

 HypeFactory ×  HypeAuditor

STATE OF INFLUENCER MARKETING IN GAMING

Why this report matters

Gaming has transitioned to a niche form of entertainment to a booming **\$200 billion+ industry**. But as this space changes, **traditional advertising is losing its grip on gamers**.

Today's players don't trust run-of-the-mill brand ads. They trust **the creators they follow**, the streamers they watch, and the communities they engage with. Influencers have become essential for **driving discovery, building player communities, and ultimately influencing game adoption**.

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To create this report, we interviewed over 50 industry experts – from gaming publishers and influencer marketing agencies to content creators and platform representatives. This collective expertise and real-world insights are the basis of this report.
It is an up-to-date and practical guide for brands looking not only to enter the world of gaming, but to thrive in it.



Alexander Frolov, CEO & Cofounder at HypeAuditor

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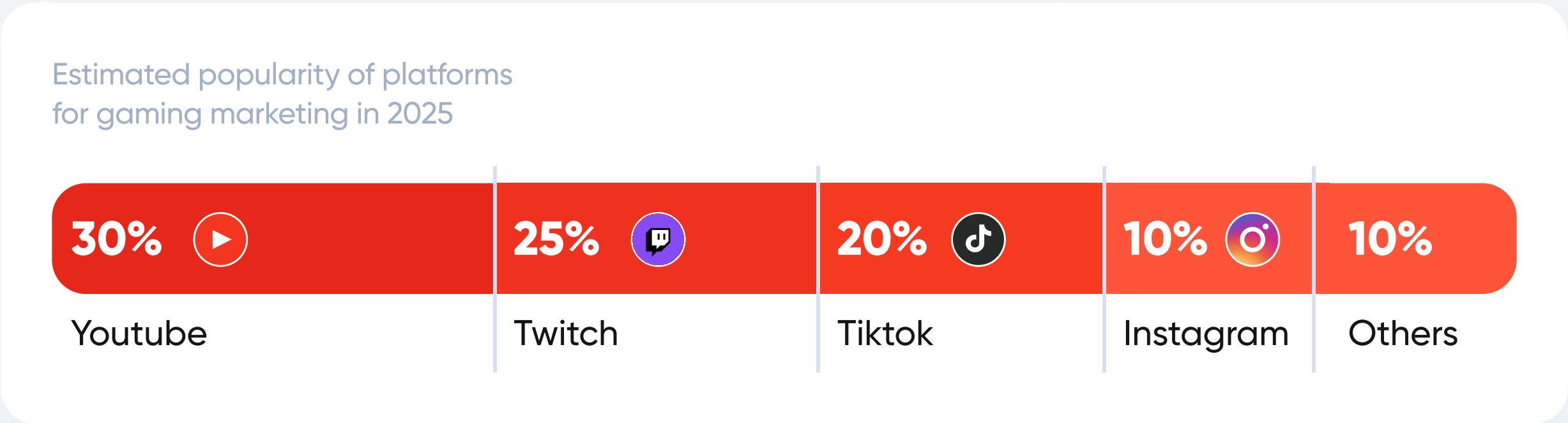
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Key Takeaways for Marketers

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What works in 2025



10%

Instagram

10%

Others

Platform	Game types	Content format	Why it works
Twitch	PC and hardcore games	Long gameplay streams	Builds deep community engagement, real-time reactions
YouTube	All types	Let's Play videos, 2-min integrations, reviews	Longevity + SEO discoverability
TikTok	Mobile games	Short gameplay clips, memes	Fast viral reach, UGC-friendly
Instagram	Mobile games, lifestyle games	Stories, Reels, broadcast channels	Quick links for installs, casual engagement
Bilibili (China)	All types	Long videos, influencer collab	High engagement, trusted platform for younger gamers
Facebook	All types	Short and long videos	Still dominant platform, especially for Android-first users

Instagram for gaming influencer marketing – insights from the industry

✓ Strengths

Ideal for mobile game promotions

Instagram performs well for **casual mobile games** and **lifestyle-friendly games**, especially those with strong visual appeal or a social angle (puzzle games, match-3, casual simulators). This is because Instagram users lean more toward **entertainment-first content** rather than hardcore gameplay analysis.

Stories & broadcast channels stand out

→ **Stories** with swipe-up links (or sticker links) are **effective for quick installs** – especially when paired with promo codes or limited-time offers.

→ **Broadcast channels** (a newer format) offer a more **direct communication line** from influencers to their followers, making them effective for updates, exclusive content, and timed offers.

Instagram's visual-first nature promotes games

For games with **strong aesthetics** (stunning graphics, creative world design, character customization), Instagram serves as a **natural showcase**.

Short-form videos still perform

Instagram Reels, although less explosive than TikTok, still offers **respectable organic reach** for gameplay clips, challenges, or **trailer-style content**. Combined with trending audios, this can help **spark curiosity** around a game.



The short video format continues to gain popularity, and in general, we see that this format not only increases the chances of virality, but also significantly increases the conversion of the product over time.

In addition, such content is more often included in trends, which significantly increases the visibility of the product.

And the future belongs to AI content: we see that such videos are often not inferior to regular ones in terms of conversion, and the ROI is higher due to the low cost of production.



Tencent Games Team



Instagram for gaming influencer marketing – insights from the industry

× Limitations

Not the best fit for hardcore or PC games

Instagram isn't where **hardcore gamers** go for deep-dive content or live gameplay streams – those audiences stick to Twitch and YouTube. If the game relies on strategy, complex gameplay, or esports appeal, Instagram plays more of a **supporting role** than a lead channel.

Engagement can be superficial

While likes and views may look good, the actual **conversion to installs** tends to be lower than platforms like **Twitch or YouTube**, where the audience spends more time with the content.

Limited community-building

Instagram is less effective at building **long-term communities** around games. Gaming audiences prefer platforms with **comment threads, forums, or real-time chats** – areas where Instagram still lags behind Discord or Twitch.

When to use Instagram in gaming campaigns

- Casual or lifestyle games targeting **broader audiences** (e.g., puzzle games, fashion-themed games).
- **Pre-launch hype** with teaser visuals, countdown Stories, and influencer-hosted Q&As.
- **Post-launch bursts** – quick, engaging Stories with swipe up (or sticker link) to download.
- Complementing a **Twitch or YouTube campaign** – use Instagram to reinforce the message through influencer cross-posting and behind-the-scenes content.

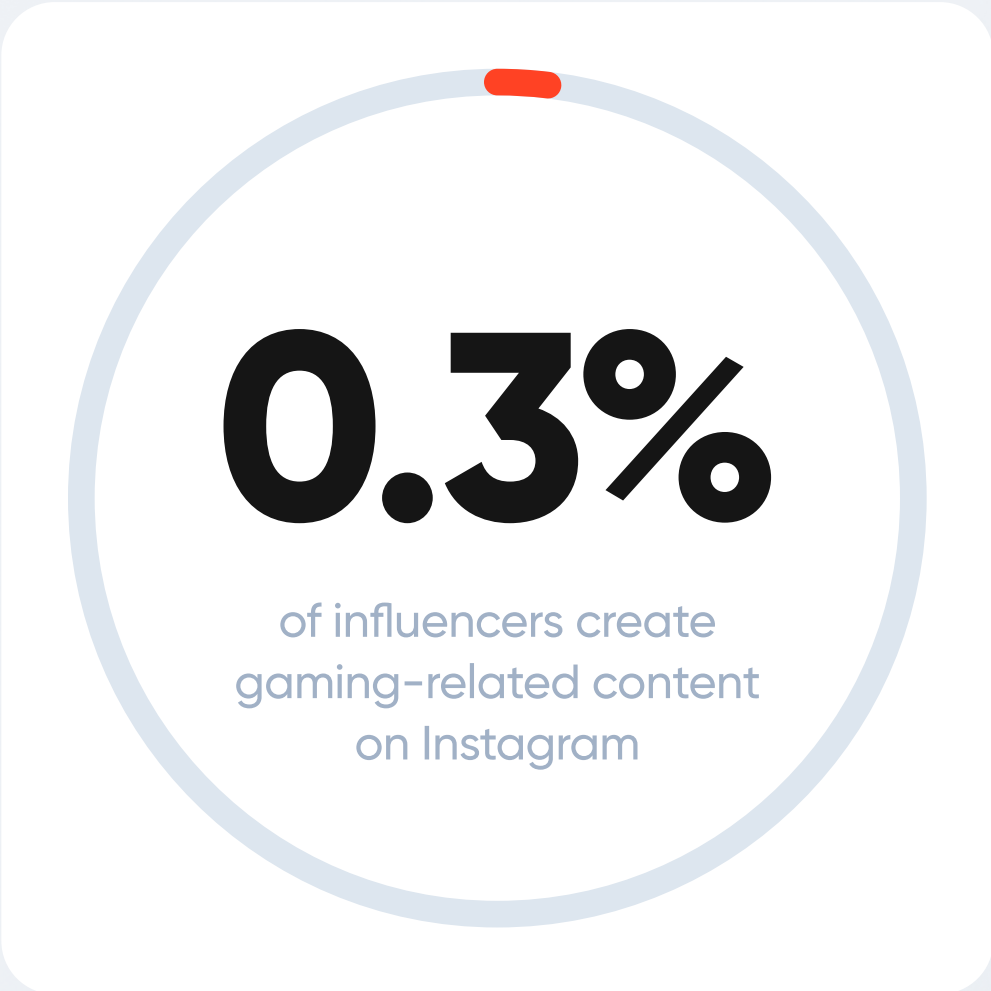
Campaign stage	Instagram's impact
Awareness	✓ Good (visual teasers, influencer Reels)
Consideration	! Moderate (short influencer gameplay clips)
Conversion	✓ Strong for Story linkouts & broadcast channel drops
Community building	✗ Weak (compared to Twitch, Discord, YouTube)

Final verdict:

Instagram is **not a standalone solution** for serious gaming campaigns, but it's a **valuable supporting player** – particularly for **mobile and casual games**, lifestyle-friendly releases, and influencer-driven storytelling. It works best when combined with **Twitch (live gameplay)** and **YouTube (deep-dive content)** to form a **multi-platform strategy**.

Instagram gaming influencers

Distribution of Instagram gaming influencers by country



Country	Influencer accounts	% of influencers
 US	22,097	19.9
 Brazil	12,163	11.0
 UK	7,082	6.4
 Japan	6,476	5.8
 India	5,499	5.0


The United States leads with **22,097 gaming influencers**, making up **19.9%** of the total, indicating a strong gaming content creator presence.


Brazil follows with 12,163 influencers (11.0%), reflecting the country's growing gaming and streaming culture.


The United Kingdom has 7,082 influencers (6.4%), while **Japan** comes close with **6,476 influencers (5.8%)**, showing a strong interest in gaming content.



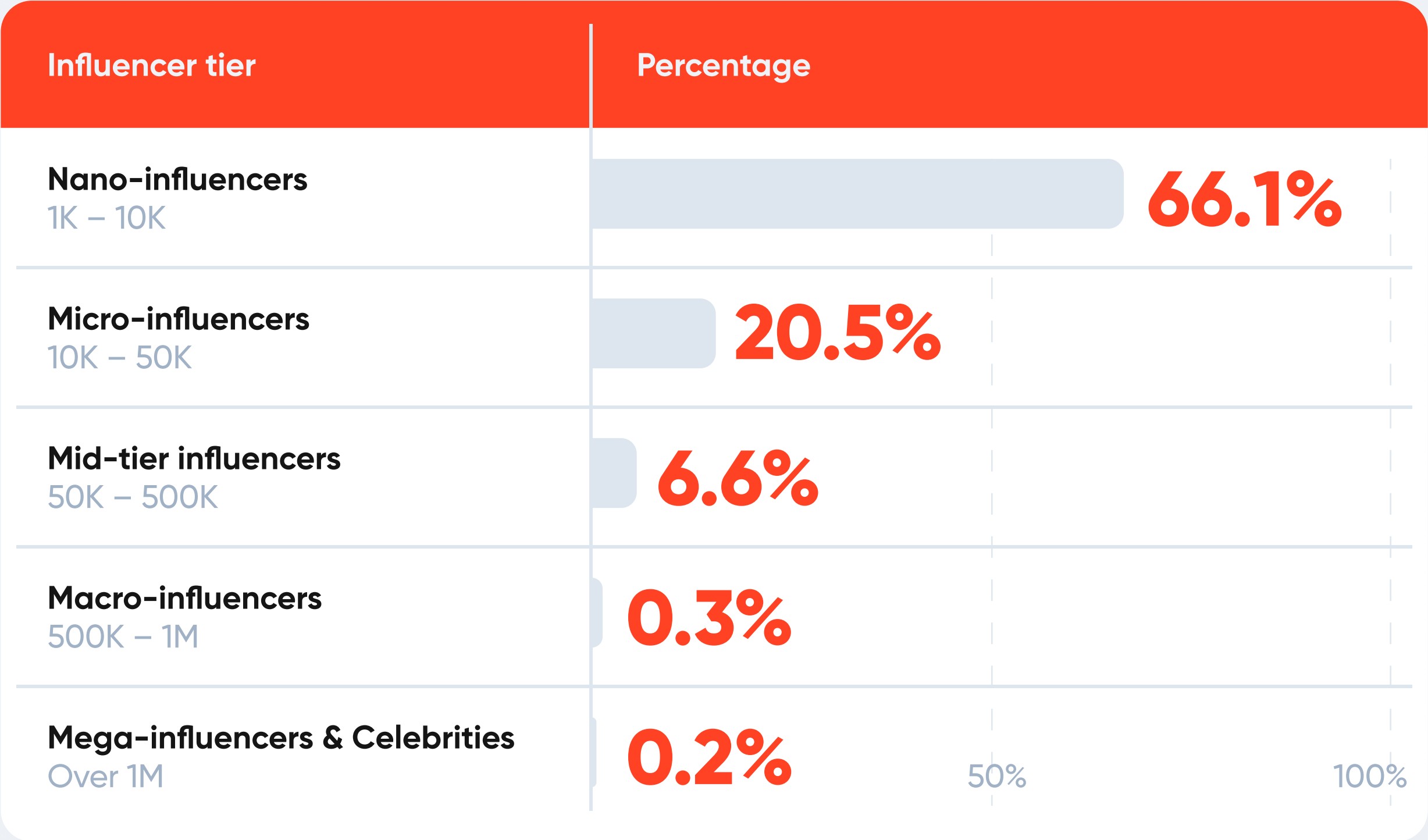
Short-form videos on TikTok and Instagram Reels showcasing gameplay highlights, challenges, or "how-to" tips, resonate well with younger audiences.

Benjamin Sagnier, Co-founder at Drafted Management



Two thirds of gaming Instagram creators are nano-influencers

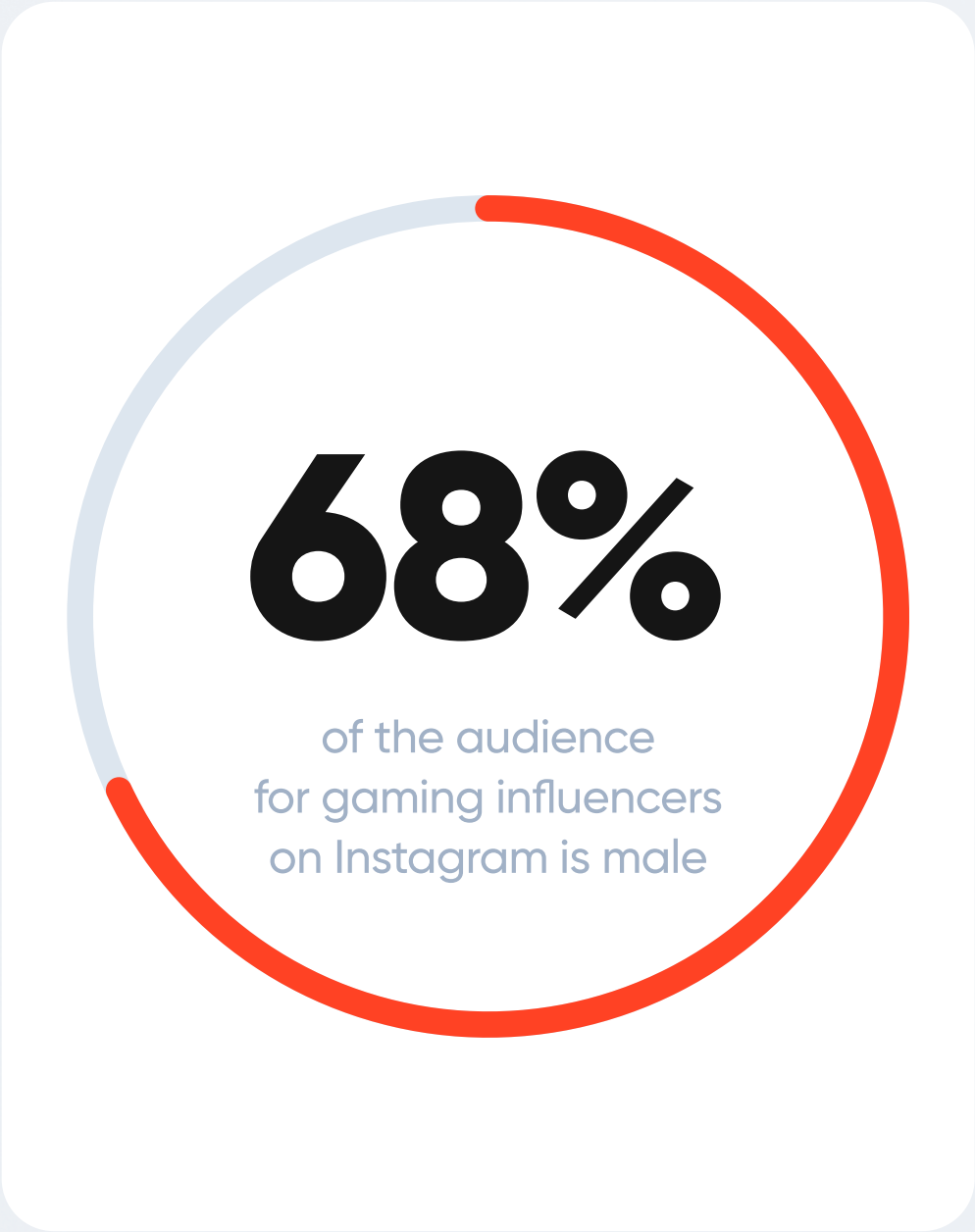
Distribution of Instagram gaming influencers by tier



The audience for gaming influencers on Instagram

Distribution of Instagram gaming audience by age and gender

Age range	Female	Male
13-17	3.7	4.7
18-24	12.4	18.9
25-34	11.3	31.4
35-44	2.7	8.8
45-54	1.0	3.5
55+	0.5	1.0
Total	31.6	68.4



Gaming influencers on Instagram have a heavily male-skewed audience (68.4% male vs. 31.6% female).

The most engaged audience is aged 18-34, making up over 74% of the total.

Older demographics (35+) show declining interest, making up only around 17% of the audience.

Females are relatively more engaged in the 18-24 range, but the gender gap widens significantly in older groups.

This distribution suggests that **gaming brands targeting Instagram should focus on males aged 18-34**, as well as brands aiming for a **female gaming audience** – they might also find better traction zoning in on the **18-34 segment**.

Instagram gaming influencers outperform the average influencer in terms of engagement rate

Instagram engagement rate is the sum of likes and comments divided by followers,*100%

	ER all	ER gaming	Likes all	Likes gaming	Comments all	Comments gaming
Nano 1k-10k	2.6%	2.8%	60	68	2	2
Micro 10k-50k	1.0%	1.7%	168	323	5	5
Mid-tier 50k-500k	0.8%	1.5%	794	1,520	14	17
Macro 500k-1M	0.8%	1.1%	5,086	7,860	57	65
Mega Over 1M	0.9%	1.1%	15,886	1,8482	132	109
Weighted average	2.5%	2.6%	63	96	2	3



We have also found success with Instagram stories with the clickable linkout in a sticker within the story. This is only 24 hours of traffic but does prove to be effective.

Andrew Franz, Founder at Panel



Top growing gaming brand accounts on Instagram in 2024

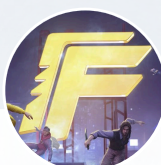
Account	Instagram followers	2024 follower growth	% follower growth	ER (%)
 brawlstars	2.8M	2.8M	67.2	1.62
 royalmatch	1.7M	2.7M	49.6	0.03
 freefirebr_oficial	1.5M	1.4M	12.0	0.09
 fortnite	1.1M	1.1M	4.2	0.32
 subwaysurfers	1.1M	0.93M	30.9	0.08
 monopolygo	2.6M	0.89M	23.9	0.04
 freefirelatam	2.6M	0.84M	10.0	0.14
 minecraft	2.6M	0.80M	8.5	1.55
 mpl.id.official	2.6M	0.79M	12.5	0.15
 olzhas_games	2.6M	0.78M	11.7	0.52



Brawl Stars (@brawlstars) leads the ranking, gaining **2.84M new followers** in 2024, marking a massive **67.2% growth** – the highest percentage increase among the top 10. Its engagement rate (ER) is 1.62%, which is among the strongest in this list.



Royal Match (@royalmatch) is the second fastest-growing account, adding **2.65M followers (+49.6%)**. However, its **engagement rate (0.03%) is extremely low**, suggesting that most of its growth might come from paid promotions rather than organic interactions.



Free Fire Brazil (@freefirebr_oficial) holds third place, gaining **1.41M followers** with a **12.0% growth rate**. Despite this growth, its **ER is low at 0.09%**, indicating weaker engagement relative to its massive audience of **13.1M followers**.

The games on the list represent battle royale, hyper-casual, and esports mobile titles, which are growing the fastest due to their accessibility, fast-paced gameplay, and broad appeal.



Top growing gaming influencers on Instagram in 2024

Account	Instagram followers	2024 follower growth	% follower growth	ER (%)
 <u>raistarff</u>	4.7M	1.7M	61	13.0
 <u>dinocornel</u>	1.6M	1.2M	326	3.2
 <u>poderosobaguall</u>	1.2M	0.97M	432	2.3
 <u>tha.loiira</u>	1.2M	0.91M	310	0.1
 <u>ig_jonathangaming</u>	3.9M	0.88M	29	21.9
 <u>oldtttime101</u>	1.1M	0.87M	382	0.4
 <u>ovirtuu</u>	1.4M	0.84M	147	0.5
 <u>aditech</u>	2.5M	0.83M	51	6.3
 <u>ricky_1m</u>	0.94M	0.82M	641	0.9
 <u>itzborn2kiill</u>	0.89M	0.77M	636	4.9

YouTube for gaming influencer marketing – insights from the industry

✓ Strengths

YouTube is the king of searchable content

YouTube remains **the top platform for evergreen game content**. Tutorials, reviews, Let's Plays, and game guides don't just generate views during a campaign launch – they drive traffic for **months or even years** afterward because of **YouTube's search algorithm**.

YouTube is perfect for all game types

Whether it's **mobile games, PC/console titles, or even indie projects**, YouTube is versatile enough to cover all of them.

- **Mobile games:** Short-form gameplay reviews.
- **AAA titles:** In-depth analyses and walkthroughs.
- **Niche games:** Community-driven guides and lore explorations.

Diverse content formats work well on YouTube

Whether it's mobile games, PC/console titles, or even indie projects, YouTube is versatile enough to cover all of them.

- **Full Let's Plays** for deep engagement.
- **2-5 minute sponsored integrations** for seamless promotion inside regular content.
- **YouTube Shorts** for quick, trend-driven exposure (especially good for mobile games).

Influencers build strong communities around them

Gaming creators on YouTube **build long-term trust** with their audiences. Their recommendations are seen as **authentic and informed**, especially if they cover a genre consistently (e.g., strategy, FPS, RPG).

YouTube is currently one of most popular platforms for gaming advertisements.

The platform supports long-form video content, making them ideal for uploading full-length game streams and in-depth reviews.



Dasha Arzhanik, Head of Influencer Marketing at HypeFactory

YouTube for gaming influencer marketing – insights from the industry

× Limitations

Production time & cost is high

YouTube content typically takes **longer to produce** compared to quick TikToks or Instagram Stories. For brands with **tight timelines**, this can be a challenge.

YouTube results in less immediate action

Unlike Instagram Stories or TikTok, YouTube doesn't have **instant swipe-up mechanics** that drive direct downloads in one tap. Its strength is **consideration and deep research**, not impulse installs.

YouTube is an overcrowded space

Every major game invests in YouTube. **Standing out requires either strong creative concepts** or big-budget collaborations. Smaller games might struggle to get coverage unless they are highly unique or the influencer is personally interested.

When to use YouTube in gaming campaigns

- **Pre-launch buzz** – influencer trailer reactions, “first impressions” videos, speculation content.
- **Launch window** – influencer gameplay videos, reviews, walkthroughs.
- **Post-launch momentum** – guides, DLC coverage, tips & tricks content.
- Ideal for **PC/console games**, as well as mobile games targeting **core gamers** (strategy, RPG, shooters).

Campaign stage	Instagram's impact
Awareness	✓ Excellent (trailers, unboxings, previews)
Consideration	✓ Excellent (reviews, deep dives, gameplay analysis)
Conversion	! Moderate (link in description works but not as direct as Stories)
Community building	✓ Strong (long-term subscribers, comment discussions)

Final verdict:

YouTube is **indispensable** for gaming influencer marketing in 2025. It's the **most trusted platform for deep-dive content** and the **only major platform with lasting search visibility**. However, it works best when combined with faster, action-oriented platforms like **TikTok or Instagram** to drive **instant installs** – and **Twitch** to capture live launch moments and community hype.

YouTube gaming influencers

Distribution of YouTube gaming influencers by country



Country	Influencer accounts	% of influencers
US	44,842	18.1
Germany	12,886	5.2
UK	9,683	3.9
France	9,595	3.9
Brazil	8194	3.3

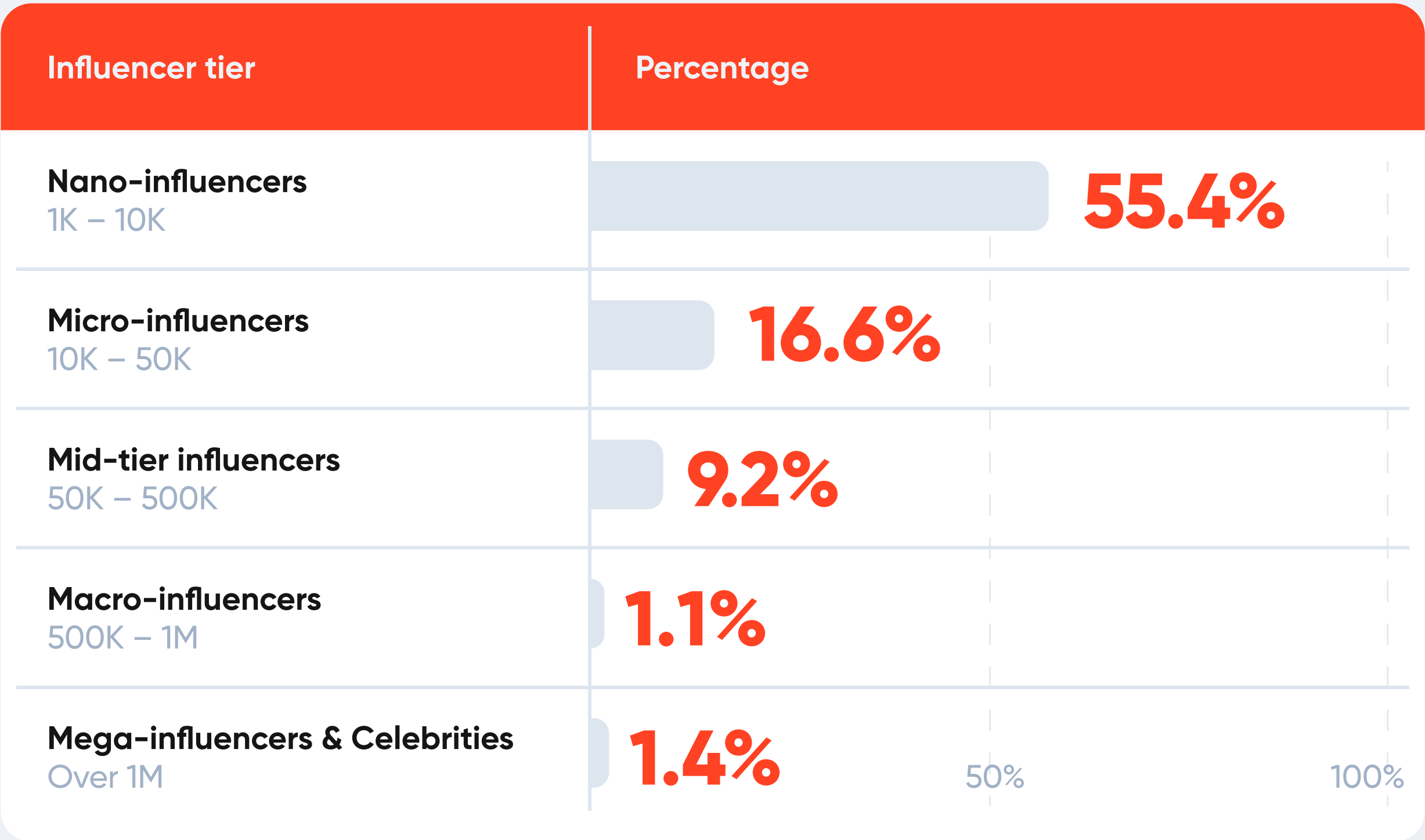
The US dominates, but European countries (Germany, UK, France) collectively make up a significant chunk.

Emerging markets like Brazil are rapidly catching up, reflecting the global nature of gaming content on YouTube.

This distribution suggests that successful gaming brands or campaigns need **localized strategies** to engage these major markets effectively.

Over half of Gaming YouTube creators are nano-influencers

Distribution of YouTube gaming influencers by tier

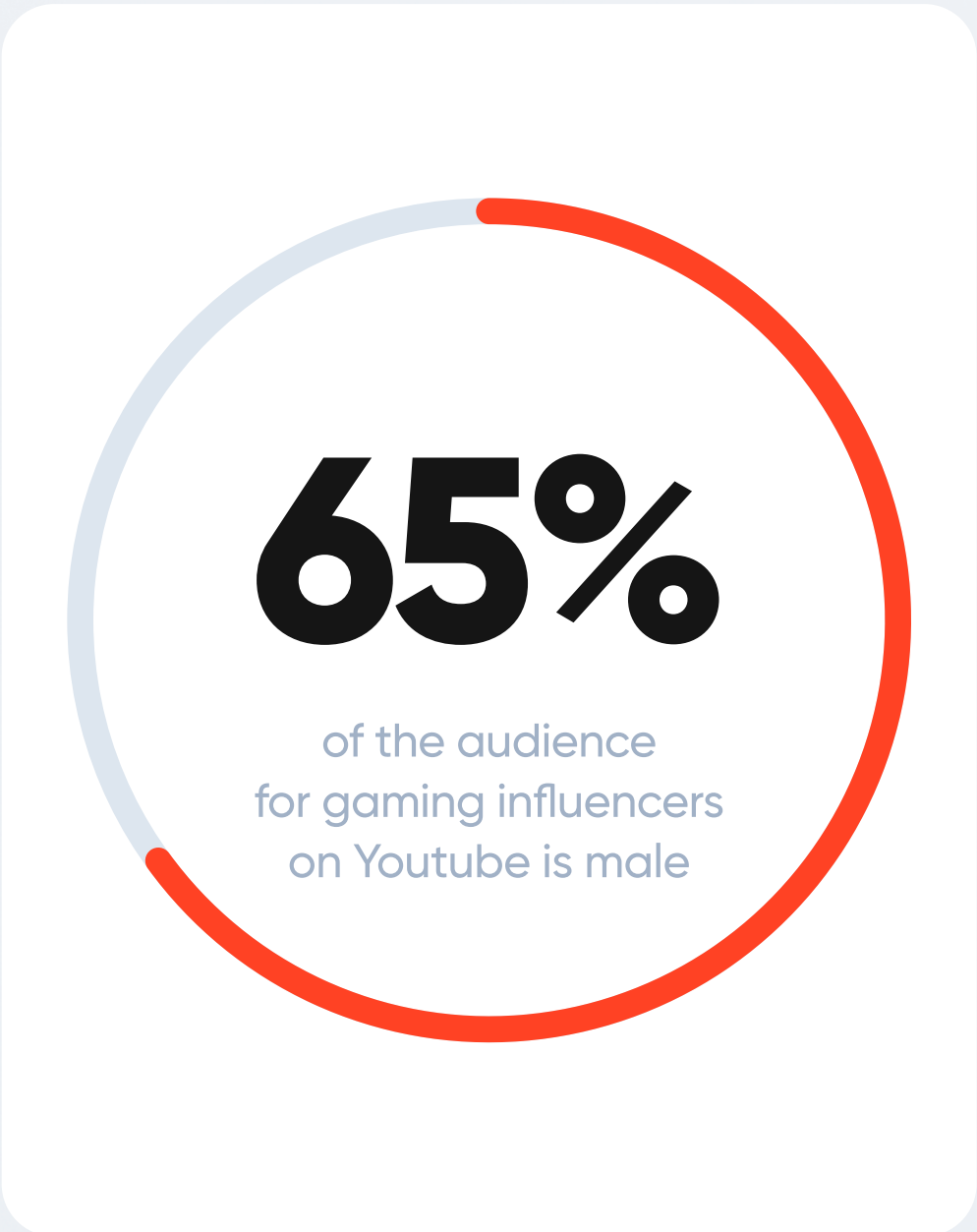


Channel views	% of channels
<1,000	60.4
1,000 → 10,000	27.7
10,000 → 50,000	8.0
50,000 → 500,000	3.3
500,000 → 1,000,000	0.3
>1,000,000	0.2

The audience for gaming influencers on Youtube

Distribution of YouTube gaming audience by age and gender

Age range	Female (%)	Male (%)
13-17	9.0	10.3
18-24	13.6	16.8
25-34	8.6	23.9
35-44	2.2	9.5
45-54	0.8	3.9
55+	0.2	1.2
Total	34.4	65.6



The core audience is young – 18-24 is the largest segment for females (13.6%), while 25-34 is by far the largest for males (23.9%).

Males are significantly more active in the 25-34 age range (23.9%) compared to females (8.6%), indicating a stronger long-term gaming habit among men.

For teens (13-17), both genders are well represented, showing gaming YouTube is a powerful platform for reaching Gen Z.

If you’re a brand targeting gaming audiences, young males (18-34) are your primary target. However, campaigns aimed at younger teenage girls (13-17) as well as young females (18-24) could work well, especially with casual or mobile gaming influencers. Female engagement drops off quickly after age 35, which could indicate a shift in content interests (lifestyle, family, beauty, etc.).



Top growing gaming influencers on YouTube in 2024

Account	YouTube followers	2024 follower growth	% follower growth	Average video views
 <u>soysuco24</u>	29M	8.4M	41	0.71M
 <u>cadresplayer</u>	13M	7.9M	151	1.73M
 <u>johnfalz</u>	10M	7.6M	271	0.65M
 <u>jessnolimit</u>	53M	7.3M	16	64K
 <u>mikecrack</u>	55M	6.7M	14	1.72M
 <u>daquavismc</u>	9.7M	6.5M	201	1.25M
 <u>manacraftoficial</u>	6.5M	6.1M	1,552	0.13M
 <u>johnnyandmarty</u>	6.4M	6.0M	1,715	0.33M
 <u>lankybox</u>	41M	5.9M	17	0.28M
 <u>hafu</u>	11M	5.8M	117	0.30M

YouTube gaming influencers outperform the average influencer in terms of engagement rate

YouTube engagement rate is the sum of likes and comments divided by number of subscribers,*100%

	ER all	ER gaming
Nano 1K – 10K	2.6%	3.8%
Micro 10K – 50K	2.9%	4.0%
Mid-tier 50K – 500K	3.3%	4.3%
Macro 500K – 1M	3.4%	4.3%
Mega Over 1M	3.4%	4.1%
Weighted average	2.7%	4.1%

TikTok for gaming influencer marketing – insights from the industry

✓ Strengths

TikTok is king of instant discovery

TikTok remains the **fastest way** to make a new game go viral – especially for **mobile games** targeting Gen Z and younger Millennials. Its algorithm pushes content **based on relevance, not follower count**, which levels the playing field and lets creative content from **small creators** break through.

TikTok is perfect for gameplay teasers & memes

TikTok excels with **short gameplay clips**, funny in-game moments, viral challenges, and meme-driven trends. This makes it perfect for games with **quirky mechanics, eye catching visuals, or social/multiplayer elements**.

TikTok is UGC-friendly

TikTok's culture thrives on **remixing and recreating content** – meaning influencer posts can trigger a wave of organic UGC, further amplifying visibility. This "snowball effect" is harder to achieve on other platforms.

TikTok provides direct link to installs

With **TikTok Spark Ads** and direct links in posts, Stories, and bio, it's possible to turn viral views into **immediate downloads** – especially for free-to-play mobile games.

TikTok for gaming influencer marketing – insights from the industry

× Limitations

Short shelf life

TikTok content burns **fast** – if a video doesn't go viral within 48 hours, it's often forgotten. This makes it **less effective for long-term awareness** compared to YouTube.

Hard to control narrative

TikTok thrives on **chaotic creativity** – brands that over-script or tightly control influencers will **lose authenticity**. You have to be comfortable letting creators **adapt the message to fit TikTok culture**.

Not ideal for deep-dive games

For games that rely on **storytelling, complex mechanics, or strategy**, TikTok struggles to convey depth in 15-30 seconds. It's a great **awareness driver**, but weaker for **consideration** compared to YouTube.

When to use TikTok in gaming campaigns

- **Soft launch/teaser phase** – quick viral videos to test initial reactions.
- **Launch day hype** – influencer-driven viral challenges, first impression videos, gameplay clips.
- **Post-launch UGC wave** – working with creators to **amplify user-generated content** and in-game trends.
- Ideal for **casual, mobile-first games** with **viral potential** (party games, puzzles, hyper-casual).

Campaign stage	Instagram's impact
Awareness	✓ Excellent (viral reach, short-form content explosion)
Consideration	! Limited (hard to explain complex gameplay)
Conversion	✓ Strong (direct link in bio, spark ads)
Community building	! Moderate (some creators build long-term game fandoms, but it's rare)

Final verdict:

TikTok is the **fastest-growing platform** for gaming influencer marketing in 2025, but its **strength lies in speed and creativity**, not deep storytelling or sustained engagement. It's the ultimate **top-of-funnel platform** – great for sparking initial interest, but needs support from **YouTube (deep dives)** and **Twitch (live community)** for a full-funnel approach.

TikTok gaming influencers

Distribution of TikTok gaming influencers by country



Country	Influencer accounts	% of influencers
Philippines	263,595	16.5
US	239,186	15.0
Indonesia	192,171	12.1
Vietnam	108,103	6.8
Thailand	107,644	6.8

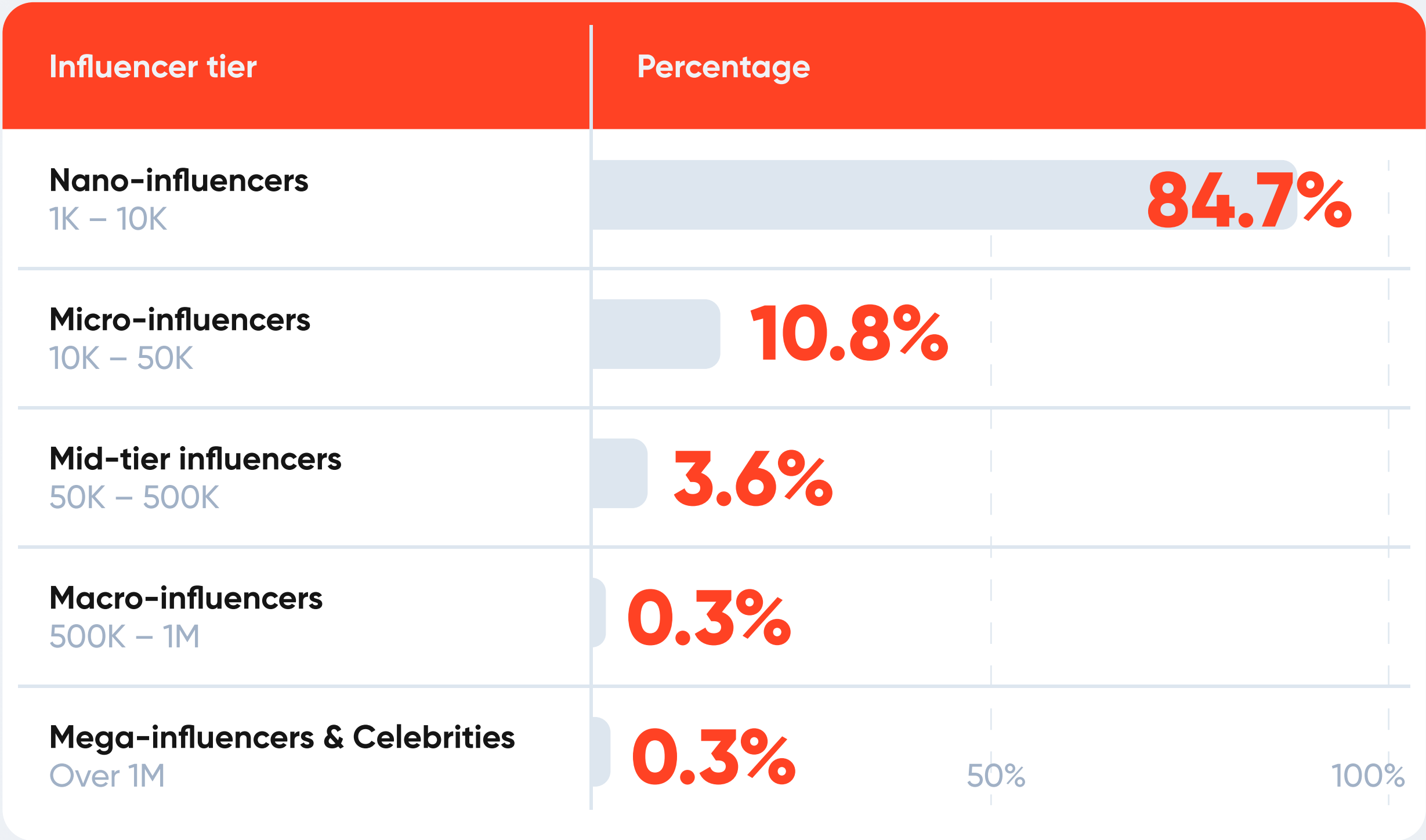
TikTok gaming influencer culture is **heavily driven by Southeast Asia**, with 4 of the top 5 countries in the region.

The US remains critical, showing TikTok gaming content is not just regional but global.

Mobile gaming is king – all these countries are known for strong mobile gaming markets, proving that TikTok is the go-to platform for **short-form gaming content and tips**, especially around mobile games.

The majority of gaming TikTok creators are nano-influencers

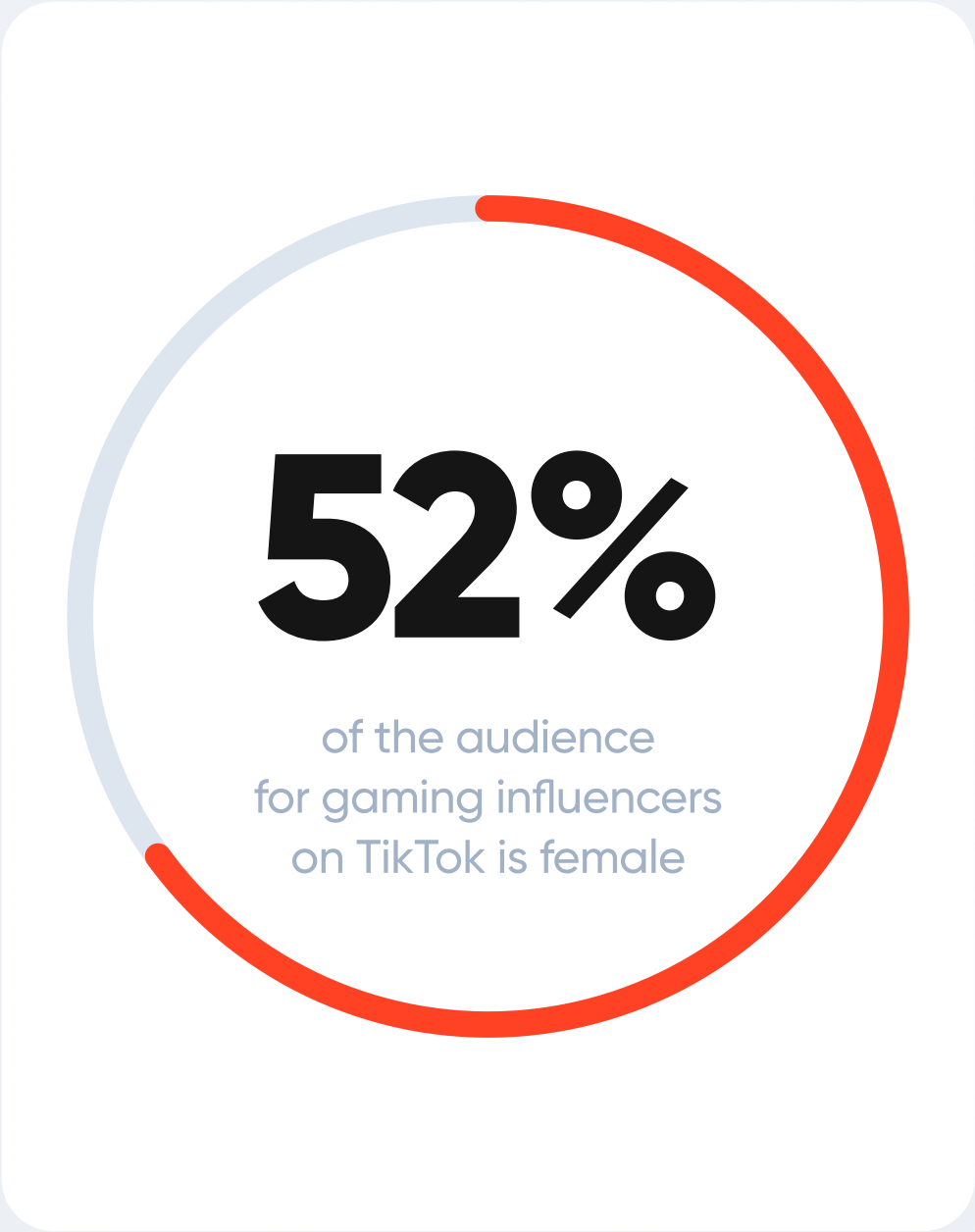
Distribution of TikTok gaming influencers by tier



The audience for gaming influencers on TikTok

Distribution of TikTok gaming audience by age and gender

Age range	Female (%)	Male (%)
13-17	9.0	4.9
18-24	18.5	10.8
25-34	18.7	20.9
35-44	4.2	9.8
45-54	0.9	1.7
55+	0.2	0.4
Total	51.6	48.4



TikTok gaming audience is **young, almost evenly split by gender, with a slight female edge.**

Young women (13-34) are a core target audience for gaming content creators on TikTok.

Casual, social gaming content dominates TikTok, appealing to younger, **more lifestyle-driven** viewers.

Older gamers (35+), especially women, are a shrinking audience – meaning TikTok is not the go-to for gaming content aimed at this group.

TikTok gaming influencers outperform the average influencer in terms of engagement rate

TikTok engagement rate is the sum of likes ,comments and shares divided by number of views,*100%

	ER all	ER gaming	Likes all	Likes gaming	Comments all	Comments gaming
Nano 1k-10k	11.5%	8.4%	36	20	2	1
Micro 10k-50k	9.1%	8.3%	76	53	3	3
Mid-tier 50k-500k	7.7%	7.8%	221	220	6	8
Macro 500k-1M	7.1%	7.7%	1,389	1,886	24	31
Mega Over 1M	7.0%	7.7%	4,236	6,104	55	81
Weighted average	11.1%	8.4%	39	23	2	1

Twitch for gaming influencer marketing – insights from the industry

✓ Strengths & Best use cases

Twitch is the home of live gaming

Twitch is the **#1 platform for live gameplay streaming**, making it **essential for PC and console games**, especially those with **complex gameplay, competitive elements**, or strong community appeal. Gamers trust their favorite streamers **because they watch them play live** – no editing, no cuts, just raw gameplay and real opinions.

Real-time interaction means deep engagement

Unlike pre-recorded platforms, Twitch gives brands the ability to **engage directly with the audience** during streams with help of AI chat bots. This could be in the form of answering questions, showing exclusive in-game content, or dropping promo codes live. Ultimately, this **two-way communication** is invaluable for building relationships and hype.

Twitch has strong fit for hardcore and niche communities

If you're marketing to **RPG fans, esports players, strategy lovers, or any "core gamer" segment**, Twitch is where they live. This is particularly true for **PC and console games** that require deeper gameplay understanding.

Automatic video archiving

This function ensures that gaming content remains accessible even after the live broadcast ends. Dasha Arzhanik adds that this feature caters to all key content needs of gaming influencers.

Twitch is perfect for launches, events & tournaments

Twitch excels at **event-based marketing** – think launch day or pre-release live streams, **developer Q&As**, influencer **tournaments**, banners that remain on the screen throughout the entire stream, and in-stream giveaways. This makes it the go-to for **high-profile game releases**.

Twitch for gaming influencer marketing – insights from the industry

× Limitations

Not great for mobile Games

Unless the game has a **strong multiplayer or competitive hook**, mobile games struggle to generate sustained interest on Twitch. This is a platform built for **long-form gaming sessions**, not quick-hit content.

High production effort

Streaming is more complex than posting a video. Streamers need overlays, chat mods, and often coordinate longer, **multi-hour sessions**. This makes Twitch collaborations **more time-intensive** for influencers, meaning fees are often higher than TikTok or Instagram posts.

Attribution challenges

Measuring direct installs from Twitch is **harder** than from platforms like TikTok or Instagram, which have native link features. Success on Twitch is more about **community excitement, sentiment, and brand affinity** than pure conversion tracking.

When to use Twitch in gaming campaigns

- **Pre-release/launch day event streams** – bring influencers, developers, and fans together for live demos and giveaways.

Deep-dive gameplay showcases – let influencers show off the **full depth of gameplay** over several hours.

Community-building for long-tail engagement – nurturing ongoing excitement through regular streams.

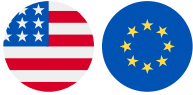
Ideal for **PC/console games**, particularly **multiplayer, strategy, RPG**, and **esports titles**.

Campaign stage	Instagram's impact
Awareness	✓ Strong (live events, influencer hype)
Consideration	✓ Excellent (deep gameplay exposure)
Conversion	! Moderate (direct link tracking is difficult)
Community building	✓ Best-in-class (live chat, long-term fan engagement)

Final verdict:

Twitch is **irreplaceable for PC/console games targeting core gamers**, but it's less effective for **casual mobile titles**. Its power lies in **deep engagement and community**, making it a **high-impact platform for launches and long-term fan-building**. However, brands need to **combine Twitch with platforms like TikTok (for viral reach) and YouTube (for SEO-friendly tutorials and reviews)** to cover the full funnel.

Regional deep dive

Region	Key platforms	Unique challenges
 US/EU	Twitch, YouTube, TikTok	High competition, influencer saturation
 MENA	TikTok, Instagram	Evening-based creators, ROI focus
 China	Bilibili	Strict content regulations
 India	Facebook, YouTube	Price-sensitive audience

How to measure success

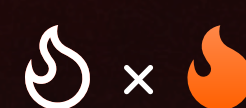
The practice of using **likes, views, and follower counts** to measure success is **outdated** – especially in gaming, where long-term player engagement matters more than a one-time spike. In 2025, successful gaming influencer campaigns are measured by **performance-driven, player-focused metrics** that tie directly to installs, retention, and revenue.

The top 5 most popular metrics that were mentioned most frequently in the responses:

Metric	Why It Matters
Downloads/installs	The absolute leader, mentioned in almost every response. Tracking link installs are the primary way to measure direct performance.
Engagement rate	Likes, comments, and shares. This metric is important for both short-form videos (TikTok, Reels) and for streams and long-form content (YouTube, Twitch).
Click-through rate (CTR)	The percentage of the audience that actually clicked the link from the influencer content.
Retention rate	How many users stay in the game after installing it (most commonly measured at D1, D7, and D30).
Cost per install (CPI)	The actual cost of acquiring one player through this specific campaign.

You can find all 25 metrics mentioned by gaming influencer marketing experts at the link.

[View all metrics](#)



Direct performance metrics

- **Downloads/installs via tracking links:** Top metric across all responses.
- **Cost per install (CPI):** Critical for mobile games.
- **Click-through rate (CTR):** Key for understanding influencer conversion power.
- **Conversion rate:** Of clicks to installs or purchases.
- **Retention rate (D1, D7, D30):** To check if installs are valuable or "cheap traffic".
- **Active player metrics:** How many players reach key milestones (e.g., Beat first boss, first purchase, battle pass bought).
- **Lifetime value (LTV):** Tracking player revenue from influencer traffic.

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We mostly look to cost per download of game and how many % of players did, for example, get to level 5 in the game from the ones that downloaded it. So that we can see if the downloads are "good downloads" or "fake ones".

Stephen Titus, Co-founder at Faved



Clicks, installs and retention/LTV metrics like first deposit, reached kingdom 50, and active streaks like 30 days active. Installs generally is the main conversion event and brands are looking to get installs in the \$5-15 range.

Andrew Franz, Founder at Panel

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Engagement & awareness metrics

- **Engagement rate:** Likes, comments, shares relative to views/followers.
- **Watch time/average view duration:** Indicates content quality and audience interest.
- **Impressions & reach:** Essential for awareness campaigns.
- **Audience sentiment:** Analyzed through comments, reactions, and sentiment tools.
- **Earned media value (EMV):** Additional organic coverage generated by the campaign.

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You are buying engagement with influencers, not reach, when it's a game or a specific call to action – and the campaign needs to be built on engagement.

Kayvan Ghavim, influencer marketing consultant



Expected v Actual Viewership, Watch Time, and Earned Media Value (additional content), mixed with the resonance amongst the creator's community. Anyone can pay someone with a platform to do something, a successful campaign will not experience impression drop off (and aim to exceed average), while holding the attention of the audience, and resulting in additional organic interaction with the product.

To put it bluntly, what's more valuable – someone who plays a game on stream for a 2 hour sponsored block to 200,000 people but never touches or speaks of the game again, or someone who plays a game on multiple streams for a total of 25 hours after a 2hr sponsored block to 15,000 viewers who were highly engaged and excited the entire time.

George DP, CEO & Co-founder at Leviathan Core

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Analytical approaches

- **Multi-touch attribution:** Especially important for tracking cross-platform impact.
- **Appsflyer (or similar MMPs):** For tracking installs and in-app events.
- **A/B testing:** Comparing different influencers, content types, or messaging.
- **Unique promo codes & offers:** To directly link installs to influencer content.
- **Google Analytics + UTM links:** For web-to-app journeys.
- **Comparative benchmarking:** Checking against past campaigns and industry norms.
- **Top of funnel to bottom funnel tracking:** Impressions → Clicks → Installs → Retention.



Success measurement requires a multi-layered approach. We ensure comprehensive tracking is in place, including standard tools like Appsflyer alongside unique offers, discount codes, special in-game packs, and partnership deals to track direct conversion impact. Additionally, brand lift studies help assess untracked uplift, providing insights into how the campaign influences awareness and perception.

[Mark Bassett](#), Vice President at BENlabs



A mix of custom tracking links, UTM parameters, post-campaign analysis, and benchmark comparisons provides a clear view of performance.

[Megan Pisani](#), Influencer Expert at Milano&Co



Brand & sentiment measurement

- **Brand lift studies:** To assess awareness and perception shifts.
- **Audience sentiment analysis:** Categorizing feedback (positive, neutral, negative).
- **Community growth:** New followers, Discord members, subreddit activity.
- **Qualitative feedback:** Direct comments from influencers' audiences.

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A couple other key figures that people should be measuring on success are also engagement and sentiment. You want to see how people are reacting to your content. Are they liking the content that they are seeing. Are they wanting to see more of it? Do they want to share it with friends? What are they saying about the content or the game? Being able to really measure these can tell you what people are truly thinking about the game itself, the direction that you went in with the content, and how to approach future activations with the game.

Matt Grimalda, Influencer Manager at Ayzenberg



If it's about brand awareness, examining the engagement rate and audience sentiment can offer valuable insights into how well the campaign is performing. However, audience sentiment tends to be quite qualitative, so we usually classify it as positive, negative, or neutral. It's challenging to measure.

Audience reactions are a vital signpost, but they shouldn't solely determine a campaign's success. Ultimately, it hinges on the client's objectives. Positive sentiments don't always lead to conversions, so for a client who prioritizes conversions, receiving complimentary feedback without resultant sales holds little value.

Sima Spielmann, Marketing Manager at Audiency

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Key takeaways for marketers

Balance short-term and long-term metrics

- Installs and CPI are essential, but if you ignore retention and LTV, you risk wasting budget on low-quality players.
- Campaigns that generate **community engagement** and long-tail YouTube views can keep paying off long after they end.

Tailor metrics to campaign goals

- **For launches and brand awareness:** Focus on impressions, engagement, sentiment, and brand lift.
- **For performance campaigns:** Prioritize installs, CPI, CTR, and retention.

Combine quantitative and qualitative signals

- **CTR + sentiment analysis** gives you a fuller picture of creative effectiveness.
- Comments often reveal **real audience perception** better than likes alone.

Set up tracking

- Use custom links, UTM tracking, and promo codes for each influencer.
- Consider tools like Appsflyer or Google Analytics to tie influencer traffic to in-game actions.

Conduct post-campaign analysis

- The campaign isn't over when the content goes live – analyze retention, revenue per user (ARPU), and audience sentiment after the fact to shape future strategies.

The biggest challenges: what to consider

Gaming influencers offer brands incredible reach and highly engaged audiences, but working with them comes with its quirks. Experts highlighted several common pain points that marketers need to be aware of when planning influencer campaigns in the gaming space. From scheduling issues to authenticity concerns, these challenges can significantly impact the success of a campaign if not properly managed. Below is a summary of the top challenges identified by industry experts.

× 1

Scheduling conflicts

Most streamers work late, brands work 9-5.

× 2

Authenticity vs sponsorship tension

Players detect forced, misaligned content instantly.

× 3

Talent fit issues

Being a great fit for Game A doesn't mean success for Game B.

× 4

Regional fragmentation

What works in MENA (TikTok) doesn't work in EU (Twitch/YouTube).

× 5

Limited data sharing

Platforms like Twitch make full funnel attribution hard.

× 6

Scalability of relationships

Gaming creators expect freedom, while brands want control.

Finding the right fit: it's harder than it looks

Follower count doesn't necessarily indicate influence. A creator who drives massive installs for a **shooter** might flop completely with a **strategy game**.

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Great conversion for one game doesn't necessarily mean they do well for another game (even if in same genre).

Stephen Titus, co-founder at Faved



Authenticity is key. Ensuring the content sits on the channel in an authentic manner is key to making this a success. If a creator is a dedicated Fortnite player, and then they start playing LoL – It won't generate any form of results and the audience will see straight through it.

Mike Craddock, Co-founder & CEO at NewGen



One of the biggest headaches is finding the right influencers. Just because someone has a big audience doesn't mean they can actually sell a game.

A lot of them take sponsorships for games they don't even play, which makes the promo feel forced. Players want authenticity. Like I said earlier. Passion can't be replaced.

Elvis Walden, Community manager at Xsolla

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This requires **deeper data analysis** – including **past campaign performance in the same genre**, **audience gaming habits**, and even **platform preference** (e.g., mobile-first vs console players).



Scheduling conflicts & time zone headaches

Gaming influencers – especially streamers – often work outside traditional office hours.

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Surely their "free life" style of communication and other things. Streamers are worst – they work from 6 PM to 2 AM, so they are sleeping in our office work hours, that's kinda hard as well.

Martin Fryč , Opportunity manager at World of Online



The most challenging part of working with gaming influencers from my experience is scheduling. Gaming brings an entirely new deliverable in streaming, meaning that creators have set schedules for their streams and often times the games they're going to play – it can be difficult to find the right window for them to participate in dedicated streams which work for the brand / game studio and the release window.

George Bray, Talent Manager at OTG



Also working with gaming creators sometimes can be challenging because usually they start working around 6-8 pm Dubai time.

Omar Hejy, Creator Partnership manager at Farcana

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This creates friction between brands (who work 9-5) and creators (who work when their audience is online). Brands need to adapt to the influencer's rhythm, not the other way around.



Balancing creative freedom vs brand control and brand safety

Gaming creators **know their audience** better than brands ever will – but many brands **over-script or over-control** influencer content, which kills authenticity.

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Most don't read contracts and much of the gaming content is live, so making sure they hit all their talking points and FTC.

Justin Smith, VP Influencer Marketing at BENlabs



Gaming influencers can be quite "polarizing" in their opinions. When they feel a game falls short of its potential, they typically express their views candidly. Additionally, brand safety isn't always guaranteed, depending on the influencer. Therefore, we always recommend thoroughly vetting influencers by checking their credibility, engagement rate, and authenticity.

Sima Spielmann, Marketing manager at Audiency



Also, influencer content is hit-or-miss. If they don't actually put effort into making the promo fun or engaging, it won't land. Giving them creative freedom is important, but they still need to make content that actually drives downloads, not just a quick ad read their audience skips over. It should be engaging, funny, exciting, emotionally driven to create the kind of hype that one would need to push this further.

Elvis Walden, Community manager at Xsolla

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Smart brands now **set clear goals and guardrails**, but **let creators speak in their own voice** – adapting the message to the platform culture.



Data gaps & attribution blind spots

Twitch, TikTok, YouTube, Instagram – players often see the game **across multiple platforms** before they install. But most brands still **track success platform-by-platform**, losing the bigger picture.

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Also it is hard to figure out from where the new players coming from as content spread across different platforms. For that we can use the platform specific code for influencers to track which platforms did well for us so that we can focus on them.

[Maria Azhar](#), Founder at Iconnective

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This is where **multi-touch attribution** and **cross-platform** tracking become essential – but many brands still lack the **tech stack** to do this effectively.

Regional fragmentation: one size doesn't fit all

An approach that what works in the US won't necessarily work in China, the Middle East, or India. Platforms, influencer culture, and audience expectations vary dramatically by region.

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China: bilibili – huge engagement, rapid buy in.

India: Facebook – dominates close to 90% of the market. Market is very well versed in access content through the platform.

US/EU: YouTube – largest reach due to the nature of mobile content's technological limitations. Some say Twitch but it's fairly abismal reach wise for US/eu mobile streamers.

[Trenton Pierson](#), Content Creator Strategy at PowAlert



Aligning influencer personas authentically with niche gaming cultures requires deep audience segmentation.

[Sam Kulikov](#), Co-Founder Privy Talent Group

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Global brands need **regional influencer playbooks** – local platform insights, cultural dos & don'ts, and locally trusted creators – not just **global influencer lists**.

The authenticity dilemma: forced vs organic promotions

The gaming community has a **powerful bullshit detector**. If an influencer **clearly doesn't care** about the game, or if the content feels like **a generic ad**, players will ignore (or more likely, mock) the campaign.

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Just because someone has a big audience doesn't mean they can actually sell a game. A lot of them take sponsorships for games they don't even play, which makes the promo feel forced. Players want authenticity. Like I said earlier. Passion can't be replaced.

Elvis Walden, Community manager at Xsolla



Also I have found that unless the creator is playing the game they are promoting the audience tends to be fairly picky and not the highest conversion category compared to vlog or gossip channels.

Andrew Franz, Founder at Panel



One of the biggest challenges is ensuring authentic integration—gamers value real opinions, and overly scripted promotions can backfire.

Amina, Brand Manager at Noble Influencers



Genuine buy-in from the talent. Influencers do a million brand projects a year and the audience knows they get paid and can look past those paid partnerships very easily. You need to think beyond the reach of the influencer and get into their ecosystem, into their DTC events, somewhere you can't be ignored as "spon-con".

Kayvan Ghavim, influencer marketing consultant

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This is why smart brands **prioritize long-term relationships** – turning influencers into **brand ambassadors**, not one-off promoters.



The pricing puzzle: value vs. cost

Influencer pricing in gaming is **wildly inconsistent**. Some creators charge sky-high rates that aren't always backed by performance, while others – especially smaller, niche creators – deliver **exceptional engagement at a fraction of the price**.

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Another challenge is that influencer pricing can be all over the place. Some charge crazy high rates without actually delivering results, while smaller creators with great engagement might be a way better deal "en masse".

Elvis Walden, Community manager at Xsolla



Not all but some of creators they lack insights about their social media and their rate cards is way above the marketing metrics.

Omar Hejy, Creator Partnership manager at Farcana

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This is why leading brands move beyond one-off deals and **build scalable, data-driven creator programs** – tapping into **micro and mid-tier creators en masse**, instead of blowing budgets on celebs or mega-influencers.

Long-term consistent efforts

Long-term partnership clearly shows that he is interested in your product and appreciates cooperation with your company. This helps to establish a high degree of trust with the audience and run a successful marketing campaign in the future.



Most often, brands lack a strategy and long-term vision when working with gaming influencers, many give up after 1-2 unsuccessful campaigns. Influencer marketing requires significant effort, human and financial investment, however, once you find the right approach, it gives you the opportunity to grow in the long term.

Tencent Games



Sometimes subscribers may hesitate before making their first purchase. In this case, the main thing is not to give up after the first integrations. **Consistency and testing** in influencer marketing is the main key to success.

Tencent Games adds that "Working with influencers **requires a long-term strategy**, and like with other channels, you need to constantly test hypotheses. If you want to achieve a positive ROI through influencer marketing, you need to find your own approach to working with influencers, as there are no universal solutions. This mindset will also help you accurately identify the most important metrics."

Standard selection of influencer categories

The interests of the audience are much broader than one area. For example, the gaming audience is probably interested in finance and investment, as well as nutrition and health.

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We advise brands to analyze the interests of the audience in more detail in order to understand what else their potential customers are interested in besides gaming, and to go into these niches. This approach will expand the reach, increase influence and will certainly be remembered by the audience

Dasha Arzhanik, Head of Influencer Marketing at HypeFactory

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What categories are suitable for advertising gaming products?



Technologies



Finance and investment



Food and drink



Music and entertainment



Auto industry



Lifestyle

Key takeaways for marketers

Be flexible with timelines

- Plan campaigns around **influencer schedules** (especially for streamers).
- Consider **pre-recorded** content if live streams are too risky timing-wise.

Choose creators for passion, not just reach

- Focus on creators who **already play similar games** – they convert better, and the audience trusts their recommendations.
- A smaller, passionate creator often outperforms a larger, less-relevant one.

Make briefs clear – but leave room for creativity

- Provide **must-say talking points** but let the influencer **speak in their own voice**.
- Make sure they actually **play the game** before filming – forced or fake enthusiasm will backfire.

Do your homework on pricing

- Compare influencer rates to **actual engagement and conversion data**, not just follower count.
- Be ready to educate both **internal teams** and **creators** on what success looks like – especially if you need high retention or revenue per player.

Stand out in a crowded space

- Avoid generic campaigns – **custom challenges, influencer-designed in-game items, and unique competitions** help your game break through.
- Build **long-term relationships** with creators instead of one-off deals – the audience responds better when the partnership feels organic.

Special thanks to the experts who shared their insights

This report would not have been possible without the insights and expertise of the following professionals in gaming and influencer marketing. We are deeply grateful for your time and input.

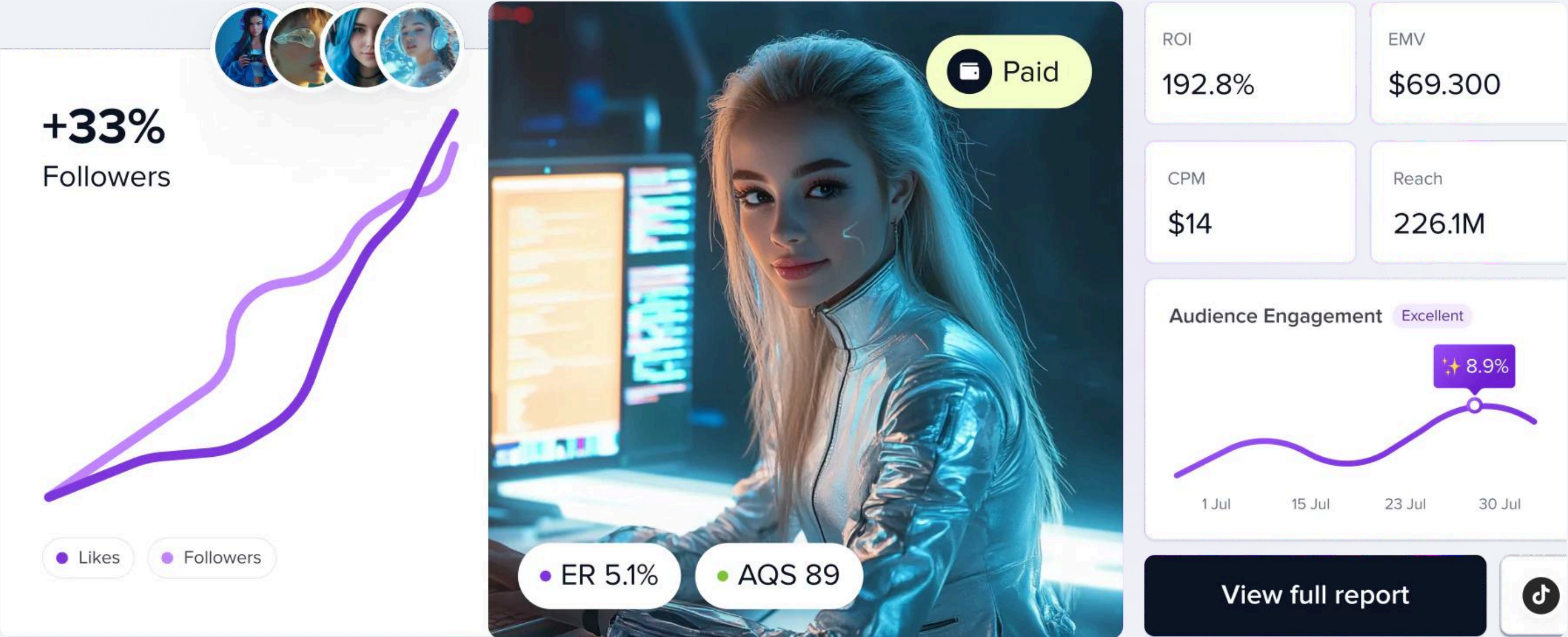
- [Maria Azhar](#) – Iconnective
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- [Mike Craddock](#) – NewGen
- [George DP](#) – Stikler
- [Andrew Franz](#) – PANEL
- [Martin Fryč](#) – World of Online
- [Kayvan Ghavim](#) – Marketing Consultant
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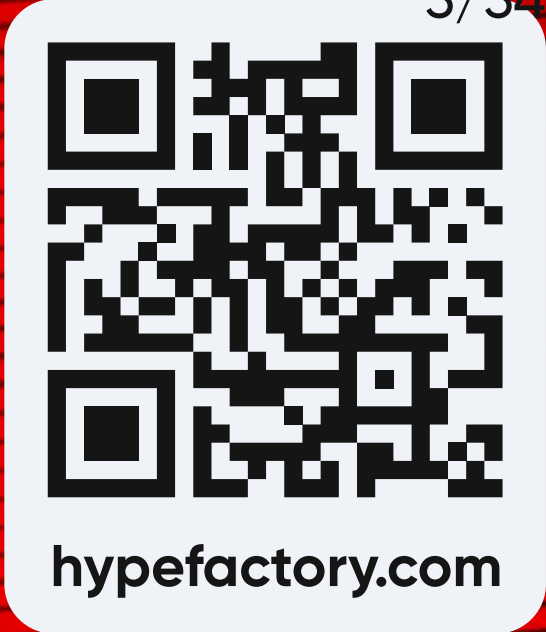


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