

inzpire.me

2021 Instagram Benchmarks Report - The UK



Table of contents

p. 1	Introduction
p. 9	Instagram posts benchmarks
p. 13	The effect of influencer categories
p. 16	Instagram posts benchmarks for the UK
p. 23	Instagram stories benchmarks
p. 25	Summary





Introduction

@sarastrandno x Nescafé

An increasing number of marketers are integrating influencer marketing into their greater digital marketing strategy, and knowing influencer benchmarks is becoming an essential part of the process.

There are 2 questions many marketers face today:

1. How do I identify influencers who will be good performers for my influencer marketing campaign?
2. How do I know if my influencer marketing campaign performed well?

The 2021 Instagram Benchmarks Report will answer them!

This report provides a rich and accurate overview about how influencers with different follower sizes are reaching and engaging with their followers on Instagram.

You'll learn how to use the benchmarks to select great influencers for your brand and measure your campaign's performance.





How to utilize Instagram benchmarks

1. To find top-performing influencers

Look at the table of benchmarks specific to the UK in Chapter 3. You'll see how the average influencer of a given follower base in the UK performs.

Influencers that perform close to or above the benchmarks will likely generate good results and be great partners for your campaign.



Key learning

The more followers influencers have, the lower their reach rate, engagement rate, and engagement on reach rate.

2. To understand how your influencers performed

Compare your influencers' campaign performance to the benchmarks using the graphs in Chapter 3.

If the influencers performed within the benchmark ranges or above them, consider rebooking those influencers. They're likely a good fit for your brand, and may be great potential ambassadors.

Consider replacing influencers that perform well below the benchmarks to optimize for better results in your next campaign.



Key learnings

- Influencers across different influencer categories, such as Food & Drink and Family, and countries can perform differently.
- The engagement on reach rates for sponsored and non-sponsored posts are almost the same.



Methodology

The 2021 Instagram Benchmarks Report is an in-depth analysis of over 37,000 collaborations that have occurred on the inzpire.me platform between March 2018 and June 2021. It's the *most comprehensive* benchmarks report you'll find online to date.

All influencers using the inzpire.me platform are required to meet certain requirements for quality. That means these benchmarks are based on some of the best Instagram influencers that exist today.

The data collected during this period was used to calculate benchmarks for the following:

- Engagement rate
- Reach rate
- Engagement on reach rate

37,000

Collaborations

20

Countries

22

Categories



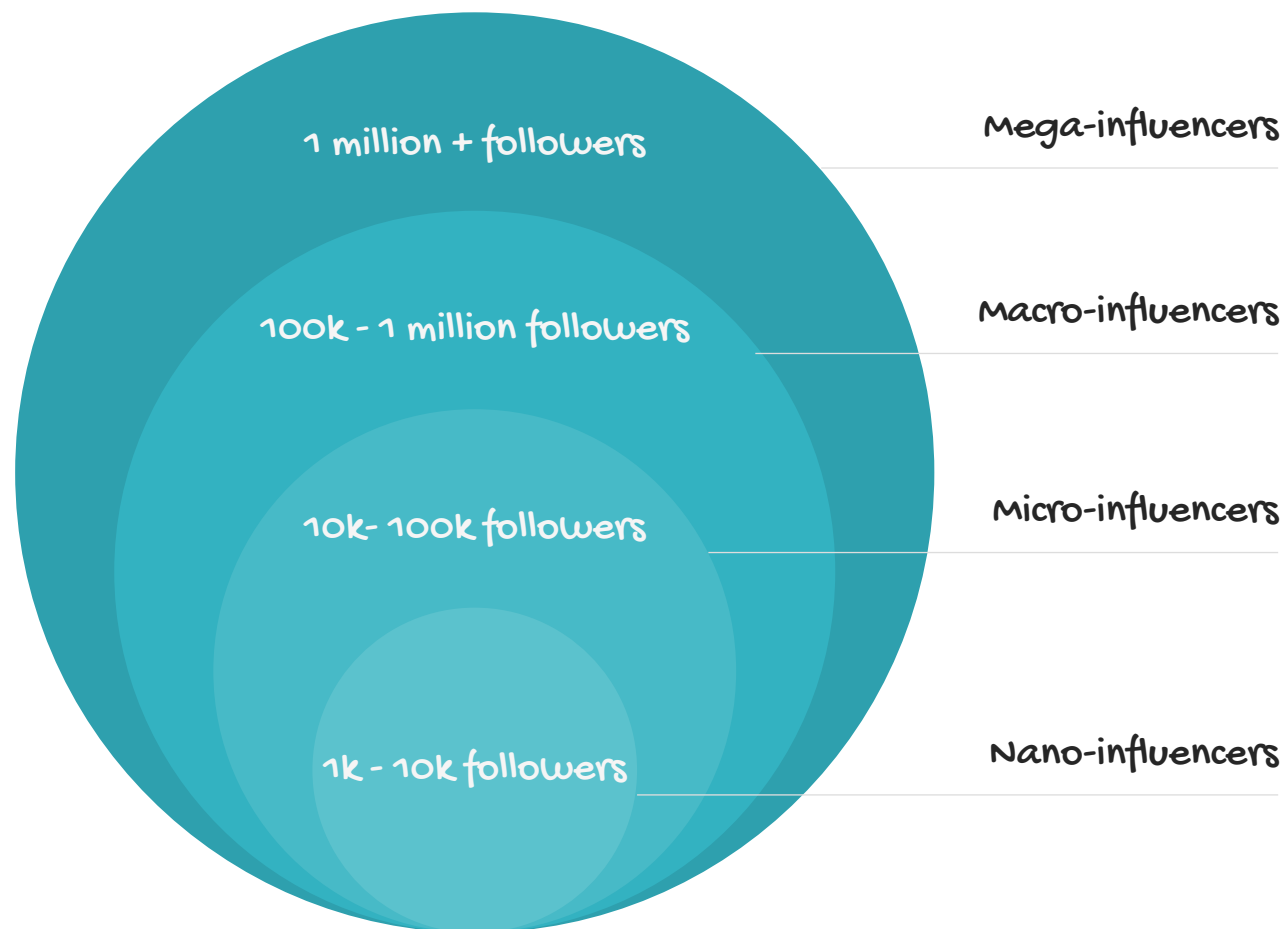
@unececilie x Fabel

Definitions

Performance metrics

- Reach: The number of people who've seen the content created by influencers.
- Engagements: The total number of likes and comments influencers' posts receive.
- Reach rate: The percentage of followers that sees influencers' content compared to the number of followers they have.
- Engagement rate: The amount of interactions influencers receive on their content compared to the number of followers they have.
- Engagement on reach rate: The number of interactions influencers receive on their content compared to the number of people they reach.

Influencer tiers





@heidistromberg x Fazer

Why marketers should use first-party data in influencer marketing

All the data used for analysis in this report is based on first-party data.

First-party data is data that's collected directly from the source where it's generated. In this case: Instagram! We access the data via the Instagram API, meaning the reach, impression, and engagement metrics that we use are the influencers' actual data.

Third-party data, on the other hand, is collected by outside sources that have no direct connection to the influencers. This means that they don't have access to the data stored by Instagram, so the data you see can be inaccurate and unreliable.

Because this report uses first-party data, no speculation has been made in our analysis — you can be assured these results are reliable!



CHAPTER 1

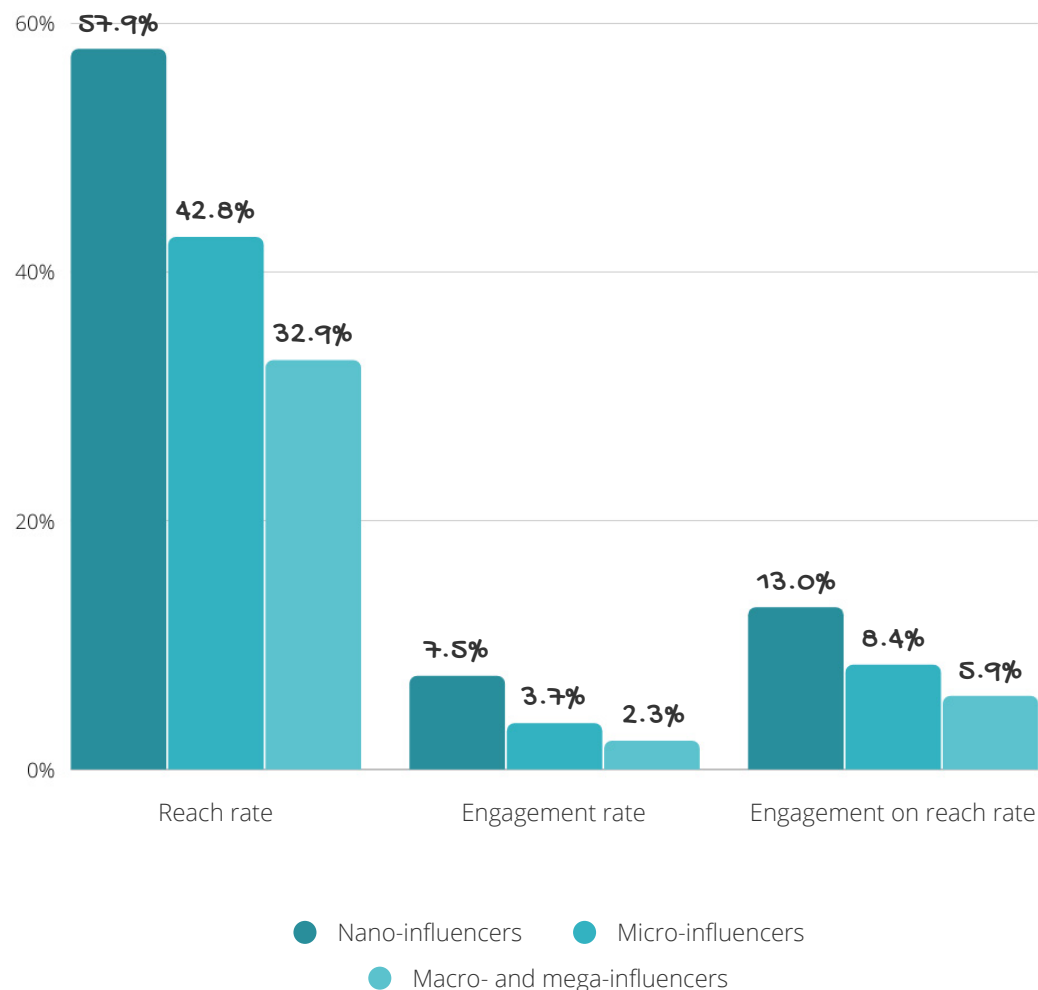
Instagram posts benchmarks

Benchmarks by influencer tiers

In graph 1.1, you'll find the average benchmarks for influencers across 3 influencer sizes. Based on these metrics, we can see that:

1. Nano- and micro-influencers *reach a larger proportion of their audience* than macro- and mega-influencers.
2. Nano- and micro-influencers *engage a larger proportion of their audience* than macro- and mega-influencers.
3. Nano- and micro-influencers *engage a larger proportion of the audience they reach* than macro- and mega-influencers.

1.1: Influencer posts benchmarks by tier



These differences can be attributed to the algorithm Instagram uses for its feed. The feed is personalized for each user — posts that receive more interactions and are liked by your close friends and families are ranked higher up in the feed than others.

Because nano- and micro-influencers reach a higher proportion of their audience, it's likely easier for them to develop close relationships with their followers. This helps them generate more engagements — likes and comments — on their posts.

Based on this behavior, Instagram's algorithm will treat the nano- and micro-influencers' posts favorably by placing them at the top of the Instagram feed, rather than the bottom.

Though macro- and mega-influencers tend to get lower rates on reach and engagement, they still perform better in absolute numbers.



Sponsored posts perform as well as non-sponsored posts

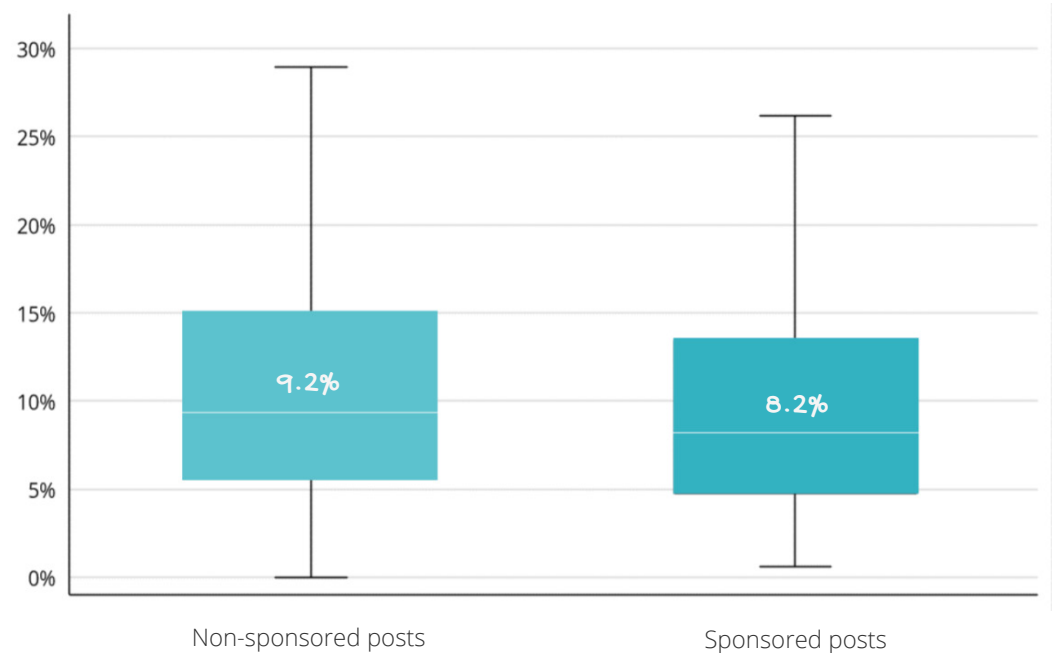
The median* engagement on reach rates for sponsored and non-sponsored posts are almost the same.

This means that influencers are getting just as much engagement from their followers on their sponsored posts than on their normal, everyday posts.

So you can feel confident in the performance of the influencers' sponsored posts. Just be sure to work with influencers who publish quality content!

* Median - the middle point of a data set

1.2: Engagement on reach rates for non-sponsored vs sponsored posts





CHAPTER 2

The effect of influencer categories

Most influencers share content under a specific category, like Beauty or Health & Fitness.

Performance can be affected by the influencers' category. This could be attributed to the followers' behavior in each category. For instance, people who follow Family influencers may have a family themselves, and spend less time on Instagram.

We analyzed the 5 most common categories and found that:

- Influencers in the Lifestyle category tend to perform *according to the benchmarks*.
- Influencers in the Health & Fitness, Interior Design, and Family categories tend to perform *lower than the benchmarks*.
- Influencers in the Outdoor category tend to *outperform the benchmarks*.

Most common influencer categories



Lifestyle



Health & Fitness



Interior design



Outdoor



Family



Even though influencers in a relevant category might perform lower than the benchmarks, you'll still want to consider working with them. You won't reach the results you're looking for by working with higher-performing influencers who post content in irrelevant categories. Working with relevant influencers will ensure:

- You reach an audience that's interested in your brand and products.
- You work with influencers that resonate with your brand.
- The influencers create posts that seem more authentic to their followers.



Be mindful of the influencer's category when choosing them or evaluating their performance using the country benchmarks below. For instance, you can expect higher performance from Outdoor influencers, but you should be more flexible with your expectations of Family and Interior Design influencers.



CHAPTER 3

Instagram posts benchmarks for the UK



@maximilian.lehrke x Kollo

Benchmark averages and range graphs

The benchmarks in the charts on the following pages are averages.

You'll also find benchmark range graphs. Because influencers aren't expected to perform at the benchmark every time, having benchmark ranges can help you determine if an influencer is performing close to the benchmark.

If an influencer's performance falls within the benchmark range, they're considered to be in line with the benchmark and are therefore good performers.

What range graphs say about influencers

Macro- and mega- influencers have smaller benchmark ranges compared to nano- and micro-influencers. This is because there are fewer macro- and mega-influencers in existence — fewer influencers mean there's less variation among them!

Because there's less variation among macro- and mega-influencers, they're more likely to perform closer to the benchmark.

The benchmark ranges are really helpful in identifying good influencers, but they also provide some more insight.

Because nano- and micro-influencers have larger benchmark ranges, they have a high potential to outperform the benchmarks. This makes them exciting to work with! They're also cheaper than larger influencers, so they're ideal for smaller budget campaigns where creating content and engaging a relevant audience are your main goals.

On the other hand, macro- and mega- influencers are good choices for campaigns with bigger budgets, where reach and awareness are your main goals.

How to read the range graphs

In the graphs below, you can see benchmark ranges for each follower size*.

For example, UK influencers who have less than 5,000 followers are expected to reach 58% to 83% of their followers.

** Note: There's no benchmark range available for influencers with a following above 350k, as there's no maximum follower size.*



3.1: Benchmarks for the UK

Influencer tier	Follower size	Reach rate	Engagement rate
Nano-influencers	<5k	69.5%	11.6%
	5-10k	42.9%	4.9%
Micro-influencers	10-20k	26.6%	3.8%
	20-40k	25.5%	3.1%
	40-75k	22.0%	2.2%
	75-100k	19.9%	1.8%
Macro- and mega-influencers	100-125k	18.8%	1.5%
	125-150k	17.9%	1.4%
	150-200k	17.0%	1.2%
	200-250k	16.0%	1.1%
	250-300k	15.3%	1.0%
	300-350k	14.7%	0.9%
	>350k	14.0%	0.8%

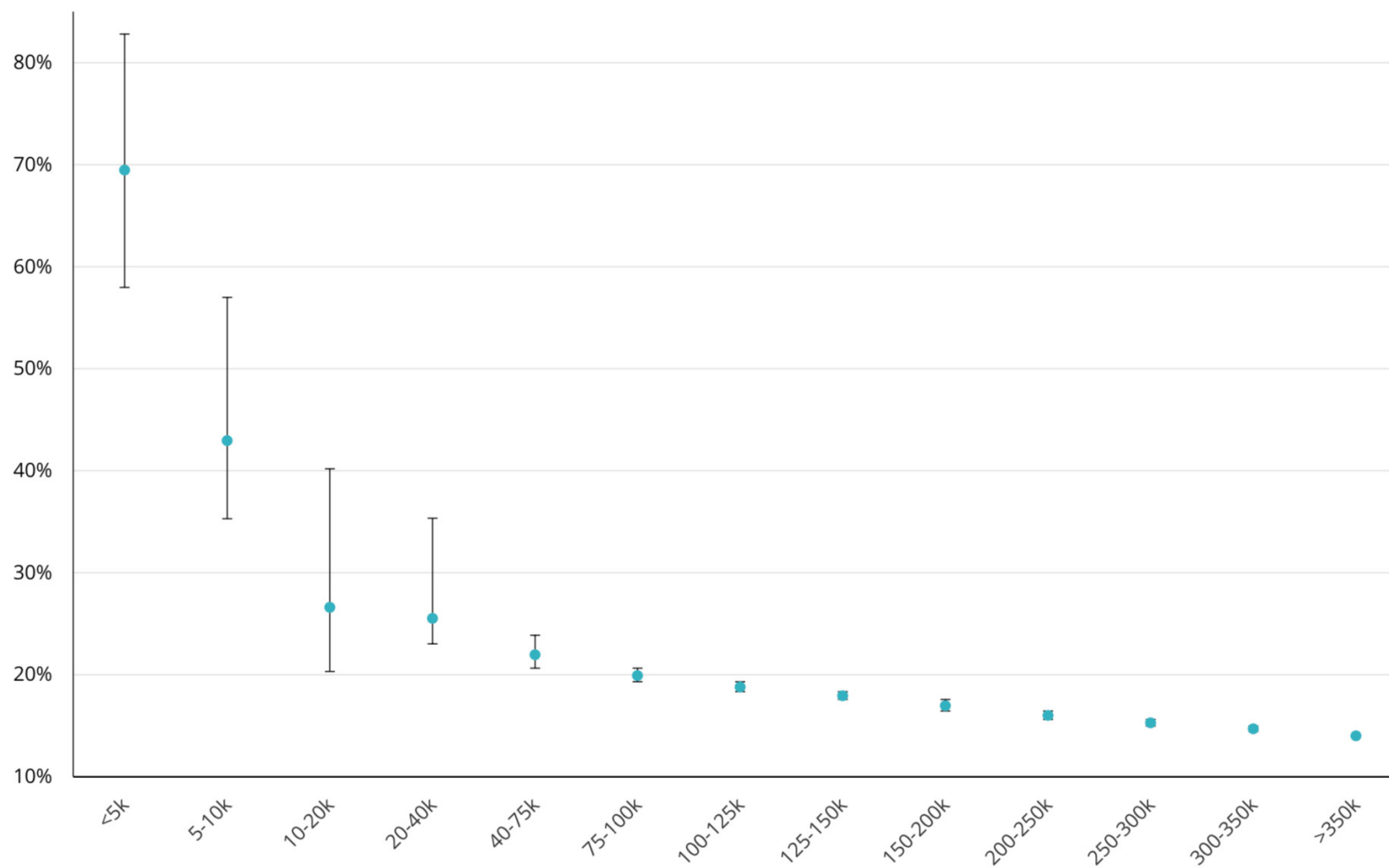


The UK's saturated market affects performance

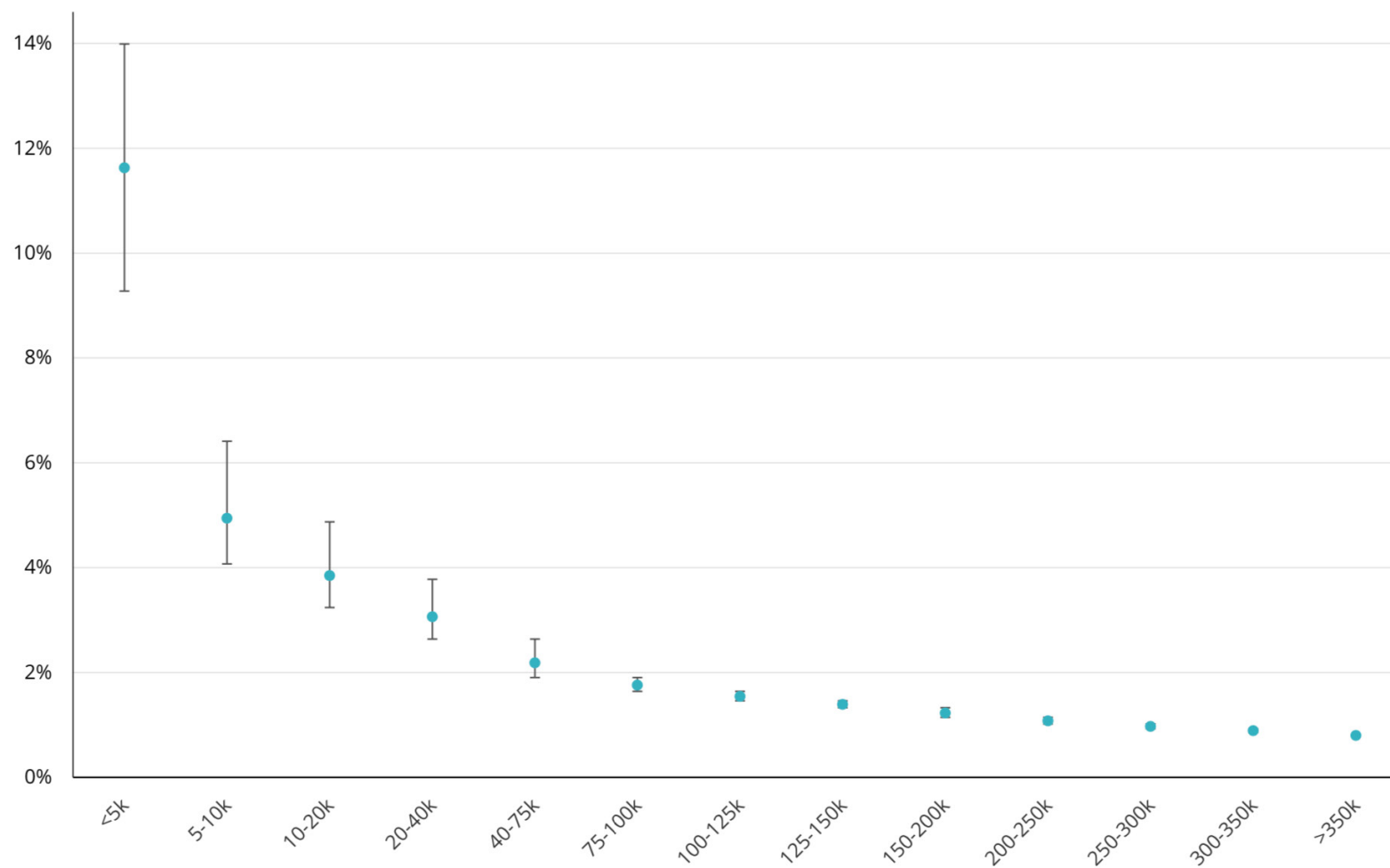
There are about 30 million Instagram users in the UK, and they top the list when ranked for the number of posts shared on the platform.

Because of the highly saturated market and the way Instagram's algorithm ranks posts in users' feed, it's more likely that users don't see posts published by macro- and mega-influencers — leading to these influencers having relatively low reach and engagement.

3.2: Reach rate benchmark ranges for the UK



3.3: Engagement rate benchmark ranges for the UK

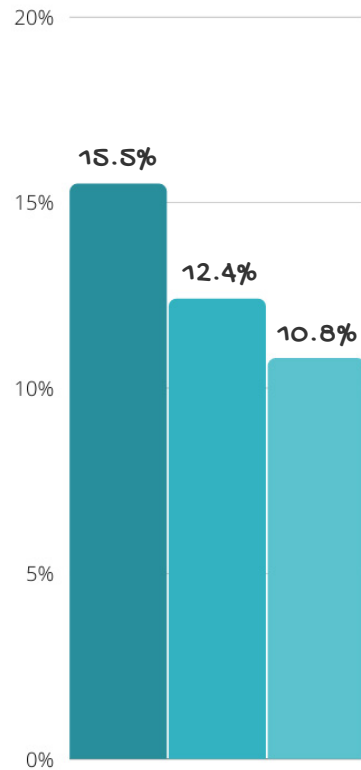




CHAPTER 4

Instagram stories benchmarks

4.1: Reach rate for stories



● Nano-influencers ● Micro-influencers
● Macro- and mega-influencers

Expect lower reach rates on stories

Similarly to Instagram posts, nano- and micro-influencers' stories reach a greater proportion of their followers than macro- and mega-influencers.

However, the reach rate is much lower for stories than posts. This can occur because stories expire within 24 hours, and only a small proportion of influencers' followers may see them before they're gone. Even though stories don't reach as many people, these authentic and interactive pieces of content are great to include in your influencer marketing strategy!

Why use stories?

- Stories are great supplements to sponsored posts. Influencers can create interactive experiences by adding stickers to their posts and encouraging their followers to engage with the content.
- Stories capture authentic, in-the-moment content. Influencers are able to promote your products in an unscripted and natural way.
- Stories can help increase conversions. Influencers can add Swipe Up links to their stories in order to direct traffic to a webpage.



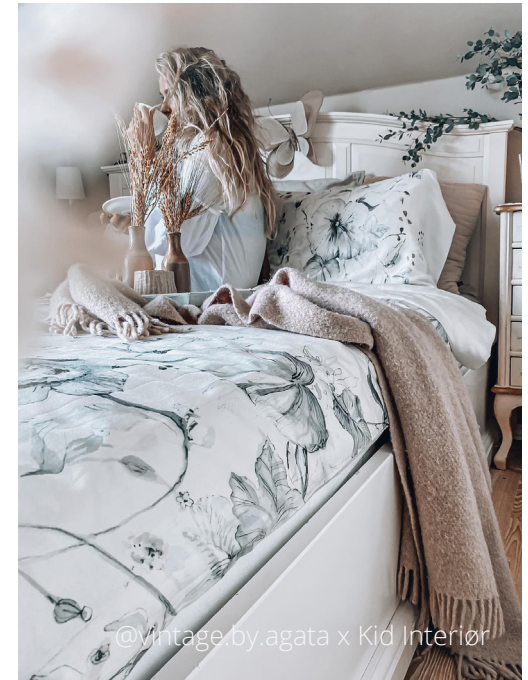
Summary

The benchmarks in this report can be used to identify good influencers and evaluate their performances.

Nano- and micro-influencers generate higher engagement rates than macro- and mega-influencers. They also reach a larger proportion of their audience, though macro- and mega-influencers reach more people in absolute numbers.

But influencers can get varying results depending on their categories. Even though some categories tend to perform better than others, you should still work with relevant influencers, regardless of their performance.

Lastly, remember the choice of which influencer is best for your campaigns comes down to your goals, and budgets!



Speak to our expert team.

Our team will be available to answer any questions and guide you through every step of the campaign process by:



Setting you up for success with trainings and workshops.



Working with you to create strategies that meet your goals.



Finding relevant influencers for your campaigns.



Giving you access to technology that'll save you 67% of time managing campaigns.

[Schedule a chat](#)

About inzpire.me

We help brands & agencies run industry leading influencer marketing campaigns through our expertise, technology, and hands-on support.

Marketers at the world's biggest brands & agencies, like Dentsu Aegis Network, Boots, Publicis Groupe, and Warner Music, trust us to amplify their brand stories and make a lasting impression.