

Influence Grid Launches New Platform to Help Marketers find TikTok Influencers

Influence Grid

Country

Topics

Followers

☐ 1k - 10k NANO INFLUENCERS

☐ 10k - 100k MICRO INFLUENCERS

☐ 100k - 1m MACRO INFLUENCERS

☐ 1m+ MEGA INFLUENCERS

☐ Min to Max

Average Video Views

Min to Max

Engagement Rate

Show Influencers

Clear Filters



Find the Best TikTok Influencers

Discover the perfect TikTok influencers for your campaigns using our database of over 62,047 influencers. Filter by topic, location, account size and engagement.

[Export as CSV](#)

Name	Tags	Country	Followers ↓	Avg Views	Avg Favourites	Engagement
 @lorengray ✓		U.S.A	36.7m	7.3m	1.2m	16.8%
 @babyariel ✓	duet	U.S.A	30.0m	1.6m	326.3k	21.2%
 @zachking ✓	magic love	U.S.A	29.1m	328.8m	2.4m	0.7%
 @riyaz.14 ✓		India	24.9m	757.7k	130.2k	17.7%
 @kristenhancher ✓		U.S.A	23.1m	364.9k	67.4k	18.7%

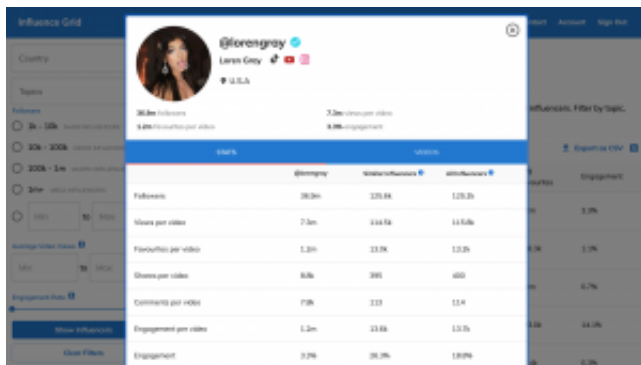
London, Jan 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Influence Grid](#) today announces the launch of its TikTok influencer discovery platform. The comprehensive database of TikTok influencers, who are categorized by location and topic, helps brands and marketing agencies find the most relevant influencers to work with.

The advanced search capabilities of Influence Grid, such as the ability to filter by engagement rate, average video views, and follower count, allow marketers to target the most effective influencers for their campaigns. Every influencer profile on the platform includes detailed statistics, such as the engagement rate of their followers, as well as the most recent videos they posted. Links to each influencer's other social media profiles and their email addresses are also included, when available. The results of any search can be exported to a CSV file, ready to be imported into Google Sheets or other tools.

Despite the huge growth of TikTok over the last couple of years (the application [reached 1.5 billion downloads in Q3 2019](#)), most influencer discovery tools are not yet compatible with the platform. Influence Grid fills the gap in the market with essential TikTok-specific statistics, such as average video views. Today's announcement will help brands and agencies include TikTok in their influencer marketing efforts.

"TikTok is only going to get bigger in 2020, and brands are starting to realize the untapped potential of the platform. We want to make it easier for them to find great influencers to work with. Whether it's a handful of micro-influencers or a global campaign of hundreds, our influencer database helps them do

that.” said Andrew Cloke, CEO of [Influence Grid](#). “Based on the feedback from our beta users, our tool is an invaluable part of their discovery processes”.



The screenshot shows the Influence Grid interface. On the left, there are filters for Country (USA), Topics, and Followers (30k-100k). The main profile shown is for @larengray, a female influencer with 30.3k followers, 7.2m video views, and 1.8m engagement. Below the profile is a table comparing three influencers: @larengray, @mattandjenelle, and @influencer. The table lists metrics such as Followers, Views per video, Likes per video, Comments per video, Engagement per video, and Engagement.

	@larengray	@mattandjenelle	@influencer
Followers	30.3k	125.5k	125.5k
Views per video	7.2m	114.5k	114.5k
Likes per video	1.2m	11.5k	11.5k
Comments per video	8.5k	395	460
Engagement per video	1.2m	11.5k	11.5k
Engagement	1.8m	18.0%	18.0%

Media Contact

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Source : Influence Grid

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