



IZEA INSIGHTS SPECIAL REPORT

The 2023 State of Influencer Earnings

FEBRUARY 2023





BACKGROUND

The data represented in this report spans over \$70 million in payments to influencers on a variety of social media platforms.

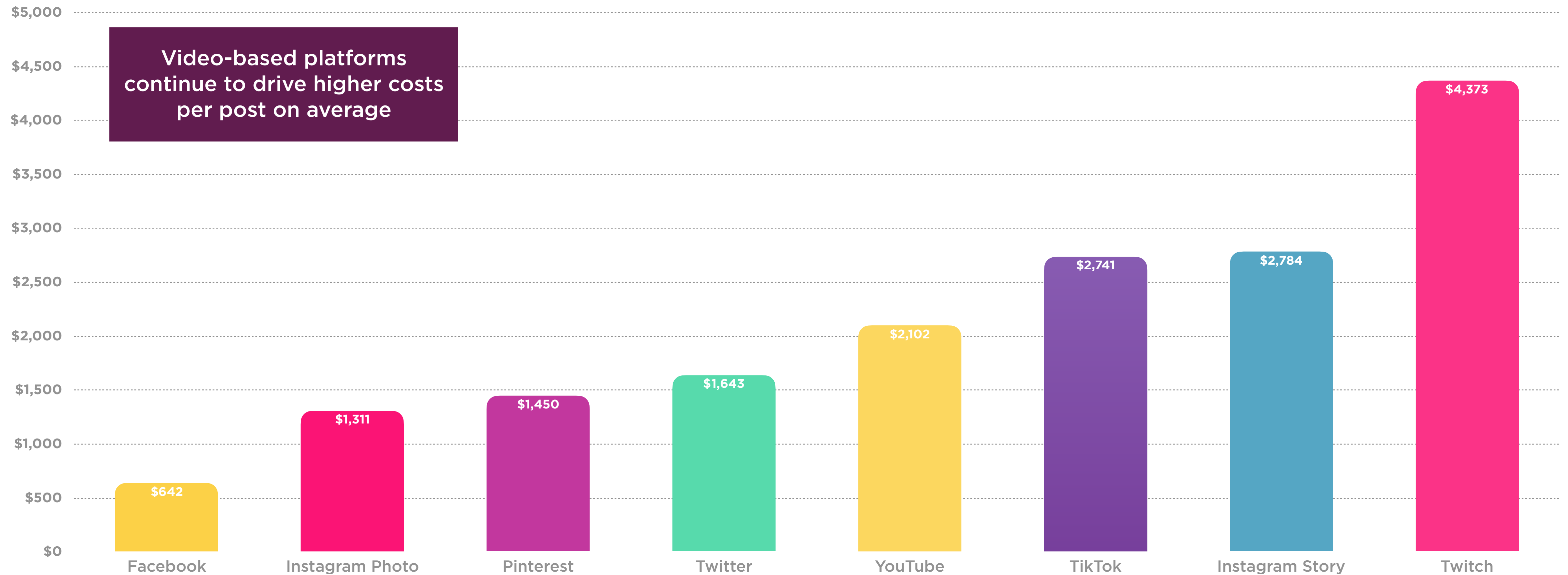
GOALS

- 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

2022 Average Cost Paid Per Post Per Platform

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

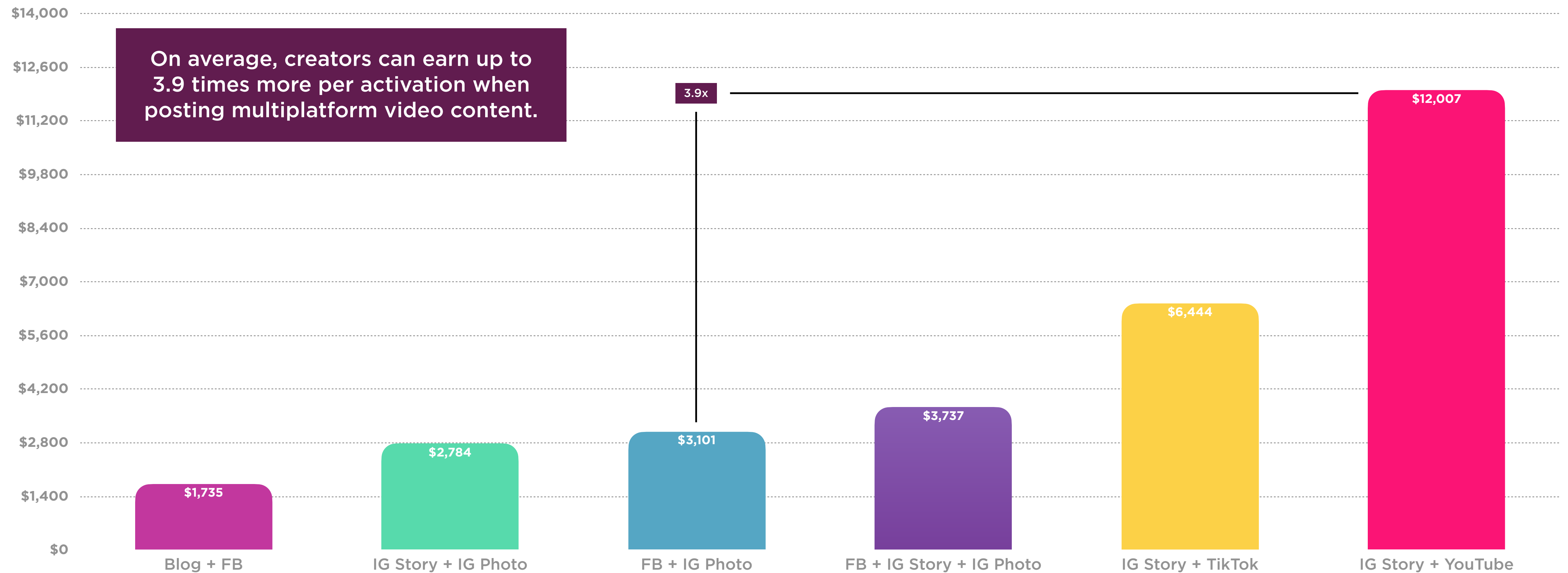


Cost Per Post by Platform



2022 Average Cost Paid Per Post Per Platform Combo

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



On average, creators can earn up to 3.9 times more per activation when posting multiplatform video content.

3.9x

\$12,007

\$6,444

\$3,737

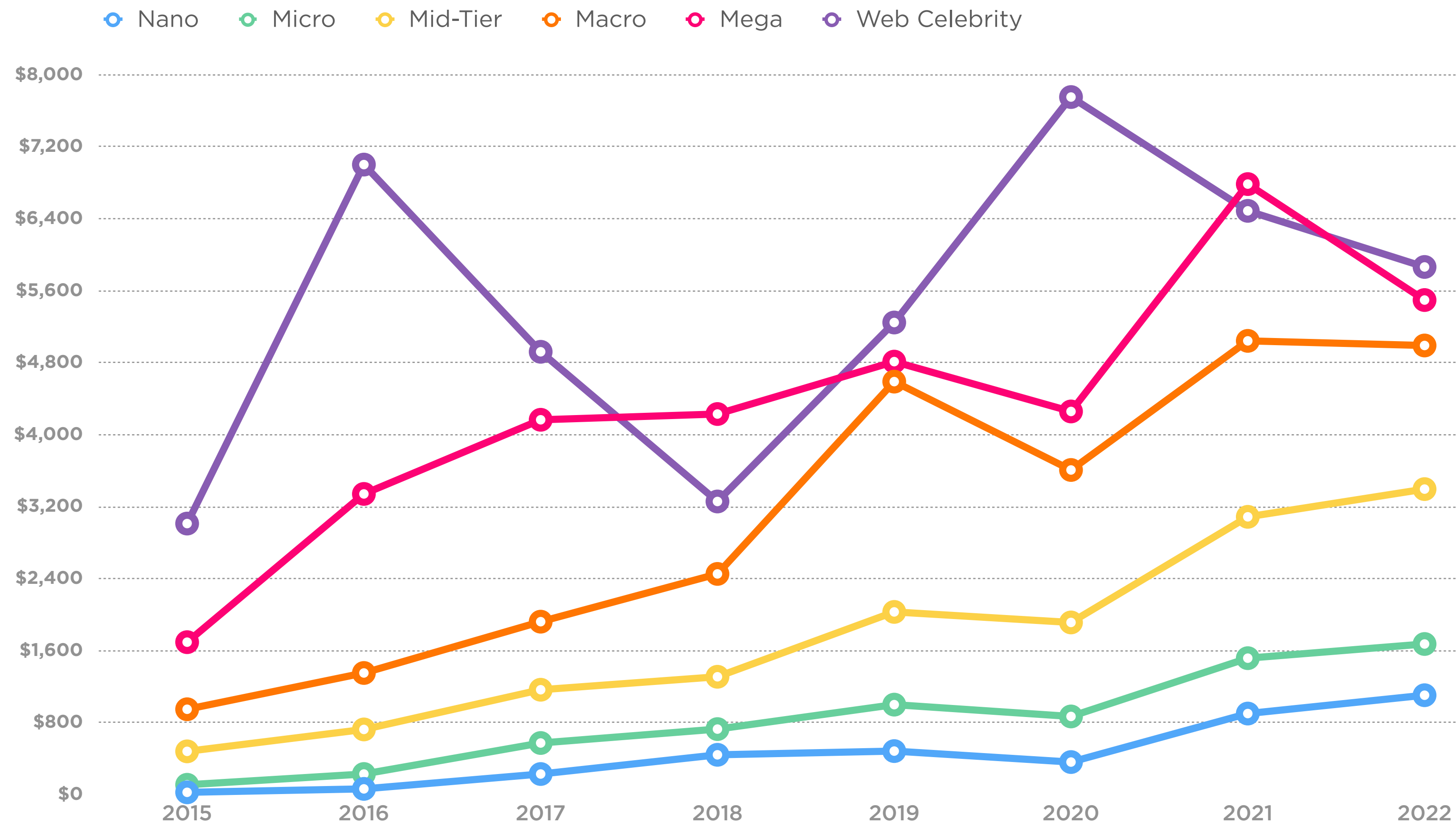
\$3,101

\$2,784

\$1,735

Cost Per Post by Influencer Tier

Influencers of All Tiers on All Platforms (2015-2022)

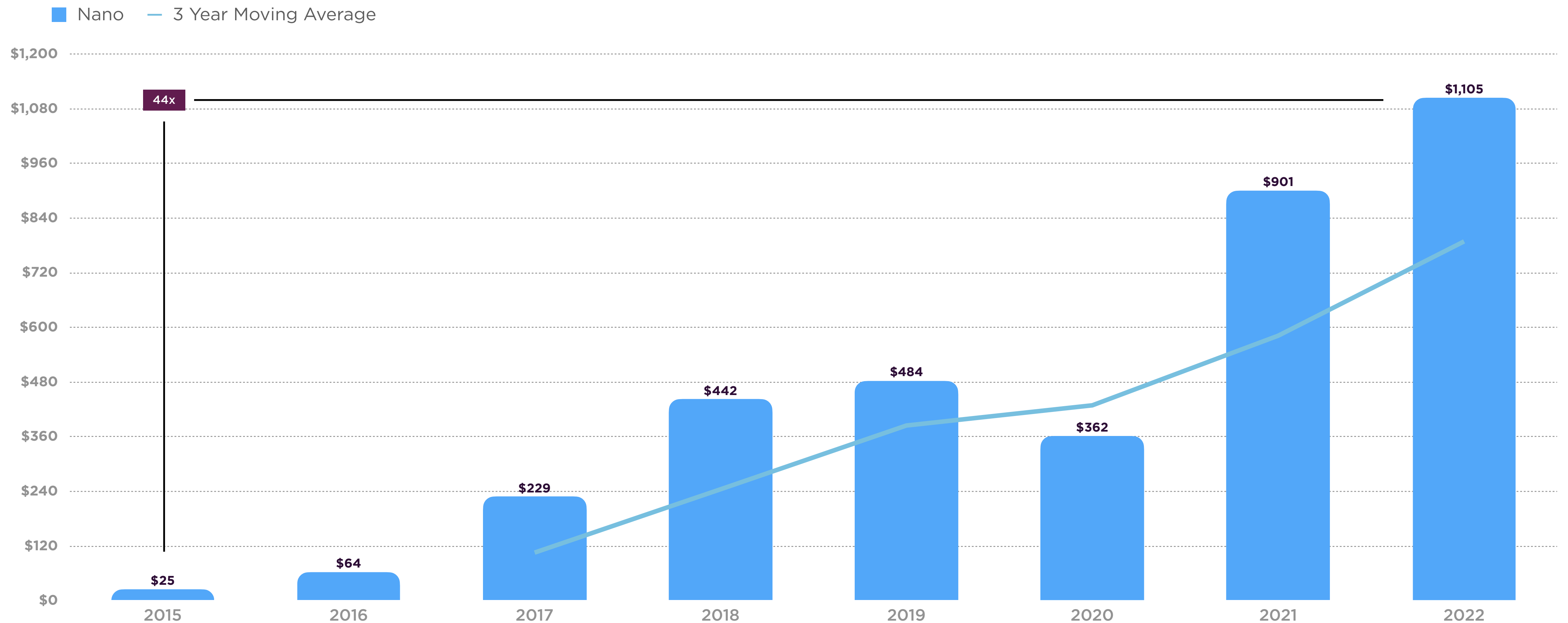


Influencers with less than 200K followers hit new record highs

From nano to mid-tier, the core influencer tiers continued their rise from the 2020 dip, but those with larger audiences saw declines year over year.

Nano-Influencer Cost Per Post

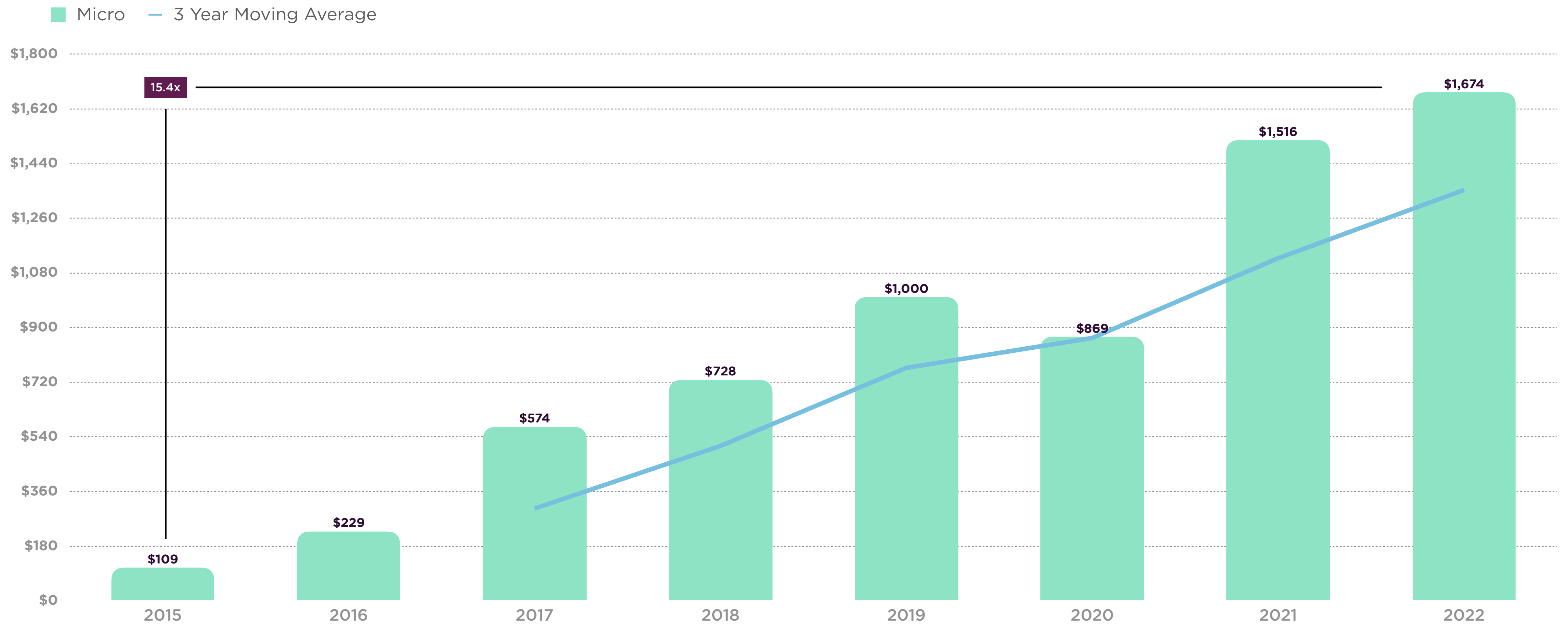
Influencers With 1,000-9,999 Followers: All Platforms (2015-2022)



Micro-Influencer Cost Per Post



Influencers With 10,000-49,999 Followers: All Platforms (2015-2022)

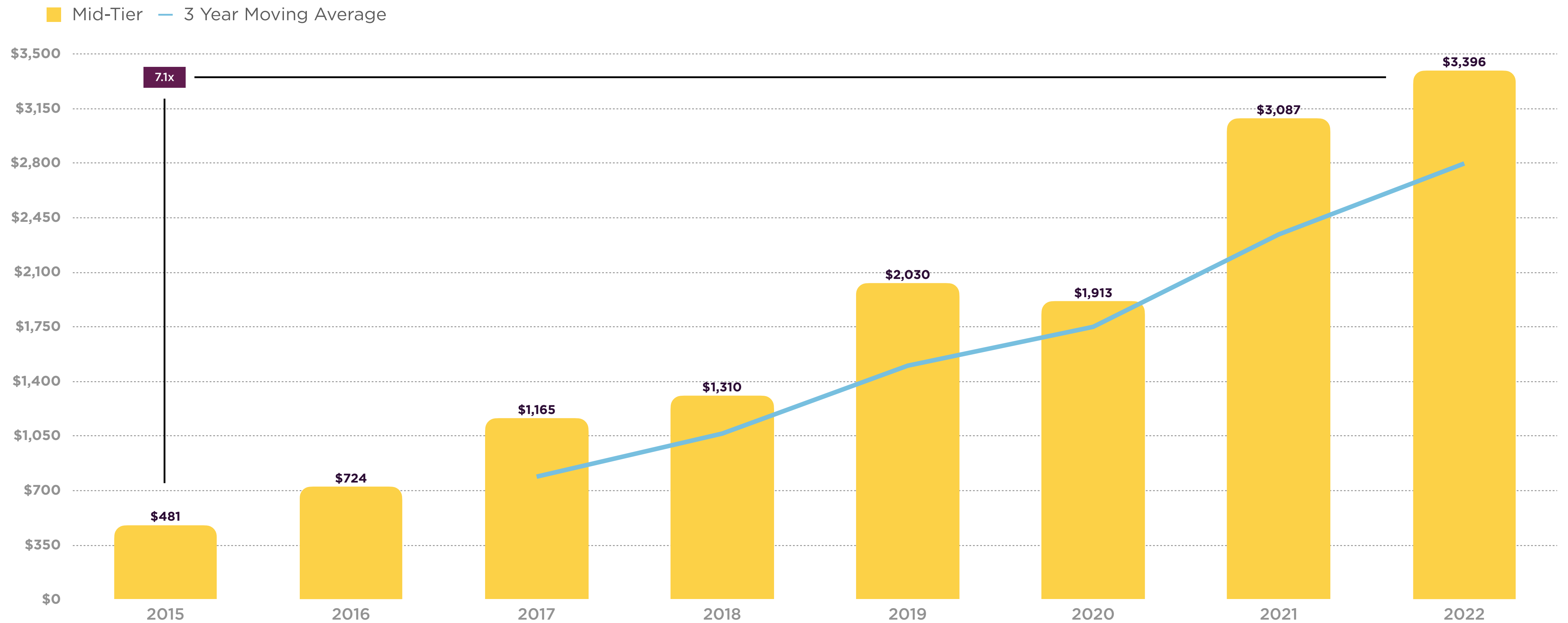


Source: IZEA platform data

Mid-Tier Influencer Cost Per Post



Influencers With 50,000-199,999 Followers: All Platforms (2015-2022)

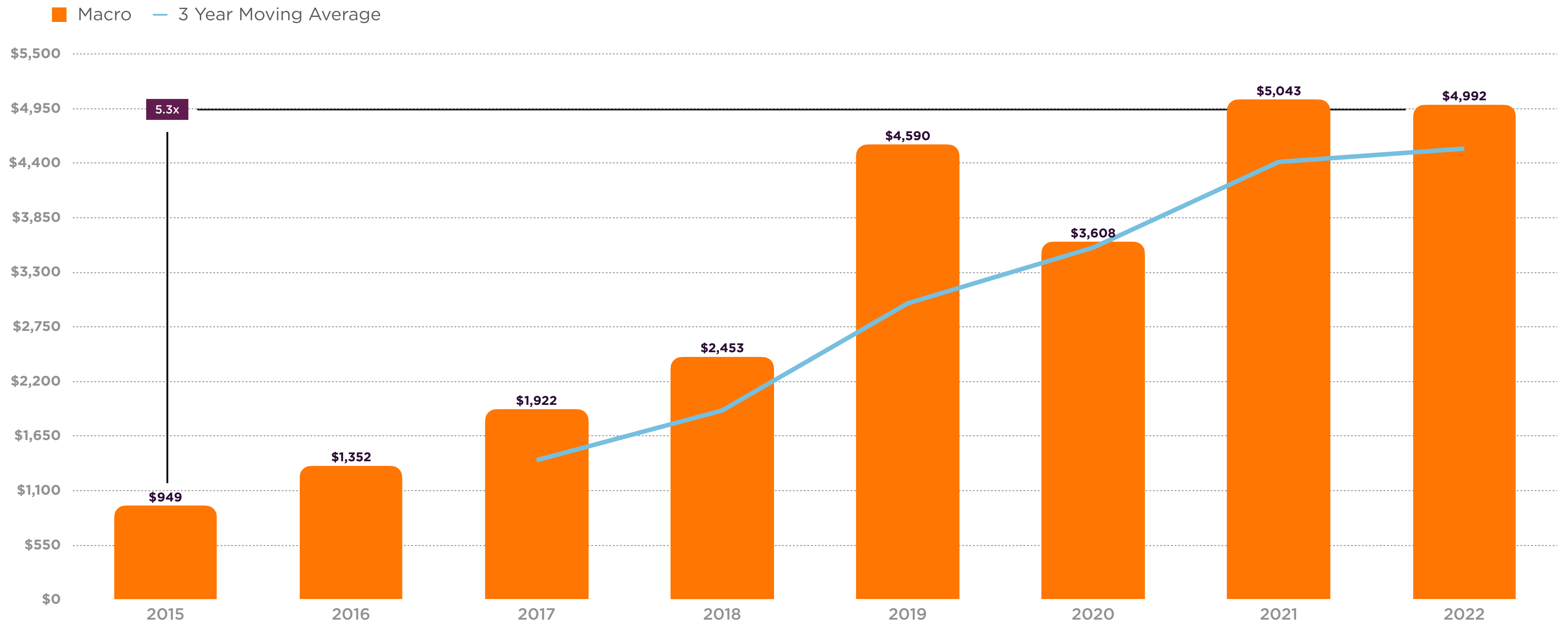


Source: IZEA platform data

Macro-Influencer Cost Per Post



Influencers With 200,000-499,999 Followers: All Platforms (2015-2022)

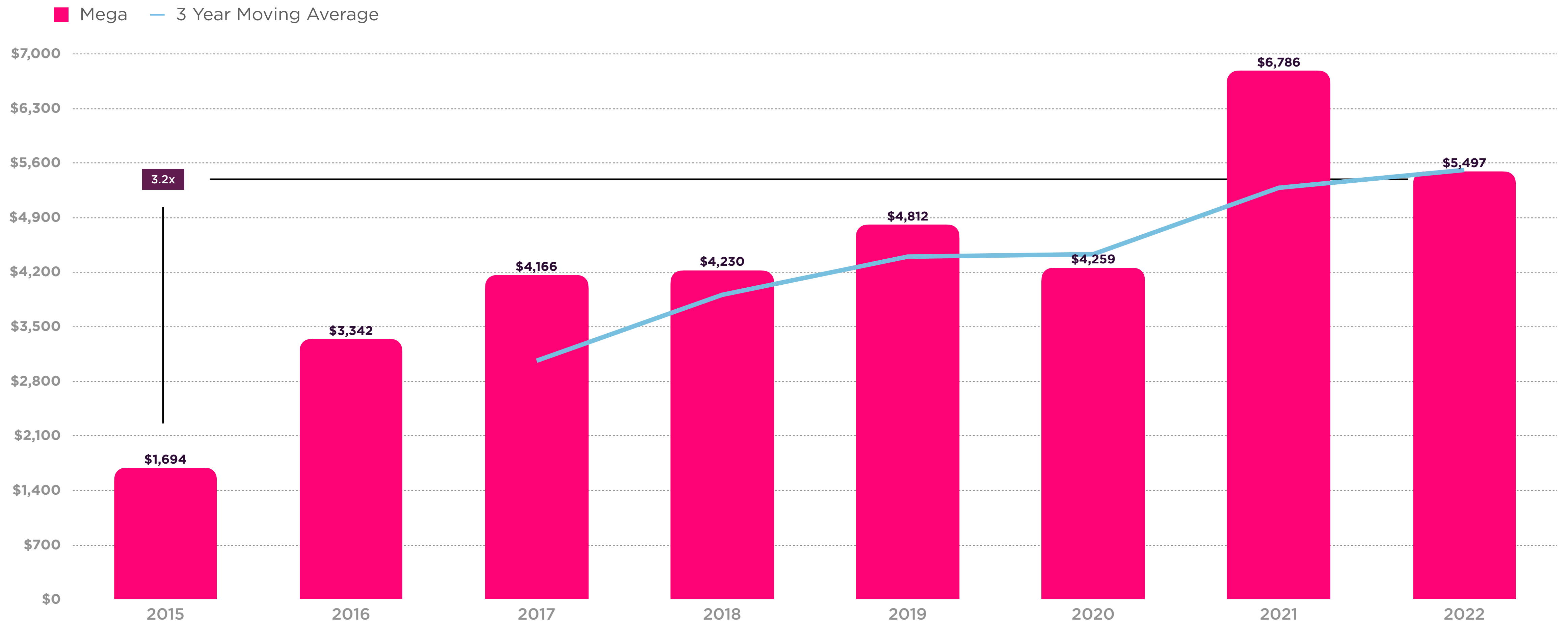


Source: IZEA platform data

Mega-Influencer Cost Per Post



Influencers With 500,000-999,999 Followers: All Platforms (2015-2022)

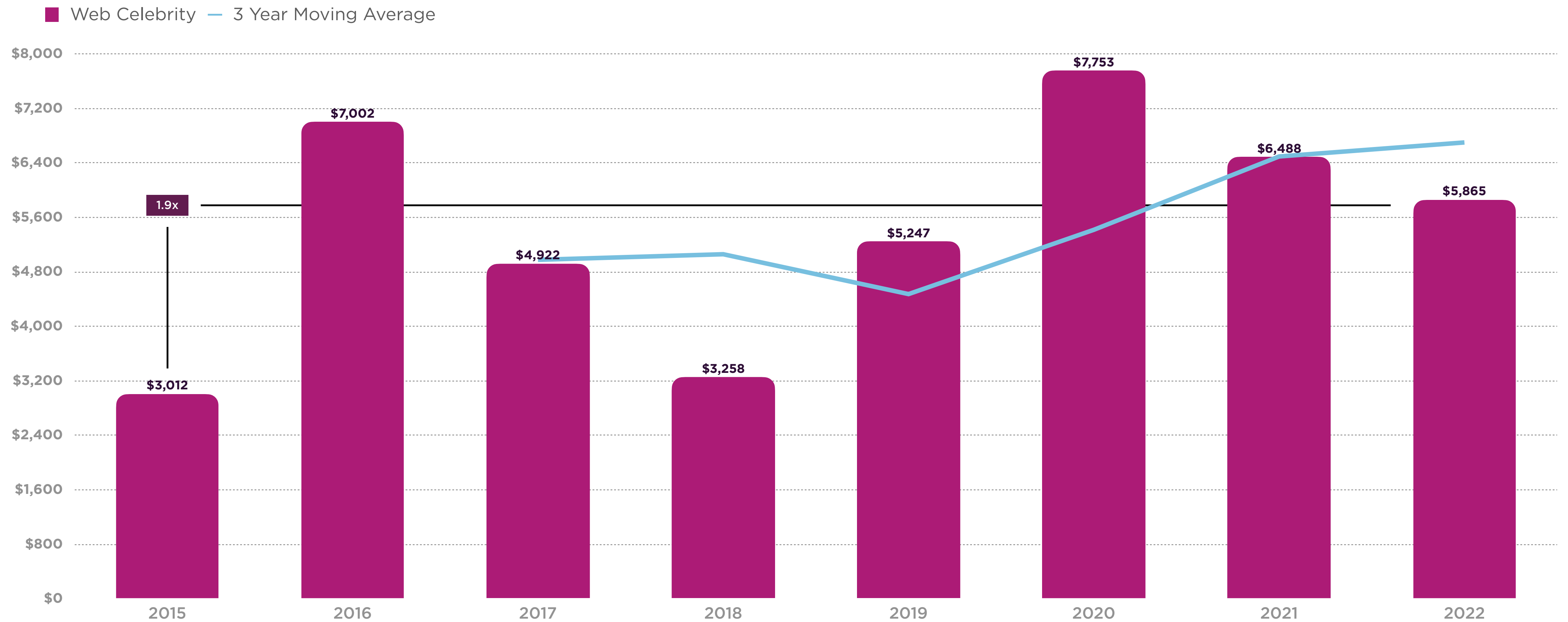


Source: IZEA platform data

Web Celebrity Cost Per Post



Influencers With 1,000,000+ Followers: All Platforms (2015-2022)



Source: IZEA platform data

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