

SocialTip

THE BIG SOCIAL TIP 2026 SURVEY:

ONE OF THE LARGEST STUDIES EVER
CONDUCTED INTO CUSTOMER
CREATED MARKETING

JULY 2026



WE SURVEYED 10,000 REAL PEOPLE, WHAT WE FOUND WAS **REMARKABLE**

We surveyed 10,000 consumers across 17 brands.

We analysed over 100,000 receipts.

We measured real purchasing behaviour.

THE RESULTS:

Social Tip delivers media which is
10x cheaper AND 3x more effective

PARTICIPATING BRANDS INCLUDE:

M&S



NESPRESSO

TRIP



TALA



CAFFÈ
NERO

Charlotte Tilbury

HERE ARE THE 5 KEY THINGS WE LEARNED:

REACH IS
INCREDIBLY
EFFICIENT

10X

WITH SOCIAL TIP YOUR VIEWS
ARE 10X CHEAPER THAN
ORGANIC INFLUENCER

PEOPLE TRUST
PEOPLE
THEY KNOW

37%

ON AVERAGE SOCIAL TIP
INCREASED PURCHASE
INTENT BY 37%

WE ACQUIRE
STICKY
CUSTOMERS

47%

47% OF TRIP'S CREATORS WERE
NEW TO THE BRAND.
68% THEN REPURCHASED.

YOUR MEDIA
STARTS
PROFITABLE

4.1X

4.1X DAY 1 ROAS FOR TALA.
3-5X FOR M&S, NESPRESSO &
PREZZO.

IT WORKS
FOR EVERY
BRAND

99%

AVERAGE CUMULATIVE LIFT
ACROSS ADVOCACY, BRAND
LOVE & PURCHASE INTENT.

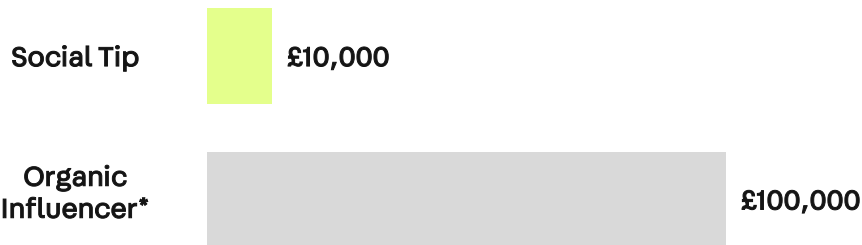
17 studies in total. 14 Social Tip brand lift studies plus 3 fully independent ThisThat studies.

KEY FINDING 1:

SocialTip

SOCIAL TIP IS THE MOST EFFICIENT QUALITY REACH IN MEDIA

COST OF 1 MILLION VERIFIED VIEWS



OUR VIEWS ARE NOT JUST CHEAPER, THEY
ARE HIGHER QUALITY.



AVERAGE WATCH TIME

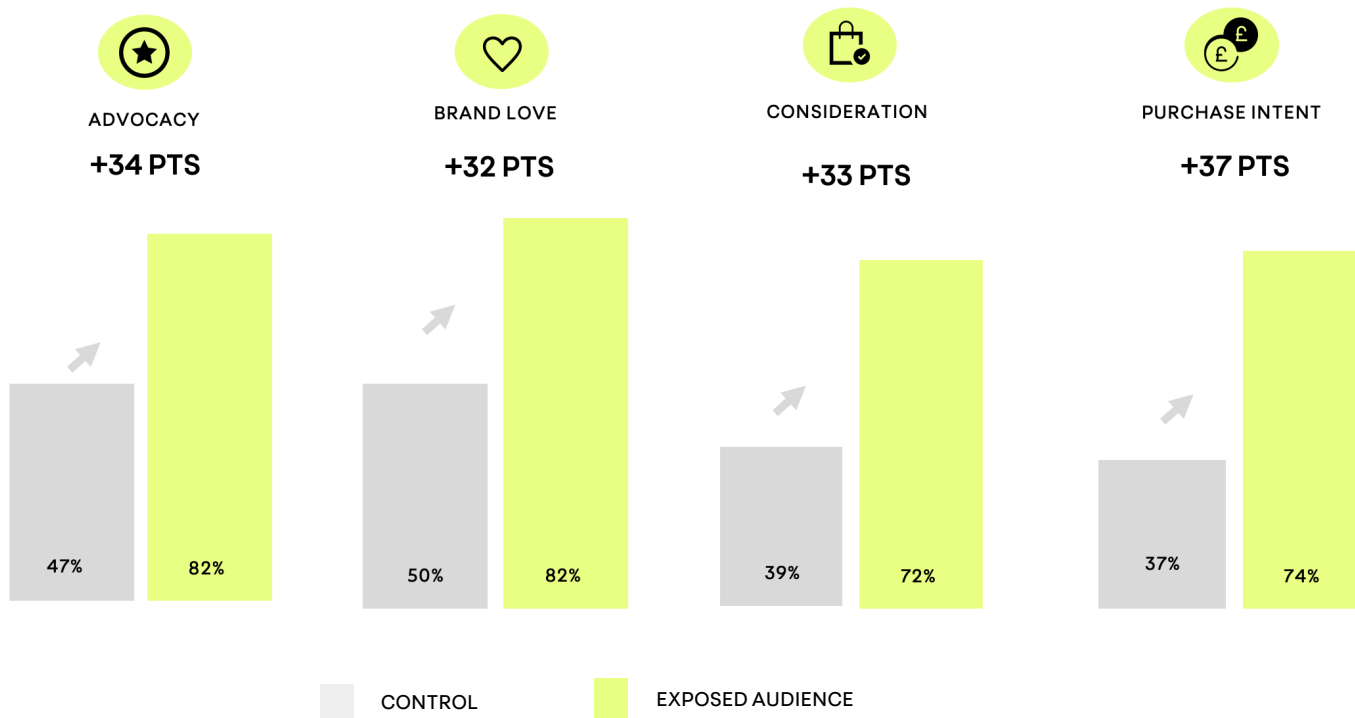
8.4 SECONDS

AVERAGE ENGAGEMENT RATE

9.1%

**Based on an organic influencer CPM of £40*

WE DON'T JUST REACH PEOPLE. WE CHANGE THEIR MINDS.



Across 10,000 respondents and 17 brands social tip consistently increased every single key brand metric.

Customer content changes behaviour, not just awareness.

KEY FINDING 3:

SocialTip

SOCIAL TIP FILLS BASKETS. WITH CUSTOMERS YOU KEEP.



2,502

NEW CUSTOMERS ACQUIRED FOR
HELLOFRESH



47.5%

OF PERFECT TED'S CREATORS WERE FIRST-
TIME BUYERS



11.4%

OF NESPRESSO CREATORS BOUGHT A
COFFEE MACHINE

TRIP

61.8%

OF TRIP BUYERS REPURCHASE WITHIN ~2
WEEKS

SocialTip

4%

OF SURVEYED VIEWERS NOT ONLY
PURCHASED BUT BACKED IT UP WITH A
RECEIPT

YOUR MEDIA STARTS PROFITABLE. THEN IT COMPOUNDS.

Every Social Tip user journey starts with a verified purchase.

Brands like Marks & Spencer's, Nespresso, TALA & Hello Fresh are seeing of **3-5x ROAS** before the content even goes live.

We then survey people who actually saw the content to estimate your total ROAS and we back this up with receipt data from the new purchasers.

ROAS is baked in from day 1 and then amplified through trusted peer-to-peer networks.

	DAY 1 ROAS	TOTAL ROAS
TALA	4.1x	10x+
	4.3x	10x+
M&S	3.2x	10x+
NESPRESSO	4.6x	10x+

KEY FINDING 5:

CUSTOMER CONTENT HAS WORKED EVERY SINGLE TIME.

ACROSS VARIOUS CATEGORIES, CHANNELS AND BRANDS, SOCIAL TIP HAS DELIVERED CONSISTENTLY EXCEPTIONAL RESULTS.

	ADVOCACY	BRAND LOVE	CONSIDERATION	PURCHASE INTENT
Marks & Spencer's	✓	✓	✓	✓
Charlotte Tilbury	✓	✓	✓	✓
Starbucks	✓	✓	✓	✓
MyProtein	✓	✓	✓	✓
PerfectTed	✓	✓	✓	✓
WILD	✓	✓	✓	✓
TRIP	✓	✓	✓	✓
Purdy & Figg	✓	✓	✓	✓
The Body Shop	✓	✓	✓	✓
George at ASDA	✓	✓	✓	✓
HelloFresh	✓	✓	✓	✓
Nespresso	✓	✓	✓	✓
Caffè Nero	✓	✓	✓	✓

SOCIAL TIP DELIVERED AN AVERAGE OF 99 POINTS OF BRAND LIFT FOR EVERY SINGLE ONE OF THE 17 BRANDS WE RAN SURVEYS ON.

68 AREAS SURVEYED
68 LIFTS DELIVERED

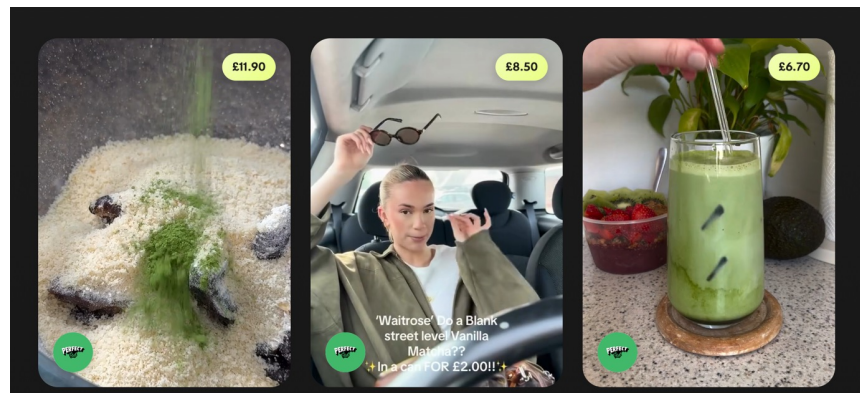
ACROSS 10,000 CONSUMERS

**THE DATA SHOWS YOUR
GENUINE CUSTOMERS
CREATING CONTENT IS A
CHEAT CODE FOR
GROWTH.**

**WITH SOCIAL TIP YOU PAY 10
TIMES LESS,
FOR MEDIA WHICH IS 3 TIMES
MORE EFFECTIVE.**

**SOCIAL TIP DELIVERS 1,000
AUTHENTIC POSTS FROM REAL
PAYING CUSTOMERS.**

**ALL FOR THE PRICE OF 1
INFLUENCER POST.**



THE FUTURE OF MARKETING WON'T BE BUILT BY INFLUENCERS

It will be built by customers.

Real customers.

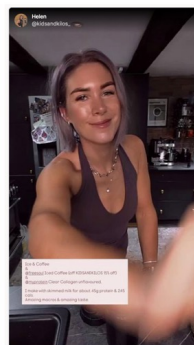
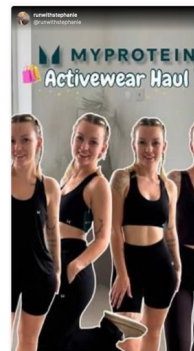
Buying real products.

Creating trusted content.

Driving measurable sales.

Across 17 studies, the pattern is remarkably consistent.

Your brand's customers are your best media channel. By far.



DATA METHODOLOGY: HOW WE MEASURE

1) VERIFIED EXPOSURE

We measure impact by surveying people who saw Social Tip content and we confirm purchases via receipts.

We also survey those who posted the content too.

2) MATCHED CONTROL AUDIENCE

We compare exposed viewers against a matched control group who did not see the Social Tip content.

3) RECEIPT BACKED PURCHASE DATA

Direct ROAS comes from receipts uploaded in the Social Tip App.

Modelled ROAS comes from receipts uploaded & survey responses from content viewers.

4) PLATFORM API DATA

Social Tip directly integrates with Instagram & TikTok's API giving us rich data and analytics on Social Tip users posts and post performance.

5) INDEPENDENT MEASUREMENT

We also work with ThisThat to provide independent measurement & Brand Lift case studies.

THE SOCIAL TIP LOOP DELIVERS VERIFIED VIEWS, RECEIPT BACKED PURCHASES AND REAL-WORLD CONSUMER AND RETAILER INSIGHTS.



VERIFIED
PURCHASE FROM
SOCIAL TIP
MEMBER



CUSTOMER
POSTS ABOUT
YOUR BRAND



THEIR
FOLLOWERS SEE
THE CONTENT



WE THEN
SURVEY THOSE
EXACT
FOLLOWERS



RESULTING IN
DATA ON BRAND
LIFT & VERIFIED
PURCHASES

THANKS

FOR MORE INFORMATION VISIT [SOCIALTIP.IO](https://socialtip.io)
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