



gen.video

2021 Influencer Marketing and Social Commerce Report

Data, insights and trends on how influencer marketing campaigns are driving engagement and sales via YouTube.



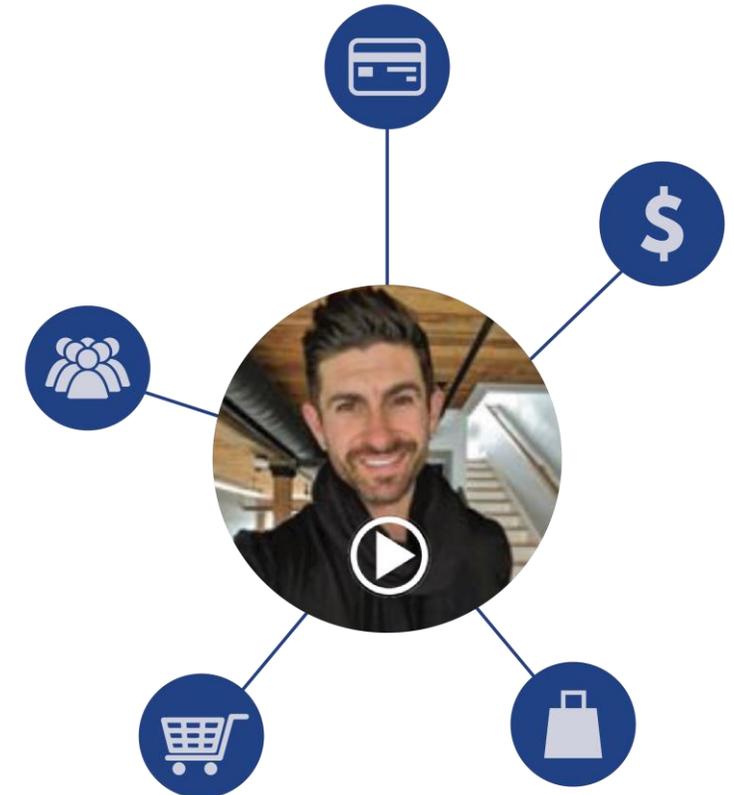
Introduction

2020 was a remarkable year in many ways. The changes that took place impacted the way people live their lives, shop, consume content, and the ramifications of that will be long lasting.

The 2021 Influencer Marketing and Social Commerce report will look at how these changes are impacting social media consumption and the role influencer marketing continues to play on ecommerce. Specifically focused on YouTube data, we've analyzed brand sponsorships and the associated consumer shopping behaviors to uncover trends.

These insights will help guide brand marketers to better plan and determine where resources can be best allocated within influencer marketing campaigns to help inform strategy and investment levels.

In the following pages, we are excited to share our learnings and dig into the influencer marketing data we have collect. To do so, we'll drill into two key industries - Consumer Electronics (CE) and Consumer Packaged Goods (CPG) - to highlight distinct learning.



State of the Universe

Looking at the US economy as a whole, **online consumer spending in the US rose 32.4% to \$791.7 from 2019 to 2020**. This was a sharp uptick in the trend going back to 2010 because of the pandemic.

In 2020, major changes in consumer behavior took place as a result of COVID and it's expected that many of these changes will continue even as there is a slow return to normalcy in everyday life. One change we have seen in our 2020 vs 2019 data is that clickthrough rates on campaigns have gone from ~3% to ~4% in just one year.

This acceleration in ecommerce puts increased pressure on brands to think about how they maximize their ability to gain market share. Digital media and influencer marketing, specifically YouTube, are perfect for marketers to drive growth and deliver results.

US Ecommerce Sales From 2010 to 2020 (In Billions)



SOURCE: CENSUS.ORG

ORBELO

Methodology

The data in this report is from YouTube influencer marketing campaigns from gen.video that had views in 2020.

First, we will look at a high-level overview of the data broken down by influencer tier size, and then break the data down in the Consumer Electronics (CE) and Consumer Packaged Goods (CPG) to

better understand the similarities and differences of how people research and shop within these two distinct product categories.

We will also factor influencer rates into the data to show which size channels produce the best value relative to campaign objectives.



| YouTube Influencer Channel Size Breakdown* | |
|--|-----------|
| Followers | Tier Size |
| 50k - 249k | Mid Tier |
| 250k - 749k | Top Tier |
| 750k+ | Macro |

*Note: Nano and micro-tier influencers are not included in this analysis due to limitations of available campaign data for analysis

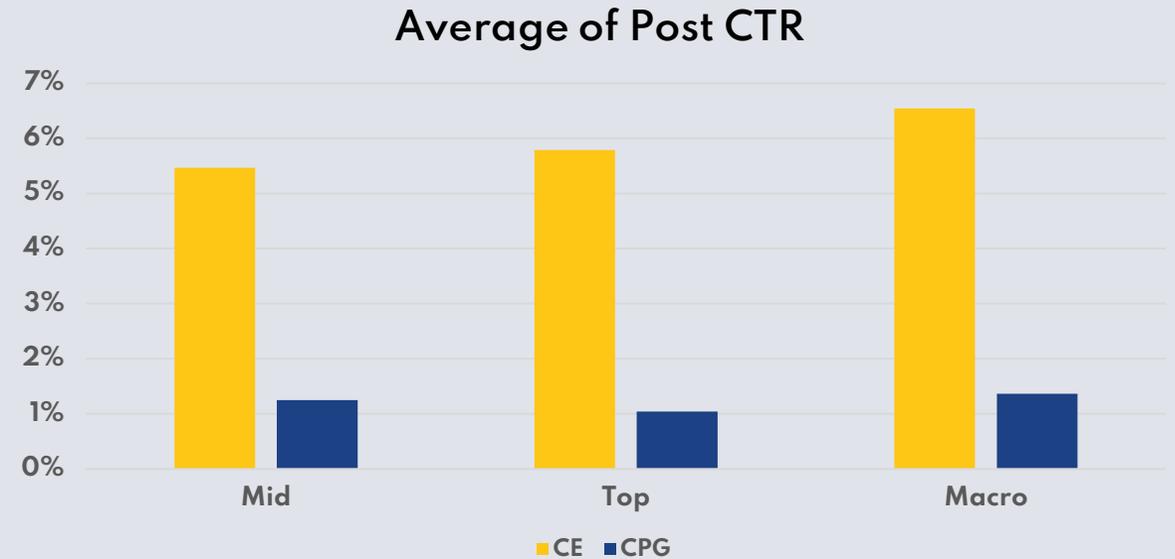
What We Saw in the data

When looking at the three tiers of YouTube channel size, it starts to become clear that the audiences respond and interact differently.

What we found in the data may be surprising and challenge some commonly held assumptions around influencer marketing.

In terms of click through rates (clicks / impressions), there was an upward trend in click through rates for top and macro influencers sponsorships for Consumer Electronics activations.

For CPG, macro also had the highest CTR, but generally the vertical had less click through to a retailer site than CE. This is not surprising due to the higher research and consideration that goes into higher priced electronics purchases.



What We Saw in the data

As we investigated the data, several interesting patterns emerged.

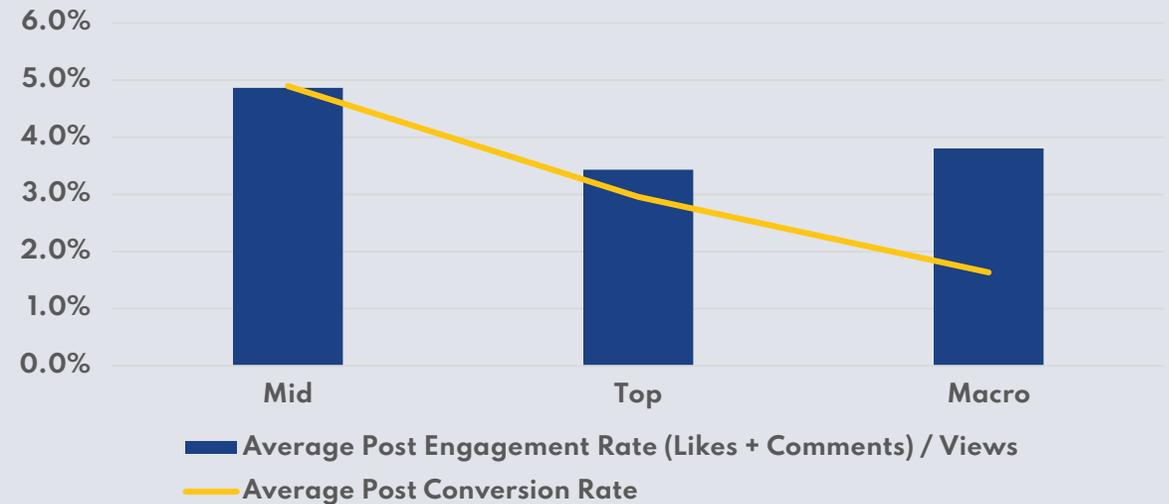
2 big takeaways are as follows:

- Mid level influencer have the highest conversion (sales) and engagement (likes + comments / views) rates
- ROI are best with macro level influencers

When looking at sponsor rates, due to the economies of scale, the cost per view (CPV) for the 3 tiers dropped significantly as channel size increases for both CE and CPG.

This data shows that if budgets allow, working with **influencers that have 250K or more subscribers deliver better return** in terms of CPV.

Engagement Rates and Conversion Rates



| Influencer Size | Average CPV |
|-----------------|-------------|
| Mid | \$ 0.12 |
| Top | \$ 0.05 |
| Macro | \$ 0.05 |

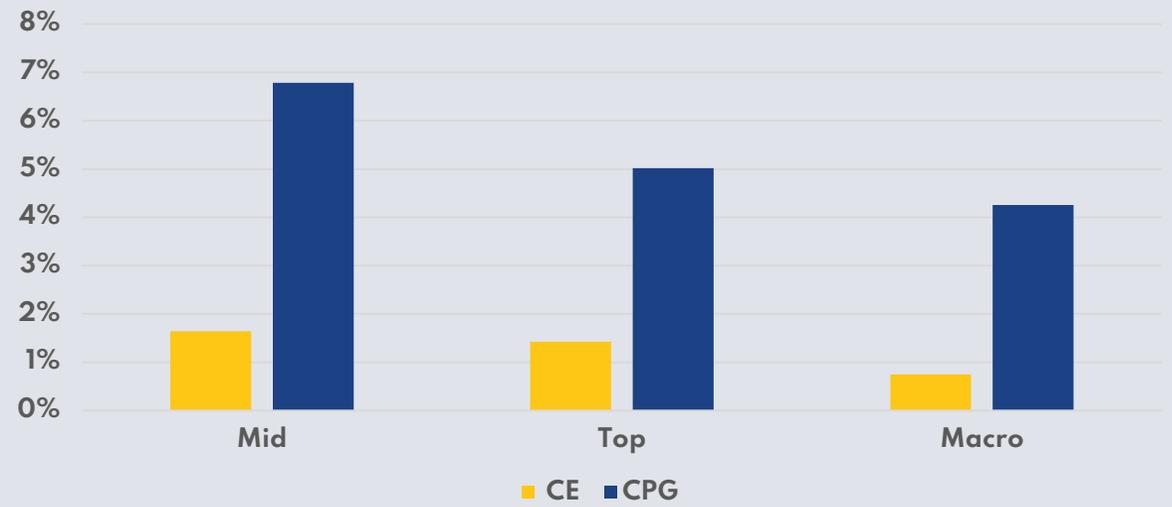
What We Saw In Conversions

For CE and CPG, though mid tier influencers had the highest orders rates (cart sales / clicks), the sheer size of the top and macro audiences led to respectively ~4x and ~6x multiples for average orders (cart transaction) compared to mid. We also saw an inverse of the average conversion rates (unit sales / link clicks) and the average number of orders for the 3 tiers.

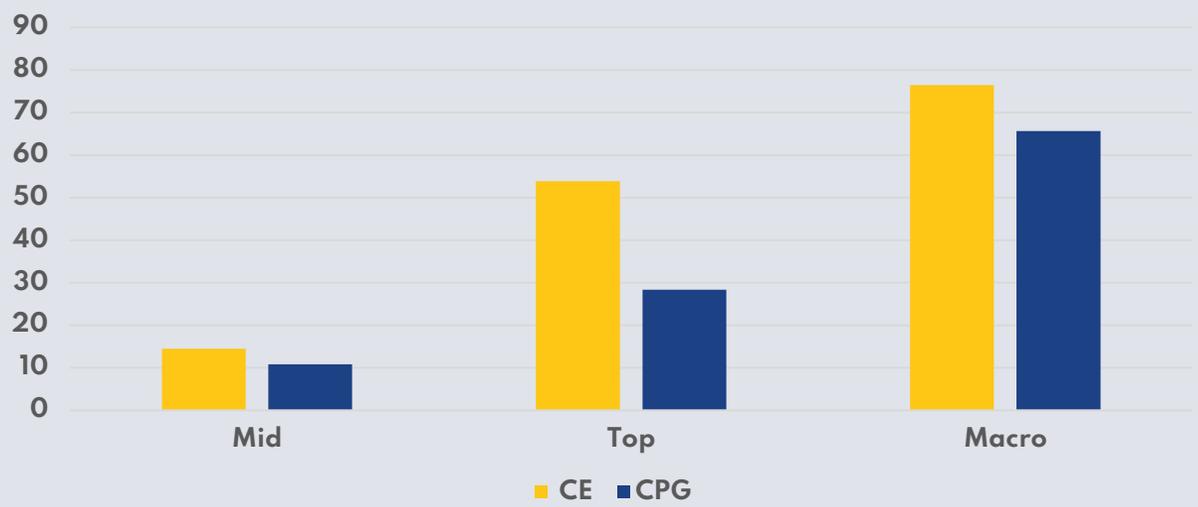
This shows that while macro influencers drives more conversion due to their reach, mid tier influencer actually have a higher conversion rate.

4-6x
Sales w/
bigger
channels

Average Conversion Rate



Average # of Orders





Key Learnings Consumer Electronics

Consumer Electronics Data Highlights

For CE, the order value was highest for top tier and macro tier influencers – they also had the lowest CPV and lowest CPC.

Considering this data, it becomes clear that **macro influencers have a compelling advantage for consumer electronics in driving efficient sales from a CTR, conversions, CPV, CPC perspective.**

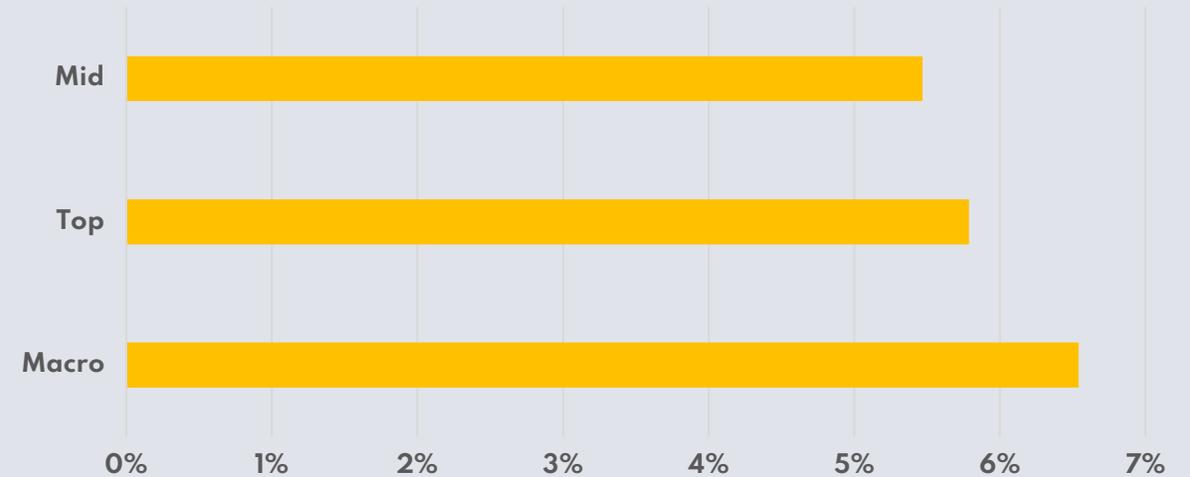
However, mid tier influencers have a higher conversion rate (sales / link clicks)

| Influencer Size | Average Post CTR | Average Conversion Rate | Average Post CPV | Average Post CPC | Order Value |
|-----------------|------------------|-------------------------|------------------|------------------|-------------|
| Mid | 5.47% | 1.64% | \$0.10 | \$8.06 | \$281.49 |
| Top | 5.79% | 1.42% | \$0.06 | \$4.95 | \$485.28 |
| Macro | 6.54% | 0.75% | \$0.05 | \$4.71 | \$466.27 |

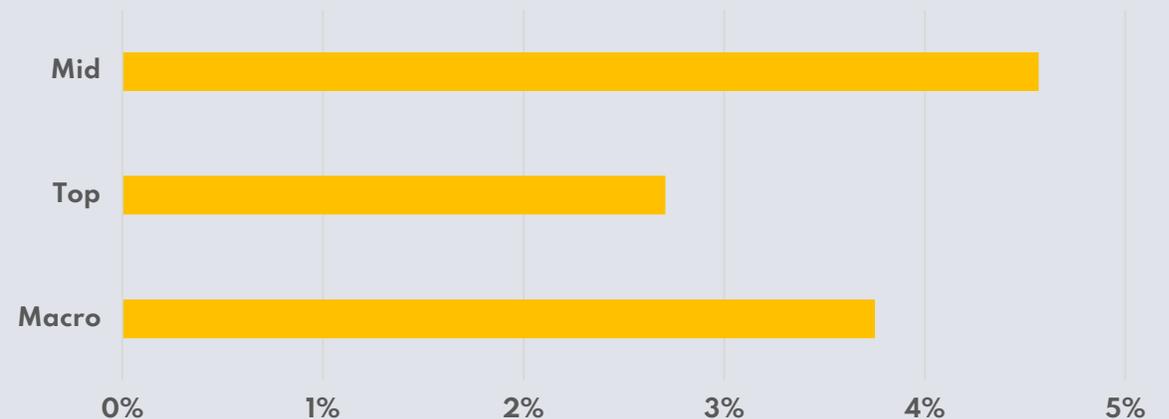
CE Clickthrough and Engagement Data

For CE, macro influencers led the pack with the highest average post click-through rates, but mid influencers were more likely to drive engagement on posts.

Average of Post CTR



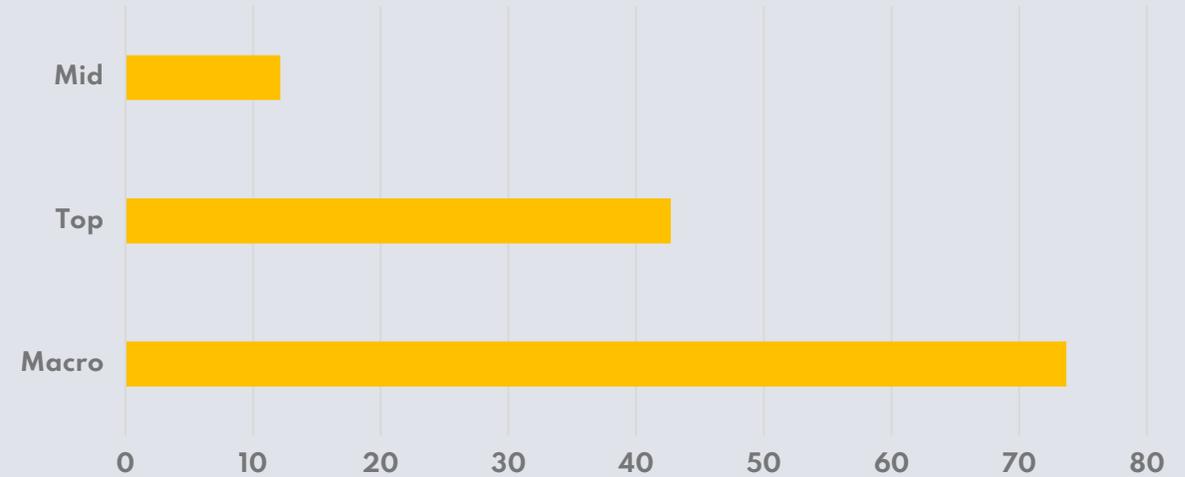
Average of Post Engagement Rate (Likes + Comments) / Views



CE Conversion and Sales Data

For CE, the average number of orders was highest for macro influencers at 76.5 and the order value was highest for top at \$485.28, respectively. Macro tier influencers order value was however close at \$466.27.

Average Orders



Order Value





Key Learnings Consumer Packaged Goods



CPG Engagement Data Highlights

For CPG, the average number of orders was highest for **macro influencers at 65.7, compared to the average of 28.3**. Macro influencers also had the lowest CPV and highest order value. However, mid sized influencer had the highest conversion rate. CPCs were higher across the board as many campaigns were focused on driving new product awareness for both online and in-store sales.

When price was factored into the data, the lowest CPV came from macro influencers due to the larger audiences and economies of scale.

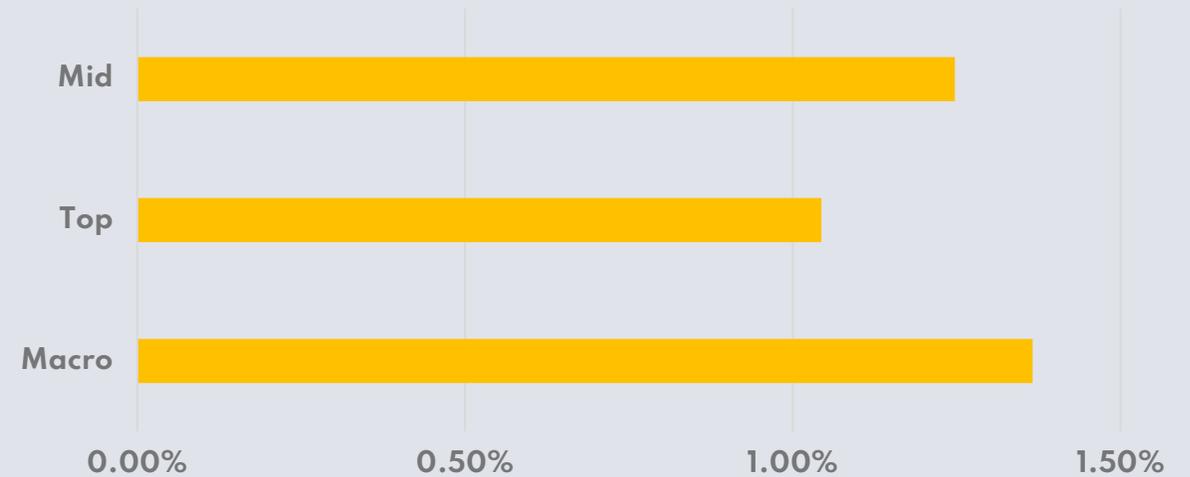
| Influencer Size | Average Orders | Average Conversion Rate | Average Post CPV | Average Post CPC | Order Value |
|-----------------|----------------|-------------------------|------------------|------------------|-------------|
| Mid | 10.8 | 6.78% | \$0.13 | \$55.12 | \$18.54 |
| Top | 28.3 | 5.02% | \$0.04 | \$71.88 | \$14.77 |
| Macro | 65.7 | 4.26% | \$0.06 | \$61.70 | \$19.57 |

CPG Clickthrough and Engagement Data

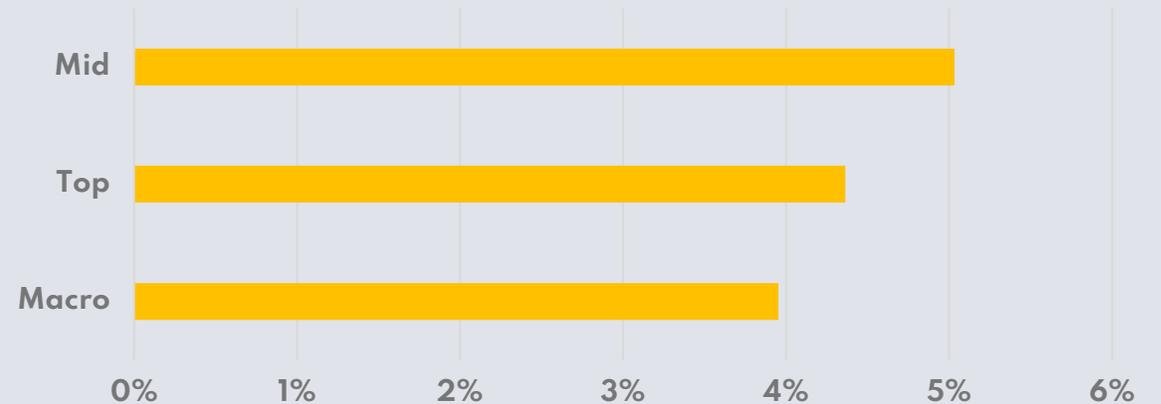
For CPG, the highest CTR was from the macro influencer tier, but the highest post engagement was from mid tier influencers.

CPG tended to see much lower clickthrough rates than CE likely due to consumer behavior and purchasing habits for household goods versus electronics.

Average of Post CTR



Average of Post Engagement Rate
(Likes + Comments) / Views

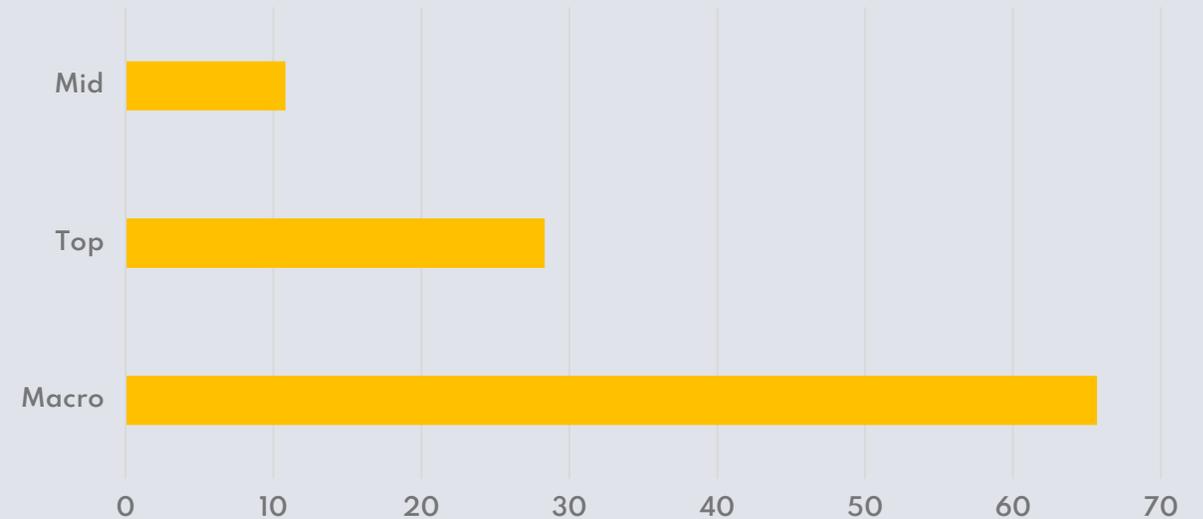


CPG Conversion and Sales Data

For CPG, the average number of orders and order value was highest for macro influencers at 65.7 and \$19.70, respectively. Mid tier influencers order value was however close at \$18.54.

To drive the most sales, it becomes clear that macro influencers again take the lead for CPG, while mid and top tier influencers have higher conversion rates.

Average # of Orders



Order Value



Report Summary

For a YouTuber, channel size is king. However, as the space matured, metrics like engagement rate become more indicative of campaign performance. With it, sparked a lot of debate around which type of influencer is best... smaller or larger?

- Mid-Tier YouTube Influencers (50K-249K Subscribers) deliver **2X the conversion rates** compared to the average channel size

Look just one level deeper a different answer emerges:

- For Consumer Electronics, Top Tier YouTube Influencers (250k-749k Subscribers) drive **72 percent higher sales than** Mid-Tier influencers – these are the channels on the cusp of Macro status (over 750K+ Subscribers)
- Despite a higher CPV, the **CPC is the lowest for Mid-Tier influencers** and is 23% lower than top-tier and 11% lower than macro.



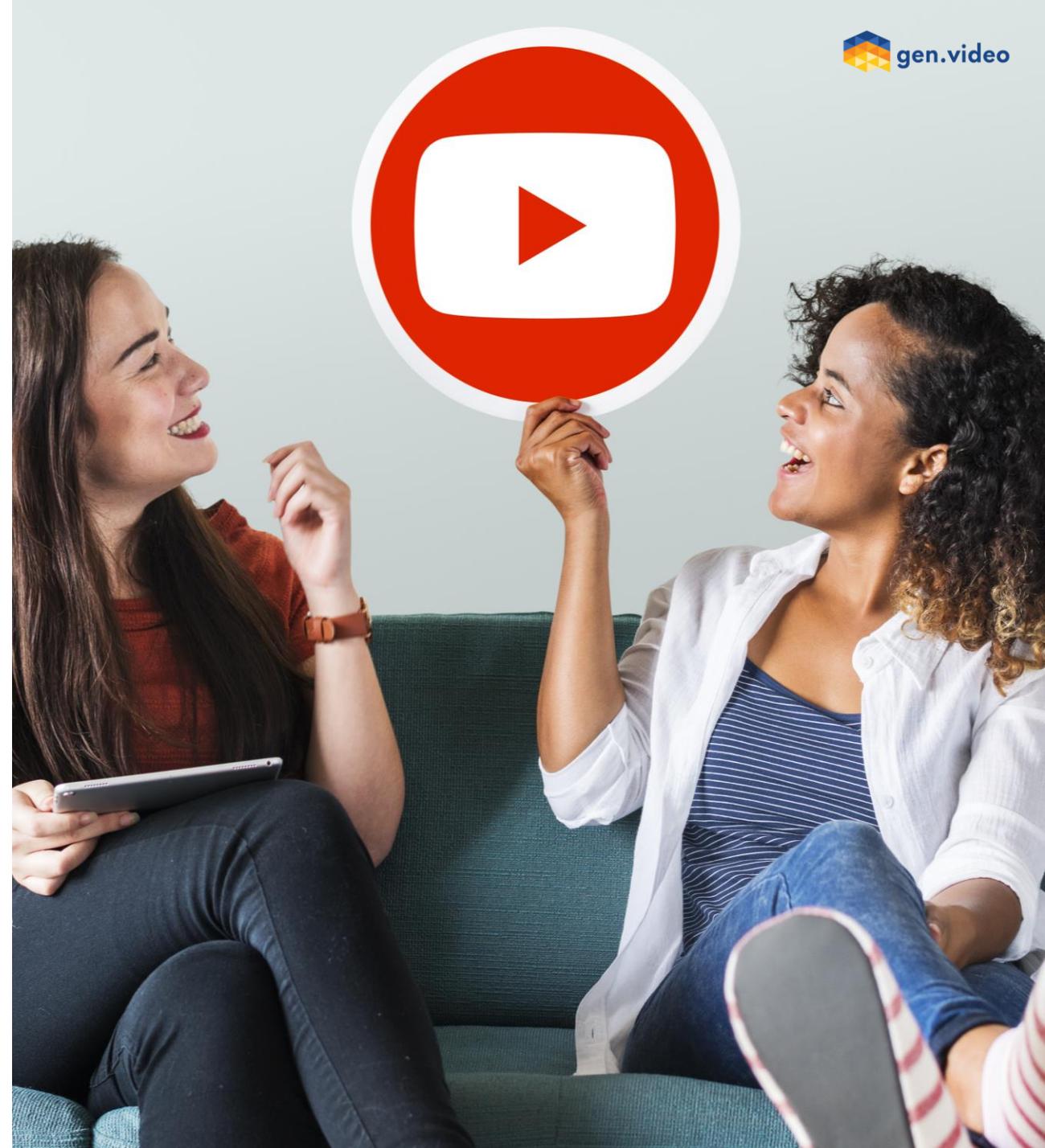
Key Takeaways

Based on the data, it becomes clear that the key takeaways are dependent on goals, verticals and available budgets.

For consumers electronics, mid-tier influencers are going to have the highest engagement rate and be the most affordable option, while macro-influencers will drive the largest reach and have the lowest CPV.

For CPG, mid-tier influencers are also going to have the highest engagement rate, best affordability and lowest CPC, but top-tier influencers will have the lowest cost per view and highest reach.

Whatever your goals are with influencer marketing, it's important to have a data-driven strategy on how to reach your target audience in a compelling and cost-effective way.



Who We Are

gen.video is the leading influencer platform helping brands educate customers about their products while driving Commerce outcomes with powerful video. gen.video is a trusted partner of F500 Brands & Retailers for over 10 years, and provides turn-key services to identify, monitor, syndicate and track success of all digital/social activations. We believe in the power of social proof and its ability to educate, inspire and guide customers on making the right purchase. Our proprietary, data-driven approach to influencer marketing produces highly persuasive videos proven to lift sales on eRetail.

