INSTAGRAM INFLUENCER-GENERATED CONTENT BENCHMARK REPORT

PUBLISHED: APRIL 2018
METHODOLOGY

This report defines the current state of influencer-generated content (IGC) engagement and performance across three indicators: influencers’ average engagement rates, influencers’ engagement rates on branded content, and influencers’ audience size. Engagement rate was determined by calculating the average number of engagements per Instagram post vs. an Influencer’s audience size. The data in this report represents a sample of 35,131 Instagram posts published from 6,540 influencers’ Instagram accounts with 1,000 – 500,000 followers during Jan. 01, 2017 to Dec. 31, 2017, authenticated via first party opt-in through the Mavrck platform.

The data in this report was anonymized, categorized, and validated for consistency and accuracy prior to inclusion.

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EXECUTIVE SUMMARY

Influencer marketing is now a multi-billion-dollar industry, with the majority of that spend currently allocated to Instagram. But it has its challenges. With a limited capability to measure ROI, detect fraud, and a content half-life that’s less than 72 hours, many marketers continue to rely on impressions, engagements, and influencers’ engagement rates to determine influencers’ value and quantify influencer marketing success.

As such, the value of influencers’ marketing impact on Instagram remains in their content production and paid media efficiencies — influencer-generated content (IGC) with high engagement rates receive greater news feed visibility, and as well, earn greater efficiencies when repurposed in paid or sponsored posts. Influencers’ engagement rates are also harder to manipulate over time, making it easier for marketers to detect if and when an influencer is engaging in fraudulent activities.

The greatest opportunity for generating consumer engagement on Instagram lies in harnessing the power and efficiency of Instagram influencers who drive high engagement rates among their audiences to create compelling branded content. This report is designed to provide visibility and transparency to influencers’ engagement rates for editorial and branded content across verticals by identifying the current trends driving positive audience engagement and IGC benchmarks for performance.

KEY TAKEAWAYS

- Influencers with 1k – 5k followers earned the highest average engagement rates and branded content engagement rates in 2017, at 6.84% and 5.95%, respectively.
- Influencers with 1k – 10k followers earned the highest engagement rates on branded content with the least difference compared to their overall editorial average engagement rates.
- Instagram audiences engaged the most with Retail & Fashion and Food & Beverage IGC.
- While all influencers who published branded content saw engagement rates increase in 2017, engagement rates for influencers with 50k – 100k followers grew the most, increasing 3.5x over the course of the year.
- Instagram platform updates may be directly related to its desire to retain influencers with more than 50k followers who saw the greatest corresponding growth in engagement rate in 2017.
HERE’S **WHAT HAPPENED** ON INSTAGRAM IN 2017

Timeline of Instagram Platform Updates, 2017

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>'Live Stories’ global release</td>
<td>Share up to 10 Photos &amp; Videos in one post</td>
<td>Watch Stories from home feed</td>
<td>Hits 700M Users</td>
<td>Location &amp; Hashtag Stories Added to Explore</td>
<td>Adds 'Paid Partnership' tag for brand content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hits 15M Business Profiles</td>
<td>Adds Portrait/Landscape Option</td>
<td>New ways to share Instagram Stories</td>
<td>Adds Polls to Instagram Stories</td>
<td>Expand Uploads from Camera Roll</td>
<td>Adds 'Follow Hashtags’ ‘Recommended Posts’ features</td>
</tr>
<tr>
<td></td>
<td>Comment Threads</td>
<td></td>
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<td></td>
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</tbody>
</table>
**INSTAGRAM INFLUENCER-GENERATED CONTENT BENCHMARKS**

**BENCHMARK**

Average IGC Engagements by Follower Count, 2017

- 100,000 to 500,000 followers: 4,116 engagements
- 50,000 to 100,000 followers: 1,596 engagements
- 10,000 to 50,000 followers: 621 engagements
- 5,000 to 10,000 followers: 281 engagements
- 1,000 to 5,000 followers: 154 engagements

**BENCHMARK**

Average IGC Engagement Rates by Follower Count, 2017

- 100,000 to 500,000 followers: 2.21%
- 50,000 to 100,000 followers: 2.33%
- 10,000 to 50,000 followers: 3.07%
- 5,000 to 10,000 followers: 4.00%
- 1,000 to 5,000 followers: 6.84%
INSTAGRAM BRANDED INFLUENCER-GENERATED CONTENT BENCHMARKS

**Benchmark**

Average Branded IGC Engagements by Follower Count, 2017

<table>
<thead>
<tr>
<th>Number of Instagram Followers</th>
<th>Average Engagements per Instagram Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000 to 500,000</td>
<td>2,364</td>
</tr>
<tr>
<td>50,000 to 100,000</td>
<td>1,162</td>
</tr>
<tr>
<td>10,000 to 50,000</td>
<td>494</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
<td>246</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>136</td>
</tr>
</tbody>
</table>

**Benchmark**

Average Branded IGC Engagement Rates by Follower Count, 2017

<table>
<thead>
<tr>
<th>Number of Instagram Followers</th>
<th>Average Engagement Rates per Instagram Post (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000 to 500,000</td>
<td>1.47%</td>
</tr>
<tr>
<td>50,000 to 100,000</td>
<td>1.78%</td>
</tr>
<tr>
<td>10,000 to 50,000</td>
<td>2.52%</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
<td>3.42%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>5.95%</td>
</tr>
</tbody>
</table>
Influencers with 1K – 5K and 5K – 10K followers earned the highest engagement rates on branded content with the least change in overall audience engagement rates in 2017.

Percent Change in Engagement Rates: Branded IGC vs. Influencer Average, by Follower Count, 2017

<table>
<thead>
<tr>
<th>Follower Count</th>
<th>Average IGC Engagement Rate</th>
<th>Average Branded IGC Engagement Rate</th>
<th>% Change (Branded IGC Engagement Rate vs. Influencer Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 to 5,000</td>
<td>12.91%</td>
<td>1,000 to 5,000</td>
<td>-12.91%</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
<td>-14.56%</td>
<td>5,000 to 10,000</td>
<td>-14.56%</td>
</tr>
<tr>
<td>10,000 to 50,000</td>
<td>-18.00%</td>
<td>10,000 to 50,000</td>
<td>-18.00%</td>
</tr>
<tr>
<td>50,000 to 100,000</td>
<td>-23.58%</td>
<td>50,000 to 100,000</td>
<td>-23.58%</td>
</tr>
<tr>
<td>100,000 to 500,000</td>
<td>-33.62%</td>
<td>100,000 to 500,000</td>
<td>-33.62%</td>
</tr>
</tbody>
</table>

Average Engagement Rates per Instagram Post (%)
AUDIENCES WERE HIGHLY ENGAGED WITH BRANDED INFLUENCER-GENERATED CONTENT (IGC) IN THE RETAIL & FASHION AND FOOD & BEVERAGE CATEGORIES IN 2017

Average Branded IGC Engagement Rates by Vertical, 2017

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Average Engagement Rate per Instagram Post (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>3.49%</td>
</tr>
<tr>
<td>Beauty</td>
<td>3.22%</td>
</tr>
<tr>
<td>CPG</td>
<td>3.32%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>4.13%</td>
</tr>
<tr>
<td>QSR &amp; Dining</td>
<td>2.52%</td>
</tr>
<tr>
<td>Retail &amp; Fashion</td>
<td>5.27%</td>
</tr>
<tr>
<td>Travel &amp; Hospitality</td>
<td>3.95%</td>
</tr>
</tbody>
</table>
ENGAGEMENT WITH BRANDED INFLUENCER-GENERATED CONTENT GREW WITH EXPANDING FREQUENCY: 34.29% INCREASE IN BRANDED IGC ENGAGEMENT RATES DURING 2017 – REGARDLESS OF FOLLOWER COUNT

Average Branded IGC Engagement Rate by Month, 2017
INFLUENCERS WITH 1K – 5K FOLLOWERS EARNED THE HIGHEST ENGAGEMENT RATES ON BRANDED CONTENT; INFLUENCERS WITH 50K – 100K FOLLOWERS SAW THE GREATEST GROWTH IN ENGAGEMENT RATES ON BRANDED CONTENT

Average Branded IGC Engagement Rate by Follower Count, 2017
INFLUENCERS WITH 1,000 TO 5,000 FOLLOWERS SAW A 13.97% INCREASE IN AVERAGE ENGAGEMENT RATES ON BRANDED CONTENT IN 2017

1,000 – 5,000 FOLLOWERS
Branded IGC Engagement Rates vs. Influencer Average, by Month, 2017

Engagement Rate per Instagram Post (%)
Engagement Rate per Instagram Post (%)

5,000 - 10,000 FOLLOWERS

Branded IGC Engagement Rates vs. Influencer Average, by Month, 2017

INFLUENCERS WITH 5,000 TO 10,000 FOLLOWERS SAW A 30.01% INCREASE IN AVERAGE ENGAGEMENT RATES ON BRANDED CONTENT IN 2017

1.35x
ANNUAL GROWTH

14.56%
COMPARSED TO AVERAGE IGC ENGAGEMENT RATE

3.42%
AVG. BRANDED IGC ENGAGEMENT RATE
INFLUENCERS WITH 10,000 TO 50,000 FOLLOWERS SAW A **18.23% INCREASE** IN AVERAGE ENGAGEMENT RATES ON BRANDED POSTS IN 2017

**10,000 – 50,000 FOLLOWERS**

Branded IGC Engagement Rates vs. Influencer Average, by Month, 2017

- **Branded IGC Engagement Rates**
- **Benchmark: Average IGC Engagement Rate**
- **Benchmark: Branded IGC Engagement Rate**

**BRANDED IGC ENGAGEMENT RATE**

- **1.2x**
  - ANNUAL GROWTH

- **18%**
  - COMPARED TO AVERAGE IGC ENGAGEMENT RATE

- **2.52%**
  - AVG. BRANDED IGC ENGAGEMENT RATE
INFLUENCERS WITH 50,000 TO 100,000 FOLLOWERS SAW AN 114.10% INCREASE IN AVERAGE ENGAGEMENT RATES ON BRANDED POSTS IN 2017

50,000 – 100,000 FOLLOWERS
Branded IGC Engagement Rates vs. Influencer Average, by Month, 2017

Engagement Rate per Instagram Post (%) 8%

JAN '17 FEB '17 MAR '17 APR '17 MAY '17 JUNE '17 JULY '17 AUG '17 SEPT '17 OCT '17 NOV '17 DEC '17

Branded IGC Engagement Rates
Benchmark: Average IGC Engagement Rate
Benchmark: Branded IGC Engagement Rate

BRANDED IGC ENGAGEMENT RATE

3.13x
ANNUAL GROWTH

23.58%
COMPARSED TO AVERAGE IGC ENGAGEMENT RATE

1.78%
AVG. BRANDED IGC ENGAGEMENT RATE
INFLUENCERS WITH 100,000 TO 500,000 FOLLOWERS SAW A 15.7% INCREASE IN AVERAGE ENGAGEMENT RATES ON BRANDED POSTS IN 2017

100,000 – 500,000 FOLLOWERS

Branded IGC Engagement Rates vs. Influencer Average, by Month, 2017

- Branded IGC Engagement Rates
- Benchmark: Average IGC Engagement Rate
- Benchmark: Branded IGC Engagement Rate

**BRANDED IGC ENGAGEMENT RATE**

- **1.17x**
  - ANNUAL GROWTH
- **33.62%**
  - COMPARED TO AVERAGE IGC ENGAGEMENT RATE
- **1.47%**
  - AVG. BRANDED IGC ENGAGEMENT RATE
Mavrck is the leading all-in-one influencer marketing platform enabling companies such as P&G, Godiva, and PepsiCo to harness the power of ideas people trust. Marketers use Mavrck to discover and collaborate with influencers, advocates, referrers, and loyalists to create trusted content and insights for customer journey touchpoints at scale. Using its self-service influencer manager, marketers can take an automated and performance-based approach to influencer marketing.

Founded in 2014, Mavrck is headquartered in Boston, MA with offices in Denver, CO, 30 employees, and has raised $11.3M in venture capital.