



Q2 2023

Influence Identifier™

Top TikTok Influences for the Cat Owner Audience in Q2 2023

EARNED CHANNELS

TIKTOK

Purpose of This Research

To identify the most influential online social entities for **Animal Lover creators with a focus on cats on TikTok in Q2 2023.**

Animal Lover: Emotive & Entertaining

- Cat entertainment —funny/cute videos
- Cats in everyday situations that are relatable

Target Audience of this Research

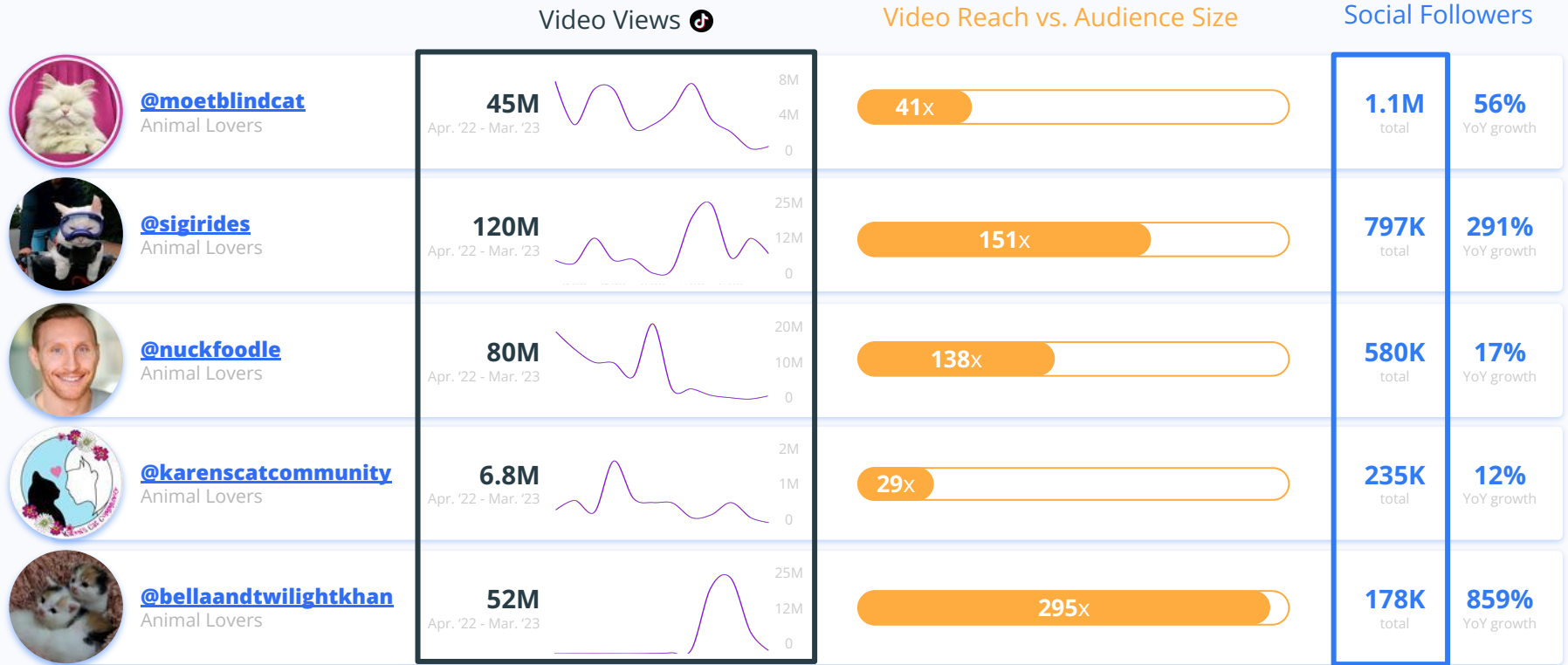
Audience members* meet the following criteria:

- ✓ **Interested in cats**
- ✓ **Located in the United Kingdom**
- ✓ **Between the ages of 25-44***
- ✓ **Majority female**

Social Creators are **Split Into Four Categories**

1. **Biggest:** These creators have very high social followings and video views, so they reach a large portion of the audience. That said, they may not generate exceptional engagement.
2. **Most Effective:** These creators reach a large portion of the audience *and* generate tons of engagements & views.
3. **Hidden Gems:** Creators with a solid following, reach, and engagement with the audience, but are small enough that they probably haven't gone mainstream yet.
4. **Rising Stars:** These creators are Hidden Gems that are growing in popularity very quickly.

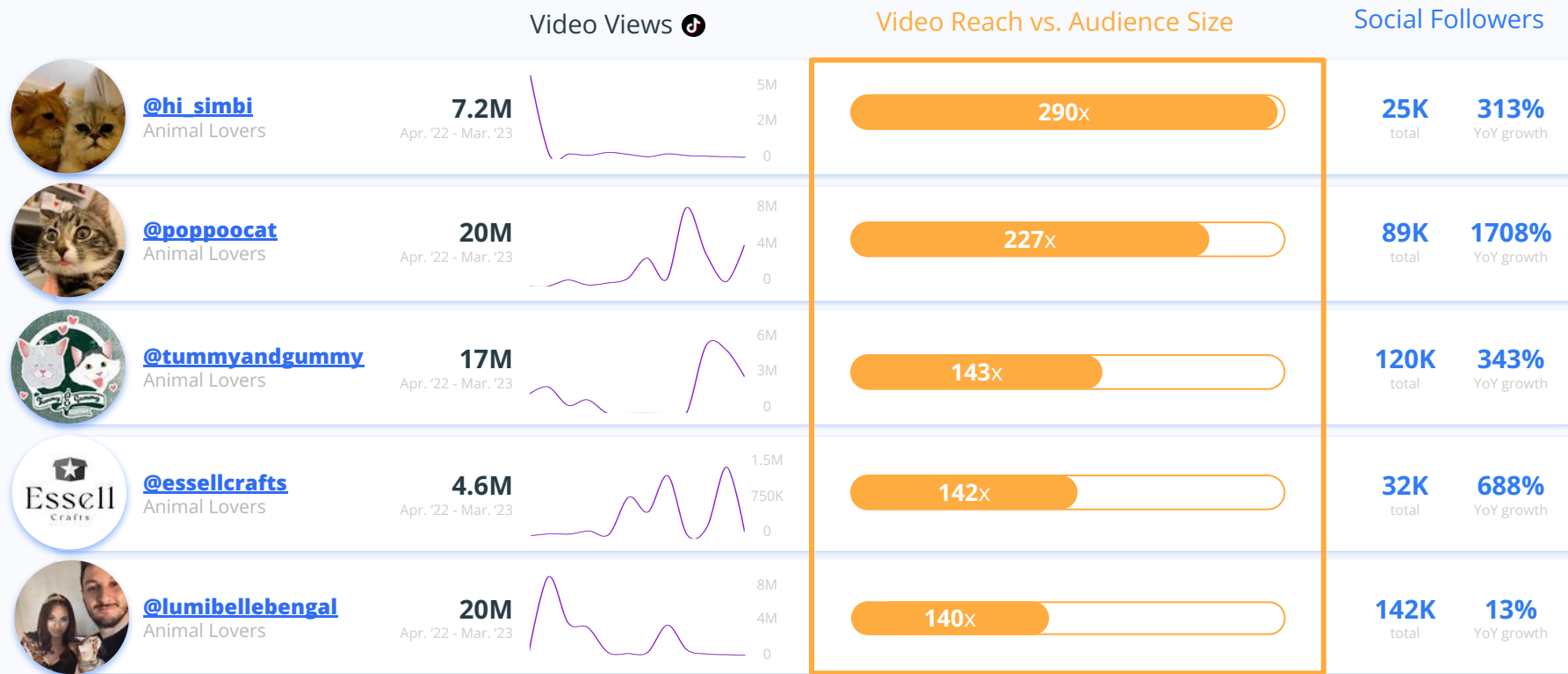
Biggest Social Creators for the Cat Owner TikTok Audience



"Biggest" = Highest social following and video views. In other words the account reaches a large portion of the audience, but may not generate exceptional engagement.

Reach score = Video views relative to audience size.

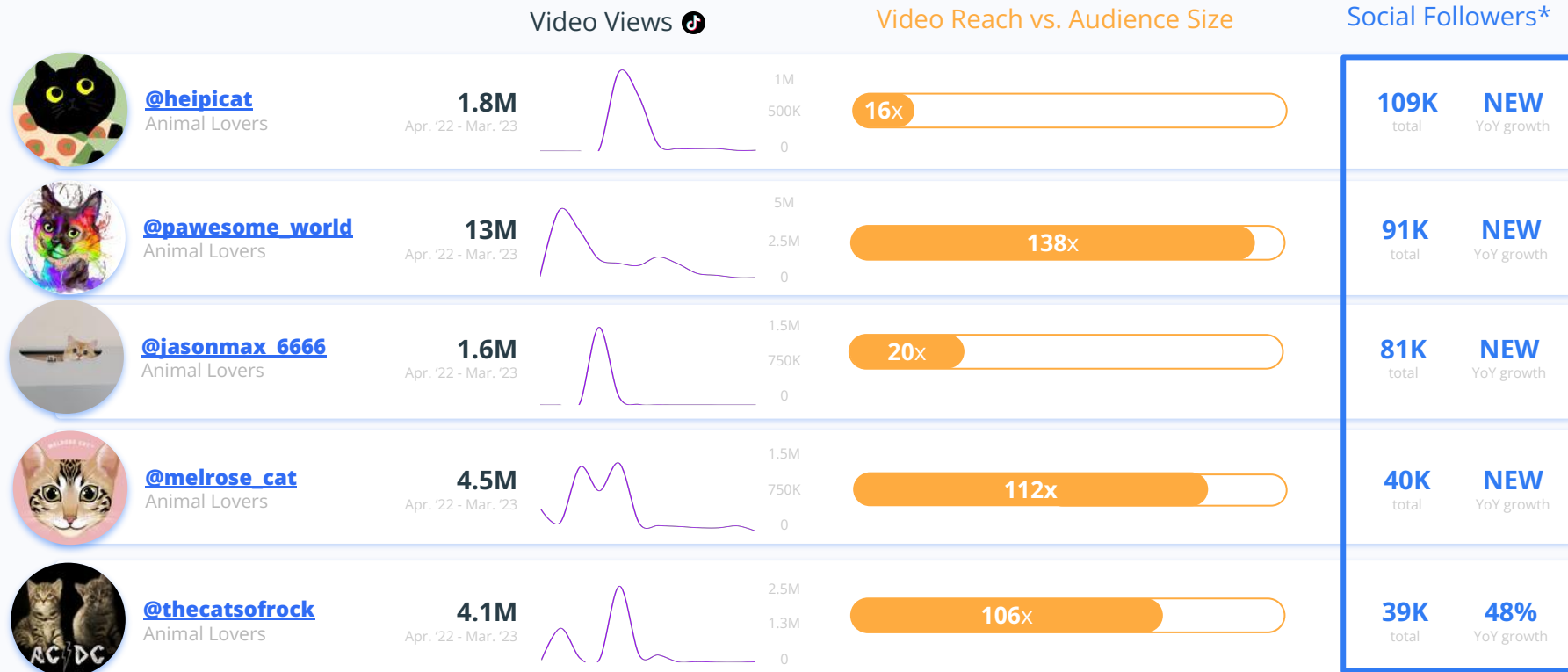
Most Effective Social Creators for the Cat Owner TikTok Audience



"Most Effective" = Highest scores for "Video Reach vs Audience Size". In other words, these accounts reach a large portion of the audience in comparison to the creators size.

Reach score = Video views relative to audience size.

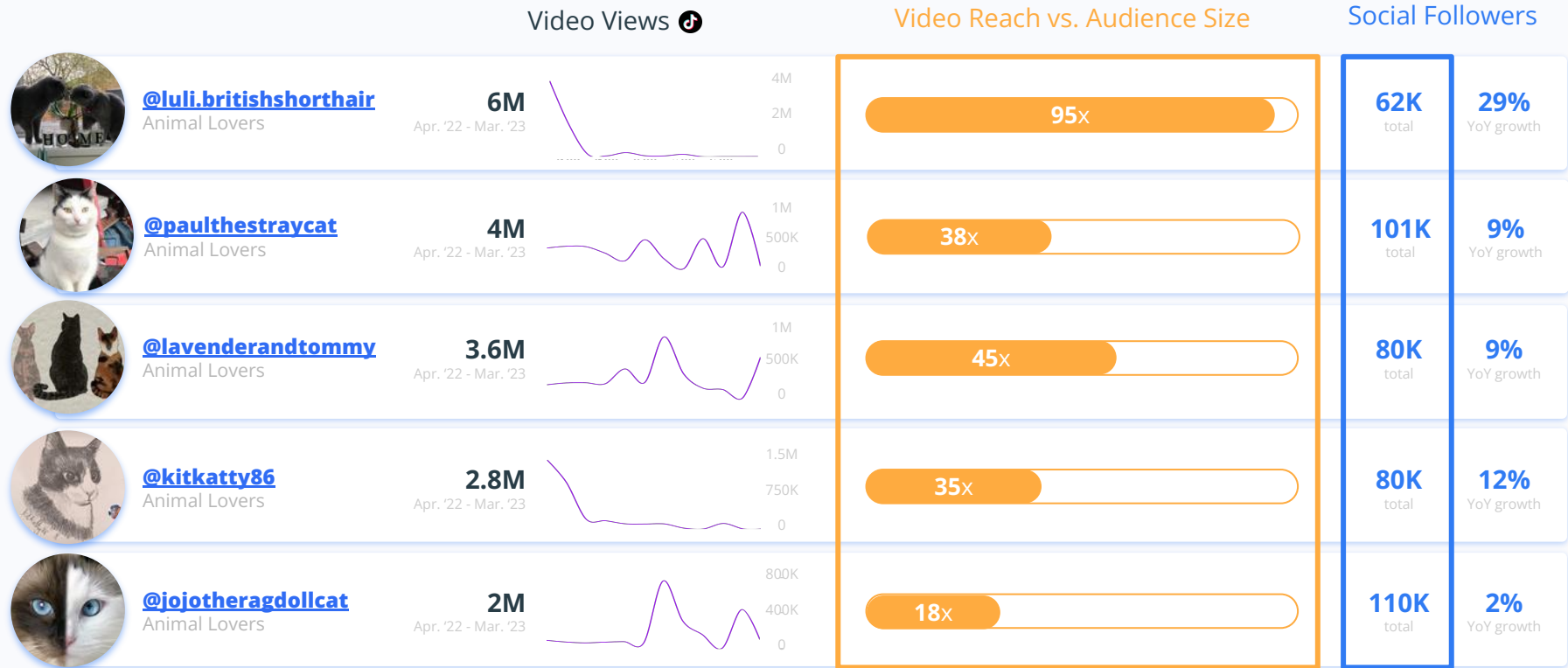
Rising Star Social Creators for the Cat Owner TikTok Audience



*"Rising Star" = Highest growth in social followers YoY

Reach score = Video views relative to audience size.*NEW means the account was made after April 2022.

Hidden Gem Social Creators for the Cat Owner TikTok Audience



"Hidden Gem" = Highest scoring accounts when combining "Video Views" and "Video Reach vs. Audience Size", but has low social following.

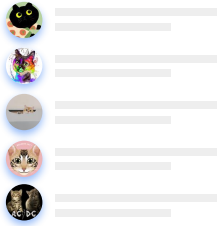
Reach score = Video views relative to audience size.

How to **Action** Influential Creators

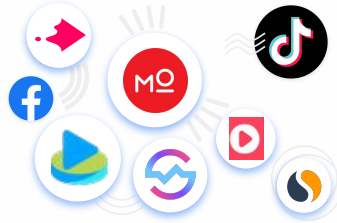
- ✓ **TikTok can be a volatile platform for Animal Lover cat content. Monitor creators with abnormal peaks in viewership like [Bella & Twilight Khan](#), [Simbi & Gizmo](#) and [Domino](#) to see what kind of content goes viral for them.**
- ✓ **Look for ambassador relationships or partnerships with cat personalities like [Moet](#), [Sigrid](#), [Melrose](#) and [Jojo](#). They have demonstrated stable video viewership over time making them consistent partners to align with.**

How the Influence Identifier™ Methodology Works


Create a "seed list" of ~10 entities who we know are very influential for our audience.



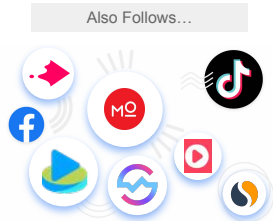
Use that seed list to drive dozens of searches for related influences in our tools.



Analyze the demographic & behaviour of each related influence's audience.

-  Simbi & Gizmo's Audience
- 48% United Kingdom
 - 64% Female
 - 22% Age 25-44

Drive more searches for influences based on confirmed audience behaviours.



Analyze influences content to identify targeted audience personas.

- Animal Lovers
- _____
 - _____
 - _____
 - _____

Sort verified influences into 4 categories.

- Cat Influences**
- | | |
|--------------------------------|--------------------------------|
| | |
| Biggest | Most Effective |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| Hidden Gems | Rising Stars |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

