

INFLUENCER MARKETING BENCHMARKS REPORT 2019

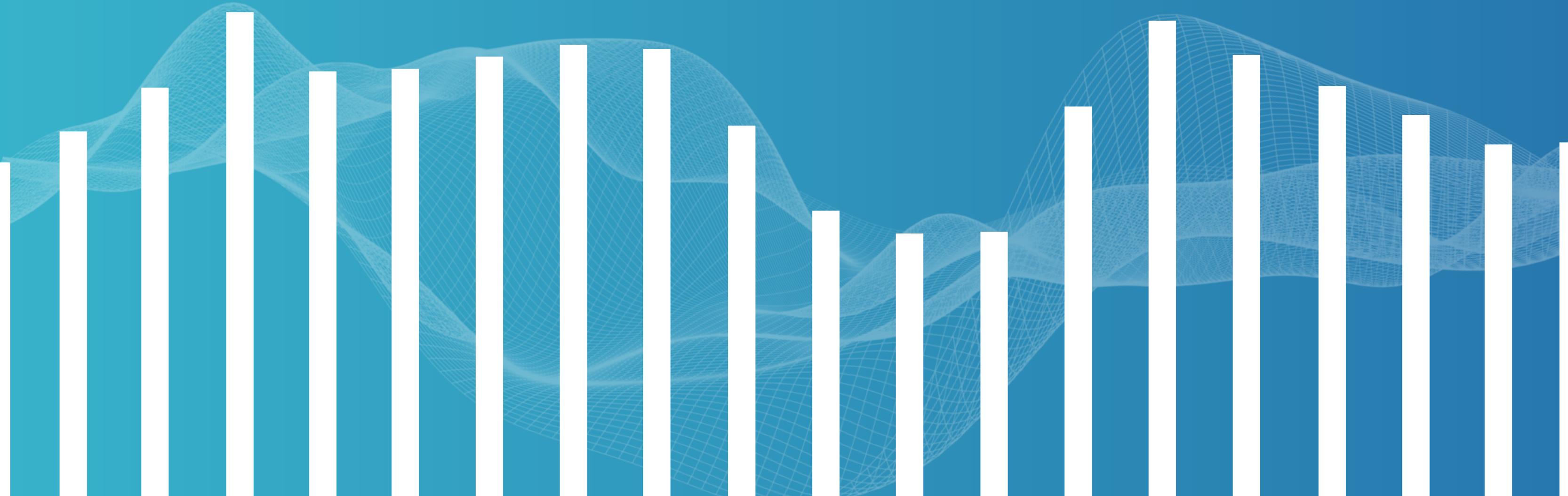


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Why Influencer Marketing Benchmarks matter



Between the Fyre Festival documentaries, rampant fraud via purchased followers and engagements, and even the more recent James Charles fiasco, influencer marketing has received a somewhat shady reputation in colloquial conversations this year.

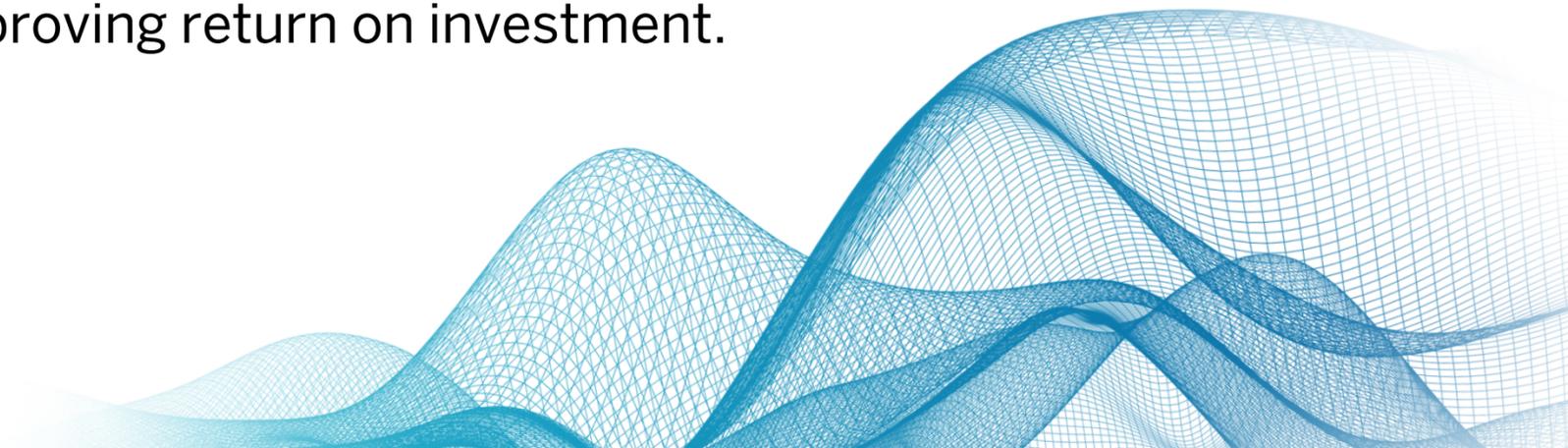
At InfluencerDB, we strive to shed light on the influencer industry by providing transparency and data-backed insights to help marketers make better data-driven decisions.

By establishing industry benchmarks for success, we help to level the playing field and create a marketplace for anyone to feel comfortable participating without fear of wasted investment.

The benchmarks outlined in this report will give influencer marketers an independent perspective on standard influencer campaign performance, a necessary statistic for any successful data-driven organization.

The report is broken up by country and by vertical, giving a clear view into how Instagram influencers work for advertisers in many different markets.

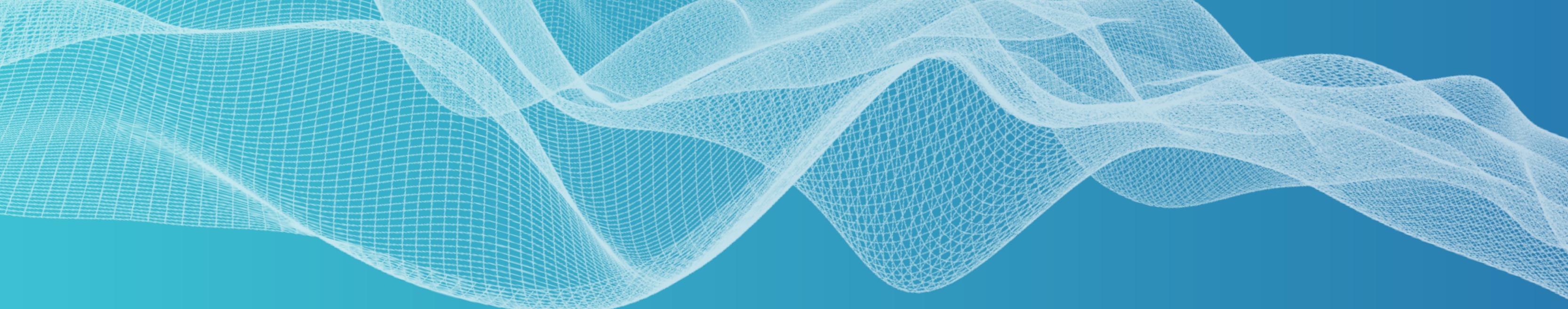
Most importantly, these benchmarks allow brands and agencies alike to showcase great results relative to industry standards, confidently and authoritatively proving return on investment.





"Engagement rates have steadily dropped over the years and recently reached a plateau, giving marketers a clear understanding of what success can and should look like for their teams. With that said, it's important to remember that data refers to people and to always consider the end user when launching a campaign."

Mona Hellenkemper
Director of Marketing, InfluencerDB



Audience Quality Benchmarks

The Audience Quality Distribution predicts how likely it is for an influencer's following to see and engage with posts, typically related to Instagram activity and their number of followed accounts.

A good quality distribution suggests an audience that actively uses Instagram, contains little-to-no fake accounts, and does not follow more channels than it can consume.

As evidenced in the next slide, Brazil has one of the lowest cumulative Audience Quality benchmarks, which correlates with a recent finding by InfluencerDB's world-class data science team: the majority of fake accounts claim to originate there.

The fake engagement industry in Brazil is a good but unfortunate example of how bad actors can have major impacts, in this case a lowered audience quality of an entire country.

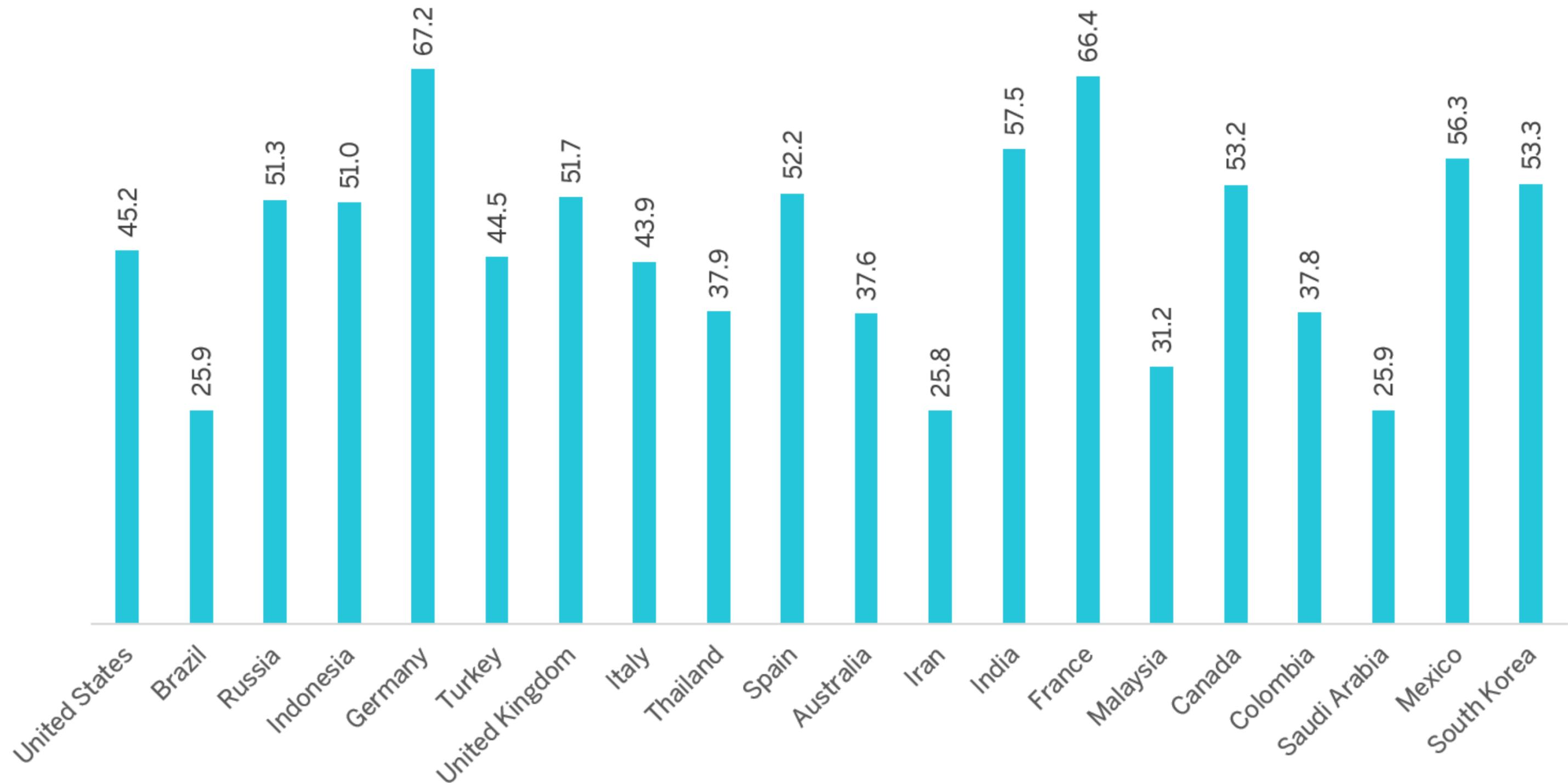
For marketers hiring influencers, it's imperative to be able to detect audience quality. While not always available to the human eye, this information can make or break a campaign.

Marketers and advertisers with influencer audience quality benchmark data can easily understand which influencers and markets to prioritize.



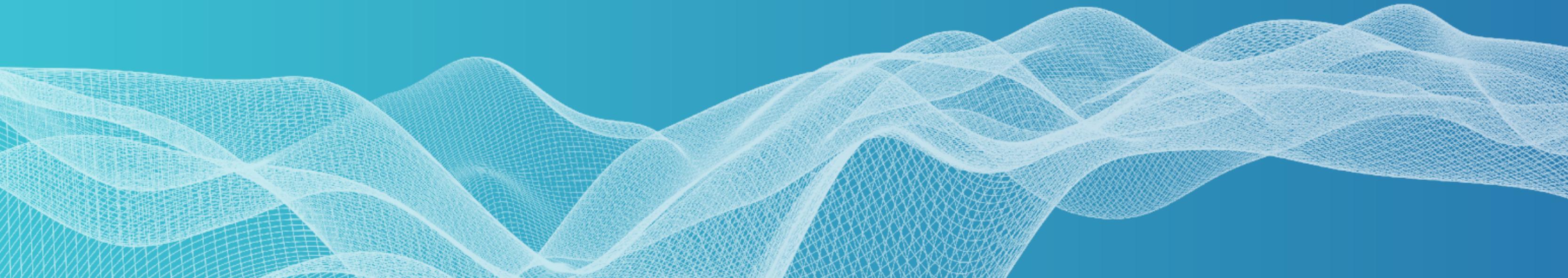
Audience Quality Benchmarks by Country

Percentile (Average)



*Q1, 2019

Like Follower Ratio Benchmarks



Like Follower Ratio Benchmarks Explained



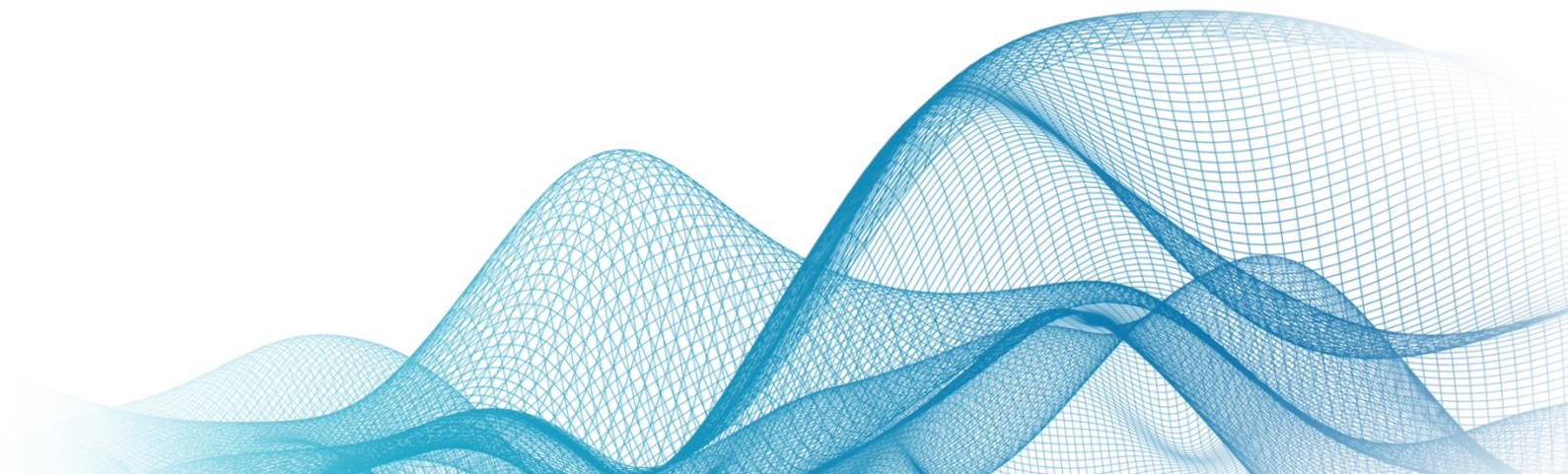
Like Follower Ratio (LFR) is the average number of likes on each post in proportion to the number of followers on an Instagram account.

Per additional research from InfluencerDB's in-house data science team, these LFR Benchmarks have noticeably decreased across verticals year-over-year.

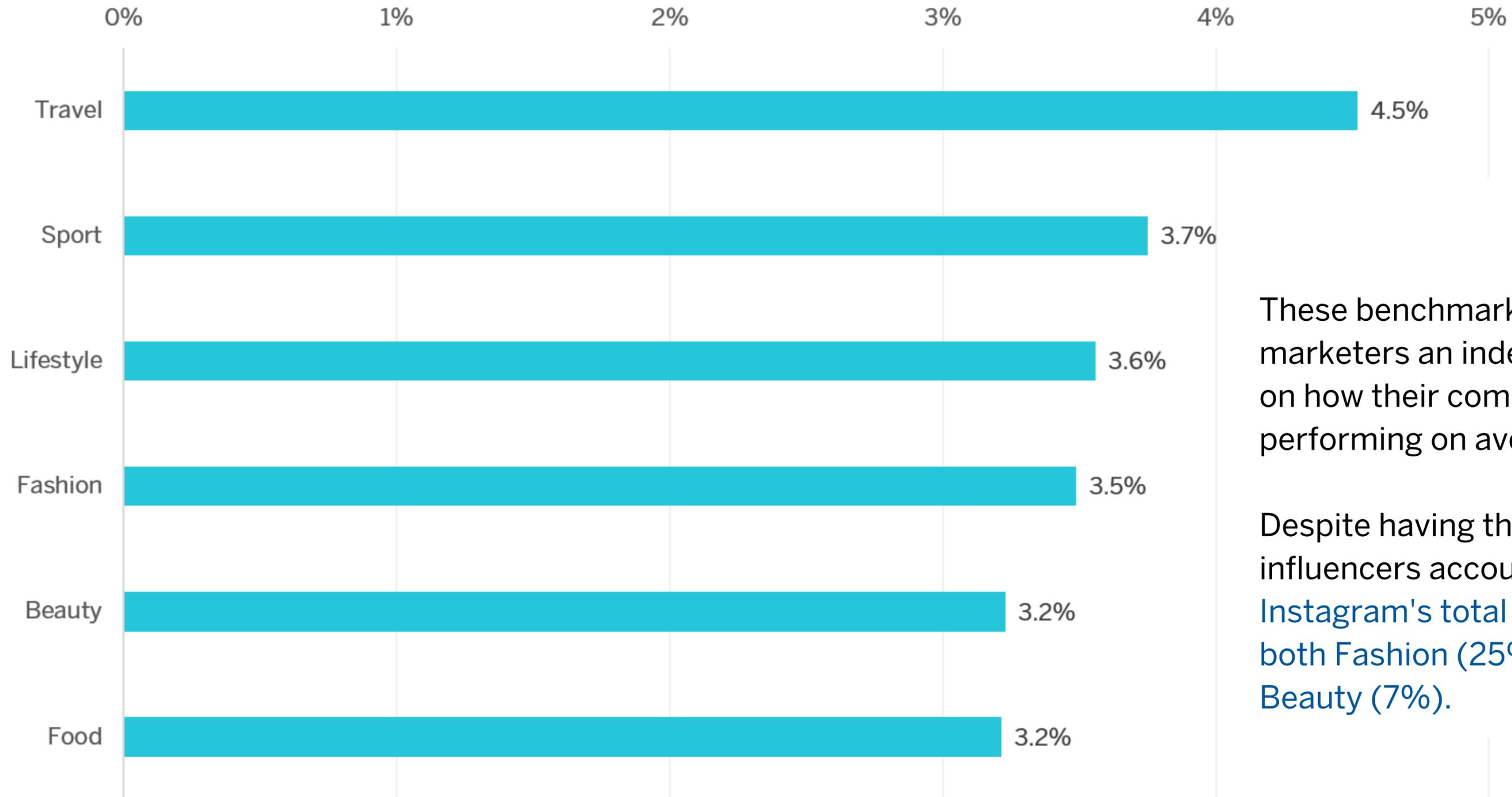
This indicates that the industry is starting to get saturated, and perhaps the 'gold rush' of influencer marketing is over.

Marketers can tackle this challenge of a maturing industry by paying attention to the collaborations that they implement, choosing the right partners is more important than ever before.

Vertical	2019	2018
Beauty	3.2%	4.9%
Fashion	3.5%	5.3%
Food	3.2%	6.7%
Lifestyle	3.6%	5.4%
Travel	4.5%	8.0%
Sports & Fitness	3.7%	5.2%



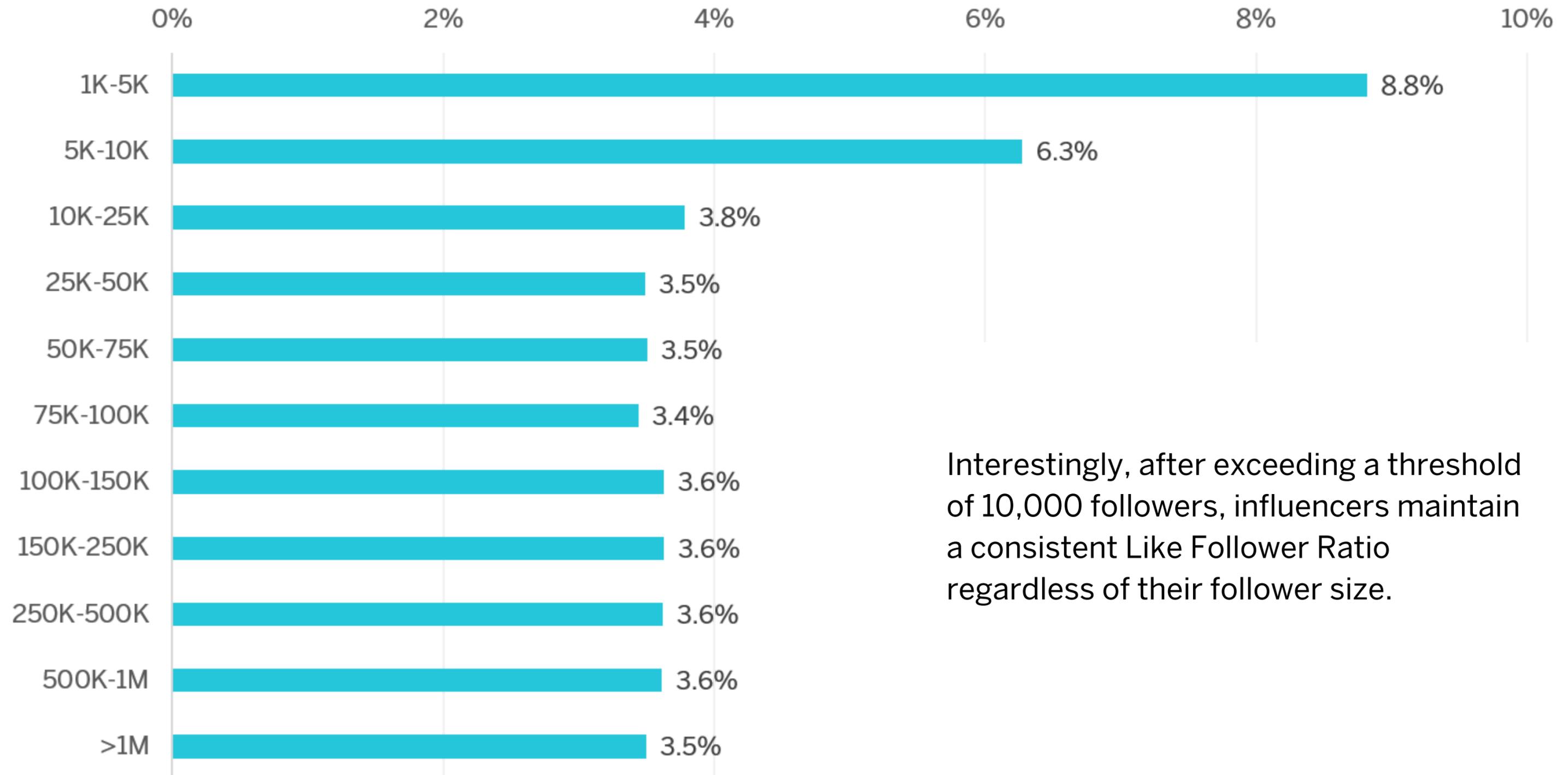
Like Follower Ratio Benchmarks by Verticals



These benchmarks give influencer marketers an independent perspective on how their competitors are performing on average.

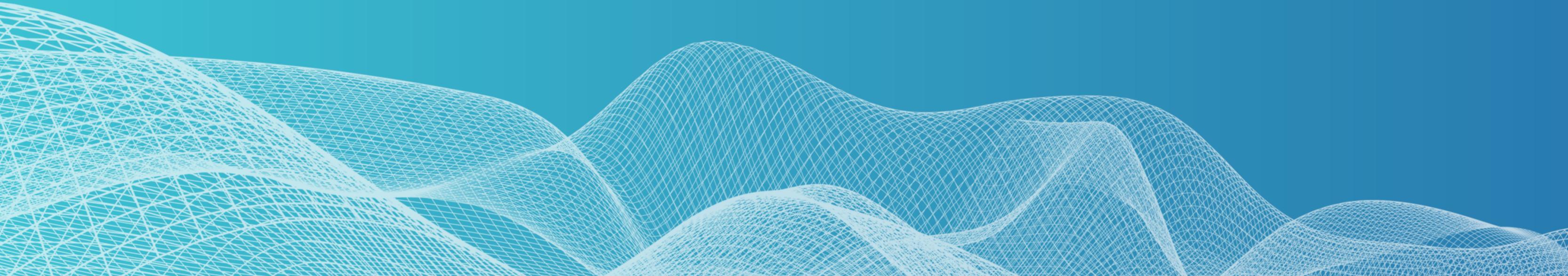
Despite having the highest LFR, travel influencers account for 5% of Instagram's total sponsored trailing both Fashion (25%), Food (12%), and Beauty (7%).

Like Follower Ratio Benchmarks by Account Size



Interestingly, after exceeding a threshold of 10,000 followers, influencers maintain a consistent Like Follower Ratio regardless of their follower size.

Engagement on Sponsored vs. Non-Sponsored Posts on Instagram



Our research shows that sponsored posts have performed better than non-sponsored posts on Instagram since the second quarter of 2016.

The absolute reasons are difficult to identify, but our research of the industry would point towards the following reasons.

- 1) Influencers put more effort into their content when they're being sponsored.
- 2) Some influencers might purchase likes or followers in order for brands partners to trust that their advertising investments are showing returns.
- 3) People like to see their favorite influencers getting brand deals and engage more as a form of support.
- 4) Algorithms give precedence to sponsored posts and organic reach is decreasing.

Influencer marketing has become much more strategic than in years past, and campaigns are increasingly designed for engagements.

For example, product placement as influencer content no longer appeals, and instead brands are creating 7-day challenges and more complex campaigns.

Brands and agencies are also working with friend groups, pods, networks and entire ambassador programs, meaning that more than one person is involved.

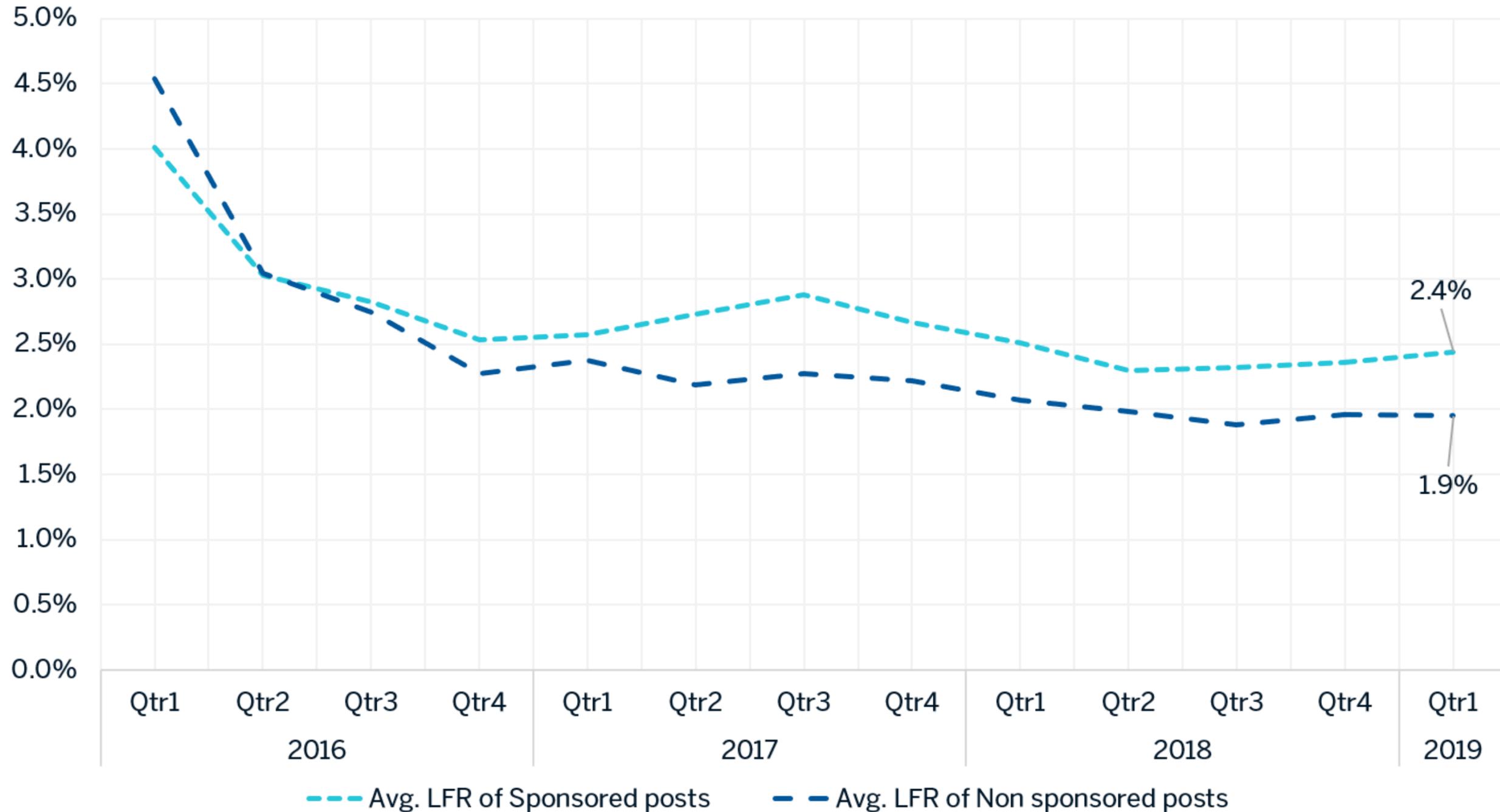
In our report '[The Best-Performing Brands by Earned Media Value](#)', we identified the average number of influencers used in a campaign to be 726.

*Outliers in this data are related to either current events or limited sample sizes. For example, Brazil in Q3 of 2016 had a significantly higher LFR on sponsored posts because of the 2016 Summer Olympics. Conversely, in markets where influencer marketing and sponsored Instagram advertising didn't become standard until late 2016 or early 2017, there are additionally noteworthy anomalies.

Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Global Development



Global

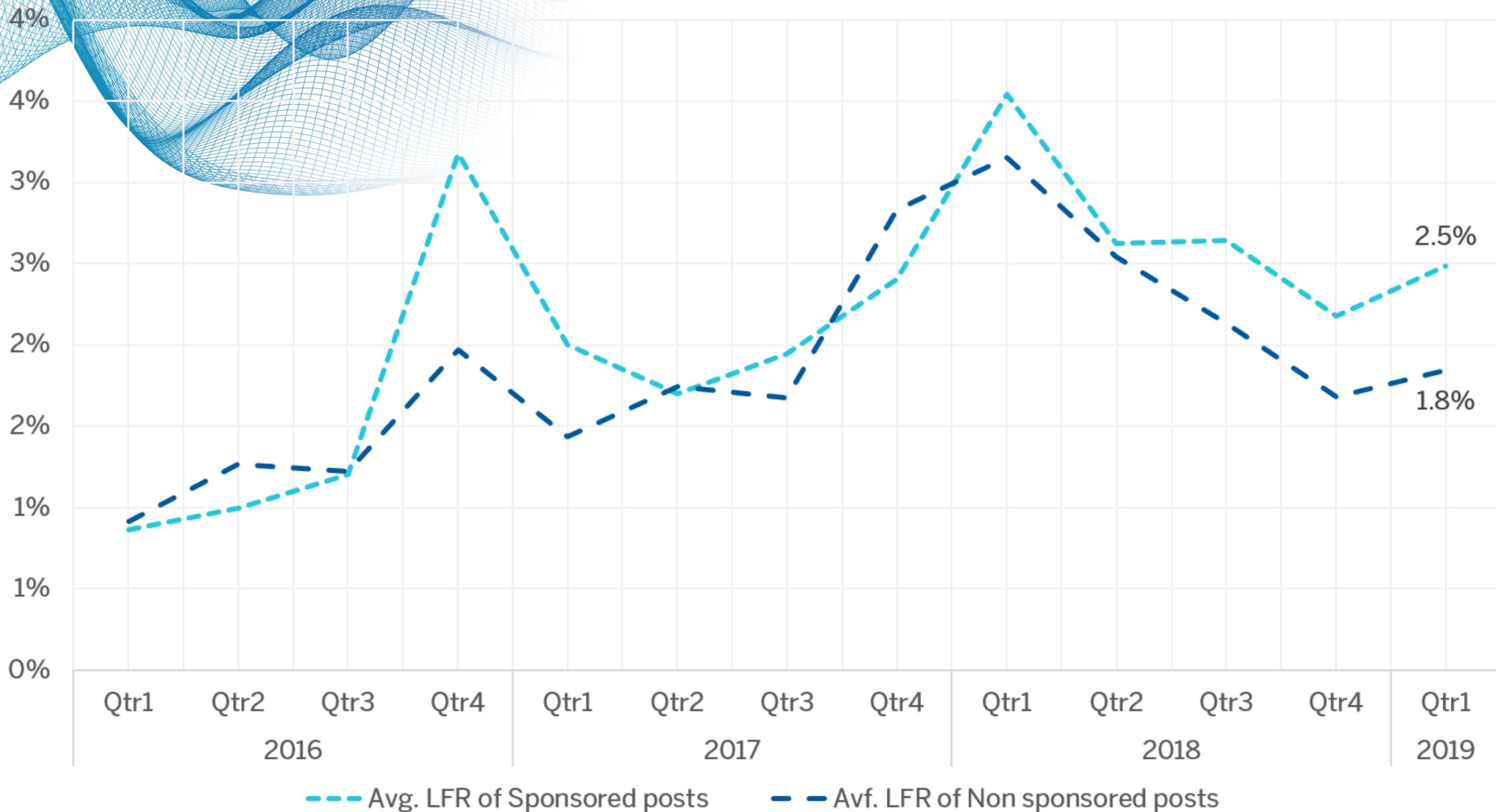


Engagement on

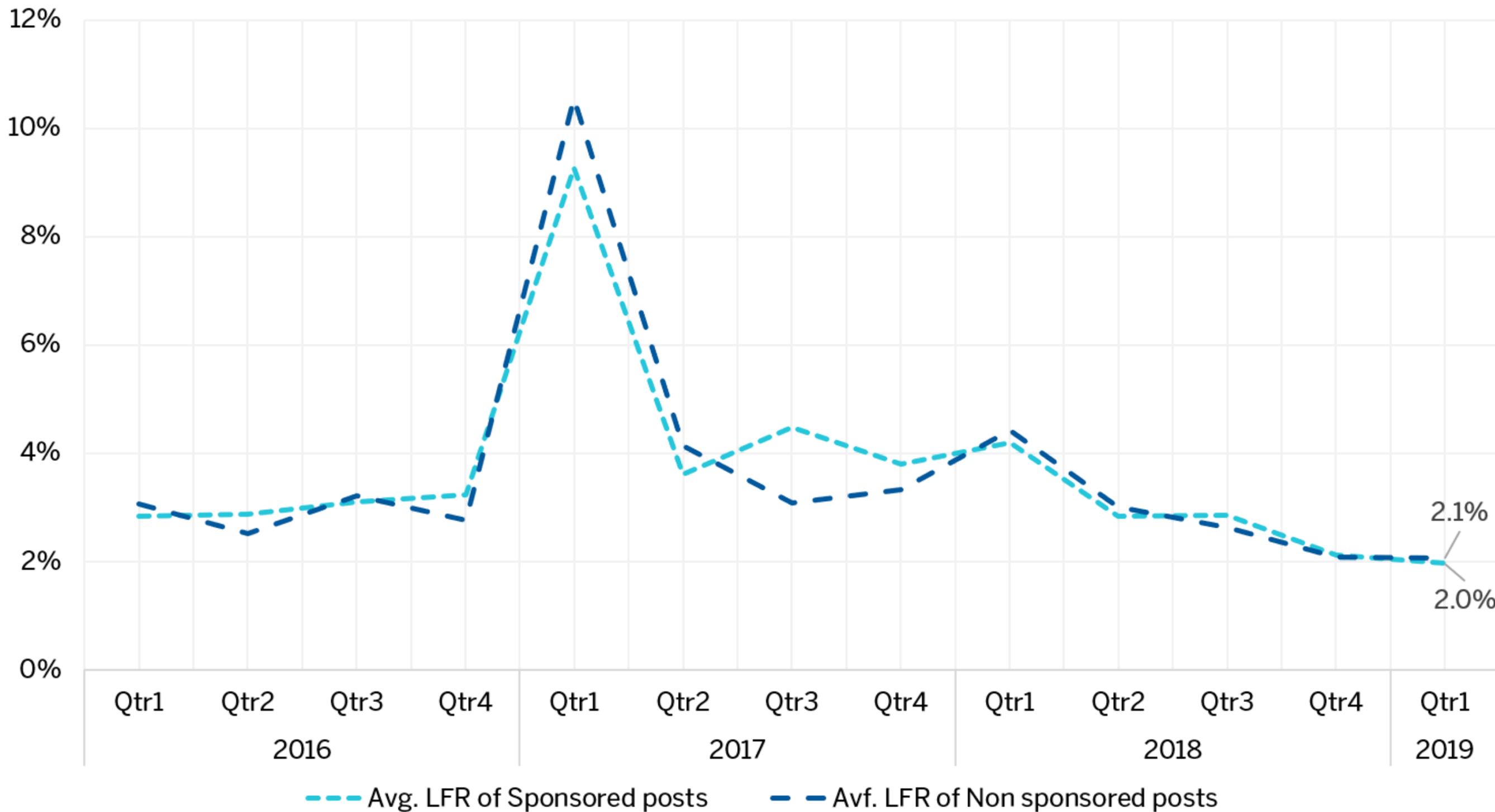
Sponsored vs. Non-Sponsored Posts

Australia, Canada, United Kingdom, United States

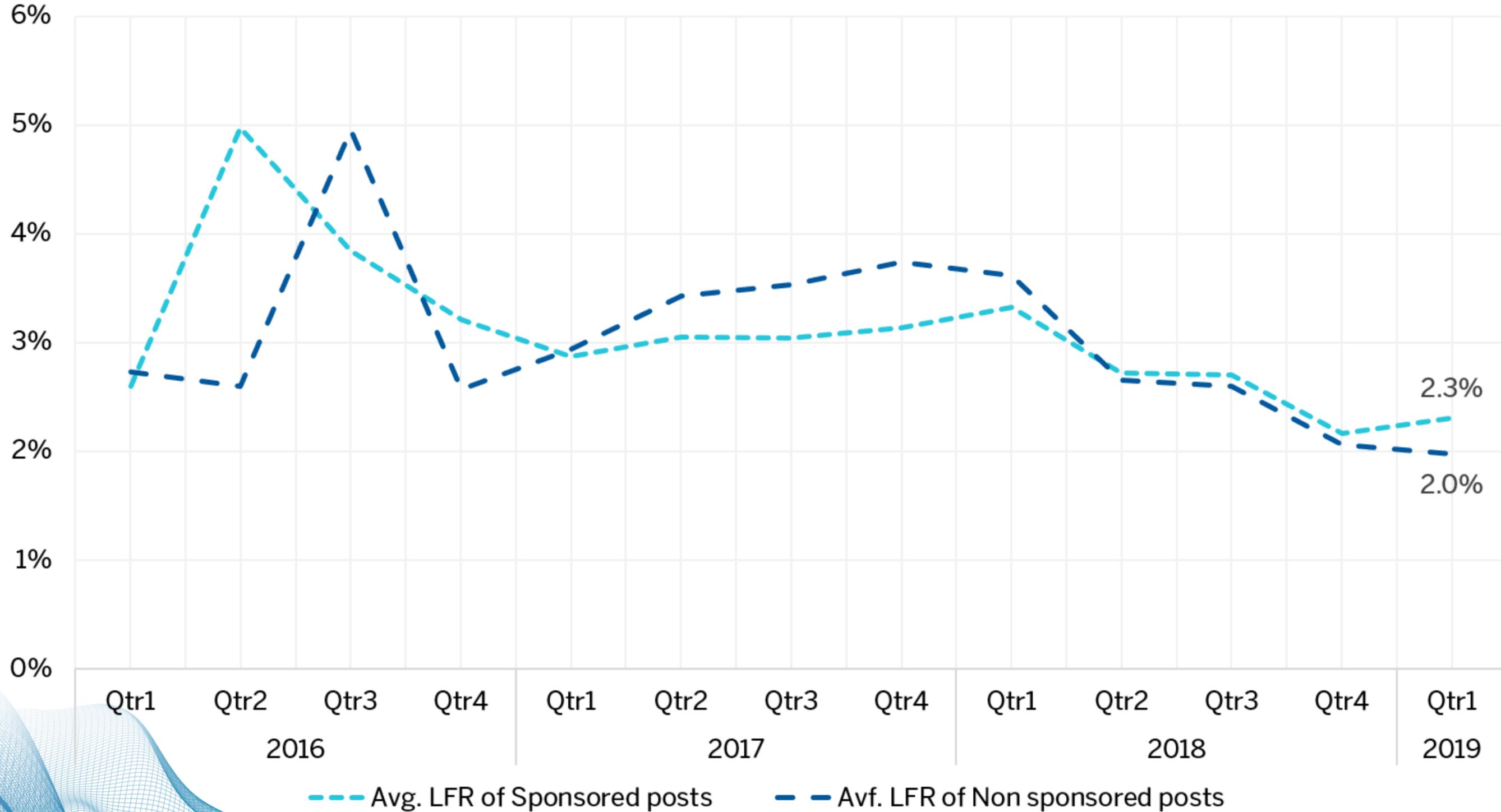
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Australia



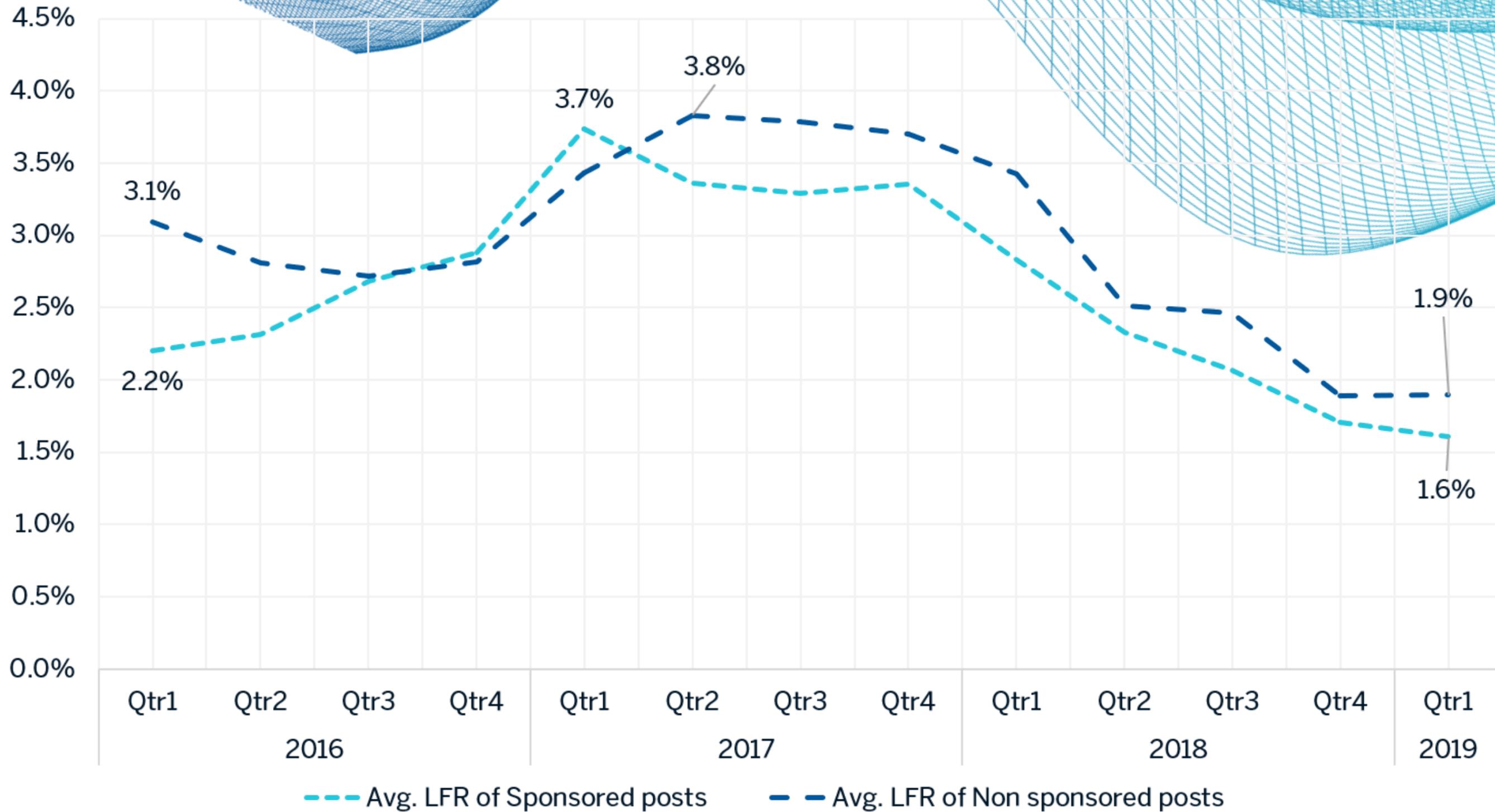
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Canada



Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - United Kingdom



Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - United States

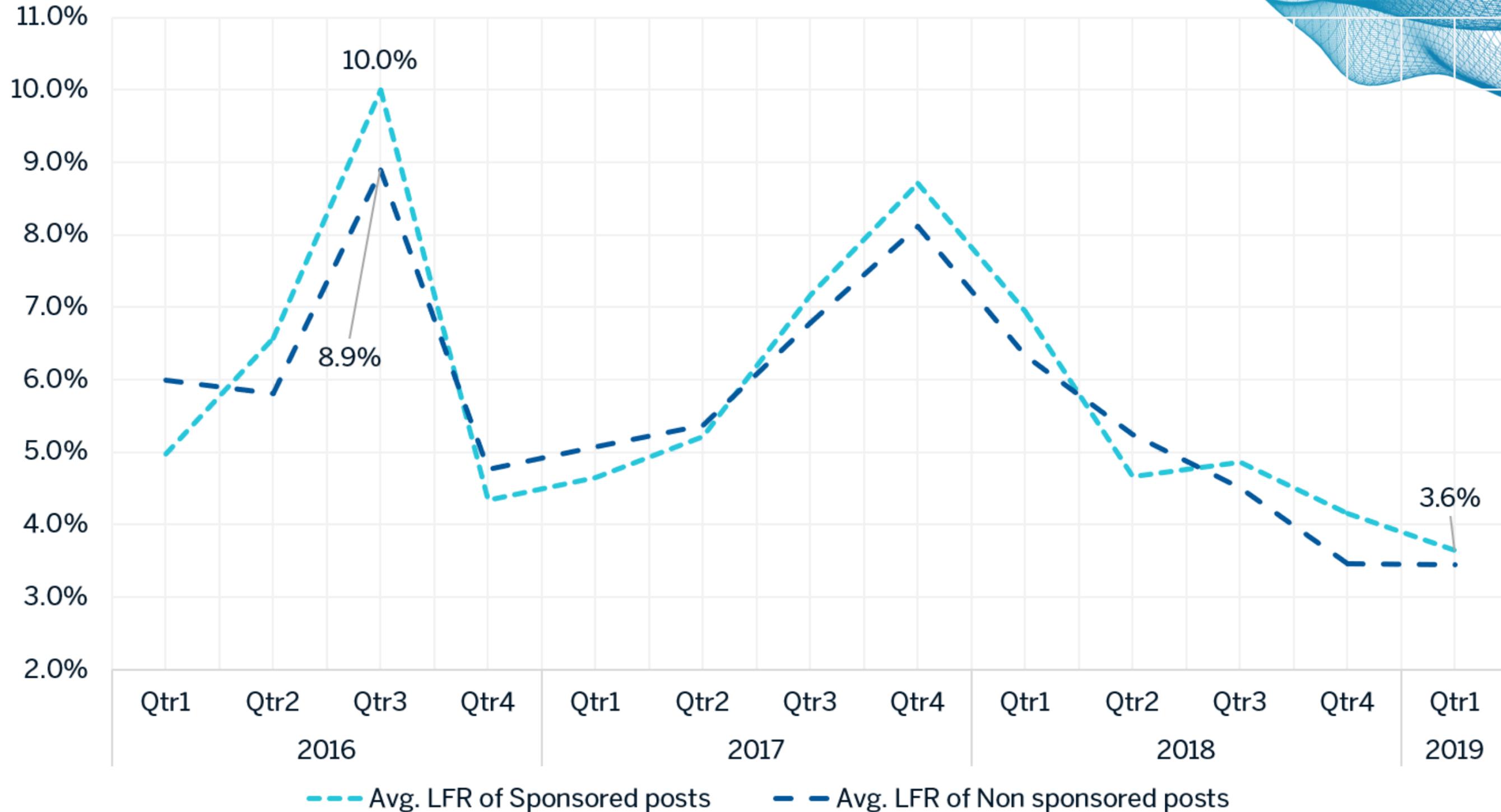


Engagement on

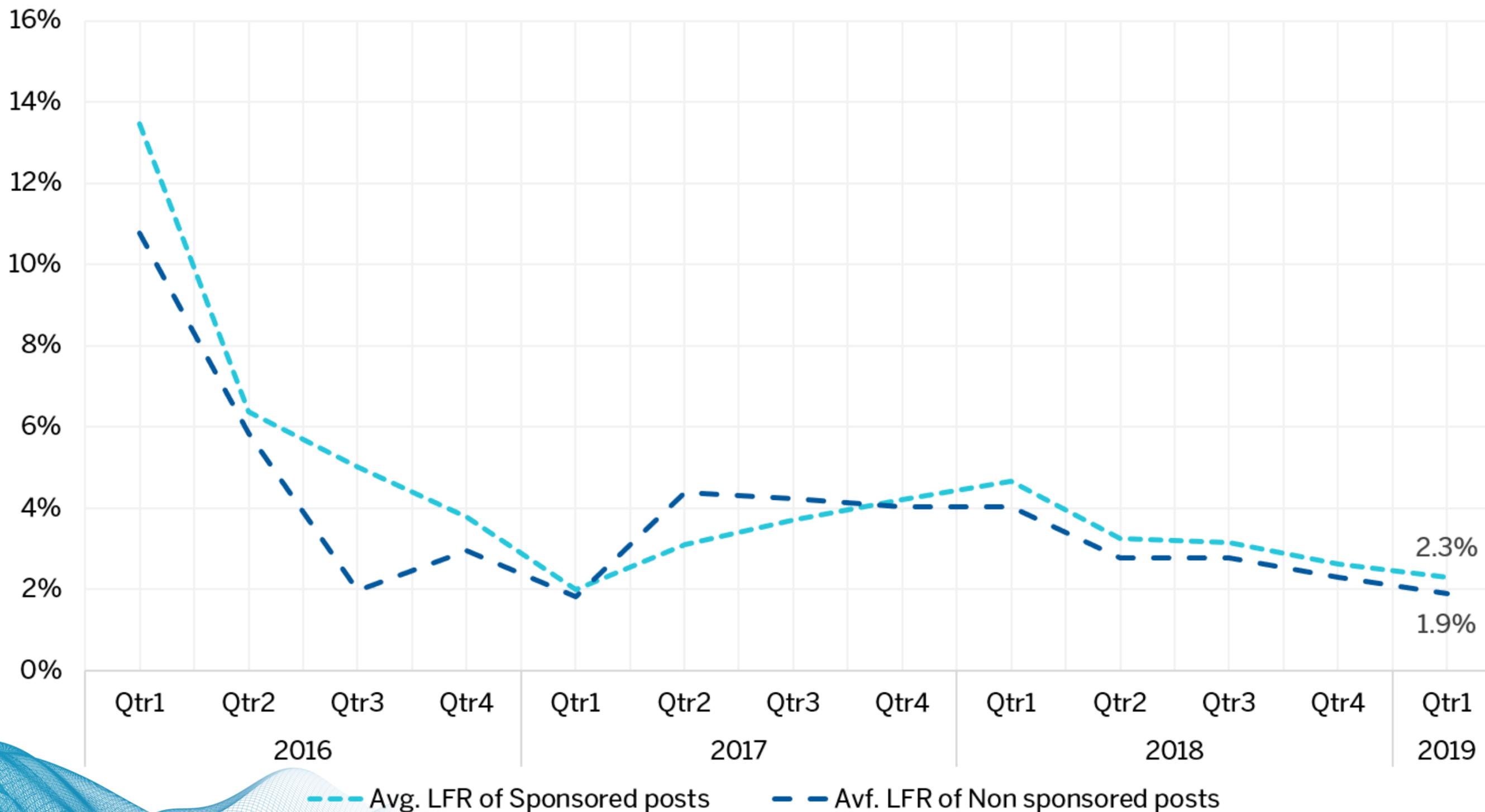
Sponsored vs. Non-Sponsored Posts

Germany, Netherlands, France, Italy, Spain

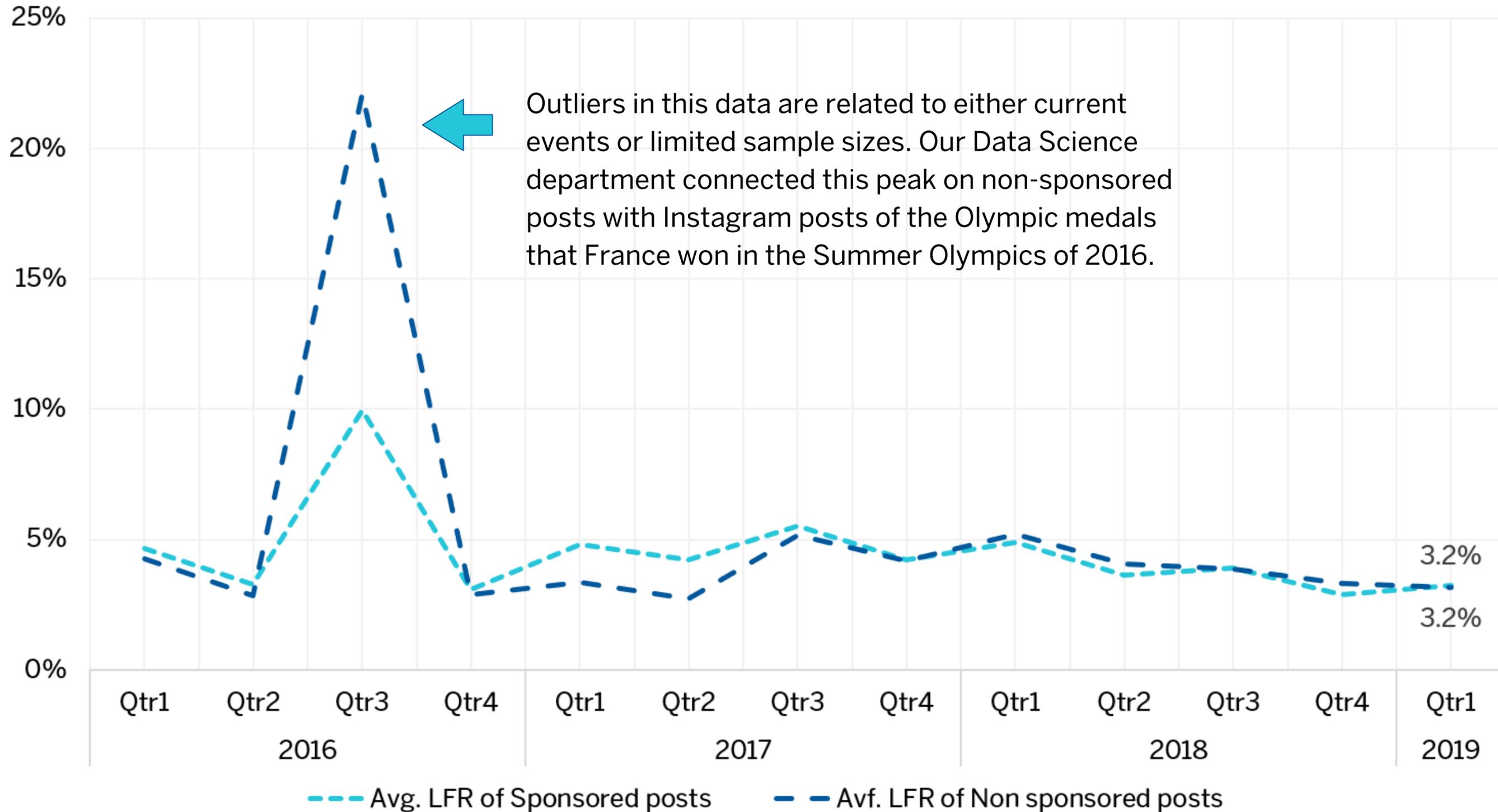
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Germany



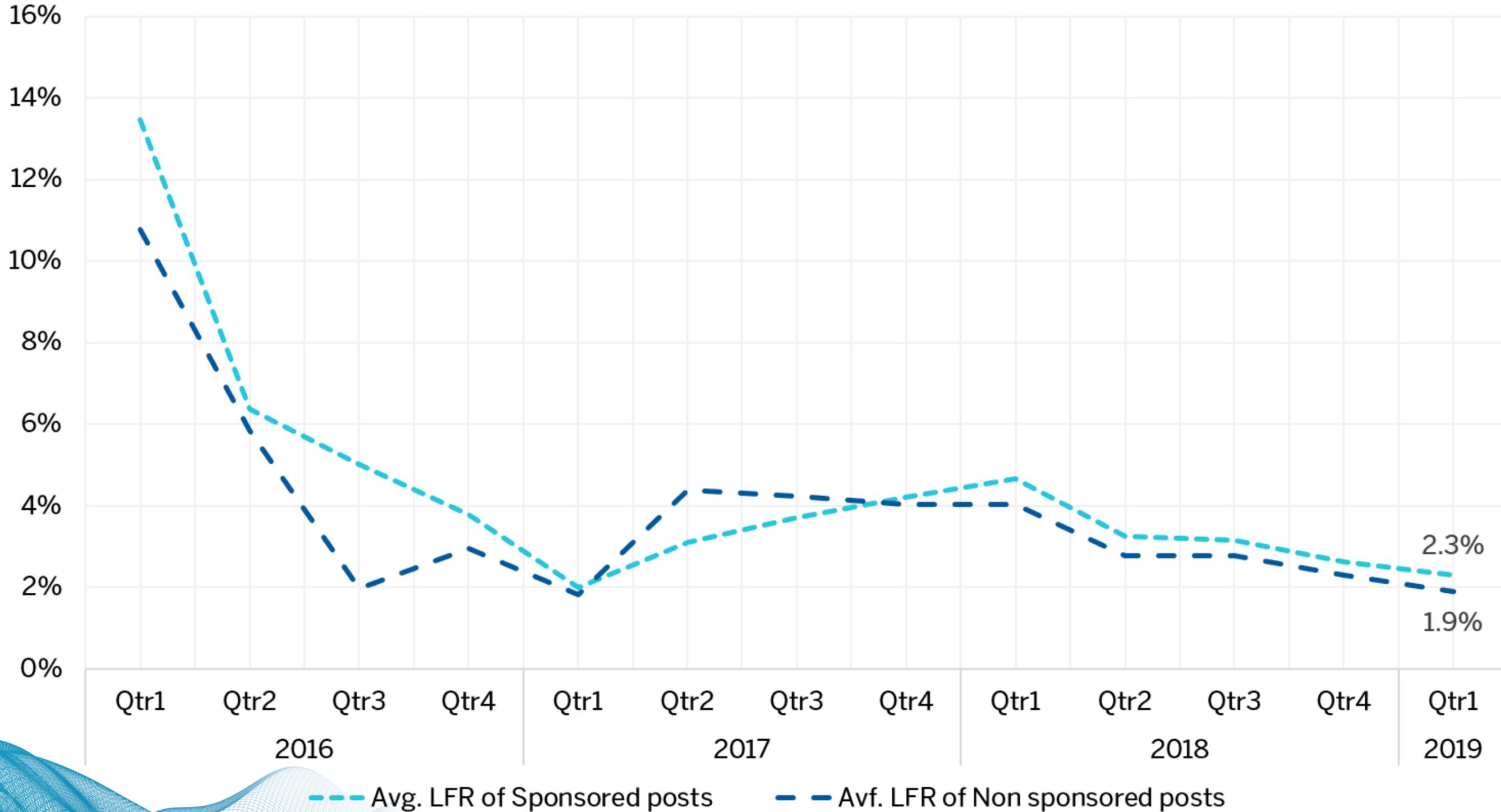
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Netherlands



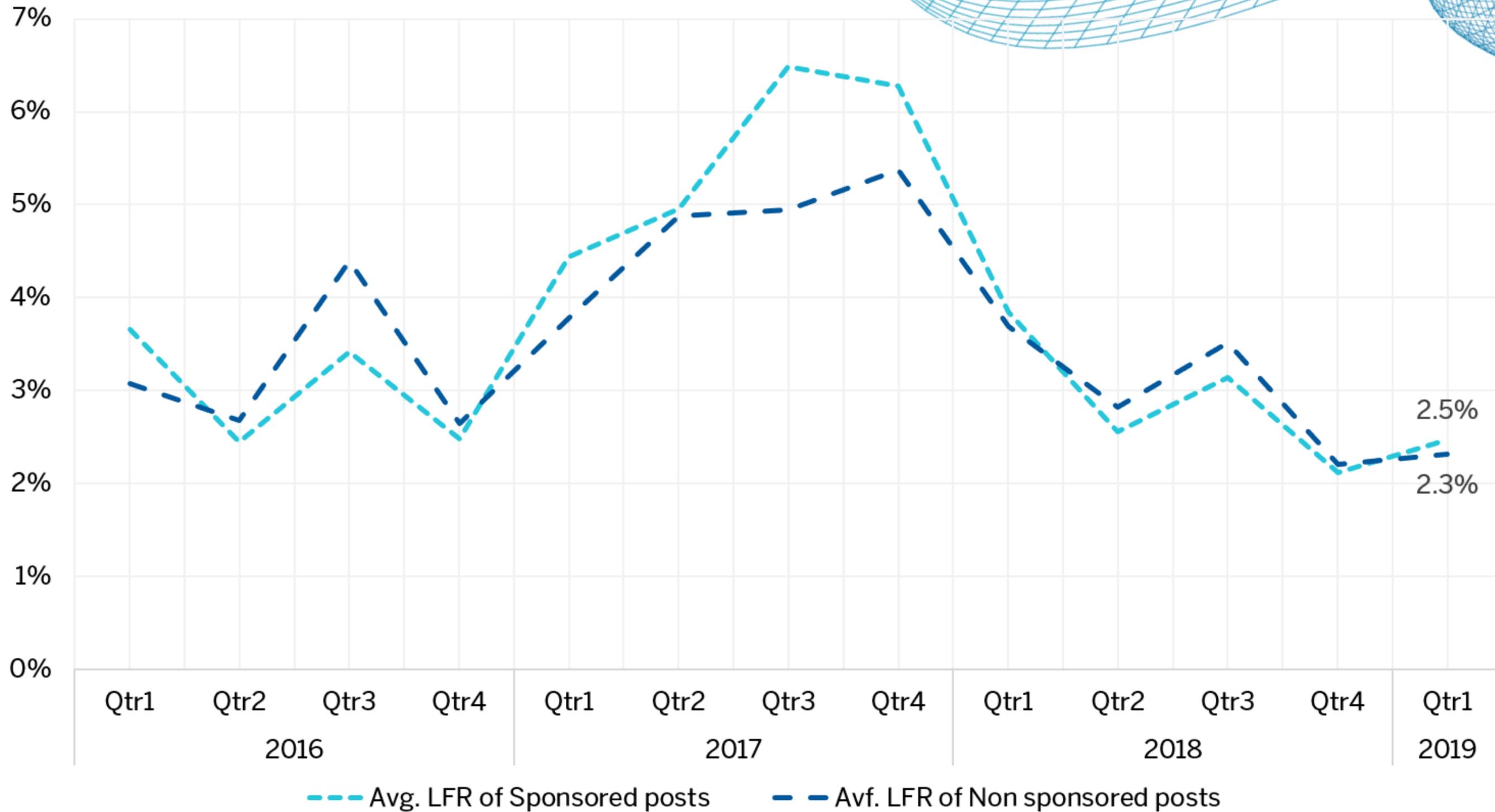
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - France



Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Italy

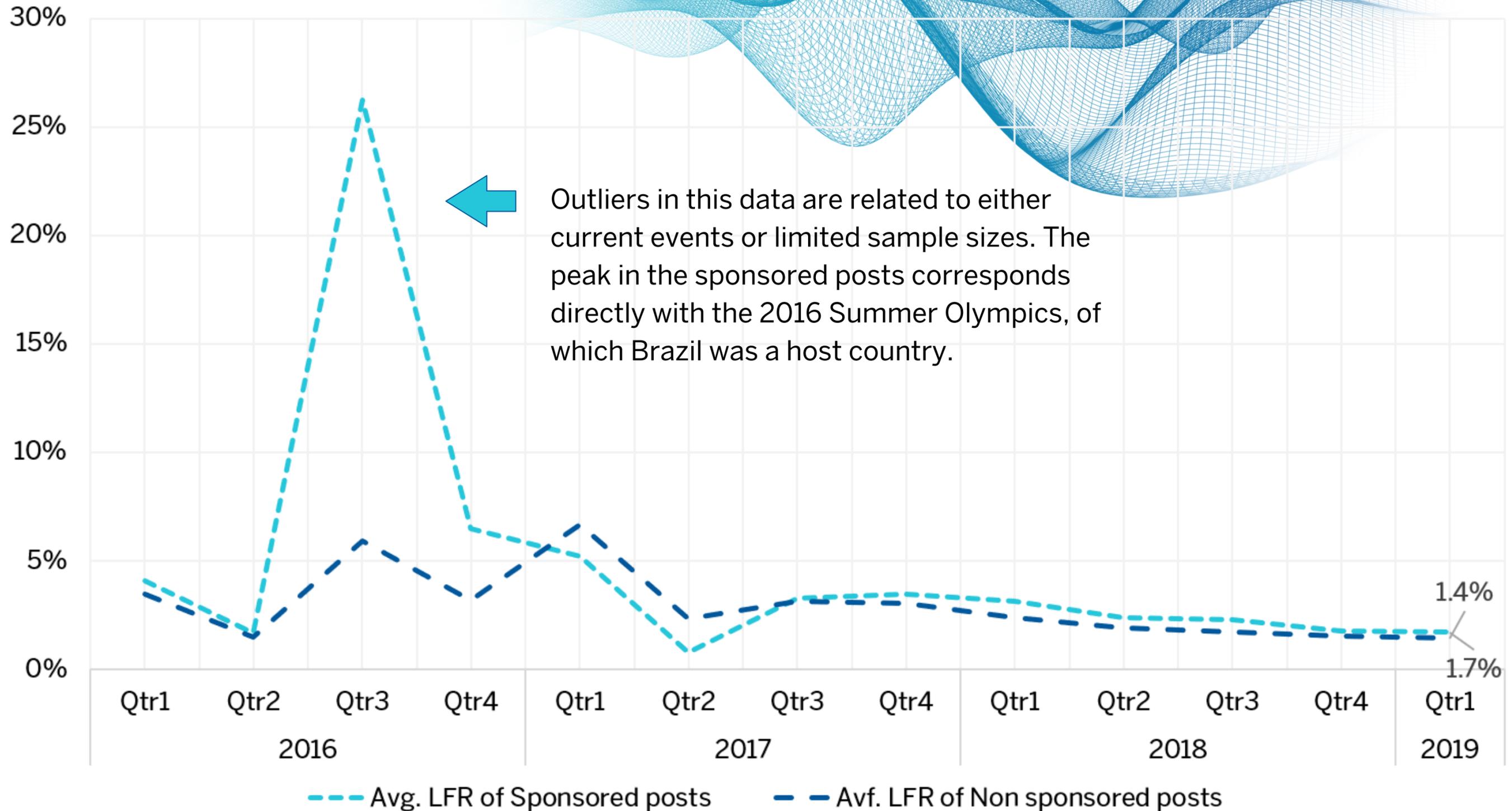


Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Spain

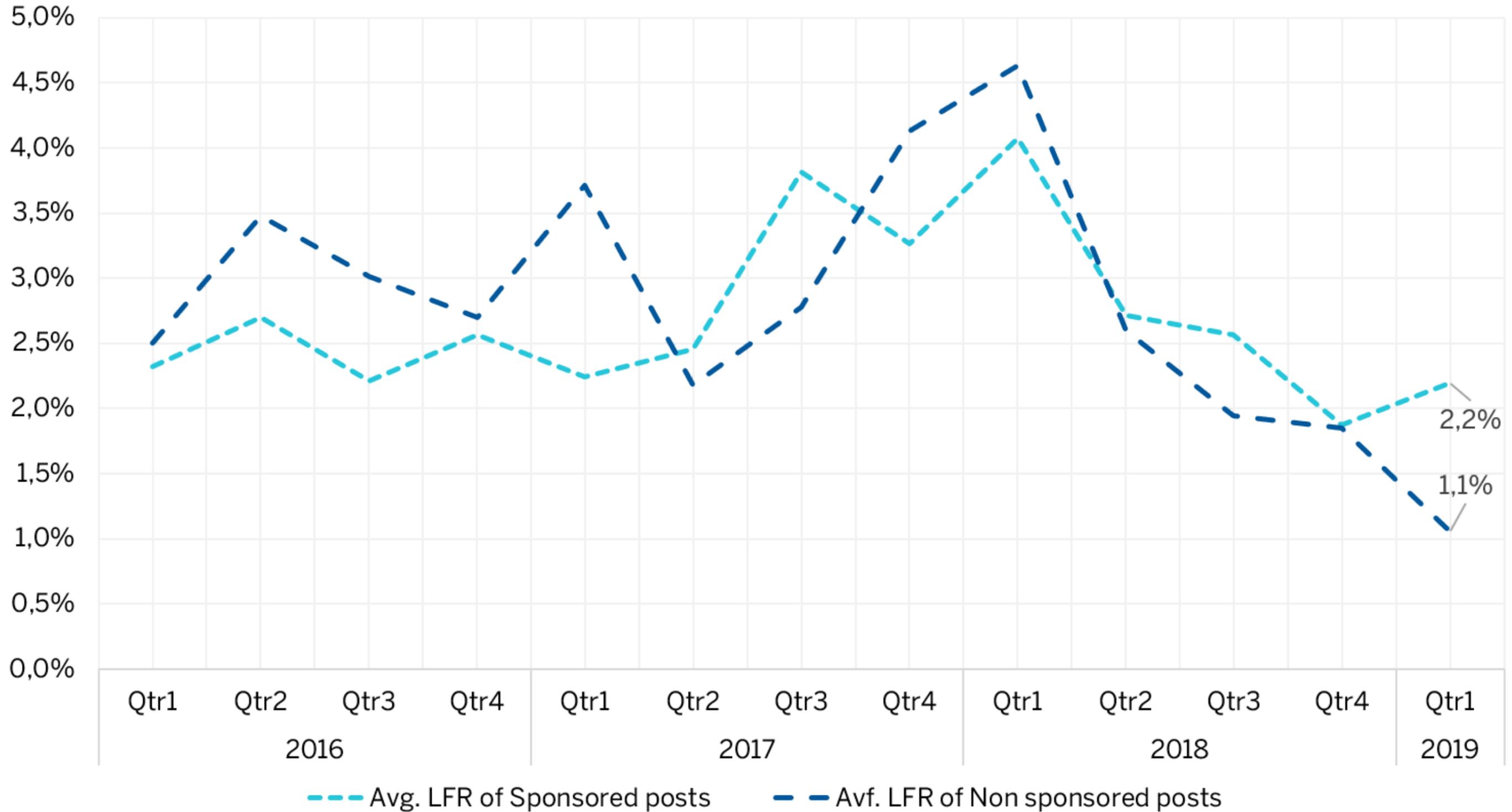


Engagement on Sponsored vs. Non-Sponsored Posts Brazil, Mexico

Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Brazil



Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Mexico

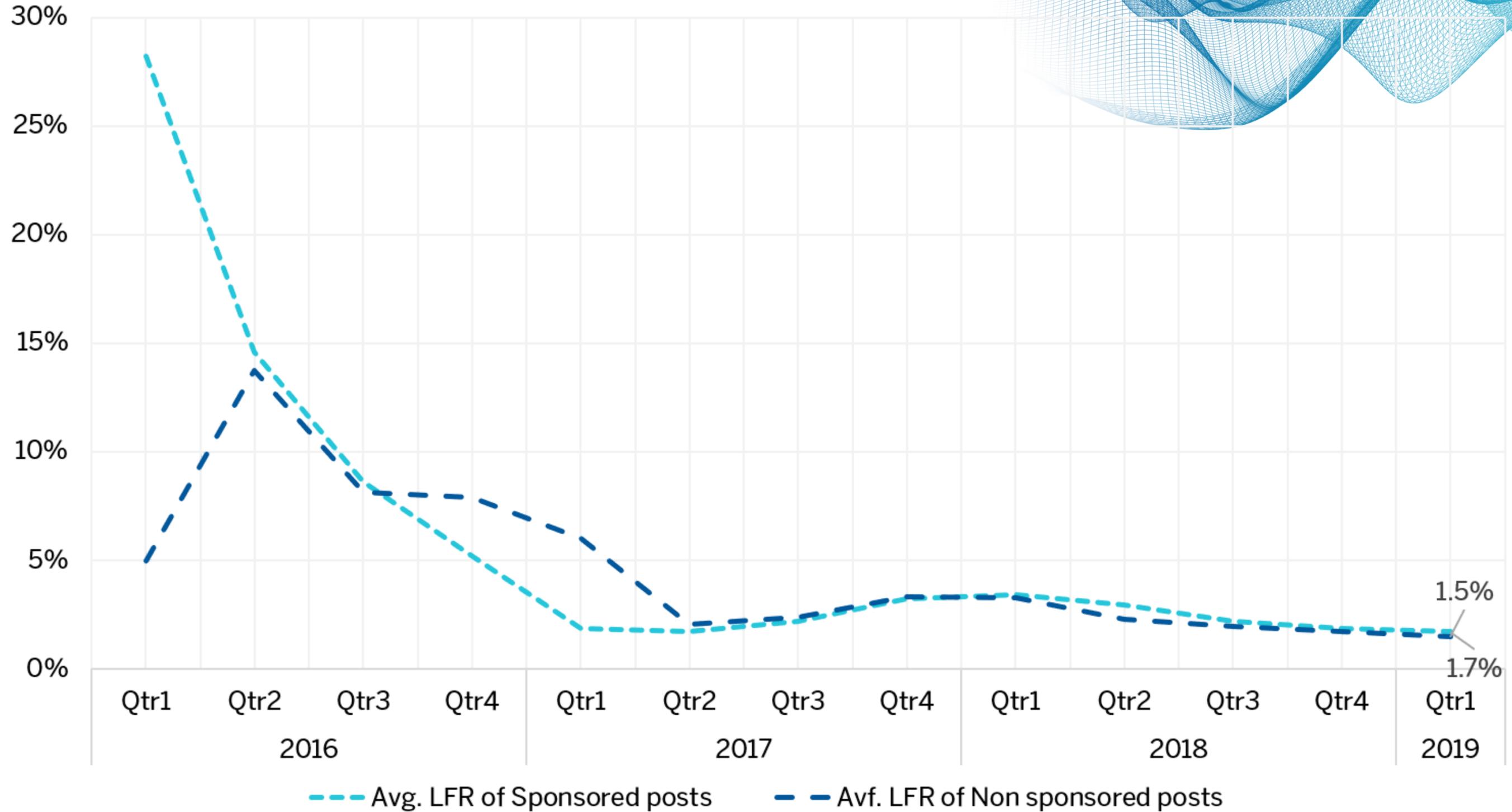


Engagement on

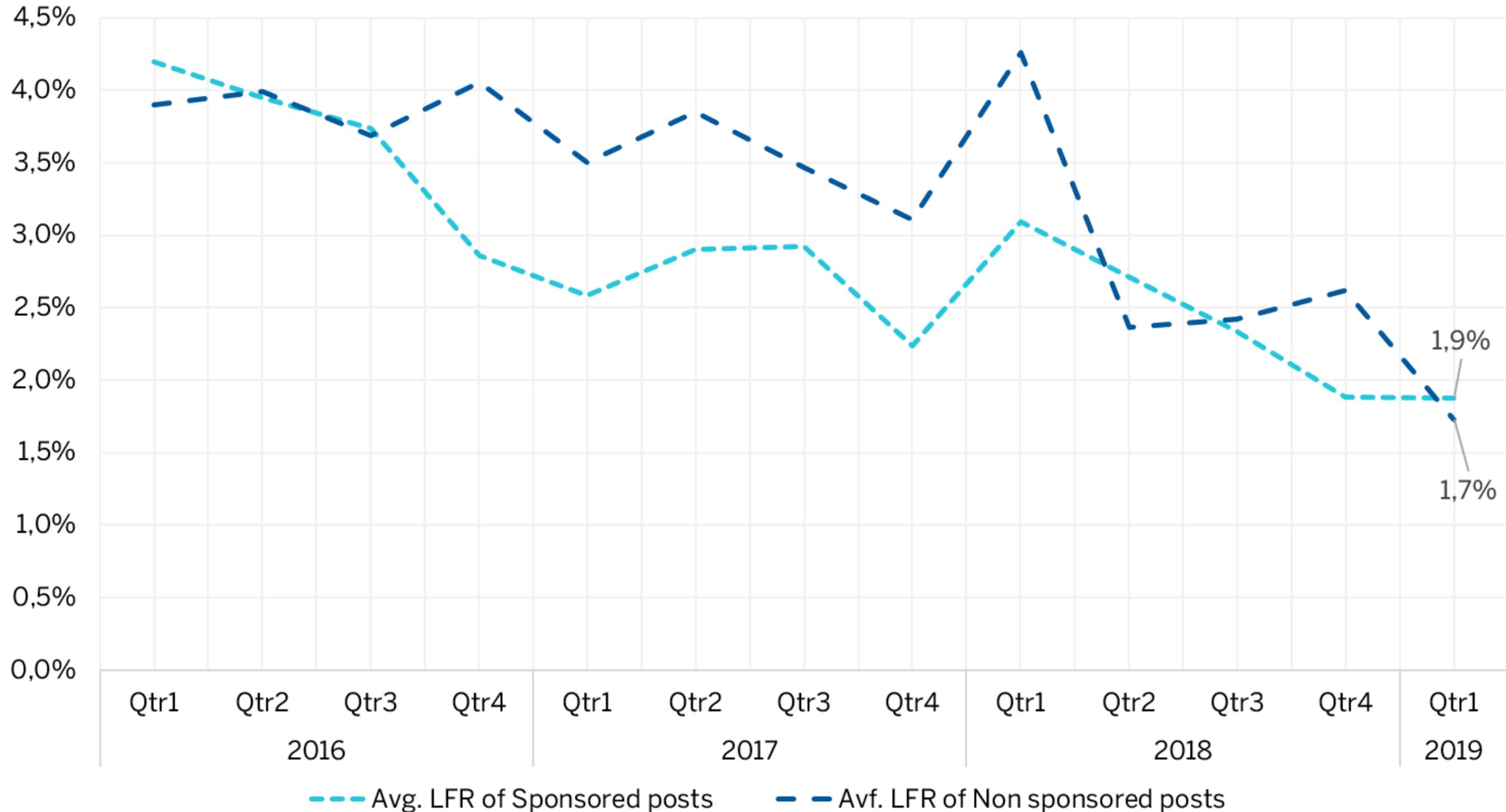
Sponsored vs. Non-Sponsored Posts

India, Singapore, South Korea

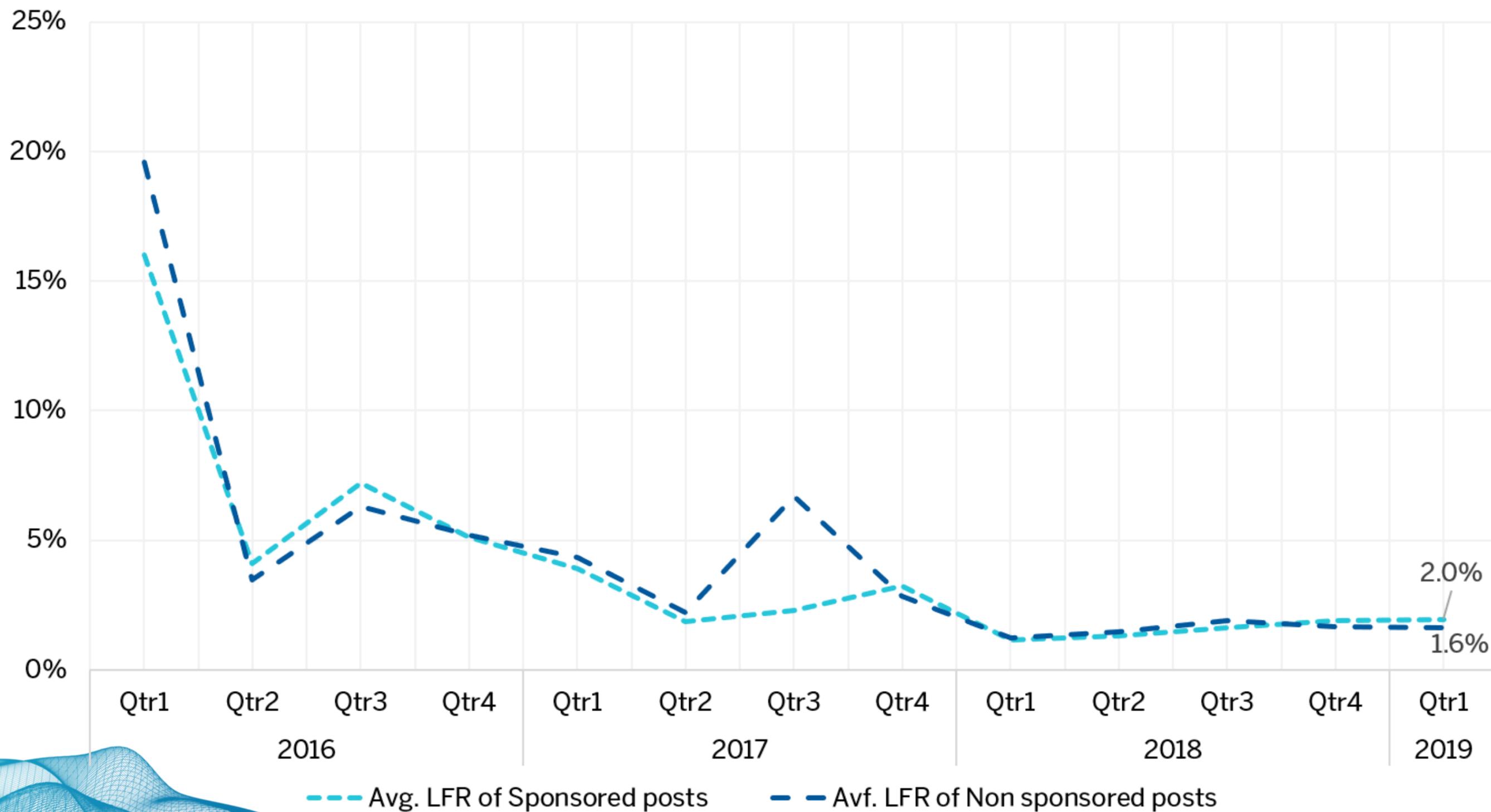
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - India



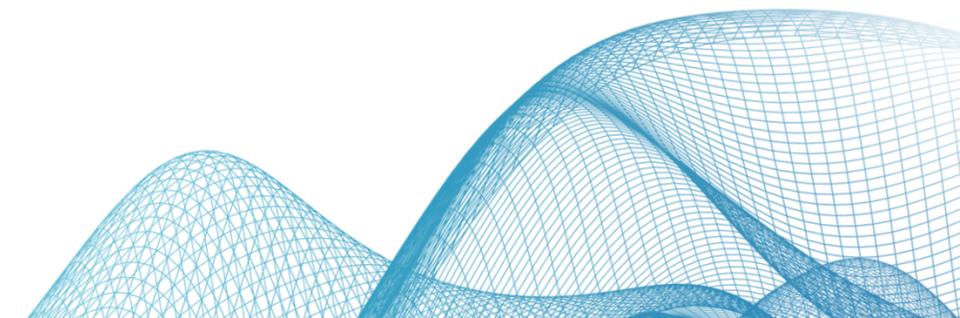
Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Singapore



Engagement on sponsored vs. Non-Sponsored Posts on Instagram - South-Korea



- 1** Instagram influencers receive less engagement than ever before at a time when more and more advertisers have begun investing larger portions of their budgets into the platform and strategy. With more demand and less quality supply than years past, it's more important than ever for advertisers to analyze both qualitative and quantitative data to find the most optimal influencer partners for their marketing campaigns.
- 2** Instagram accounts with greater than 10,000 followers generally have about the same Like Follower Ratio, regardless of if it's 11 thousand followers or 11 million. However, accounts with 5,000 to 10,000 followers gain nearly 3% higher engagement, and nano-influencers with 1-5k followers are even 2% higher than that!
- 3** The influencer industry is evolving away from massive celebrity endorsements toward nano-influencers. This makes the influencer marketplace much more alluring and accessible to small businesses than ever before.
- 4** As the industry is maturing, marketers and advertisers need to get educated about their market position. Benchmarks help to identify which influencers and markets to prioritize, and this information can make or break a campaign.





"An entire untapped ecosystem of creators exists beneath the surface level influencers of yesterday. The savviest marketers have already begun the arms race to collaborate with these undiscovered and beloved creators. With influencer marketing firmly establishing itself as a strong alternative to traditional advertising, consumers are increasingly receptive to sponsored influencer content, oftentimes more so than non-sponsored influencer content."

Robert Levenhagen
CEO & Co-Founder, InfluencerDB

Benchmark	Method	Time frame
Audience Quality Benchmarks	The InfluencerDB Data Science team calculated an average audience quality grade for each country based on the influencers' location and their main audience location. The team then selected the countries to include in this analysis based on the market size (total number of influencers per country).	Q1, 2019
Like Follower Ratio Benchmarks	The average Like Follower Ratio based on: <ul style="list-style-type: none">- Account size- Verticals (travel, sport, lifestyle, fashion, beauty, food)	Q1, 2019
Engagement on sponsored vs. non-sponsored posts on Instagram	The Global development: The average Like Follower Ratio of all sponsored posts vs. non sponsored posts in 70 countries around the globe. We identified sponsored posts that have at least one mention of a sponsorship (either sponsored hashtag or paid partnership label).	Q1, 2016 - Q1, 2019



Manage, Measure and Optimize Your Influencer Marketing Programs

The Influencer Marketing Cloud by InfluencerDB empowers you with a world-class technology solution for influencer relationship management and scales with your influencer marketing needs.

All metrics provided in this report are accessible for your entire team in the Influencer Marketing Cloud. Easily benchmark your campaigns with Audience Quality and Engagement metrics for all Instagram accounts worldwide!

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