

YouTube Creator Performance Benchmarks Report

inzpire.me



@luddeyo x Shaping New Tomorrow



@siljeokland x Maxim

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@marcelabotor x Shaping New Tomorrow

Introduction

Over 1 billion hours of video is watched on YouTube every day.

That's a whole lot of content!

It's no wonder marketers are interested in the channel. But when it comes to running influencer marketing campaigns on YouTube, they often struggle with two core parts — finding creators that deliver results, and understanding how their campaign performed.

That's why we've created the YouTube Creator Performance Benchmarks report.

This report provides a rich and accurate overview of how YouTubers reach and engage their audiences. It includes **a breakdown of how creators should perform by niche* and subscriber size**.

You can use this to identify top-performing creators and measure their performance in campaigns across any niche.

*A grouping that describes the type of content that's produced by a creator. For instance, Lifestyle or Family.



@mybotwin1 x Finsbråten

Always use first-party data in influencer marketing for the most accuracy

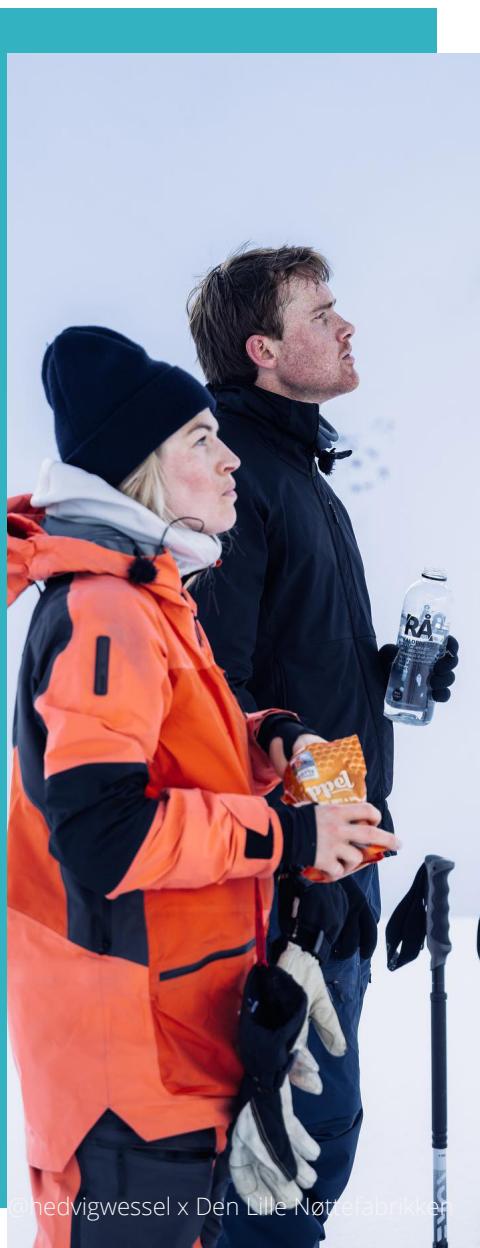
First-party data is **data that's collected directly from the source** where it's generated. For this report, the data was accessed via the YouTube API, meaning the reach, impression, and engagement metrics are the creators' actual data.

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 YouTube, so that data you see can be inaccurate.

💡 inzpire.me offers first-party data on the following channels:



@whatdecoratesmyday x Nestlé



Use lifetime benchmarks to find top-performing YouTubers by niche & tier

Lifetime benchmarks are the results that your creators' videos should achieve in their lifetime.

Top-performing YouTubers should, on average, perform within or better than the lifetime benchmarks. You'll want to work with these creators. They're likely to achieve the best results for your campaign.

Here's how lifetime benchmarks help you identify top-performing YouTubers:

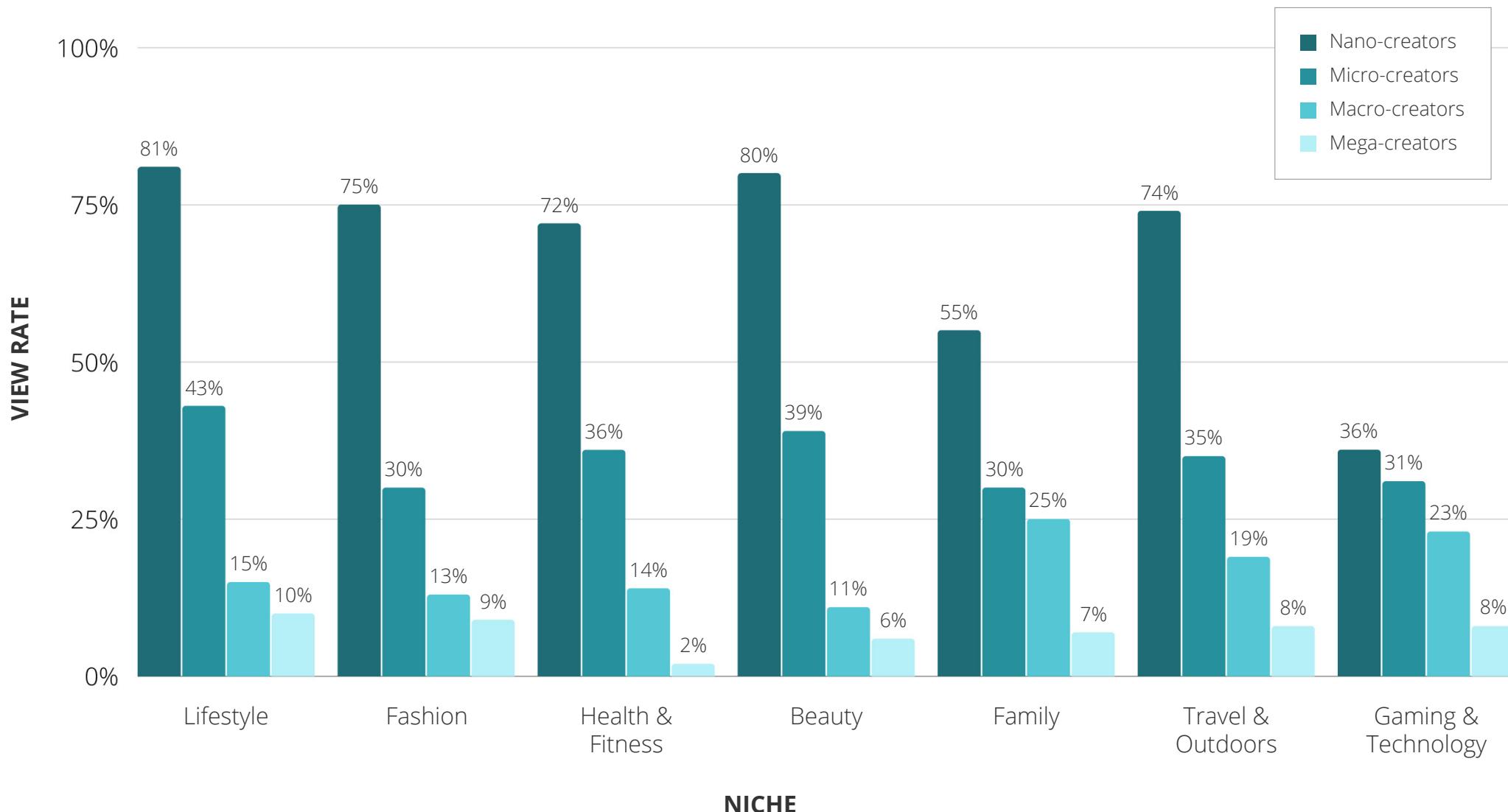
Once you've found YouTubers you want to work with, compare their average view rates to the lifetime benchmarks below. A creator's average view rate is:

$$\text{Average view rate} = \frac{\text{Average views}}{\text{Number of subscribers}} \times 100$$

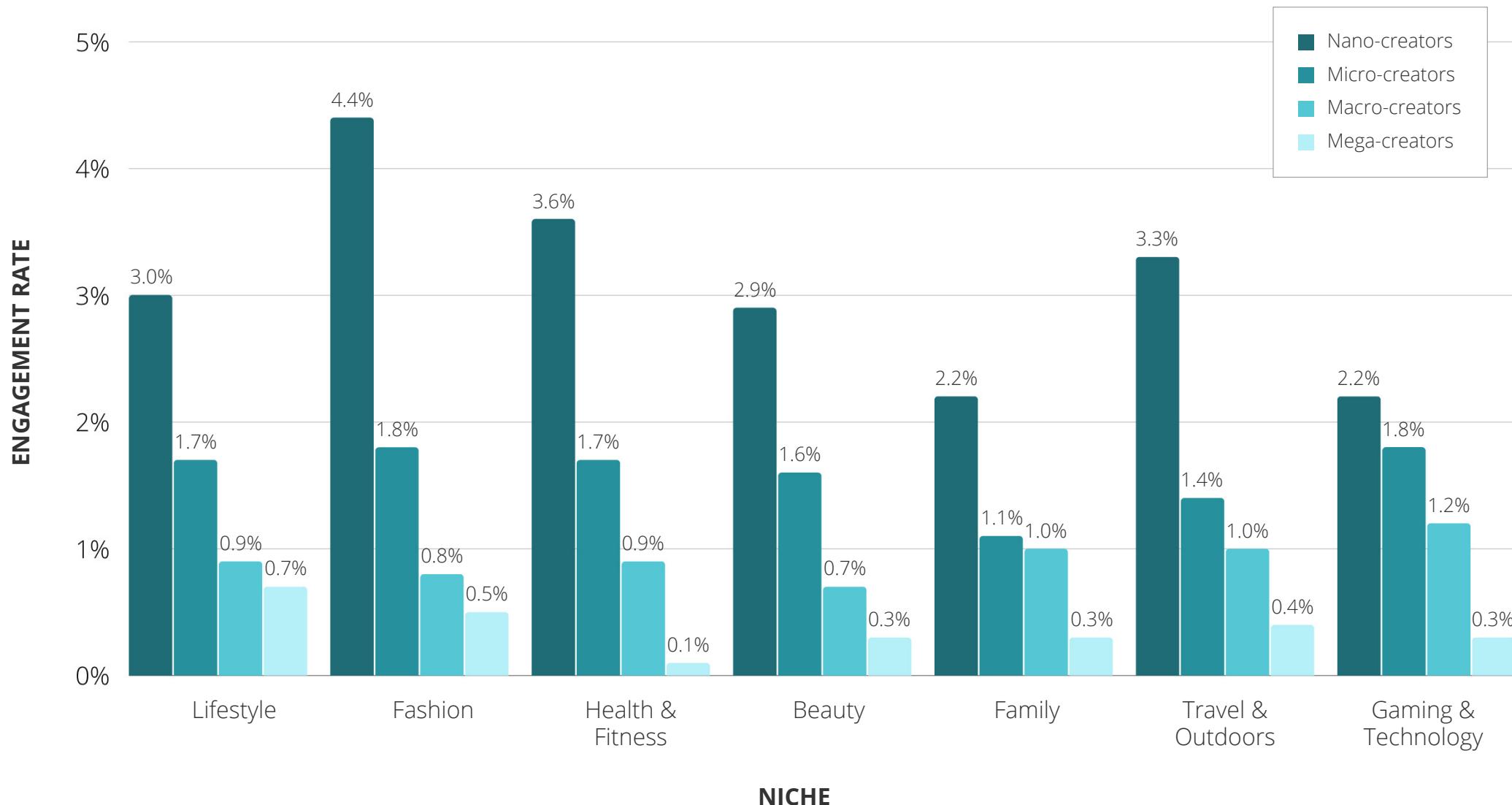
Lifetime benchmark rate graphs

In the graphs below, you'll see how creators perform, on average, per tier for each niche. The rates shown are: view rate and engagement rate.

Lifetime view rate averages by niche & tier



Lifetime engagement rate averages by niche & tier



Using lifetime benchmark graphs in practice

Let's say you want to know if a macro-creator in the Health & Fitness niche is a top-performer. Suppose the YouTuber has 200,000 subscribers and gets 56,000 views, on average*, across their latest videos.

In this case, the YouTuber's average view rate is 28%. The calculation for average view rate looks like this:

$$\text{Average view rate} = \frac{56,000 \text{ views}}{200,000 \text{ subscribers}} \times 100$$

If you look at the lifetime view rate graph, the average rate for macro-creators in the Health & Fitness niche is 14%. Since the YouTuber performs above the benchmark rate, they're considered top-performing.

This YouTuber is a good choice for your upcoming campaign!

For more detailed benchmark ranges, check out the tables in the [Appendix](#) in this report. You'll find benchmarks categorized by specific subscriber sizes. For instance, you'll find specific benchmark ranges for YouTubers with 50k-100k subscribers.

*This first-party metric is available for all YouTubers on the inzpire.me platform.



@stineogjarlen x grums



Use 30-day benchmarks to evaluate YouTubers' performance by niche & tier

30-day benchmarks are the performance results that your creators' videos should be achieving 30 days into your campaign.

30 days may seem long to report on a campaign, but **it'll give you a good representation of the overall performance.** You'll still be able to track your creators' performance in real-time on the inzpire.me platform throughout your entire campaign.

A creator's 30-day view rate is:

$$\text{30-day view rate} = \frac{\text{views in the first 30 days}}{\text{Number of subscribers}} \times 100$$

Compare your creators' 30-day view rates to the 30-day benchmarks rates in the graphs below.

If your creators performed above the benchmark rates, you should consider rebooking them. They've proven to be good performers for your campaign, and they would make great ambassadors for your business!

30-day benchmark rate graphs

In the graphs below, you'll see how creators perform, on average, per tier for each niche after 30 days. The rates shown are: view rate and engagement rate.

💡 inzpire.me YouTube dashboard:

With the inzpire.me YouTube Reporting Dashboard, you'll access all the metrics you need to report on your campaign in real-time.

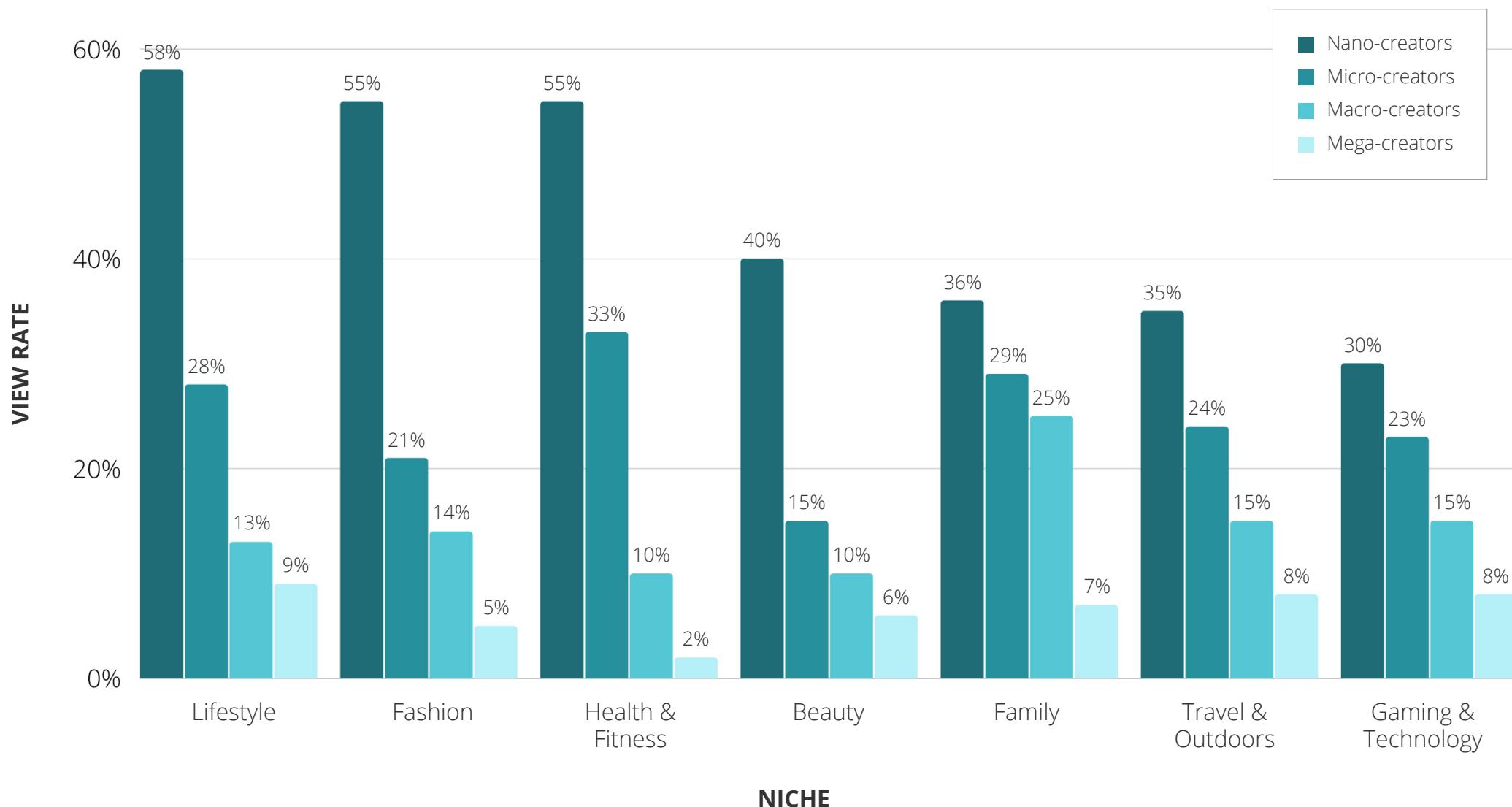
The Reporting Dashboard includes metrics such as:

- Video views in first 30 days
- Total video views
- The average percentage of videos viewed
- Percentage of audience retained
- A breakdown of their engagements (likes, shares, dislikes, and comments)

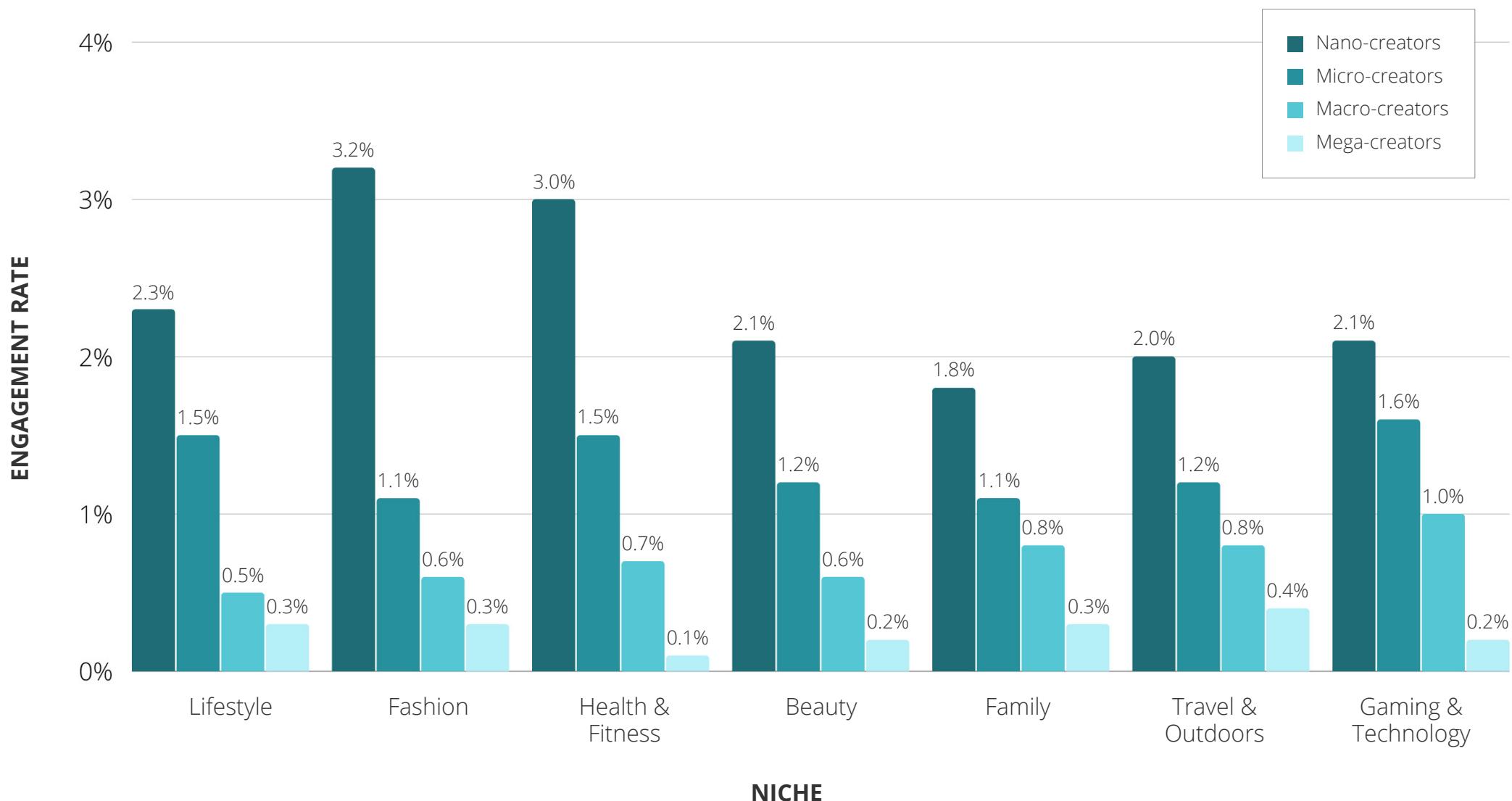


@angelsen.interior x Kid Interiør

30-day view rate averages by niche & tier



30-day engagement rate averages by niche & tier



Using 30-day benchmark graphs in practice

Let's say you're running a YouTube campaign with fashion creators to market your clothing brand. You want to know if your creators are performing well.

Suppose one of your creators has 200,000 subscribers and posted a video that received 30,000 views in the first 30 days. Their 30-day view rate is calculated as their views in the first 30 days divided by their number of subscribers. In this case, it's 15%.

The calculation for 30-day view rate looks like this:

$$\text{30-day view rate} = \frac{30,000 \text{ views in the first 30 days}}{200,000 \text{ subscribers}} \times 100$$

If you look at the 30-day benchmark graph for the Fashion niche, macro-creators have an average view rate of 14%. This means your creator is performing well, as their 30-day view rate is above the benchmark rate.

You should consider rebooking the creator for your next campaign!

For more detailed benchmark ranges, check out the tables in the [Appendix](#) in this report. You'll find benchmarks categorized by specific subscriber sizes. For instance, you'll find specific benchmark ranges for YouTubers with 50k-100k subscribers.



@hannelune x Rema 1000

Key findings

All niches have similar benchmarks, but there are some nuances to be aware of:

- **Travel & Outdoor content performs better than other niches on YouTube.**
- **Gaming & Technology videos have the highest engagement-on-view rate.** This shows that viewers are most active in commenting on, liking, or disliking YouTube videos in this niche.
- According to the data on the inzpire.me platform, **audiences watch 74% of videos made by creators 1 to 6 months after being published.** This includes both sponsored and unsponsored YouTube videos. This is why lifetime benchmarks are higher than 30-day benchmarks.



@geir_arne_rosvold x Møller's



Final thoughts

Now you have YouTube creator performance benchmarks!

Knowing both lifetime benchmarks and 30-day benchmarks is important for running influencer marketing campaigns.

You'll be able to identify top-performing creators with lifetime benchmarks. This will give you the confidence to run successful campaigns. When searching for creators, be sure to ask for average view and engagement metrics to compare to lifetime benchmarks.

To understand if you should work with your creators again, ask for their views and engagements in the first 30 days to compare them to 30-day benchmarks. You can use this to identify your best performers, so your next campaign will achieve even better results.

The metrics you need from creators for both lifetime and 30-day benchmarks are available on the inzpire.me platform. They're based on first-party data, so they're accurate. It also saves you the hassle of manually asking creators for them!

Methodology

The YouTube Creator Performance Benchmarks is an in-depth analysis of over 77,000 videos from thousands of creators on the inzpire.me platform. All profiles on inzpire.me are reviewed for quality, meaning that the videos used in this analysis came from great creators.

All benchmarks and insights in this report are based on first-party data, which comes directly from YouTube. No speculation has been made in this analysis, so you can be assured that the benchmarks you see are accurate and reliable!

The niches used in this report are:



Lifestyle



Fashion



Beauty



Family



Travel & Outdoors



Health & Fitness



Gaming & Technology



@ttokeruds x Diplom-Is

Definitions

- **Views:** The total number of times creators' videos have been watched.
- **Engagements:** The total number of comments, likes, and dislikes creators' videos receive.
- **Channel:** A creator's profile, which contains all their published video content.
- **Niche:** A grouping that describes the type of content that's produced by a YouTuber.
- **View rate:** The number of views on a creator's video compared to the number of subscribers the creator has.
- **Engagement rate:** The number of engagements creators receive on videos compared to the number of subscribers the creator has.
- **Engagement-on-view rate:** The number of engagements creators receive on their videos compared to the number of views they receive.
- **Lifetime benchmarks:** Benchmarks based on the entire lifetime of videos that creators publish. These videos have been public on YouTube for months or years. You use them to find top-performing creators.
- **30-day benchmarks:** These benchmarks are calculated 30 days after creators published their videos. You use them to understand how your creators performed in your campaign.



Appendix

The tables in this appendix show benchmark ranges for each niche by subscriber size. You'll find:

1. [Lifetime benchmark ranges](#), on pg. 18 - 24
2. [30-day benchmark ranges](#), on pg. 27 - 33

In addition, you'll find the average engagement-on-view rate for each niche. The engagement-on-view rate shows how engaged the audience is with the content. This rate is the same for all YouTube tiers.

Example of how to read lifetime benchmark ranges below

The lifetime benchmark view rate range for lifestyle YouTubers with 100-250k subscribers is 24% - 31%. If a lifestyle YouTuber has 200,000 subscribers, that means their video should get between 48,000 and 62,000 views.

The calculation for views looks like this:

$$\text{Views} = \frac{\text{View rate} \times \text{Number of subscribers}}{100}$$

It's the same process for engagement rates.

The lifetime benchmark engagement rate range for the same group of YouTubers is 1.1% - 1.4%. If they have 200,000 subscribers, their videos should get between 2,200 and 2,800 engagements.

The calculation for engagements looks like this:

$$\text{Engagements} = \frac{\text{Engagement rate} \times \text{Number of subscribers}}{100}$$



@andreasveinsdottir x Frela



Lifestyle: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	72% - 92%	2.7% - 3.2%
	5k-10k	59% - 72%	2.3% - 2.7%
Micro-creators	10k-25k	46% - 59%	1.9% - 2.3%
	25k-50k	38% - 46%	1.6% - 1.9%
Macro-creators	50k-100k	31% - 38%	1.4% - 1.6%
	100k-250k	24% - 31%	1.1% - 1.4%
Macro-creators	250k-500k	20% - 24%	1% - 1.1%
	500k-1M	16% - 20%	0.8% - 1%
Mega-creators	>1M	10%	0.7%

Avg. engagement-on-view rate: 5.8%

Avg. view rate: 61%

Avg. engagement rate: 2.4%



Fashion: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	73% - 94%	4.3% - 5.5%
	5k-10k	56% - 73%	3.3% - 4.3%
Micro-creators	10k-25k	40% - 56%	2.4% - 3.3%
	25k-50k	31% - 40%	1.9% - 2.4%
Macro-creators	50k-100k	24% - 31%	1.4% - 1.9%
	100k-250k	17% - 24%	1% - 1.4%
Macro-creators	250k-500k	13% - 17%	0.8% - 1%
	500k-1M	10% - 13%	0.6% - 0.8%
Mega-creators	>1M	9%	0.5%

Avg. engagement-on-view rate: 5.8%

Avg. view rate: 46%

Avg. engagement rate: 2.1%



Health & Fitness: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	55% - 85%	2.2% - 3.7%
	5k-10k	46% - 55%	1.8% - 2.2%
Micro-creators	10k-25k	36% - 46%	1.4% - 1.8%
	25k-50k	30% - 36%	1.1% - 1.4%
Macro-creators	50k-100k	25% - 30%	0.9% - 1.1%
	100k-250k	19% - 25%	0.7% - 0.9%
Macro-creators	250k-500k	16% - 19%	0.5% - 0.7%
	500k-1M	13% - 16%	0.4% - 0.5%
Mega-creators	>1M	2%	0.1%

Avg. engagement-on-view rate: 4.9%

Avg. view rate: 51%

Avg. engagement rate: 2.1%



Beauty: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	71% - 91%	2.6% - 3.5%
	5k-10k	54% - 71%	1.9% - 2.6%
Micro-creators	10k-25k	39% - 54%	1.3% - 1.9%
	25k-50k	30% - 39%	1% - 1.3%
Macro-creators	50k-100k	23% - 30%	0.7% - 1%
	100k-250k	16% - 23%	0.5% - 0.7%
Macro-creators	250k-500k	12% - 16%	0.4% - 0.5%
	500k-1M	10% - 12%	0.3% - 0.4%
Mega-creators	>1M	6%	0.3%

Avg. engagement-on-view rate: 6.4%

Avg. view rate: 54%

Avg. engagement rate: 2.1%



Family: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	48% - 64%	1.9% - 2.4%
	5k-10k	43% - 48%	1.7% - 1.9%
Micro-creators	10k-25k	37% - 43%	1.4% - 1.7%
	25k-50k	33% - 37%	1.3% - 1.4%
Macro-creators	50k-100k	29% - 33%	1.1% - 1.3%
	100k-250k	25% - 29%	1% - 1.1%
Macro-creators	250k-500k	22% - 25%	0.8% - 1%
	500k-1M	14% - 22%	0.7% - 0.8%
Mega-creators	>1M	7%	0.3%

Avg. engagement-on-view rate: 4.9%

Avg. view rate: 41%

Avg. engagement rate: 1.6%



Travel & Outdoors: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	69% - 99%	2.8% - 5.2%
	5k-10k	53% - 69%	2.1% - 2.8%
Micro-creators	10k-25k	38% - 53%	1.5% - 2.1%
	25k-50k	29% - 38%	1.1% - 1.5%
	50k-100k	22% - 29%	0.9% - 1.1%
Macro-creators	100k-250k	16% - 22%	0.6% - 0.9%
	250k-500k	12% - 16%	0.5% - 0.6%
	500k-1M	9% - 12%	0.4% - 0.5%
Mega-creators	>1M	8%	0.4%

Avg. engagement-on-view rate: 5.3%

Avg. view rate: 63%

Avg. engagement rate: 2.6%



Gaming & Technology: Lifetime benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	43% - 55%	2.5% - 3.3%
	5k-10k	38% - 43%	2.3% - 2.5%
Micro-creators	10k-25k	33% - 38%	2% - 2.3%
	25k-50k	30% - 33%	1.8% - 2%
Macro-creators	50k-100k	27% - 30%	1.6% - 1.8%
	100k-250k	23% - 27%	1.4% - 1.6%
Macro-creators	250k-500k	21% - 23%	1.2% - 1.4%
	500k-1M	18% - 21%	1.1% - 1.2%
Mega-creators	>1M	8%	0.3%

Avg. engagement-on-view rate: 7.5%

Avg. view rate: 30%

Avg. engagement rate: 1.7%

Using lifetime benchmark ranges in practice

Let's say you want to know if a macro-creator in the Health & Fitness niche is a top-performer. Suppose the YouTuber has 200,000 subscribers and gets 56,000 views, on average*, across their latest videos.

In this case, the YouTuber's average view rate is 28%. The calculation for average view rate looks like this:

$$\text{Average view rate} = \frac{56,000 \text{ views}}{200,000 \text{ subscribers}} \times 100$$

Using the lifetime benchmarks for the Health & Fitness niche, creators with 100-250k subscribers have a view rate of 19% - 25%. Since the YouTuber performs above the benchmark range, they're considered top-performing.

This YouTuber is a good choice for your upcoming campaign!

*This first-party metric is available for all YouTubers on the inzpire.me platform.



@londogmussehuset x Pickatale



Example of how to read 30-day benchmark ranges below

The 30-day benchmark view rate range for lifestyle YouTubers with 100-250k subscribers is 19% - 23%. If a lifestyle YouTuber has 200,000 subscribers, that means their video should get between 38,000 and 46,000 views.

The calculation for views looks like this:

$$\text{Views} = \frac{\text{View rate} \times \text{Number of subscribers}}{100}$$

It's the same process for engagement rates.

The 30-day benchmark engagement rate range for the same group of YouTubers is 1.1% - 1.3%. If they have 200,000 subscribers, their videos should get between 2,200 and 2,600 engagements.

$$\text{Engagements} = \frac{\text{Engagement rate} \times \text{Number of subscribers}}{100}$$



Lifestyle: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	41% - 56%	2.2% - 3%
	5k-10k	36% - 41%	1.9% - 2.2%
Micro-creators	10k-25k	30% - 36%	1.6% - 1.9%
	25k-50k	26% - 30%	1.4% - 1.6%
Macro-creators	50k-100k	23% - 26%	1.3% - 1.4%
	100k-250k	19% - 23%	1.1% - 1.3%
Macro-creators	250k-500k	17% - 19%	1% - 1.1%
	500k-1M	14% - 17%	0.8% - 1%
Mega-creators	>1M	9%	0.3%

Avg. engagement-on-view rate: 7.9%

Avg. view rate: 31%

Avg. engagement rate: 1.8%



Fashion: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	51% - 70%	2.9% - 3.9%
	5k-10k	40% - 51%	2.3% - 2.9%
Micro-creators	10k-25k	29% - 40%	1.7% - 2.3%
	25k-50k	23% - 29%	1.3% - 1.7%
Macro-creators	50k-100k	18% - 23%	1.1% - 1.3%
	100k-250k	13% - 18%	0.8% - 1.1%
Macro-creators	250k-500k	10% - 13%	0.6% - 0.8%
	500k-1M	8% - 10%	0.5% - 0.6%
Mega-creators	>1M	5%	0.3%

Avg. engagement-on-view rate: 8%

Avg. view rate: 39%

Avg. engagement rate: 1.8%



Health & Fitness: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	59% - 70%	1.8% - 2.8%
	5k-10k	52% - 59%	1.3% - 1.8%
Micro-creators	10k-25k	44% - 52%	0.9% - 1.3%
	25k-50k	33% - 44%	0.6% - 0.9%
	50k-100k	28% - 33%	0.5% - 0.6%
Macro-creators	100k-250k	14% - 28%	0.3% - 0.5%
	250k-500k	11% - 14%	0.2% - 0.3%
	500k-1M	8% - 11%	0.1% - 0.2%
Mega-creators	>1M	2%	0.1%

Avg. engagement-on-view rate: 7.3%

Avg. view rate: 32%

Avg. engagement rate: 1.8%



Beauty: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	30% - 50%	2% - 2.5%
	5k-10k	26% - 30%	1.5% - 2%
Micro-creators	10k-25k	21% - 26%	1.2% - 1.5%
	25k-50k	17% - 21%	0.9% - 1.2%
Macro-creators	50k-100k	14% - 17%	0.7% - 0.9%
	100k-250k	11% - 14%	0.5% - 0.7%
	250k-500k	10% - 11%	0.4% - 0.5%
Mega-creators	500k-1M	8% - 10%	0.3% - 0.4%
	>1M	6%	0.2%

Avg. engagement-on-view rate: 10.1%

Avg. view rate: 20%

Avg. engagement rate: 1.7%



Family: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	30% - 41%	1.3% - 1.9%
	5k-10k	29% - 30%	1.2% - 1.3%
Micro-creators	10k-25k	28% - 29%	1.1% - 1.2%
	25k-50k	27% - 28%	1% - 1.1%
Macro-creators	50k-100k	26% - 27%	0.9% - 1%
	100k-250k	25% - 26%	0.9%
Macro-creators	250k-500k	22% - 25%	0.8% - 0.9%
	500k-1M	14% - 22%	0.7% - 0.8%
Mega-creators	>1M	7%	0.3%

Avg. engagement-on-view rate: 6.9%

Avg. view rate: 26%

Avg. engagement rate: 1.6%



Travel & Outdoors: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	30% - 36%	1.9% - 2.3%
	5k-10k	27% - 30%	1.6% - 1.9%
Micro-creators	10k-25k	22% - 27%	1.3% - 1.6%
	25k-50k	19% - 22%	1.1% - 1.3%
Macro-creators	50k-100k	17% - 19%	0.9% - 1.1%
	100k-250k	14% - 17%	0.6% - 0.9%
Macro-creators	250k-500k	12% - 14%	0.5% - 0.6%
	500k-1M	8% - 12%	0.4% - 0.5%
Mega-creators	>1M	8%	0.4%

Avg. engagement-on-view rate: 7.2%

Avg. view rate: 27%

Avg. engagement rate: 1.7%



Gaming & Technology: 30-day benchmark ranges

Creator tier	Subscribers	View rate	Engagement rate
Nano-creators	<5k	31% - 36%	2.1% - 2.6%
	5k-10k	29% - 31%	2% - 2.1%
Micro-creators	10k-25k	27% - 29%	1.7% - 2%
	25k-50k	25% - 27%	1.6% - 1.7%
Macro-creators	50k-100k	24% - 25%	1.5% - 1.6%
	100k-250k	22% - 24%	1.3% - 1.5%
	250k-500k	16% - 22%	1.2% - 1.3%
Mega-creators	500k-1M	11% - 16%	0.8% - 1.2%
	>1M	8%	0.2%

Avg. engagement-on-view rate: 7.7%

Avg. view rate: 21%

Avg. engagement rate: 1.1%

Using 30-day benchmark ranges in practice

Let's say you're running a YouTube campaign with fashion creators to market your clothing brand. You want to know if your creators are performing well.

Suppose one of your creators has 200,000 subscribers and posted a video that received 30,000 views in the first 30 days. Their 30-day view rate is calculated as their views in the first 30 days divided by their number of subscribers. In this case, it's 15%.

The calculation for 30-day view rate looks like this:

$$\text{30-day view rate} = \frac{30,000 \text{ views in the first 30 days}}{200,000 \text{ subscribers}} \times 100$$

Using the 30-day benchmark ranges for the Fashion niche, creators with 100-250k subscribers have an average view rate of 13-18%. That means your creator is performing well, as their 30-day view rate is within the benchmark range.

You should consider rebooking the creator for your next campaign!



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.