

2016 Influencer Marketing Benchmarks

An annual analysis of performance benchmarks for the influencer marketing and branded content categories

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Influencer Marketing, despite growing popularity, is still a nascent space. Recently, it's been referenced as the “wild wild west of marketing” and even “a hot mess...”

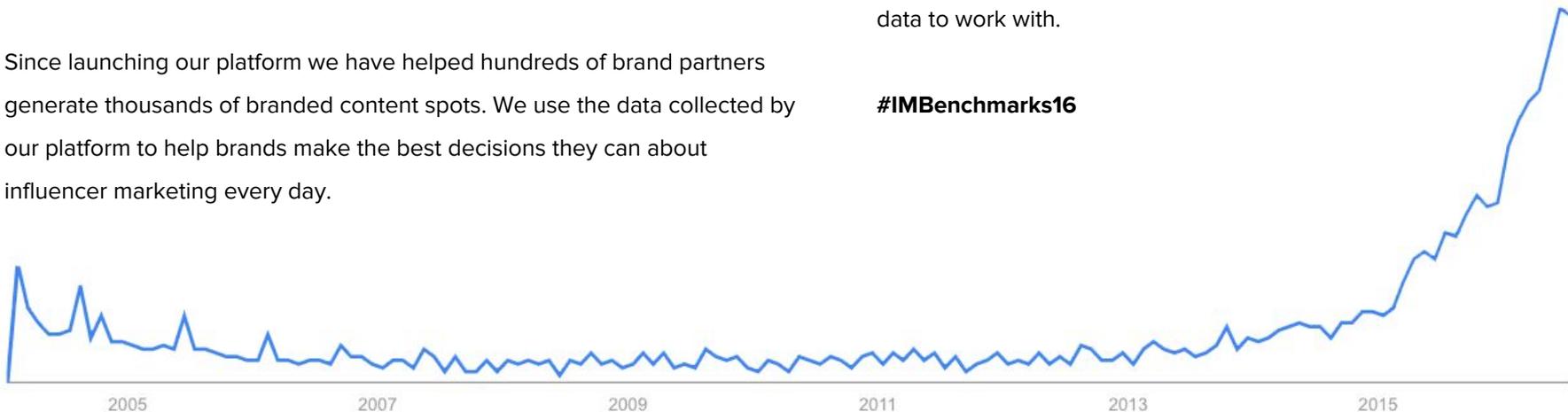
Many tools and resources exist for marketers to learn about and manage influencer marketing campaigns but little data is available about this space, and even fewer industry benchmarks and standards exist. Marketers are left to their own devices to determine what a successful influencer marketing campaign looks like.

Since launching our platform we have helped hundreds of brand partners generate thousands of branded content spots. We use the data collected by our platform to help brands make the best decisions they can about influencer marketing every day.

Now we are opening this data up to all marketers as a tool to understand what to expect from influencer marketing campaigns and how existing campaigns stack up against Grapevine's influencer marketing benchmarks.

There's no doubt about it - influencer marketing is on the rise. In fact, interest in the keyword “influencer marketing” has grown over 500% this year alone. We look forward to producing this benchmark report annually to provide marketers with actionable data to work with.

#IMBenchmarks16



I. Data Analyzed

- We sampled **150 Campaigns** run by 95 brands that launched on the Grapevine Platform in 2015. Every campaign sponsored at least 1 YouTube creator video and tracked conversions via the Grapevine Conversion Pixel
- **1,034 YouTube videos** were analyzed in total
- The total spend for these campaigns was **\$1.1M**
- Videos in these campaigns were **viewed over 47M times, clicked over 970K times** and generated over **24K conversions** (as of May 2016)



II. Metrics Used

- **Cost Per View (CPV):** Price paid for each view a video receives
- **Click Through Rate (CTR):** Number of clicks a video drives relative to the number of views
- **Cost Per Click (CPC):** Price paid for each click generated from a video
- **Conversion Rate (CVR):** Number of conversions a video generates relative to the number of clicks
- **Cost Per Acquisition (CPA):** Price paid for each conversion generated from a video
- **Quartile Analysis**
 - **Max:** The highest metric in the dataset
 - **1st Quartile:** The top 25% of the dataset, the 25th percentile
 - **Median:** The top 50% of the dataset, the 50th percentile
 - **3rd Quartile:** The top 75% of the dataset, the 75th percentile
 - **Min:** The lowest metric in the dataset

#1 How does it compete against alternative channels?

Influencer marketing beats Google Adwords in CTR, CPC & CPA

Influencer marketing beats Google Display Network in CTR, CVR & CPA

Influencer marketing beats Facebook Advertising in CTR



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#2 What does a “regular” influencer marketing campaign look like?

Campaign Composition:

A total investment of \$7,250, with a subscriber reach of 1.8M and 7 videos

Campaign Results:

CPV: \$0.02, CTR: 2%, CPC: \$1.16, CVR: 2.55%, CPA: \$45.40



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#3 Do certain categories perform better than others?

Beauty & Fashion videos drive the highest CVR - 50% higher than the overall influencer marketing average

Cooking & Food content drives the highest CTRs and subsequently, the lowest CPCs

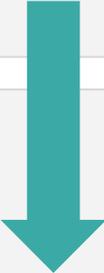
Fitness & Exercise brands pay the lowest CPV and drive quality traffic, resulting in the lowest CPAs



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The Typical Grapevine Influencer Marketing Campaign

When we look at all 150 campaigns as a whole, an average campaign on Grapevine has the following characteristics.

Campaign Composition 	Total Investment	\$7,250
	Videos Per Campaign	7
	Total Subscriber Reach	1,800,000
Campaign Results	Cost Per View	\$0.02
	Click Through Rate	2.0%
	Cost Per Click	\$1.16
	Conversion Rate	2.55%
	Cost Per Acquisition	\$45.40

Just getting started in influencer marketing? Use **Campaign Composition** to help formulate your campaign and **Campaign Results** to determine the success of your campaign.

Influencer marketing pro? How do your metrics stack up?



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Campaign Composition & Results Distribution

We've seen what an average campaign looks like on Grapevine, but we also know performance can vary dramatically based upon a brand, their product and their overall campaign goals. While Brand A may want to maximize conversion rates to drive sales, Brand B may be focused on minimizing cost per view for brand awareness. With influencer marketing, brands have the power to optimize their campaigns for these metrics based on the configuration of a campaign, and the types of creators they recruit.

That's why we've also broken down campaign results by quartiles, so you have a better understanding of the distribution of results for each metric. What percentile do your influencer marketing campaigns fall into?

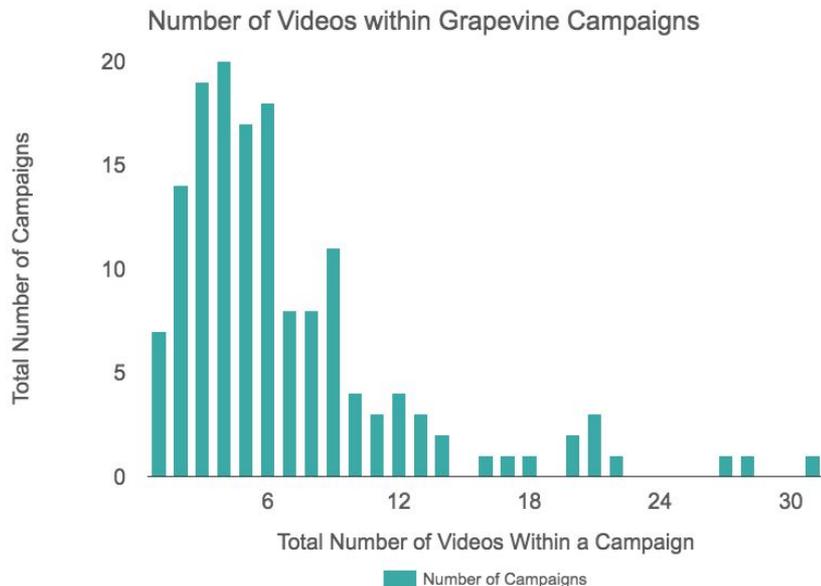
Videos Per Campaign

While platforms like Grapevine make it easy to manage multiple campaigns and videos, most campaigns have below 10 videos total. However, this amount of videos still allows brands to work with a large array of creators.

Quartile	Videos Per Campaign
Max	31
1st Quartile	9
Median	5
3rd Quartile	3
Min	1

We Recommend:

Stack the deck for success. Work with large creators for broad reach, mid-size creators with proven success for engagement and take a gamble on some up and comers.



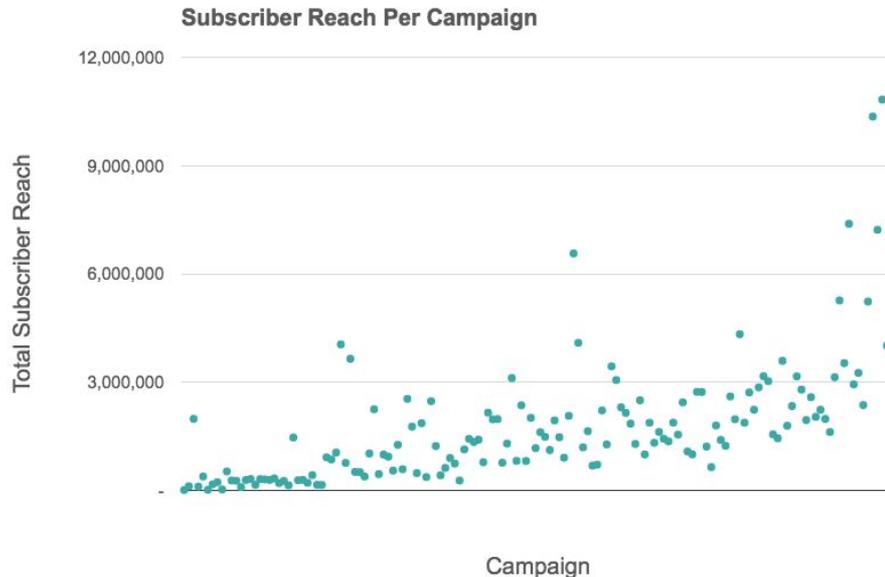
Subscriber Reach

While subscriber count is an important metric to understand a creator's potential, it's all about how many viewers your video actually reaches. Collaborate with creators to understand what products and video types work best for their channel, and tailor your partnership toward this to maximize reach.

Quartile	Subscriber Reach
Max	10,830,173
1st Quartile	2,328,825
Median	1,418,373
3rd Quartile	597,687
Min	11,663

Remember:

It's possible to see the same amount of views on a channel that has 1M subscribers as one that has 100K. Look at a creator's previous video engagement to understand what to expect out of the partnership.

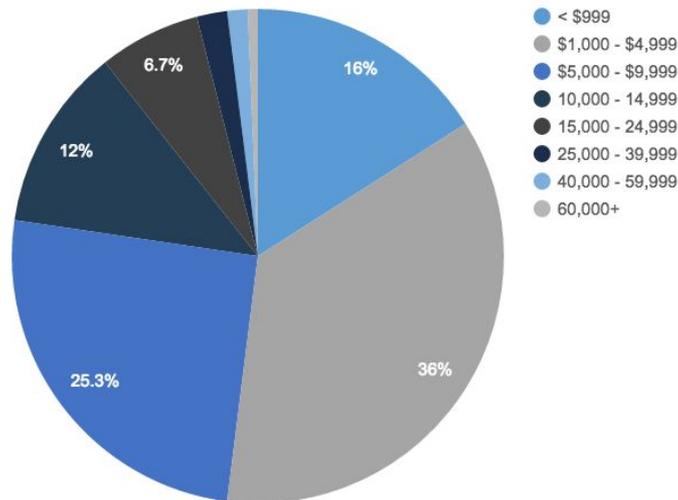


Total Investment

Influencer marketing works for all budgets. As seen by the range of spends in the campaigns we analyzed, you don't have to spend millions of dollars to generate results on YouTube. Invest what's right for your brand and set your goals and key performance metrics before beginning your campaign to ensure you can measure success.

Quartile	Total Investment
Max	\$84,640.00
1st Quartile	\$8,103.75
Median	\$4,707.15
3rd Quartile	\$1,607.57
Min	\$20.00

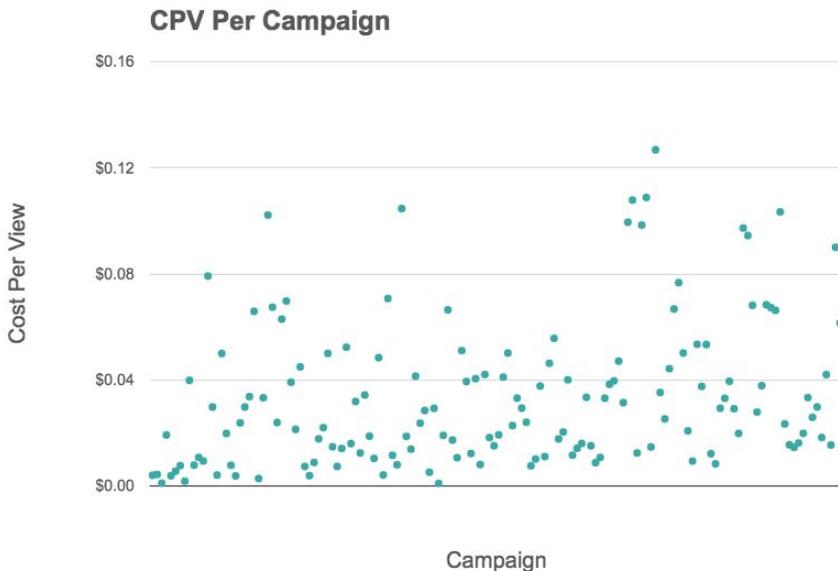
Total Invested



Cost Per View (CPV) Distribution

While the median CPV is \$0.026, results are scattered. To estimate CPV before a video goes live, average the views of the creator's previous 10 uploads and divide this number by the overall cost of the sponsorship.

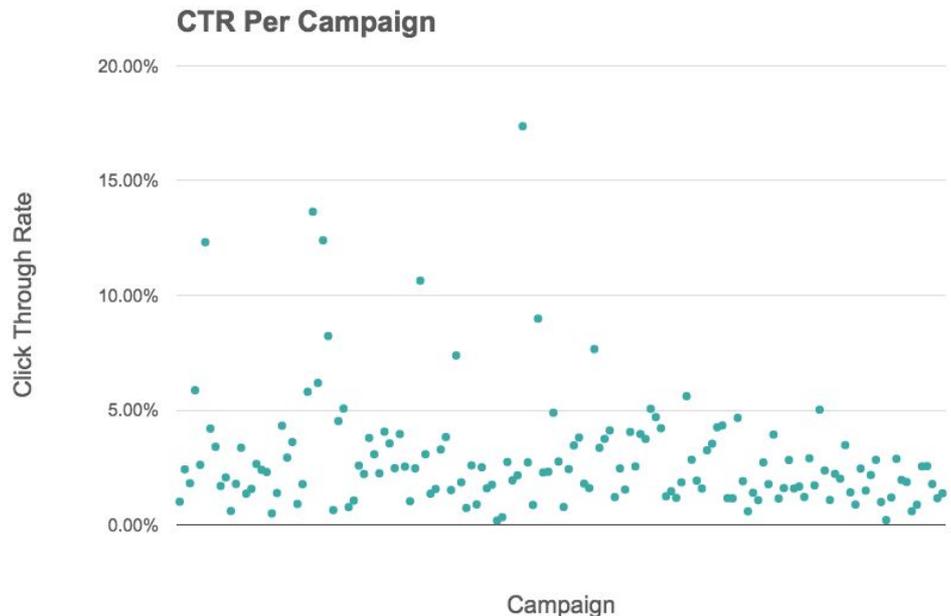
Quartile	Cost Per View
Max	\$0.127
1st Quartile	\$0.045
Median	\$0.026
3rd Quartile	\$0.013
Min	\$0.001



Click Through Rate (CTR) Distribution

CTR is highly concentrated around the median of 2.34%. Videos with a higher CTR typically have a clear and simple call to action. Oftentimes campaigns with the highest CTRs also use limited time promotional codes to drive interest and urgency.

Quartile	Click Through Rate
Max	17.37%
1st Quartile	3.55%
Median	2.34%
3rd Quartile	1.47%
Min	0.19%



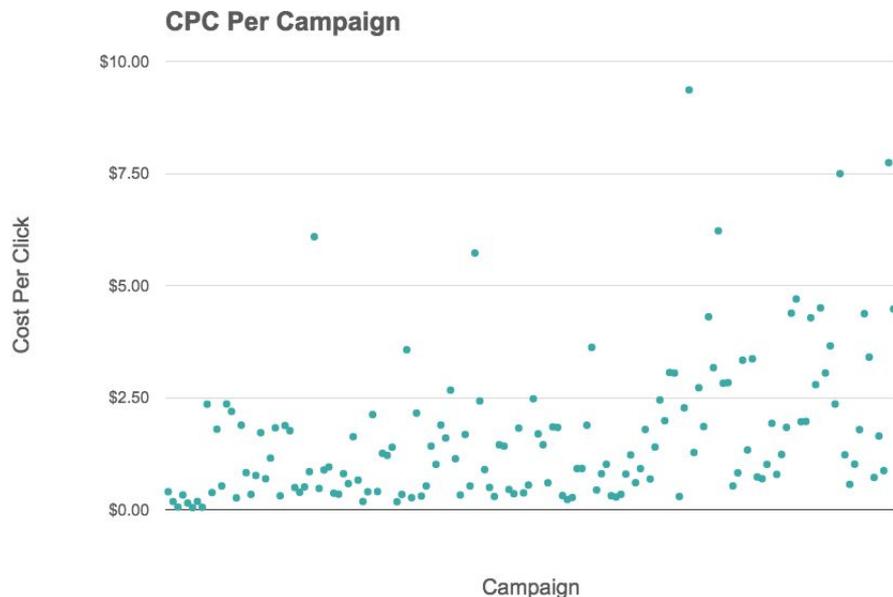
Cost Per Click Distribution

The majority of influencer marketing CPCs fall below \$2, yet there are some campaigns as high as \$6, \$7, even \$9. Up and coming creators typically have more cost effective pricing, and can also have highly engaged audiences. We suggest working with a team of small to mid range creators to keep CPCs below the \$2 or even \$1 mark.

Remember:

The lower the CPC the better! The minimum value on the chart reflects the best performing campaign.

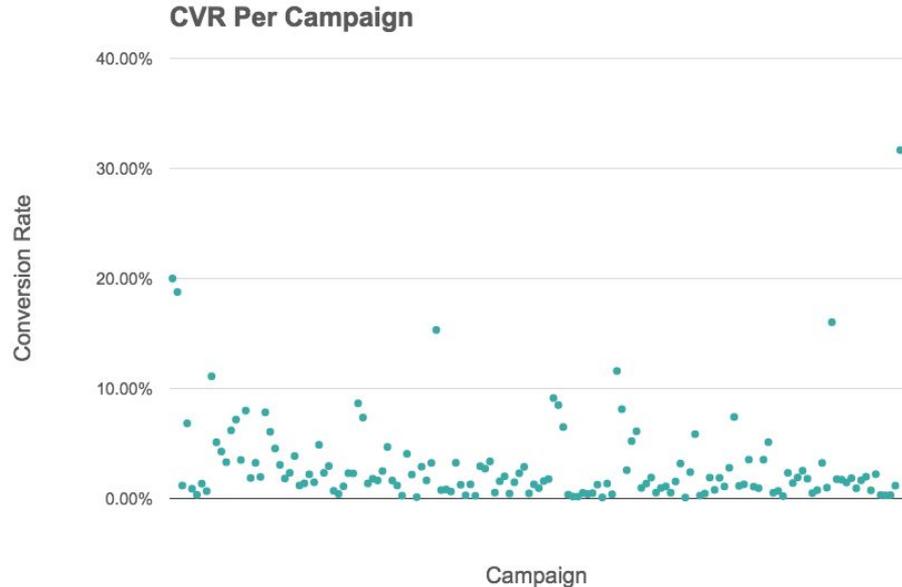
Quartile	Cost Per Click
Max	\$9.36
1st Quartile	\$2.09
Median	\$1.18
3rd Quartile	\$0.50
Min	\$0.05



Conversion Rate (CR) Distribution

Conversion rates typically fall between the 1 - 3% range, however some campaigns can see conversion rates into the double digits. Maximizing conversion rate is important for brands who are trying to drive sales. It's often a matter of quality over quantity - it's the amount of conversions that matters, not the amount of clicks or views. Creators who dedicate time in their video to describing a product (especially their likes, and at times, dislikes) can drive more qualified traffic that also converts.

Quartile	Conversion Rate
Max	31.67%
1st Quartile	3.24%
Median	1.73%
3rd Quartile	0.90%
Min	0.09%



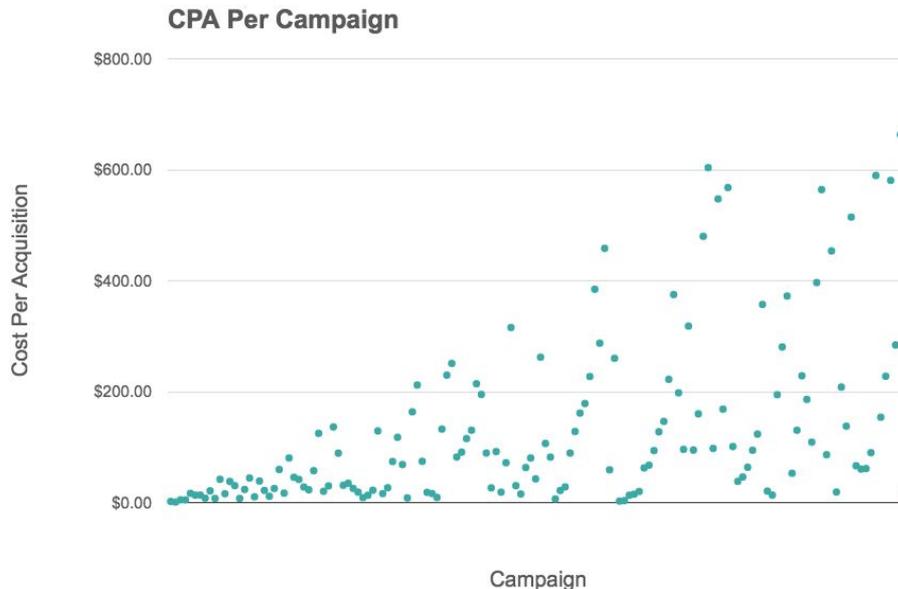
Cost Per Acquisition (CPA) Distribution

CPA metrics vary the most with over a \$660 range. Certain products, like mobile apps, drive CPAs below \$2, while large electronics with a higher price point drive CPAs in the hundreds. However, unlike other advertising methods, YouTube content lasts forever - it's possible to see conversion occur weeks, months and even years after a video is launched.

Quartile	Cost Per Acquisition
Max	\$663.27
1st Quartile	\$167.17
Median	\$74.26
3rd Quartile	\$21.99
Min	\$0.96

Remember:

The lower the CPA the better! The minimum value on the chart reflects the best performing campaign.



Influencer Marketing vs. Other Digital Advertising

Now that we have a good understanding of influencer marketing, average campaign performance and performance ranges, the next question is: How does it compare to other marketing channels?

We took a look at 3 digital marketing channels influencer marketing is commonly compared to: Google Adwords, Google Display Network (which includes YouTube pre-roll and overlay ads), and Facebook Advertising.

The following comparison shows average campaign performance for Grapevine vs. average campaign performance for these channels from 3rd party sources.



Influencer Marketing vs. Google

Comparatively, Grapevine influencer marketing benchmarks beat Google Adwords and Google Display Network benchmarks in 3 out of 4 key stats. Despite higher CVR and CPC costs, influencer marketing has higher click through rates, leading to a lower acquisition cost than both Google Adwords and Google Display Network.

Our Suggestion:  [Tweet this!](#)

Looking to drive conversions? Influencer marketing is worth testing as a cost effective alternative to Google.

	Influencer Marketing	Google Adwords*	Google Display Network*
CTR	2%	1.91% (-4.50%)	0.35% (-82.50%)
CPC	\$1.16	\$2.32 (+100%)	\$0.58 (-58%)
CVR	2.55%	2.70% (+5.88%)	0.89% (-65.10%)
CPA	\$45.40	\$59.18 (+30.35%)	\$60.79 (+33.90%)

*Source: Wordstream, Q2 2015 Adwords & Google Display Network Benchmarks Report

Influencer Marketing vs. Facebook Advertising

Comparatively, influencer marketing beats Facebook Advertising in click through rate, but Facebook Advertising generates a lower cost per click. Unfortunately CVR and CPA data wasn't available for Facebook Advertising campaigns via the benchmarks report we referenced. However, as seen with Google Adwords and Google Display Network, clicks do not always drive conversions.

Our Suggestion:

Have a strong landing page strategy or products that convert well? Influencer marketing drives quality traffic that is known to convert at a high rate - this can trump higher CPC's

	Influencer Marketing	Facebook Advertising*
CTR	2%	1.25% (-37.50%)
CPC	\$1.16	\$0.48 (-58.60%)

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*Source: Nanigans Q1 2016 Facebook Advertising Benchmarks Report

Influencer Marketing by Category

As we've seen with campaign composition and results distribution, influencer marketing metrics can vary drastically. This variation can also be correlated to categories and the products they promote. Therefore, we've broken average campaign data into 6 key categories:

Category	Brand Type
Apps & Software	Mobile Applications, Games, Online Services
Beauty & Fashion	Cosmetics, Haircare, Healthcare, Clothing, Shoes, Accessories
Cooking & Food	Subscription Boxes, Cooking Tools, Gift Boxes
Fitness & Exercise	Equipment, Supplements, Subscription Boxes
Technology & Gadgets	Televisions, Computers, Electronics
Other	Film, Music, Marketplaces, Travel, Adventure



Want more category stats? We'll be releasing category specific distribution metrics and case studies soon! Subscribe to **The Grapevine Newsletter** to find out when they're available!

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Average Campaign Composition by Category

- Technology & Gadgets brands typically invest the most primarily due to the price of the products they're promoting
- Fitness & Exercise brands pay the least per video, increasing the number of videos per campaign, and also giving them also one of the highest subscriber reaches

Category	Number of Videos	Total Subscriber reach	Total Investment
Apps & Software	5	1,040,348	\$6,490.09
Beauty & Fashion	7	1,805,757	\$7,234.92
Cooking & Food	9	2,046,416	\$7,260.88
Fitness & Exercise	15	1,918,185	\$7,340.00
Technology & Gadgets	5	1,743,151	\$10,261.92
Other	6	1,809,731	\$6,712.24



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Average Campaign Results by Category

- Due to campaign composition, the Fitness & Exercise category generates the lowest CPVs. With a strong CTR and CVR, this category also sees the lowest CPAs.
- Beauty & Fashion content generates high quality traffic with the highest CVR of any category
- Cooking & Food content generates high click through rates and subsequently low CPCs



Category	CPV	CTR	CPC	CVR	CPA
Apps & Software	\$0.026	1.20%	\$2.16	1.33%	\$162.25
Beauty & Fashion	\$0.023	1.94%	\$1.21	3.13%	\$38.61
Cooking & Food	\$0.020	2.53%	\$0.80	1.11%	\$71.98
Fitness & Exercise	\$0.017	2.00%	\$0.86	2.48%	\$34.73
Technology & Gadgets	\$0.028	2.13%	\$1.33	0.48%	\$278.86
Other	\$0.025	2.2%	\$1.15	1.35%	\$85.33

Estimated Return on Investment for All 150 Grapevine Campaigns	
Total Investment	\$1,091,186
Total Transactions	24,033
2015 Ecommerce Retailer Average Order Value*	\$78.01
Total Estimated Sales	\$1,876,977
Estimated Return on Investment	+72%

*Source: Statista Average Value of Online Shopping Orders in the US



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Historically influencer marketing has been deemed as a top of funnel marketing channel that drives brand awareness. However, through the 150 campaigns sampled for this report, over 24,000 conversions were recorded. While the Grapevine tracking pixel does not track purchase order value, we've used average order value from Ecommerce retailers to determine the total estimated sales driven from these campaigns. This estimated sales value shows a return on investment of 72% for all 150 campaigns tracked via Grapevine.

Influencer marketing campaigns can vary drastically dependent on a brand's campaign goals. Use the metrics in *2016 Grapevine Influencer Marketing Benchmarks* to guide influencer marketing efforts and understand where campaign composition and results fall amongst other brands. As influencer marketing evolves, and additional data and insights are gathered, we anticipate benchmarks to normalize and ranges to become more predictable. However as the market becomes more crowded, we also anticipate prices to increase. Invest in influencer marketing now to gain actionable insights and develop an influencer marketing strategy that drives clicks and conversions up, and costs down.

Report Highlights

- Influencer marketing campaigns can vary dependent on a brand's goals, as reflected through campaign distribution
- The typical influencer marketing campaign is comprised of 7 videos, reaches 1.8M subscribers and costs \$7,250
- On average influencer marketing campaigns generate the following:
 - CPV: \$0.02
 - CTR: 2%
 - CPC: \$1.16
 - CVR: 2.55%
 - CPA: \$45.40
- While Google Adwords has higher CVRs and Google Display Network has a lower CPCs, influencer marketing has higher CTRs and lower CPAs across the board
- Facebook Advertising drives lower CPCs than influencer marketing, but influencer marketing drives higher CTRs
- Beauty & Fashion, Cooking & Food and Fitness & Exercise are 3 of the top performing categories in influencer marketing campaigns
- Campaigns analyzed in this report are estimated to have a +72% Return on Investment

In December 2015, we asked 40 of our existing clients about their influencer marketing budgets for 2016. Over 80% planned to increase their budgets, and over 50% planned to increase budgets significantly.

These numbers aren't surprising given the shift in the digital landscape occurring right now. According to a recent report by Optimal.com, almost 12% of digital ads were blocked in 2015, with this trend continuing to increase in 2016 leading to an anticipated 3.9B in lost ad revenue. By 2020 these numbers are expected to skyrocket, leading to over 100M ad block users in the US (36%), and a loss of \$12M in potential advertising revenue. With consumers rejecting traditional digital advertising methods, new alternatives like influencer marketing are becoming increasingly important opportunities for marketers to get in front of their target audience, in a more natural and less obtrusive way.

In addition to this, PwC reported US internet advertising spends will top television in 2017 for the first time ever. With hundreds of thousands of people cutting cable subscriptions every quarter, and industry-leading advertising agencies like IPG moving millions of their television budgets online (and in this case, to YouTube), we can only expect alternative advertising opportunities like influencer marketing to continue to gain in popularity as the digital space continues to evolve and grow.

Stay tuned for our upcoming report on macro-perspective and trends as we examine the influencer marketing space in more depth.

Q4 2016 Research:

The Evergreen Effect: Influencer Marketing Metrics Over Time

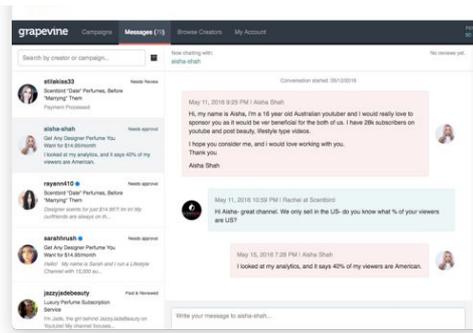


Grapevine helps marketers run end-to-end influencer marketing campaigns

Name	Subscribers	Followers	Overall Rating	Age Range
Aislyn + Parker	1,399,915	1,698,968	★★★★★ (2)	18-24
Trevor Moran	1,154,429	1,377,157	★★★★★	18-24
Botman Zaid	269,556	1,028,363	★★★★★	18-24
Alex Centomo	493,098	917,698	★★★★★ (8)	18-24
Joshua4TV	1,322,063	899,920	★★★★★ (6)	18-24
Rachel Vlogs	457,178	852,578	★★★★★	18-24
GlimMakeup	388,204	779,718	★★★★★ (3)	18-24
Mar ▼	236,119	744,218	★★★★★ (1)	18-24
Abigail Mac	3,191	627,769	★★★★★	25-34
MariKovvn	598,104	621,941	★★★★★	18,24,34,42,54

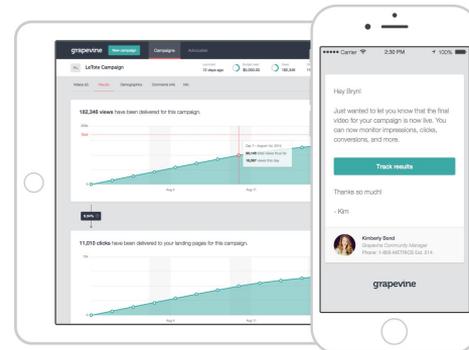
Identify

Access our network of 70K+ of the world's best YouTube and Instagram content creators



Activate

Schedule content and manage relationships all within the Grapevine platform



Measure

Access real-time analytics to measure success and scale future influencer marketing campaigns

Start an Influencer Marketing Campaign

Need more information about Grapevine? [Schedule a demo](#) of the platform.



Hundreds of brands work with Grapevine to access our community of the world's best content creators

70K+

Content Creators

500M+

YouTube Subscribers

50M+

Instagram Followers

Other Influencer Marketing Resources:

[How Grapevine works](#) | [Grapevine Blog](#) | [The Grapevine Newsletter](#)

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