

INFLUENCER MARKETING BENCHMARKS 2019

Overview Edition

What this report covers

This overview edition summarizes the benchmark areas, campaign dimensions, and analysis framework used to evaluate influencer marketing performance in 2019. It is designed to help marketing teams compare campaign results, assess account quality, and interpret engagement across markets and content types.

Key topics included

- Instagram engagement development over time
- Follower-ratio benchmarks by account size and vertical
 - Audience quality benchmarks by country
 - Sponsored vs. non-sponsored content performance
- Campaign comparison inputs for marketers and agencies

Prepared by InfluencerDB

Report overview

Campaign teams rarely ask whether influencer marketing works in general - they ask how a specific campaign performed against a reasonable benchmark. **This report framework helps answer that question by organizing influencer performance into comparable benchmark dimensions.**

The 2019 benchmark model is built around five recurring questions:

- How has engagement on Instagram changed over time?
- How do engagement patterns differ between sponsored and non-sponsored posts?
- How does account size influence expected performance?
- How should campaign results be interpreted across verticals and countries?
- Which audience-quality factors should be checked before comparing creators?

Benchmark dimensions

Dimension	How it is used
Account size	Useful for separating nano-, micro-, macro-, and larger creator tiers when comparing engagement or reach efficiency.
Vertical / sector	Helps evaluate category-specific patterns such as fashion, food, entertainment, or beauty.
Country / market	Provides geographic context for audience-quality checks and local campaign comparison.
Content type	Distinguishes sponsored posts from non-sponsored content and supports performance benchmarking by format.
Campaign objective	Frames interpretation around awareness, engagement, traffic, or conversion-oriented campaigns.

Why this matters

Without normalized benchmarks, campaign teams often compare creators, markets, or content types that are not directly comparable. A benchmark-led approach reduces that noise and supports more consistent reporting to clients, internal stakeholders, and brand partners.

What marketers can evaluate with the benchmark set

Engagement development on Instagram

Track how average engagement changes over time and use that context when reviewing historic campaign results.

Like-follower ratios by account size and vertical

Compare creators against peer groups with similar audience scale and category focus.

Audience quality benchmarks by country

Assess whether follower composition and market alignment support campaign objectives.

Sponsored vs. non-sponsored content

Evaluate whether branded content outperforms or underperforms a creator's baseline posting behavior.

Cross-market comparison

Interpret differences between regions while controlling for campaign objective, category, and creator tier.

Suggested workflow for campaign reporting

- Define the campaign objective and primary KPI before benchmarking.
- Group creators by account size, category, and market.
- Separate sponsored and non-sponsored performance before drawing conclusions.
- Check audience-quality indicators before comparing efficiency metrics.
- Report results against the relevant peer group instead of using a single generic average.

Note

Benchmarking is most useful when it is applied consistently. Even strong absolute results can be misleading if they are compared against the wrong market, creator tier, or content mix.

Report contents at a glance

Covered platforms Instagram-focused benchmark analysis for influencer campaign performance and audience behavior.	Primary comparison layers Account size, vertical, country, post type, and campaign objective.
Main user groups Brands, agencies, in-house marketing teams, and campaign analysts.	Primary use case Evaluate campaign outcomes against realistic benchmark sets instead of broad market assumptions.

For teams using this document as a planning or reporting aid, the next step is to align benchmark selection with campaign scope, target geography, and creator segmentation.

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For benchmark-related inquiries, please use the contact details available on [InfluencerDB.net](https://influencerdb.net).