

Report

Redefining Influencer Value

How Audience Intelligence
Transforms Reach into Revenue



Too often, influencer partnerships are built on surface metrics: follower counts, views, and engagement rates. They're easy to compare but they rarely reveal true influence.

Across industries and regions — from anime fandoms in East and Southeast Asia to healthcare conversations in the U.S. and beverage culture in Brazil — one thing becomes clear: **influence is behavioral, not numerical.**

Signals like audience overlap, shopping affinity, search behavior, and cultural alignment reveal which creators actually drive action.

This report explores how audience intelligence helps brands move from guesswork to measurable influencer strategy.

1

Influence Equals Intent

Anime Content in East and Southeast Asia

2

From Reach to Resonance

Healthcare Conversations in the U.S.

3

Cultural Fit Outperforms Category Fit

Brazilian Beverage Partnerships

Influence Equals Intent

The difference between passive reach and purchase-ready audiences in East and Southeast Asia's anime world

Anime isn't just entertainment in Asia — it's a dominant cultural force that shapes community and commerce. For marketers, that means anime creators are the gateway into highly engaged, purchase-ready social ecosystems.





Section 1: Influence Equals Intent

YouTube anime influencers in East and Southeast Asia generated 18B views in 2025, but here's the challenge: **the space is saturated with clips of reposted scenes that don't foster real community.**

Partnering with creators who merely repost delivers reach — **but not influence.**

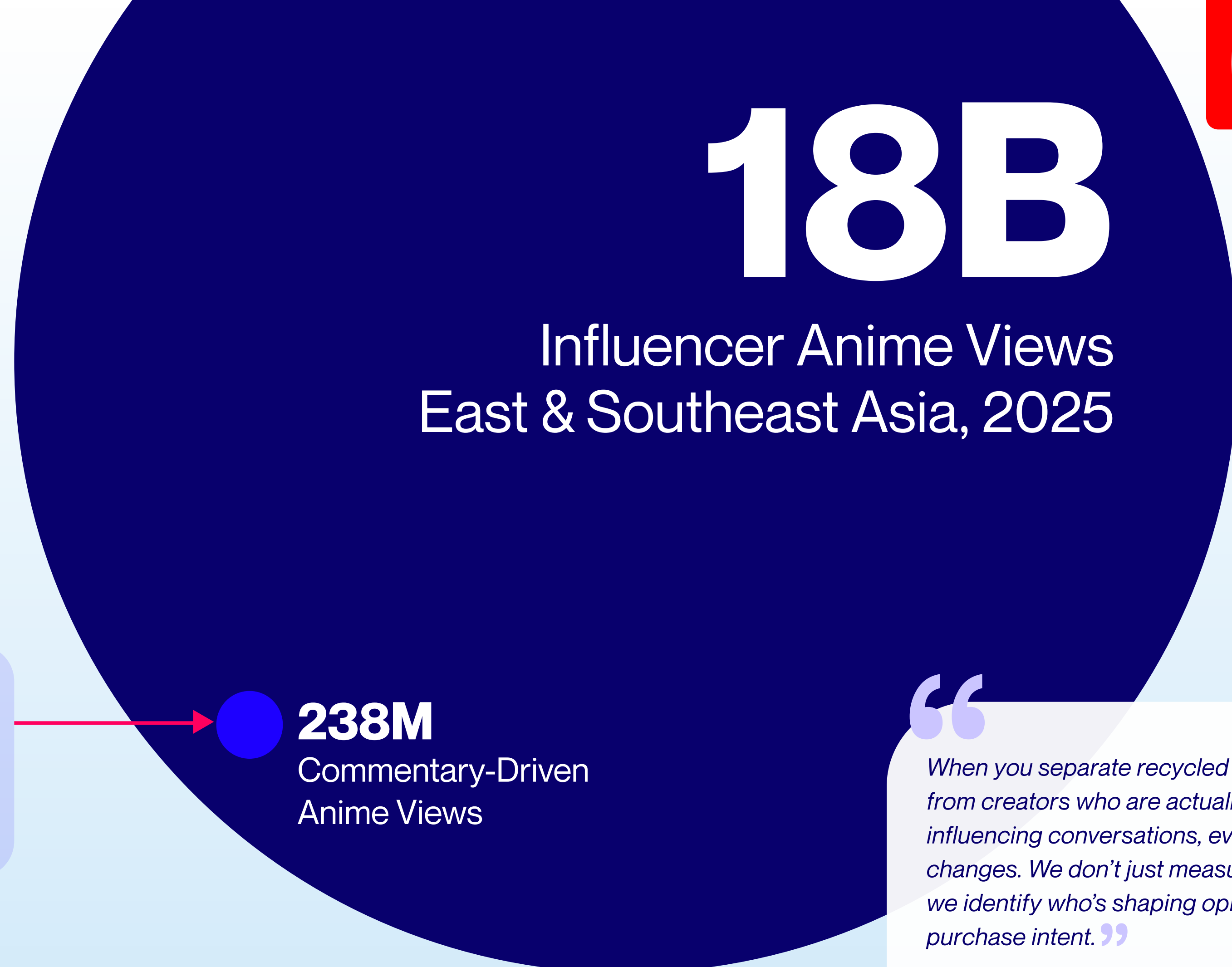
The creators who shape anime fandom aren't just reposting clips. They're reacting, debating theories, parodying scenes, and offering opinions.

This commentary-driven content generated 238M views in 2025, representing **just 1.3% of total anime influencer views in the region.**

Yet this small segment punches far above its weight.

These creators aren't simply riding the algorithm. They're shaping fan conversations and purchase intent.

And when marketing moments like console launches, merchandise drops, or game adaptations hit, **these voices disproportionately drive audience behavior.**



“
When you separate recycled anime clips from creators who are actually influencing conversations, everything changes. We don't just measure views — we identify who's shaping opinion and purchase intent.”

—
Ellen Marte
Social Video Strategist,
Insights & Strategy Team
Tubular Labs




Source: Tubular Intelligence | YouTube | Creator Countries: Philippines, Japan, Singapore, Indonesia, Vietnam, Hong Kong, Thailand, South Korea, Malaysia, Mongolia, Taiwan, Cambodia, China | Creator Type: Influencers | Content Category: Anime | Commentary Driven Anime Views | 2025

Section 1: Influence Equals Intent

When launching a product like the **Nintendo Switch 2**, marketers may instinctively prioritize gaming influencers with massive reach.

But Tubular data shows that adjacent fandoms can drive stronger shopping intent.

Over the past six months:



Anime viewers showed an **8.6% shopping overlap** with Video Games on Amazon

This audience captured **49% of market share** within that overlap segment

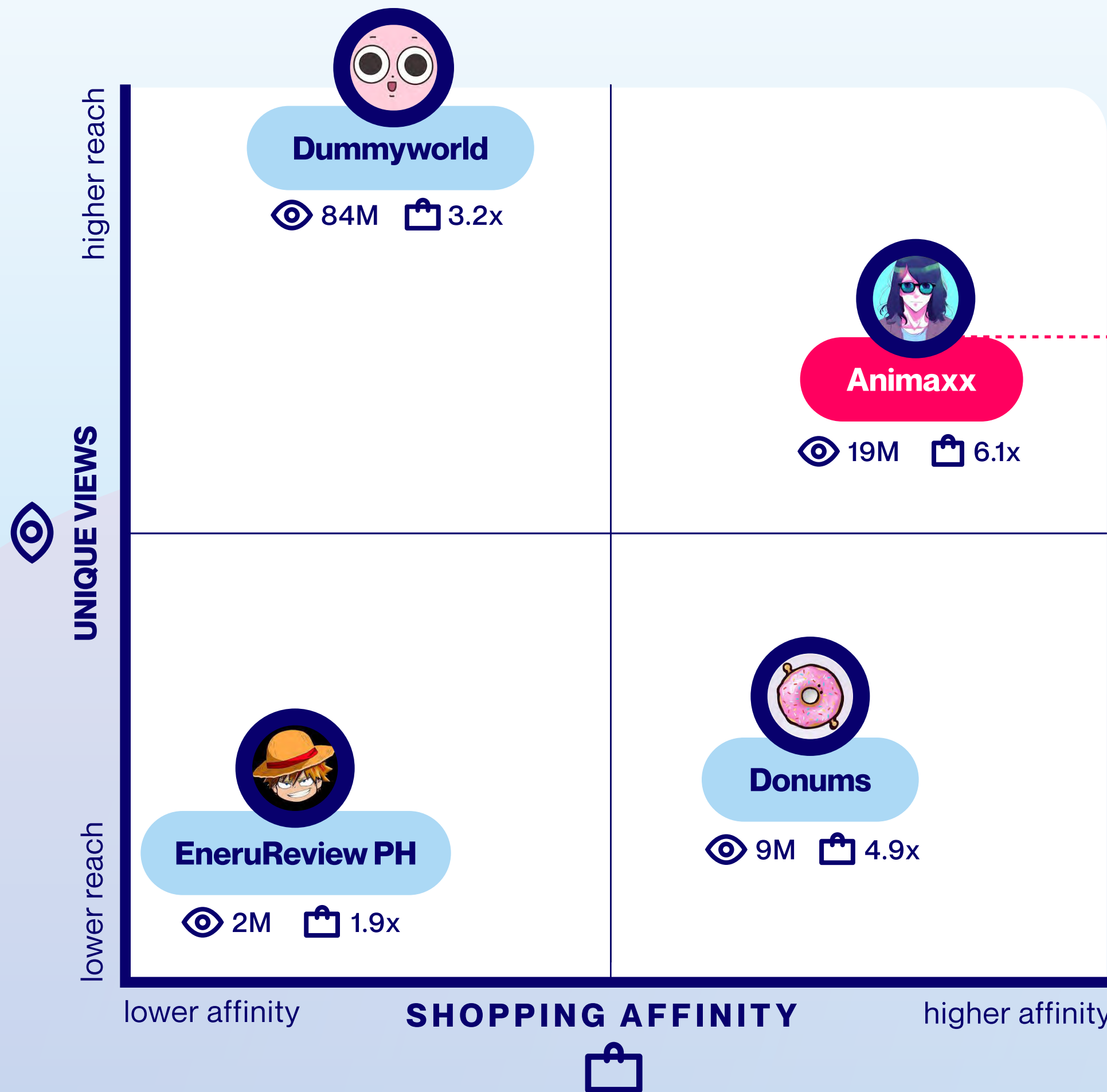


Nintendo Switch 2 games **ranked #2** in shopping affinity among Anime viewers

Anime fandom and gaming commerce are tightly linked — and as anime IP expands into console titles like Nintendo Switch 2, audience overlap becomes a clear opportunity for marketers.



Top Anime Creators by Shopping Affinity for Nintendo Switch 2



Source: Tubular Intelligence | YouTube | Creator Countries: Philippines, Japan, Singapore, Indonesia, Vietnam, Hong Kong, Thailand, South Korea, Malaysia, Mongolia, Taiwan, Cambodia, China | Creator Type: Influencers | Content Category: Anime | Shopping Affinity: Nintendo Switch 2 vs. Unique Views | H2 2025



While the Anime category itself signals strong gaming intent, not all creators within it activate that intent equally.

Dummyworld



84M

Unique Views

3.2x

Shopping Affinity

2.5%

Engagement Rate

Dummyworld creates anime recaps and parody storytelling across franchises like Naruto, One Piece, and Demon Slayer, attracting a broad entertainment audience.

Massive reach drives awareness — but **high view counts don't always translate into purchase intent.**

Animaxx



19M

Unique Views

6.1x

Shopping Affinity

3.7%

Engagement Rate

Animaxx creates episode breakdowns, character analysis, and hidden-detail deep dives — especially around One Piece — sparking debate and theory-building within the fandom.

The **audience is smaller** than Dummyworld's but **far more aligned with gaming-related purchase behavior.**

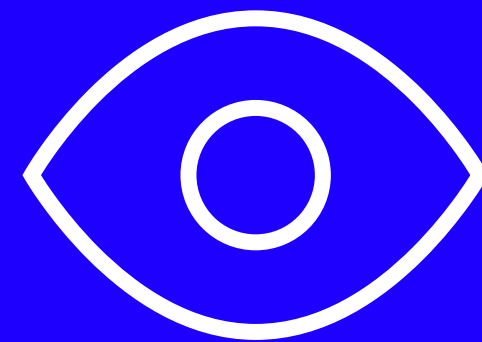


How Do You Pick the Right Creator?

It depends on the objective.

The question isn't:
Who's bigger?

The question is:
**Whose audience
behaves like shoppers?**



Reach

For the launch of Nintendo Switch 2, Dummyworld could maximize awareness — but with lower engagement and more passive consumption.



Shopping Affinity

When the holidays arrive and sales matter most, Animaxx becomes the stronger play. The audience is smaller — but shopping affinity is nearly double and engagement runs deeper.

From Reach to Resonance

How medical influencers build trust, drive intent, and move audiences on Instagram

Success on social isn't just about reach. **It's about credibility, narrative control, and audience behavior signals.**

Understanding which conversations influencers are leading — and how audiences move between them — allows marketers to get ahead of the narrative rather than react to it.





Section 2: From Reach to Resonance

Topics Driving Medical Advice Conversations on Instagram

Wellness 419M Views



- Alternative Medicine Topics
- Traditional Medicine Topics
- Neutral Topics

This balance signals something important:

Consumers are not choosing between clinical and alternative narratives — they’re consuming both simultaneously.

For pharmaceutical, supplement, and skincare brands, this creates a strategic opportunity:

Meet audiences where curiosity is high and intent is forming.



Tubular’s proprietary AI model detects and categorizes millions of topics across social. Users can click into and explore top creators and videos within each topic.



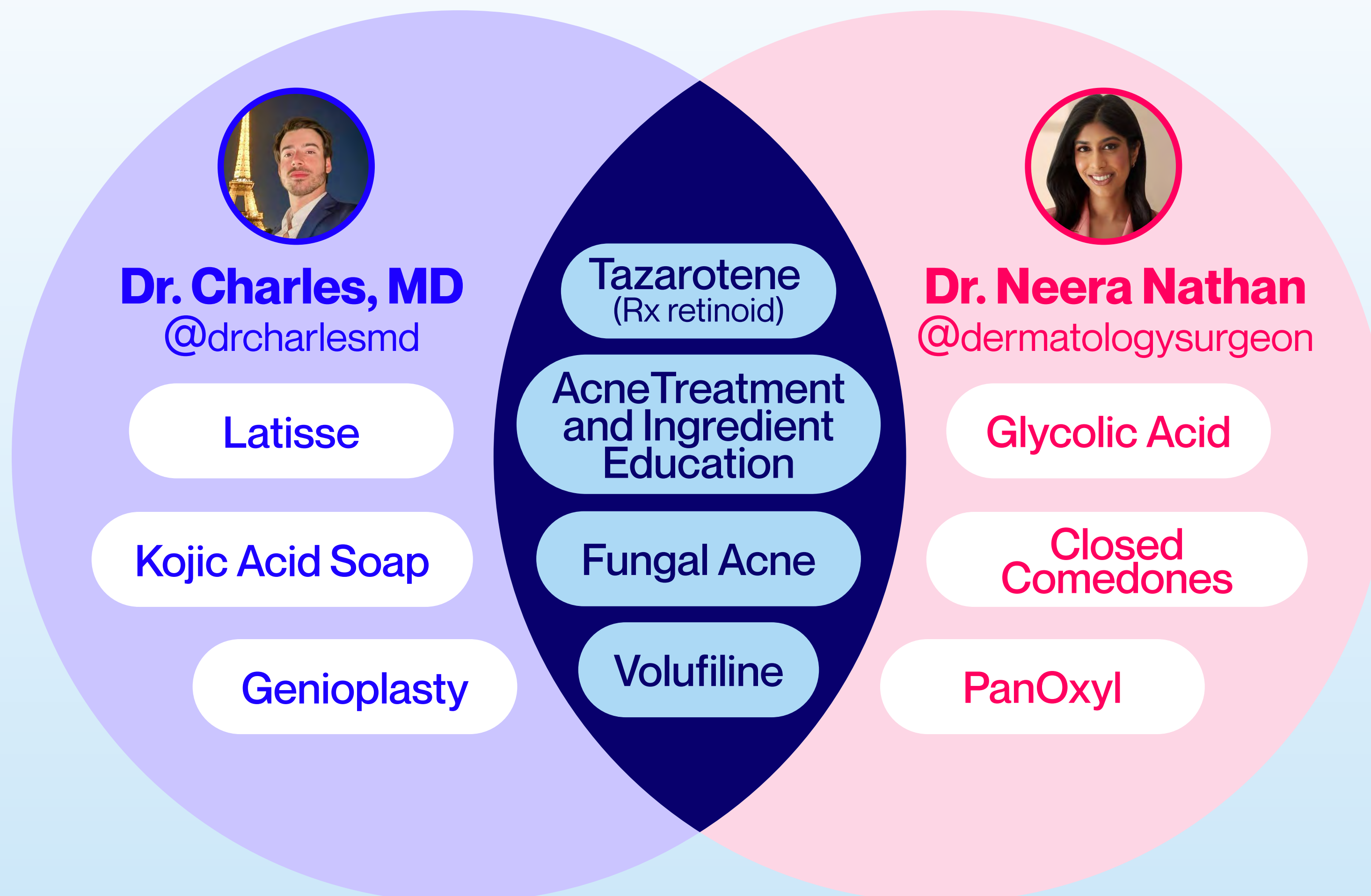


Dermatology Audiences' Search Affinities

What Dermatology Audiences Are Actually Searching For

To understand how influencer value goes beyond follower count, we analyzed the **search affinities** of two leading dermatology creators on Instagram.

While audiences of both creators engage with dermatology education and acne treatments, their search behavior reveals distinct product interests and solution pathways — **offering brands clearer signals of audience alignment.**





Uncovering What Value Means

Views and engagement alone don't determine whether a creator is the right partner.

If you're marketing a product like Latisse, choosing Dr. Neera Nathan based purely on follower count could be misleading — Dr. Charles, MD may actually offer stronger audience alignment.

Let's weigh the options.

The Credibility Engine

Dr. Charles, MD

@drcharlesmd



Playbook: Challenges overhyped skincare trends and breaks down ingredient science through a clinical lens.

Audience: Highly engaged viewers interested in research-backed ingredients and evidence-based skincare.

Strategic Unlock

17% of Dr. Charles, MD's audience also watches Dr. Neera Nathan.

Only 2% of her audience watches him.

This asymmetry matters.

Partnering with Dr. Charles:

- Delivers concentrated credibility
- Reaches viewers already exploring dermatology content
- Acts as a bridge into adjacent medical audiences

He isn't just niche — he's a credibility gateway.

Education at Scale

Dr. Neera Nathan

@dermatologysurgeon



Playbook: Translates complex dermatology topics into accessible, shareable education.

Audience: Search affinities center on specific conditions and treatments — including closed comedones, fungal acne, and prescription retinoids like Tazarotene.

Strategic Unlock

With 1.8M followers and strong average views, Dr. Neera Nathan delivers scale without losing medical relevance.

For healthcare brands this means:

- Broad reach
- Strong engagement
- Clinical topics introduced at top-of-funnel scale

However, large audiences can leave less room for highly technical storytelling.



Weighing the Options

This is where audience intelligence transforms your influencer negotiation power.

Option 1: Credibility First

Partner with Dr. Charles, MD

Reach a smaller but highly informed audience

Retarget 17% of viewers who already engage with Dr. Neera

Anchor brand trust with scientific rigor and a 'de-influencing' persona

Option 2: Scale First

Partner with Dr. Neera

Unlock mass awareness

Introduce new clinical language to mainstream audiences

Drive broad top-of-funnel education

Option 3: Sequential Strategy

(Most Powerful)

Partner with both creators

Clinical Credibility



Mainstream Understanding



Purchase Consideration

For pharmaceutical and medical brands navigating compliance, regulation, and public trust, this layered strategy reduces risk while expanding impact.



Connecting audience overlap and search affinities gives us a clearer picture of which creators are shaping behavior — not just generating impressions. That's how we move from metrics to meaning.

— **Ellen Marte**
Social Video Strategist,
Insights & Strategy Team
Tubular Labs



Cultural Fit Outperforms Category Fit

How personality-driven creators reshape beverage marketing in Brazil

In 2025, Brazil ranked #2 globally in influencer TikTok views and engagement rate, cementing its importance for global brands.

To illustrate how marketers can tap into local culture, we'll analyze a successful Heineken partnership with a Brazilian creator and model the potential ROI of a niche creator collaboration with Corona.





Top 15 Most-Viewed Topics of Brazil's Influencer TikTok Content in 2025

	Views		Views		Views
1 Entertainment	6.1B	6 Intimate Relationship	2.3B	11 Fad	1.9B
2 Humor	5.4B	7 Gameplay	2.2B	12 Association Football	1.9B
3 Video Game	3.5B	8 Performance	2.2B	13 Fashion	1.8B
4 Music	3.2B	9 Animation	2.0B	14 Beauty	1.8B
5 Nostalgia	2.9B	10 Internet Meme	1.9B	15 Film Editing	1.8B



Unlike in the U.S., **Music and Video Games** rank among Brazil's top five influencer topics, alongside Animation, Association Football, and Film Editing — categories that don't appear in the top 15 topics in the U.S.

This points to a highly expressive, entertainment-driven ecosystem where brands must compete for attention differently.



Where Cultural Alignment Trumps

The #1 most-viewed Brazilian influencer campaign in H1 2025 was a TikTok by @mikaelgama in partnership with Heineken:

- 168M views
- 1M engagements
- Achieved in just 50 days

Remarkably, the creator had only 136K followers — proving **follower count doesn't equal cultural impact.**

Mikael Gama isn't a typical beer partner. He's a **men's fashion creator known for styling his daily looks** — far from traditional, hyper-masculine beer branding.



Heineken Brasil x @mikaelgama

168M views
in 50 days



Why the Partnership Worked for Heineken



Unexpected creator choice created intrigue



Strong visual aesthetic matched Heineken's premium image



His audience trusts his taste and style



Drawing Outside the Lines

Heineken’s success with a smaller, artistic creator raises a bigger question: **how can beverage brands benefit from partnering outside their typical demographic?**

Joel Marques (1.9M followers) is a Brazilian self-described ‘divo’ whose casual, comedic videos mix pop culture — from Lady Gaga to everyday life — with his love of Corona.

He was the **#1 most-engaging beer category creator in Brazil in 2025**, with a 10.2% engagement rate, far above the **1.7% category average**.

In **14 of his top 20 videos**, Joel starts by squeezing a lime into a Corona and taking a sip — a ritual that has generated **531M views**.

Corona isn’t a campaign in his content.

It’s part of the character — and that authenticity makes all the difference.



10.2%
Engagement Rate
*much higher than the 1.7%
category average*



ojoeldivo_ ojoeldivo_

Follow Message + Share

34 Following 2.1M Followers 123.6M Likes

Assessoria: @Luana Macedo

open.spotify.com/playlist/OV...



Modeling the Impact of a Social Post

In H2 2025, 72% of Joel's audience also watched Drink content on TikTok during the same timeframe and his average video earned **1.41M views**. This means that on a single video, approximately **1.02M of the views are likely coming from viewers who also watch Drink content on TikTok.**

Not unique buyers. Not guaranteed conversions.

But beverage-engaged viewers — the right behavioral overlap for a beer brand.

KPI Depot reported that lower industry benchmarks suggest influencer campaigns can drive **4-5% conversion** (although mainstream brands typically reach 6-8%).

1.02M beverage-engaged views × 5% conversion = **51,000 buyers.**



Even at 4%, that still represents more than **\$387K in modeled revenue impact per video** (or R\$ 2M in Brazilian reals).



Source: Tubular Intelligence | TikTok | Creator: @ojoeldivo | Audience Also Watches: Drink | H2 2025



Section 3: Cultural Fit Outperforms Category Fit

And remember — this \$484K example only accounts for modeled purchase behavior tied to a single post. It doesn't factor in:



Repeat Purchases



Long-Term Brand Lift



Cultural Halo Effects

Predicting ROI based on views and engagements leaves a large margin for error. Layering in factors like search affinity, shopping affinity, and audience overlap can give marketers a much more accurate prediction of return.

“

When brands are weighing influencer partnerships, the question isn't just reach — it's potential return. Tubular's Insights & Strategy team uses back-end data and per-post performance modeling to help partners quantify behavioral alignment and forecast ROI at the content level. That's how we turn influence into measurable business value.

—
Ellen Marte
Social Video Strategist,
Insights & Strategy Team
Tubular Labs

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Key Takeaways

1

Reach Is a Starting Point — Not a Strategy

High views can signal visibility. But engagement patterns, affinity signals, and audience overlap reveal intent.

The most valuable creators often sit beneath the surface of raw volume metrics.

2

Behavioral Alignment Beats Demographic Alignment

It's not just who watches a creator. It's what those viewers search, shop for, and watch next.

Audience Also Watches data, search affinities, and shopping signals transform influencer selection from aesthetic fit into behavioral precision.

3

Cultural Context Drives Conversion

The most effective partnerships often feel unexpected on paper.

- A niche anime analyst outperforming recap aggregators
- A 'de-influencer' shaping dermatology trust
- A fashion creator driving beer engagement

When brands align with how audiences behave, not just how categories are defined, influence becomes measurable business value.

Conclusion

From Reach to Revenue: Redefining Influencer Value

Across every region in this report, one pattern is clear: **The creators generating the most views are not always the ones generating the most value.**

In East and Southeast Asia, only a small percentage of anime creators drive meaningful conversation. In U.S. healthcare, audience search behavior reveals who's shaping treatment decisions. And in Brazil, personality-driven creators outperform traditional category alignment.

Influencer marketing is no longer about exposure alone. It's about behavioral alignment.

When marketers evaluate influencers using deeper audience intelligence — overlap data, search signals, category adjacency, engagement depth — they shift from buying attention to investing in impact.



Influencer marketing doesn't fail because creators lack reach. It fails when brands mistake visibility for value.

Audience intelligence changes that equation. Reach beyond surface level metrics with Tubular's audience behavioral insights.

Get the data and insights you need to form better partnerships.

[Request a Demo](#)



About the Author

Ellen Marte is a Strategist on Tubular's Insights & Strategy professional services team, where she helps global brands and media organizations turn complex social video data into clear, growth-focused strategy. She partners with beauty and kids brands, as well as global media publishers and broadcasters, delivering audience analyses, competitive insights, and influencer identification that inform smarter positioning, targeting, and content decisions.

With a master's degree in psychology and a background in behavioral and developmental research, Ellen brings a deep understanding of audience behavior to her work. Blending analytical rigor with creative intuition, she uncovers meaningful patterns in data and translates them into actionable recommendations that drive measurable growth.