



IZEA INSIGHTS

The State of Influencer Earnings™

FEBRUARY 2022





BACKGROUND

The data represented in this report spans over \$60 million in payments to influencers on a variety of social media platforms.

GOALS

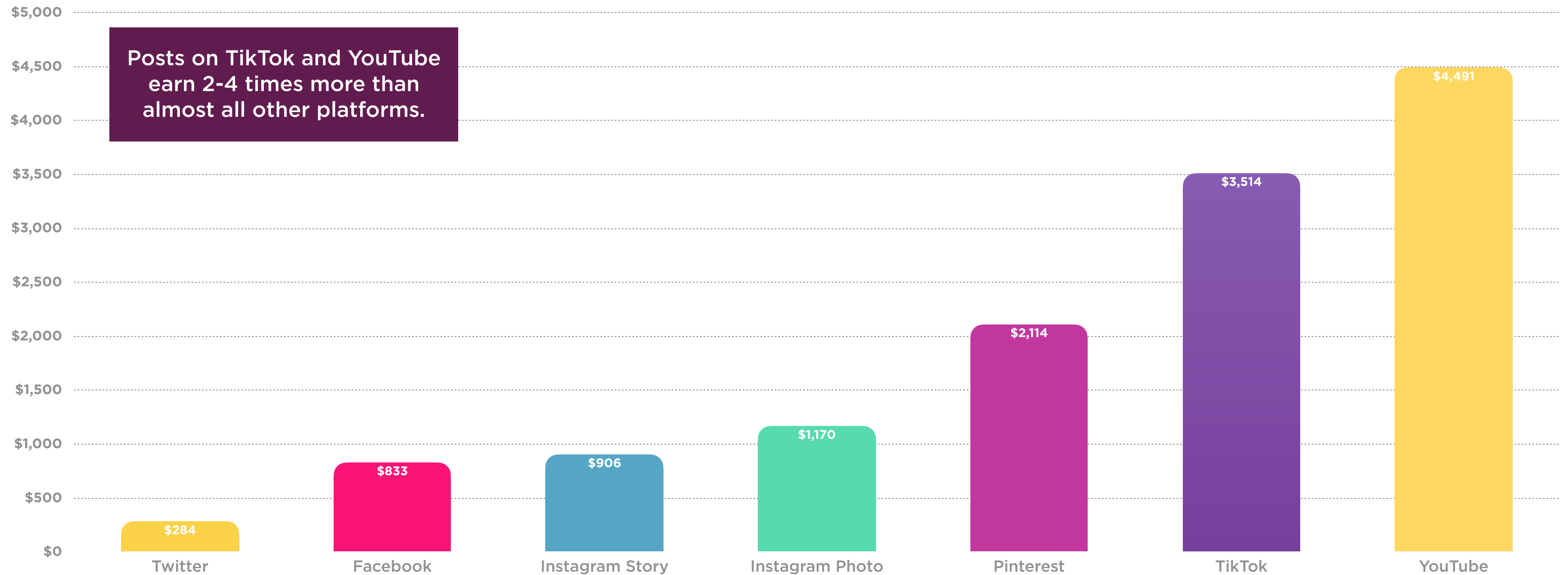
- Educate marketers and creators on trends within IZEA's ecosystem of agencies, brands, and influencers.
- Push the greater influencer marketing industry toward reasonable pay for creators working on various platforms.
- Help creators understand the value they provide to brands and how to price themselves to remain competitive.

Cost Per Post by Platform



2021 Average Cost Paid Per Post Per Platform

(Single post on one platform, influencers of all size)



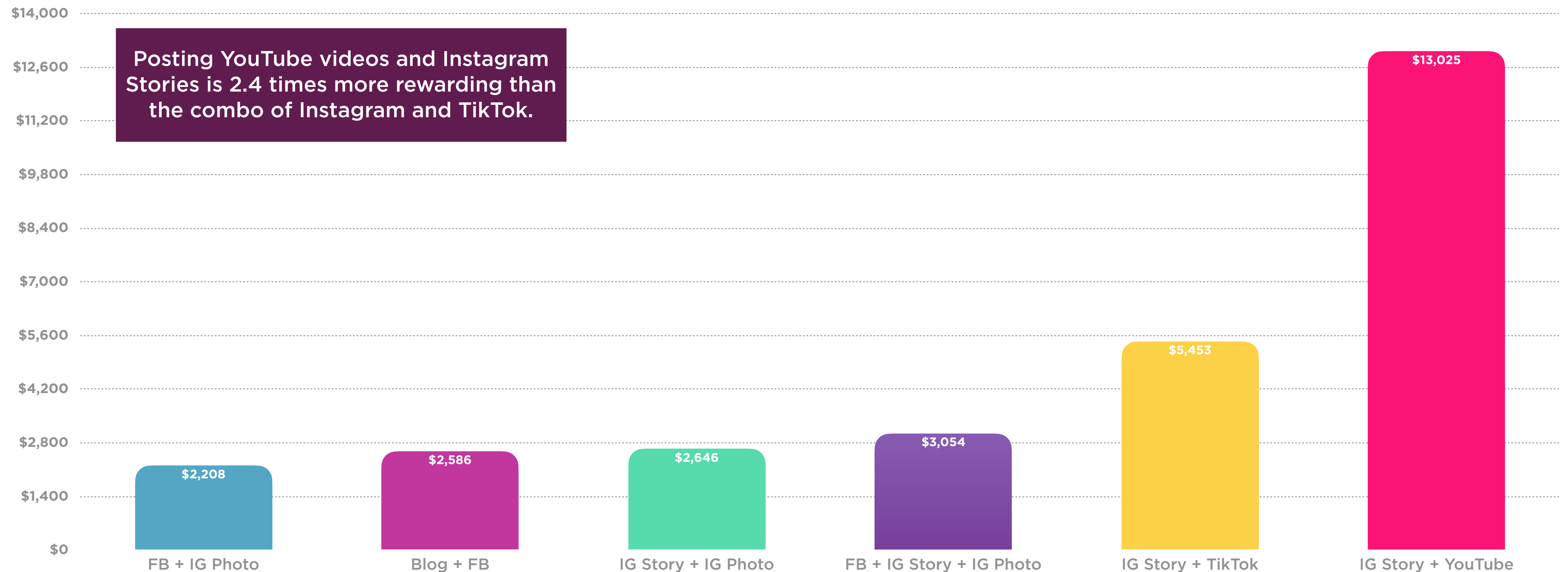
Source: IZEA platform data

Cost Per Post by Platform



2021 Average Cost Paid Per Post Per Platform Combo

(One post on each platform, influencers of all size)

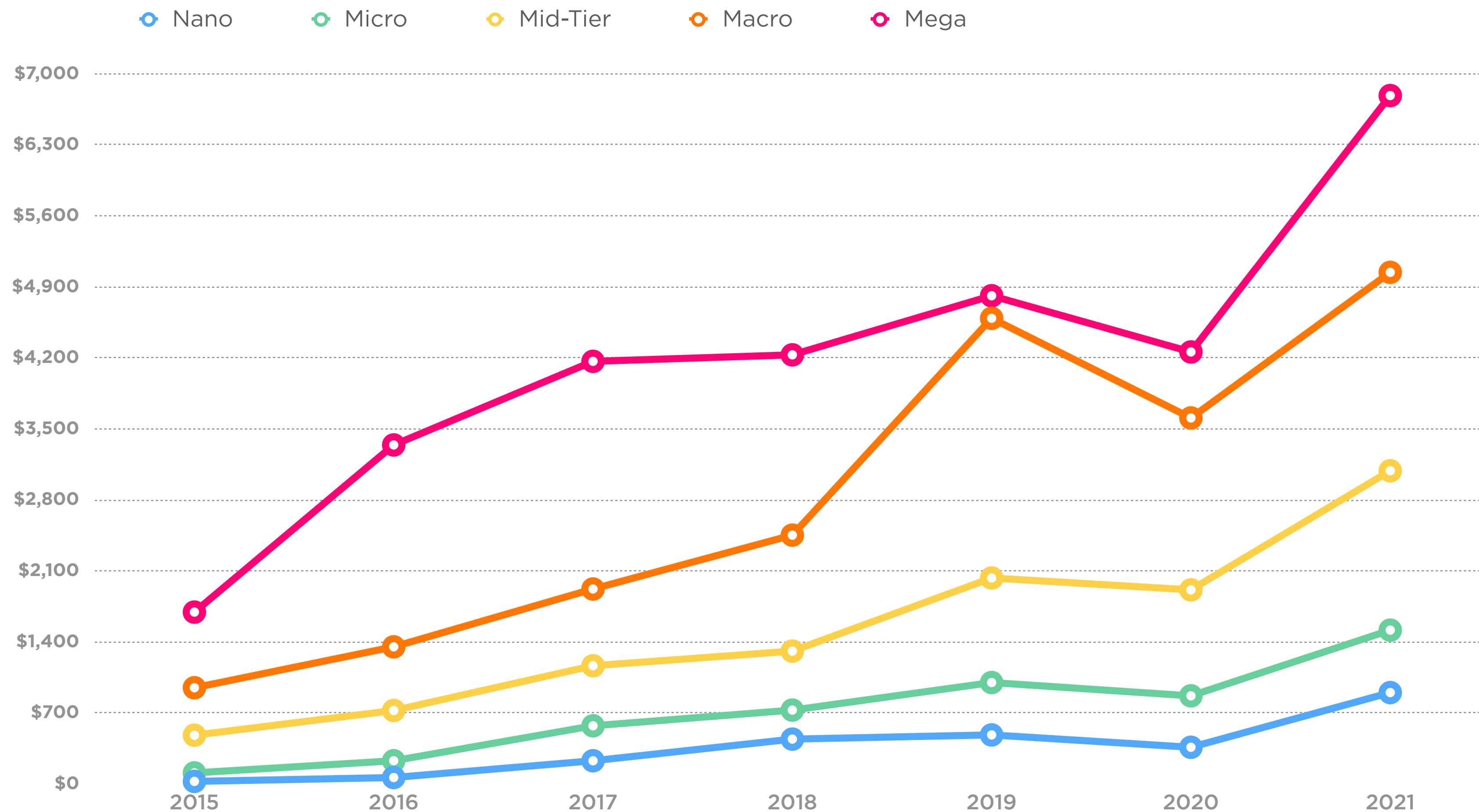


Posting YouTube videos and Instagram Stories is 2.4 times more rewarding than the combo of Instagram and TikTok.

Cost Per Post by Influencer Tier



Influencers of All Tiers on All Platforms (2015-2021)



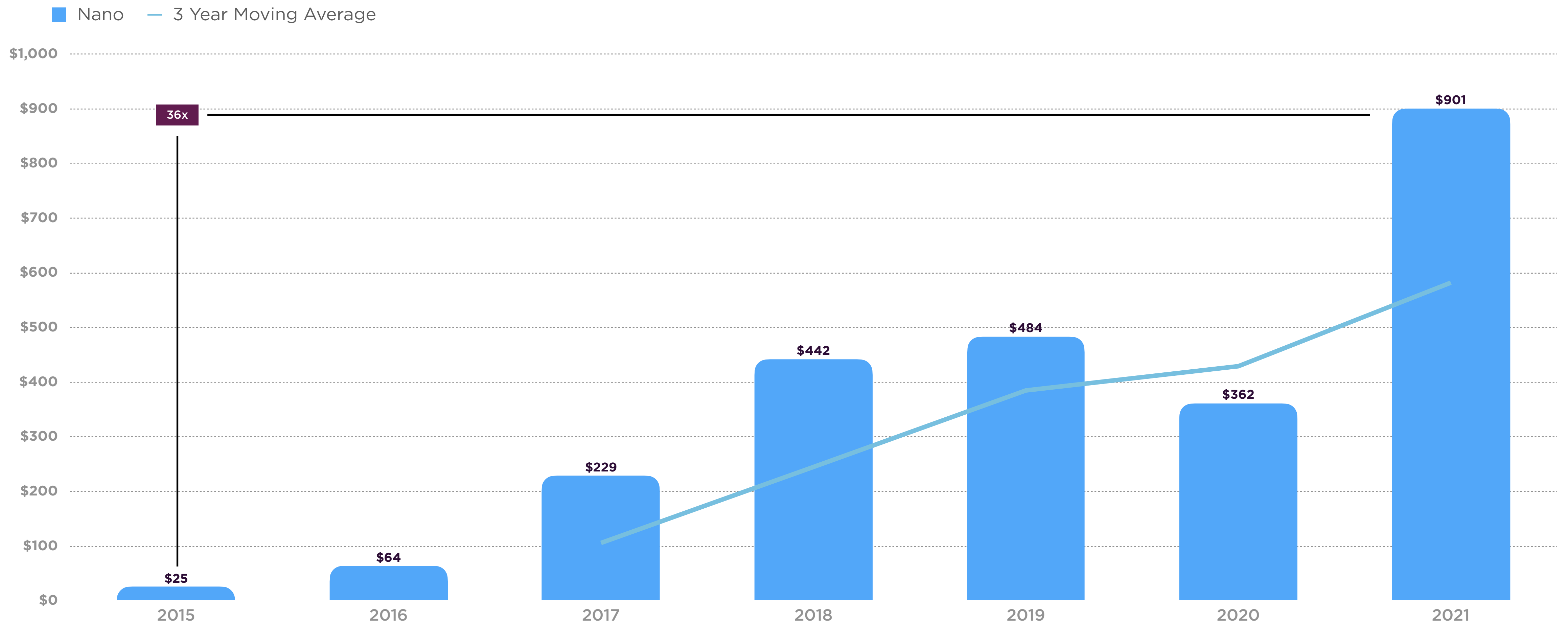
2021 Cost Per Post bounces to record rates as marketers invest in influencers.

With the exception of web celebrities (1 million-plus followers), every size of influencer saw record average payment sizes in 2021.

Nano-Influencer Cost Per Post



Influencers With 1,000-9,999 Followers: All Platforms (2015-2021)

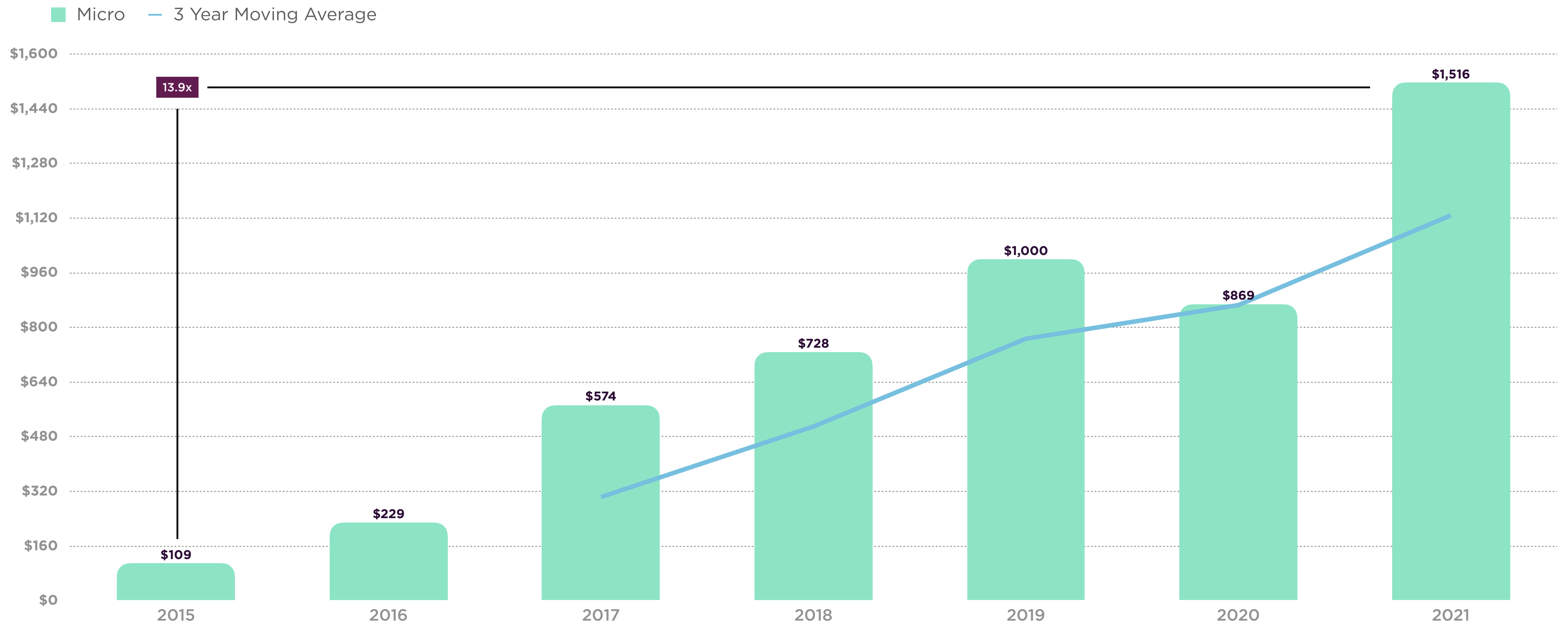


Source: IZEA platform data

Micro-Influencer Cost Per Post



Influencers With 10,000-49,999 Followers: All Platforms (2015-2021)

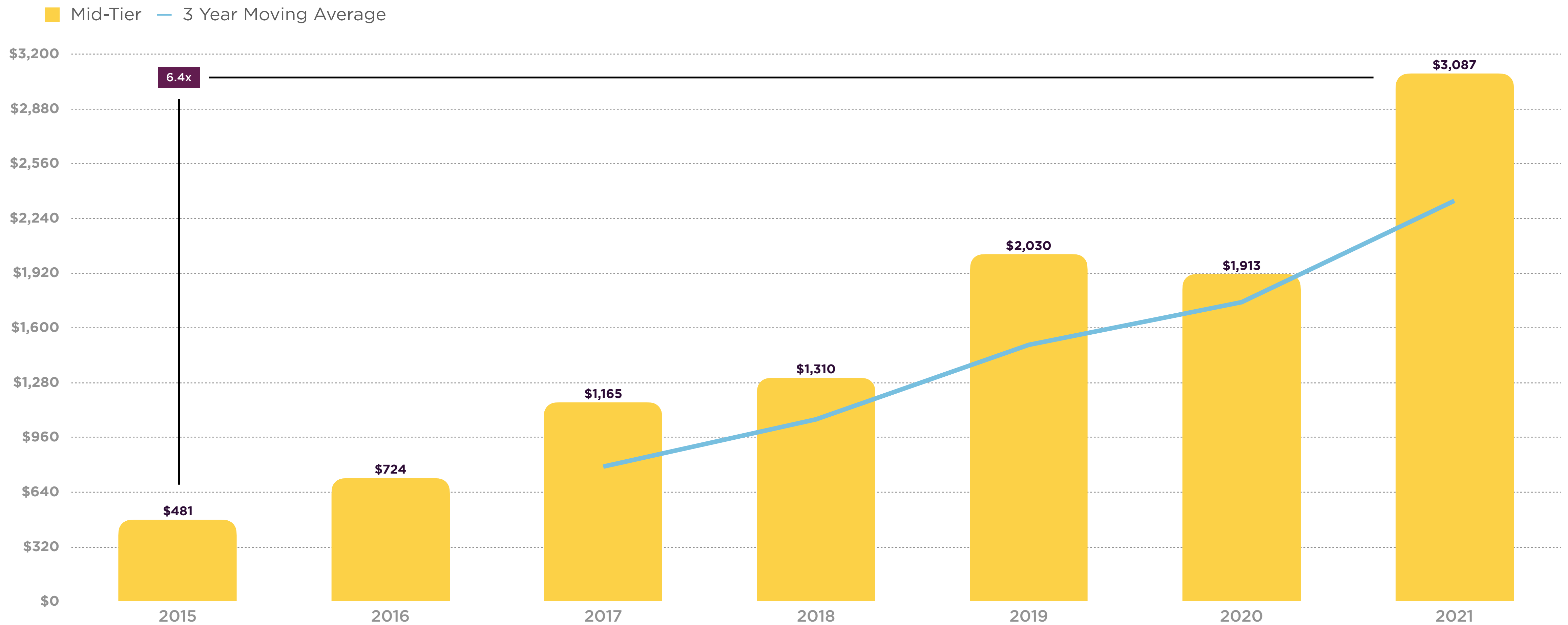


Source: IZEA platform data

Mid-Tier Influencer Cost Per Post



Influencers With 50,000-199,999 Followers: All Platforms (2015-2021)

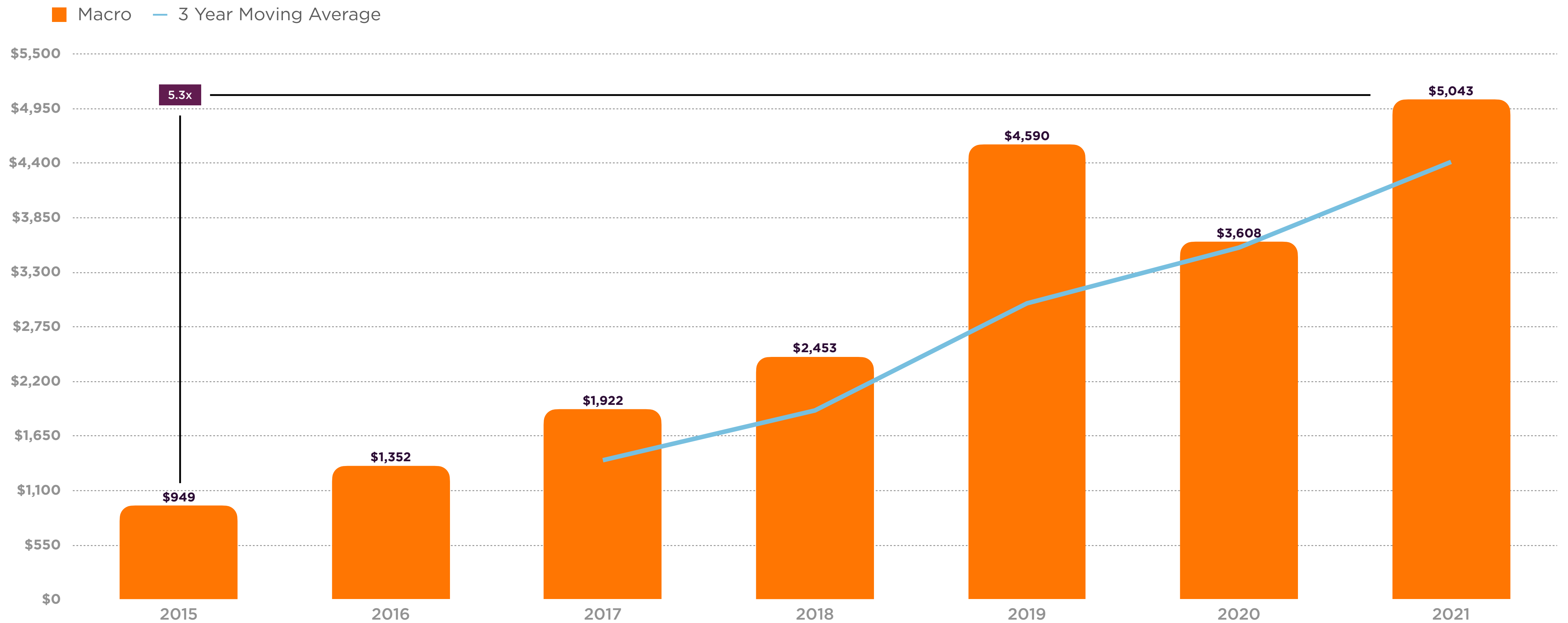


Source: IZEA platform data

Macro-Influencer Cost Per Post



Influencers With 200,000-499,999 Followers: All Platforms (2015-2021)

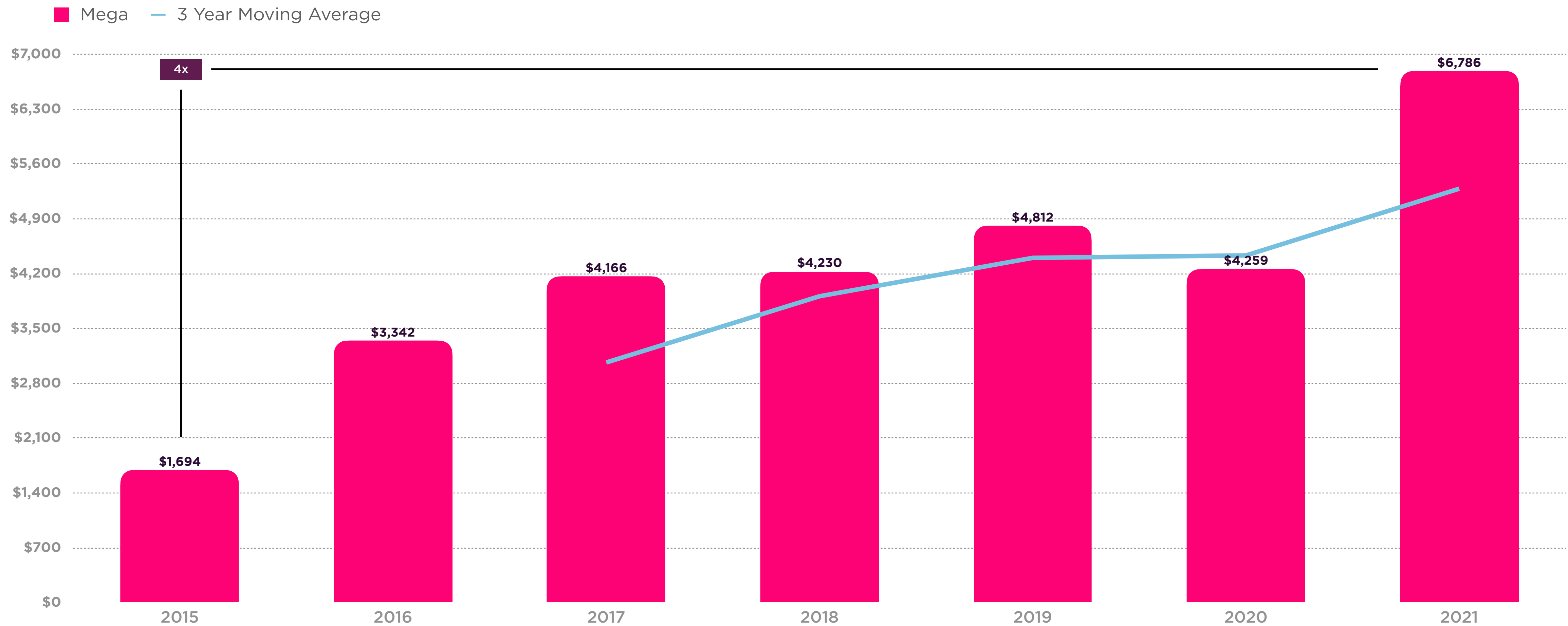


Source: IZEA platform data

Mega-Influencer Cost Per Post



Influencers With 500,000-999,999 Followers: All Platforms (2015-2021)

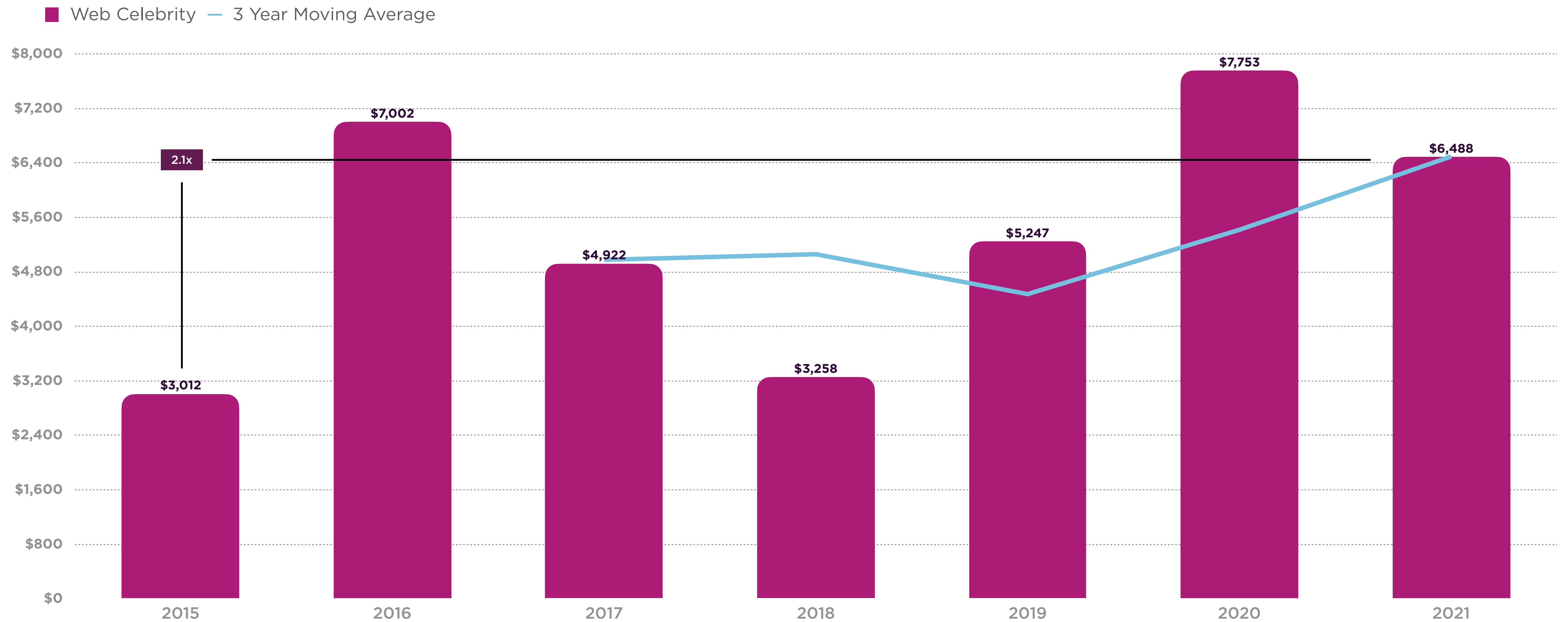


Source: IZEA platform data

Web Celebrity Cost Per Post



Influencers With 1,000,000+ Followers: All Platforms (2015-2021)



Source: IZEA platform data

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the Creators.®

