UGC ADVERTISING IN 2022



Advertising in the Creator Ecosystem



+28% Conversion when combining UGC and paid content



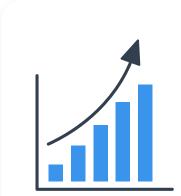
12X Engagement for video UGC over any other type



66% of Brands increased budgets for creator campaigns



\$3.58B Global UGC Market



+26.6% **CAGR UGC Market from** 2021 to 2028



96% of Brands are regularly using **Instagram Stories**



+19% Growth in influencer marketing as a sector in 2022



77% of Marketers have an influencer marketing budget



+20-50% **More Attention** UGC ads outperform conventional ads on the same topic



68% of Marketers are increasing their budgets to 10-30% of overall marketing



50 Million People consider themselves "content creators"



25% **Market Share** Projection for TikTok by 2024



and Growing TikTok is the most popular worldwide social platform after Facebook and Instagram



+10% **Ad Receptivity** TikTok ads are "more favorable" than ads on other tested platforms

Social Media Companies Investing in UGC

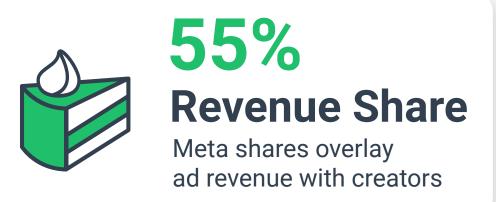
TikTok



Minutes TikTok commits to supporting longer content



150 Countries Meta globally releases Reels to drive video content





Snap paid Spotlight creators in 2021

People are influenced by shared interests, not necessarily popularity... include micro-influencers with highly engaged audiences.

Instagram For Business



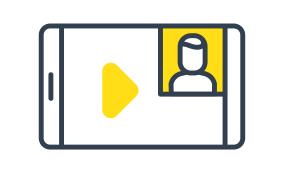
Top UGC Advertising Creative Trends



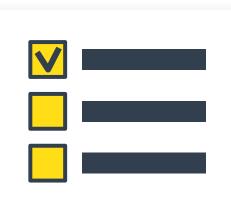
Testimonials From real users, actors, or influencers



Third-Person & POV Video of playing, winning, or using the app



Picture-in-Picture Video User and app in action at the same time

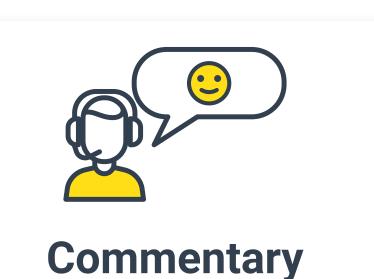


Tips & Quizzes Actors using direct address to share benefits of app



Social Connection Highlighting communication in or about the app

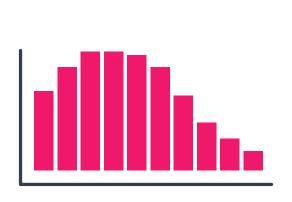
Ad Creative Averages



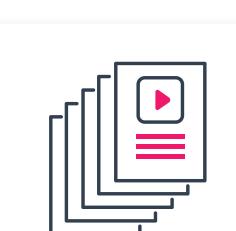
Casual real-time reactions and perspectives



85-95% of Ads Fail to outperform the best ad in your portfolio



Weeks is how long a winning ad lasts before burning out



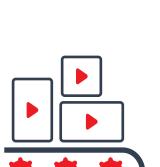
30 **Ad Concepts** is the average to yield one new winner

Our Expertise



in creative and social ad spend managed for the world's largest mobile apps and performance

advertisers



videos and images created and tested for clients each year on Facebook, Google,

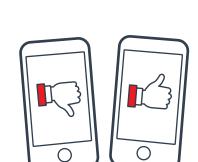
TikTok, and Snap



video ads in our creative research library, with

performance metrics by app,

company, and ad network



A/B and multivariate tests using real-time analysis and optimization through our AdRules tech platform



https://www.consumeracquisition.com/ugc-advertising-in-2022-infographic