

# Brands find creator economy use cases for AI

Article

As the [creator economy](#) grows, [marketers](#) are considering how they can incorporate [AI](#) into their strategies without compromising the consumer trust and human connection the industry relies on.

“As we're starting to see more AI-driven [influencer](#) identification tools emerge, it's going to be much easier for marketers to focus on things like engagement rates and creative alignment and use that to determine the creators and influencers that they work with,” our analyst Jasmine Enberg said in an episode of EMARKETER’s [“Behind the Numbers”](#) podcast.

Nearly all (91%) of brands have used AI for creator marketing, according to CreatorIQ. AI can help marketers find the right partners and collect campaign insights, freeing up time for them to focus on broader strategy. The top use cases, from most to least common, according to

TopRank Marketing, include:

- Content creation
- Performance tracking
- Influencer identification and selection
- Campaign optimization
- Audience segmentation

### Identifying influencers

While a creator may be the right fit on paper, AI can identify nuances that marketers may have overlooked. The rise of [social shopping](#) has encouraged more brands to find commerce-driven creators, but someone who has a high conversion rate might not be universally valuable, according to Jamie Gutfreund, founder of consultancy Creator Vision.

“You might have a creator that is brilliant and maybe they can sell \$10 mascara, but there’s no history of converting at a \$500 price point,” she said.

### Mastering measurement

“The linkage that still is not 100% there in the industry is direct attribution to sales,” said Oshiya Savur, chief marketing officer at beauty incubator Maesa. “It is very important for a brand, but it’s hard to put an ROI metric on it in traditional revenue terms.”

Some 64% of US ad buyers expect to focus somewhat or significantly more on cross-platform [measurement](#) in 2025, according to a December 2024 Interactive Advertising Bureau (IAB) survey. Measurement is a top concern for brands when it comes to influencer marketing, but AI can offer them more precise campaign results by tracking sales across multiple [touchpoints](#).

### Protecting trust

While AI could support influencer marketing growth, transparency is crucial. 75% of consumers at least somewhat agreed that they would want influencers or [social platforms](#) to

disclose when AI was used to create content they are consuming, according to a Traackr report.

While AI in influencer marketing has clear efficiency benefits for brands, it must not disrupt the high level of trust that drives the industry's success.

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