

CASE STUDY

How Fullscreen Partnered With CreatorIQ To Fight Follower Fraud

With problems like fraud, transparency, and brand safety plaguing traditional digital advertising, influencer marketing has become an effective alternative for brands to authentically connect with consumers. The channel has become an essential part of the marketing mix for advertisers, and the industry is on track to hit [\\$10 billion in spend by 2020](#).

Fullscreen, who has played a pivotal role in the maturation of the creator economy, empowers talent and brands to build and monetize highly engaged, social-first audiences.

Fullscreen partners with companies seeking to engage valuable (albeit elusive) youth audiences on social platforms through original entertainment, influencer marketing, multi-platform social content, and targeted media.

Challenge

Unfortunately, wherever advertising exists fraudsters are not far behind – which proves especially true in emerging media sectors.

In influencer marketing, where bigger follower counts and stronger engagement rate have traditionally meant larger payouts, the use of bots to manipulate followings and post interactions became a common issue for advertisers to consider when striking sponsored content deals. Ignoring follower fraud (or, rather, unintegrous creator audiences) meant paying for artificially-inflated metrics.

“More companies are increasingly turning to branded content and creator partnerships to help drive marketing impact.

It’s imperative that these companies have ways to distinguish fraudulent followings to avoid entering into costly and ineffective relationships”

– Maureen Polo, SVP of Brand Studio

From Fullscreen's partnership with CreatorIQ came the first enterprise-ready follower fraud methodology



Solution

The Fullscreen team partnered with CreatorIQ to construct a methodology that audits creators' social media history for follower fraud and flags suspicious patterns at scale. The results of this methodology would serve as a quantitative check for campaign managers to vet potential content creators for legitimacy and audience integrity. Together, CreatorIQ and Fullscreen developed and deployed the Creator Integrity Quotient:

Audience Locality: Many creators with fraudulent followings have audiences that severely over-index in click farm hotbeds like Brazil

Audience Growth: Creators with audience integrity issues see either sharp increases (purchased followers en-masse) or sharp declines (platform bot purges) in followers

Audience Engagement: Rapid follower growth without a commensurate bump in total engagements is a telltale sign of fraud

"Authenticity is at the core of successful content marketing, and it is mandatory to have tools and processes that ensure legitimate influencer recommendations. At Fullscreen, we take our creator matchmaking process to heightened levels when selecting talent for brand partnerships to ensure powerful connections with both the creator and brand's audiences," said Maureen Polo, SVP of Brand Studio at Fullscreen.

Follower fraud is a growing problem for brands, agencies, and media companies engaged in influencer marketing. To protect the brand and maximize campaign ROI, marketers must evaluate the integrity of each creator's audience before entering into an advocacy relationship. Using CreatorIQ's Creator Integrity Quotient, Fullscreen was able to do just that.

About CreatorIQ

CreatorIQ's Enterprise Creator Cloud helps agencies, publishers, and brands scale their influencer marketing programs.