

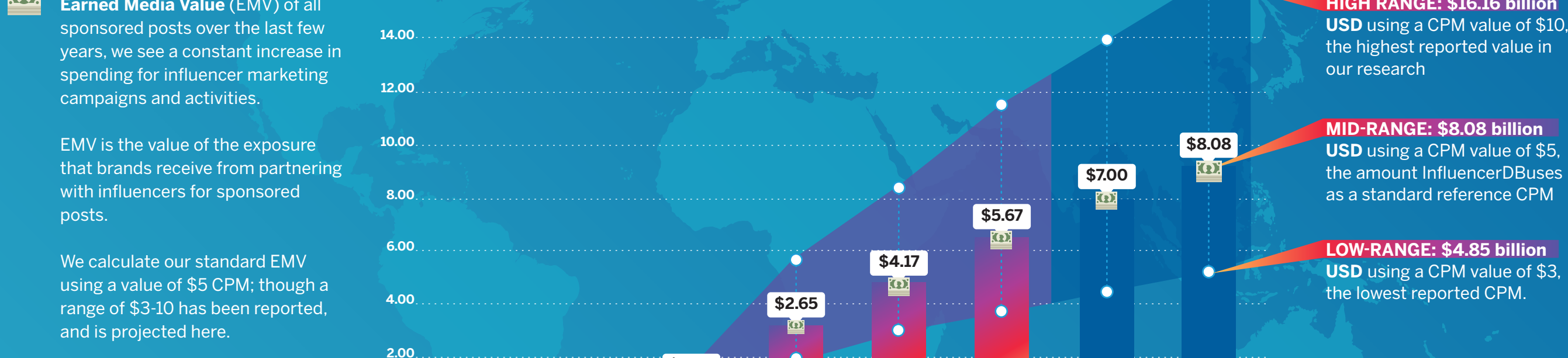
HOW BIG IS INFLUENCER MARKETING IN 2018?

STATE OF THE INDUSTRY REPORT

We predict that the market size for influencer marketing will exceed \$8 billion in 2020, based on the current value of sponsored posts. With the influx of Instagram Stories and IGTV, brands are investing even deeper into influencer content and relationships more than ever. Instagram's overall users have

grown tremendously over the last four years. In the influencer category, it is micro-influencers that have seen the most sustained growth in brand partnerships. At the same time, the fashion industry continues to dominate with influencers as the most popular vertical.

INSTAGRAM INFLUENCER MARKETING GLOBAL SPEND



INSTAGRAM USER GROWTH

MONTHLY ACTIVE USERS ON INSTAGRAM

Influencer marketing is particularly efficient on Instagram.* With regular updates and state-of-the-art features, the photo-and video-sharing app managed to constantly increase their monthly active user base since the launch in 2013. In June 2018, 1000 million people used the social media platform on a monthly basis and 75 million active users consume content on Instagram day by day.**

And there's no end in sight.

* <https://www.emarketer.com/content/instagram-is-the-leading-platform-for-influencer-marketing?ecid=NL1002>

** <http://www.reviewwind.com/from-2010-to-2018-the-growth-of-social-media>

NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS FROM JANUARY 2013 TO JUNE 2018

Sources: Instagram, TechCrunch, Statista



GROWTH OF DECLARED SPONSORED POSTS

The number of sponsored posts on Instagram increased significantly over the past years. For this analysis, we examined Instagram posts published between January 2013 and July 2018. We find posts that indicate paid partnerships or sponsored posts by using one of sixty-eight hashtags indicating a sponsorship such as **#ad**, **#commercial**, **#sponsored** and keywords in the post description in 15 different languages or the Instagram Paid Partnership label.



NUMBER OF DECLARED SPONSORED POSTS ON INSTAGRAM BASED ON KEYWORDS AND HASHTAGS (JAN '13 - JUL '18)

THE MOST ACTIVE VERTICALS IN INFLUENCER MARKETING

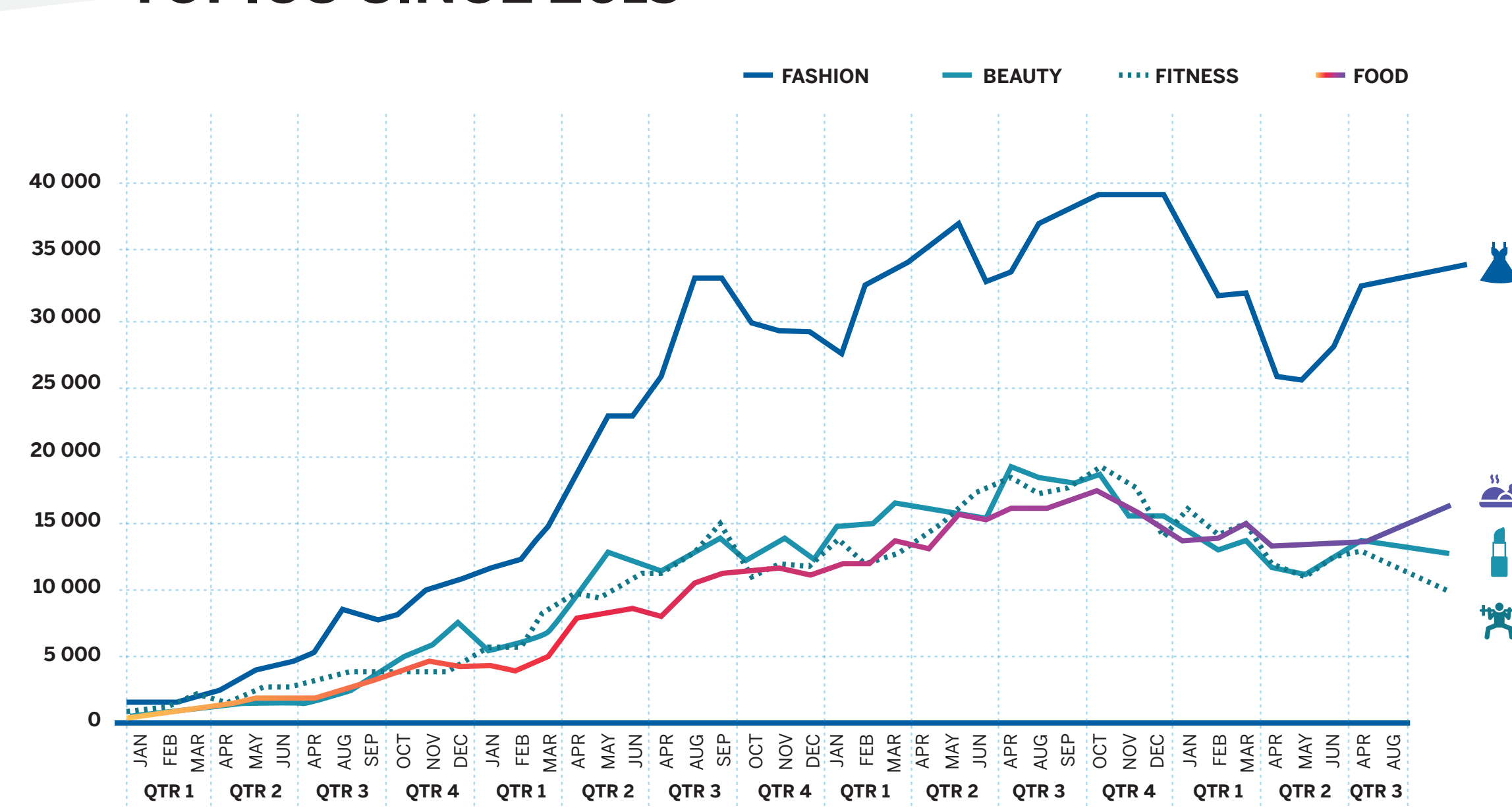
Looking at all sponsored posts on Instagram, the fashion vertical clearly takes the throne on Instagram. With 25% of all sponsored posts revolving around this topic, fashion brands are the most active industry on Instagram when it

comes to investing in influencer marketing. Coming in second and third, beauty and food follow with 12% and 11% of all sponsored Instagram posts. Of all verticals, the technology sector invests the least on sponsored posts, with just 1% of posts.

DISTRIBUTION OF SPONSORED INSTAGRAM POSTS BETWEEN INSTAGRAM TOPICS



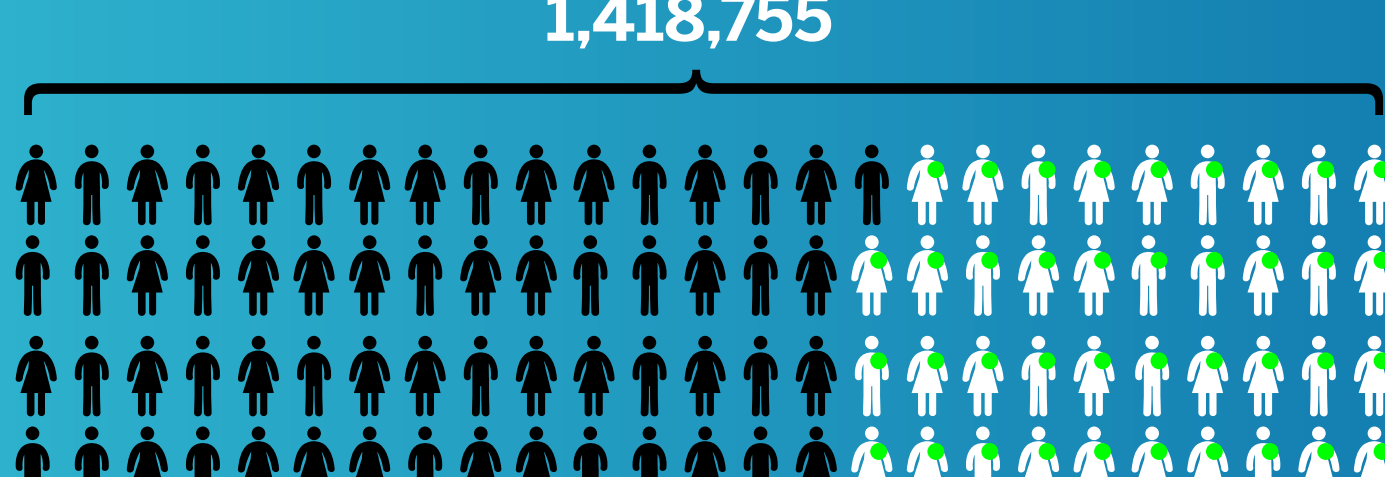
SPONSORED INSTAGRAM POSTS BY TOPICS SINCE 2015



INFLUENCERS BY REACH

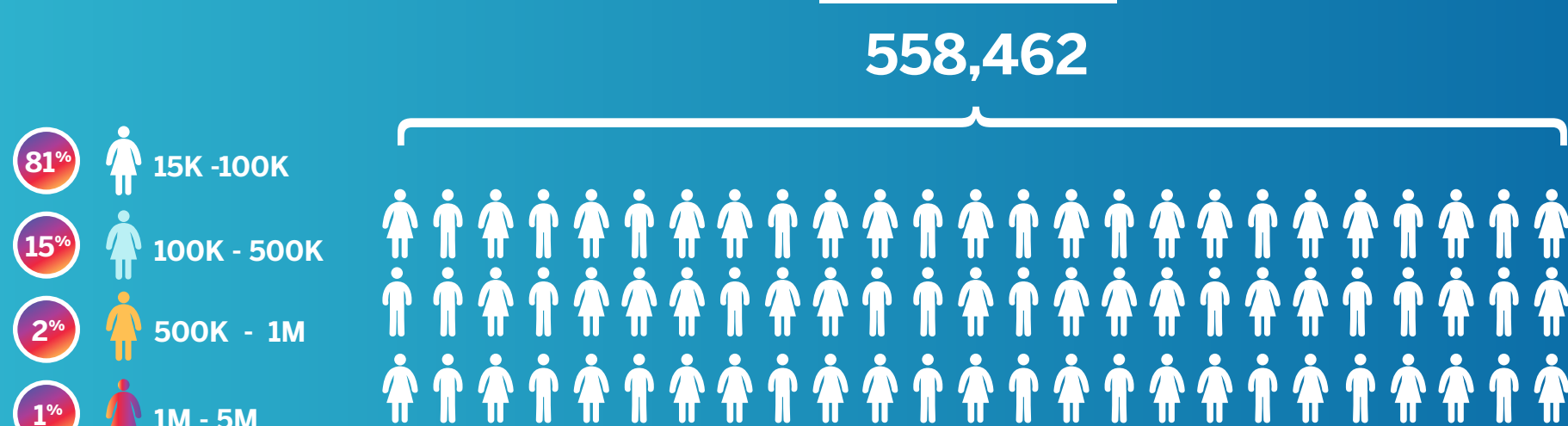
Total accounts on Instagram with over 15,000 followers:

1,418,755



Total Active Influencers on Instagram

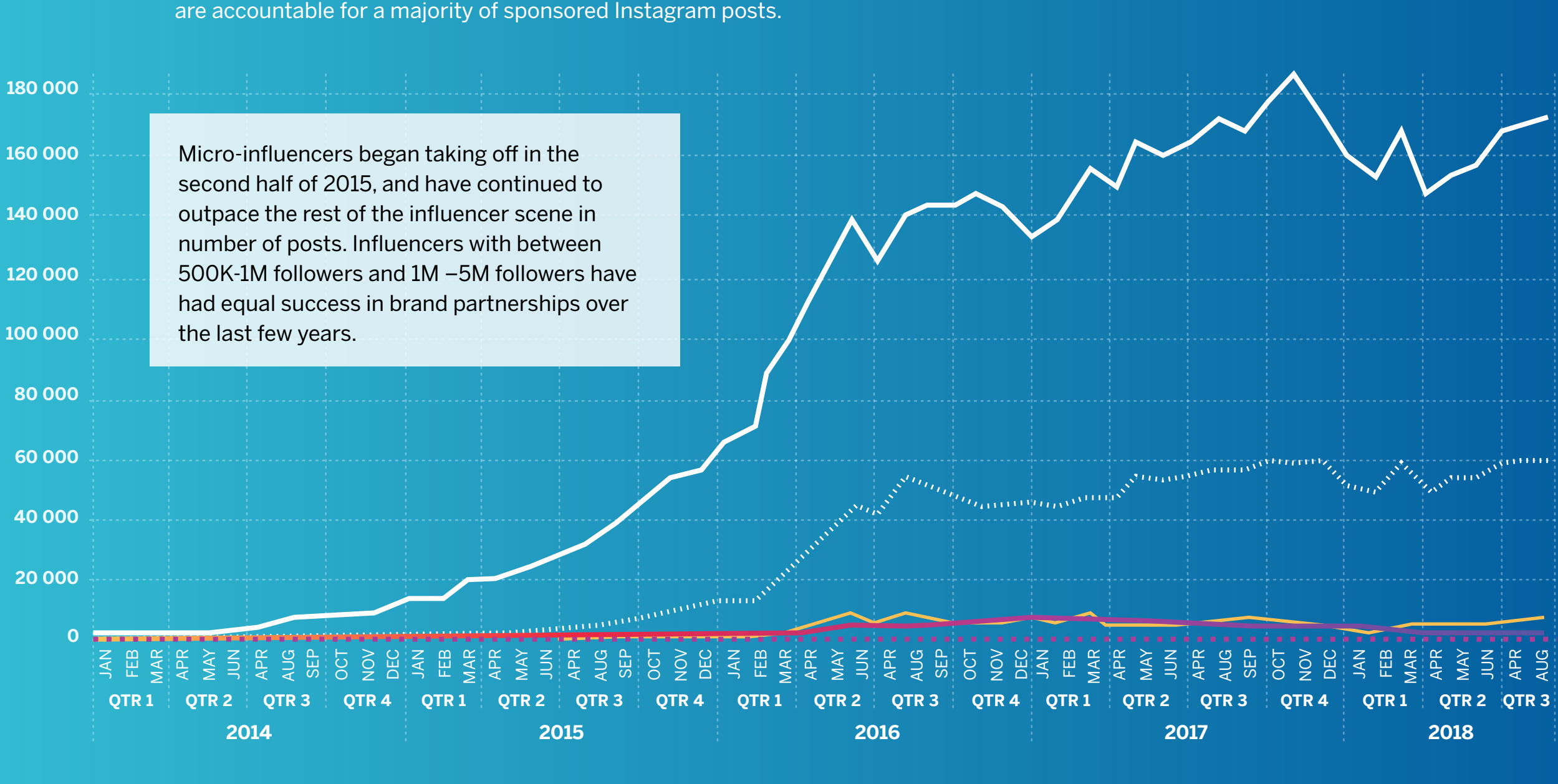
558,462



Almost 1/3 of all Instagram channels are micro-influencers, with fewer than 100K followers. Mega-influencers with over 5 million followers account make up less than one percent of all influencers.

SPONSORED INSTAGRAM POSTS BY REACH

Looking at influencer ranges, we see that micro-influencers (15,000 - 100,000 followers) are accountable for a majority of sponsored Instagram posts.



Micro-influencers began taking off in the second half of 2015, and have continued to outpace the rest of the influencer scene in number of posts. Influencers with between 500K-1M followers and 1M-5M followers have had equal success in brand partnerships over the last few years.



At InfluencerDB, we're on a mission to make influencer marketing simple, transparent and data-driven, so that companies can transform the way they do business to harness the power of digital influencers.

Like what you see here? Brands and agencies use our software to find influencers and analyze critical metrics, such as audience demographics and engagement. To learn more about how to identify authentic influencers and avoid fraudulent Instagrammers, schedule a consultation with one of our influencer marketing specialists

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with an influencer marketing specialist
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METHODOLOGY

For this analysis, we examined Instagram posts published in the time period of January 2013 to July 2018 which have been labelled as paid partnerships by the use of 68 sponsoring-hashtags such as #ad, #commercial, #sponsored in 15 different languages. The graphic for "Influencers by reach" considered posts from January 2013 - August 2018.

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