Hyperiser

Influencer Marketing Report

Q3 2026

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The Influencer Marketing Ecosystem in Türkiye

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

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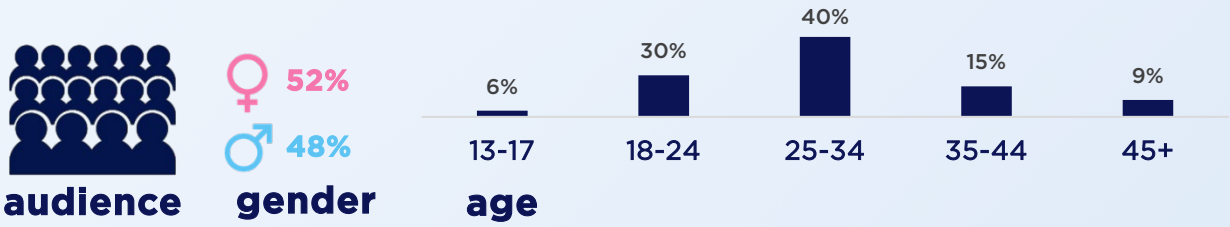
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Hyperiser Universe Q3 2026



8,634,295	**Archived content**
1,251,616	**Branded or link-based content**
120,000+	**Influencers scanned**
49,085	**Influencers tracked**
3,510	**Brands**
116	**Content subcategories**
22	**Content categories**

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Summary

Influencer marketing in Türkiye kept growing in 2026, while the definitions of advertising and collaboration became clearer and the roles platforms play for brands grew more distinct. In Q3, brand-tagged content increased by 22% compared to the previous quarter.

On Instagram, the distribution of visibility shifted direction over the year. Visibility that was concentrated among e-commerce brands in Q1 spread across a broader base of brands in Q2, then gathered around e-commerce again in Q3.

The timing of branded content followed a different rhythm on each platform. On Instagram, branded content peaked in the last month of all three quarters this year. On TikTok, summer campaigns drove activity in June and July, while September was the quarter's lowest month for branded content.

On Instagram, Story strengthened its place at the center of sales-focused communication, while on YouTube, Shorts overtook long-form video. Among the most engaged collaborations, celebrities stood out on Instagram, brands that spread their campaigns across many accounts on TikTok, and sponsorships tied to moments such as the World Cup and back to school on YouTube.

The most significant development of Q3 was the advertising regulation, first discussed in Q2, taking effect on August 1. While the share of #reklam (#ad) and #tanıtım (#promotion) in collaboration disclosures increased, differences in usage between platforms persisted.

Key Takeaways



Regulation Began to Reshape Disclosure

Collaborations that were disclosed with a variety of terms in Q2 largely converged around #reklam (#ad) in Q3. On Instagram, #reklam's share of collaboration hashtags rose from about 50% to 71%. Among the quarter's most engaged collaborations, the share of content including #reklam rose from 47% before August 1 to 79% afterwards. On TikTok, the transition is moving more slowly: #reklam and #tanıtım (#promotion) accounted for only half of collaboration hashtag usage. Advertising disclosure can coexist with high engagement. Agencies and brands can help drive standardization by defining the disclosure in the brief and checking it before publishing.

Visibility Concentrates Once Again Among E-Commerce Giants

In Q2, we saw visibility spreading across a broader base of brands; in Q3, the picture reversed. On Instagram, the number of content pieces each influencer shared for .com brands rose from 24 to 35. Content tagging Trendyol grew from 27.1K to 45.4K pieces, and Hepsiburada from 11K to 22.9K. The link rate in Stories rose from 52% to 62%, and 78% of those links pointed to these two platforms. In Instagram Stories, competition is shaped by the high-frequency communication of the largest players. For other brands, Reels, broad influencer networks, TikTok, and YouTube offer more room.



Key Takeaways



The Formula for High Engagement Varies by Platform

Among the most engaged collaborations, large accounts stood out on Instagram, campaigns spread across broad influencer networks on TikTok, and format choice on YouTube. On Instagram, Mega accounts captured 80% of total engagement on the list. On TikTok, 58 of the 100 content pieces on the list came from eight brands that ran their campaigns with at least three different influencers. Macro accounts overtook Mega accounts in engagement per content piece. On YouTube, Shorts expanded reach through seasonal campaigns such as back-to-school and travel, while comments made up a larger share of engagement in long-form sponsorships tied to current events, such as World Cup broadcasts.

Shorts Takes the Lead on YouTube as Sectors Diversify

On YouTube, 57% of branded content was shared as Shorts, and Shorts overtook long-form video. The sector mix also widened: Press/Publishing, which led the platform with a 28% share in Q2, fell to 10%, while Automotive took the lead with 22%. The share of brands outside the top five sectors rose from 27% to 39%. This growing diversity could open up new room for brands that don't yet use YouTube heavily.



Platform Dynamics

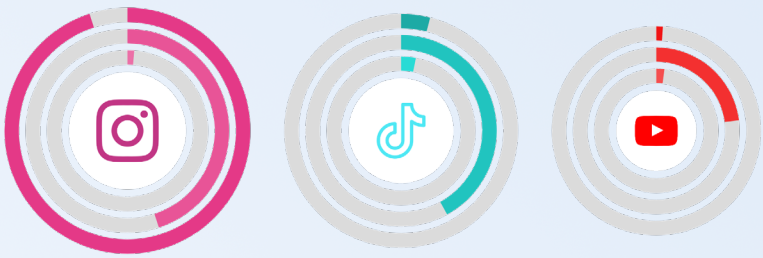


Branded content volume grew by 22%

Of the more than 8.6 million content pieces shared by influencers in Q3 2026, **346,641 were branded content**. This figure represents a **22% increase** compared to the previous quarter (Q2) and corresponds to approximately 4% of total content.

95% of branded content was shared on Instagram, 4% on TikTok, and 1% on YouTube. Instagram remained the ecosystem's primary platform in terms of volume. While Instagram's collaboration rate rose **from 39% in Q2 to 45%**, no significant change was observed on TikTok and YouTube.

TikTok stood out with an **average engagement rate of 3.20%**, up from 2.98% in Q2. TikTok is the platform with the highest share of branded content among all shared content (5%), and it also has the highest average engagement rate. This shows that branded content does not weaken audience interest on the platform, and that TikTok remains a high-engagement space for brands.



Content Distribution	95%	4%	1%
Collaboration Rate	45%	42%	23%
Average Engagement Rate	1.34%	3.20%	2.09%

*Average engagement rate is the weighted average of format-level engagement rates by content count. **For Instagram, Post and Reels formats are included; the Story format is not.
***Collaboration Rate: The proportion of brand-tagged content that also uses at least one disclosure hashtag (#reklam, #tanıtım, #işbirliği, #ortaklık, #sponsor, #affiliate).

#reklam is the new standard

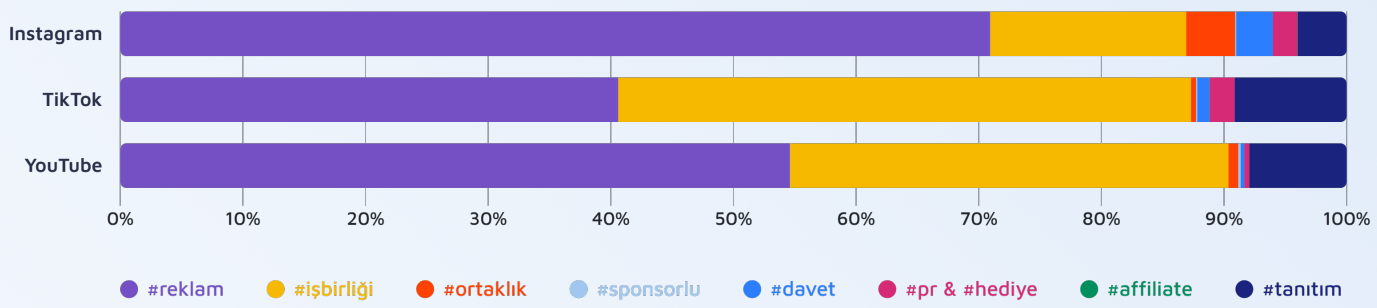
The advertising regulation prepared by the Ministry of Trade, which took effect on August 1, 2026, markedly changed how collaborations were disclosed in Q3. Of the two terms that became mandatory, "reklam" (advertisement) and "tanıtım" (promotion), #reklam (#ad) gained ground on all three platforms.

On Instagram, #reklam, which accounted for roughly half of collaboration hashtag usage in Q2, **rose to a 71% share** in Q3. Even so, alternative expressions such as #ortaklık (#partnership), #davet (#invitation), and #pr & #hediye (#pr & #gift) still hold a share of around 9%.

On YouTube, #reklam stood out at 55%, while on TikTok, where #işbirliği (#collaboration) clearly led with a 79% share in Q2, **#reklam reached 40%** and #işbirliği's share fell to 46%.

The shift is also clearly visible month by month: on Instagram, use of #reklam in branded content increased by 62% from July to September, while use of #tanıtım more than doubled. Over the same period, use of #işbirliği decreased by 23%.

The standardization anticipated in the Q2 data largely materialized in Q3. #reklam and #tanıtım accounted for **75% of collaboration hashtag usage** on Instagram, compared with 63% on YouTube and 49% on TikTok. The data shows that the new disclosure terms are being adopted at different speeds across platforms, with the transition still under way, particularly on TikTok.

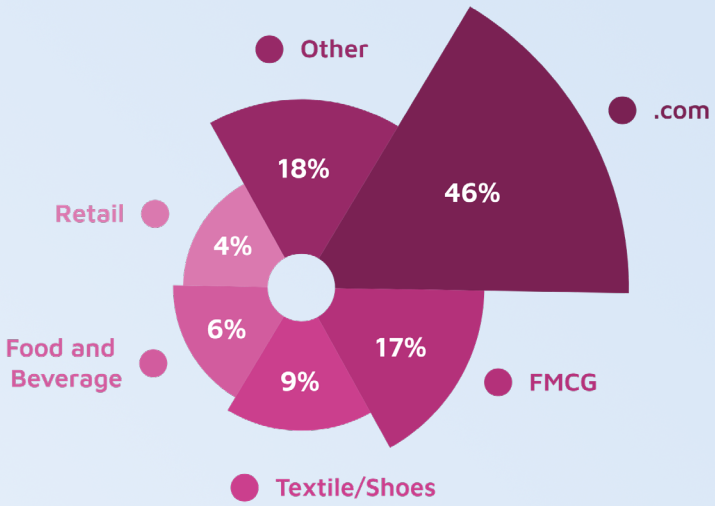


*Shares are calculated based on the total number of collaboration hashtag uses in branded content. A single piece of content may include more than one collaboration hashtag. **Spelling variants of hashtags (e.g. #işbirliği, #isbirligi) have been merged under a single tag.

Major Advertisers

Sector distribution of branded content on Instagram

In Q3, .com brands were mentioned in **46% of branded content** on Instagram. The .com share, which stood at 44% in Q1 and fell to 36% in Q2, rose again in Q3 to its highest level since the start of the year. Among .com brands, the average number of content pieces per influencer rose from 24 in Q2 to 35.



FMCG ranked second with a 17% share and remained the sector with the broadest influencer network. The **5.8K unique influencers** tagging FMCG brands correspond to 44% of all influencers sharing branded content. The Textile/Shoes (9%) and Food and Beverage (6%) sectors also showed a similarly broad but low-density visibility model, each with an influencer base of more than 4.5K. Retail, meanwhile, entered the top five sectors with a 4% share.

Sector	Unique Influencer Count	Average Content per Influencer
.com	4.3K	35
FMCG	5.8K	10
Textile/Shoes	4.5K	6
Food and Beverage	4.6K	4
Retail	2.7K	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.

**The analysis covers only content that includes a brand tag. Story content that does not include a brand tag and contains only a link is outside the scope.

Major Advertisers

Leading brands on Instagram

In Q3, the top 10 brands' share of brand-tagged content with disclosure hashtags on Instagram rose **from 46% in Q2 to 55%**. Most of this increase came from two e-commerce platforms: the number of content pieces tagging Trendyol rose **from 27.1K to 45.4K**, and Hepsiburada from 11K to 22.9K.

The remaining brands on the list reached similar visibility through different strategies. L'Oréal Paris, Dimes, and The Purest Solutions gained visibility through broad influencer networks, with roughly two content pieces per influencer. NYX Professional Makeup and The Purest Solutions entered the list for the first time.

No	Brand	Frequency	Unique Influencer	Share of Mentions (%)
#01	Trendyol	45.4K	2K	30%
#02	Hepsiburada	22.9K	849	15%
#03	Trendyolmilla	4K	430	3%
#04	Migros	2K	307	1%
#05	L'Oréal Paris	1.9K	777	1%
#06	Defacto	1.8K	421	1%
#07	Dimes	1.6K	740	1%
#08	Bubilet	1.4K	88	1%
#09	NYX Professional Makeup	1.2K	496	0.8%
#10	The Purest Solutions	1.1K	669	0.7%

*Brands are ranked by frequency.
**The analysis covers only content that includes a brand tag. Story content that does not include a brand tag and contains only a link is outside the scope.
***Eligible content was also required to include at least one of the following disclosure hashtags in addition to the brand tag: #reklam, #tanıtım, #işbirliği, #ortaklık, #sponsor, or #affiliate.

Story links concentrate on two e-commerce sites

More than 1 million links were shared in Story format during Q3. Alongside e-commerce and ticketing platforms, the top 10 also included services that provide link redirection and sales infrastructure.

Trendyol and Hepsiburada together accounted for **78% of total link volume**. Trendyol alone carried 55% of the volume with **594K links**, while Hepsiburada's link count rose from 215K in Q2 to 247K, lifting its share to 23%.

Story links retain their central role in traffic- and conversion-focused influencer communication.



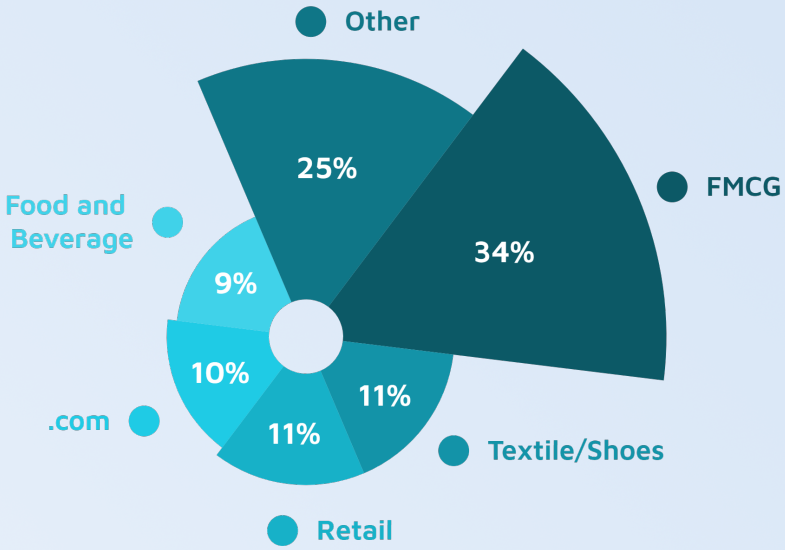
No	Brand	Frequency	Link Volume
#01	Trendyol	594K	55%
#02	Hepsiburada	247K	23%
#03	Trendyolmilla	22K	2%
#04	N11	10K	1%
#05	Publicis GO	7K	0.6%
#06	Bubilet	5K	0.5%
#07	Shopier	4K	0.4%
#08	Amazon	4K	0.4%
#09	Biletinial	2K	0.2%
#10	Kitapyurdu	1K	0.1%

*Only Story content that directs traffic to a brand via a link was analyzed.

FMCG leads on TikTok, other sectors on the rise

In Q3, FMCG brands appeared in **34% of branded content** on TikTok.

FMCG was followed by Textile/Shoes and Retail with 11% each. Retail had the highest content density among the top five sectors, with **about 6 content pieces per influencer**. The .com share, meanwhile, has declined gradually since Q1, falling to 10%.



The share of brands outside the top five sectors rose **by 5 points** compared to Q2. Automotive led this group with a 5% share, while the Movie/Toy/Entertainment, Durable Consumption, Informatics/Mobile Phone, and Finance sectors also gained visibility. With FMCG still in the lead, the growing share of other sectors suggests that brands from different categories began to claim their own space on TikTok in Q3.

Sector	Unique Influencer Count	Average Content per Influencer
FMCG	995	4
Textile / Shoes	512	3
Retail	231	6
.com	326	4
Food and Beverage	453	2

Other: Automotive, Communication, Durable Consumption, Education, Energy/Fuel, 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.

**The analysis covers only content that includes a brand tag.

The beauty category stands out

In Q3, the top 10 brands' share on TikTok **rose to 48%**, up from 45% in Q2 and around 36% in Q1. The top 10 list features, side by side, cosmetics brands that operate through broad influencer networks and brands that communicate at high frequency through a small number of accounts.

The cosmetics brands L'Oréal Professionnel, Maybelline, and NYX Professional Makeup together accounted for **20% of total collaboration content**. Migros, which entered the list for the first time, gained visibility mostly through accounts sharing discounts and deals.

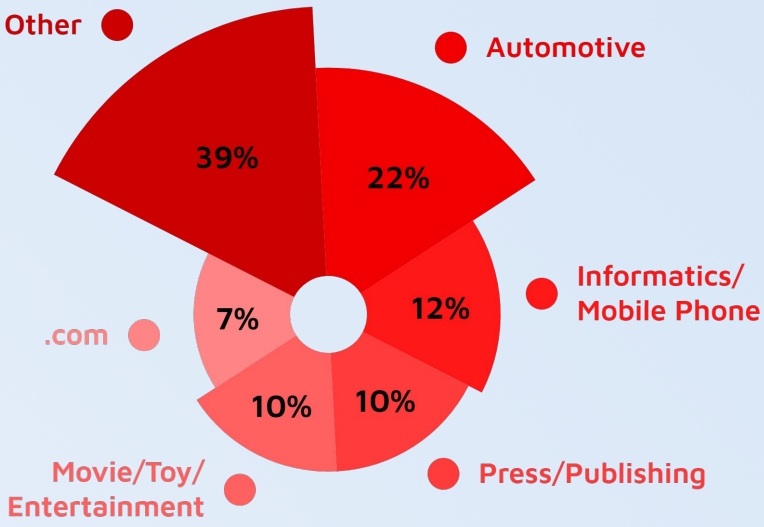
Content volumes for Blade, Clear, and Trendyol, which ranked near the top of the list in Q2, declined. Blade, Clear, and HangiKredi, which returned to the list, accounted for **10% of collaboration content** through a sponsorship model run across sports and discount accounts.

No	Brand	Frequency	Unique Influencer	Share of Mentions (%)
#01	L'Oréal Professionnel	592	182	12%
#02	Temu	289	20	6%
#03	Defacto	227	118	4%
#04	Maybelline NY	226	154	4%
#05	Migros	222	21	4%
#06	NYX Professional Makeup	202	115	4%
#07	HangiKredi	182	1	4%
#08	Trendyol	176	77	3%
#09	Clear	170	4	3%
#10	Blade	163	3	3%

*Brands are ranked by frequency.
**The analysis covers only content that includes a brand tag. Eligible content was also required to include at least one of the following disclosure hashtags in addition to the brand tag: #reklam, #tanıtım, #işbirliği, #ortaklık, #sponsor, or #affiliate.

Sector diversity is growing on YouTube

In Q3, Automotive brands were tagged in **22% of branded content** on YouTube, making the sector the platform's leader. Automotive was followed by Informatics/Mobile Phone with 12%, Press/Publishing and Movie/Toy/Entertainment with 10% each, and .com with 7%. Automotive had the highest posting frequency among the top five sectors, with **about 9 content pieces per channel**.



The share of brands outside the top five sectors rose **from 27% in Q2 to 39%**. The Foundations/Associations/Companies, Retail, FMCG, Finance, and Food and Beverage sectors gained visibility within this group. As branded content spreads across more sectors, YouTube is moving beyond a single dominant category and becoming a channel for a much wider mix of advertisers.

Sector	Unique YouTube Channel Count	Average Content per Channel
Automotive	108	9
Informatics/Mobile Phone	98	5
Press/Publishing	74	6
Movie/Toy/ Entertainment	69	6
.com	93	3

Other: Communication, Durable Consumption, Education, Energy/Fuel, Exhibition/Organization/Companies, Finance, FMCG, Food and Beverage, Foundations/Associations/Companies, Furniture/Bed, Health, Insurance, Optics/Clock/Accessory, Real Estate/Construction/Paint, Retail, Shopping Mall, Textile/Shoes, Tourism, Transportation *Sorted alphabetically.

**The analysis covers only content that includes a brand tag.

Major Advertisers

Leading brands on YouTube

In Q3, the top 10 brands' share on YouTube **was 34%**. The list was markedly refreshed compared to Q2: of the brands in the Q2 top 10, only Nvidia, Trendyol, and Bitlo remained, while Asus, Lassa, Pepsi, İş Bankası, Intel, Huawei, and Garnier dropped off the list.

Migros took first place on the list **with 46 content pieces**, while Hepsiburada, Trendyol, Amazon, and A101 also made the top 10. Together, these five brands accounted for **17% of collaboration content**. Lancôme (17 channels) and L'Oréal Professionnel (19 channels) gained visibility through broad channel networks, while BiTaksi appeared on the list with 43 content pieces through a single channel, and Bitlo with 32 content pieces through two channels.

Channel and program sponsorships remain a key source of visibility on YouTube, and the platform has also become an important channel for retail and e-commerce brands.

No	Brand	Frequency	Unique Channel	Share of Mentions (%)
#01	Migros	46	7	5%
#02	BiTaksi	43	1	4%
#03	Hepsiburada	35	10	4%
#04	Bitlo	32	2	3%
#05	Lancôme	31	17	3%
#06	Nvidia	31	4	3%
#07	Trendyol	30	6	3%
#08	L'Oréal Professionnel	29	19	3%
#09	Amazon	28	6	3%
#10	A101	26	12	3%

*Brands are ranked by frequency.
**Eligible content was also required to include at least one of the following disclosure hashtags in addition to the brand tag: #reklam, #tanıtım, #işbirliği, #ortaklık, #sponsor, or #affiliate.

Favorite Formats



Favorite Formats

In Q3, brand-tagged content accounted for 4% of all influencer content on Instagram, 5% on TikTok, and 3% on YouTube. On Instagram, the share of branded content rose by one point compared to Q2, while the differentiation between formats became more pronounced. Story strengthened its role in sales-focused communication, and on YouTube, **Shorts overtook long-form video for the first time**.

Branded Content Shares Across the Hyperiser Universe:

Instagram: 4%
- Post: 4%
- Reels: 8%
- Story: 4%

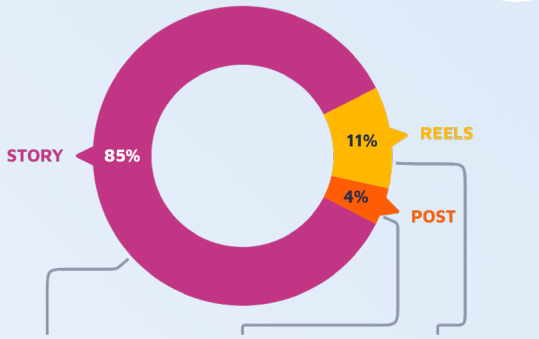
TikTok: 5%
- Video: 5%
- Carousel & Photo: 2%

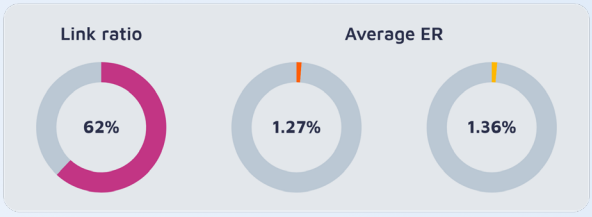
YouTube: 3%
- Video: 3%
- Shorts: 2%

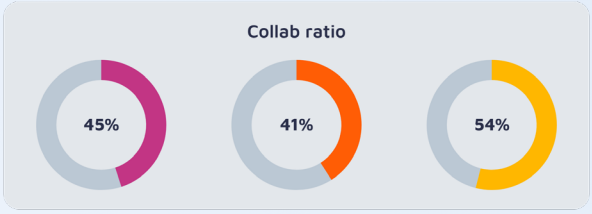
Branded content formats on Instagram

In Q3, **85% of branded content** on Instagram was shared in Story format, while Reels accounted for 11% and Posts for 4%. Story's share rose from 83% in Q2, and the share of linked branded Stories also increased **from 52% to 62%**.

The collaboration rate increased across all formats: **from 45% to 54%** for Reels, from 38% to 45% for Stories, and from 37% to 41% for Posts. More than half of branded Reels carried an explicit collaboration disclosure, and Reels remained the format with the highest concentration of brand visibility.

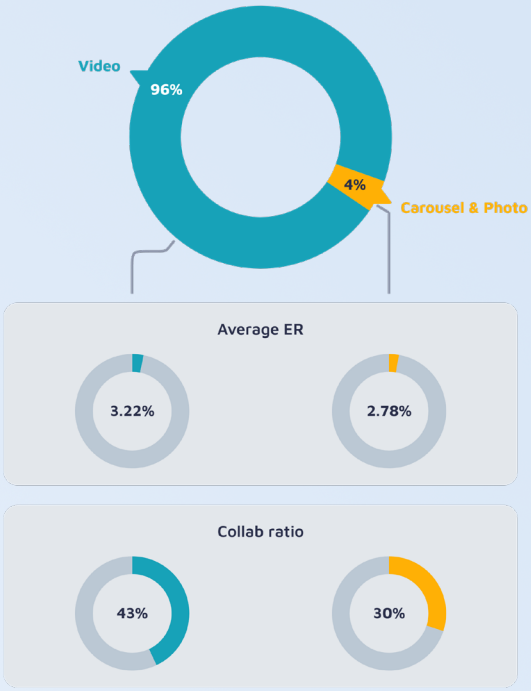






Branded content formats on TikTok

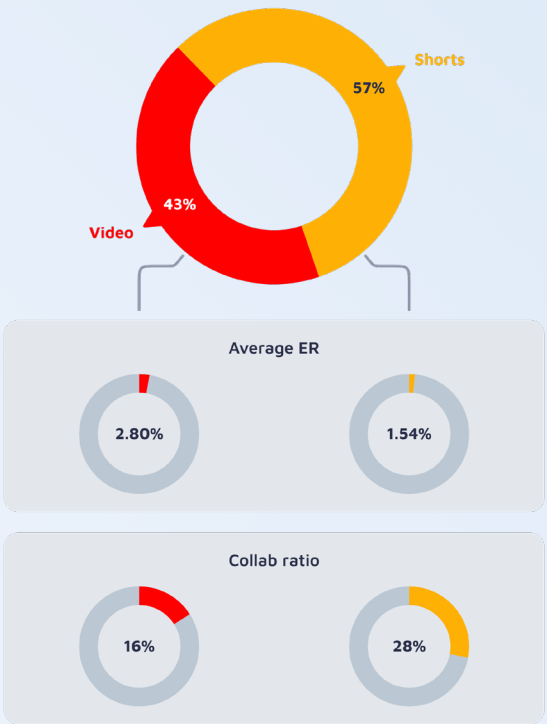
In Q3, **96% of brand-tagged content** on TikTok was shared in video format. Although the share of carousel and photo content rose from 2% to 4%, branded communication on TikTok is still built largely around video. Video content maintained its 43% collaboration rate, while its average engagement rate rose **from 2.96% in Q2 to 3.22%.** The fact that video, the platform's core format, sustained both its volume and its engagement performance is a reminder once again that success on TikTok is determined less by format variety than by the content idea and creative execution.



Branded content formats on YouTube

In Q3, **57% of brand-tagged content** on YouTube was shared in Shorts format. Shorts' share, which rose by 7 points from Q1 to Q2, climbed another 12 points in Q3 and **overtook long-form video for the first time.**

Long-form videos deliver **roughly twice the engagement** of Shorts, with a 2.80% average engagement rate, while Shorts has a higher collaboration rate than long-form video at 28%. As brands turn to Shorts for volume and collaborations, long-form video still retains its strategic value.



Seasonality



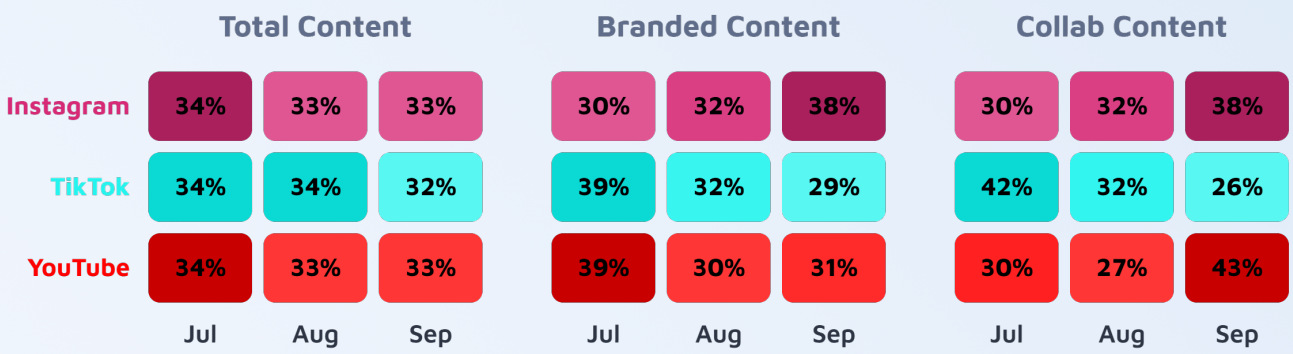
Seasonality

From summer to autumn: platforms at different rhythms

While total content production was evenly distributed across the months of Q3, branded and collaboration content peaked in different months depending on the platform.

On TikTok, **39% of branded content was shared in July**, as the summer momentum that began at the end of Q2 continued into this month. On Instagram, branded content **peaked in September with a 38% share**, when the use of fashion and beauty brand hashtags also increased. On YouTube, branded and collaboration content followed different rhythms: branded content was shared most in July, while collaboration content was concentrated in **September at 43%**. This difference points to a change in disclosure habits rather than in the campaign calendar.

For brands, this means competition differs by platform, even within the same month. Planning the campaign calendar platform by platform can be one way to increase visibility.



*Total content: Covers all influencer content, whether or not it includes a brand tag.

What the #'s Tell and X Trending Topics



In Q3 2026 content

Most frequently used hashtags

In Q3, the most used hashtag on Instagram was #reklam (#ad), **with a 35% share**. #işbirliği (#collaboration), which topped the list in Q2, fell to **second place with 13%**, while #tanıtım (#promotion) took fourth place with 2%. The rest of the list featured brand hashtags such as L'Oréal Paris, Defacto, Migros, and Zara, along with shopping-focused hashtags such as #indirim (#discount), #alışveriş (#shopping), #market, and #kampanya (#campaign).

On TikTok, #keşfet (#explore) and #fyp, which target the discovery algorithm, held on to the top two spots. #reklam, which was not in the top 20 in Q2, **rose to fourth place**, while #tanıtım also entered the list. With the Süper Lig kicking off on August 14, football became the most prominent topic on TikTok: the hashtags #fenerbahçe, #sporhaberleri (#sportsnews), #beşiktaş, #futbol (#football), #galatasaray, and #sadecespor accounted for **about 6% of total hashtag usage**.

Instagram

No	Hashtag	%
#01	#reklam	35%
#02	#işbirliği	13%
#03	#ortaklık	3%
#04	#tanıtım	2%
#05	#davet	2%
#06	#hediye	1%
#07	#keşfet	0.7%
#08	#prgift	0.6%
#09	#pr	0.6%
#10	#lorealcontentpro	0.6%
#11	#indirim	0.6%
#12	#alışveriş	0.3%
#13	#market	0.3%
#14	#reklamdeğil	0.3%
#15	#defactocommunity	0.3%
#16	#migros	0.3%
#17	#defacto	0.3%
#18	#kampanya	0.3%
#19	#makeup	0.3%
#20	#zara	0.3%

TikTok

No	Hashtag	%
#01	#keşfet	7%
#02	#fyp (foryoupage)	5%
#03	#işbirliği	4%
#04	#reklam	3%
#05	#keşfetteyizzz	2%
#06	#fenerbahçe	1%
#07	#sporhaberleri	1%
#08	#viral	1%
#09	#Beşiktaş	0.9%
#10	#futbol	0.8%
#11	#CapCut	0.7%
#12	#galatasaray	0.7%
#13	#tanıtım	0.7%
#14	#SadeceSpor	0.7%
#15	#reklamdeğil	0.7%
#16	#makeup	0.7%
#17	#indirim	0.7%
#18	#fy	0.6%
#19	#vlog	0.6%
#20	#alışveriş	0.6%

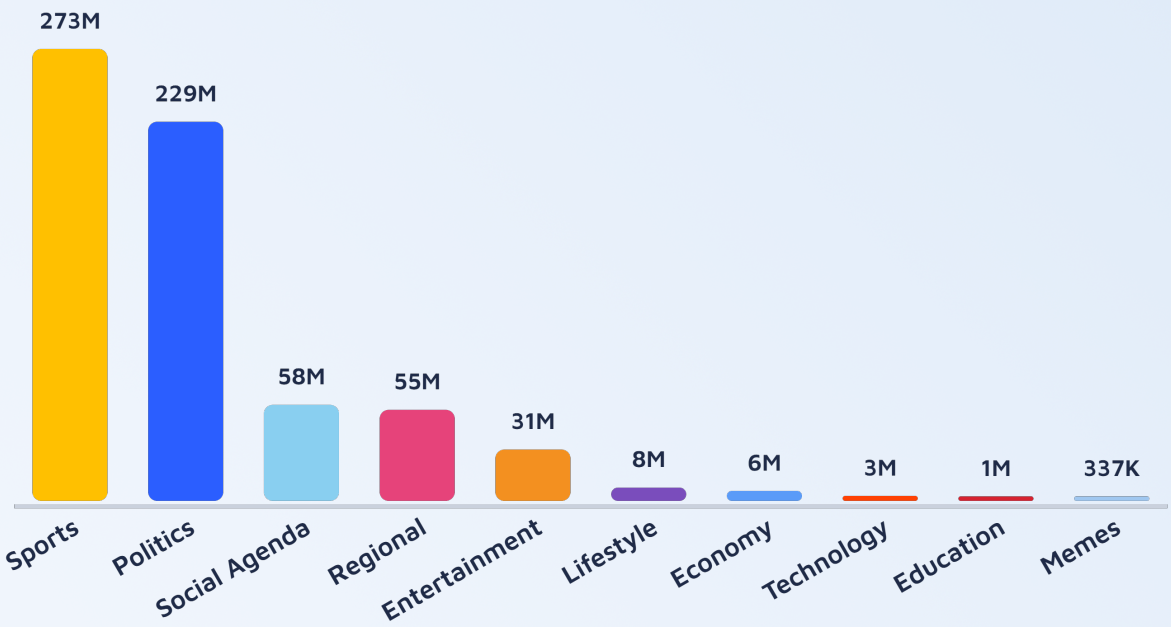
*Within the scope of this report, spelling variants of the same hashtag (e.g. #işbirliği, #isbirligi) have been grouped under the same definition in order to avoid fragmentation caused by hashtag variations.

Sports took the top spot on X's agenda

In Q3, the agenda on X continued to revolve around sports and politics, but the two categories switched places. Sports rose to first place with a tweet volume of **273 million**, while politics, which led by a wide margin with 406 million tweets in Q2, **fell to 229 million**. About half of the sports volume was generated in July, during the World Cup; Messi, FIFA, Mbappé, and Lamine Yamal were among the month's most discussed sports topics. In August, with the start of the new season, conversations about clubs such as Fenerbahçe, Beşiktaş, and Trabzonspor increased.

The political agenda was shaped mainly by foreign policy topics. Volume around social issues rose **from 16 million in Q2 to 58 million**, driven largely by the topic of illegal betting and gambling, which drew about 11 million tweets each month throughout Q3. Since the advertising regulation that took effect on August 1 also covers the ban on advertising illegal gambling, the topic is directly relevant to influencer communication as well.

While brand, campaign, and content-focused hashtags stand out on Instagram and TikTok, visibility on X continues to be shaped by the real-time agenda.




Influencers

Performance dynamics and content frequency

In Q3, Micro and Mid segments made up **about 70% of the influencer ecosystem** on Instagram. While segment performance values remained almost unchanged from Q2, the Nano segment's average engagement rate rose **from 7.85% to 8.58%.**

Influencer Group	Hyperiser Distribution	Average				
		Followers	Reach	Reels Views	Hyperscore	Engagement Rate
Nano	11%	5.6K	2.1K	44.6K	**6.4**	8.58%
Micro	34%	24.7K	7.5K	88.3K	5.6	4.72%
Mid	**35%**	120K	30.8K	253K	5.3	3.54%
Macro	15%	490K	117K	704K	5.1	2.91%
Mega/Celeb	5%	**2.4M**	**528K**	**1.9M**	4.9	2.57%

Looking at content production habits, as in previous periods, posting frequency increases as follower size grows, while link usage peaks in the Macro segment. Each segment exhibits a distinct content production model.

Because segment values have stayed stable from quarter to quarter, these tables can serve as a reliable benchmark for influencer selection and campaign planning. As accounts grow, reach rises and engagement rate falls, which makes the case for **a balanced portfolio**: larger accounts for reach, smaller ones for engagement.

Influencer Group	Average Content Count			Stories with Links (%)
	Post / Week	Reel / Week	Story / Day	
Nano	**1**	**1**	**2**	**2%**
Micro	**1**	**1**	**2**	**4%**
Mid	**2**	**1**	**3**	**9%**
Macro	**4**	**2**	**5**	**12%**
Mega/Celeb	**5**	**3**	**5**	**11%**

*Linked Story (%) indicates the percentage of Story content containing a link (product, redirect, affiliate, etc.) within influencers' total Story shares.
**Average content counts are rounded.

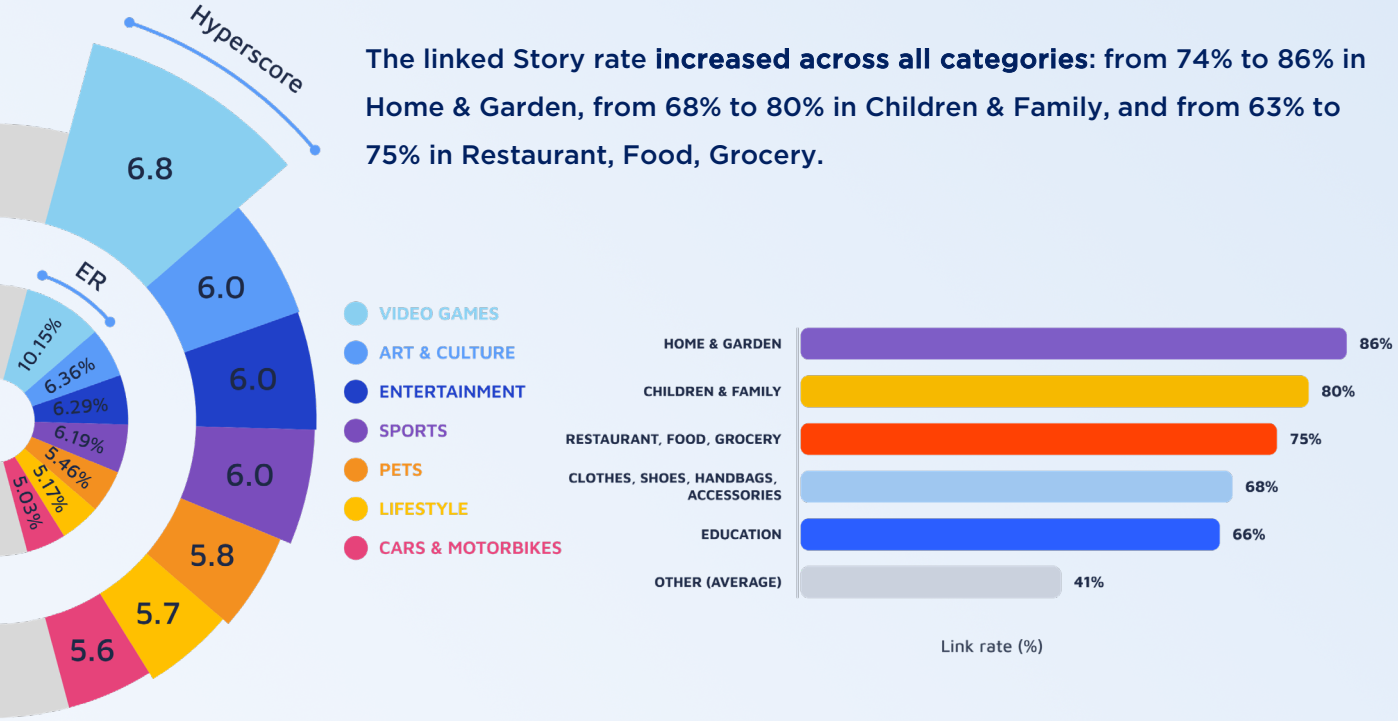
Content Categories

In average reach, **Movies & TV (164K)**, Entertainment (102K), and Music (98K) stood out. In reach per follower, **Sports was the most efficient category at 33%.**

No	Categories	Average Followers	Average Reach	Reach/ Followers
#01	MOVIES & TV	673.1K	164.1K	24%
#02	MUSIC	423.1K	98.2K	23%
#03	ENTERTAINMENT	385K	101.8K	26%
#04	RESTAURANT, FOOD, GROCERY	289.6K	55.3K	19%
#05	SPORTS	275.9K	91.7K	33%
#06	CLOTHES, SHOES, HANDBAGS, ACCESSORIES	269.6K	55.8K	21%
#07	CHILDREN & FAMILY	248.6K	58K	23%
#08	CARS & MOTORBIKES	244.5K	63K	26%
#09	PETS	222.6K	51K	23%
#10	BEAUTY & FASHION	221K	50.3K	23%

In engagement, Video Games ranked first by a wide margin, with a **10.15% engagement rate** and a Hyperscore of 6.8. The Art & Culture category rose to second place, increasing its engagement rate **from 5.83% to 6.36%.**

The linked Story rate **increased across all categories**: from 74% to 86% in Home & Garden, from 68% to 80% in Children & Family, and from 63% to 75% in Restaurant, Food, Grocery.



*Hyperscore: encompasses engagement rate, reach, posting frequency, and positive comments, calculated on a scale of 10.

Influencer Segments

TikTok

On TikTok, while the Nano segment topped the average engagement rate ranking in Q2, **Macro took first place in Q3 at 4.18%**; engagement also rose in the Mid and Mega segments. Average views for Nano accounts rose **from 38.7K to 52.1K**. On TikTok, follower count is not the main driver of engagement and reach. The platform's discovery algorithm also allows smaller accounts to reach broad audiences.

Influencer Group	Hyperiser Distribution	Average			Content Frequency
		Followers	Views	Engagement Rate	Video / Week
Nano	34%	4K	52.1K	3.88%	1
Micro	27%	24.4K	122.1K	3.69%	2
Mid	**22%**	115.8K	263.9K	4.01%	2
Macro	13%	484.7K	439.3K	**4.18%**	3
Mega/Celeb	4%	**2.7M**	**767K**	3.81%	4

YouTube

On YouTube, the engagement rate, which was balanced across segments in Q2, began to decline in Q3 as follower count grew **(Nano 3.17%, Mega/Celeb 2.44%)**. Views, however, increased: **from 78.7K to 104.6K** in the Mid segment and from 663K to 742K in the Mega/Celeb segment. Micro and Macro accounts continued to use Shorts more frequently than long-form videos.

Influencer Group	Hyperiser Distribution	Average			Content Frequency	
		Followers	Views	Engagement Rate	Video / Week	Shorts / Week
Nano	37%	3.9K	4.2K	**3.17%**	0.1	0.4
Micro	23%	24.8K	17.3K	2.85%	0.2	1
Mid	**22%**	123.2K	104.6K	2.70%	1	1
Macro	13%	482.3K	220.3K	2.58%	1	2
Mega/Celeb	5%	**2.8M**	**742K**	2.44%	4	4

*Content frequency values are rounded.

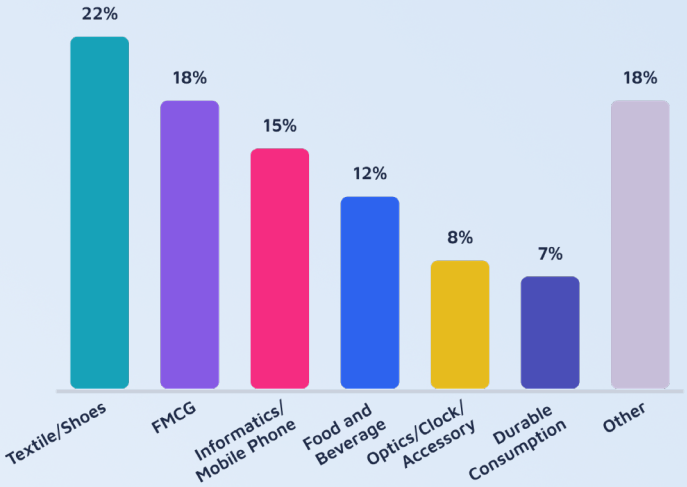

The Most
Engaged
Collaborations

The Most Engaged Collaborations

Instagram Post & Reels

What can we learn from the 100 most engaged collaboration contents in the third quarter of 2026?

In Q3, Textile/Shoes ranked first among the 100 most engaged collaborations on Instagram **with a 22% share**, followed by FMCG (18%) and Informatics/Mobile Phone (15%).

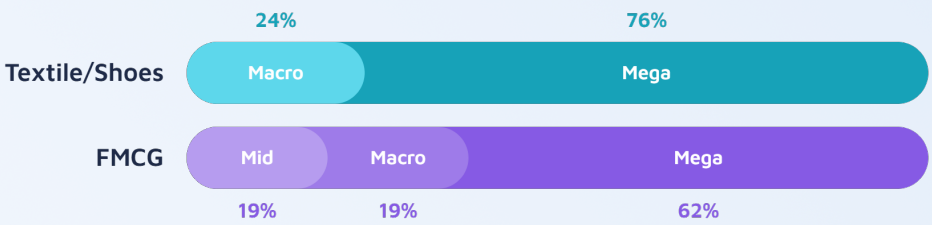


Mega accounts accounted for 72% of the content and **80% of total engagement**. Most of this content consisted of campaign-shoot-style multi-image posts; Lacoste, Nocturne, and H&M each appeared on the list multiple times with repeated content featuring the same celebrity. Samsung, meanwhile, was the brand with the most content on the list, **with 13 pieces**.

24 of the 28 content pieces on the list from Mid and Macro accounts were Reels, and in these, engagement came from creative execution rather than a celebrity face. Humorous sketches stood out in collaborations for Dimes, Doritos, Obilet, and Gillette.

The new advertising regulation was reflected in this list as well: the share of collaborations including the #reklam (#ad) tag rose **from 47% before August 1 to 79% afterwards**.

On Instagram, celebrities carried image and reach, while Mid and Macro accounts carried the story. Pairing celebrity-led campaign visuals with Reels-driven storytelling from smaller accounts lets brands get both.



*Engagement is calculated as the sum of likes and comments.
**The "Other" column includes the Retail, Automotive, .com, Communication, Press/Publishing, Transportation, Tourism, Finance, and Shopping Mall sectors.
***For collaborations featuring more than one brand, all brands were included, and the sector distribution was calculated based on the total number of brand tags.

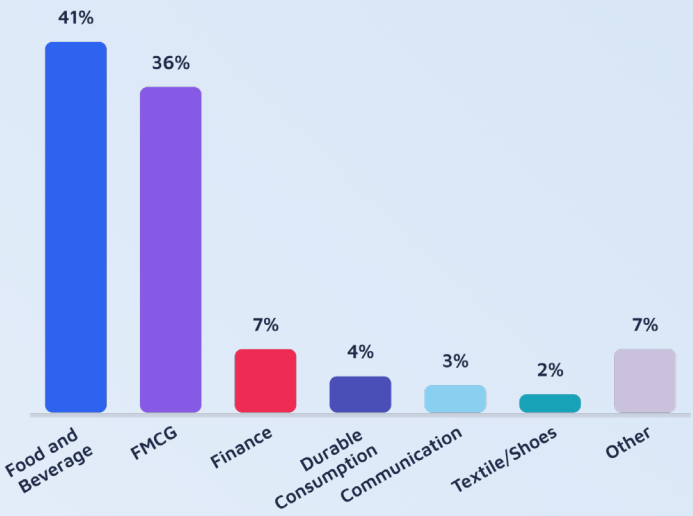
The Most Engaged Collaborations

TikTok Video

What can we learn from the 100 most engaged collaboration contents in the third quarter of 2026?

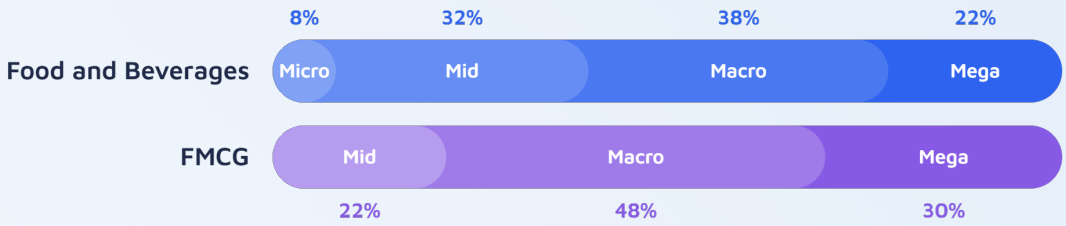
In Q3, **77% of the 100 most engaged collaborations** on TikTok came from the Food and Beverage and FMCG sectors.

In beauty, three L'Oréal group brands, Maybelline (13), NYX (11), and Garnier (5), made up about a third of the list. In Food and Beverage, Algida (10), Sırma (7), and Doritos (6) stood out. The brands at the top of the list did not tie their campaigns to a single face: Maybelline's 13 content pieces came from **10 different influencers**, and Algida's 10 from 10.



Three content models drove engagement: **recipes, product trials, and sketches**. Micro accounts sharing recipes with Doritos and Algida received engagement exceeding their follower counts. Utility-driven content, such as Garnier's "cover gray hair in 10 minutes" trial, was saved and shared well beyond likes.

Macro accounts (47K) overtook Mega accounts (44K) in average engagement per content piece. On TikTok, engagement depended more on content format than on follower size. Spreading a campaign across many accounts, each producing a recipe, trial, or sketch in its own voice, gave brands volume, variety, and stronger engagement.



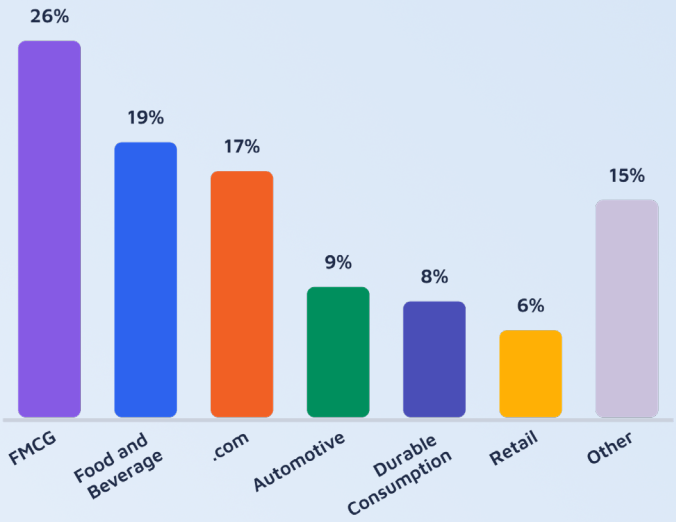
*Engagement is calculated as the sum of likes, comments, saves, and shares.
**The "Other" column includes the .com, Informatics/Mobile Phone, Optics/Clock/Accessory, Automotive, Retail, and Health sectors.
***For collaborations featuring more than one brand, all brands were included, and the sector distribution was calculated based on the total number of brand tags.

The Most Engaged Collaborations

YouTube Video & Shorts

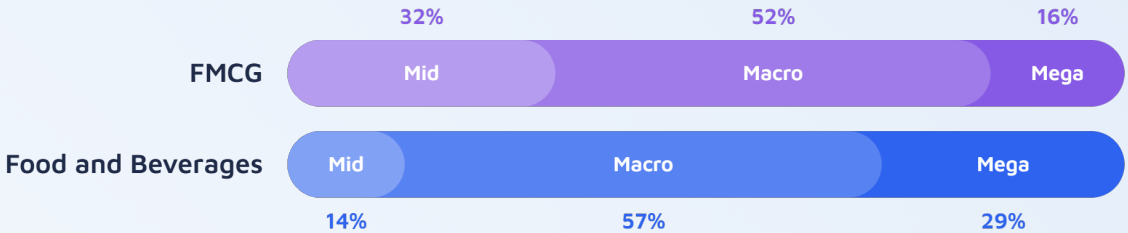
What can we learn from the 100 most engaged collaboration contents in the third quarter of 2026?

In Q3, **69 of the 100 most engaged collaborations on YouTube were Shorts** and 31 were long-form videos. FMCG, Food and Beverage, and .com stood out among sectors. Driven by sponsorship integrations, 18 content pieces on the list featured more than one brand. On the Shorts side, seasonal themes stood out: 7 Shorts collaborations themed around travel (Tatilbudur, Enuygun) and back-to-school and back-to-city (Trendyolmilla, Hepsiburada) **exceeded 20 million views**.



The high view counts reached by Shorts content suggest that brands also supported influencer content with paid promotion. In long-form videos, the share of comments within engagement was **3.5 times** that of Shorts. In the segment distribution, Macro channels ranked first with 43 content pieces and captured **44% of total engagement**.

In Q3, the two formats played two distinct roles on YouTube: Shorts expanded reach in seasonal campaigns, while long-form video generated conversation through expertise- and agenda-driven sponsorships. Planning both formats together within the same campaign can increase visibility and loyalty at the same time.



*Engagement is calculated as the sum of likes and comments.
**The "Other" column includes the Informatics/Mobile Phone, Communication, Finance, Energy/Fuel, Health, Textile/Shoes, and Transportation sectors.
***For collaborations featuring more than one brand, all brands were included, and the sector distribution was calculated based on the total number of brand tags.

Rising Stars



Our Rising Star lists are created to identify accounts that capture measurable, consistent, and engagement-supported growth. Türkiye-focused accounts are first filtered according to follower range and growth thresholds; then growth rate, continuity, periodic momentum, and engagement quality are scored together. Accounts without reliable engagement signals are eliminated, and the remaining accounts are ranked by segment, with the strongest performers making the list.
Current performance data is based on September 30, 2026.

Rising Stars

Instagram under 100K

Rising accounts with under 100,000 followers stood out with high engagement rates. The list included accounts producing content on a variety of topics such as pets, food, art, and AI. Half of the accounts on the list grew their follower count **by more than 68%** during Q3.

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	 Taha Yıldız @arg3.s	76.2K	30.64%	8.0
#02	 Muhammed Haliloğlu @muhammed.chefff	95.3K	11.58%	8.2
#03	 Ilgın Zaimoğlu @frauzaimoglu	2.4K	8.00%	7.0
#04	 Asuman Aslı Sivri @aaslisivri	58.0K	26.95%	8.3
#05	 Burcu Soysal @burcussoysal	85.8K	8.66%	8.1
#06	 Ömer Ekinci @omerekinci2	61.4K	8.85%	7.6
#07	 Merve Argül @merveargul	29.2K	3.89%	6.1
#08	 Sıla @artwithmorph	46.3K	16.75%	8.6
#09	 Hussein Nebil Evren @nebilevren	38.7K	5.09%	6.2
#10	 Hera Yorkie @hera_yorkiee	2.0K	52.98%	8.3
#11	 Cips @kedimcips	37.0K	26.14%	8.1
#12	 Sinem Ömeroğlu @sinemomerogluu	25.8K	14.55%	8.0
#13	 MeowCare | Zeynep M. @meowwcare	20.9K	4.99%	7.1
#14	 Aslı Küçüktaş Albayrak @aslikucuktas_	53.8K	16.02%	9.9
#15	 Burcu Esma Özdemir @esmaozddmrrr	1.4K	7.75%	6.1
#16	 Safiye Toker @safiye.tokerr	52.1K	48.15%	8.4
#17	 Turaç Can @t.u.r.a.c	65.4K	10.74%	7.0
#18	 Zeynep Nur @zeynepnuuur	52.4K	16.21%	8.4
#19	 Özge Tepe Tarı @ozgetepetari	91.9K	3.00%	4.4
#20	 Kadir İkbal Bal @devamettikce	93.6K	13.48%	8.3

Hyperiser

Rising Stars

Instagram 100K – 500K

In the 100,000–500,000 follower range, accounts focused on food, travel, and technology stood out. Alongside everyday life content, accounts sharing educational content in areas such as AI and English also made the list. During the analysis period, every account on the list grew its follower count **by at least 28%**.

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	İlknur Karabay @ilknurddb	181.2K	23.84%	6.5
#02	Selin Yurtsever @pitiseloti	186.4K	12.07%	5.0
#03	Furkan AYRI @rodrifurkan	245.2K	34.73%	7.1
#04	Derev Clara Kösedağ @derevclara	273.8K	6.61%	7.1
#05	Rukiye Dinçer @rukiyedincer	107.0K	15.39%	9.0
#06	Elif Çifçi Kara @elifcifcim	150.6K	13.16%	5.7
#07	Esin Alpman @esinalpman	130.6K	6.11%	7.5
#08	Burak Çakır @burakcakir.ai	191.8K	1.75%	3.3
#09	Emin Kaya @eminkyaaa	168.0K	5.91%	6.0
#10	Furkan Değerli @degerliturizm	251.7K	1.06%	3.7
#11	Leylam Mutfakta @leylam_mutfakta	181.5K	3.62%	4.9
#12	Sinem Gürbüz @sinemgrbuz	105.4K	42.71%	8.4
#13	Yaşarcan Kocaaslan @yasarcankocaaslan	383.2K	9.72%	6.8
#14	Onur Şenkardeşler @onursnkrdslr	107.1K	4.14%	5.4
#15	Fatma Yiğit @fatmaayigitt_	115.7K	10.68%	7.9
#16	Havayı Koklayan Adam @bunyaminsurmeli	201.4K	4.80%	6.6
#17	Cansu Erdem @banasorarsanboyle	309.2K	6.41%	5.6
#18	Deniz Seçer @agacadamofficial	264.5K	3.18%	5.8
#19	Yeliz @yelizshomekitchen	126.4K	11.51%	9.8
#20	Hayrunnisa Arı @nisliina	339.3K	27.38%	9.4

Rising Stars

TikTok under 100K

Among TikTok accounts with under 100,000 followers, the list covers a wide range of content, from beauty, food, and everyday life to humor. Accounts focused on science, personal development, and product recommendations round out the mix. During the analysis period, engagement rose alongside follower growth in every account, **by at least 47%.**

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	Tansu Sülün @tansuokatan	65.9K	1.80%	6.3
#02	Sinem Gürbüz @grsinem	21.9K	5.60%	8.4
#03	Beyza İnce @peribeyz	39.6K	5.69%	7.4
#04	Ekin Ergin @ekinergin0	23.9K	6.53%	7.1
#05	Su Tataroğlu @sutataroglu	22.3K	9.19%	4.2
#06	Yeliz Hoş @yelizhoss	20.6K	7.98%	6.7
#07	Gülçin Demir @benimonerileeriiim	6.4K	3.87%	2.6
#08	Hilal Simay Kocabaşlar @hilalkocabaslar	54.2K	2.25%	9.9
#09	Emir Arslan @emirarslana	7.7K	4.44%	5.2
#10	Özmisili Ailesi @ozmisiliailesi	64.9K	3.45%	5.5
#11	Nihan Kırmızıkaya @nihankkaya	6.6K	2.26%	9.9
#12	Bebar Bilim @bebarbilim	60.5K	4.81%	5.9
#13	Elif Gencay @elif_gencay	15.7K	5.41%	7.5
#14	Cansu Yeğin Topçu @yegincansu	19.2K	4.16%	7.5
#15	Derev Clara Kösedağ @derevclarak	29.7K	2.04%	7.1
#16	Emine Matoğlu @eminematoglu.0	30.9K	1.18%	5.4
#17	Belinay Akyüz @belinay.akyuz	2.1K	5.69%	8.0
#18	Buse Çetinyürek @buwse1	3.0K	5.33%	5.1
#19	Nihan Düzgün @niholii	5.9K	3.67%	7.2
#20	Eda Bektaş @edajbektasj1	4.3K	3.33%	8.0

Rising Stars

TikTok 100K – 500K

The list in the 100,000–500,000 follower range includes food, entertainment, and fashion content, as well as accounts sharing slices of everyday life and infotainers who combine information with entertainment. Every account on the list gained **at least 16K followers**, and in most accounts this growth was accompanied by a rise in engagement rate.

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	 Serkan Çetintaş @serkandogada	419.3K	2.62%	7.9
#02	 Sümeyye Karaca @krcsmyye	188.1K	6.18%	5.5
#03	 Deren Tavşancı @derenderen1	156.3K	4.85%	2.1
#04	 Emin Kaya @eeminkaya	214.0K	10.12%	6.0
#05	 Coğrafyanın Kodları @cografyaninkodlari	141.4K	4.33%	5.8
#06	 Müberra Uslu @muberrauslu_	139.4K	1.94%	4.9
#07	 Caner & Zeynep @caner.zeynepofficial	462.6K	1.62%	6.9
#08	 Kübra Deniz @kubradeny	261.3K	6.48%	6.7
#09	 Abdulkadir Genç @abdulkadrgenc	217.0K	3.89%	4.4
#10	 Melek Çelik @melekce_kitchen	266.7K	2.22%	4.8
#11	 Mehmet Cesur @mehmatii	189.1K	7.03%	8.2
#12	 İpek Ersan @ipekersan	223.8K	1.63%	6.7
#13	 Taha Yıldız @arg3.s	113.2K	9.02%	8.0
#14	 Fatmazel Çınar @fatmazel_00	273.5K	4.16%	5.4
#15	 Dilara Sedef @diilarasedef	217.7K	5.21%	3.5
#16	 Açelya @acelyatoktik	129.3K	6.69%	4.7
#17	 Elif Dilbe @elifdilbe	143.6K	6.26%	7.5
#18	 Itır Esen @itiresen	102.6K	5.36%	8.4
#19	 Yusuf Emre Akbıyık @yusufemrakbyk	259.1K	15.31%	9.8
#20	 İlhan Çelenk @ilhancelenk0	105.0K	4.37%	4.7

Rising Stars

YouTube under 100K

Two distinct content approaches stand out among channels with under 100,000 subscribers. Beauty, everyday life, and education channels lean toward Shorts, while channels focused on technical knowledge, AI, esports, and culture favor long-form videos. During the analysis period, every channel's subscriber count grew **by at least 27%.**

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	Merve Avan Topak @merveavantopak	89.9K	1.30%	5.6
#02	Lara Alpaslan @Laraalpaslan	35.7K	3.45%	8.4
#03	Ada Genlik @adagenlik	23.2K	3.15%	5.9
#04	Furkan Değerli @degerlifurkan	38.7K	4.07%	3.7
#05	Burak Çakır @burakcakirai	1.9K	2.25%	3.3
#06	Ata Seymen Fidan @ataseymenfidan	4.3K	2.58%	4.6
#07	Gamze Demirkol @gamze.demirkol	1.3K	2.18%	5.7
#08	Zeynep Esensoy @zeynepesensoy	84.4K	2.06%	5.0
#09	Enes Seyfettin Şahin @enestronik	31.1K	0.92%	5.1
#10	Sude @sudenuriipk	15.1K	0.35%	7.6
#11	Gizem Nur Yücedağ @Gizemyucedaag	75.3K	5.16%	5.8
#12	Başak @Basakimo	1.4K	2.66%	4.9
#13	Chips Mustafa @ChipsMustafa	21.8K	1.37%	5.7
#14	Ecem Ezgi @ecem.ezgiii	16.8K	3.51%	5.3
#15	Engin Küpeli @MAJ3R	26.6K	1.55%	7.8
#16	Mine | magic talks @wandsandthecity	9.0K	3.08%	5.9
#17	İrem Altuğ @IremAltugOfficial	5.6K	2.48%	4.0
#18	Ezgi Atlı @EzgiAtl	1.4K	1.46%	4.1
#19	Cansu Balcıoğlu @CansuBalcioglu	3.4K	1.64%	4.2
#20	Ertan Süzgün @ertansuzgun	88.7K	9.57%	8.0

Rising Stars

YouTube 100K – 500K

The list in the 100,000–500,000 subscriber range included channels sharing family, entertainment, automotive, travel, finance, and sports content. The highest subscriber growth rates were recorded by Shorts-focused family and entertainment channels, while long-form-focused automotive, travel, and finance channels also reached **hundreds of thousands of views**.

No	Influencers	Follower Count	Engagement Rate	Hyperscore
#01	Müberra Uslu @muberrauslu	320.0K	1.79%	4.9
#02	Özmisili Ailesi @OzmisiliAilesi	273.0K	1.22%	5.5
#03	Yonca Tukur @yoncatheblue	125.0K	2.18%	6.4
#04	Emin San @eminsann	111.0K	2.72%	6.7
#05	Çağatay Özdemir @cagatayozdemir7	163.0K	2.10%	4.0
#06	Ömer & Asena & Dora @Asenaomer	382.0K	2.27%	8.3
#07	MertLab X @MertLabX	446.0K	2.29%	5.9
#08	Efruz Aydın @efruzaydin	340.0K	4.79%	5.8
#09	Yatırım 101 @yatirim101	431.0K	2.31%	5.0
#10	Deniz Sarılar @denizsarlar	169.0K	3.33%	5.2
#11	Deren Tavşancı @derentvsnc	125.0K	2.40%	2.1
#12	Çiçek Çizmeci @cicekileteknoloji	188.0K	1.60%	3.0
#13	Sena Bostancı @senabostanci	119.0K	1.96%	5.6
#14	Maya Başol @MayaBasolOfficial	242.0K	1.59%	4.5
#15	And Mehmet Çetin @andmcetin	306.0K	1.11%	3.9
#16	Furkan Last @furkanlastt	141.0K	5.82%	4.0
#17	Buse Çakan Uslu @busecakanuslu	139.0K	2.95%	3.8
#18	SporON @sporontv	193.0K	1.55%	5.6
#19	Gözde Türker Güler @gozdeturkerguler	279.0K	1.71%	4.4
#20	Yeni Açık @yeniacik	248.0K	2.00%	1.9

Methodology

Insights from an influencer marketing measurement platform using hybrid data analytics

This report analyzes Q3 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 October 2026, more than 120,000 influencer profiles are scanned on Hyperiser, with over 49,000 carefully selected and stored in the database. A total of 24 sectors and 3,510 brands are actively tracked.

Within the scope of this report, more than 8.6 million content pieces 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.

Hyperiser

Main Concepts

Terms and concepts to keep in mind

reach	Expresses the average number of different people the content can reach.
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 #reklam (#ad), #tanıtım (#promotion), #işbirliği (#collaboration), #ortaklık (#partnership), #sponsor, or #affiliate.
active brand rate	The ratio of the number of brands tagged in the content to the number of all brands in the 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 (including shares and saves on TikTok) 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 116 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:

7.5 million Stories
447.3K Reels
280.9K Posts
238.7K TikTok videos
25.1K TikTok carousels and photos
55.5K YouTube videos
116.6K YouTube Shorts
665 million tweets (tweet volume across analyzed topics)

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


Çağla


Yağız


Fatih


Süleyman


Mustafa


Seyit

If you loved our report
you'll love using Hyperiser even more!

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