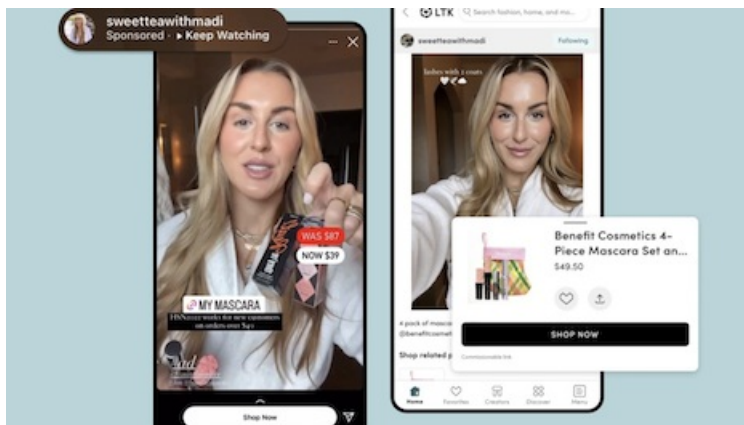


SOFTWARE AND TECHNOLOGY

## Influencer marketing platform LTK aims new media buy solution at brands

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Click-through rates for paid content improved by nearly 80 percent in a trial run of the new tool, according to the platform. Image credit: LTK

By LUXURY DAILY NEWS SERVICE

Global influencer marketing platform LTK is introducing its version of a popular form of paid advertising, one known to increase sales conversion rates across the board.

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The company has launched LTK Boost, a tool that will now allow its new and existing brand partners to natively advertise via an influencer's social account using click-through prompts, a more seamless method of engagement as compared to prior practices – previous cases often involved the routing of online audiences towards a creator's profile, typically by employing some variation of "link in bio" messaging. A trial run of the sponsored content feature garnered some participating brands an increase of up to 4X sales growth, according to the platform.

"Creators are undoubtedly having an impact on consumer shopping behaviors," said Kristi O'Brien, general manager at **LTK Brand Platform**, in a statement.

"92 percent of Gen Z a group that will make up the largest consumer segment in a few years rely on creators to inform their purchases across virtually every category," Ms. O'Brien said. "Creators are the number one most trusted source to help with purchase decisions for Gen Z and Millennials beating social media ads and celebrities.

"That's why we continue to introduce solutions like LTK Media Boosting to help brands fully harness the power of creators and reach their customers efficiently and effectively."

Up-to-speed on social

Improving the integration of digital tools comes with a bevy of perks for creators who, once approved for the LTK platform, can begin to monetize posts on Instagram, TikTok, Pinterest, Youtube and Twitter.

Following sign-up on the part of the influencer, the new paid advertising feature then enables brands working with LTK Creators to interact more directly and seamlessly with their follower bases, leading to increased engagement and decreased ad production costs.

Advertising through these individuals' social profiles presents a more authentic message, according to the platform and as evidenced by results from an initial test of the technology.



*The new advertising method is Gen Z-friendly, offering a more personal angle with the help of familiar influencers. Image credit: Getty*

Operating with the influencers at the center of this new tool, LTK Boost reports having outperformed click-through average rates from traditional social media ads by 80 percent. Participating influencers had almost 200,000 new views for every post and gained a nearly 30 percent increase in sales, according to the brand.

LTK found that millennial and Gen Z consumers show a preference for influencer content over alternatives such as peer-reviewed products, and more than content from a brand itself. As the demographic acquires more resources and spending power, the value of reaching users where they are grows in tandem.

Last year, brands invested more into LTK Creators, creating 50 percent more campaigns with the business in the last half of 2022 compared to the first six months, marking the enduring popularity of digital marketing channels ([see story](#)).

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