

How Full-Funnel Creator Marketing Guarantees ROI

Featuring

IPSY

The structure of your creator marketing program impacts your ability to scale and track revenue attribution. Take it from IPSY, whose work with creators fuels consistent ROI.

About

IPSY

IPSY is a monthly beauty membership service that offers personalized subscriptions, including Glam Bag, BoxyCharm, and Icon Box.

IPSY plays a unique role in the beauty industry. IPSY services both creators, who are eager to share about their latest finds, and brands, who can leverage IPSY's large subscriber base and relationship with creators to boost the impact of new launches or generate traction as an indie brand.

Part of IPSY's success stems from the breadth of its creator marketing program, which is fueled by a combination of trust and brand affinity.

IPSY has been a key figure in the creator economy for almost a decade, beginning its work in an LA space that was part-office, part-studio in which creators could shoot content. The industry has since matured, but there are still some things that IPSY does uniquely well.

Beauty Isn't One-Size-Fits-All, and **Neither Is Creator Marketing**

When it comes to creator marketing, IPSY achieves scale via a complex, full-funnel ecosystem:



**Creator Incubator
Program**



**Brand
Partnerships**



**Paid Creator
Partnerships**



**Growth
Advertisements**



3.0k
creators

IPSY's Creator Incubator Program boasts a network of more than 3.0k creators.

The brand seeds these creators with beauty products on a monthly basis.

IPSY also partners with brands for special collaborations and new product launches. Brands that work with IPSY benefit from access to IPSY's robust owned social media channels. They also have access to a team of talented creators who are eager to craft content about new releases.

IPSY

“It’s wonderful for our brand partners and these amazing brand founders to be able to connect through these forums to our most passionate members and creators. It works because it’s also good content. It’s great for these creators to get exposure to and hear directly from these founders, many of whom they love and follow.”

Doak Sergent

VP of Brand Partner Strategy, IPSY

IPSY

Creator Community



Creators Are A Huge Part of What IPSY Does—and It Shows

Being an IPSY Creator comes with prestige, and for good reason.

As an IPSY Creator, not only do you have special access to world-class brands, but IPSY also provides its creator community with other professional development opportunities, like workshops and mentorship.

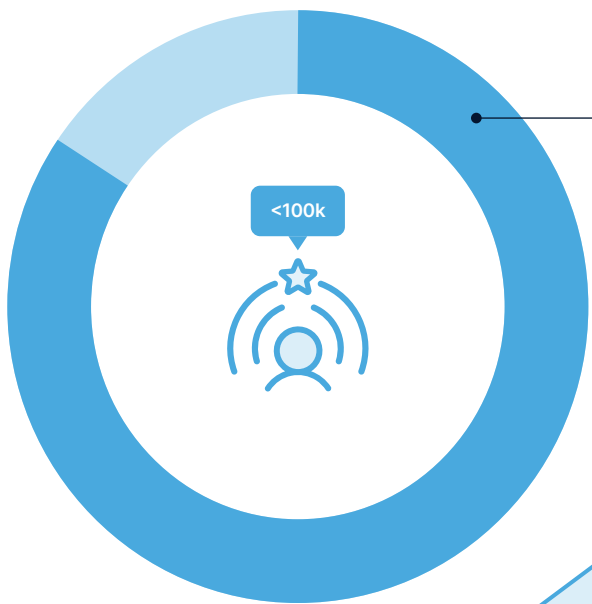
It's no wonder that for H1 2023, micro-influencers (creators with fewer than 100k followers) represented, on average, 86% of IPSY's creator community and powered 50% of IPSY's total EMV.

IPSY's dedication to creator partners drives the power of its creator marketing program. The brand pairs its campaign goals to the strengths of its creator partners.

The result? A robust full-funnel program powered by authentic, high-performing content.

IPSY

H1 2023



86%

of IPSY's creator community are micro-influencers

EMV 2023



50%

of IPSY's total EMV was powered by micro-influencers in 2023

IPSY

“Authenticity always pays off. When we run ads, people can tell that this is genuine.

Even some of our creators in the seeding program will create a lot of really cool flat-lays with the products. They’re really simple sometimes, but they’re showing how amazing the products are, and that’s really what’s going to sell the brand. So we don’t try to intervene too much.

They’re the experts—there’s a reason why they have millions of followers. They know what their audience wants. They know what their audience reacts to.”

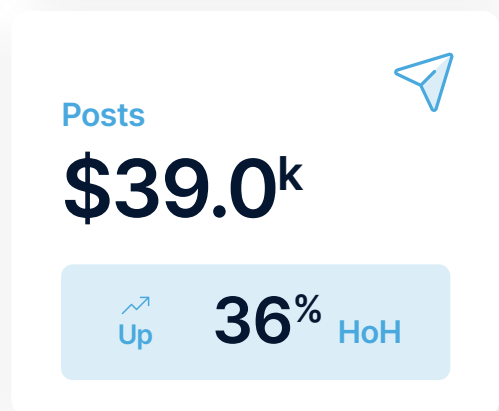
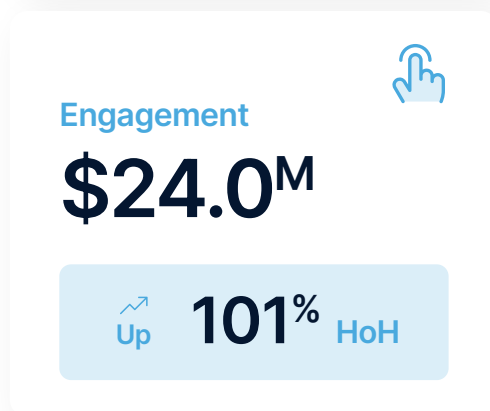
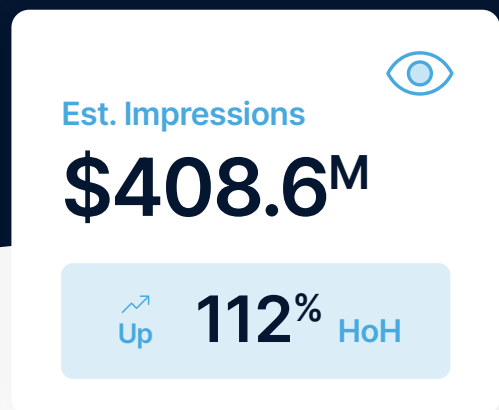
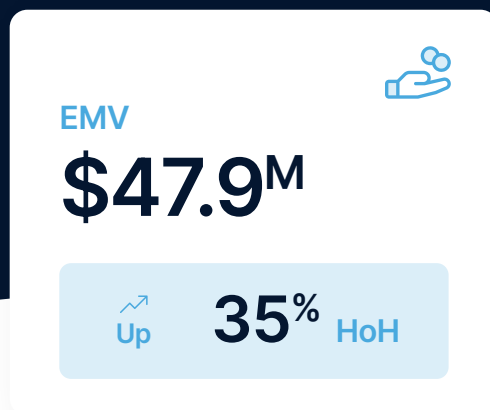
Karen Chimal

Director of Creator Partnerships, IPSY

IPSY's Creator Marketing Program Powered a 35% HoH Boost in EMV—but What Does This Mean for ROI?

IPSY

H1 2023



The No. 1 reason creator content converts is because it's **authentic and relatable.**

According to a [recent CreatorIQ survey](#) of 100+ marketers, the No. 1 reason creator content converts is because it's authentic and relatable.

One way to harness the power of this authenticity is to ensure alignment between a creator's follower count, their skillset, and the goal of the brand's campaign.

For IPSY, this looks like a creator incubator program largely made up of micro- and macro-influencers. This cohort benefits from affiliate commission tracked via affiliate links.

IPSY

“We have different goals for our creators. Driving EMV is huge for us, driving views, so a lot of that awareness is really big for us. We also use creators on the paid side for growth, and they're a large part of the value that we give to our brands. There's a lot of different boxes that our creators have to check, and sometimes that takes a lot of testing and learning.”

Karen Chimal

Director of Creator Partnerships, IPSY

IPSY offers a select group of creators a retainer, compensating them on the front-end.

These beneficiaries tend to be creators with larger follower counts, who are great at driving Earned Media Value and views—both critical KPIs for IPSY.



In May 2023, IPSY's TikTok Estimated Impressions surged to 131.9M.

The brand's **BoxyCharm** subscription box inspired beauty creators like Lena Bagrowska (@lenkalul) to create dramatic makeup transformations, including a recreation of Billie Eilish's Met Gala look.

We partnered with research institution Aberdeen to uncover the **ROI of creator-led marketing.**

Influencer marketing leaders—brands with the greatest investment in creator marketing—see a **\$4.70 return per dollar spent.**

But that doesn't mean that brands should solely focus on the bottom line—after all, it's called a funnel for a reason.



ESTÉE LAUDER COMPANIES

“You’re not always looking for a direct sales relationship. You’re looking to see whether influencers and creators are driving desirability, and then driving traffic, and then ultimately driving sales.

By changing our approach to measure all parts of the funnel, we’re actually able to show and prove that it’s a strong ROI.”

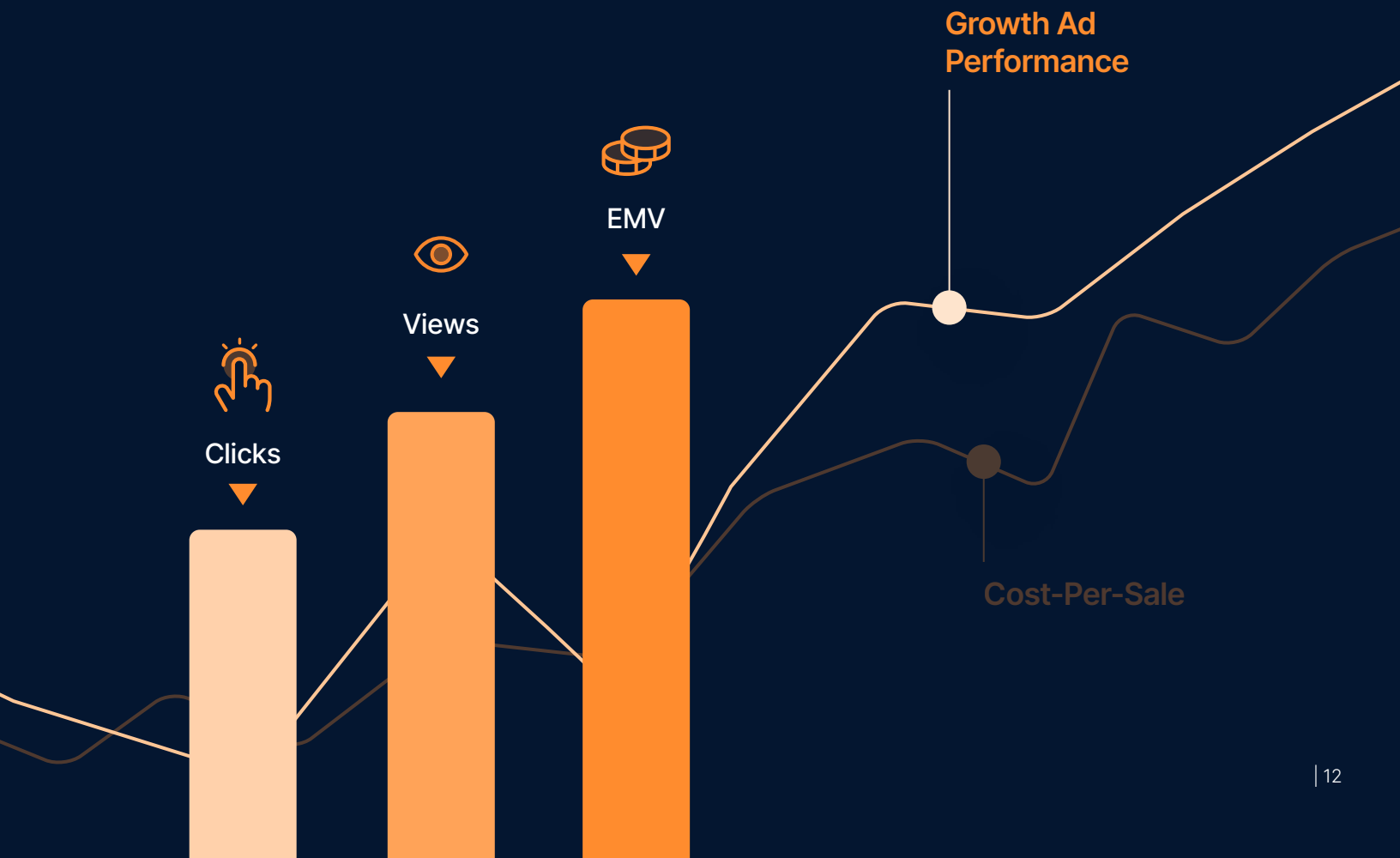
Doug Jensen

SVP of Go-to-Market Analytics & Activation, Estée Lauder

IPSY's primary method of tracking ROI leans heavily on **standard metrics** within the beauty industry.

These metrics include EMV, a focus for many of its brand partners. As a secondary metric, IPSY focuses on link clicks. The brand also places stock on views, particularly of video content.

Finally, IPSY tracks growth ad performance, and tries to make sure it's beating the Cost-Per-Sale (CPS).



Creator Marketing

Best Practices for Enterprises

①

A full-funnel approach to ROI

②

Repurposing creator assets for UGC and growth advertisements

③

Mutually beneficial partnerships

i.e. mentorship opportunities for creators and ads permissions for brands

④

A large cohort of micro-creators, and a smaller group of targeted creator partners

⑤

Collaborating with both brands and creators as a subscription service

What's Next in Creator Marketing?

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“Commerce is more important than ever, because people are spending more and more time on their social platforms. There are all these stats about how Gen Z doesn't really use Google anymore—they go to TikTok. They're searching there, and they're getting their information there, and really using that as the source.”

Karen Chimal

Director of Creator Partnerships, IPSY

IPSY's Director of Creator Partnerships predicted that live shopping would have a resurgence. While live shopping has ebbed and flowed in popularity, Karen Chimal maintains that it takes time for people to get used to new systems—even buying online was once inconceivable.



IPSY

is one of the most followed beauty brands on TikTok.



Besides, platforms like TikTok are really pushing **live shopping**.

One of the top beauty brands on TikTok, IPSY has its eye on **#TikTokMadeMeBuyIt**, and how the platform is facilitating e-commerce for brands.

TikTok offers the potential for virality, even for accounts with a low follower count, allowing brands to work effectively with micro-creators.

Grow with Creators. Scale with CreatorIQ.

CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands.

Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB InBev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

[Learn more at creatoriq.com](https://creatoriq.com)