

Influencer marketing is the fastest growing marketing practice and media channel worldwide. The benefits of influencer marketing over paid media are well documented. In the USA, businesses have been making on average \$6.50 for each \$1 spent on influencer marketing, with the top 13% earning \$20 or more (source: Tomoson). The variance in results is however huge, with nearly half of all businesses engaging in influencer marketing unable to see any ROI whatsoever. It's one of the reasons that we've made it our mission at Humanz to make influencer marketing easier, safer and more predictable through better technology, data and knowledge. We hope you enjoy this easy-to-use cheat sheet for your market.

SUSPICIOUS FOLLOWERS



SOUTH AFRICA BENCHMARK



GLOBAL BENCHMARK

SUSPICIOUS FOLLOWERS PERCENTAGE SOUTH AFRICA

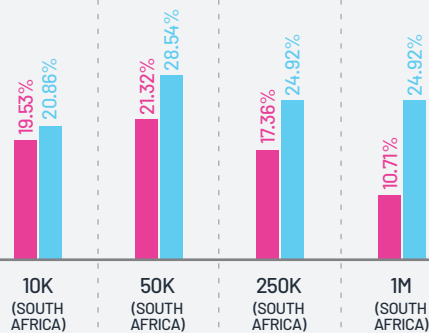
TOTAL AVERAGE

19.80%

25.23%

Suspicious followers include bots, bought followers, hacked accounts, follow-for-follow and other non-genuine followers. While they do not always indicate outright fraud, they offer little to no value to marketers. These numbers are lower across the board in South Africa than the global averages, with mega influencers seemingly much better behaved than their global counterparts.

FOLLOWERS



HUMANZ RATIO

TOTAL AVERAGE RATIO SOUTH AFRICA

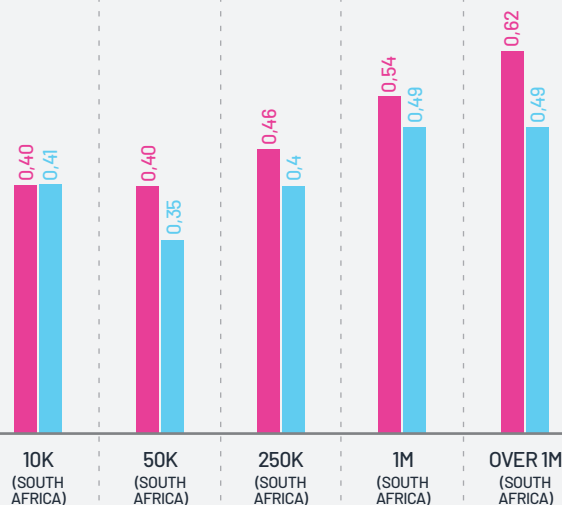
0.41

0.38

The Humanz ratio is a measure of how much of an influencer's audience is real, active and likely to see their content. It excludes suspicious users, inactive ones and mass followers, etc...

In South Africa, this number is lower across the board than global benchmarks, denoting higher true reach per influencer-follower on average.

FOLLOWERS

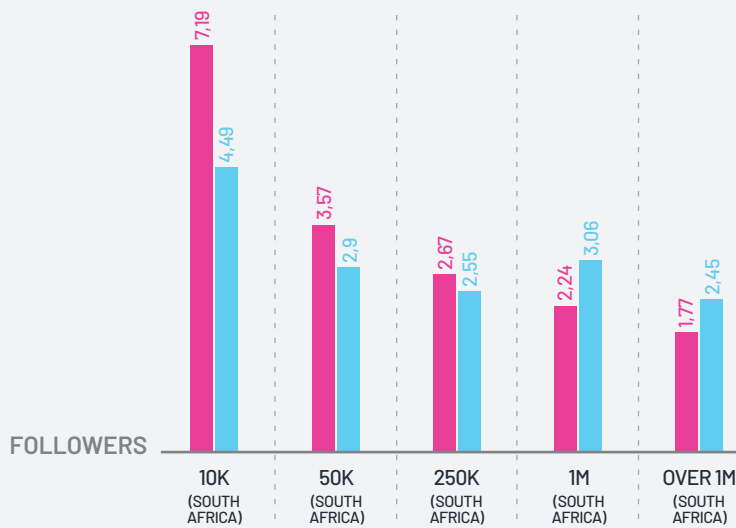


ENGAGEMENT RATES

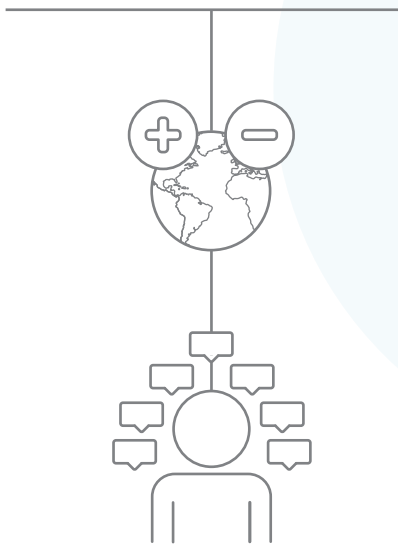
TOTAL AVERAGE RATIO SOUTH AFRICA

6.15	2.95
------	------

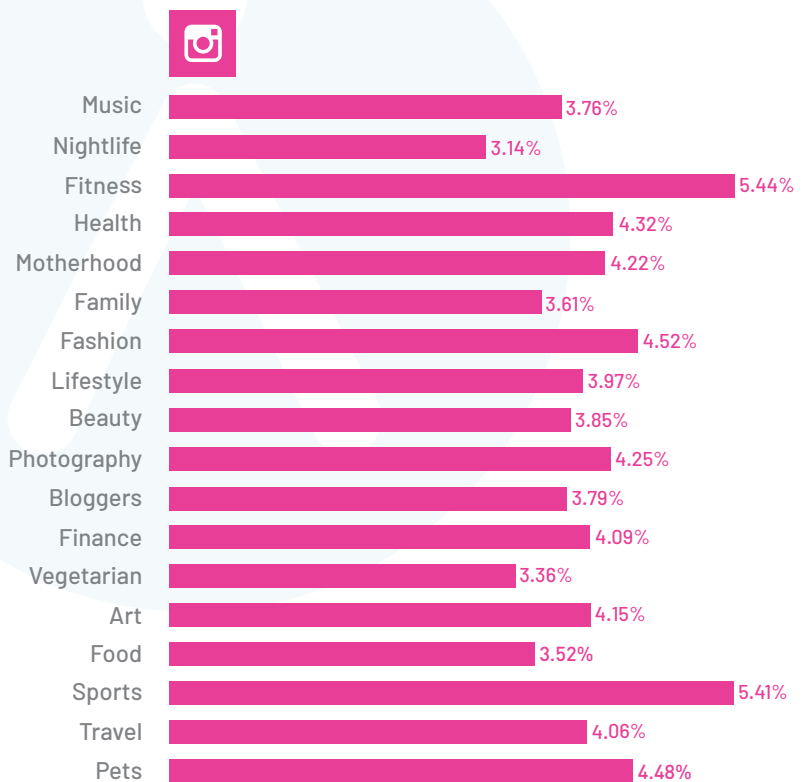
Engagement rate is often hailed as one of the most important metrics in influencer marketing as an indicator of influencer and content resonance. Engagement on marketing content should be compared to other content from the same influencer as well as within the relevant interest category. Engagement rates in SA are higher on average for nano and micro-influencers but lower for mega influencers.



85% of marketers say engagement is their primary KPI for influencer marketing.



Influencers with smaller followings have higher engagement ratios.



For more information on this report or the Humanz platform, find us on www.humanz.ai

SIGN UP FOR A FREE HUMANZ ACCOUNT TODAY ON WWW.HUMANZ.AI