Earned Media Value (EMV)

Milestone 1: Updated Model for Aspire in 2025

The Earned Media Value (EMV) metric has become increasingly important for assessing the monetary impact of organic social media engagement. Based on an analysis of current market benchmarks, engagement patterns, this document outlines an updated EMV framework tailored specifically for Aspire's platforms.

Current EMV Landscape and Benchmarks

The concept of EMV has evolved significantly since 2020, with considerable shifts in how platforms calculate and assess the value of different engagement types across social networks. Current industry benchmarks reveal that EMV calculations have undergone substantial adjustments, with values increasing by approximately 30% since 2023. (1)

Industry EMV Valuation Standards

Modern EMV calculations typically employ one of two approaches:

- **Engagement-Based Calculation**: EMV = Engagements × Cost Per Engagement (CPE) (2)
- **Mixed Metric Approach**: Combining impressions, engagement types, and platform-specific multipliers (3)

Recent benchmark data shows significant variation in engagement values across platforms:

Instagram:

- Comments: $4.19-$10.20 (industry average)
- Likes: $0.09-$0.15
- Impressions: $2.10 per 1,000 impressions (3)

TikTok:

- Average CPE ranges from $0.10-$0.25
- Nano influencer CPE: $0.06
- Micro influencer CPE: $2.00 (4)

YouTube:

- Comments: $8.47 (recommended value)
- Likes: $0.94
- Views: $0.12 (3)

These values reflect a significant increase compared to our existing TMV metrics, suggesting our current framework may be undervaluing certain engagement types.

Influencer Size Analysis and Impact on EMV

Perhaps, engagement value doesn't consistently correlate with follower count. Analysis shows that Micro influencers (10,000-50,000 followers) often command higher CPE than larger accounts on certain platforms (4).

Cost Per Engagement by Influencer Tier Ananlysis

Instagram:

- Nano influencers (1,000-10,000): $0.59
- Micro influencers (10,000-60,000): $1.43
- Macro influencers (200,000+): $0.95 (4)

TikTok:

- Nano influencers: $0.06
- Micro influencers: $2.00
- Macro influencers: $0.48 (4)

YouTube:

- Nano influencers: $0.25
- Micro influencers: $0.15

- Mid-tier/Macro influencers: $0.11 (4)

This "influencer value curve" suggests that engagement from micro-influencers may deserve a premium in EMV calculations due to their typically higher engagement rates and audience trust levels.

Post Type Valuation Analysis

The aggregated social stats reveal significant variations in post performance by type. Instagram content continues to drive substantial engagement, while video formats across platforms show increasing importance.

Engagement Distribution by Post Type

The data shows Instagram posts maintaining strong engagement rates across standard posts, Reels, and Stories. TikTok videos show particularly high engagement-to-impression ratios, suggesting they generate more meaningful interactions per view.

Content Topic Influence on EMV

Topic relevance significantly impacts engagement value. Beauty, fashion, and food content typically generate higher engagement rates and thus higher EMVs compared to other categories (5).

Topic Premium Factors

Content topics should be factored into EMV calculations through a topic multiplier that reflects:

1. Average engagement rate for the topic
2. Industry CPMs for that vertical
3. Conversion likelihood within that vertical

Proposed Updated EMV Framework

Based on this analysis, here's an updated EMV model that incorporates all three key factors: post type, creator size, and content topic.

Updated Base Engagement Values

Instagram Post:

- Impressions: $0.08 (60% increase)
- Engagement:
  - Likes: $0.20 (33% increase)
  - Comments: $4.50 (350% increase)
  - Share: $3.00
  - Save: $3.50 (17% increase)

Instagram Story:

- Impressions: $0.07 (40% increase)
- Engagement
  - Likes: $0.20 (33% increase)
  - Share: $3.00 (200% increase)

Instagram Reel:

- Views: $0.12 (140% increase)
- Engagement
  - Likes: $0.25 (67% increase)
  - Comments: $5.00 (400% increase)
  - Share: $3.00
  - Save: $3.50

TikTok:

- Views: $0.08 (167% increase)
- Engagement
  - Likes: $0.15 (200% increase)
  - Comments: $2.50 (4900% increase)

    - Shares: $1.00 (1900% increase)
    - Save: $1.00

YouTube Video:

- Views: $0.12 (20% decrease - aligned with industry standards)
- Engagement
    - Likes: $0.90 (500% increase)
    - Comments: $8.50 (750% increase)
    - Share: $3.00
    - Save: $3.00

YouTube Shorts:

- Views: $0.08
- Engagement
    - Likes: $0.15 (200% increase)
    - Comments: $2.50 (4900% increase)
    - Share: $1.00
    - Save: $1.00

Pinterest:

- Impressions: $0.07 (40% increase)
- Engagement
    - Clicks: $3.50 (17% increase)
    - Saves: $3.50 (17% increase)
    - Closeups: $0.10 (100% increase)

Dynamic EMV Algorithm Model

Core Formula

`EMV = Σ(Engagement_Type × Base_Value × Creator_Factor × Post_Type_Factor × Topic_Factor)`

Adjustment Factors

Creator Size Factor:

- Brand Fan (1K-2.5K): 0.8
- Nano (2.5K-25K): 0.9
- Micro (25K-60K): 1.2
- Mid-tier (60K-100K): 1.0
- Macro (100K - 1M): 0.95
- Celebrity (1M+): 0.9

Post Type Popularity Factor (to be updated quarterly based on platform data):

- Instagram Post: 1.0 (baseline)
- Instagram Reel: 1.3
- Instagram Story: 0.8
- TikTok Video: 1.4
- YouTube Video: 1.1
- YouTube Short: 0.9
- Pinterest Pin: 0.7

Content Topic Factor (sample values based on engagement analysis):

- Beauty: 1.3
- Fashion: 1.2
- Food and Drink: 1.2
- Fitness: 1.1
- Travel: 1.1
- Technology: 0.9

- Finance: 0.8

Milestone 2: Implementation Strategy for Agentic EMV Model

Once we have implemented the above update, we would like to make this more smarter and AI driven by creating a self-updating EMV framework, I recommend implementing an agentic model that can regularly analyze platform data and adjust values accordingly, this an approach LTK taking today (6)

Data Collection Requirements

The agentic model should collect:

1. **Quarterly CPE/CPM Benchmarks**: From existing platforms report based on EMV and industry reports
2. **Monthly Engagement Rate Analysis**: By post type, creator size, and content category
3. **Platform Algorithm Updates**: Major changes to platform algorithms that might affect engagement
4. **Seasonal Trends**: Accounting for cyclical variations in engagement values

Algorithm Implementation Steps

1. **Baseline Value Establishment**: Set initial values based on current research
2. **Dynamic Multiplier Calculation**: Create formulas to adjust factors based on collected data
3. **Quarterly Review Triggers**: Automate quarterly reviews of all values
4. **Exception Flagging**: Identify outlier posts or creators for manual review
5. **A/B Testing**: Compare different EMV calculations against actual campaign performance

Conclusion

The updated EMV framework represents a significant evolution from our current TMV model, with values better aligned to current industry standards. The most notable changes include:

1. Substantially increased values for high-engagement actions like comments and shares
2. Differentiated values based on creator size that prioritize micro-influencers
3. Incorporation of content topic as a value multiplier
4. Higher values for video content across all platforms

By implementing this dynamic EMV model, Aspire will more accurately reflect the true value of influencer content while automatically adapting to the ever-changing social media landscape. The agentic approach ensures our EMV calculations remain current without requiring manual updates, providing more accurate ROI measurements for our brands.