Influencer Marketing Payments by Race

2015-2019 Average Cost Paid Per Post Across All Social Platforms

- **Caucasian**
- **Non-White Other**
- **Hispanic**
- **African American**
- **Asian**

Influencers of Asian descent earned the most per post in 2019.

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.
Non-whites have gained **12% more market share** over the course of the past 5 years. Sponsorship deal flow for racial minorities has reached a point where share of transactions mimic the U.S. Population.
Influencer Marketing Earnings by Gender

2014-2019 Average Cost Paid Per Post Across All Social Platforms

Source: IZEA platform data.
Females have averaged **87% of all deal flow** over 5 years, but got **paid 45% less** during the same time frame. This is largely due to an **abundance of brand friendly female influencers** vs. their male counterparts.

Source: IZEA platform data.
# Instagram Sponsorships by Gender

### 2014-2019 Average Cost Paid Per Instagram Photo

- **Male**: $0, $133, $1,337, $1,689, $1,670, $1,333, $1,519, $2,365
- **Female**: $0, $142, $248, $592, $1,046, $1,101, $1,689, $1,670

- **Average Cost**:
  - **2014-2019**: $56%
  - **2014**: 6%
  - **2015**: 81%
  - **2016**: 59%
  - **2017**: 47%
  - **2018**: 17%
  - **2019**: 6%

*Source: IZEA platform data.*
Influencers under the age of 24 command a premium of at least 44% more than those 25+

Source: IZEA platform data.
Influencer Earnings by Influencer Annual Income

Average Cost Paid Per Post Across All Social Platforms (2014-2019)

Those earning $100k+ or more per year charge an 80%+ premium for a sponsored post compared to their counterparts making $50k or less per year.

Source: IZEA platform data.
Influencer Earnings by Influencer Category

Average Cost Paid Per Post Across All Social Platforms (2014-2019)

- **Music**: $339
- **Family**: $382
- **Technology**: $448
- **General**: $507
- **Travel**: $722
- **Business**: $742
- **Health**: $819
- **Entertainment**: $929
- **Lifestyle**: $986
- **Food**: $1,007
- **Video Games**: $1,090
- **DIY**: $1,220
- **Fashion**: $1,393
- **Beauty**: $1,425
- **Sports**: $3,109

Source: IZEA platform data.

Professional athletes drive sports related sponsored content to command a **2x premium** over the next most expensive category.