



UNDER EMBARGO UNTIL 1.21.20



IZEA INSIGHTS

The State of Influencer Equality™

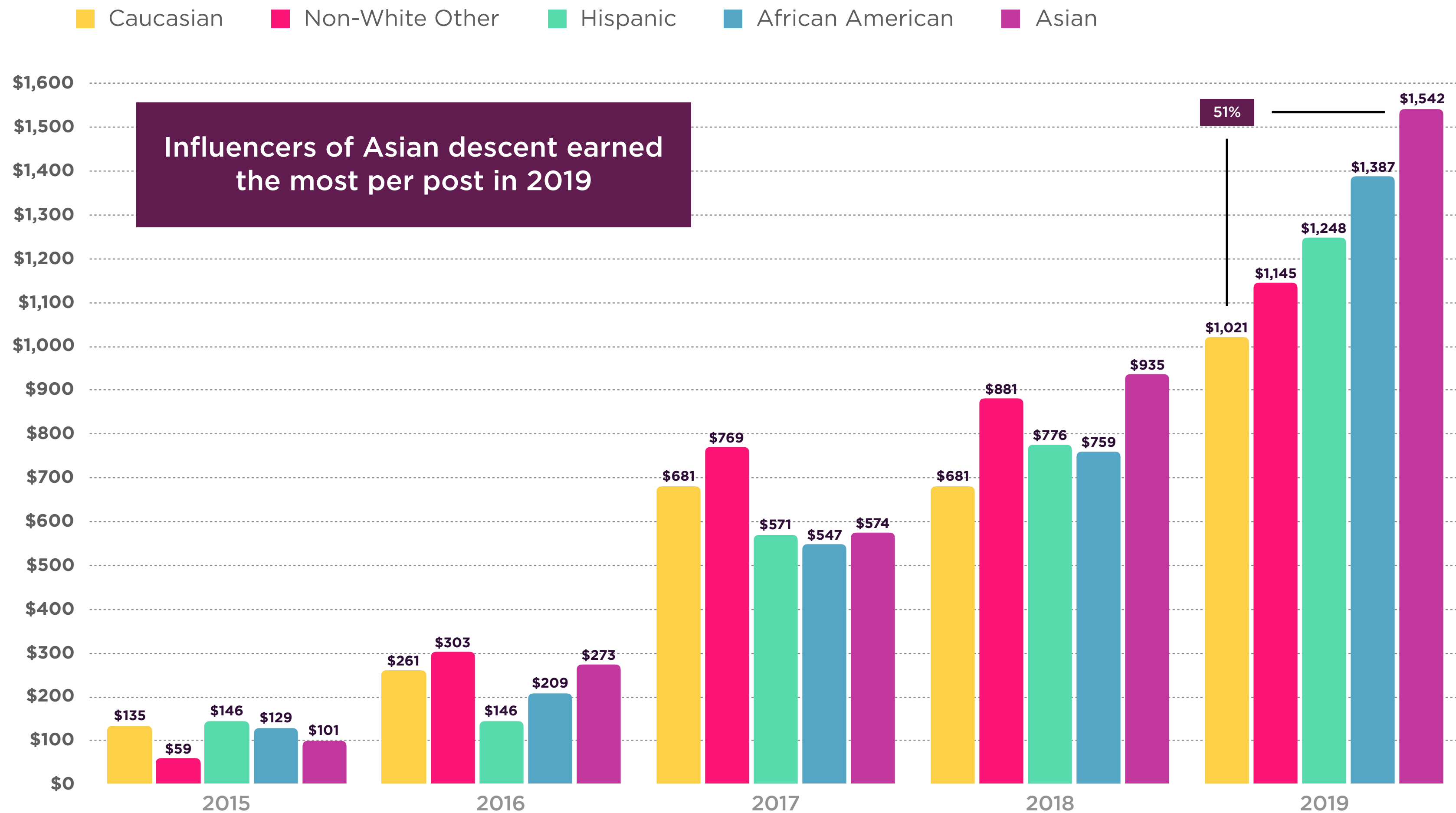
JANUARY 2020



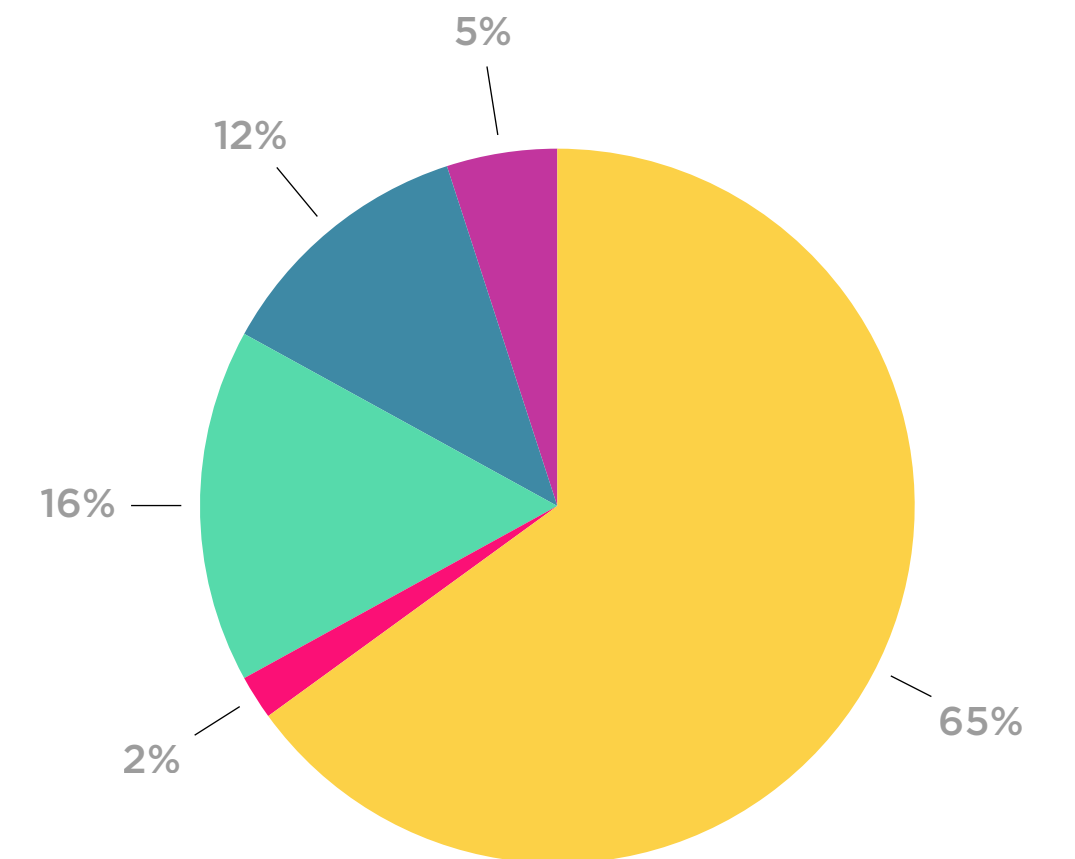
Influencer Marketing Payments by Ethnicity



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



U.S. Population Distribution



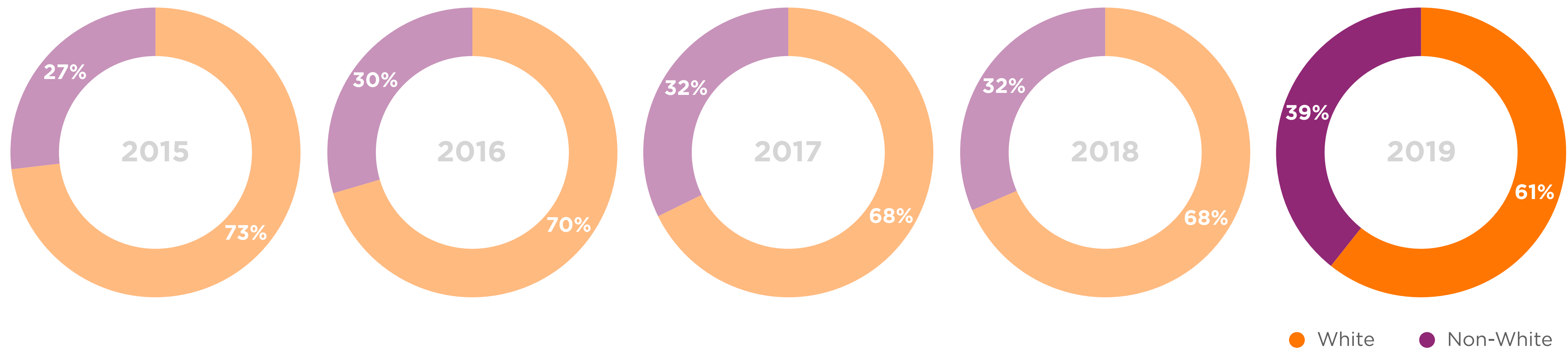
Smaller populations of non-white influencers along with marketer demand to reach more diverse audiences has driven dramatic price increases over time.

Unaudited platform data.

Influencer Marketing Deal Flow by Ethnicity



2015-2019 % Share of Sponsorship Transaction Volume Across All Social Platforms

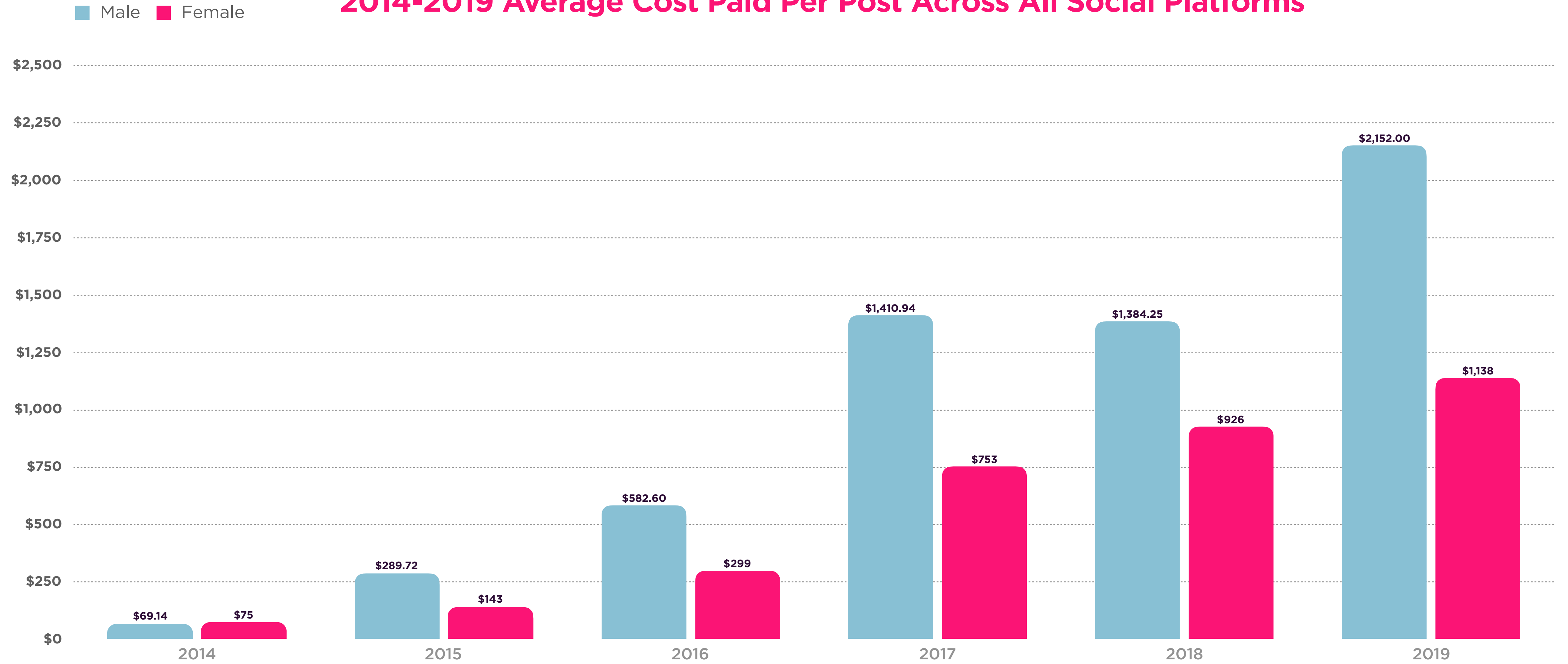


Non-whites have gained **12% more market share** over the course of the past 5 years. Sponsorship deal flow for ethnic minorities has reached a point where share of transactions mimic the U.S. Population.

Influencer Marketing Earnings by Gender



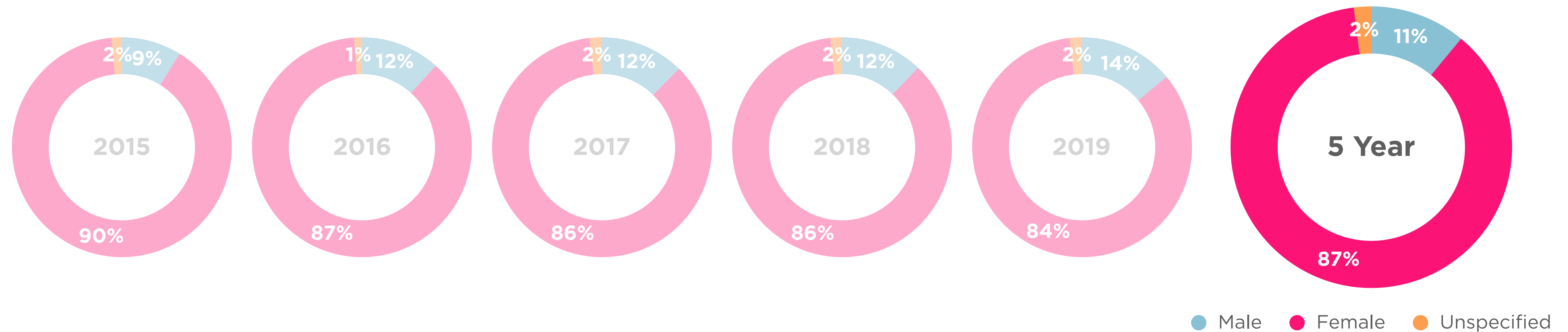
2014-2019 Average Cost Paid Per Post Across All Social Platforms



Unaudited platform data.

Influencer Marketing Deal Flow by Gender

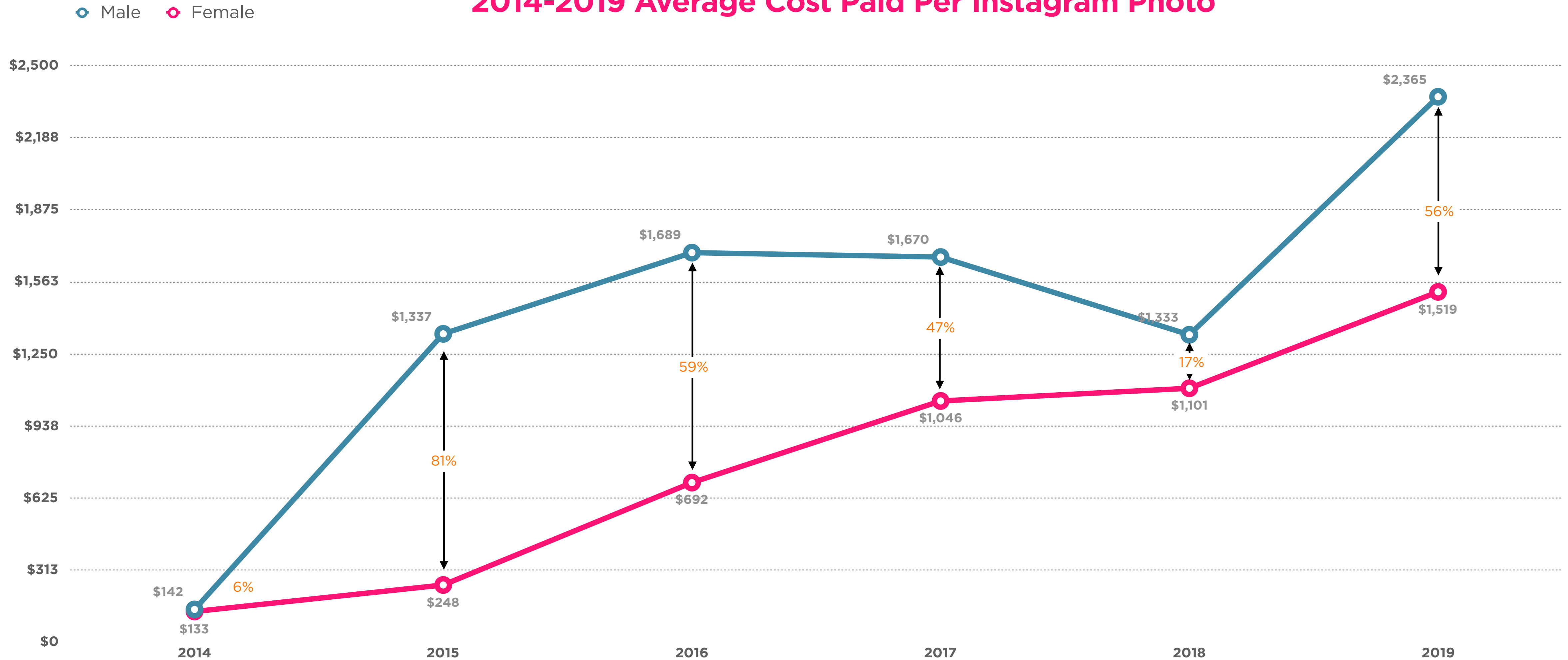
2015-2019 % Share of Sponsorship Transaction Volume Across All Social Platforms



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.

Instagram Sponsorships by Gender

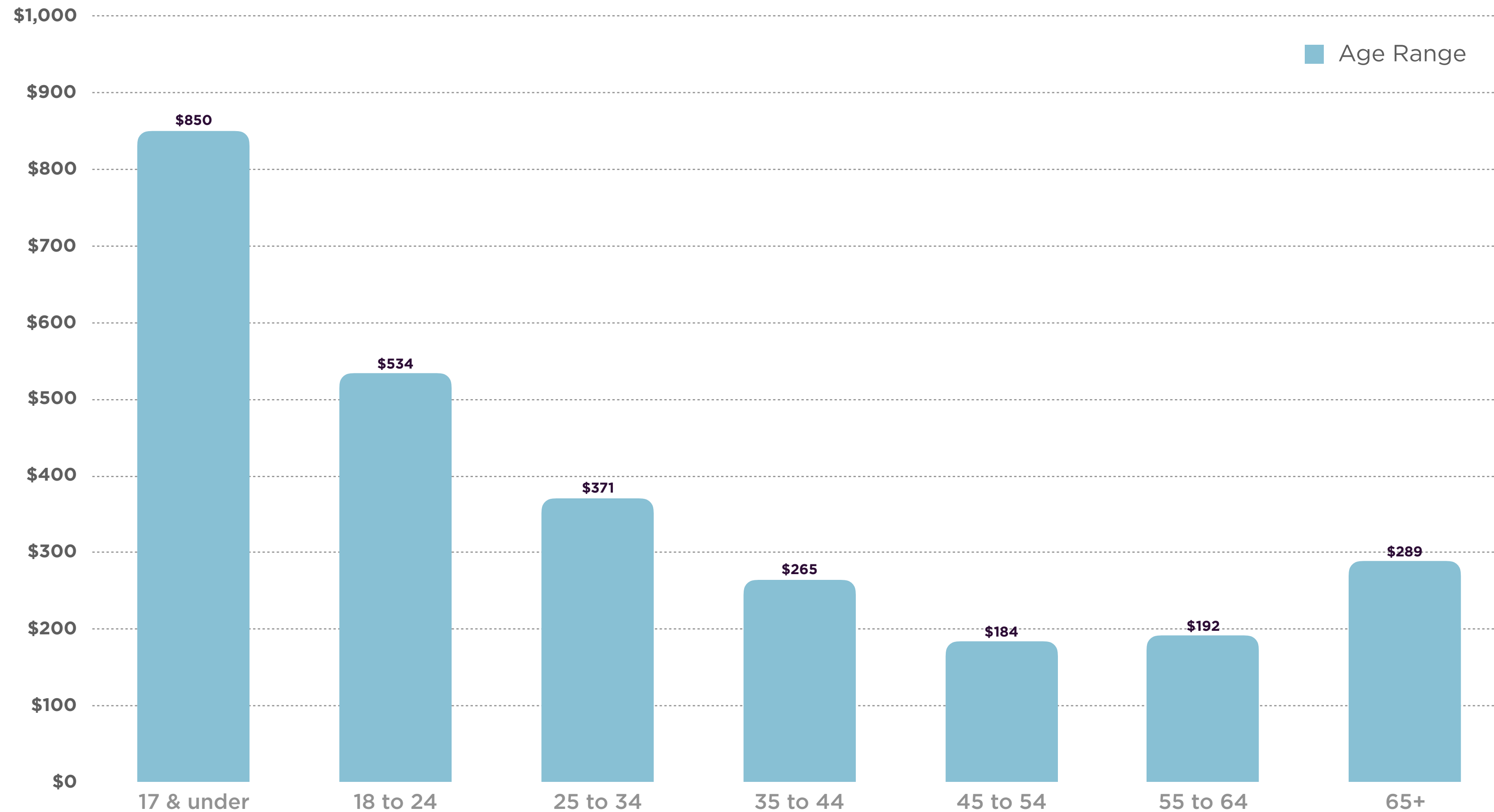
2014-2019 Average Cost Paid Per Instagram Photo



Influencer Marketing Earnings by Age



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

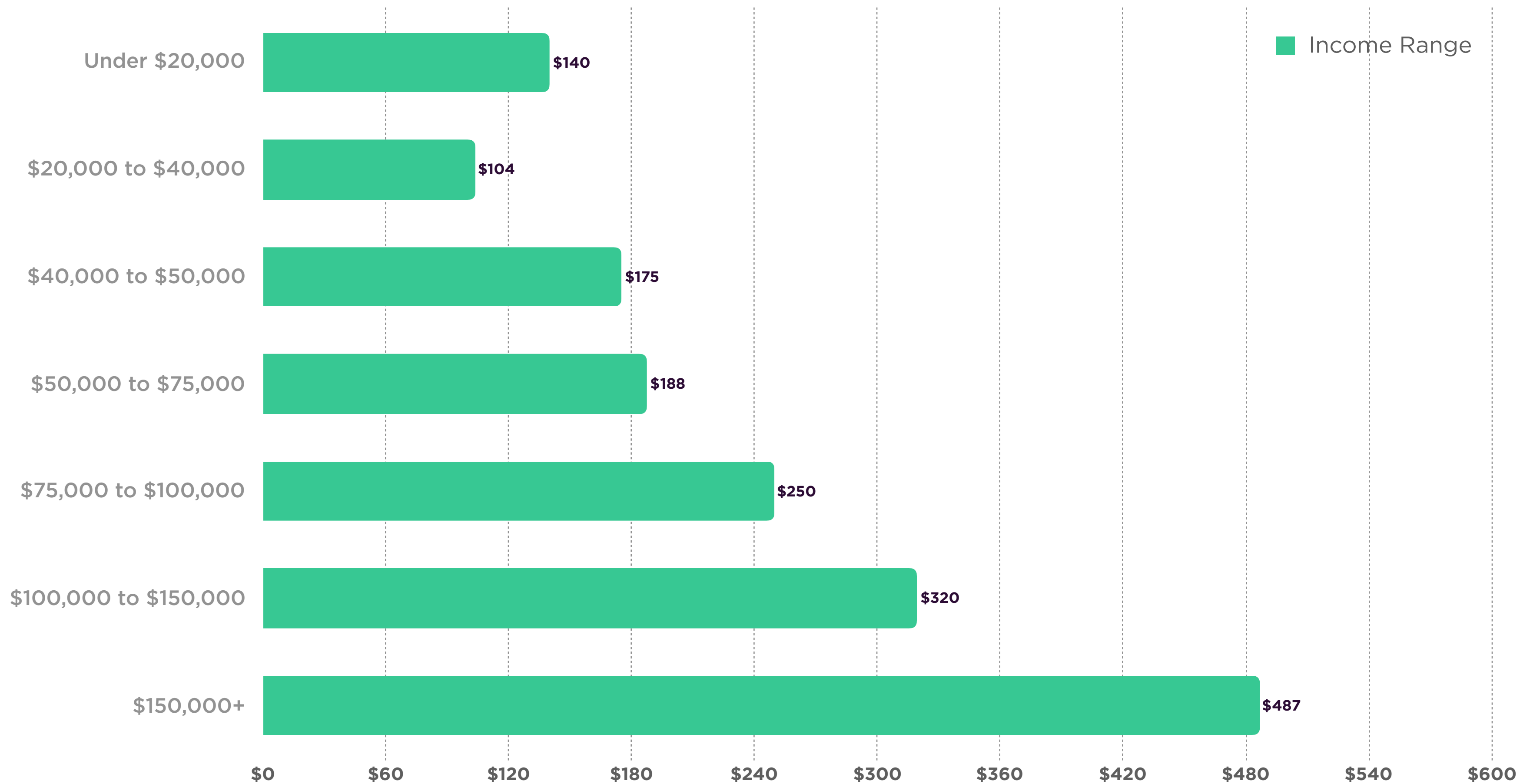


Influencers under the age of 24 command a premium of at least **44% more** than those 25+

Influencer Earnings by Influencer Annual Income



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



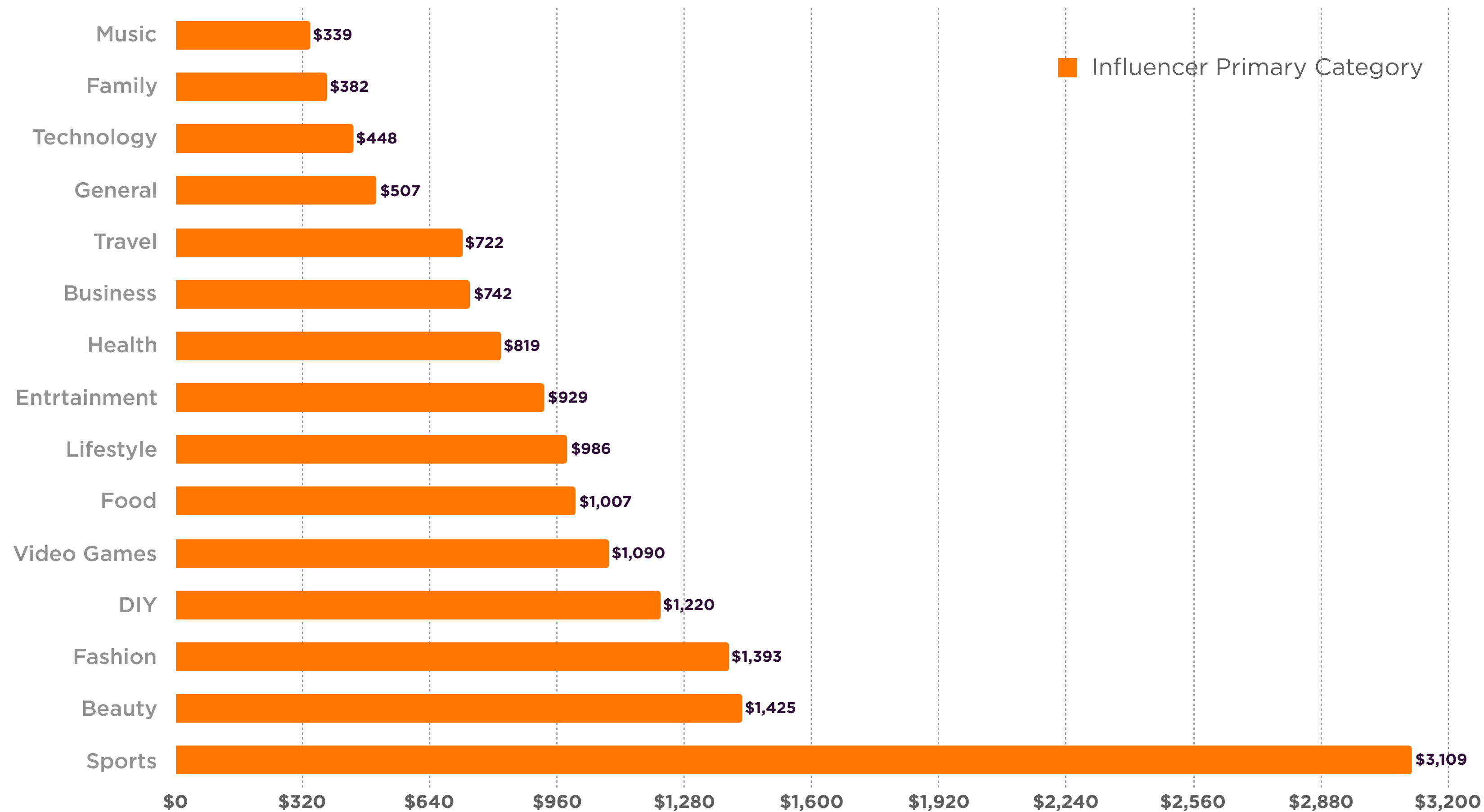
Those earning \$100k+ or more per year **charge an 80%+** premium for a sponsored post compared to their counterparts making \$50k or less per year.

Unaudited platform data.

Influencer Earnings by Influencer Category



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



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