



IZEA INSIGHTS SPECIAL REPORT

The 2023 State of Influencer Equality

FEBRUARY 2023





BACKGROUND

In January of 2020, IZEA began publishing an analysis of its own marketplace data as it relates to the sensitive issues of race, sex, and other characteristics. The data represented in this report spans over \$70 million in payments to influencers on a variety of social media platforms.

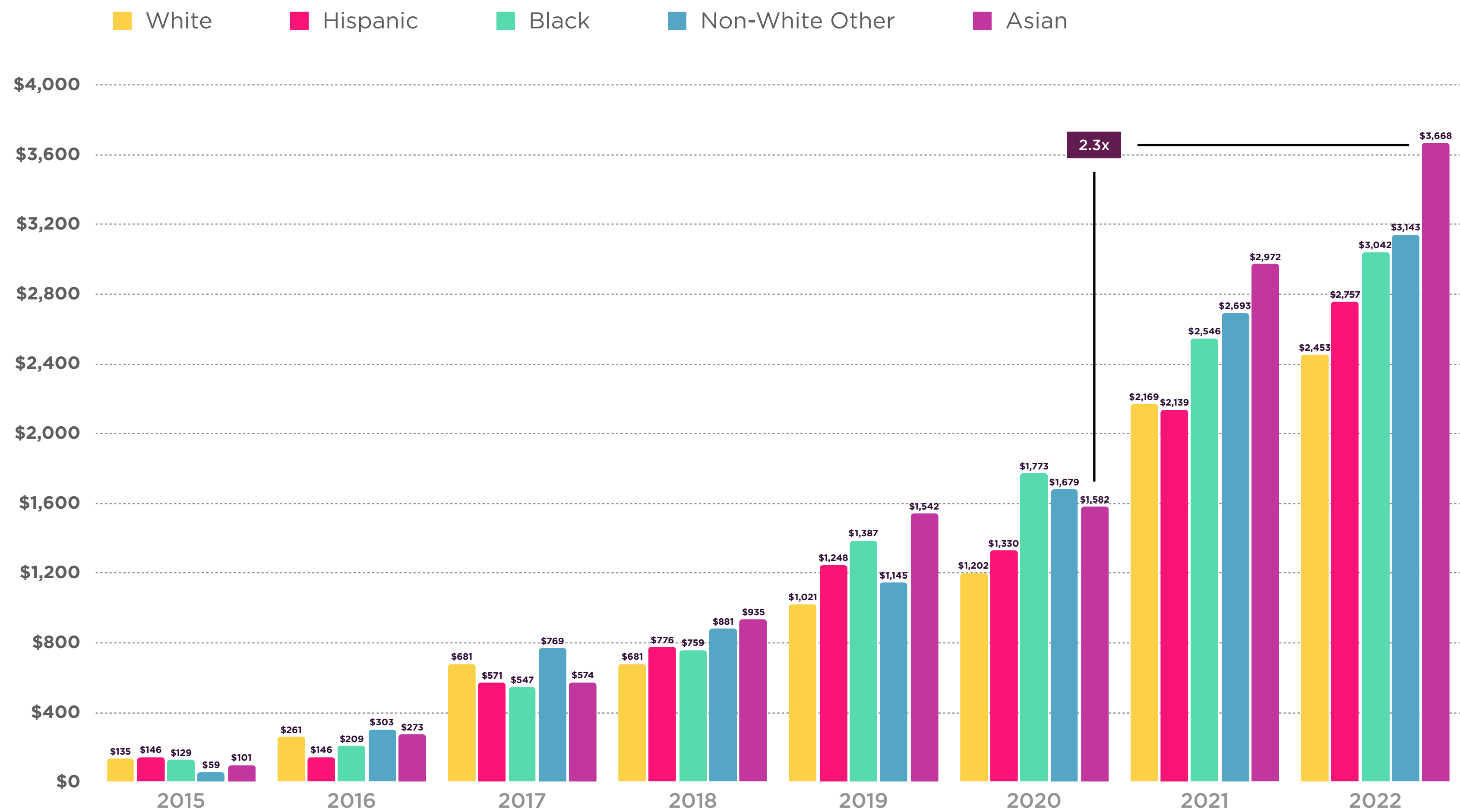
GOALS

- Keep ourselves and our customers accountable and aware of trends within our own ecosystem of agencies, brands and influencers.
- Push the greater influencer marketing industry toward equal pay and equal representation in campaigns.
- Serve as champions of creator diversity and inclusion.

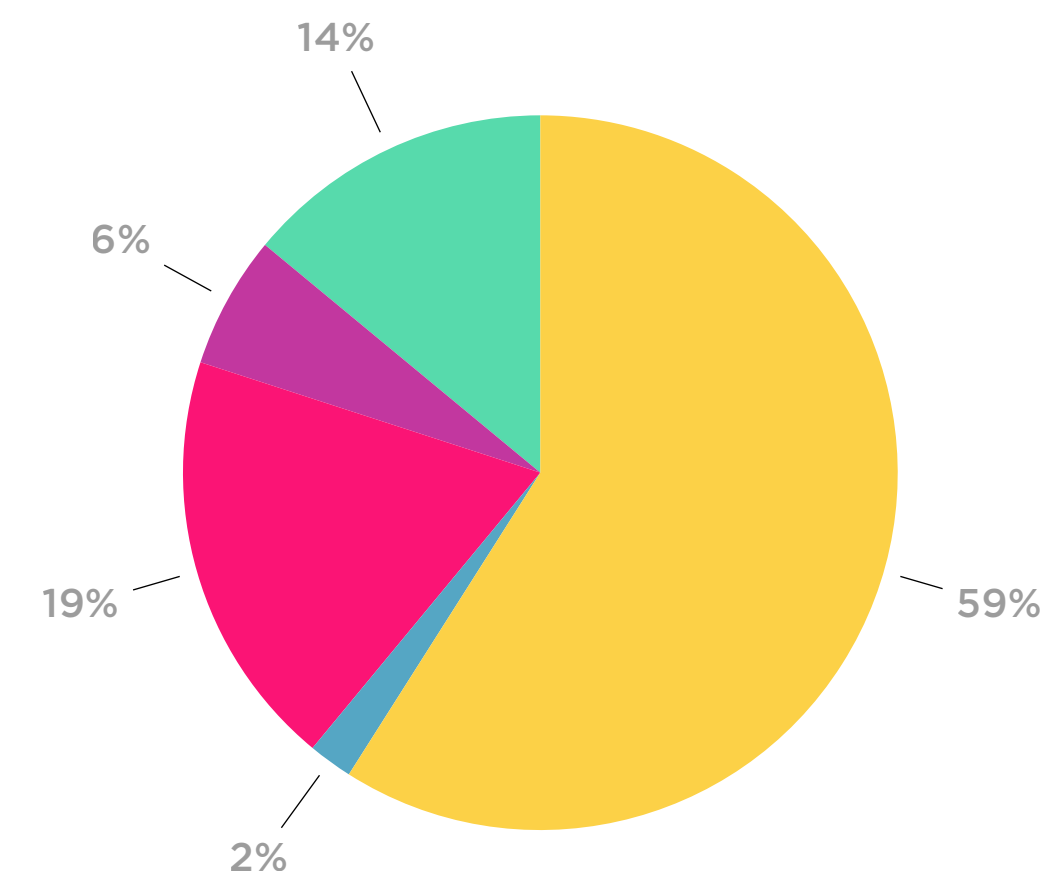
Influencer Marketing Payments by Race



2015-2022 Average Cost Paid Per Post Across All Social Platforms



U.S. Population Distribution

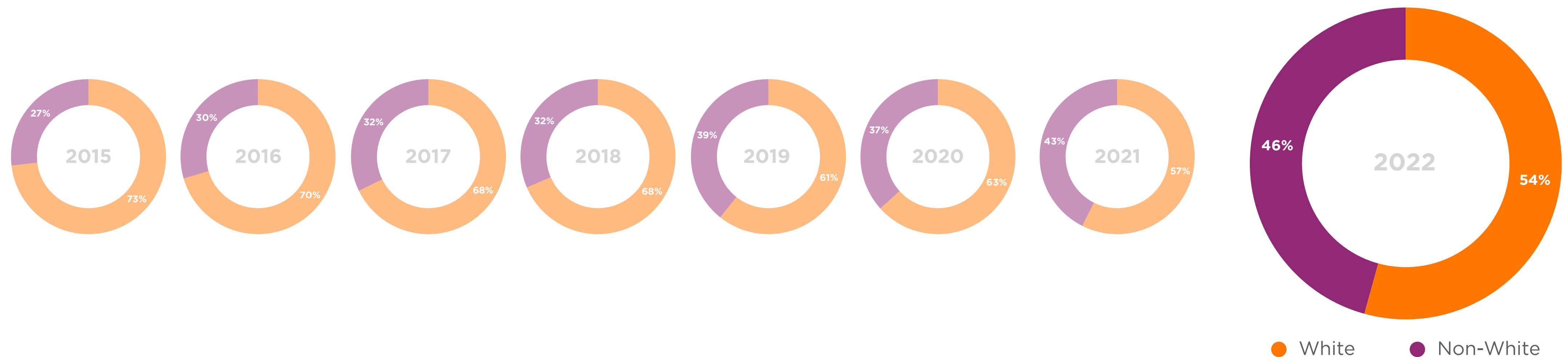


As marketers aim to reach more diverse audiences, we have seen notable surges in the average cost-per-post price earned by non-white influencers.

Influencer Marketing Deal Flow by Race



2015-2022 Percent Share of Sponsorship Transaction Volume Across All Social Platforms



Another All-Time High for Influencer Diversity

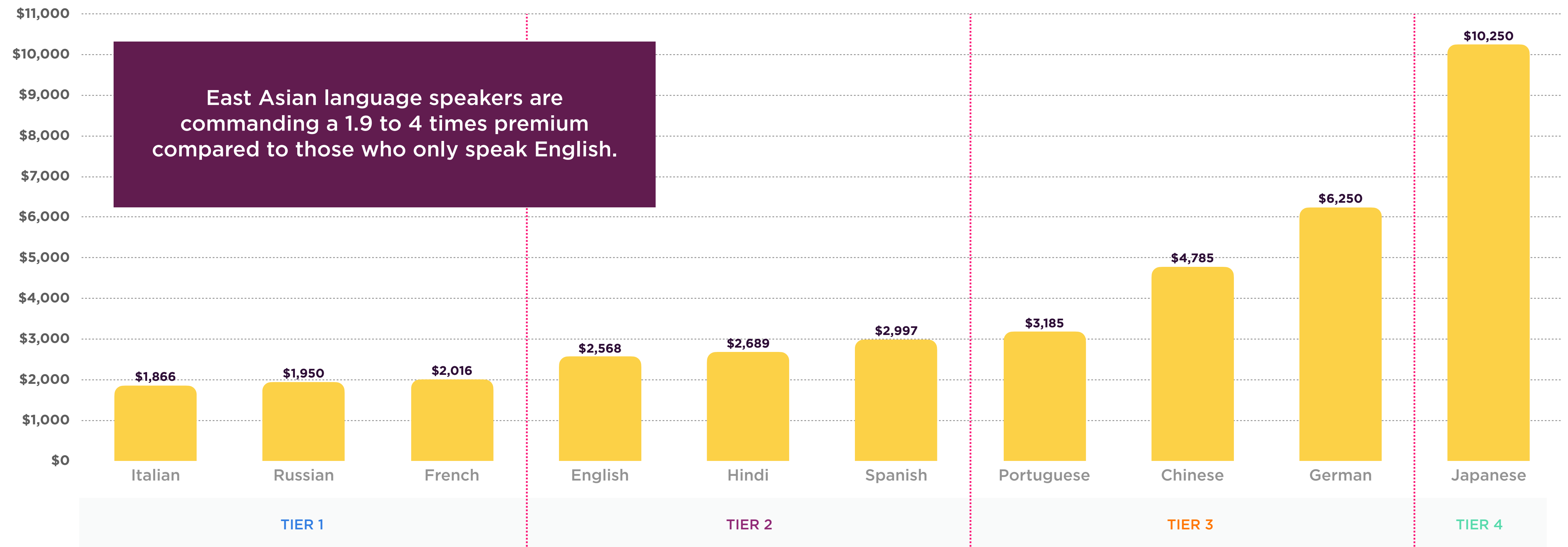
As influencer marketing opportunities continue to increase, the rate of deals granted to racial minorities has risen — surpassing their representation in the population and reaching a new peak in 2022.

Payments by Influencer Language Spoken

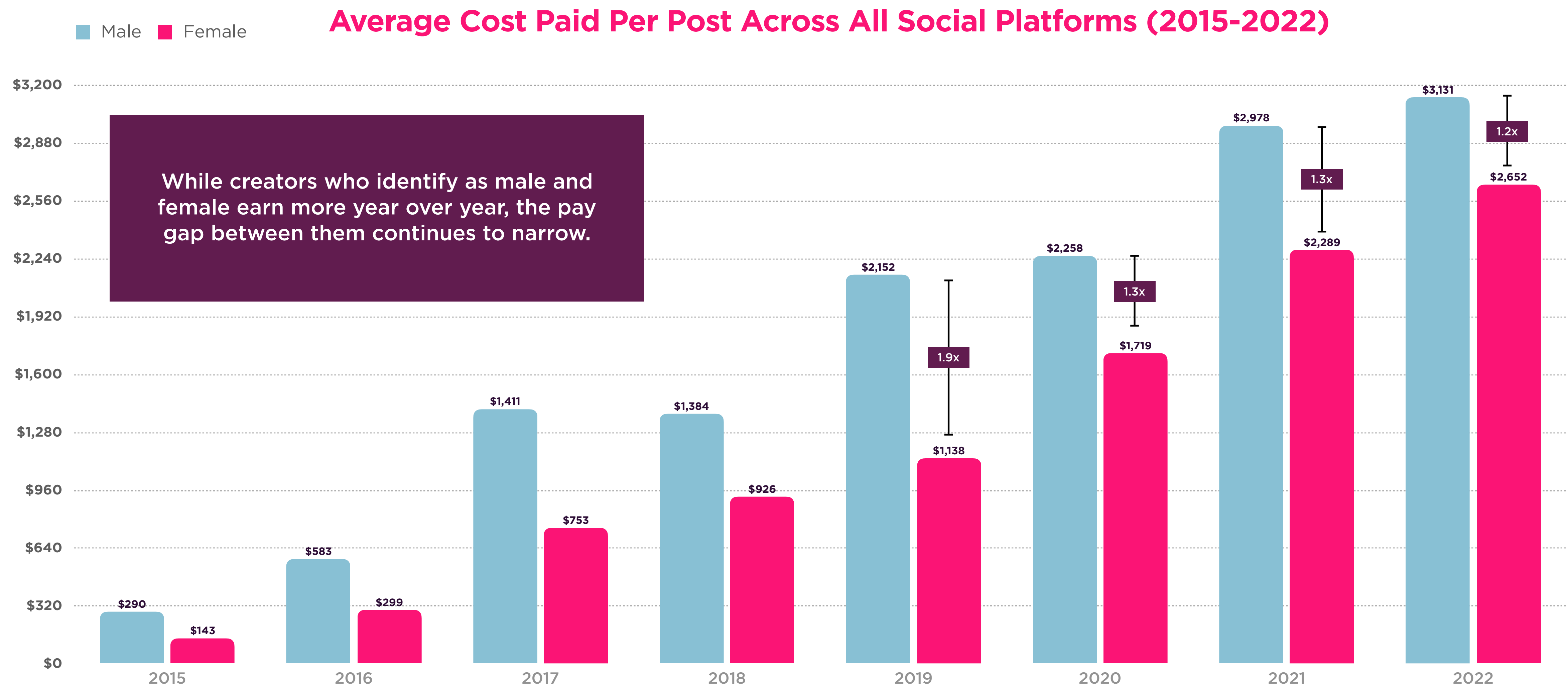


2022 Average Cost Paid Per Post Across All Social Platforms

Representative of languages spoken by the influencer, though posts may be in English.



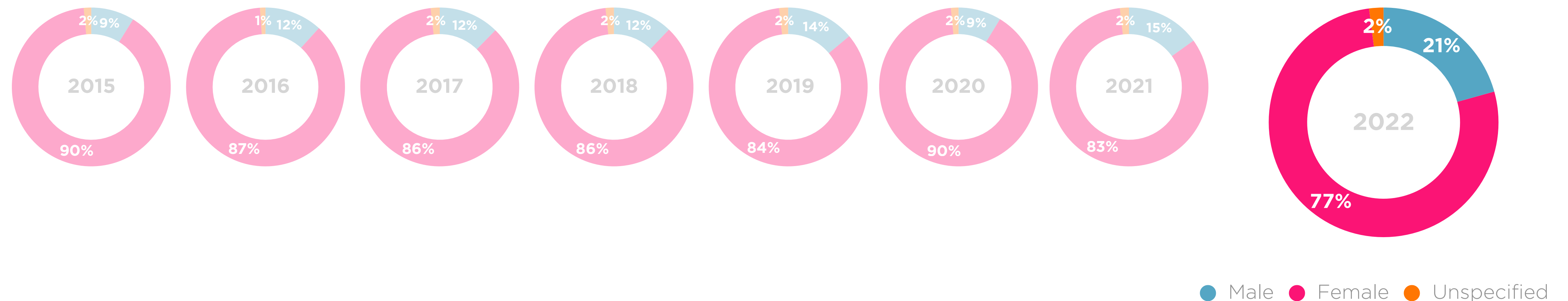
Influencer Marketing Earnings by Sex



Influencer Marketing Deal Flow by Sex



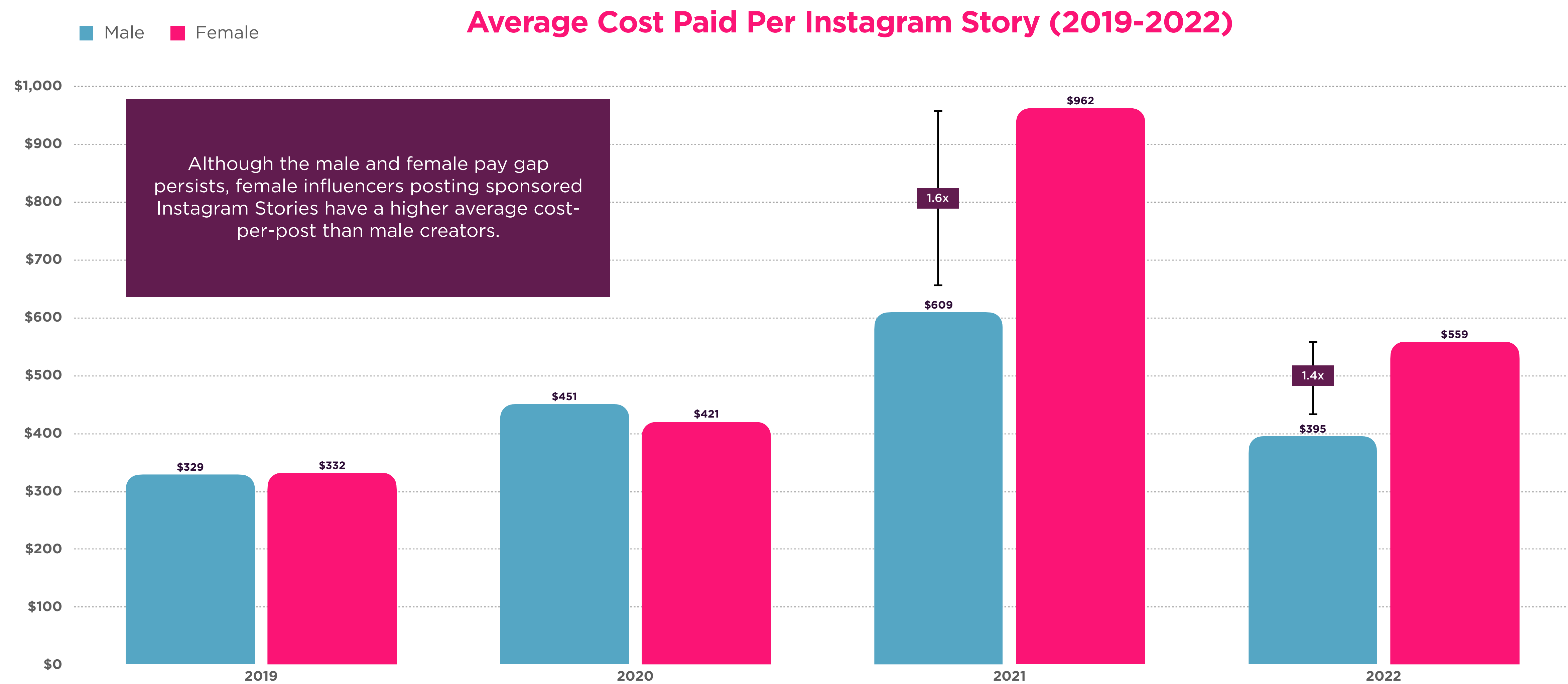
2015-2022 Percent Share of Sponsorship Transaction Volume Across All Social Platforms



Women Continue to Dominate Influencer Marketing

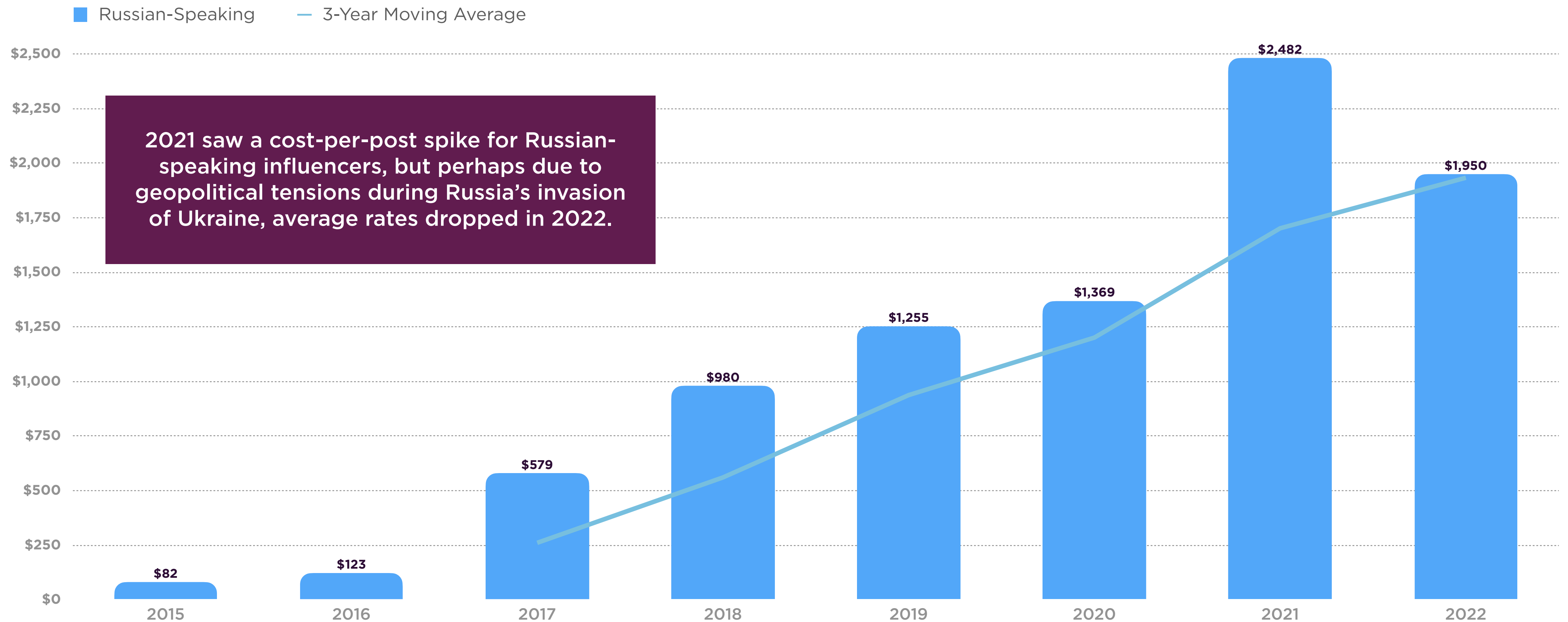
Since 2015, female influencers have earned an overwhelming majority of deal flow, but 2022 saw that figure dip below 80% for the first time. Despite this downturn in numbers, women are gaining ground in cost-per-post, where the pay gap between male and female influencers is now lower than ever.

Instagram Stories by Sex



Russian-Speaking Influencers

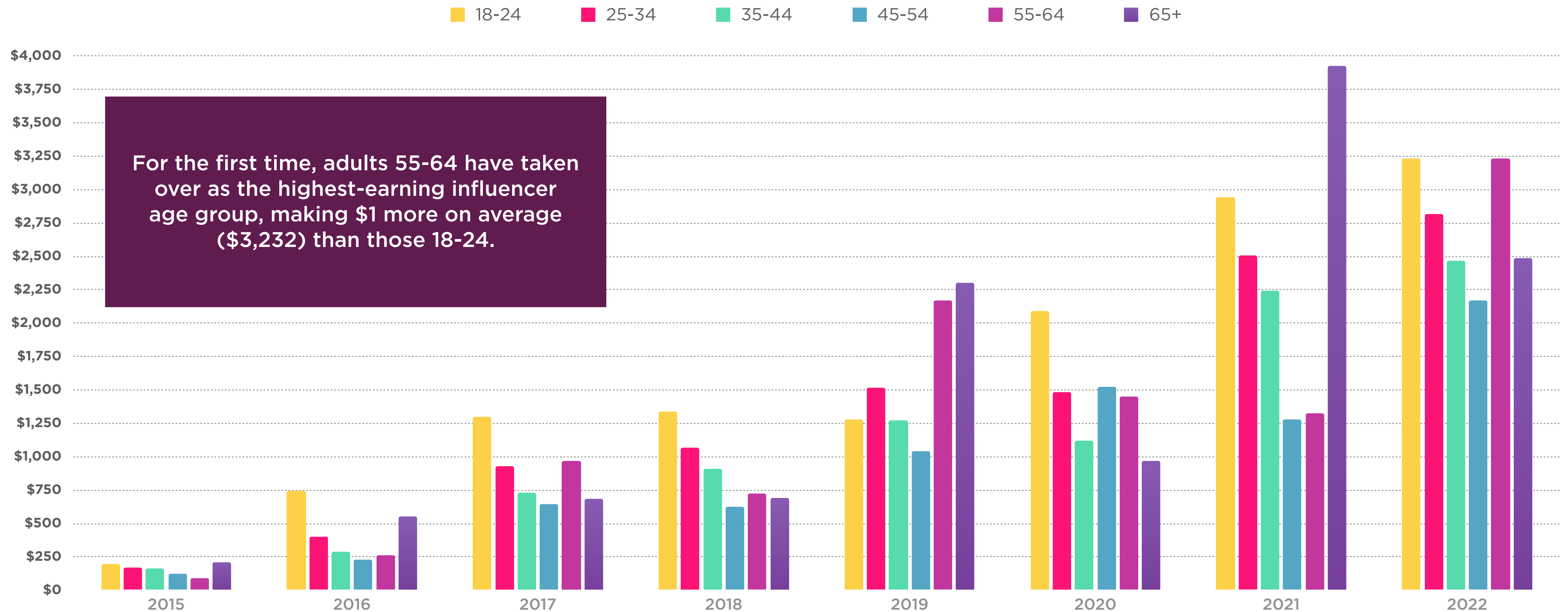
2015-2022 Average Cost Paid Per Post Across All Social Platforms



Influencer Marketing Payments by Age



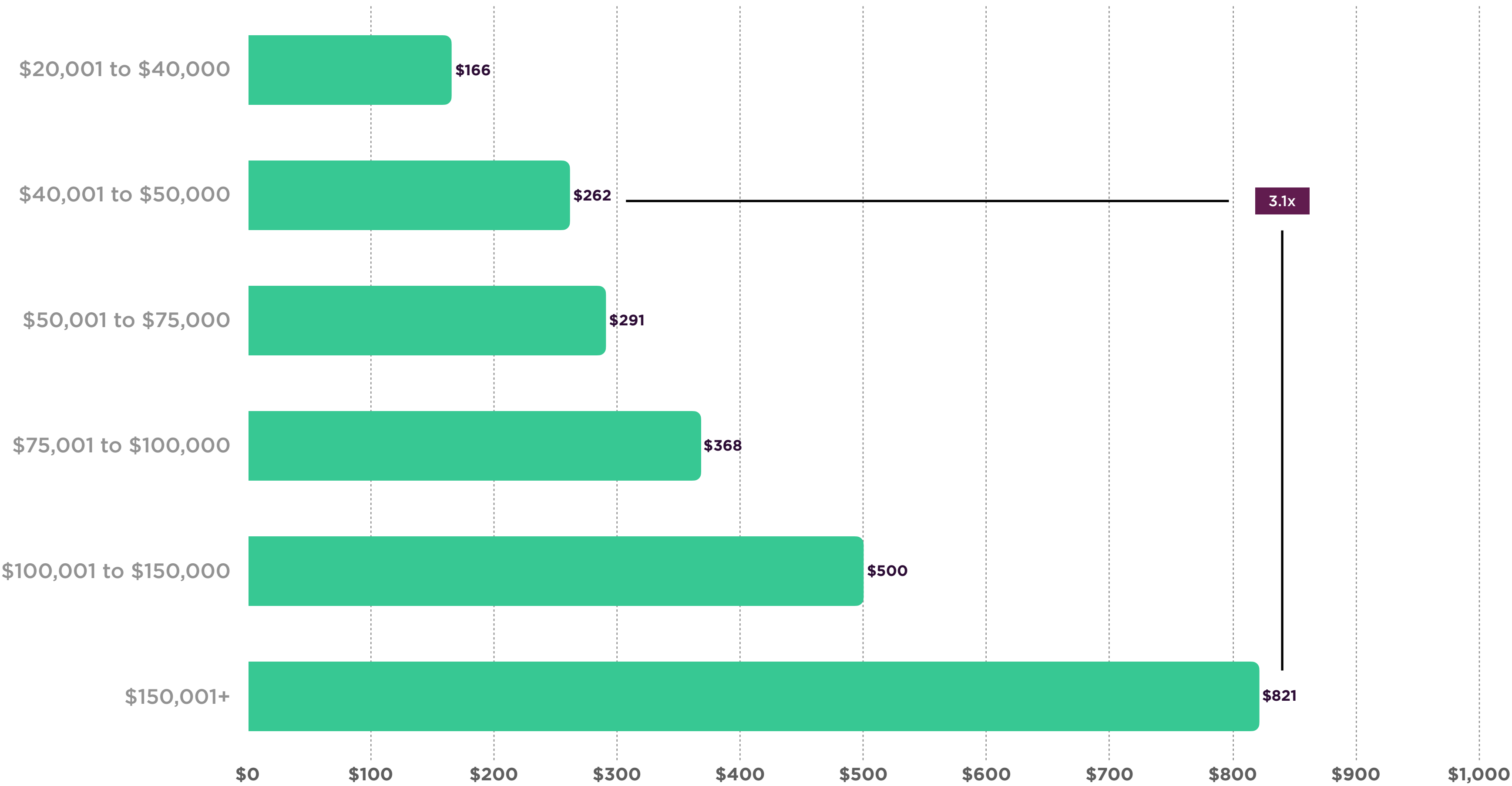
2015-2022 Average Cost Paid Per Post Across All Social Platforms



Influencer Earnings by Influencer Annual Income



Average Cost Paid Per Post Across All Social Platforms (2015-2022)



Income Range

Influencers earning more than \$150K per year in sponsorships charge an average of 3.1 times more per post than those earning less than \$50K per year.

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