



# DATA REVIEW: 2024 JANUARY

PUTTING INFLUENCER  
MARKETING IN CONTEXT  
**ABOUT CORQ.**

Founded in 2016 by award-winning author Sara McCorquodale, CORQ. is the only journalist-led influencer intelligence service.

With subscribers receiving exclusive news, data analysis, trend forecasting and talent discovery every day, CORQ. is an invaluable tool for industry-leading agencies, media companies and brands.

TRUSTED BY...

**SONY**

**BBC**

ESTÉE  
LAUDER  
COMPANIES

**sky**

**McCANN** **PRIMARK®** **BuzzFeed**

**COTY**  
SINCE 1904

**ual:** university  
of the arts  
london

**ELEMIS**

**The Telegraph**

**dfs**

**THE TIMES**  
**THE SUNDAY TIMES**

**SHISEIDO**

**H&M**

**PAPIER**

**LUSH**  
FRESH HANDMADE COSMETICS

PUTTING INFLUENCER  
MARKETING IN CONTEXT

## TESTIMONIALS FOR CORQ.

**sky**

*"CORQ gives us a great overview of talent and the confidence to work with them. The newsletters keep us abreast of the latest news, and the editorial aspect separates CORQ from every other influencer platform."*

*"CORQ is a constant source of insight and inspiration. I check it religiously to ensure we are always on the front foot before brainstorm."*

**global**

**BBC**

*"CORQ gives us a brilliant overview of talent from a broad spectrum of backgrounds and crucially, the confidence that in working with them, the editorial standards of the BBC will be upheld."*

*"It's nice to know that a platform like CORQ is on top of the ever-changing landscape of influencers, trends, and industry news. CORQ is my best friend!"*

**LUSH**

**McCANN**

*"We love working with CORQ. The team has created an intuitive, powerful and useful tool that has made a huge difference to our work."*

*"CORQ is an invaluable tool that is crucial to all influencer campaigns."*

**Halpern**

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DATA CHART: TOP 50 CREATORS WHO POSTED THE MOST ADS

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WELCOME TO  
CORQ DATA  
REVIEW  
JANUARY 2024





# CONTEXT TO THIS DATA ANALYSIS

*Key background information that determined the findings of this report and caveats that must be considered in reading its results.*

This report has been compiled through analysing the Instagram accounts of 15,000 active creators in the UK from 1 January to 31 January 2024. The database we monitored for this research was curated and the metrics we have reported are based on public information. You may notice this work focuses on consumer engagement rather than performance - this is because we have not measured influencer adverts on private data such as reach.

Our figures are calculated using influencer adverts from the noted time period that were still live on 5 February 2024 and published as permanent posts. Influencer adverts that were deleted during this month or not marked clearly as advertising have not been picked up by our system and therefore are not part of this analysis.

Bearing in mind creators frequently delete commercial content, it is important to stress the data in this report is a reflection of what was live and labelled as advertising when this data was processed on 5 February.

Likes were hidden on many adverts and this has been flagged as this means we have been unable to produce a full and accurate engagement rate on this content.

## **ENGAGEMENT RATE CALCULATION FOR THIS REPORT**

This is calculated on posts as follows:  $((\text{likes} + \text{comments}) / \text{follower count}) \times 100$

## **CORQ'S COMMITMENT TO INDEPENDENT ANALYSIS**

A quick reminder of how CORQ works: We are a group of journalists and researchers who independently report on the influencer space and the creator economy. We do not represent any talent - the business is funded by subscription fees and commissioned research projects.

# HEADLINE FINDINGS

Key conclusions based on CORQ's data review of January 2024 and what they mean for you

## 1 41% of the most engaging ads were by creators who have audiences of fewer than 100K followers

The majority of the ads that had the highest engagement rates were produced by female influencers, who are based in London and aged between 25- and 34-years-old. In terms of content formats, the entire top 50 list features only Reels and Carousels.

## 2 POC creators produced 50% of the top 10 most engaging ads

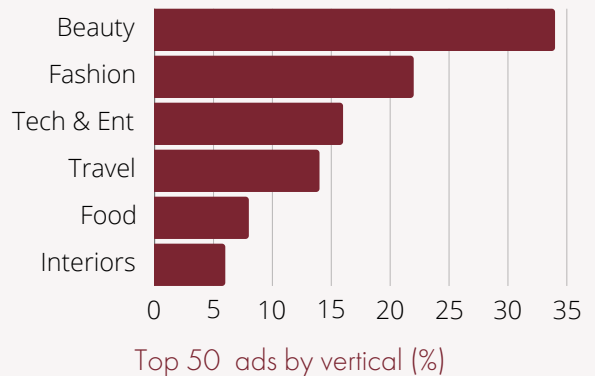
Overall, 27.4% of the top 50 ads in this list were produced by POC creators. In comparison, just 8% of the top 50 creators who posted the most ads were POC. This suggests that while these influencers are driving high consumer engagement, they are not winning a proportion of the brand work to reflect their efficacy.

## 3 51% of creator adverts were signposted incorrectly

CORQ analysed 1,565 posts made in partnership with brands throughout January. Of this number, 49% were marked clearly with the ASA-approved #ad. 23% were signposted with #PR and 27% with #gifted. One per cent was tagged with #affiliate. This suggests creators remain unaware of the language that is approved by the regulator and perhaps believe that all of these terms are recognised and interchangeable.

## 4 Tech and entertainment ads are driving highest engagement rates

The average engagement rate of top 50 creator content made in partnership with brands from this vertical was 12.2%. This was followed by interiors (7% ER), fashion (6.4% ER), beauty (5.6% ER), food (5% ER) and travel (4.7% ER). This suggests media, entertainment and tech brands are connecting well with consumers and that creators are an immediate opportunity for businesses in this vertical.



Harry Pinero (left) made two of January's most engaged ads

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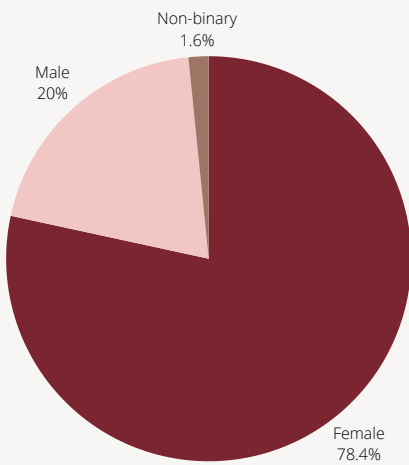
TOP 50 MOST  
ENGAGING  
CREATOR  
#ADS OF  
JANUARY 2024



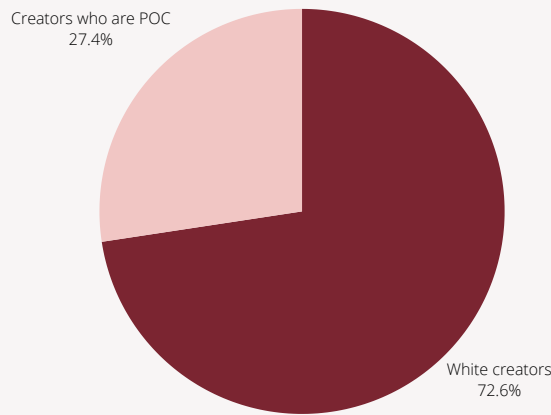


# Data analysis

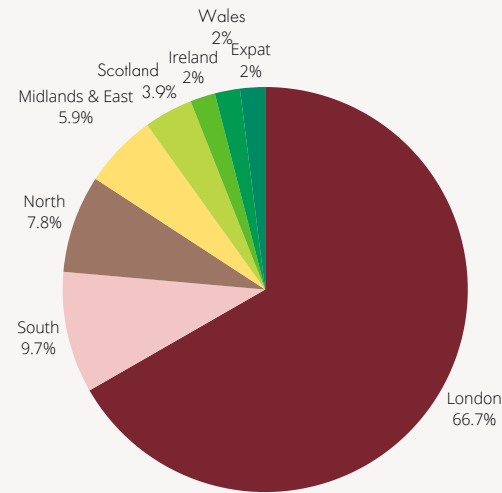
## TOP 50 CREATORS WHO DROVE HIGHEST ENGAGEMENT ON #ADS



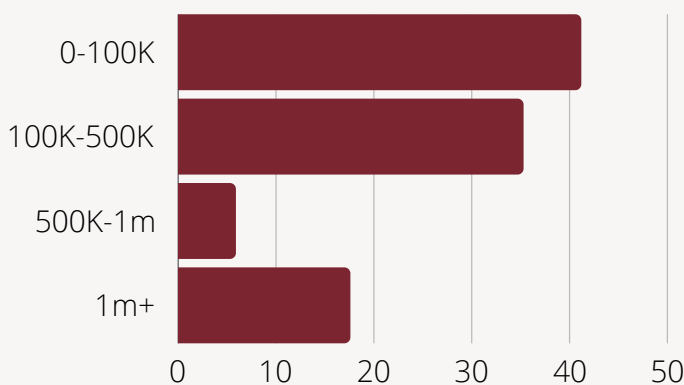
Creator breakdown by gender



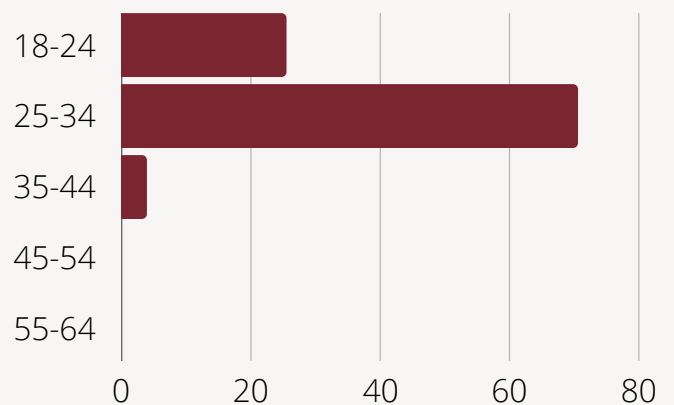
Creator breakdown by ethnicity



Creator breakdown by location



Creator breakdown by audience size (%)



Creator breakdown by age bracket (%)

January 2024

# TOP 50 MOST ENGAGING CREATOR #ADS

1. [Emma Walsh X Autosport International](#)

2. [Harry Pinero & Specs Gonzalez X Sky Sports](#)

3. [Drew / Baby Dew You X Fenty](#)

4. [Tomi Adebayo X Kia](#)

5. [Tanya Manhenga X Fashion Nova](#)

6. [Kate Rose Morgan X Graham & Brown](#)

7. [Harry Pinero X Holiday Inn](#)

8. [Amelia Dimoldenberg X The Academy](#)

9. [Jack Callaghan X Dyson](#)

10. [Dr Ewoma Ukeleghe X Ren Skincare](#)

11. [Danielle Marcan X YSL Beauty](#)

12. [Sophie Cairns X White Fox Boutique](#)

13. [Charlie Craggs X The Body Shop](#)

14. [Milly Pickles X ASOS](#)

15. [Jilly Isabella X Oh Polly](#)

16. [Fiona Irene X Rare Beauty](#)

17. [Tara Maynard X ASOS](#)

18. [Indiyah Polack X Topicals](#)

19. [Luke Worthington X The i Paper](#)

20. [Issy Sedgwick X Tony Chocolonely](#)

21. [Sasha Lillie X Look Fantastic](#)

22. [Samantha Harvey X Maybelline](#)

23. [Miriam Mullins X Lindahls](#)

24. [Genevieve Harris X Sézane](#)

25. [Kseniia X Somerset House](#)

ER (%)

35.5

15.5

15.3

14.4

14.4

12.8

12

10.3

10.3

10.2

10

9.6

9.6

9.1

9

7.1

6.7

6.3

6

5.6

4.8

4.6

4.6

4.4

4.4

January 2024

# TOP 50 MOST ENGAGING CREATOR #ADS

- 26. [Vickie Neave X West Elm](#)
- 27. [Charlotte Collins X Marks & Spencer](#)
- 28. [Maddie Borge X Made.com](#)
- 29. [Isabelle Kate Munroe X Sephora / Milk Makeup](#)
- 30. [Ed Stambollouian X Let's Eat Balanced](#)
- 31. [Ellie Kelly X My Adventure Project](#)
- 32. [Starlet X Nivea](#)
- 33. [Ellen Brockbank X Bershka](#)
- 34. [Brogan Mooney X P&O Cruises](#)
- 35. [Alex Thomas-Smith X Smiles & Smiles](#)
- 36. [Evie Clark X My Adventure Project](#)
- 37. [Jack Callaghan X Dyson](#)
- 38. [Grant Donaldson X Boots](#)
- 39. [Amy Pohl X Gymshark](#)
- 40. [Kalia Lia X Under Armour](#)
- 41. [Chelsea Uchenna X Studio by Superdrug](#)
- 42. [Matthew & Ryan X Walt Disney World](#)
- 43. [Jamelia Got The Juice X Lounge](#)
- 44. [Jodie Nixon X Tajin](#)
- 45. [Ekin-Su X B Perfect Cosmetics](#)
- 46. [Maddie Borge X Virgin Trains](#)
- 47. [Colleen Milner X Boots](#)
- 48. [Sunpi X Metaquest](#)
- 49. [Michele Manteaw X Method](#)
- 50. [Lena Bagrowska X YSL Beauty](#)

ER (%)
4.3
4
4
3.9
3.9
3.7
3.6
3.6
3.5
3.5
3.3
3.3
3.3
3.1
3.1
3
3
3
3
2.9
2.7
2.7
2.5
2.5
2.4

CORQ.

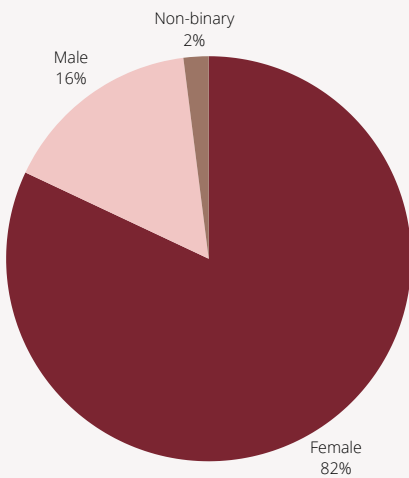
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TOP 50  
CREATORS  
WHO POSTED  
MOST #ADS

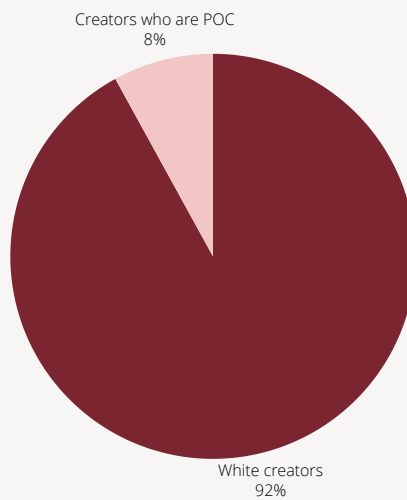


# Data analysis

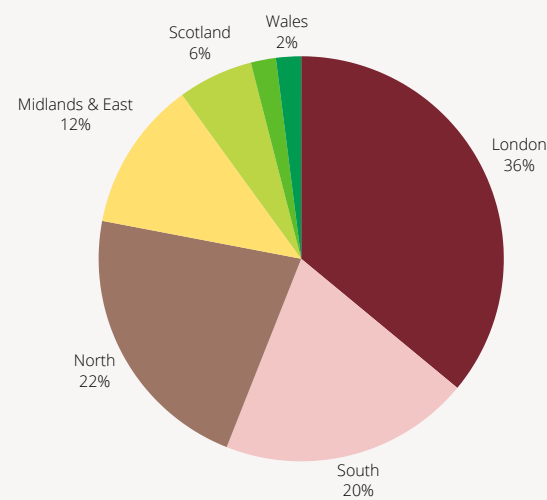
## TOP 50 CREATORS WHO POSTED THE MOST #ADS



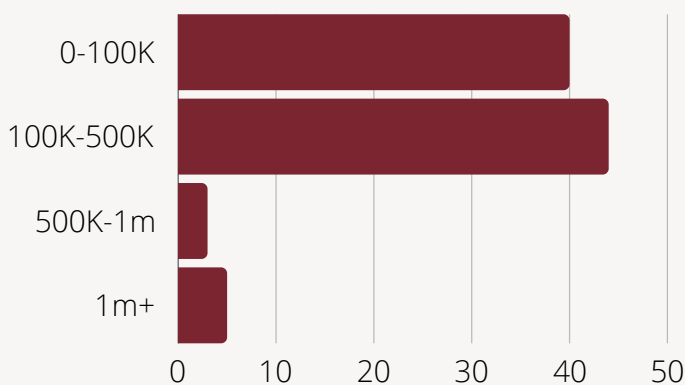
Creator breakdown by gender



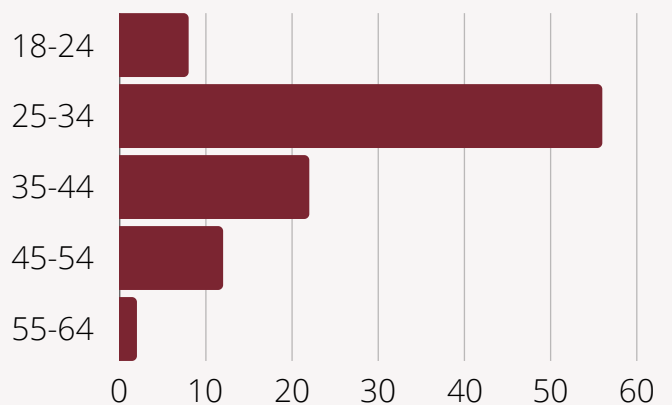
Creator breakdown by ethnicity



Creator breakdown by location



Creator breakdown by audience size (%)



Creator breakdown by age bracket (%)

January 2024

# TOP 50 CREATORS WHO POSTED THE MOST #ADS

	No. of #ADs	Engagement Rate %
1. <a href="#">Jordan Emily @hellomissjordan</a>	20	0.7
2. <a href="#">Sara @welliesandchampagne</a>	15	Likes hidden
3. <a href="#">Gina Jackson @ginagoesto</a>	14	Like hidden
4. <a href="#">Kitty Cowell @kittycowell</a>	11	Like hidden
5. <a href="#">Em Sheldon @emshelx</a>	9	Likes hidden
6. <a href="#">Lauren Gourlay @laurensravings</a>	8	0.4
7. <a href="#">Kate Lonsdale @thesilvercat</a>	6	1.2
8. <a href="#">Leanne White @leanne.white_</a>	6	Likes hidden
9. <a href="#">Genevieve Harris @mrs_trufflepig</a>	6	2.1
10. <a href="#">Ben Pechey @benpechey</a>	6	1.3
11. <a href="#">India Moon Clifton @indiaamoon</a>	6	1.3
12. <a href="#">Sian Westley @sianwestley</a>	6	1.6
13. <a href="#">Hayley Karseras @ladyofthemanor77</a>	6	1
14. <a href="#">Helen Nuttall @instyle_helen</a>	6	0.3
15. <a href="#">Jo-Ann Alari @joannalari</a>	5	1.2
16. <a href="#">Shelby Cronin @shelbycronin</a>	5	8.6
17. <a href="#">Lorna Andrews @lornaluxe</a>	5	0.6
18. <a href="#">Lovely Amusan @lovely_amusan</a>	5	0.5
19. <a href="#">Chloe Butler @chloekathbutler</a>	5	Likes hidden
20. <a href="#">Kirsty Anne Marr @kirstyannemarr</a>	5	0.1
21. <a href="#">Aylsa Hopps @hoppshouse</a>	5	Likes hidden
22. <a href="#">Sophie Hannah Richardson @sophiehannah</a>	5	1.2
23. <a href="#">Eleanor Barks @eleanorbarks</a>	5	Likes hidden
24. <a href="#">Izzy Manuel @izzy_manuel</a>	4	Likes hidden
25. <a href="#">Alicia Roddy @lissyroddy</a>	4	Likes hidden

January 2024

# TOP 50 CREATORS WHO POSTED THE MOST #ADS

	No. of #ADs	Engagement Rate
26. <a href="#">Nina Heather Lea @ninaheatherlea</a>	4	Likes hidden
27. <a href="#">Sali Hughes @salihughes</a>	4	1.6
28. <a href="#">Kris @howaythescran</a>	4	0.6
29. <a href="#">Nik &amp; Reece @newfoodsuk</a>	4	0.2
30. <a href="#">Helen Brookes @40plusnotgivingupyet</a>	4	0.3
31. <a href="#">Gaz Oakley @gazoakley</a>	4	Likes hidden
32. <a href="#">Yasmin Johal @yasminjohalx</a>	4	2
33. <a href="#">Wendy H Gilmour @thankfffi</a>	4	1.4
34. <a href="#">Bettina Campolucci-Bordi @bettinas_kitchen</a>	4	0.2
35. <a href="#">Bianca Westwood @biancawestwood</a>	4	0.8
36. <a href="#">Mary Bedford @mary_bedford</a>	4	0.9
37. <a href="#">Pia Grace @piavibekegrace</a>	4	0.6
38. <a href="#">Lena Bagrowska @lenkalul</a>	4	3.6
39. <a href="#">Ben Rebuck @bensvegankitchen</a>	4	0.8
40. <a href="#">Izzy Judd @mrs_izzyjudd</a>	4	0.3
41. <a href="#">Katie Todd @veganfoodenthusiast</a>	4	0.8
42. <a href="#">Alexandra Teasdale @alexandratealeaf</a>	4	0.2
43. <a href="#">Jessica Millichimp @jessontheplusside</a>	4	1.2
44. <a href="#">Calum Harris @calumharris</a>	4	2
45. <a href="#">Toby Inskip @eatingwithtod</a>	4	1.2
46. <a href="#">Claudia Berresford @claudia_berresford</a>	4	0.4
47. <a href="#">Reece Smith @littleedwardian</a>	4	1.6
48. <a href="#">Sinead O'Brien @sineadscurvystyle</a>	3	0.6
49. <a href="#">David Olu @davidolu</a>	3	0.5
50. <a href="#">Maddie Borge @macerlyofficial</a>	3	2.3

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MARKETING IN CONTEXT

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