

2020 Influencer Pricing Report

A survey of 4,800+ influencers
Jan 2020 - Aug 2020



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About

A successful influencer campaign is built on on a successful end-to-end strategy. This includes influencer discovery, collaboration, campaign analysis, and budgeting.

Properly budgeting for an influencer campaign requires an understanding of benchmark rates, and how different factors like geo, influencer type, or content format can affect rates.

To help brands successfully budget influencer campaigns, we analyzed pricing data collected from over 4,800 Instagram influencers. Our annual Influencer Marketing Pricing Report was created to empower brands and influencers with the knowledge that they are setting and receiving fair rates.

Additionally, as COVID-19 has impacted global production and marketing budgets, we wanted to understand how the pandemic has impacted influencer rates.








This report is brought to you by [Klear](#), the industry standard for influencer marketing, providing the only comprehensive research on influencer pricing and market rates. The study sampled the largest pool of influencers, offering the most extensive research on the market

Methodology:

- A survey of 4,850 Instagram Influencers from Jan 2020 - Aug 2020
- Performed a statistical analysis of trends and demographics using our SIGIR award-winning influencer measurement technology

Klear Research is committed to providing quality, data-driven research. Our data science team is constantly producing industry-leading insights that are available and beneficial to all.

2020 Instagram Influencer Rate Card

	 Post	 Video	 Story
 Nano 500-5K Followers	\$65	\$111	\$53
 Micro 5-30K Followers	\$170	\$261	\$100
 Power 30-500K Followers	\$535	\$960	\$222
 Celebrity 500K+ Followers	\$2,738	\$4,678	\$1,205

Key Finding #1

Instagram influencer rates did not experience significant change in 2020

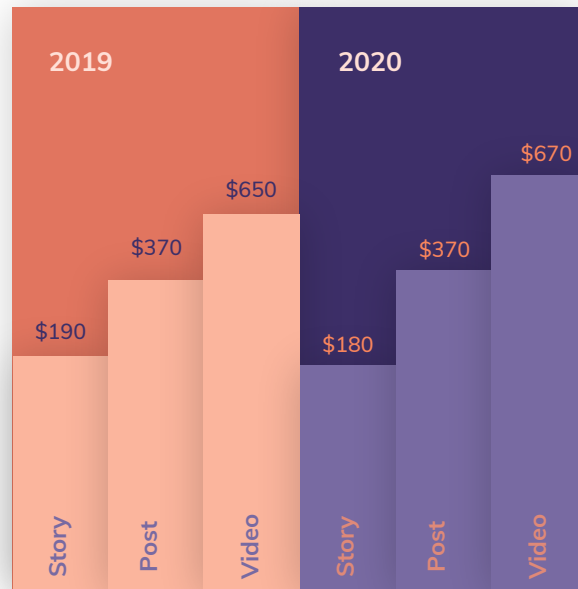
How Did Rates Change in 2020?

Influencer rates did not experience significant change from 2019 to 2020

Feed post rates remained the same from 2019 to 2020, while Story and Video rates experienced slight change.

In 2020, **Post** rates were unchanged, and **Video** rates increased **3%**. Instagram Stories have become a dominant aspect of influencer campaigns in 2020, however **Story** rates decreased **5%**

2019 vs. 2020 Average Rates



Key Finding #2

The only influencer group to see rates increase in 2020 were celebrities

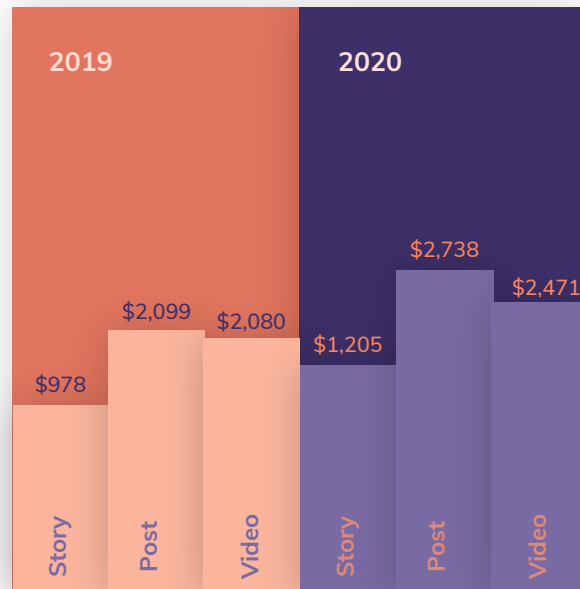
Celebrity influencer rate growth

Celebrity influencer rates grew in 2020, while other tiers were stagnant or saw rate drops.

Celebrity influencers saw rates increase in 2020 for Stories, Posts, and Videos.

In 2020, **Story** rates increased **23%**, **Post** rates increased **13%**, and **Video** rates increased **16%**

2019 vs. 2020 Celebrity Rates










Key Finding #3

Influencers aged 18-24 have the highest average rates

Influencer rates by age demographic

Gen-Z are the highest earners

	 Post	 Video	 Story
 12-17 Gen Alpha	\$170	\$283	\$73
 18-24 Gen-Z	\$520	\$807	\$245
 25-34 Millennial	\$448	\$796	\$229
 35-49 Gen-X	\$211	\$241	\$122

Key Finding #4

**Influencers in the United Kingdom are
the highest earners**

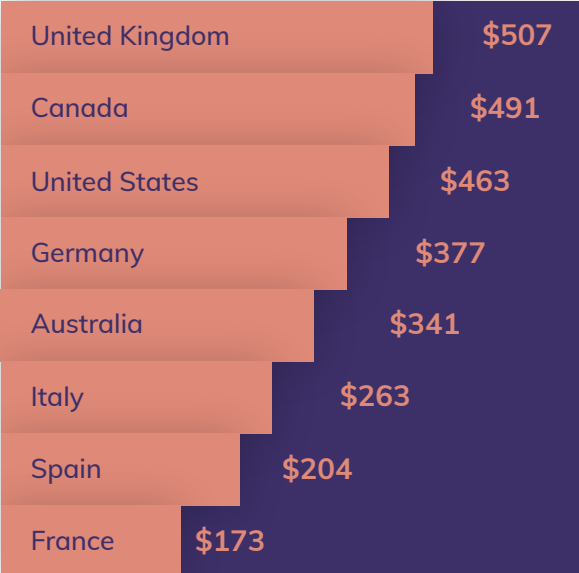
Countries with the highest influencer rates

Influencers in the UK, Canada, and the US have the highest rates

As more brands collaborate with global influencers, it is important to understand how rates differ by Geo.

In the **UK**, influencers rates average around **\$500** for an Instagram collaboration. This could be due to numerous factors; influencer type, audience, content format. Or perhaps conversion of rates from GBP to USD cause a significant rise in rates.

2020 Rates Per Country



United Kingdom	\$507
Canada	\$491
United States	\$463
Germany	\$377
Australia	\$341
Italy	\$263
Spain	\$204
France	\$173

Key Finding #5

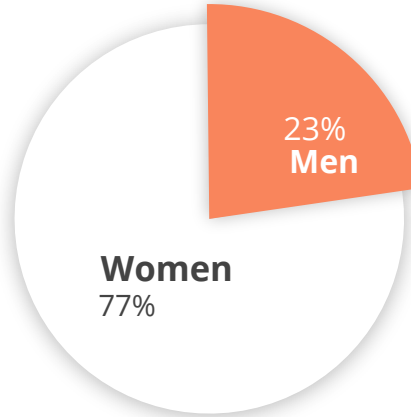
Female influencers continue to make up a majority of the industry

Gender Distribution in Influencer Marketing

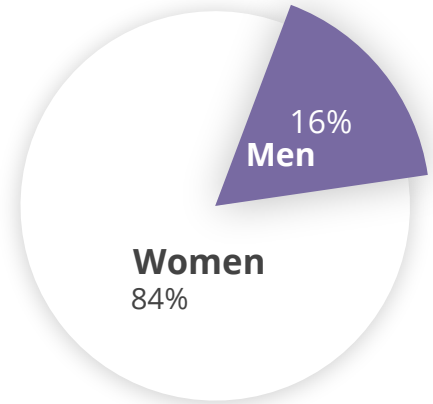
#GirlPower: Women dominate the influencer industry

The influencer industry is predominantly female, and this trend has continued into 2020.

In **2019**, female influencers made up **77%** of the industry, By **2020** female influencers are currently **84%** of the industry.



2019



2020

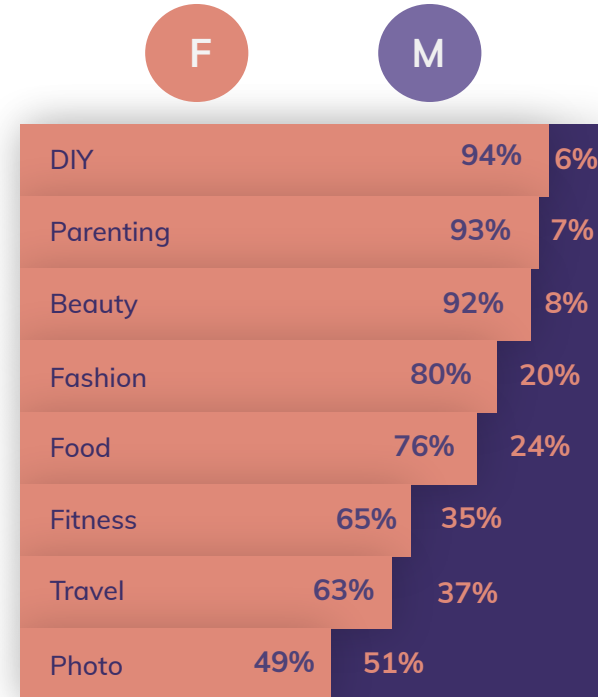
Gender Distribution in Influencer Marketing

Top industries for Male and Female Influencers

Not only is the influencer industry made up predominantly of female influencers, there are strong gender splits per industry.

Female influencers dominate DIY, Parenting, Beauty, and Fashion.

Male influencers have a stronger presence in Photography, Travel and Fitness.



Key Finding #6

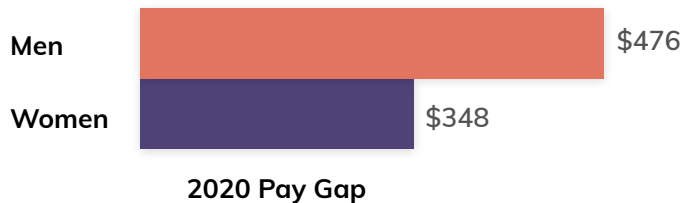
**On average female influencers earn
\$128 less than male influencers**

Influencer Gender Price Gap

The influencer marketing gender pay gap increased 18% in 2020

While the influencer industry is predominantly female, a significant pay gap exists.

The pay gap between male and female influencers continues to grow. In **2019**, female influencer earned **\$108** less than male influencers. In **2020** female influencers earn **\$128** less than male influencer. An **18%** increase.



Key Finding #8

**Beauty and Fashion influencers
experienced saw rates drop in 2020**

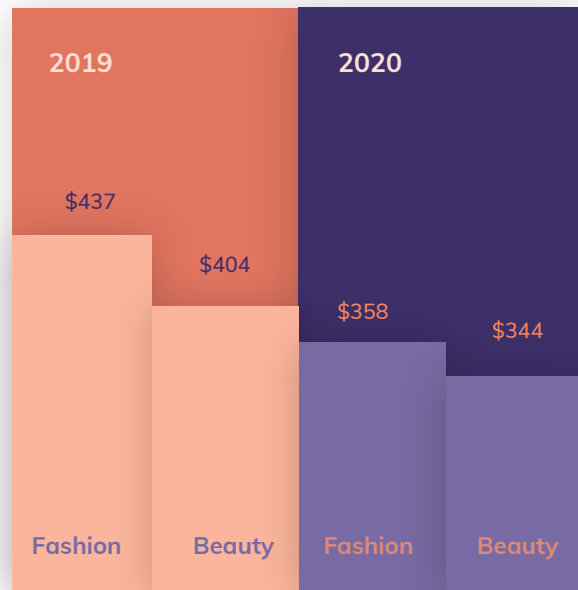
2020 Fashion and Beauty Influencer Rates

Beauty and Fashion Influencer rates dropped from 2019 to 2020

Fashion and Beauty rates saw a minor drop from the previous year

In **2020**, Fashion influencer rates decreased **18%** while beauty influencer rates decreased **15%**.

Fashion and Beauty Rate Trends



Key Finding #9

Influencer marketing is 6X more cost effective than paid media

The ROI of Influencer Marketing

Influencer marketing is 6.2X more cost effective than paid media

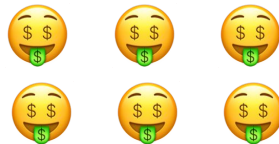
Influencer Marketing is 6X more ROI effective than paid media. Brands will earn \$6.2 for every \$1 spent.

We measured paid media industry benchmarks against Klear's True Reach technology to assess the impact of influencers.

Paid Media
ROI



Influencer Marketing
ROI



Key Finding #10

Celebrity influencers have the highest ROI

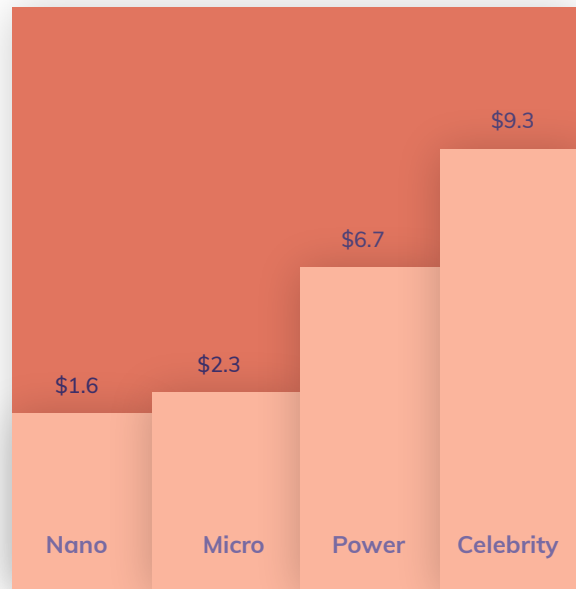
ROI By Influencer Type

Celebrity collaborations are the most cost effective

All influencer collaborations are more cost effective than traditional paid media, though celebrity collaborations have the highest ROI.

Brands will likely earn \$9.3 for every \$1 spent on a Celebrity influencer collaboration.

2020 Influencer Collaboration ROI



About Klear



The New Standard in Influencer Marketing

Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

Learn more at klear.com

