Hyperiser

Influencer Marketing Report

Q1 2026

The Influencer Marketing Ecosystem in Türkiye
by
Hyperiser

A data-driven report for brands and content creators investing in influencer marketing.

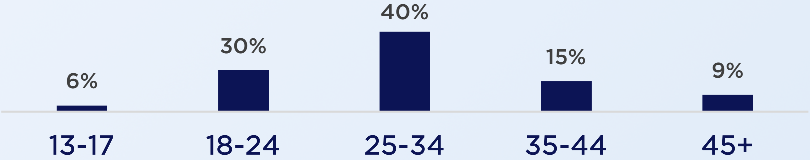
Hyperiser

Table of contents

Hyperiser Universe Q1 2026

audience

♀ 52%
♂ 48%
gender



age

7,952,813 Archived content

1,616,871 Branded or linked content

100,000+ Influencers scanned

42,154 Influencers tracked

3,361 Brands

114 Content sub categories

22 Content categories

Summary

Q1 2026 marked a structural maturation phase for Turkey's influencer marketing landscape. With more than 7.9 million archived content and over 1.6 million branded and linked content analyzed, the ecosystem has evolved beyond an experimental channel into a central part of digital communication strategies. Platforms are no longer interchangeable alternatives; they are now distinct media channels with clearly defined roles.

Instagram continues to serve as a strong visibility layer, but unlocking its full potential requires investment in content quality and creative ideas. TikTok, with an average engagement rate of 2.8% and a 44% collaboration share, shows that it is no longer just a discovery platform but an active channel that can drive campaign performance when used right. On YouTube, the landscape is more selective and focused on integrations. The rise in Shorts usage from an annual average of 28% to 38% shows that short-form content has a lasting role, while long-form video continues to deliver high engagement (1.65%) and depth.

From a brand strategy perspective, one of the key findings is that high collaboration frequency alone is not enough. On TikTok, HangiKredi reached a 4% mention share with just one creator, while on YouTube, BtcTurk reached 11% through a single channel. These cases show the importance of choosing the right channel, format, and timing.

Analysis of most engaged collaborations shows that success is not driven by a single formula, but by repeatable content models specific to each platform. The Food and Beverage, FMCG, and Finance sectors stood out, with brands generating the highest engagement. On Instagram, collaborations focused on recipes, humor, and celebrity partnerships. On TikTok, challenges and product use emerged as key drivers, while on YouTube, sponsorship integrations led.

An analysis of rising creators points to a shared growth model across platforms: a clear content concept, repeatable formats, and high posting frequency. Algorithmic reach on TikTok, Shorts use on YouTube, and consistent content on Instagram served as key growth drivers.

Overall, Q1 2026 data shows a shift in influencer marketing from assumption-based execution to data-driven decisions and platform specific models.

Key Takeaways

Major Advertisers: Platform-Specific Models

On Instagram, both ongoing collaborations with a limited set of influencers and broad creator network strategies continue to coexist. On Instagram, 71% of 1.5 million linked Stories came from Trendyol and Hepsiburada. On TikTok, the landscape was more balanced, with FMCG, .com, and Retail holding similar shares. A flexible structure emerged, combining paid collaborations, seeding, and sponsorships. On YouTube, Press/ Publishing led with an 81% share, largely driven by organic content. In collaborations, Finance was the leading sector, with BtcTurk and Bitlo dominating through a limited number of channels.

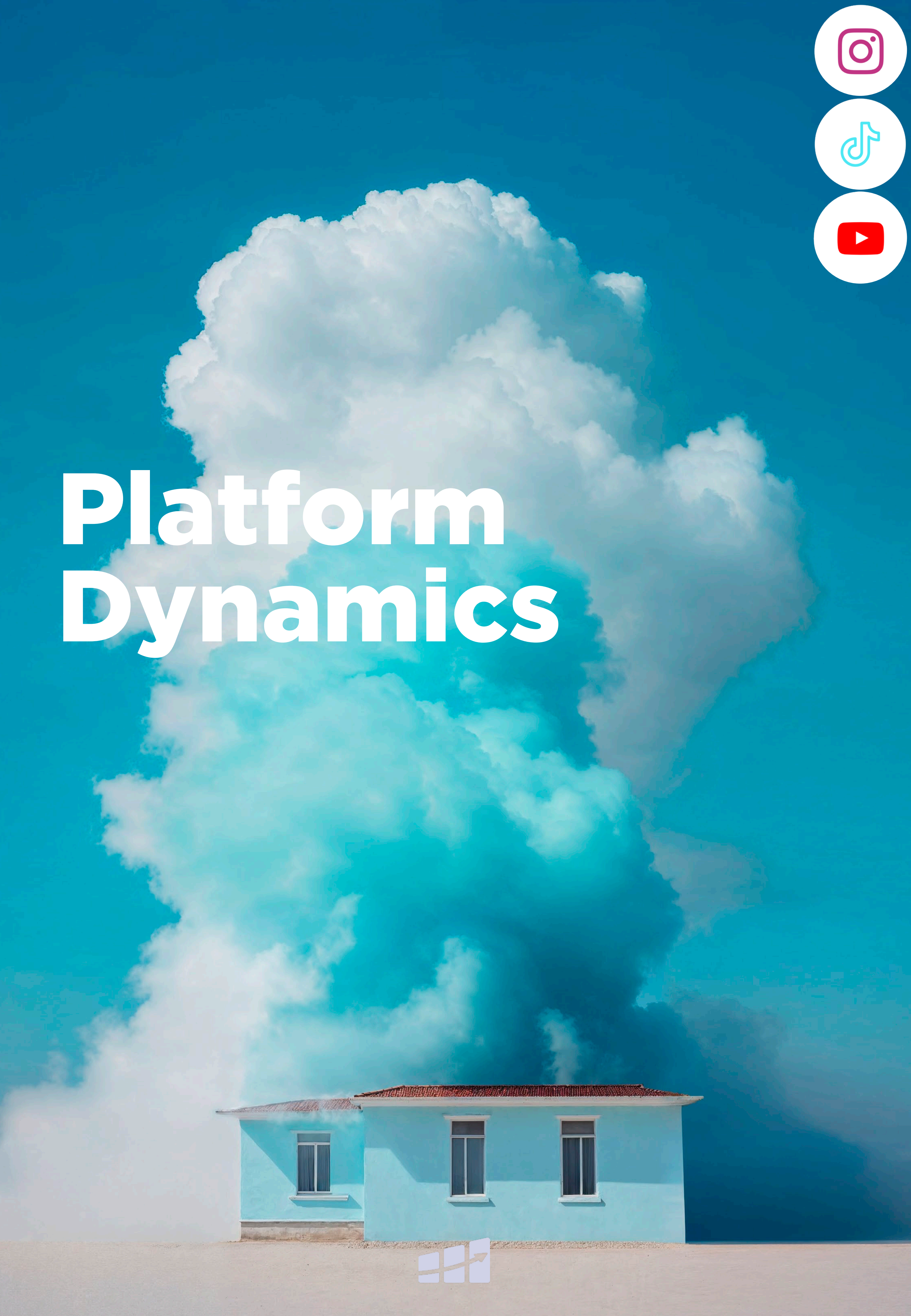
The Most Engaged Collaborations

On Instagram, the highest engagement is driven by recipes, humor, and celebrity collaborations, with Food & Beverage and Technology leading. On TikTok, FMCG, Food & Beverage, and .com brands generate strong performance through product use, challenges, and humor, while sponsorship integrations also emerge as an effective model. On YouTube, Finance and Food brands build visibility mainly through sponsorships and content integrations, often via a limited number of channels.

Rising Stars

On Instagram, rising accounts grow through consistent content and high Story frequency, while on TikTok, growth is driven by repeatable short-form formats that trigger algorithmic distribution. On YouTube, more niche and established content structures, supported by Shorts, play a leading role. Despite platform differences, the common growth driver is the consistent repetition of formats that work.

Platform Dynamics



Three platforms, three distinct roles

As of Q1 2026, Turkey’s influencer marketing ecosystem operates with a clearly differentiated platform structure. Instagram remained the primary channel for branded content, accounting for 89% of total volume.

Instagram’s scale is closely tied to its strong and established usage habits. TikTok, on the other hand, delivers higher engagement with lower content volume, offering a clear opportunity to rethink platform roles. While Instagram creates continuous visibility and reach, TikTok functions as an engagement-driven performance channel. This distinction signals the need to redefine platform roles strategically, with separate planning and measurement approaches.

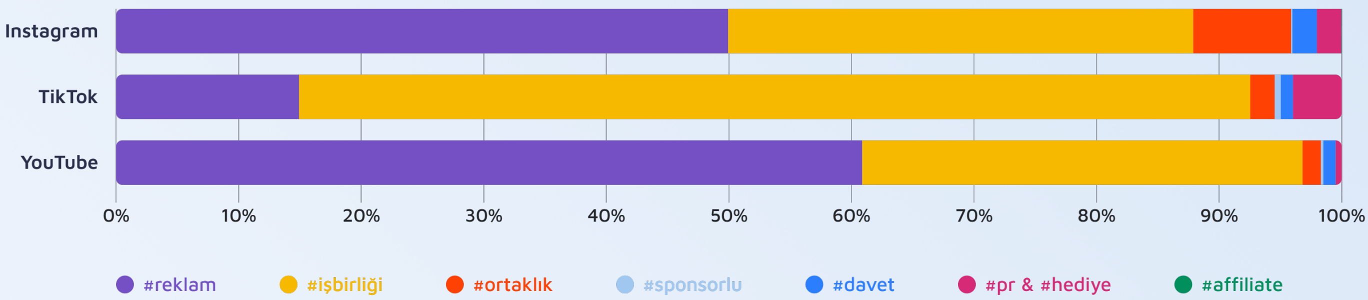
Content Distribution	89.0%	8.0%	3.0%
Collaboration Rate	41.0%	5.0%	44.0%
Average Engagement Rate	1.33%	1.5%	2.8%

In 2026, building influencer communication requires a balanced media mix shaped by KPI-driven platform and format selection. Leading brands no longer use platforms for a single purpose, but assign them clear roles. This clarity makes campaign performance more sustainable and predictable.

*Collaboration Rate: Content that includes, in addition to a brand tag, at least one of the following hashtags: : #işbirliği, #reklam, #ortaklık, or #sponsor.

Commercial messaging and transparency in branded content

The hashtags used in branded content reveal distinct communication patterns across platforms. On TikTok, content is largely centered around #işbirliği, while Instagram shows a more balanced use of #reklam and #işbirliği together. On YouTube, #reklam is more commonly preferred.



Beyond paid collaborations, platforms also differ in their broader partnership models. On Instagram, the higher visibility of #davet content points to an experience and access-driven approach. On TikTok, the relatively higher use of #pr and #hediye indicates a preference for product seeding and gifting strategies. This differentiation shows that influencer marketing goes beyond content creation and is shaped by platform-specific collaboration models.

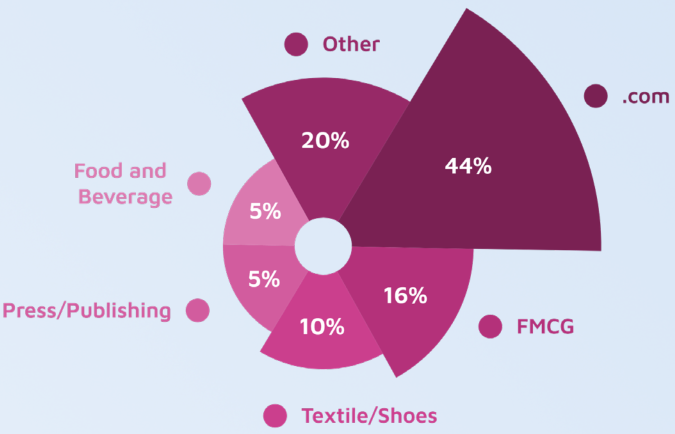
This creates stronger impact potential for brands. By testing different collaboration setups across platforms and reallocating investment based on performance outcomes, brands can build more sustainable influencer strategies.

Major Advertisers

Sector distribution of branded content on Instagram

Q1 data shows that the industry distribution and content intensity of branded content on Instagram remained in line with previous periods.

In the .com category, the average reached 29 posts per influencer, while other sectors stayed at lower levels. Two core approaches continue: ongoing collaborations with a limited set of influencers, or broader communication through a wider creator network.



The high intensity in the .com category shows that influencer collaborations are managed as an always-on model rather than campaign-based efforts. In broader networks, impact scales through distributed visibility and consistent messaging. In 2026, standout performance comes from managing these models in a more systematic and measurable way.

Sector	Unique Influencer Count	Average Content per Influencer
.com	3.4K	29
FMCG	4.2K	9
Textile/Shoes	3.5K	6
Press/Publishing	2.4K	5
Food and Beverage	3.6K	3

Other: Automotive, Communication, Durable Consumption, Education, Energy/Fuel, Exhibition/Organization/Companies, Finance, Foundations/Associations/Companies, Furniture/Bed, Health, Informatics/Mobile Phone, Insurance, Movie/Toy/Entertainment, Optics/Clock/Accessory, Real Estate/Construction/Paint, Retail, Shopping Mall, Tourism, Transportation

*Sorted alphabetically.
**Only content containing brand tags were included in the analysis.

Major Advertisers

Which brands are dominating Instagram?

In Q1 2026, leadership in Instagram branded content remained heavily driven by .com brands. Trendyol ranked first with 30.4K posts and a 32% share, followed by Hepsiburada with 12.3K posts and a 13% share.

Dimes, with 727 influencers and 1.3K posts in Hyperiser Universe, reflected the broad network approach typical of the FMCG sector. This model, built on lower frequency and wider reach, enables cost-efficient visibility and sets a strong benchmark for FMCG and Food and Beverage brands.

No	Brand	Frequency	Unique Influencer	Share of Mentions (%)
#01	Trendyol	30.4K	1K	32.0%
#02	Hepsiburada	12.3K	617	13.0%
#03	Trendyolmilla	2.9K	301	3.0%
#04	Dimes	1.3K	727	1.4%
#05	Karaca	995	208	1.1%
#06	L'Oréal Paris	915	479	1.0%
#07	Bubilet	830	38	0.9%
#08	Proteinocean	666	161	0.7%
#09	Nivea	617	323	0.7%
#10	LC Waikiki	614	149	0.7%

*Brands are ranked by frequency.
**Only posts containing brand tags were analyzed. Linked stories are not included.
***In addition to a brand tag, content was required to include at least one of the following hashtags: #işbirliği, #reklam, #ortaklık, or #sponsor.

Major Advertisers

Market share in linked content

Analysis of approximately 1.5 million linked Stories shared in Q1 shows that a significant portion of the volume was concentrated around two brands. Trendyol accounted for 49.8% and Hepsiburada for 21.6%, together making up nearly 71% of all linked content.

The data indicates that influencer content is positioned as a direct traffic and conversion channel. For high-volume brands, linked content operates as a continuous traffic driver, while for smaller-scale brands, it is used more as a targeted tool during campaign periods or for specific audiences.

No	Brand	Frequency	Link Volume
#01	Trendyol	738.5K	49.8%
#02	Hepsiburada	320.7K	21.6%
#03	Trendyolmilla	26.2K	1.8%
#04	Publicis GO	9.7K	0.7%
#05	N11	9.3K	0.6%
#06	Shopier	8.1K	0.5%
#07	Bubilet	5K	0.3%
#08	Yelishe Store	4.6K	0.3%
#09	Terrarossa Butik	4.2K	0.3%
#10	Zerrincan Butik	4.2K	0.3%

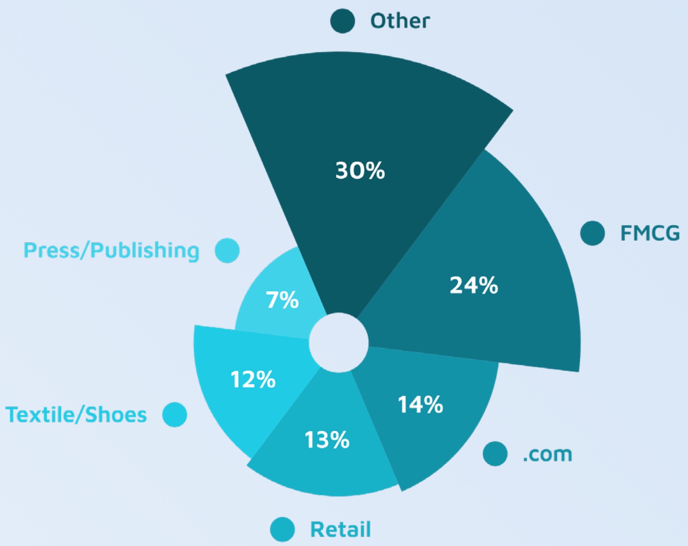
*Stories that redirect users to brands via links were analyzed.

Major Advertisers

Sector distribution of branded content on TikTok

In Q1 2026, branded content on TikTok showed a more balanced industry distribution compared to Instagram.

FMCG led with a 24% share, while .com, Retail, and Textile/Shoes followed with similar shares. This indicates that TikTok offers a more level playing field across industries.



In terms of content intensity, most sectors averaged around 3 posts per influencer, while Retail and Press/Publishing stood out with higher volumes. Overall, sectors on TikTok tend to adopt a low-intensity, broad network approach.

Sector	Unique Influencer Count	Average Content per Influencer
FMCG	527	3
.com	332	3
Retail	150	6
Textile / Shoes	297	3
Press / Publishing	91	5

Other: Automotive, Communication, Durable Consumption, Education, Energy/Fuel, Exhibition/Organization/Companies, Finance, Foundations/Associations/Companies, Furniture/Bed, Health, Informatics/Mobile Phone, Insurance, Movie/Toy/Entertainment, Optics/Clock/Accessory, Press/Publishing, Real Estate/Construction/Paint, Shopping Mall, Tourism, Transportation

*Sorted alphabetically.
**Only content containing brand tags were included in the analysis.

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Major Advertisers

Which brands are dominating TikTok?

On TikTok, brand distribution reflects a multi model structure where different categories and approaches coexist. Alongside brands using broad influencer networks, a sponsorship model that drives high volume through a limited number of creators also plays a prominent role. This is especially visible in Finance, Real Estate/Construction, and some FMCG brands.

Success on TikTok depends on choosing the right activation model rather than relying on a single approach. Paid collaborations, seeding, and sponsorship integrations position the platform as a flexible performance channel serving different goals. In 2026, the opportunity lies not in using TikTok as a single type of channel, but in balancing different models within one strategy.

No	Brand	Frequency	Unique Influencer	Share of Mentions (%)
#01	Trendyol	147	61	7.0%
#02	Maybelline New York	117	88	5.0%
#03	HangiKredi	90	1	4.0%
#04	Hepsiburada	85	66	3.8%
#05	Clear	83	3	3.7%
#06	Blade	75	2	3.4%
#07	Temu	67	23	3.0%
#08	Nyx Cosmetics	54	42	2.4%
#09	Philips	50	19	2.2%
#10	Fuzul Yapı	42	1	1.9%

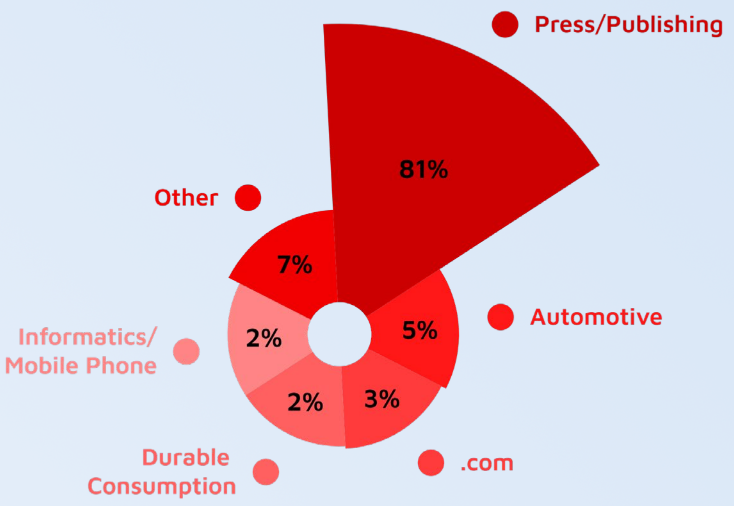
*Brands are ranked by frequency.
**In addition to a brand tag, content was required to include at least one of the following hashtags: #işbirliği, #reklam, #ortaklık, or #sponsor.

Major Advertisers

Sector distribution of branded content on YouTube

In Q1 2026, branded content distribution on YouTube differs clearly from other platforms. Press/Publishing leads with an 81% share.

Content intensity makes this distinction even clearer. In Media & Publishing, the average reaches 166 posts per channel, while other sectors remain at much lower levels.



This gap shows that media channels benefit from a natural volume advantage driven by continuous content production. As a result, the distribution reflects YouTube's content ecosystem more than influencer collaborations.

Sector	Unique YouTube Channel Count	Average Content per Channel
Press/Publishing	103	166
Automotive	114	9
.com	80	7
Durable Consumption	58	8
Informatics/Mobile Phone	65	6

Other: Communication, Durable Consumption, Education, Energy/Fuel, Exhibition/Organization/Companies, Finance, FMCG, Food and Beverage, Foundations/Associations/Companies, Furniture/Bed, Health, Insurance, Movie/Toy/Entertainment, Optics/Clock/Accessory, Real Estate/Construction/Paint, Shopping Mall, Tourism, Transportation

*Sorted alphabetically.
**Only content containing brand tags were included in the analysis.

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Major Advertisers

Which brands are dominating YouTube?

Brand ranking on YouTube shows that collaboration dynamics differ from overall sector distribution. While Press/Publishing dominates in content volume, Finance and Technology brands stand out in collaborations.

Two models emerge in channel distribution: brands like Xiaomi, Huawei, and Samsung operate across a broad channel network, while BtcTurk and Bitlo generate high volume through a limited number of channels. This indicates that sponsored content on YouTube tends to cluster around specific formats and channel partnerships.

Overall, YouTube offers a more selective, integration-led structure compared to other platforms. For brands, effective communication depends less on volume and more on being present in the right channel and format.

No	Brand	Frequency	Unique Channel	Share of Mentions (%)
#01	BtcTurk	83	1	11.1%
#02	Coca Cola	33	2	4.4%
#03	Xiaomi	33	12	4.4%
#04	Trendyol	31	2	4.1%
#05	Huawei	30	12	4.0%
#06	Bitlo	30	1	4.0%
#07	Samsung	29	11	3.9%
#08	Asus	24	10	3.2%
#09	Intel	18	8	2.4%
#10	Trendyolmilla	17	4	2.3%

*Brands are ranked by frequency.
**In addition to a brand tag, content was required to include at least one of the following hashtags: #işbirliği, #reklam, #ortaklık, or #sponsor.

Favorite Formats

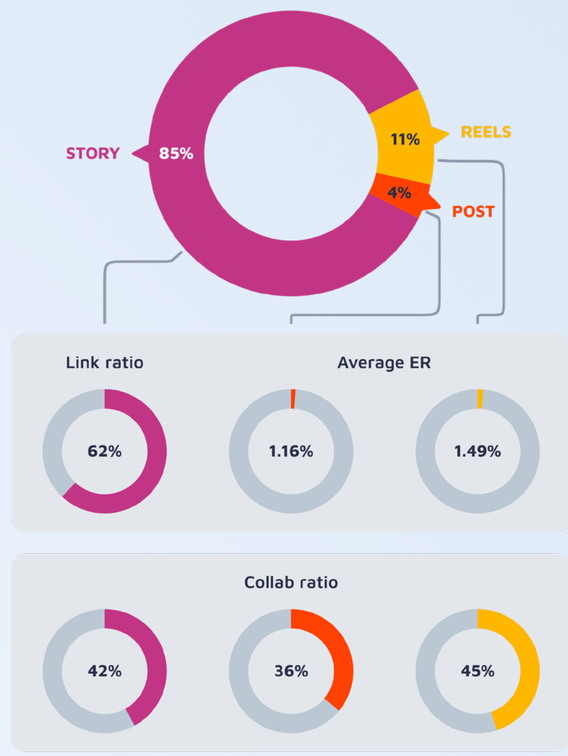
Favorite Formats

Content formats are clearly differentiated across platforms, with each establishing its primary use case. On Instagram, Stories are positioned for conversion, while Reels serves as the main collaboration format. On TikTok, video remains the core driver of engagement. On YouTube, Shorts accelerates growth, while long-form video continues to deliver core performance.

Branded content formats on Instagram

In Q1, 85% of branded content on Instagram was concentrated in Stories. A 62% link usage rate highlights the format's strength in driving direct action.

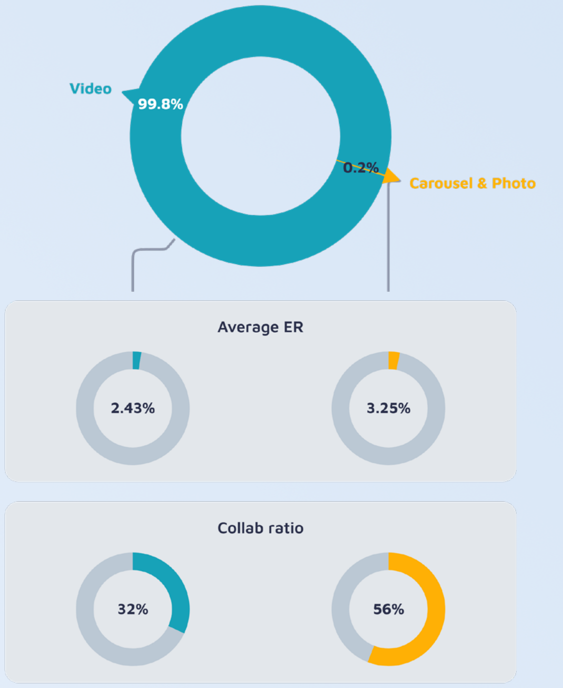
Among permanent formats, Reels leads with a 45% collaboration share, confirming its role as the primary collaboration format. However, compared to Q1 2025, engagement declined (1.7% → 1.49%) and collaboration rates dropped significantly (avg. -24%). This suggests brands are becoming more selective, shifting focus from content volume to stronger creative ideas and production quality.



Favorite Formats

Branded content formats on TikTok

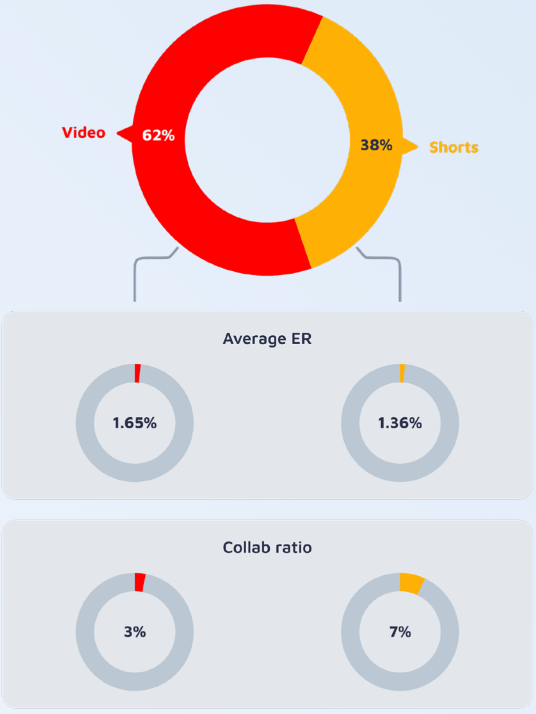
On TikTok, branded content was almost entirely video-based. An average engagement rate of 2.43% highlights the platform's strength for engagement-driven campaigns.



Although carousel and photo formats generate higher engagement (3.25%), their low share within branded content reflects TikTok's algorithm and trend-driven nature, where video remains dominant. Still, non video formats offer a limited but untapped opportunity for alternative storytelling.

Branded content formats on YouTube

On YouTube, the share of Shorts increased from an annual average of 28% to 38%, signaling a growing role. Despite this, long-form video remains the primary format, with higher engagement (1.65%) and greater content volume.



Low collaboration rates in both formats (Shorts 7%, Video 3%) suggest that a significant portion of branded content occurs through sponsorships and integrations that are not explicitly labeled as collaborations.

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Seasonality

Seasonality

Monthly content distribution by platform

On Instagram and YouTube, content and collaborations show a balanced distribution across months. On TikTok, however, branded and especially collaboration content peaks in February and March, indicating a more campaign-driven usage.

Overall, content volume shows a gradual increase from January to March rather than sharp spikes. This suggests a cautious start to the year, followed by more active communication toward the end of the quarter.

The parallel movement of branded and collaboration content with total content indicates that influencer marketing is no longer a separate campaign layer, but a continuous and central part of digital communication strategies.

	Total Content			Branded Content			Collab Content		
	Jan	Feb	Mar	Jan	Feb	Mar	Jan	Feb	Mar
Instagram	34%	31%	35%	32%	33%	35%	31%	33%	36%
TikTok	35%	32%	33%	30%	35%	35%	28%	38%	34%
YouTube	34%	32%	34%	35%	32%	33%	34%	32%	34%

*Total content: Includes all influencer content, with or without brand mention.

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What the #'s Tell and X Trending Topics

In Q1 2026 content

Most Frequently Used Hashtags

On Instagram and TikTok, the hashtags used in influencer content reflect different usage intents. On Instagram, hashtags cluster around #işbirliği and #reklam, clearly signaling commercial content. On TikTok, while #keşfet and #fyp stand out, usage is more diverse and evenly distributed.

Variations such as #işbirliği and #isbirligi make it harder to group branded content under a single category, leading to underreported visibility and more complex compliance tracking. This highlights the need for a monitoring approach that captures variations and ensures accurate classification.

Instagram

No	Hashtag	Hashtag Share (%)
#01	#işbirliği	29.0%
#02	#reklam	19.0%
#03	#ortaklık	7.0%
#04	#isbirligi	5.0%
#05	#davet	2.0%
#06	#hediye	2.0%
#07	#prgift	0.9%
#08	#keşfet	0.7%
#09	#pr	0.7%
#10	#zara	0.5%
#11	#ortaklik	0.5%
#12	#fyp	0.5%
#13	#kesfet	0.5%
#14	#makeup	0.4%
#15	#temu	0.4%
#16	#market	0.3%
#17	#indirim	0.3%
#18	#trendyolmilla	0.3%
#19	#bim	0.3%
#20	#makyaj	0.3%

TikTok

No	Hashtag	Hashtag Share (%)
#01	#keşfet	5.0%
#02	#fyp	4.0%
#03	#işbirliği	3.0%
#04	#kesfet	2.0%
#05	#futbol	1.3%
#06	#fypシ	1.1%
#07	#keşfetteyizzz	1.1%
#08	#CapCut	0.8%
#09	#reklam	0.8%
#10	#gündem	0.8%
#11	#haber	0.7%
#12	#kesfetteyiz	0.7%
#13	#viral	0.7%
#14	#tiktok	0.6%
#15	#sondakika	0.6%
#16	#makeup	0.6%
#17	#vlog	0.6%
#18	#fenerbahçe	0.5%
#19	#grwm	0.5%
#20	#yemek	0.5%

*To prevent fragmentation caused by hashtag variations, collaboration related tags with the same meaning (e.g., #işbirliği, #isbirligi, #ortaklık, #ortaklik) have been grouped under a single category.

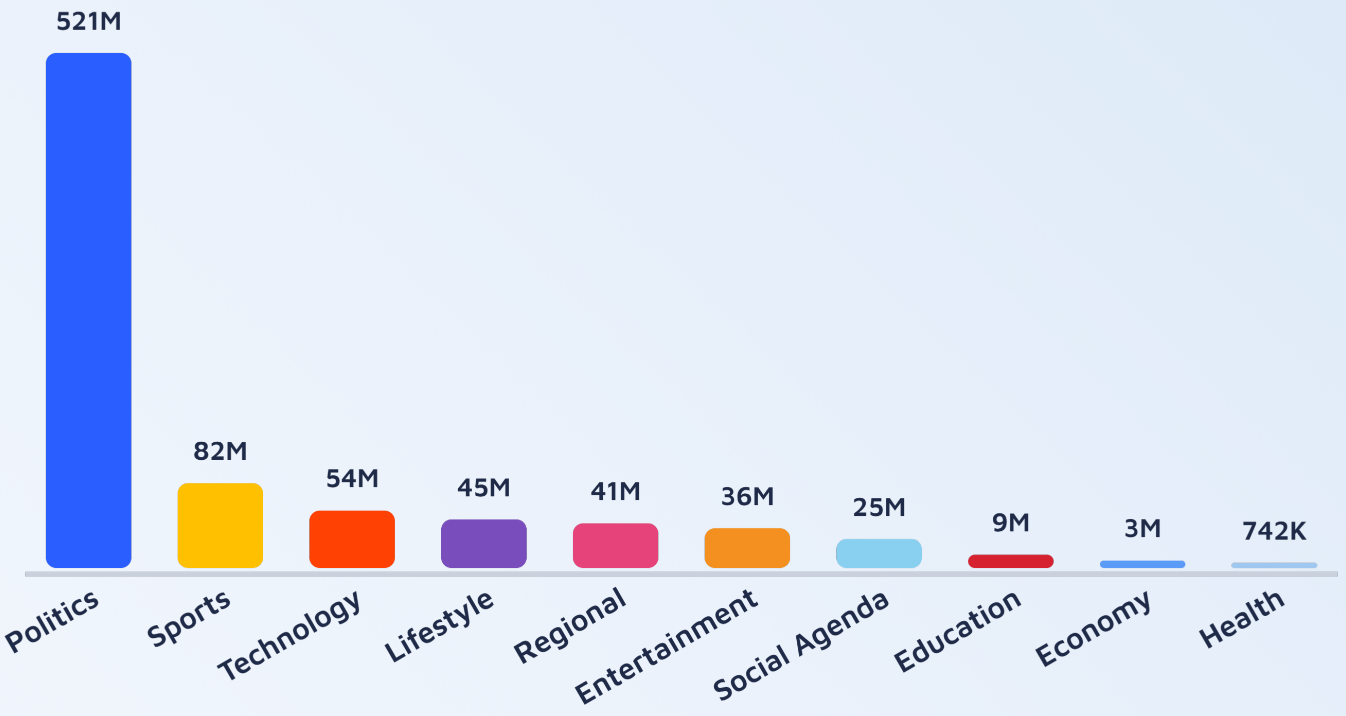
Agenda distribution by Tweet volume on X

In Q1 2026, the main topics across more than 800 million Tweets were ranked by volume. The data shows that conversations on X are largely shaped around people, countries, and events.

The dominance of the Politics category reflects not just interest, but the platform's core use case: reacting to real-time developments.

Similarly, categories like Sports and Entertainment grow more through participation in ongoing conversations than through original content creation.

Another key point is that most hashtags are not used for commercial or growth purposes, but are directly tied to topics, people, or events. Data indicates that visibility on X depends on both algorithmic optimization and relevance to the agenda.



Influencers

Performance dynamics and content frequency

Differences across segments are not only about reach or engagement averages, but also efficiency. Nano and Micro segments deliver higher engagement rates, offering stronger returns with lower budgets, while upper segments provide broader visibility at a higher cost.

Influencer Group	Hyperiser Distribution	Average				
		Followers	Reach	Reels Views	Hyperscore	Engagement Rate
Nano	7%	6K	2K	35K	**6.1**	6.57%
Micro	34%	25K	7K	74K	5.5	4.27%
Mid	**38%**	121K	31K	234K	5.4	3.57%
Macro	15%	486K	117K	666K	5.1	3.00%
Mega/Celeb	6%	**2.4M**	**529K**	**1.8M**	4.9	2.51%

In upper segments, higher content frequency and link usage indicate a shift from single-post performance to continuity and traffic driving roles. This shows that working with larger creators is not a one-off effort, but an ongoing investment model.

Influencer Group	Average Content Count			Stories with Links (%)
	Post / Week	Reel / Week	Story / Day	
Nano	1	0.3	1	2%
Micro	1	1	2	4%
Mid	2	1	4	9%
Macro	4	2	5	12%
Mega/Celeb	5	3	5	12%

*Stories with Links (%) represents the share of Stories that include a link (product redirection, affiliate, etc.) within an influencer's total Story output.

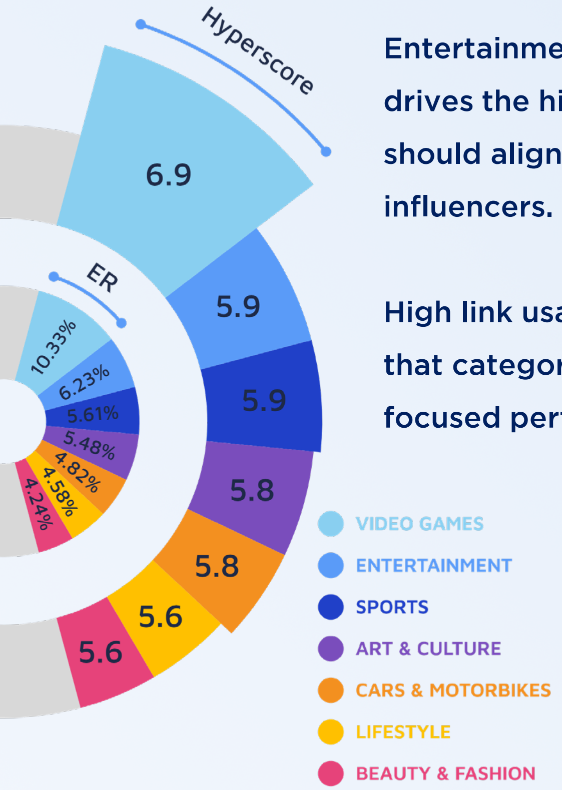
Content categories

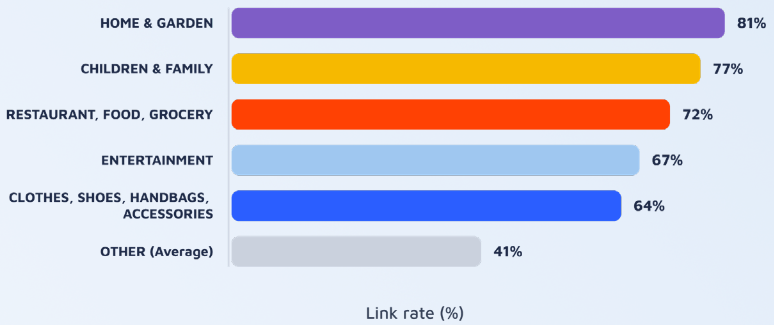
On Instagram, performance metrics differ clearly across categories, with each taking on a distinct role.

No	Categories	Average Followers	Average Reach	Reach/ Followers
#01	MOVIES & TV	700K	166K	26%
#02	MUSIC	425K	96K	27%
#03	ENTERTAINMENT	400K	109K	37%
#04	RESTAURANT, FOOD, GROCERY	315K	59K	22%
#05	SPORTS	297K	100K	33%
#06	PETS	293K	68K	28%
#07	CLOTHES, SHOES, HANDBAGS, ACCESSORIES	276K	55K	25%
#08	CHILDREN & FAMILY	264K	62K	27%
#09	BEAUTY & FASHION	251K	56K	28%
#10	CARS & MOTORBIKES	244K	65K	30%

Entertainment and Sports lead in reach, while Video Games drives the highest engagement, showing that category choice should align closely with campaign goals when selecting influencers.

High link usage in Stories within certain categories also indicates that category selection plays a direct role in driving conversion-focused performance.





*Hyperscore: A composite score out of 10, based on engagement rate, reach, content frequency, and positive comment sentiment.

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Influencer Segments

TikTok

On TikTok, the relatively small differences in engagement rates across segments suggest that performance depends more on content and audience fit than follower size. The Micro segment leading the rankings indicates that the most efficient results come from this group.

		Average			Average Content Count
Influencer Group	Hyperiser Distribution	Followers	Views	Engagement Rate	Video / Week
Nano	27%	4K	38K	3.90%	1
Micro	26%	26K	130K	**4.87%**	2
Mid	**25%**	118K	260K	3.69%	2
Macro	16%	481K	484K	3.50%	4
Mega/Celeb	6%	**2.8M**	**817K**	3.42%	5

YouTube

On YouTube, declining engagement rates as segments grow show that stronger engagement is concentrated in smaller, more connected audiences. At the same time, higher video and Shorts frequency in larger segments highlights that reaching broader audiences requires more frequent and consistent content production.

		Average			Content Frequency	
Influencer Group	Hyperiser Distribution	Followers	Views	Engagement Rate	Video / Week	Shorts / Week
Nano	37%	4K	5K	**16.58**	0.1	0.4
Micro	22%	25K	23K	11.17	0.2	1.0
Mid	**23%**	123K	100K	8.05	1.0	2.0
Macro	13%	484K	228K	6.61	2.0	2.0
Mega/Celeb	5%	**2.9M**	**1.3M**	5.91	6.0	5.0

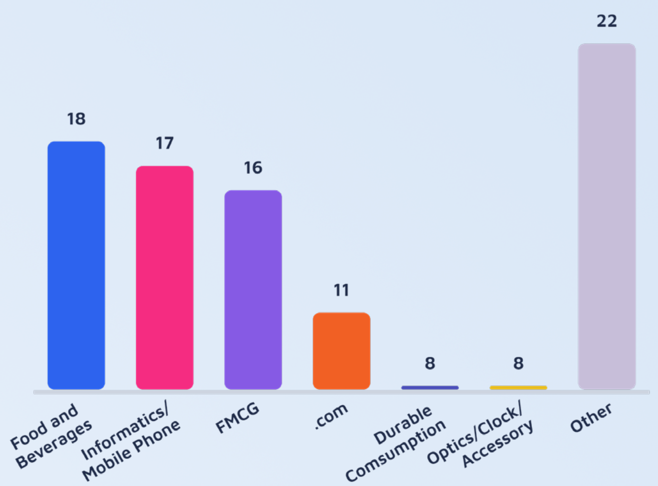
The Most Engaged Collaborations

The Most Engaged Collaborations

Instagram Post & Reels

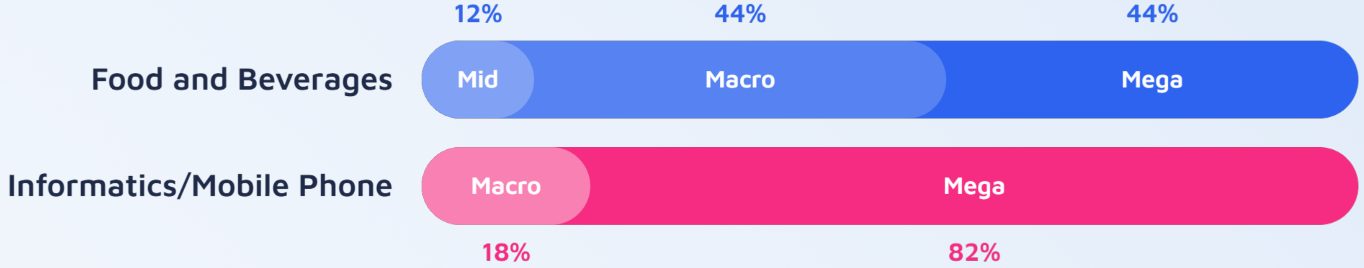
What can we learn from the top 100 most engaged collaborations in Q1 2026?

In Q1, the top 100 content by total engagement were led by recipe content, humor driven formats, celebrity collaborations, and a limited number of sponsored content.



Dimes and Proteinocean stood out in Food and Beverages with different content models, while almost all content driving the presence of Informatics/Mobile Phone came from Samsung. This pattern shows that Instagram does not rely on a single formula, but on recurring content trends brands can tap into.

In Food and Beverages and Informatics/Mobile Phone collaborations, Macro and Mega segments dominated. Mid-tier creators also delivered strong engagement for Food & Beverage brands.



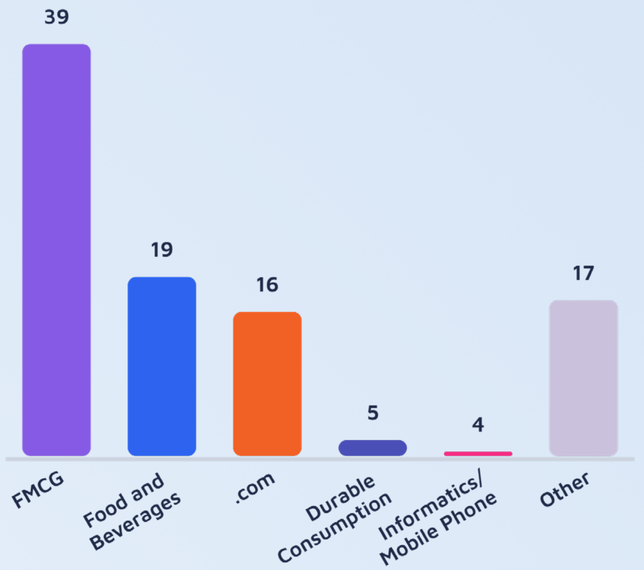
*Engagement is calculated as the sum of likes and comments.
**The “Other” category is primarily composed of Textile and Gaming brands.

The Most Engaged Collaborations

TikTok Video

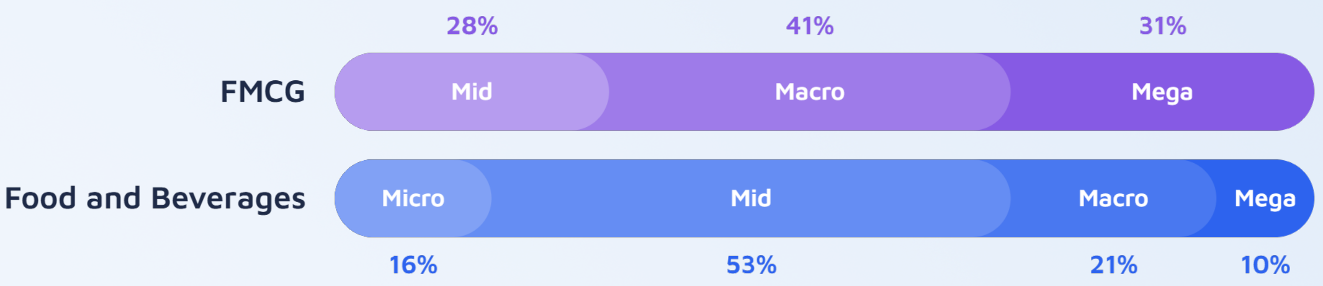
What can we learn from the top 100 most engaged collaborations in Q1 2026?

On TikTok, the highest-engagement collaborations in Q1 were concentrated in FMCG, Food & Beverage, and .com. Brands such as Maybelline, NYX, CeraVe, Algida, Hepsiburada, and Getir stood out with their presence in the top 100. In Beauty, product-focused usage led; in Food & Beverage, recipes and challenges, and in .com, humor and utility driven content dominated.



Another notable model was sponsorships. Especially in sports and entertainment accounts, high engagement was achieved through brand integrations within existing content flows, without the need for additional creative setups. This shows that on TikTok, not only creative formats but also sponsorship-based collaborations can perform strongly.

In FMCG, collaborations were mostly driven by Macro (41%) and Mega (31%) segments, while in Food & Beverage, Mid (53%) and to a lesser extent Micro (16%) segments generated the most engagement.



*Engagement is calculated as the sum of likes, comments, saves, and shares.
**The "Other" category is primarily composed of Finance, Automotive, Retail, and Textile/Shoes sectors.

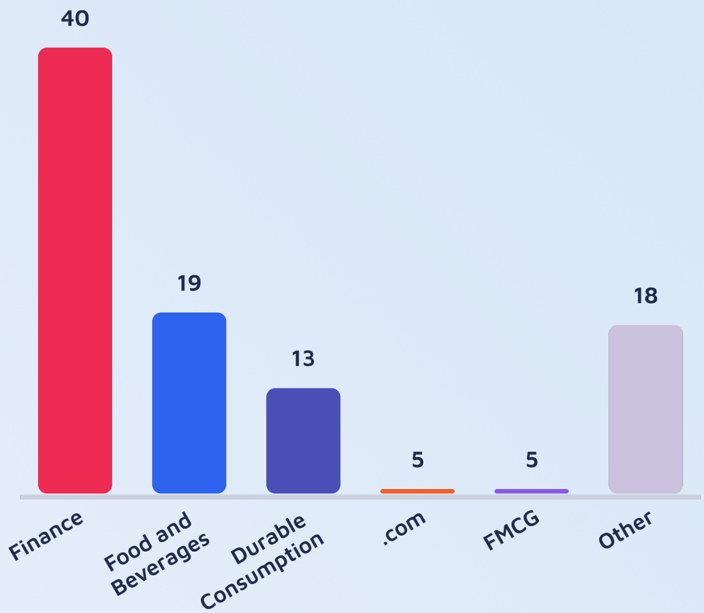
Hyperiser

The Most Engaged Collaborations

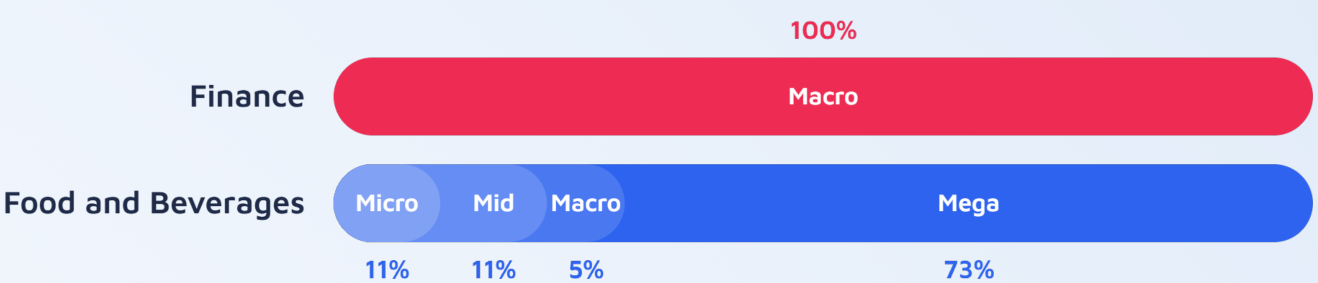
YouTube Video & Shorts

What can we learn from the top 100 most engaged collaborations in Q1 2026?

On YouTube, Finance and Food and Beverages stood out among the top 100 content by engagement. In Finance, brands like Bitlo and BtcTurk built visibility through sponsorships in economy and sports content, with economic channels and match analysis formats acting as key drivers. In Food and Beverages, no single brand dominated, but Coca-Cola and Nescafe led in content volume.



Finance collaborations were concentrated entirely within a limited number of Macro channels, while in Food and Beverages, activity was led by Mega channels, supported by Micro and Mid segments.



*Engagement is calculated as the sum of likes and comments.
**The "Other" category is primarily composed of Automotive and Retail sectors.

Hyperiser

Rising Stars

Our Rising Star lists are designed to identify Instagram accounts that demonstrate measurable, consistent, and engagement-backed growth. Turkey-based accounts are first filtered by follower range and growth thresholds; then growth rate, consistency, momentum, and engagement quality are evaluated together. Accounts without reliable engagement signals are excluded, and the remaining profiles are ranked within their segments, with the top performers making the list.

Latest performance data is as of March 31, 2026.

Rising Stars

Instagram under 100K

On Instagram, rising accounts under 100K followers were led by humor (especially POV), food, and lifestyle categories. A common pattern across these accounts was a daily average of 4.5 Stories, highlighting consistent posting as a key driver of visibility.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	İlknur Kurt @iilknurkurt_	37.4K	16.96%	7.5
#02	Mehmet Çatal @codymehmetcatal	89.8K	30.68%	9.6
#03	Deniz Berdan @denizberdan	95.2K	2.32%	5
#04	Alper Taflan @alpertaflan	54.1K	34.32%	8.4
#05	Afra İrem Duman @drafraduman	97.5K	10.33%	8.1
#06	Hande Zeynep Koç @handeavie	42.2K	13.00%	8.1
#07	İrem Develioğlu @iremdeveliolu	13.3K	6.30%	8.6
#08	Lola Bebek @lola.bebek	4.1K	6.74%	7.2
#09	Cansu İlbasmış Aytar @cansuilbasmis	100K	9.33%	9.1
#10	Meryem Özleşen @meryem.ozlesen	2.1K	6.34%	6.5
#11	Mert @mertlabx	93.3K	4.94%	6.9
#12	Efe Aymelek @deniisefe	43.5K	18.04%	7.9
#13	Piraye @pirayeee	12.3K	10.92%	8
#14	Gönül Özkan @gonulozkanu	67K	1.56%	4.2
#15	Hümeyra Baki @benhumosh	37.2K	12.47%	9.9
#16	Ulaş Toptaş @ulas.toptas	28.8K	66.11%	7.9
#17	Seval Arslan @sevalarslaan	81.5K	3.44%	5.7
#18	Bahadır Tortop @bahadirtortop	35.4K	3.05%	4.6
#19	İlayda Baktır @ilaydabaktir	91.1K	2.74%	6.6
#20	Ayça Deniz Berberoğlu @aycadb	10.6K	25.46%	8.3

Rising Stars

Instagram 100K - 500K

On Instagram, among rising accounts with 100K–500K followers, the most notable commonality is a clear content concept, despite category differences. Recent content show repeated use of the same format, with growth driven by consistent execution of this core concept.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	Ahmet Emre Dursun @technoemre	134.8K	0.36%	3.8
#02	Atahan Selekoğlu @atahanselekoglu	382.9K	3.54%	6.5
#03	Yasemin @apaileyiz	173.8K	10.58%	9.8
#04	Erkan Karataş @erkankaratass	353.6K	4.22%	7
#05	Serra Dayıdinç @serradayidinc	310K	2.69%	6.1
#06	Merve Avan Topak @avanmerve	472.6K	10.74%	8.1
#07	İhsan Canıtez @ihsancanitez	413.5K	30.28%	8
#08	Elif Bayol @elif.bayol	224.4K	1.59%	4
#09	Demet Aslan @d.demetaslan	477.4K	8.89%	8.2
#10	Alper Eralp @atiptutuyorum	123.3K	2.98%	5.6
#11	Kardelen Deniz @kardeleendeniz	352.8K	11.91%	8.4
#12	Ferit Ateşbakan @karacadag_canavari	309K	1.76%	5.2
#13	Selin Yıldırımer @selinyildirimerr	162K	2.42%	5.4
#14	İrem @iremcesblog	344.6K	2.10%	5.9
#15	İkbal & Barış @ikbal.baris	150.6K	3.17%	7
#16	Duru İrem Sağır Bilik @duru.bydaily	188.3K	2.39%	5.2
#17	Sueda Uluca @suedaauluca	458.9K	15.36%	8.4
#18	Arda Anarat @ardaanarat	284K	14.73%	7.7
#19	Emre Kahraman @emrecankahhraman	160.6K	36.38%	8.4
#20	Ebru Çelikcan @ebru.ozelegitim	167.32	7.34%	7.1

Hyperiser

Rising Stars

TikTok under 100K

On TikTok, rising accounts under 100K stand out with strong view performance regardless of category. Views often far exceed follower counts, indicating that growth is largely driven by algorithmic distribution. Another key point is the strong performance of niche, knowledge based content such as books, history, and economics, highlighting that growth on TikTok is not limited to entertainment content.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	Elif Dilberoğlu @elifdilbe	87K	4.97%	8.3
#02	Cengiz Çalışkan @bebarbilim	36.1K	5.25%	7.7
#03	Melis Adalı @melis.adali	25.5K	4.28%	9.9
#04	Cansu İlbasmış Aytar @cansuilbasmisaytar	10.2K	3.12%	9.1
#05	Berrak @dailywithber	1.1K	2.88%	7.1
#06	Beste Alin Sungur @bestealin	94.8K	1.38%	7
#07	Nil Şahlıoğlu @nilinizleri	23.2K	8.42%	8.1
#08	Hatice Öncel @haticeOncel	26.5K	1.72%	5.6
#09	Cansu Balcıoğlu @cansubalcioglusari	1.4K	0.16%	7.7
#10	Tarık Soysal @tarik.soysall	59.1K	3.03%	8
#11	Taha Can Sarı @tahachain	69.5K	1.39%	6.1
#12	Oğuzhan Altuner @otomobilgunluklerim	11K	1.45%	4.8
#13	Beste Ömürgönülşen @besteomurgonulsen	19K	3.61%	5.2
#14	Uygar Utku Akbıyık @uygarutku	14K	2.31%	5.5
#15	Ezgi Tomris Guler @ezgguler	75.2K	2.79%	2.8
#16	Nurgül Aslan @nurgulaslan6161	98.9K	0.55%	7.3
#17	Gökçe Erdoğan @voddirim	22.3K	10.62%	8.3
#18	Beyza @birhukukcudersolog0	27.7K	4.74%	5.5
#19	Abdulkadir Genç @abdulkadrgenc	50.3K	2.57%	5.7
#20	Zeynep Serra Sümer @serrasummerrr	1.5K	3.99%	6.1

Rising Stars

TikTok 100K – 500K

Although categories vary (beauty, entertainment, food, music), the common pattern is repeatable, fast consumption formats. Entertainment, dance/music, and food content consistently generate high views. Overall, growth is driven by accounts that sustain view volume through high-frequency content production.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	meryem8serhat @meryem8serhat	140.8K	4.98%	8.8
#02	Ece Taser @ecemtaser	355.4K	3.04%	4.2
#03	Furkan Ünal @furkanunalx	281.2K	3.05%	7.6
#04	Gizem Bilgin @gizembilig	106.2K	5.12%	5.1
#05	İrem Yalçınkaya @iremykaya	147.9K	5.04%	7.6
#06	Esin Bahat @esinbahat	465.5K	6.51%	8.2
#07	Emine Özden @emineeozdnn	135.7K	2.74%	9.3
#08	Gökhan Evcin @karavandogadunya	323.4K	16.20%	3.7
#09	Sena Nazlı @heybensenaa	190.2K	2.95%	4.7
#10	Mert Albayrak @mertalllbayrak	140.2K	2.61%	8.3
#11	Serra Kardeş @serrakardes	270.5K	1.23%	5.1
#12	Pelinay Yigit @pelinayigit	259.5K	5.50%	7.8
#13	Ebru Akarsu @ebrusuakarsu	115.6K	4.58%	7.7
#14	Mert Kasapoğlu @mertlabx	145.6K	2.11%	6.9
#15	Eren Yavuz @ereyavu	146.4K	5.08%	8.1
#16	Tuana İrem @ttuanaireem	225.9K	4.45%	8.6
#17	Alper Kabadayı @alperkabadayii	185.9K	3.17%	6.3
#18	Mina Solak @minasolakk	303.9K	6.26%	8.2
#19	Serra Dayıdinç @serradayidinc	198.4K	4.41%	6.1
#20	Damla & Can @damlaltuntas1	143.4K	2.14%	9.1

Rising Stars

YouTube under 100K

On YouTube, among channels under 100K, categories vary but niche, infotainers' expertise-driven content (such as psychology, education, travel, and gaming) is particularly prominent. Most channels on the list actively and consistently use Shorts, indicating that short-form content has become a key growth catalyst for emerging creators on the platform.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	Buğra Mısri @bugramisri	12.5K	7.00%	2.8
#02	Handegül Yıldırım @handisgo	43.7K	0.30%	6.9
#03	Elif Sezgin @Elif.Sezgin	100K	0.10%	5.6
#04	Tuba Güleç @Drgulec	52.8K	1.90%	6.2
#05	Defne Yıldırım @Defnneyildirim	92.1K	0.60%	5.5
#06	İlknur Kurt @iilknurkurt	4.8K	14.30%	7.5
#07	Emre Sarataş @esgamingtr	5.4K	1.60%	4.2
#08	Çağatay Özdemir @cagatayozdemir7	89.2K	5.60%	5.6
#09	Cansu İlbasmış Aytar @cansuilbasmis	12.1K	1.00%	9.1
#10	Özge Bektaş @bektasozge	5.4K	11.10%	6.8
#11	Güney @guneycooks	21K	5.60%	2.9
#12	Ece Aydınlık @eceeaydnlk	9.4K	3.80%	5.5
#13	Kaan Cem Kıvanç @kaancemkivanc	19.8K	0.60%	8.7
#14	Duygu Karahan @dduygukarahan	20.6K	0.30%	7
#15	Orçun Dalarslan @orcundalarslan	82.6K	6.30%	4.3
#16	Meliha Yılmaz @melihayilmaz	13.1K	0.80%	3.8
#17	Hande Zeynep Koç @handezeynepkoc	15.9K	3.60%	8.1
#18	Ezgi Emel @kötüemeller	50.5K	3.40%	4.6
#19	Dilek Cesur @dilek-cesur	51.1K	0.60%	6.7
#20	Aykut Özdek @aykutözdek	3.53	4.00%	7.2

Rising Stars

YouTube 100K – 500K

On YouTube, in the 100K–500K range, most rising channels actively use Shorts while maintaining a more established, repeatable content format. This combination supports growth by driving visibility and delivering a familiar, consistent experience to the audience.

No	Infleuncers	Follower Count	Engagement Rate	Hyperscore
#01	Arem&Arman / Hitmakers @AremArman	114K	8.50%	7.1
#02	Gamze Şakar @gamzesakar	370K	0.03%	5.1
#03	Dilge Baylan @DilgeBaylan	126K	0.20%	5.0
#04	Çiçek'in Tarifleri @ÇiçekinTarifleri	190K	0.10%	5.2
#05	Ömer & Asena & Dora @Asenaomer	294K	0.60%	7.9
#06	Cengiz Han İlkyaz @Cengizhanilkyaz	127K	0.30%	5.3
#07	Çiçek ile Teknoloji @cicekileteknoloji	148K	1.70%	2.8
#08	Tahsin Küçük @TahsinKucukChef	211K	9.90%	3.9
#09	Tomris Ezgi Güler @ezgiguler	238K	0.60%	2.8
#10	Sena Nazlı @Heybensena	122K	0.25%	5.2
#11	Mertcan Ziylan @mertcanzyln	336K	0.30%	9.9
#12	İlker Ayrık @ilker.ayrık	468K	2.00%	7.7
#13	Azamat Shakhan @AzamatShakhan	429K	2.80%	7.9
#14	Sonsuz Keşif @sonsuzkesif	190K	1.90%	5.3
#15	İkbal Barış @ikbalbariss	153K	0.30%	7.1
#16	RoseHeus @RoseHeus	351K	1.30%	8.2
#17	Aybüke Sekin / Noruyaku @Noruyaku	319K	0.20%	5.3
#18	Kübra Gücüyener @kubragucuyener	103K	0.20%	6.8
#19	Zeynep Bostancı @ZeynepBostancı	187K	5.70%	8.5
#20	Garaj @garajcontent	315K	1.70%	8.3

Methodology

Insights from an influencer marketing measurement platform using hybrid data analytics

This report analyzes Q1 2026 data from what we call the Hyperiser Universe. By combining cumulative data from Instagram, TikTok, YouTube, and X, it aims to deliver both qualitative and quantitative insights.

Hyperiser is a platform that blends AI with human expertise. Our algorithms detect and collect all new content from selected social media accounts, while our social media specialists continuously monitor the process.

As of April 2026, more than 100,000 influencer profiles are scanned on Hyperiser, with over 39,000 carefully selected and stored in the database. A total of 24 sectors and 3,229 brands are actively tracked.

Within the scope of this report, more than 7 million content were classified by brand and sector based on mentions, hashtags, and link usage. Influencer profiles were similarly segmented by content categories and follower tiers.

All insights in this report are based on this continuously updated, large scale, multi-layered data universe.

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Main concepts in the report

Terms and concepts to keep in mind

reach	Expresses the average of how many different people the content can reach, calculated with non-linear and fuzzy logic categorization.
hyperscore	Hyperiser quality score; includes engagement rate, reach, post frequency and positive comments and is evaluated out of 10.
branded content	Content with brand tags shared by influencers.
collab content	Content that includes the brand tag along with at least one of the hashtags: #partnership, #ad, #collab, or #sponsored.
active brand rate	The ratio of the number of brands tagged in the content to the number of all brands in Hyperiser Universe.
reels engagement rate	The ratio of the total number of likes and comments of the post to the number of views.
post engagement rate	The ratio of the total number of likes and comments of the post to the number of followers of the influencer who shared it.

Nano Influencers	Micro Influencers	Mid Influencers	Macro Influencers	Mega/Celeb Influencers
1K – 10K followers	10K – 50K followers	50K – 250K followers	250K – 1M followers	1M + followers

Hyperiser

Hyperiser

Hyperiser delivers comprehensive classification and analysis across six platforms including Instagram, YouTube, TikTok, Twitch, X, and Podcasts, covering 22 main and 114 subcategories.

Influencer data is updated daily, and all shared content is systematically ingested into the database.

Distribution of content scanned, analyzed, and classified over the last three months:

6.6 million Stories
367.5K Reels
221.7K Posts
495K TikTok videos
251.7K YouTube videos
800.2 million Tweets

TEAM

Hyperiser is developed by a multidisciplinary team of marketing professionals, engineers, and data analysts. With a data-driven analytical approach, the team aims to deliver innovative, insight-led solutions to the influencer marketing ecosystem.


Dafne


Murat


Sefa


Tutku


Halil


Ecem


Yağız


Fatih


Süleyman


Rıfat


Seyit

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you'll love using Hyperiser even more!

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