

Later acquires Mavely for \$250 million to boost creator monetization tools

Article

The news: Social media management platform **Later** is acquiring influencer app **Mavely** for \$250 million, marking a **significant move to integrate full-funnel marketing capabilities with**

creator monetization.

- Later's workforce will expand to 375 with the addition of 75 Mavely staffers.
- Mavely paid \$16 million in commissions to 85,000 creators in H1 2024.
- Mavely campaigns deliver three to five times the return on ad spend across various marketing channels.

Why it matters: The creator economy is driving significant M&A activity as the industry shifts toward measurable, creator-led growth.

Major deals reflect this momentum:

- **Publicis' acquisition of Influential** last year, which created the world's largest influencer marketing solution, demonstrates how holding companies are centralizing creator capabilities.
- The Later-Mavely deal similarly shows buyers seeking technology that can scale creator relationships while maintaining authenticity and performance.
- These acquisitions reflect a broader industry push to consolidate creator technology, data capabilities, and global reach under single ownership.

Brands are demanding more sophisticated tools:

- Advertisers increasingly require clearer attribution between creator content and actual sales performance.
- Companies are investing heavily in measuring the incremental impact of creator partnerships, moving beyond basic engagement metrics.
- Creator-driven content is becoming crucial for retail media networks' advertising offerings.
- The focus has shifted toward technologies that can scale creator relationships while maintaining performance.

Strategic implications: Creator monetization is driving deal activity.

- Platforms enabling sustainable creator income streams are attracting investment.
- Tools for commission-based earnings and campaign optimization are in high demand.

- Brands need better infrastructure for managing creator relationships at scale.
- The focus is shifting from reach metrics to revenue attribution.

Our take: Later's acquisition of Mavely represents a larger trend in ad tech M&A as companies race to build comprehensive creator monetization platforms.

- With improved economic conditions and reduced regulatory pressure expected in 2025, we'll likely see more deals focusing on connecting creator content directly to sales performance.
- The emphasis on measurable outcomes and full-funnel marketing capabilities suggests the creator economy is entering a more mature, ROI-driven phase.

Expected Change in Creator Content Investment in 2024 According to US Advertisers, Oct 2023

% of respondents



Source: Interactive Advertising Bureau (IAB), "The Creator Economy Opportunity: Where Authenticity Meets Impact" in partnership with TalkShoppe, Dec 7, 2023

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Go deeper: For more on how this landscape is changing, read our report, [The Influencer Marketing Agency Ecosystem 2024](#).

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