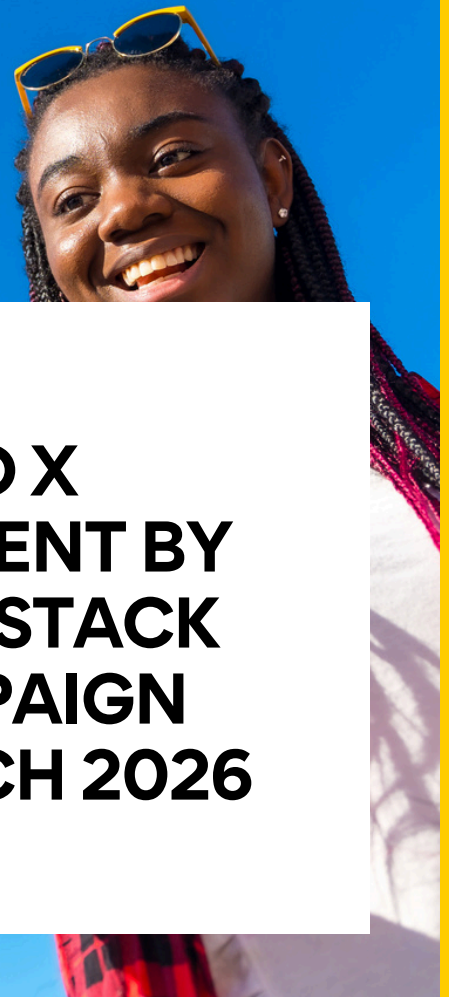


**NANO SOCIALS**

# **CREATOR ECONOMY IMPACT REPORT**

## **MARCH 2026**



**NANO X  
MOMENT BY  
MAINSTACK  
CAMPAIGN  
MARCH 2026**



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# INTRODUCTION: WHAT WE'RE REALLY BUILDING



## BRIEF OVERVIEW

This is the gap NanoSocials is building to fill.

And over the past few weeks, through our partnership with Moment by Mainstack, we've started to see what that future could look like in practice.

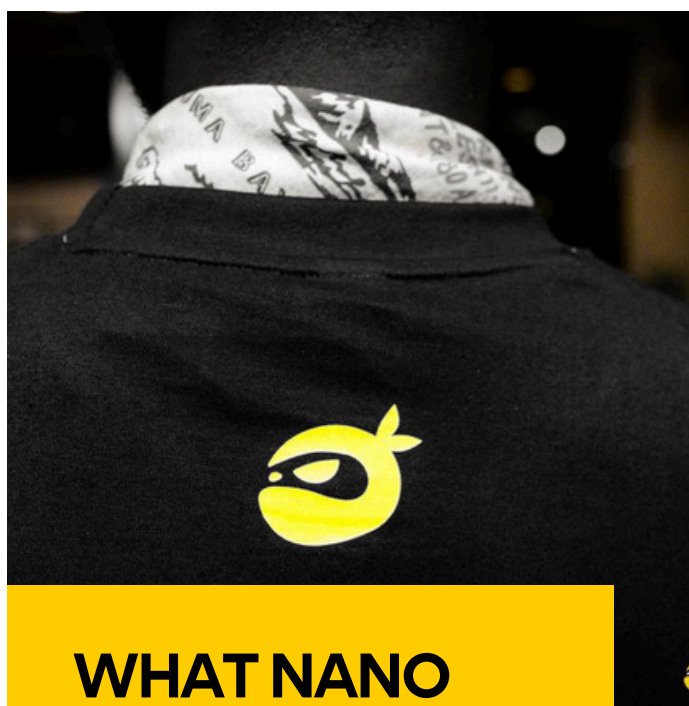
For years, the creator economy has been defined by one thing:  
Attention.

Views. Likes. Virality.

But what has been missing especially in emerging markets like Nigeria is infrastructure.

Infrastructure that doesn't just help creators get seen,  
but helps them earn, collaborate, and build sustainable value.

# FROM ATTENTION TO OPPORTUNITY



## WHAT NANO DOES

**NANO ENABLES  
COORDINATED  
CREATOR  
DEPLOYMENT AT  
SCALE**

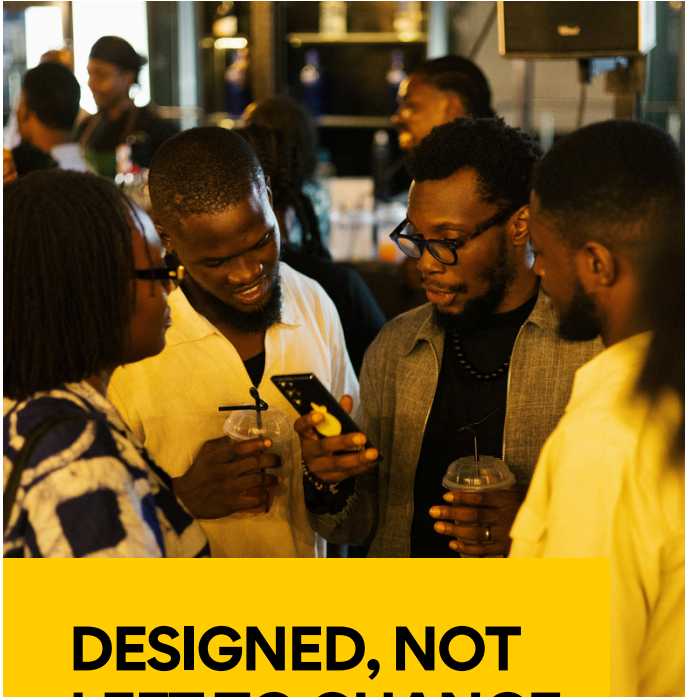
***This approach moves brand campaigns from isolated creator posts to structured, multi-creator distribution systems.***

**Nano Socials** operates as a creator marketplace, enabling brands to distribute messaging through coordinated creator networks.

### **During the Moment by Mainstack campaign, Nano:**

- Sourced and onboarded creators aligned with the event's target audience
- Deployed creators across Instagram and Facebook to produce and publish campaign content
- Standardized campaign briefs to ensure message consistency across multiple creators
- Coordinated publishing timelines to drive sustained visibility leading up to the event
- Tracked content performance across reach, engagement, and audience interaction
- Facilitated creator payouts upon successful campaign delivery

# ENGINEERED VIRALITY



**DESIGNED, NOT LEFT TO CHANCE**

**ENGINEERED VIRALITY =  
COORDINATED CREATORS +  
STRUCTURED DISTRIBUTION  
+ MEASURABLE OUTCOMES**

*This model shifts campaign outcomes from algorithm-dependent spikes to structured, repeatable distribution.*

The campaign execution reflects Nano's model of engineered virality, a structured approach to visibility driven by coordinated creator activity.

## **This was achieved through:**

- Creator-Audience Matching: Selecting creators with existing audience alignment to maximize relevance and reduce content friction
- Distributed Content Publishing: Deploying multiple creators simultaneously to extend reach beyond individual audiences
- Network-Led Discovery: Driving visibility through creator communities, resulting in a high percentage of non-follower reach
- Engagement-Driven Content Formats: Prioritizing short-form, high-retention content to reduce skip rates and improve interaction
- Closed-Loop Execution: Ensuring campaign completion through verified posting, performance tracking, and confirmed payout



# CAMPAIGN OVERVIEW: FROM THEORY TO EXECUTION

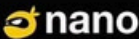

## OVERVIEW

In March 2026, NanoSocials partnered with Moment by Mainstack, one of the largest creator gatherings in Africa.

But this wasn't a passive partnership.

It was an active market test of Nano's core thesis:

Can we successfully connect creators to real brand opportunities and close the loop with actual payouts?

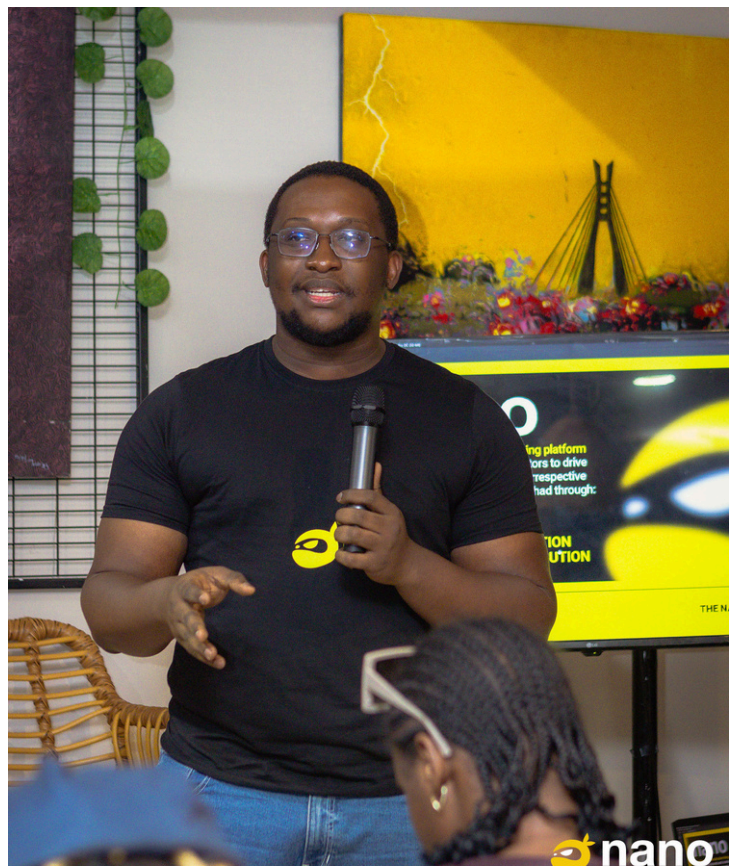
 nano x  MOMENT

**THE ANSWER: YES.**

# KEY CAMPAIGN METRICS (AT A GLANCE)

## PLATFORM INSIGHT:

Over 90% of engagement came from Instagram, reinforcing its dominance as the primary distribution channel for creators in Nigeria.



Creators Activated

**10**



10,145 Total Views

**10K+**



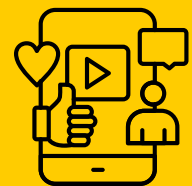
6,050+ Accounts Reached

**6K+**



776 Total Interactions

**700+**



13 New Follows Generated

**13**



# WHAT MADE THIS CAMPAIGN DIFFERENT

Most creator campaigns end at content delivery.

This one didn't.

## WE CLOSED THE LOOP. THE CRITICAL SIGNAL

- \* Creators were briefed and activated
- Content was produced and distributed
- Audiences were reached and engaged
- And most importantly, creators were paid successfully

- \* This is a critical signal. Because one of the biggest trust gaps in the African creator economy today is: "Will I actually get paid?" Nano didn't just answer that question. We demonstrated it with proof.

**100%**

Creators were briefed and activated



**100%**

Creator payout, post campaign



# PERFORMANCE INSIGHTS: WHAT THE DATA TELLS US



## 1. DISCOVERY IS BEING DRIVEN BY NEW AUDIENCES

Across top-performing creators:

- Up to 84.7% of views came from non-followers

This tells us something important:

Creator campaigns are not just engaging existing audiences

they are driving new audience discovery at scale

**84.7%**  
from non-followers

## 2. STRONG CONTENT = LOWER SKIP RATES = BETTER OUTCOMES

Top performer:

- @oseidoni
  - 2,746 views
  - 217 interactions
  - 29.5% skip rate (well below average)

**29.5%**  
Content skip rate from top performer

This reinforces a key principle:

In the Nigerian market, attention is earned in the first few seconds

but value determines whether people stay.

# PERFORMANCE INSIGHTS: WHAT THE DATA TELLS US



## 3. CONVERSION IS STILL AN OPPORTUNITY

- Total new follows: 13 across all creators

While reach and engagement were strong, follower conversion remains low.

Implication:

There is a major opportunity to:

- Improve call-to-actions
- Strengthen creator-brand alignment
- Optimize content for conversion, not just reach

**13**

New creators  
across platforms

## 4. DISTRIBUTION STILL FAVORS OWNED CHANNELS

Top traffic sources:

- Profile
- Feed
- Stories

Meaning:

The Nigerian creator economy is still heavily relationship-driven, not purely algorithm-driven.

# BEYOND THE NUMBERS: ECOSYSTEM IMPACT

THIS CAMPAIGN EXTENDED BEYOND CONTENT METRICS.



## \* 1. REAL CREATOR- BRAND CONNECTIONS

Nano successfully:

- Connected creators to a brand campaign
- Enabled execution
- Delivered payouts

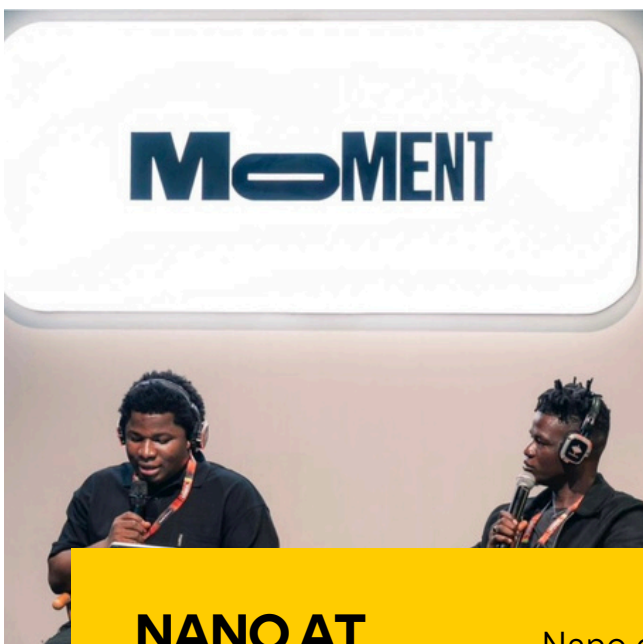
This is the core infrastructure layer the ecosystem has been missing.

### NANO SUCCESSFULLY

Connected creators to a brand campaign

Enabled execution

Delivered payouts



## \* 2. NEW BRAND PIPELINE

At Moment:

- Nano engaged multiple brands
- Opened conversations for future partnerships

Implication:

Nano is not just serving creators  
it is building supply for brands.

### NANO AT MOMENT:

Nano engaged multiple brands

Opened conversations for future partnerships

# WHAT THIS MEANS FOR THE NIGERIAN CREATOR ECONOMY

THIS CAMPAIGN SURFACES THREE CRITICAL TRUTHS:

## \* 1. THE MARKET IS READY

Creators are:

- Willing to participate
- Able to execute
- Eager for opportunity

## \* 2. TRUST IS THE MISSING LAYER

The biggest unlock is not talent.

It's reliability:

- Reliable briefs
- Reliable payouts
- Reliable partnerships

## \* 3. THE FUTURE IS INFRASTRUCTURE, NOT PLATFORMS

The next phase of the creator economy in Africa will not be defined by:

- More social platforms

But by:

Systems that connect creators to opportunity at scale

# NANO'S POSITION IN THIS FUTURE

NanoSocials is not trying to be another platform for posting content. It is building:

## AFRICA'S CREATOR MARKETPLACE

A system where:

- Creators access real opportunities
- Brands access real distribution
- Value flows in both directions



# CONCLUSION: THIS IS JUST THE BEGINNING

In less than a month, Nano has:

- Activated creators
- Executed a live campaign
- Delivered measurable reach and engagement
- Paid creators successfully
- Opened new brand pipelines

**THESE ARE NOT JUST EARLY WINS.  
THEY ARE EARLY SIGNALS.**

Signals that:

The Nigerian creator economy is evolving from attention... to opportunity.

And Nano intends to be at the center of that shift.



# FINAL THOUGHT



**“CAN  
CREATORS  
BUILD REAL  
ECONOMIC  
VALUE FROM  
THAT  
ATTENTION?”**

## **THE QUESTION IS NO LONGER:**

Can creators get attention?”

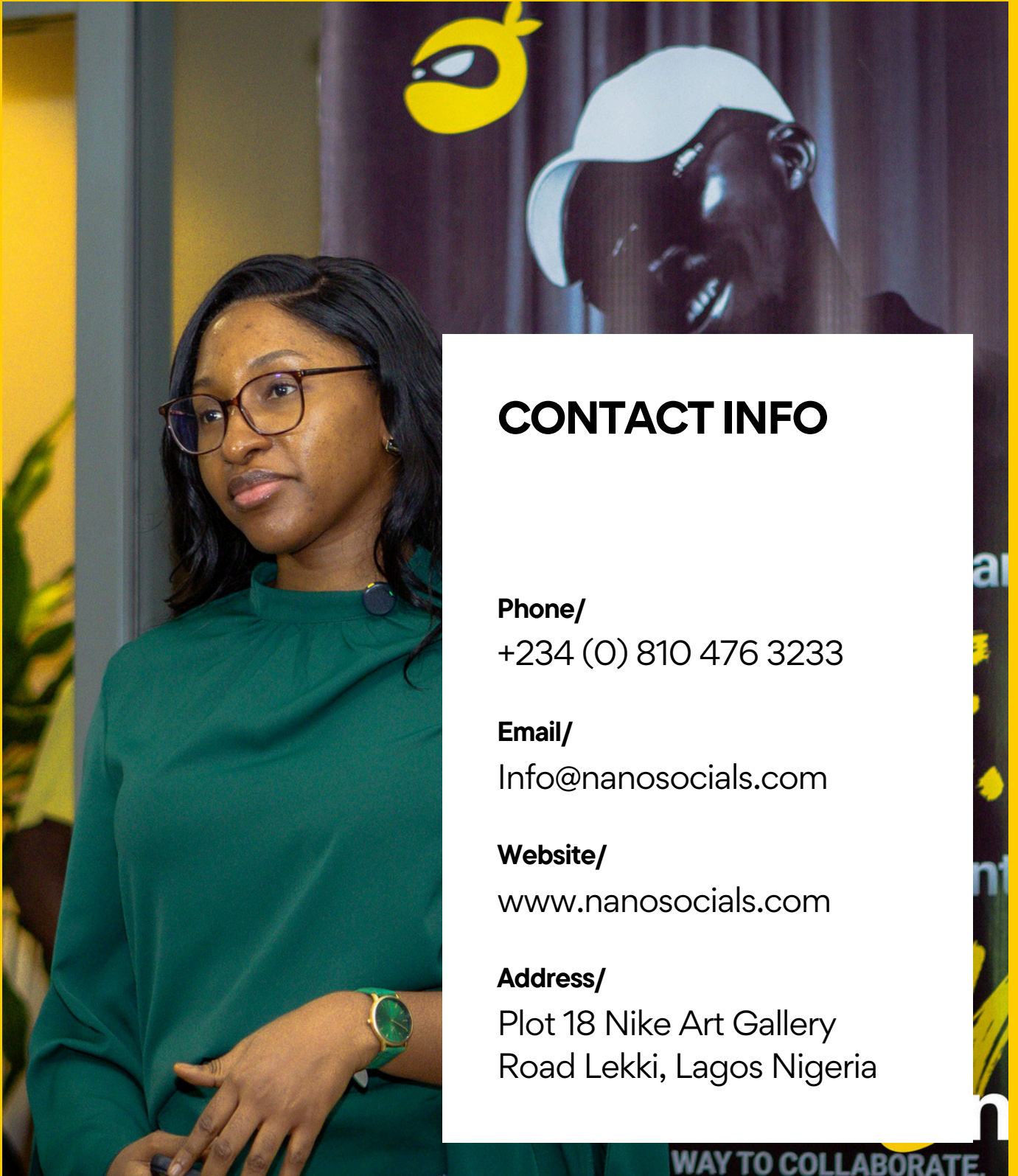
The question now is:

“Can creators build real economic value from that attention?”

Nano is building the system to make that possible.



# CONTACT US



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