate links, subscriptions, tips, and merchandise, along with both intentional and unintentional advertising creator adjacencies. Because much of social content is now creator-produced, many ads appear next to creator content incidentally rather than by design, which those "TAM" studies may also capture.

IAB's methodology instead focuses strictly on brand-directed, intentional ad spend—offering a targeted view of the marketplace that captures deliberate creator ad investment rather than the full monetization ecosystem surrounding creator content.

TYPES OF CREATOR ECONOMY AD SPEND

Direct Partnerships



The direct enlistment and investment in creators by brands to post sponsored content on the creator's channel(s).

Amplification: Beyond Social



The investment by brands in paid ads beyond social media to amplify the sponsored content posted by their creator partners.

Amplification: Social Media



The investment by brands in paid social media ads to amplify the sponsored content posted by their creator partners.

Other Ad Adjacencies



Investment by brands to intentionally run ads adjacent to creators with whom they do not have a direct partnership. Includes any media channel this occurs on.



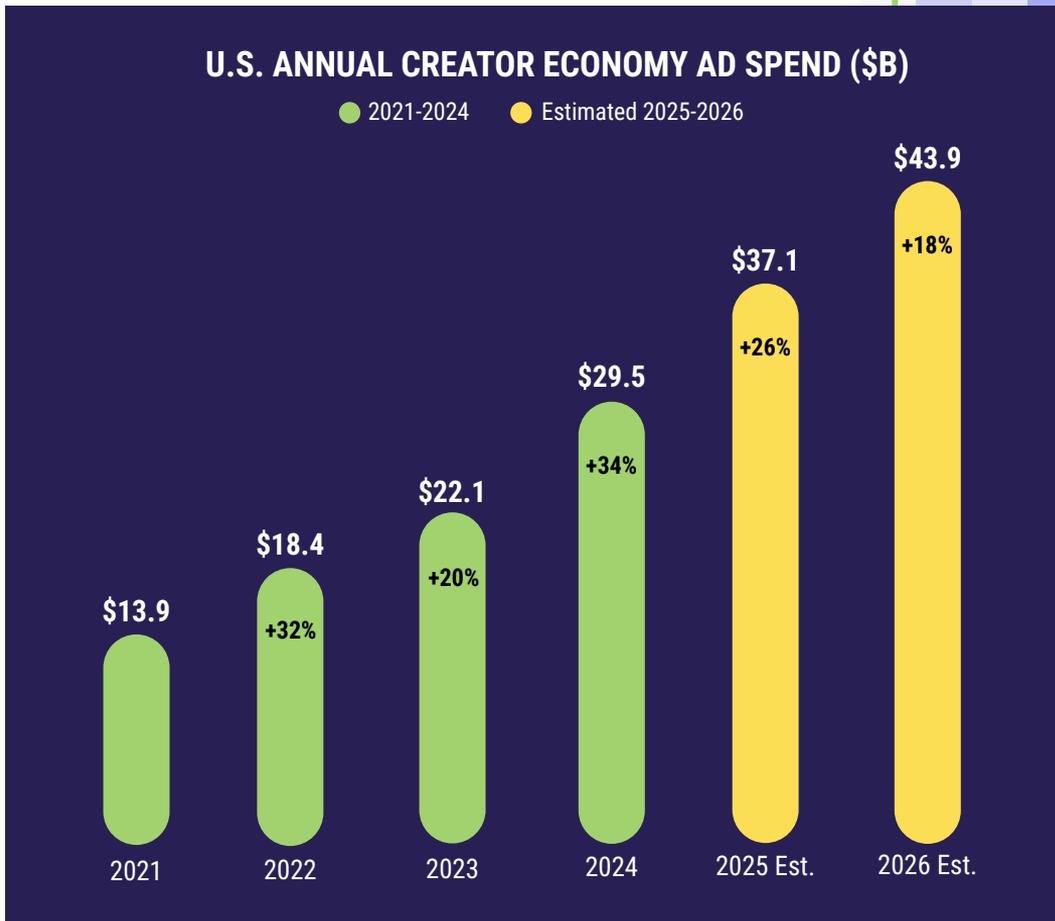
U.S. Creator Economy ad spend is among the fastest-growing sectors in all of media

Ad spend in the space has more than doubled since 2021, rising from \$13.9B to \$29.5B in 2024*.

For 2025, we project another 26% of YoY growth from \$29.5B to \$37.1B, which is about 4x faster than the media industry overall (+5.7%).**

\$37B

The total ad investment brands expect to make in the Creator Economy in 2025 (U.S. only)



Source: Advertiser Perceptions estimates

*Incl. direct partnerships brands have with creators, paid amplification of those partnerships, as well as content adjacencies, i.e., investment by brands to intentionally run ads adjacent to creators with whom they do not have a direct partnership. Includes any media channel this occurs on.

**IAB 2025 Outlook Study: September Update

Growth spans all ad spend types incl. direct creator partnerships, amplification, and adjacencies

The diversity by spend type shows how creator ad investment is a multifaceted marketing strategy.

In fact, over nine in ten brands (not shown) invest across all four spend types.

Agencies offer a good way for brands to ensure relevant and suitable exposure to targeted audiences at scale, with costs typically lower than direct partnerships.

The consistency across spend types suggests that brands are having equal success executing and experimenting broadly across each activation model.

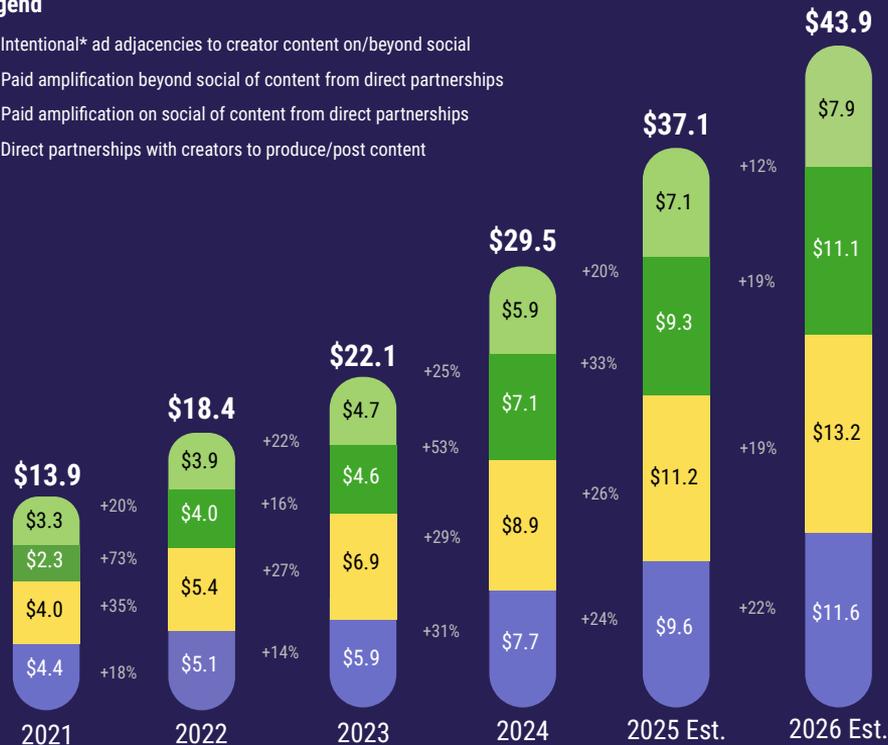
Of note is that operational and measurement barriers may constrain faster growth in direct partnerships.



U.S. ANNUAL CREATOR ECONOMY AD SPEND BY TYPE (\$B)

Legend

- Intentional* ad adjacencies to creator content on/beyond social
- Paid amplification beyond social of content from direct partnerships
- Paid amplification on social of content from direct partnerships
- Direct partnerships with creators to produce/post content



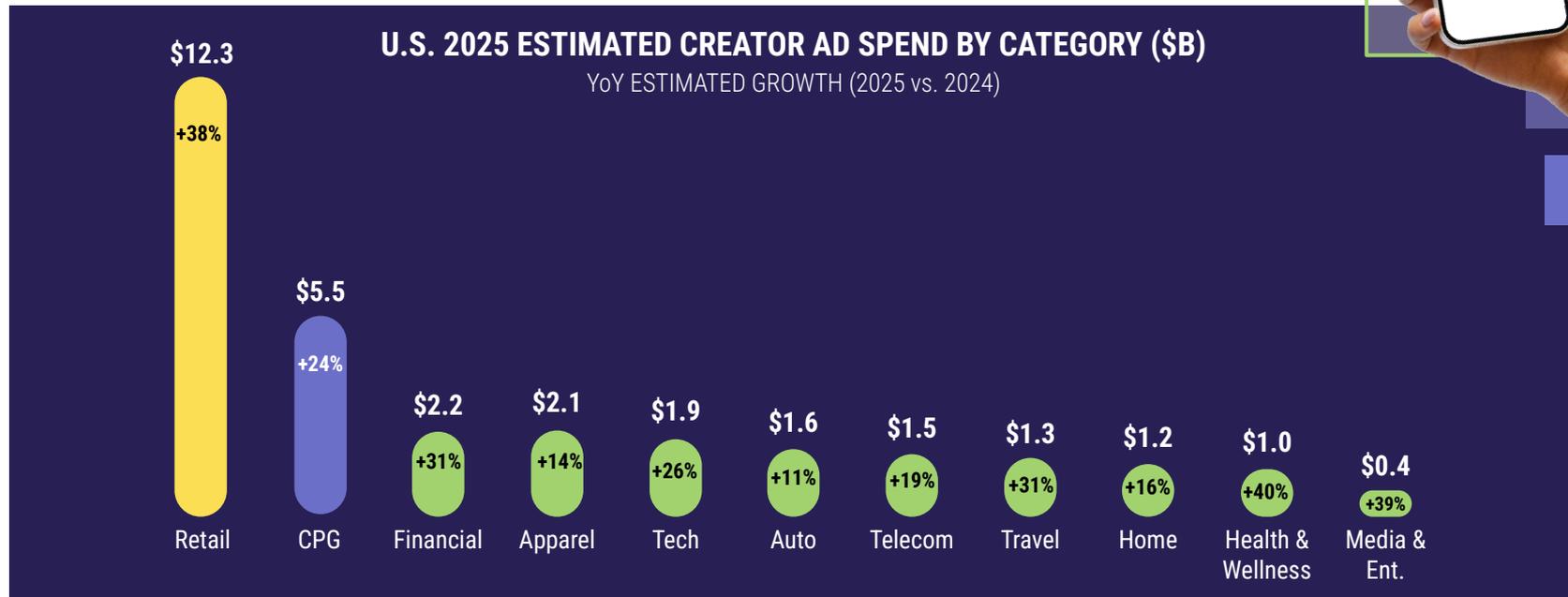
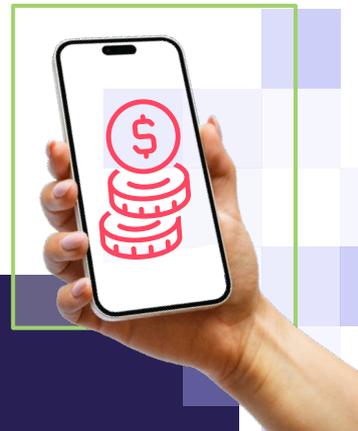
Source: Advertiser Perceptions estimates
Totals and spend types are slightly off due to rounding.

*Investment by brands to intentionally run ads adjacent to creators with whom they do not have a direct partnership. Includes any media channel this occurs on.

Retail and CPG lead in total ad spend while double-digit growth is expected in every category

Robust growth levels combined with all but one category exceeding \$1B in annual spend, **creator ad investment has become mainstream.**

Retail and CPG (incl. beauty/personal care) lead creator ad spend because they're among the top spending categories overall, combined with heavy social budgets.* As social commerce grows, creators drive discovery and conversion—and retail can clearly link content to sales and ROI.



Creator ad spend is among the top “must-buys” for brands

With about half of ad spenders in the Creator Economy considering it a “must buy”, ranking behind only social media and paid search, **brands are now treating creators as a distinct, essential channel, not just a tactic within social media.**

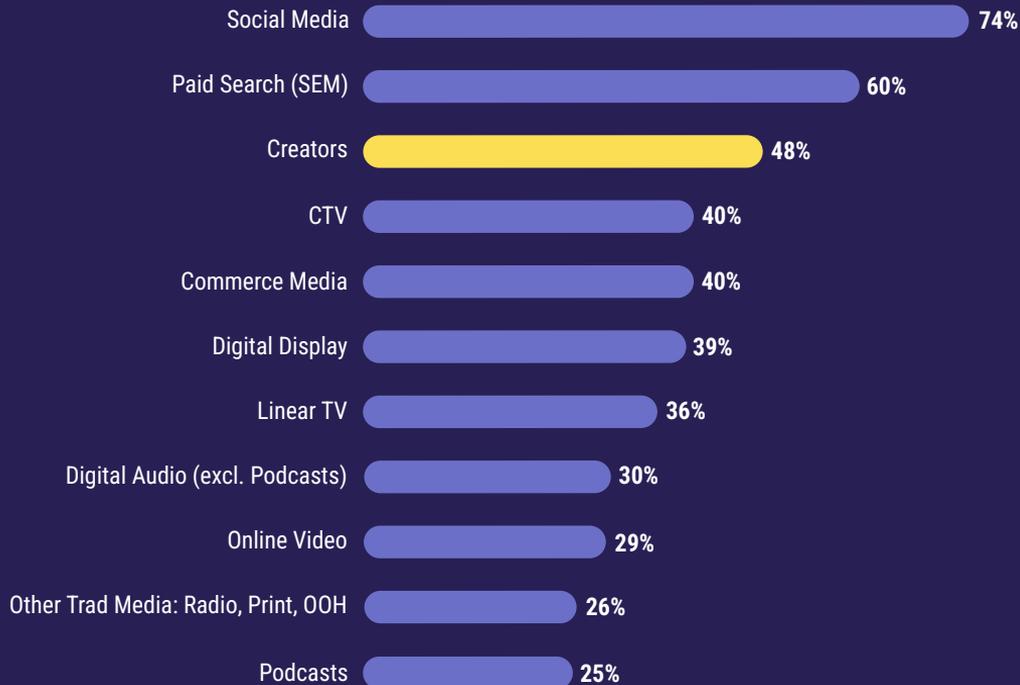
BRAND SIZE INSIGHT

For large brands* (not shown), CTV ranks above creator, while for small brands*, CTV drops to 7th.

CTV offers large brands TV-like reach with digital precision, while smaller brands are likely constrained by CTV's higher costs and production demands.



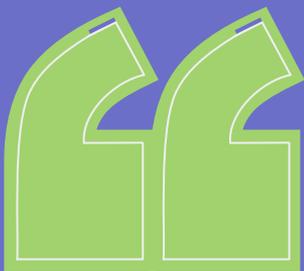
% OF BRANDS THAT CONSIDER THE FOLLOWING A “MUST BUY” (i.e., NECESSARY FOR MEDIA PLAN)



Q: Which of the following best describes your opinion of each of the following media types? Answer choices 25%+ shown.

Base: Total Respondents, n=453

*Small spenders < \$10M annually, n=143; Large spenders \$50M+ annually, n=197



*Creator marketing is the one thing that can deliver personalization at scale. **Nothing creates intimacy at the level that creator marketing can.** I've never seen something represent the concept of 'people like me' more than creator marketing.*

C-Suite Exec., Agency Hold. Co.



Ranging from 10K-1M followers, brands partner most with mid-tier, macro, and micro creators

With the mid-tier (50K–500K followers), macro (500K–1M), and micro (10K–50K) creator groups having the most brand adoption, this likely reflects their ability to deliver a good balance of reach, content quality, and affordability.

BRAND SIZE INSIGHT

Having the available resources and need for broad impact, large brands* (not shown) are most likely to use macro creators (62% vs. 49% for small brands*). Conversely, small brands are more likely to use nano creators with 10K followers (54% vs. 38%).

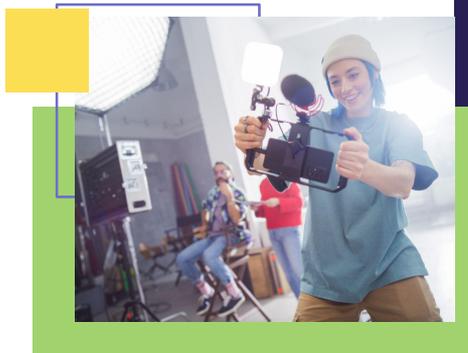


Reputation, audience fit, and platform presence drive how brands select creators

Creator reputation and audience alignment lead the way, showing that credibility and relevance are key to effective partnerships—and that success depends on reaching the right audience in the right environment.

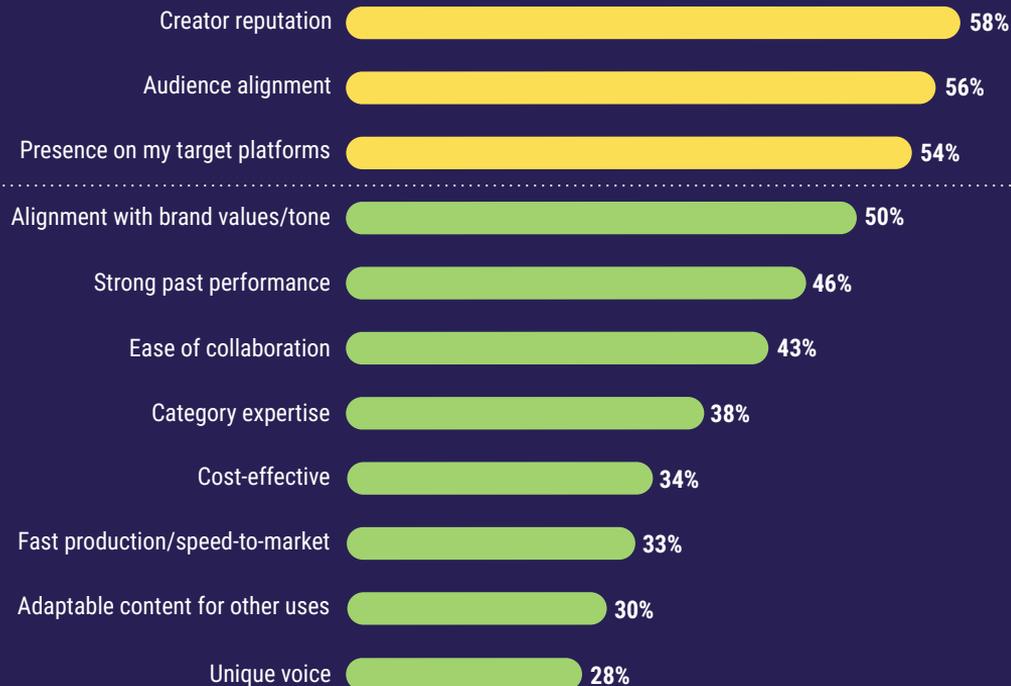
BRAND SIZE INSIGHT

Small brands* (not shown) are much more likely to prioritize ease, i.e., creator collaboration, and adapting the assets for other uses—reinforcing the importance of convenience to brands with fewer resources.



CRITERIA BRANDS USE WHEN SELECTING CREATORS

(% SELECTED AS VERY IMPORTANT)



Q: When selecting a specific creator to partner with directly, how important is each of the following?

Base: Total Respondents, n=453

*Small spenders < \$10M annually, n=143



Operational Mechanics

The top challenge brands have with creator marketing is identifying the right creators

Finding the right creator is the top challenge as brands must consider the creator's reputation, identity, and presence—elements harder to define and measure, particularly when identity, audience quality, and performance data are not standardized across platforms.

CATEGORY INSIGHT

CPG and retailers ranked controlling for content quality as the top challenge. CPG, and retail companies often work across hundreds of SKUs, campaigns, and shopper touchpoints which makes maintaining a consistent brand look, tone, and messaging across all creator content critical.



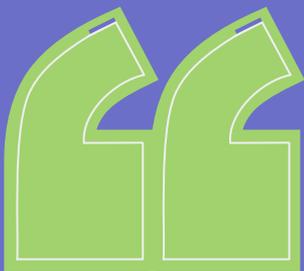
BRANDS' TOP CHALLENGES WITH CREATOR MARKETING

(% SELECTED AS A TOP 3 CHALLENGE)*



*Percentages appear lower because respondents selected only their top three choices; other factors likely remain relevant but were not ranked as leading priorities.

Q: What are your 3 biggest challenges or pain points with creator marketing?; Base: Total Respondents, n=453



There are so many challenges with finding the right creator. From a metrics and measurement perspective, is there a creator that has a history of performance? And how do you actually quantify what that performance is to understand if they're the right creator?

Product Marketing Lead, Social Platform



No single approach defines how brands partner with creators

Brands report, at similar adoption levels, a range of ways of partnering with creators including via the social networks, media companies, and direct outreach, as well as an intermediary including creator-focused agencies, creator representatives, etc.

As a result, brands are navigating a diverse mix of intermediaries and systems, choosing whichever pathway best fits their goals, scale, and internal capabilities.

The top result, social network-managed, creator marketing platforms shows how platform-native solutions have become mainstream entry points for advertisers.



% OF BRANDS USING THE FOLLOWING WAYS OF WORKING WITH CREATORS

● Social Network or Media Company ● Direct Connection ● Agency or Creator Platform

Creator platforms managed by social networks **53%**
(e.g., YouTube BrandConnect, TikTok Creator Marketplace, etc.)

Creator platforms managed by media cos. (excl. social) **49%**
(e.g., influencer marketing contracted via web publishers, TV networks, etc.)

Direct outreach to creators **48%**

Creator platforms independent from social media **43%**
(e.g., CreatorIQ, Linqia, etc.)

Creator-specific media and creative agencies **41%**

Creator-specific representation agencies **40%**

Affiliate networks **28%**

Talent representation agencies **28%**
(e.g., UTA, WME, etc.)

Sports representation agencies **20%**
(e.g., Octagon, sports divisions of UTA and WME, etc.)

Led by social, the funding sources for creator ad spend is bifurcated

With nearly two-thirds of creator ad spend coming from social media budgets followed by creator-specific, and general advertising budgets, **creator marketing is not yet universally treated as its own established line item.** Instead, it's often carved out of broader digital, social, or general advertising pools, i.e., funding can be reactive, inconsistent, or fragmented across teams.

This may explain why flat-fee pricing dominates (see next page): If budgets come from multiple, and likely shifting sources, flexible, performance-tied models become more complicated to implement.



% OF BRANDS USING THE FOLLOWING BUDGETS TO FUND CREATOR MARKETING



3 in 4

Brands are using **flat-fee payment** structures with creators



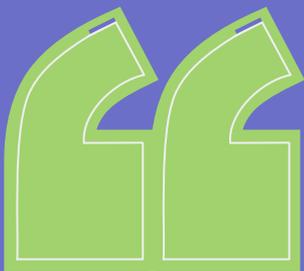
The heavy reliance on flat fees suggests that most creator/brand partnerships are structured for simplicity rather than optimization.

With performance-based (49%) and retainer pay models (48%) used far less often, the market appears to favor cost certainty over nuanced, results-driven pricing.

Flat-fee structures are particularly practical for smaller brands and creators which likely lack sophisticated ROI tracking.

CATEGORY INSIGHT

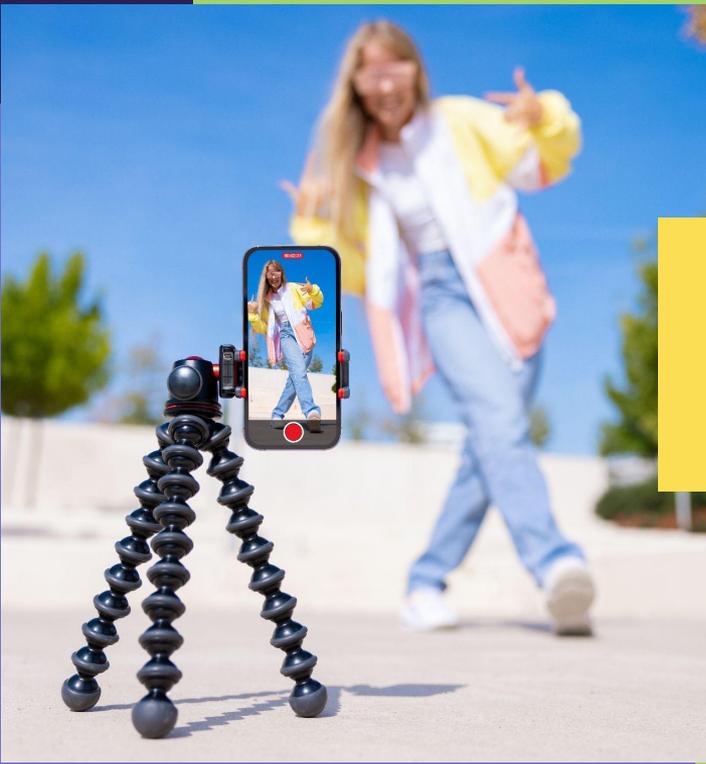
For the finance, and health & wellness categories, where data sharing is more limited due to regulatory and data-sharing restriction concerns, nearly nine in ten brands work with flat-fee structures.



*I think it can be as simple as starting with **standard contract terms**. Some of the **basic blocking and tackling** needs to happen. And the **lack of organized standardization or agreement**.*

Creator Lead, Social Platform





Campaign Goals, KPIs & Measurement

Though campaigns most often seek awareness and reach, sales is also among the top goals

The two most-used goals are building brand awareness and reaching new audiences; however, enhancing brand reputation and trust, typically a “mid-journey” metric, is close behind.

Although, “start-of-journey” metrics ranked the highest, driving online sales ranked fourth, showing that brands use creators across the purchase journey.

Of note, “start-of-journey” metrics may be used more often due to limitations attributing “end-of-journey” metrics such as sales (see page 25 for more info).

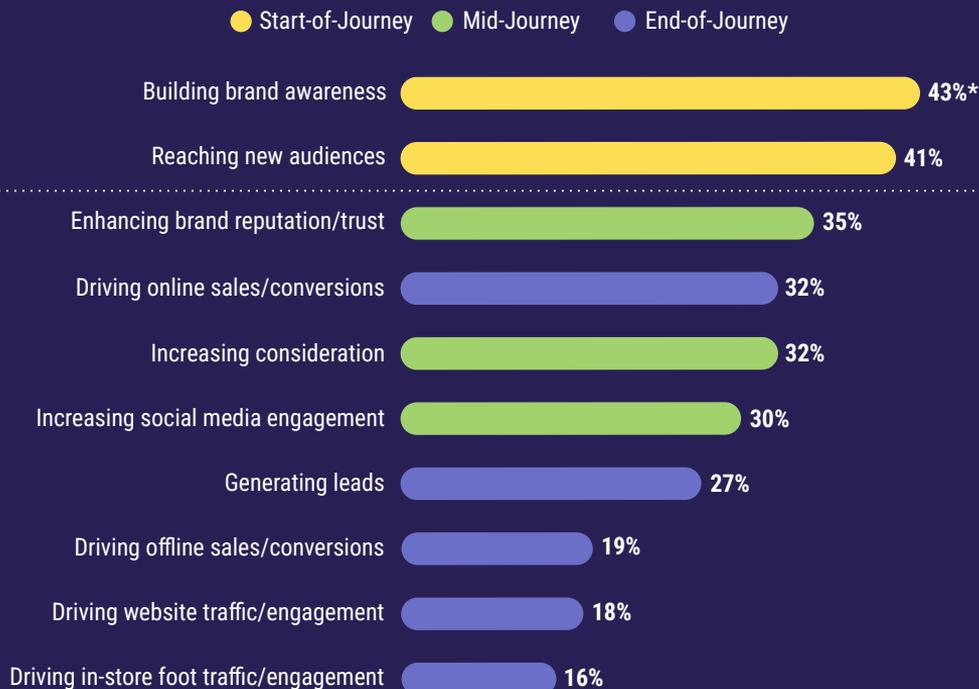
CATEGORY INSIGHT

CPG brands, and retailers (not shown) cited driving online sales as the top goal/objective.



BRANDS' TOP GOALS/OBJECTIVES FOR CREATOR MARKETING

(% SELECTED AS A TOP 3 GOAL/OBJECTIVE)*



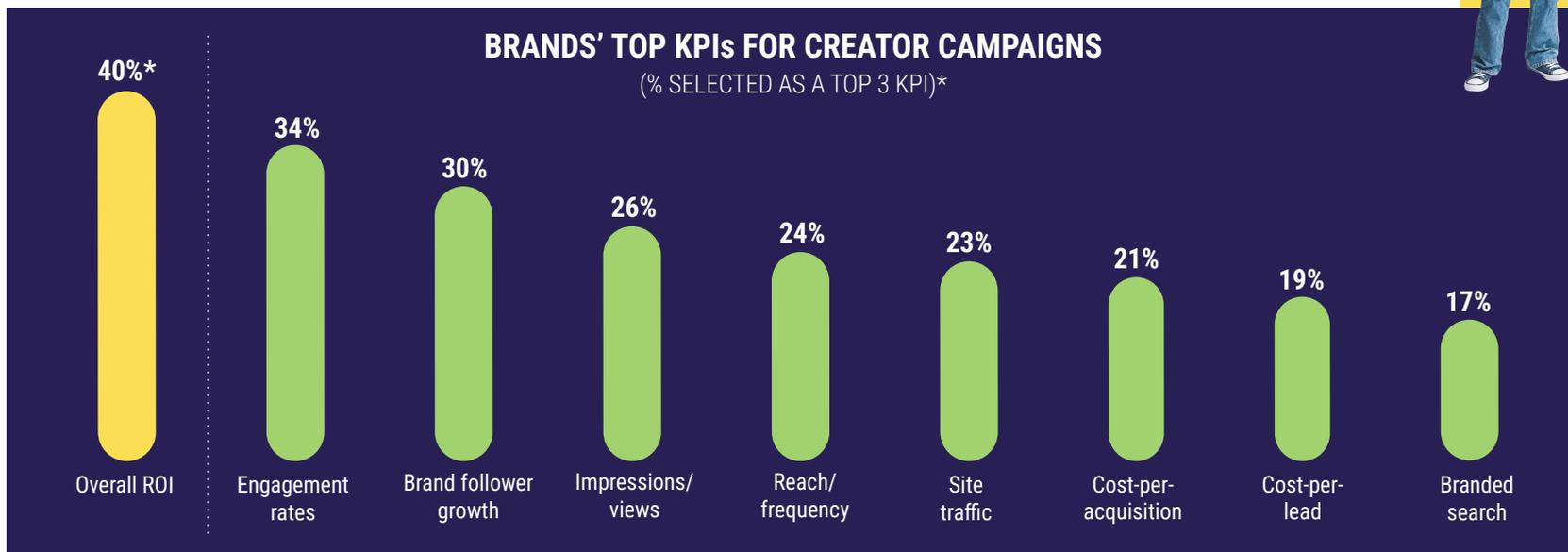
*Percentages appear lower because respondents selected only their top three choices; other factors likely remain relevant but were not ranked as leading priorities.

Q: What are your main goals/objectives for using creator marketing? Select up to 3.; Base: Total Respondents, n=453

ROI is the most common KPI brands use for their creator campaigns

DISCONNECT: While the most common campaign goals are building awareness, reaching new audiences, and enhancing trust, ROI ranks as the top KPI—a performance metric that doesn't directly measure those brand-building outcomes. This emphasis on ROI likely reflects the fact that driving sales was the fourth most common goal (see the previous page).

CATEGORY INSIGHT: The health & wellness, and finance categories (not shown) cited engagement rates as their #1 KPI ahead of ROI (44% vs. 35%) which is likely due to greater regulatory-driven, data measurement challenges in those industries.



Platform reporting and 1P data are the top two measurement sources

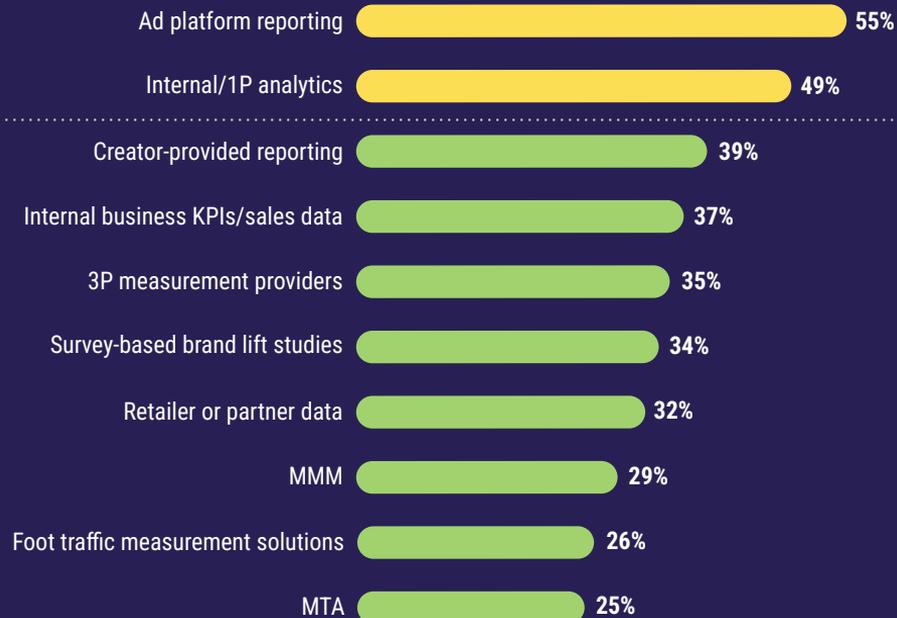
With most creator marketing performance being measured using ad platform reporting and internal/first-party analytics, brands are still relying heavily on platform-provided data.

Far fewer use independent or business-level sources like sales data, third-party measurement providers, or brand lift studies, revealing a fragmented and platform-centric measurement landscape.

Because most data still comes from platforms themselves, marketers are measuring within silos—making ROI the easiest, if imperfect, benchmark for success.



PRIMARY SOURCES USED BY BRANDS TO MEASURE CREATOR MARKETING KPIs



Q: What are your primary sources you use to measure your KPIs for creator marketing?

Base: Total Respondents, n=453 24

Yet, proving ROI is the biggest hurdle to measuring success

Nearly 40% of brands cite proving ROI as their top challenge. That along with challenges attributing sales to creators highlights the **difficulty in connecting creator-driven influence to measurable business outcomes**.

CATEGORY INSIGHT

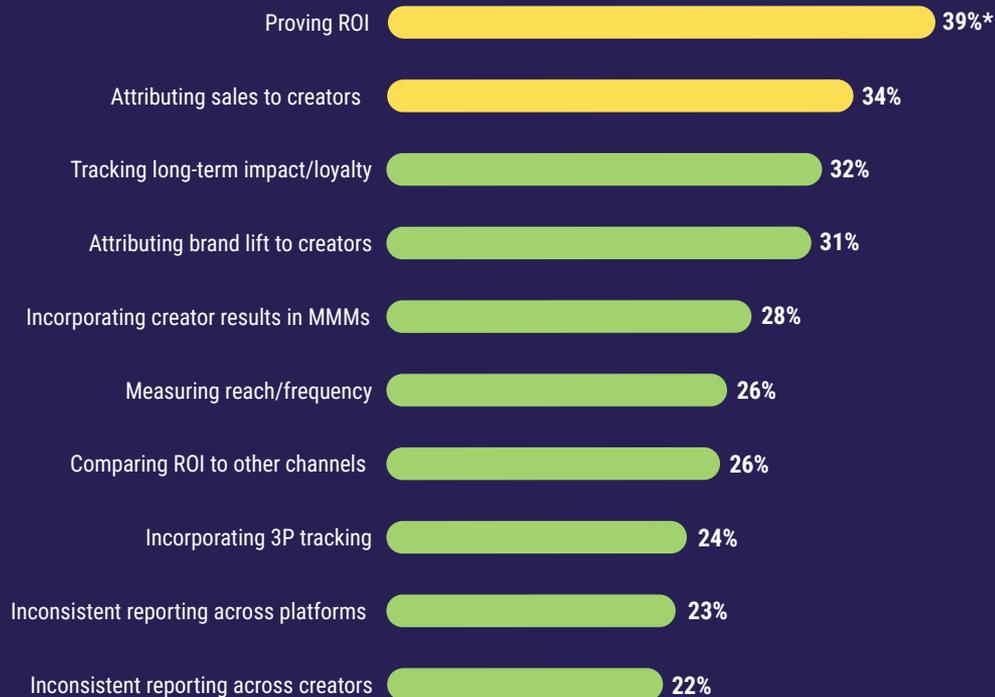
Finance, and health & wellness brands (not shown) stood out, with 58% citing proving ROI as their top challenge—reflecting greater regulatory as well as performance pressure to validate creator investment.

Auto, tech, and telecom brands (not shown) cited incorporating results into MMMs as their top challenge—highlighting how traditional models struggle to capture creator-driven impact.



BRANDS' TOP CHALLENGES WITH CREATOR MARKETING MEASUREMENT AND ATTRIBUTION

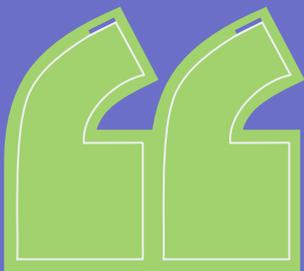
(% SELECTED AS A TOP 3 CHALLENGE)*



*Percentages appear lower because respondents selected only their top three choices; other factors likely remain relevant but were not ranked as leading priorities.

Q: Which of the following are your 3 biggest challenges or pain points specifically with creator marketing measurement and attribution?

Base: Total Respondents, n=453



*The sophisticated clients are looking at totality. **What's my cost to grow my audience? How engaged is this audience? And then how does that convert to sales overall? That's really what a CMO is looking at.***

Marketing Lead, Creator Platform





AI Usage & Concerns

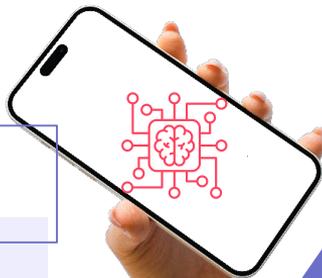
Three in four brands are using/planning to use AI for creator marketing tasks

This heavy adoption signals a current and future widespread acceptance of AI as a standard creative and operational tool.

The industry is entering a tipping point where AI is no longer optional, but an increasingly integral part of how brands and creators plan, produce, and optimize content.

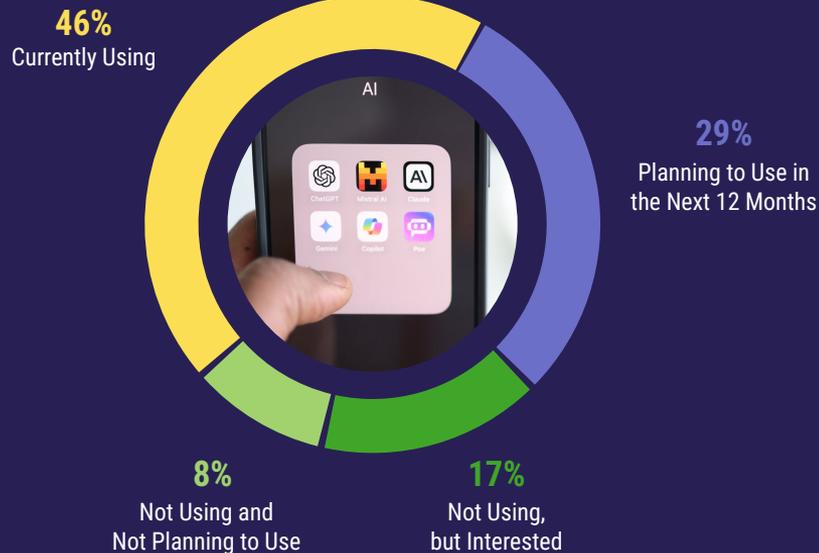
CATEGORY INSIGHT

Finance, and health & wellness brands (not shown) are slower to adopt AI as they operate in trust- and compliance-intensive environments where content must meet higher ethical, legal, and credibility standards.



ADOPTION OF AI FOR CREATOR CONTENT CREATION AND WORK PROCESSES

(% OF BRANDS)

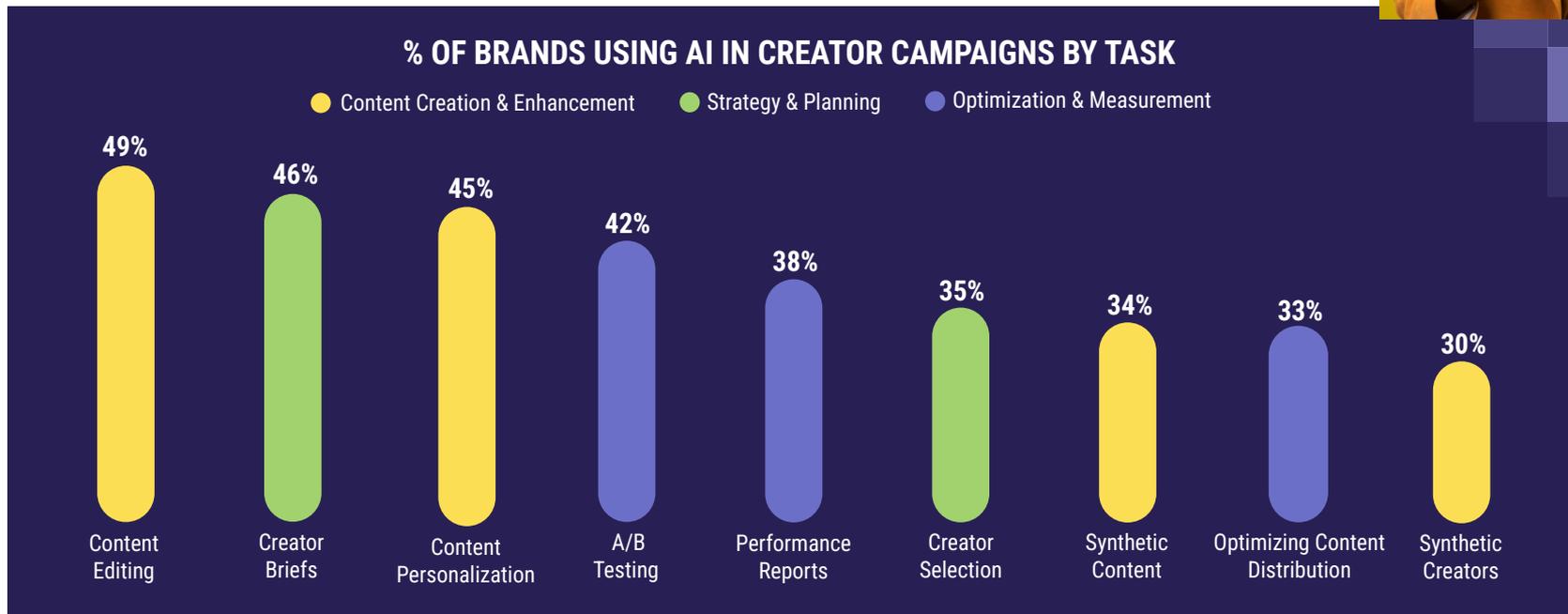


QQ: How are you currently incorporating AI into your creator campaigns?

Base: Total Respondents, n=453 28

Nearly half of marketers use AI to edit and personalize content while notably a third use it to generate synthetic content

With the top tasks centering on content refinement, and work efficiency, full creative replacement has yet to become mainstream.



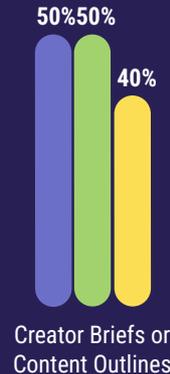
Smaller brands are more likely to adopt AI for creator advertising

Small and mid-tier brands* outpace the large spenders in AI usage, especially for content editing, brief creation, and creator selection—showing how AI democratizes creative and operational capabilities.



% OF BRANDS USING AI IN CREATOR CAMPAIGNS BY TASK

● Small Spenders ● Mid-tier Spenders ● Large Spenders



Q: How are you currently incorporating AI into your creator campaigns?

Base: Total Respondents, n=453

*Small spenders < \$10M annually, n=143; Mid-tier spenders \$10M-<\$50M, n=113; Large spenders \$50M+ annually, n=197

Despite AI's growing role for creator advertisers, nearly all still have concerns about the effects of its use

Brands see AI's potential to enhance efficiency (e.g., for content creation, building briefs, etc.), but remain cautious about potential side effects when using the technology. In fact, their top concern with AI is the potential threat of not making authentic human connections—a very important consideration since brand building is a key goal for creator campaigns (see page 22).

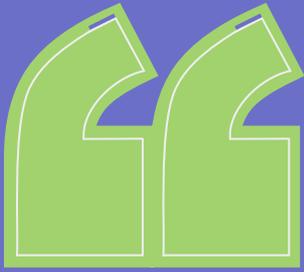
95%

of brands have concerns about using AI in creator marketing overall

#1

Concern brands have about using AI for creator marketing is lack of authenticity or human connection





[With AI], we just can make faster, better decisions. Even when people are searching on our platform, it just helps everybody get to everything faster.

Marketing Lead, Creator Platform



Recap

This report reveals a U.S. Creator Economy that has become a cornerstone of modern marketing—one that blends cultural influence with meaningful brand impact.

Ad spend is projected to reach \$37B in 2025, growing four times faster than the media industry overall.

Brands are investing to build trust, credibility, and engagement, yet face challenges around consistent measurement, attribution, and creator discovery.

As AI reshapes content creation and workflow efficiency, marketers are seeking standards to ensure transparency, credibility, and responsible innovation.

The findings highlight both the momentum and evolution of a fast-growing ecosystem—one that now calls for unified metrics, operational alignment, and governance to help brands maximize the Creator Economy's potential for connection and growth.





Recommendations & Resources

Recommendations: Operational Standards

Key Finding: Advertisers within the Creator Economy said their biggest challenges are finding the right creators, managing relationships, and navigating contracts. The greatest needs are for better creator discovery tools, standardized activation processes, and payment transparency (see appendix page 40).

This signals that the creator ecosystem still lacks the infrastructure and standards needed for efficiency and trust. Without unified tools for discovery, contracting, and payment, partnerships remain fragmented and resource-intensive—hindering scalability and the ability for brands to operationalize creator marketing with the same rigor as other media channels.



RECOMMENDATIONS

- Use trusted creator discovery platforms to simplify discovery, vetting, and contract management.
- Refer to the “Creator Contract Checklist” in IAB’s Creator Economy Ecosystem Mindmap (see page 38 for details).
- Tap influencer marketing hubs for seamless connection and data sharing between platforms and creator tools.
- Standardize internal workflows for creator selection, briefing, and payments.
- Leverage workflow automation systems to streamline content creation, publishing, and management tasks.

Recommendations: Governance

Key Finding: Nearly all advertisers express concerns about AI's role in creator marketing—especially around authenticity, accuracy, and brand integrity. They also called for stronger standards regarding audience authentication, fraud prevention, and legal compliance (see appendix page 39).

There is growing unease as AI and automation reshape creator marketing. Without clear guardrails, risks like misinformation, synthetic content, and fraudulent audiences threaten trust—the foundation of creator partnerships. Strong governance and compliance standards are essential to protect brand integrity and ensure creators remain credible, accountable, and ethically aligned with advertisers.



RECOMMENDATIONS

- Adhere to the AI-generated content disclosure requirements set by the social media platforms.
- Use the social platform creator verification authentication processes that validates creator identity.
- Establish brand integrity protocols for creator selection and content monitoring.
- Work towards standardizing contracts with clear clauses on content ownership, compliance, and data use.
- Leverage the guidance from industry frameworks such as IAB Tech Lab's AI Content Monetization Protocols (CoMP) [Working Group](#), which can help brands control how their information is accessed and presented in AI-driven environments.

Recommendations: Measurement

Key Finding: Advertisers said the top two things needed to improve creator marketing overall are advanced attribution and consistent reporting (see appendix page 40). Proving ROI is their biggest measurement hurdle (see page 25).

This finding highlights how creator marketing still operates within fragmented, platform-defined measurement silos. With limited cross-channel standards and few independent data sources, brands default to ROI as the easiest—but incomplete—success metric. Until attribution models evolve, creator marketing's true brand impact remains undervalued and disconnected from broader business outcomes.



RECOMMENDATIONS

- Ensure that social and creator platforms comply with standard measurement frameworks for impressions, clicks, outcomes, etc. (For example, Adopt IAB Tech Lab's [Conversion API](#) to capture conversion events from the social platforms.)
- Encourage the platforms to enable performance data feeds into MMMs and MTA for ROI analysis. And, expand MTAs to include assisted attribution to reveal the contributions made by the creators.
- Work creators into omnichannel plans to align budgets and KPIs.
- Measure beyond ROI by incorporating brand perception, engagement quality, as well as audience trust indicators.

Creator-Specific IAB Resources

PARTICIPATE IN OUR GROUPS

[IAB Creator Economy Board of Directors](#): Brings together leaders in the industry to help us chart a course for brands to invest in the Creator Economy at scale through standardized ways to buy, activate, measure, and evaluate performance.

[IAB Creator Economy Committee](#): A trusted community where companies across the industry exchange insights on creator partnerships, emerging platforms, and innovative content strategies while building meaningful connections within this rapidly evolving space.

LEVERAGE OUR INSIGHTS

[IAB Creator Economy Ecosystem Mindmap](#): A visually organized schematic that maps out the categories, processes, and interrelationships between different parts of the ecosystem.

[IAB Creator Economy Definitions and Taxonomy](#): A shared language to define and standardize key terms and concepts.

[IAB Creator Economy Creative Showcase](#): Case studies from the beauty, finance, and consumer goods categories showing how creators are powering full-funnel performance by producing content that extends across social, streaming, display, and brand-owned platforms.

[IAB Defining the Infrastructure of Creator Brand Deals Workstream](#): Aims to professionalize the business of the Creator Economy by providing clarity on how budgets, data, and accountability flow across the ecosystem and identifying friction points as well as defining best practices and establishing a foundation for standards.





Appendix

RECOMMENDATIONS

The top opportunity areas for improvement are in operations, measurement, and standards

Attribution capabilities, consistent reporting across creators and platforms, and creator discovery/vetting tools all point to an urgent need for standardization and transparency.

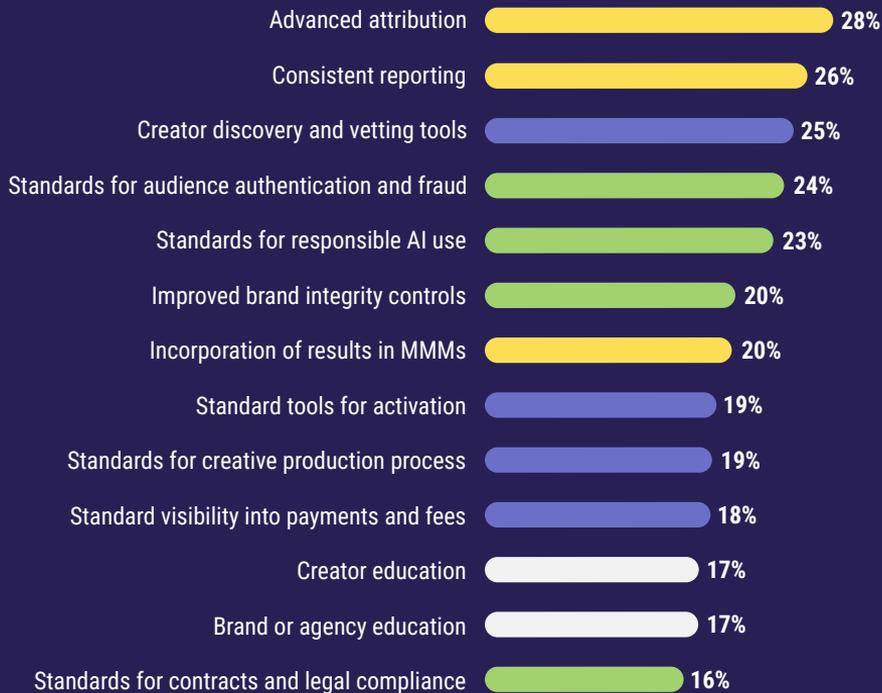
Marketers want to better connect creator activity to business outcomes and ensure comparability across campaigns and platforms.

The need for audience authentication and fraud prevention, as well as responsible AI standards highlight the growing concerns around trust, legitimacy, and ethics.



MOST NEEDED TO IMPROVE CREATOR MARKETING (% OF BRANDS)

● Measurement ● Governance ● Operational Standards ● Education



Q: Which of the following would be most needed to improve creator marketing? Please select up to 3.

Base: Total Respondents, n=453

Methodology

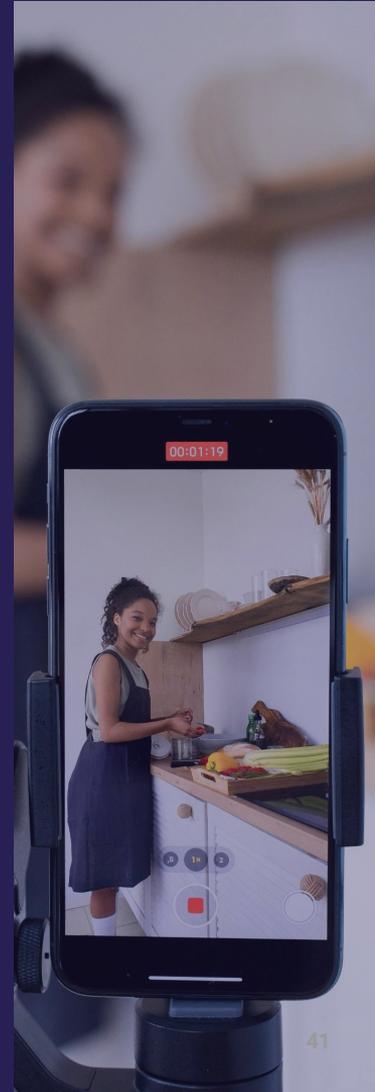


Quantitative Sample Generated and Execution

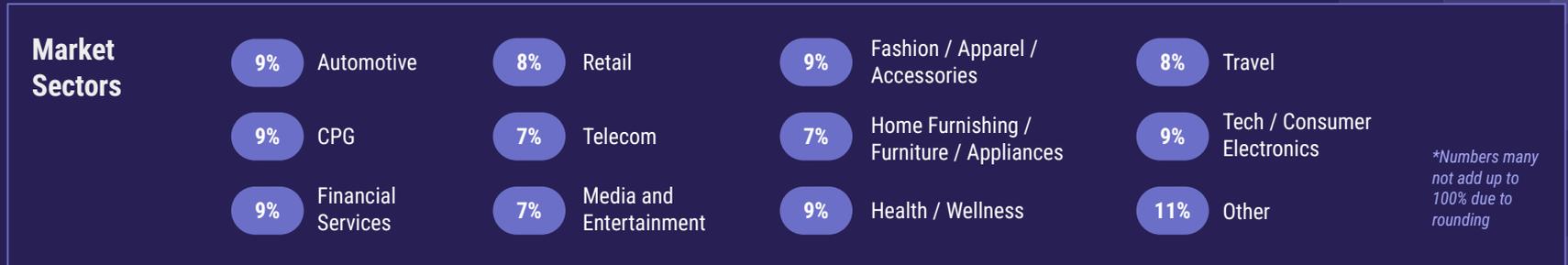
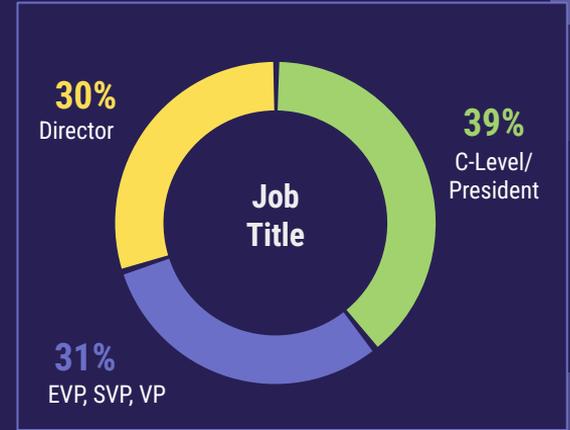
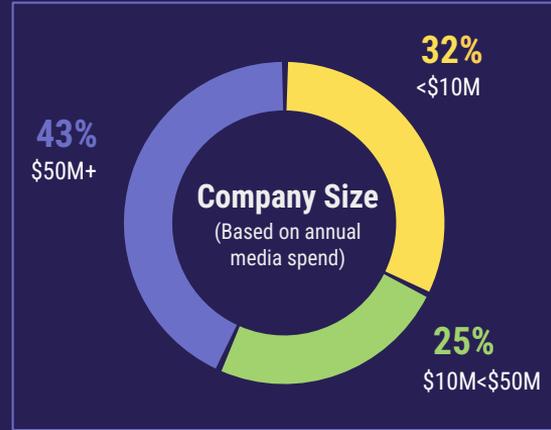
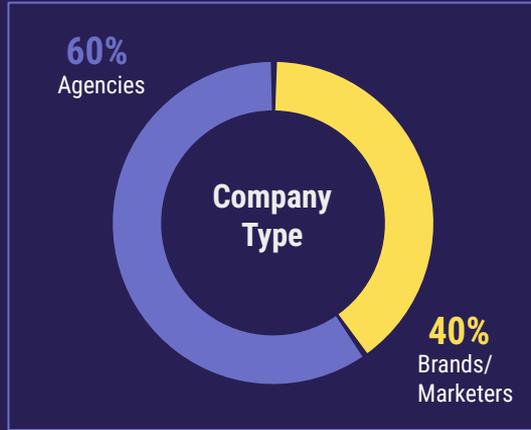
- Fielded: July 28, 2025 – August 12, 2025
- 15-minute anonymous online survey, n=453
- Advertiser Perceptions leveraged its AdPROs community and trusted third-party partners to recruit verified industry leaders, identified as those who:
 - Are involved in creator marketing decision-making
 - Plan to spend \$1M+ on advertising in 2025
 - Plan to spend \$100K+ on creator marketing in 2025
 - Work at agencies or directly for a brand marketer

Market Size and Growth Rate Methodology

- Estimates of creator economy advertising spend are based on analysis of financial statements of publicly traded companies as well as publicly available financial information about private companies involved in the Creator Economy; survey results; and Advertiser Perceptions syndicated market research.
- Forward-looking projections are based on surveying 453 advertisers involved in creator marketing as well as Advertiser Perceptions' expectations for growth in the advertising industry and broader economy.



Respondent Profile



About IAB



The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing.

In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and collaboration of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.



About IAB's Experience Center



IAB's Experience Center exists to help the industry future-proof and play an intentional and active role in shaping the future of advertising. We focus on emerging advertising channels and evolving consumer behaviors to help the industry understand and reach the consumer of today and tomorrow.

The Creator Economy is estimated to be worth half a trillion dollars in three years, yet there is no widely agreed upon industry standards that allow advertisers to activate and optimize creator buys at scale. IAB launched a Creator Economy Leadership Board in 2025 to bring together leaders in the industry to help us chart a course for brands to invest in the Creator Economy at scale through standardized ways to buy, activate, measure, and evaluate performance.

IAB Creator Economy Board of Directors Member Companies

Alvarez and Marsal	Havas Media Network	Mindshare
Blue Hour Studios	In Case You Missed It	OneTrust
Bungie	Inside the Creator Economy	Paramount
Creator Authority	Lindsey Gamble Media	The Coca-Cola Company
Creator Upload Podcast	LinkedIn	TikTok
Creator Vision	LTK	WPP Media
Edelman	Meta	YouTube
FCB	Mike Sepso	

About Advertiser Perceptions



Strategic Market Intelligence. **ACTIVATED.**

Advertiser Perceptions is the leader in providing research-based strategic market intelligence to the complex and dynamic media, advertising, and ad tech industries. Our curated, proprietary Ad PROS™ Network and deep relationships with the largest advertisers provide clients with an unbiased view of the market, their brand, and the competition. Our experts provide timely and actionable guidance enabling clients to improve their products and services, strengthen their brands, and drive more revenue. The largest, most innovative global media and ad technology businesses rely on Advertiser Perceptions.

www.AdvertiserPerceptions.com





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