BUZZOOLE INSIGHTS

Global use of #ad in 2018

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Methodology

Buzzoole used the social listening tool *BlogMeter* to track *c*osts containing at least one of the following hashtags: **#ad**, **#sp** and **#sponsored**

Source Instagram

Language English

Timeframe 01/01/2018 – 31/12/2018

Key Findings

Double digit growth for #ad posts in 2018

The number of sponsored posts created in 2018 was 2.621.741 vs 1,516,349 in 2017. **#ad grew +42% YoY**

Engagement is growing In 2018, 2.6mln #ad posts were published by 586.9K Instagram Creators and created 2.9B engagements. In 2017, the overall engagement for the 1.5mln #ad posts shared was 1bln interactions over 12 months.

Three verticals account for 60% of the content created

Fashion (32%, -1p.p. YoY), Beauty (16%, +3p.p. YoY) and Food & Drinks (12%, -1p.p. YoY) brands were the most mentioned and influencergenerated posts, accounted for **60% of the global sponsored content on Instagram**.



Key Findings

The number of Creators is growing

Globally, more than 586.9K Creators were involved, a number which shows an increase of 7 p.p. compared to the previous semester.

H1 is less busy, but shows steady growth

In H1 2018, a total of 559K unique Creators produced 891mln posts and 988.3mln engagements (an avg engagement per post of 1085) almost the same amount as in the entirety of 2017. In 2017, the overall engagement for 1.5mln posts was 1bln over 12 months.

Influencer Marketing peaks during the festive season H2 is again the semester that shows the highest increase in the number of posts. 66% of the 2018 sponsored posts were created in H2, +8 p.p. compared to the previous year. In H2 2018 the #ad posts shared on Instagram were 1.731mln, 48% more than H2 2017 and 73% more than the second semester 2016.



The use of #ad, #sponsored & #sp is increasing



#ad Posts per Month



Posts & Engagement by Industry



Posts by Industry

Engagement by Industry

Influencer Marketing Top Spenders

ZZ O



Overview - Top Posts by Engagement 1/2

"My girl hooked me up with the @waistgangsociety snap back package."

 $\frac{2}{2}$

Kylie Jenner Waist

Engagement: 5 M

Kendall Jenner TIFFANY & CO. Engagement: 4,3 M

"Met! @tiffanyandco #tiffanypaperflowers"

"So grateful to be surronded by beautiful support system. And special thank you to @amazon for helping me bring it all together 🢪"

Khloé Kardashian **amazon**

Engagement: 4,2 M

Top posts were created by celebrities and showed low degree of creativity



"Paper hearts by @renellaice @tiffanyandco 💙

"#mycalvins @calvinklein"

"The worls is watching. Let's go to work #HerbalifeNutrition #behindtheresults"

Kendall Jenner TIFFANY & CO. Engagement: 4,1 M Kourtney Kardashian Calvin Klein Engagement: 4 M Cristiano Ronaldo

Engagement: 3,9 M



"My girl hooked me up with the @waistgangsociety snap back package."

Kylie Jenner Waist Gang

Engagement: 5 MLN

"Our new Fall 2018 @calvinklein underwear & jeans campaign. Join Our Family"

Kim Kardashian Calvin Klein Engagement: 3,6 M Kourtney Kardashian Calvin Klein Engagement: 3,5 M

"#mycalvins #ad @calvinklein"



My new favorite at home self tan all the way from Australia @bondisands #ad @bondisands



"The worls is watching. Let's go to work #HerbalifeNutrition #behindtheresults"

Cristiano Ronaldo Engagement: 3,9 M



Kylie Jenner

teami Engagement: 3,9 M

important for me to feel my best \forall .

I started the @teamiblends 30 day detox program

because they promote a healthy lifestyle and it is



From one King to another, cheers for the Spicy Crispy Chicken Sandwich <u>@burgerking</u>.

Conor McGregor Engagement: 1,4 M



Trying to do an <u>#adpost</u> to talk about how hooked I am on <u>@bluediamond</u> Nut Thins, but I can't get 2 seconds alone to take the pic because of all the little hands incessantly grabbing for more.

Blakelively

Engagement: 1,2 M



Forget Floyd, forget Nate, forget Khabib and forget Tony. I finally found a real contender who can bring the heat <u>@burgerking</u>

Conor McGregor

Engagement: 1,1 M



Views: 6.9 M



Preparem-se para assistir grandes vitórias minhas e do meu time em Black Ops 4 na segunda-feira, 3 de Dezembro, às 16 horas do Brasil.



ELACK OFS

Engagement: 1,7 M

Eu balanço as redes em qualquer 🥥! Não acredita em mim? É só me ver jogando callofduty #BlackOps4

Neymar



Engagement: 944,2 K Views: 3.7 M When @playstation sends you that new Spider-Man game and custom ps4 #playstation4 #ad #spiderman

Marshmellomusic **P__**

Engagement: 863,4 K

Top Travel Posts by Engagement

Bye Milano! thank you for the safe travels @flyprvt #ad @flyprvt

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Kendall Jenner PRVT Engagement: 3,1 M Thank you for making everything easy flyprvt #ad **%**

Gigi Hadid PRVŤ Engagement: 2,4 M Throwback to a lazy Sunday in my lovely @airbnb in LA A And omg the couch, how I miss thee #ad

Jacquelinef143 🙆 airbnb Engagement: 1,4 M

Top Automotive Posts by Engagement 66 The new A-Class with Mercedes Revolutionary like you.

In other news; i got a convertible & black lipstick is a daytime look. thank you @fiatusa! @fiat



Engagement: 1,6 M





Engagement: 1,2 M

@mercedesbenz #AClass in partnership with @tidal #TIDALXMercedesBenz #Sponsored



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