



IZEA INSIGHTS

The State of Influencer Equality[®]

FEBRUARY 2022





BACKGROUND

In January of 2020, IZEA began publishing an analysis of its own marketplace data as it relates to the sensitive issues of race, gender, and other characteristics. The data represented in this report spans over \$60 million dollars in payments to influencers on a variety of social media platforms.

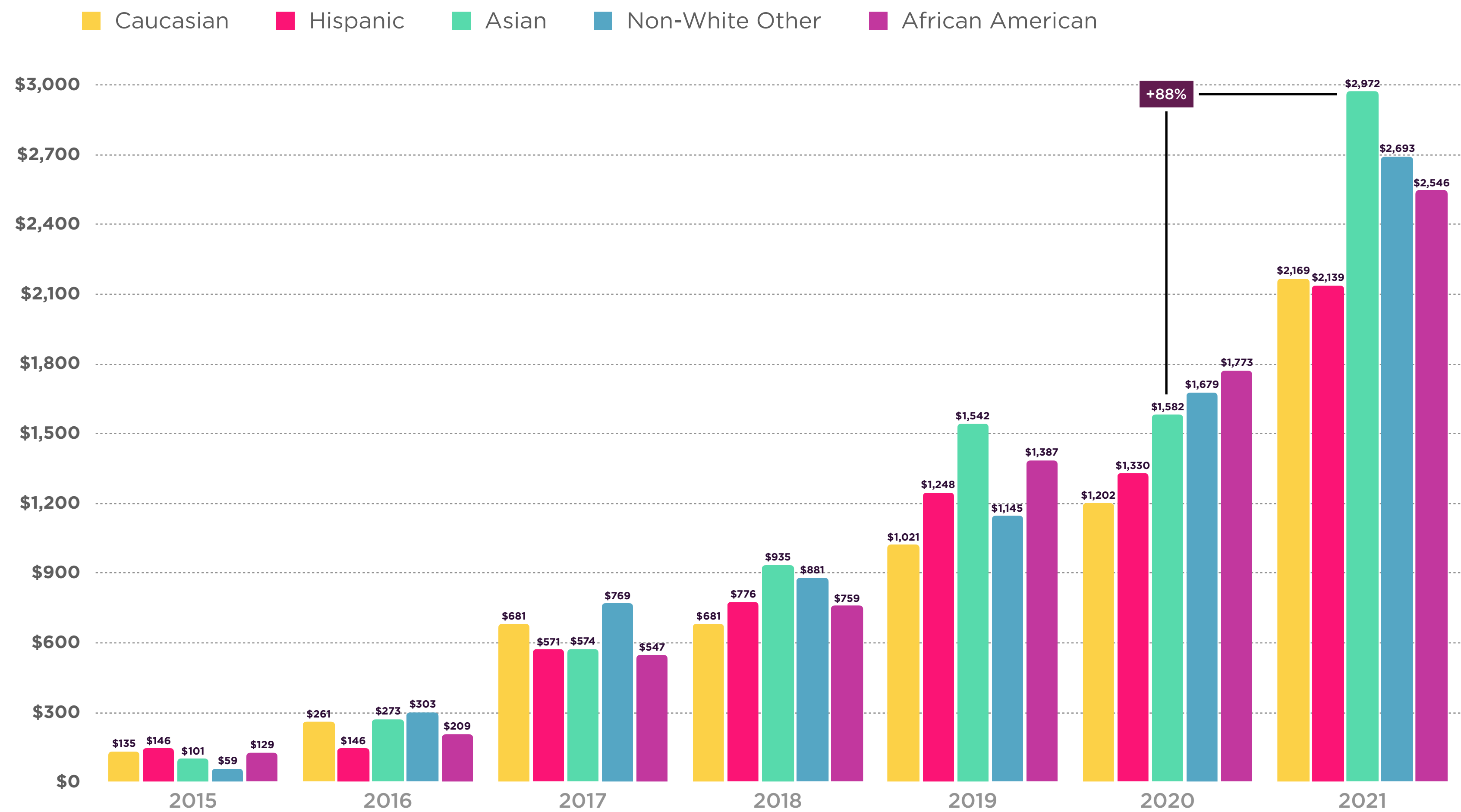
GOALS

- 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 their own campaigns.
- Serve as champions of creator diversity and inclusion.

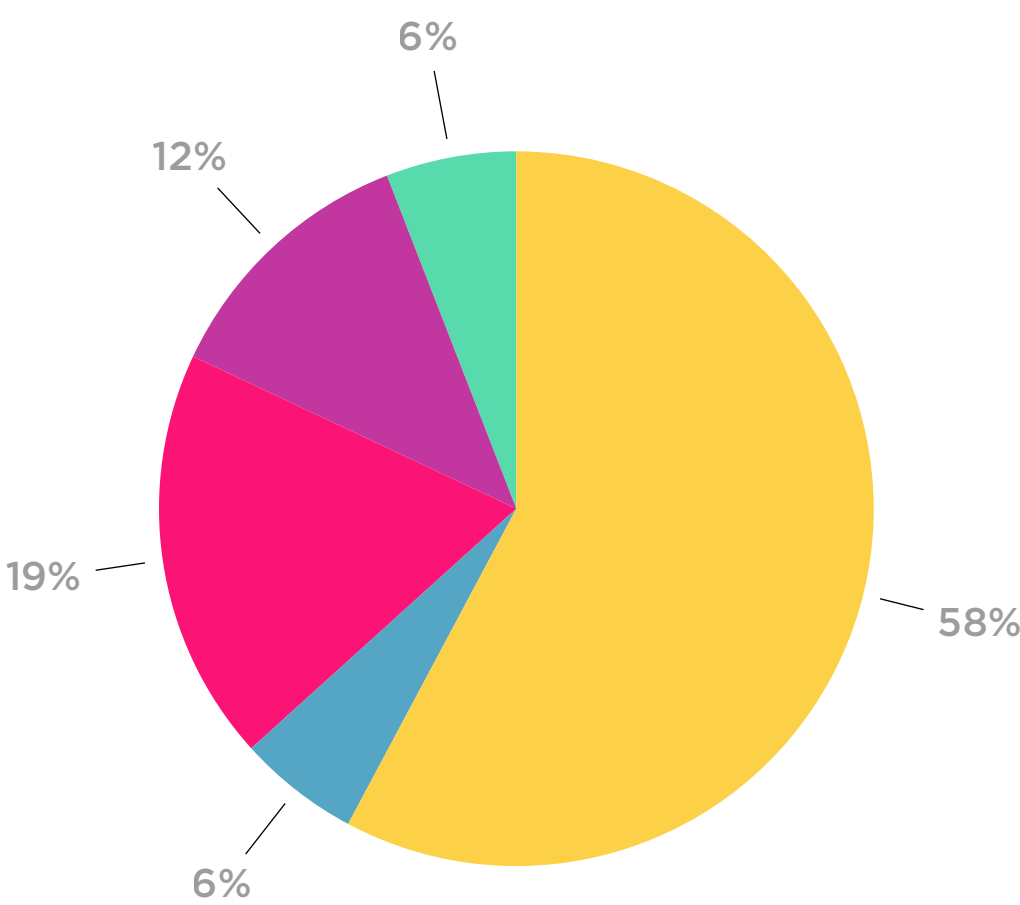
Influencer Marketing Payments by Race



2015-2021 Average Cost Paid Per Post Across All Social Platforms



U.S. Population Distribution



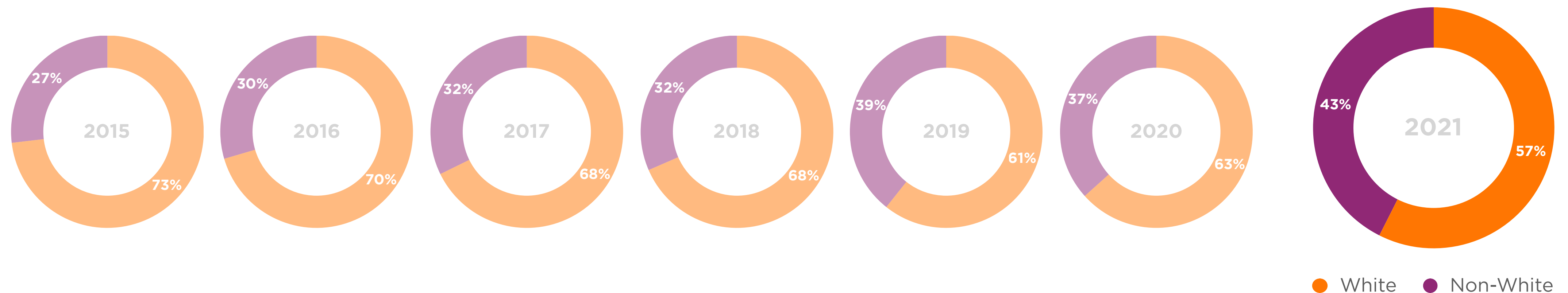
Smaller populations of non-white influencers, along with marketer demand to reach more diverse audiences has driven dramatic price increases over time.

Source: IZEA platform data, U.S. Census.

Influencer Marketing Deal Flow by Race



2015-2021 Percent Share of Sponsorship Transaction Volume Across All Social Platforms



Population Parity Continues

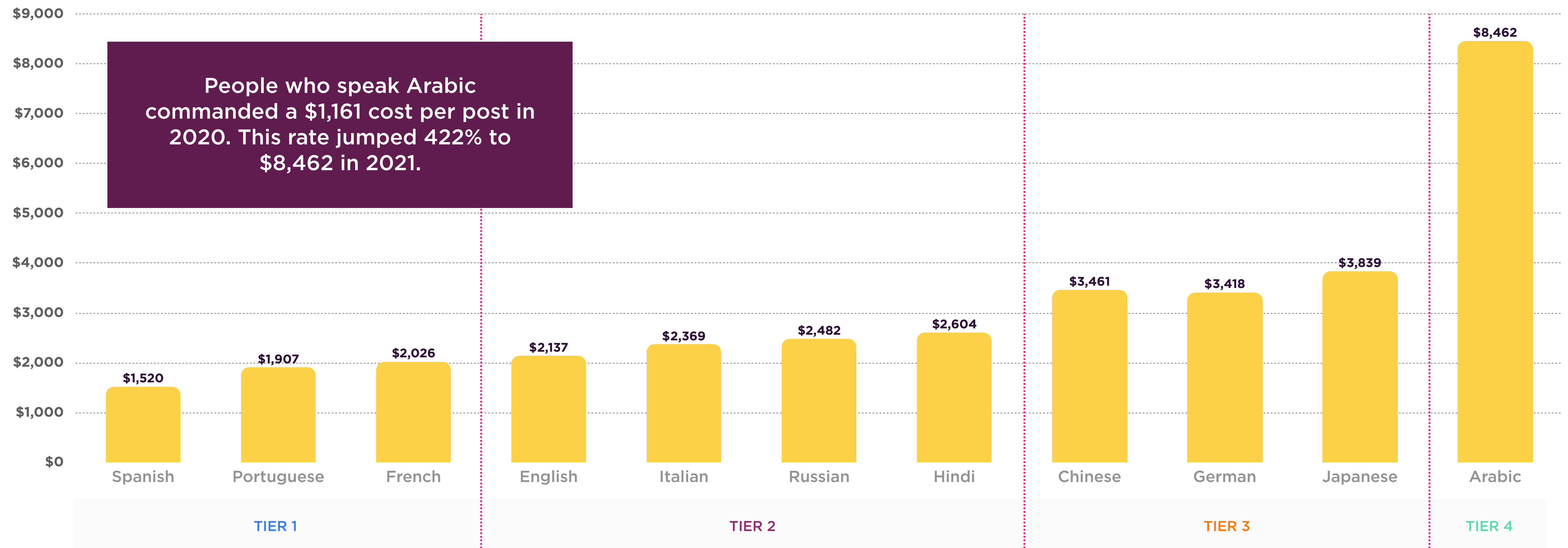
Sponsorship deal flow for racial minorities grew to an all-time high in 2021. And for the first time, the percentage of deal flow to white influencers (57%) has slipped below their share of the U.S. population (58%).

Payments by Influencer Language Spoken



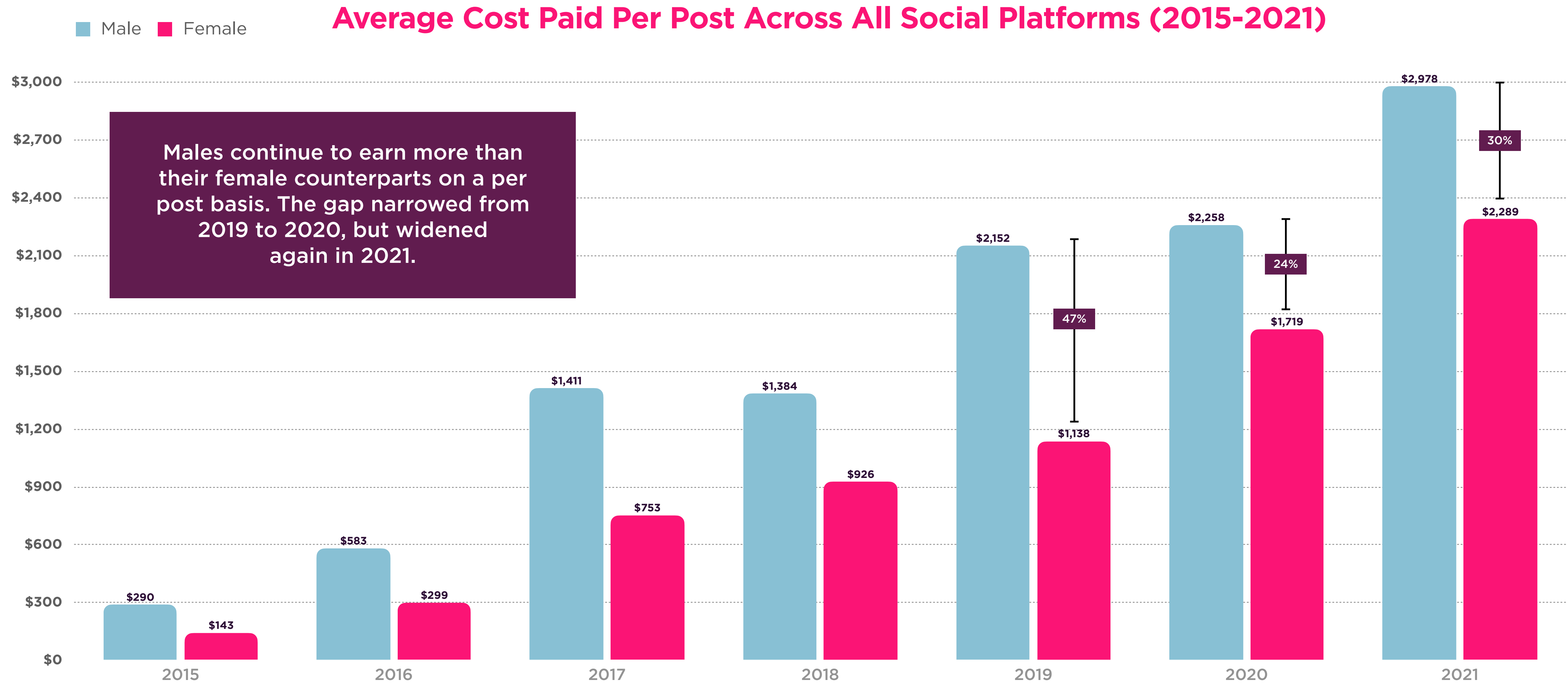
2021 Average Cost Paid Per Post Across All Social Platforms

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



Source: IZEA platform data.

Influencer Marketing Earnings by Gender

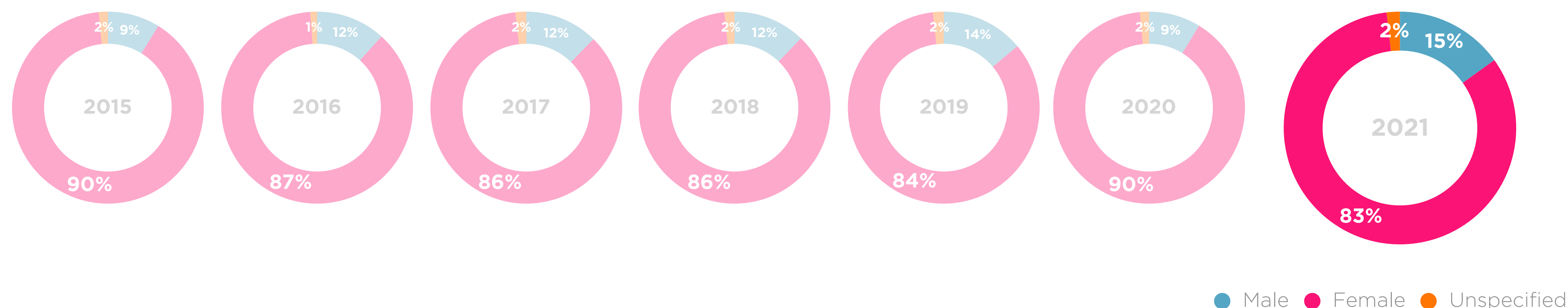


Source: IZEA platform data.

Influencer Marketing Deal Flow by Gender



2015-2021 Percent Share of Sponsorship Transaction Volume Across All Social Platforms

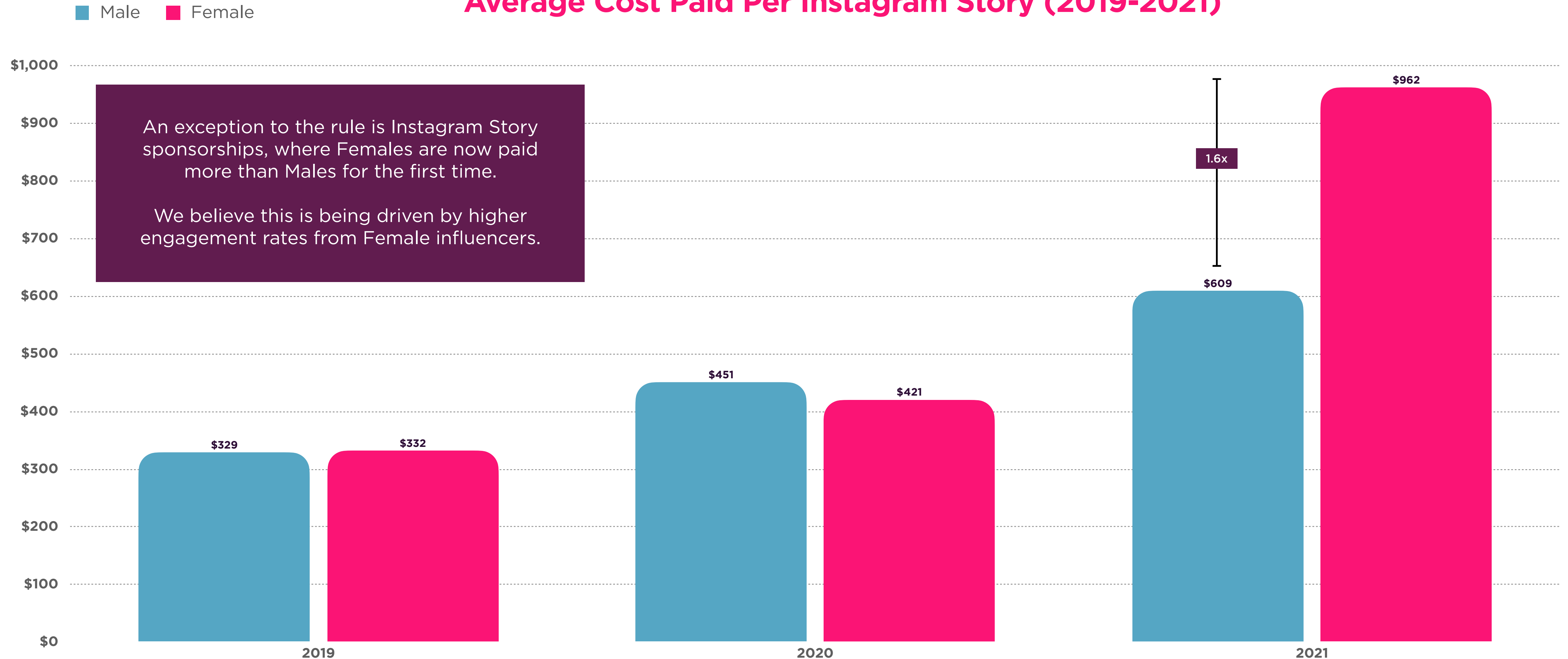


Women Dominate Deal Flow, but Men Hit an All-Time High

Although female influencers continue to own the majority of influencer marketing deal flow, male influencers' share jumped from an all-time low in 2020 to an all-time high at 15%. Female dominance in influencer marketing may not yet be at risk, but the widening pay gap and shrinking share of deals is worth noting.

Instagram Stories by Gender

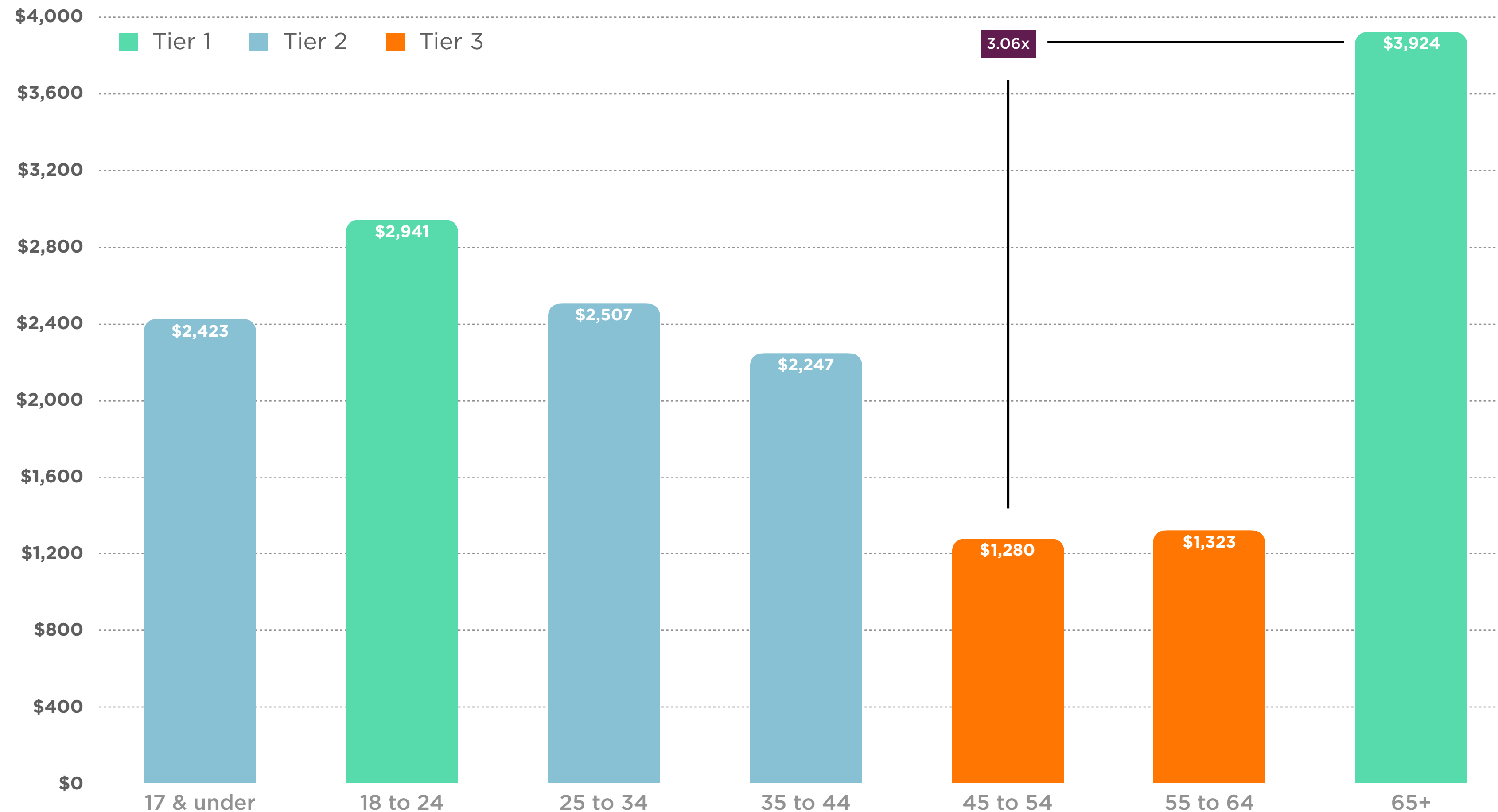
Average Cost Paid Per Instagram Story (2019-2021)



Influencer Marketing Earnings by Age



2021 Average Cost Paid Per Post Across All Social Platforms



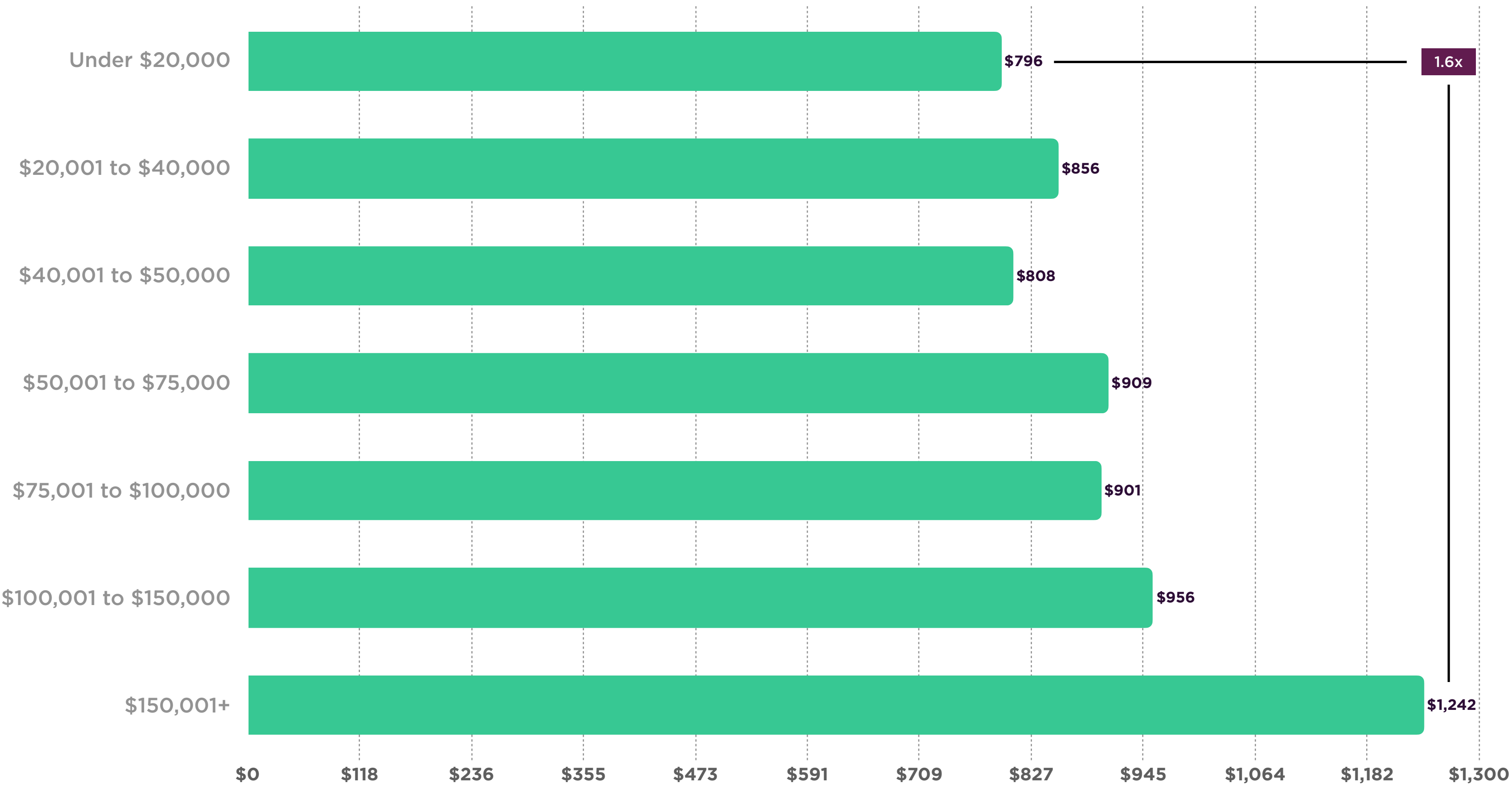
65+ is the new 17 & under.

Historically, influencers under 18 earned the most per post across all platforms. This completely changed in 2021. The youngest influencers are now ranked behind all those 18 to 34 and the new leaders are the 65+ set, who are earning 3x more than those aged 45 to 54.

Influencer Earnings by Influencer Annual Income



Average Cost Paid Per Post Across All Social Platforms : 2015-2021



Those earning \$150K or more per year charge 1.6 times what those earning less than \$40K per year charge.

Source: IZEA platform data.

Champion
the Creators.

