



**INFLUENCER MARKETING  
STATS & BENCHMARKS REPORT**  
SOUTH AFRICA - H1 2022

# MAKE 2022 THE YEAR YOU ARE WORTH FOLLOWING

Hey South Africa, it's been a little while since we released a benchmarks report. But thanks to all your emails, calls, text messages, DMs and even one attempted fax (really??), we're bringing these amazing reports back.

Want to know how your content and collaborations stack to other creators and brands out there? This is the place where you can find out. Want to know whether you paid more or less on average than other marketers? Again, this is the place. These benchmarks were compiled using data from thousands of influencer collaborations run between the first of January 2021 and the 31st of December. If you're looking for science and reliable numbers, it's all here.

Data is power and with great power comes great responsibility. Part of that responsibility is remembering that influencer marketing is more than a numbers game and the human element ultimately matters equally if not more when it comes to being successful. The median values reflected in these benchmarks do not always accurately reflect the huge variance in results between a successful collaboration and a lame one.

One of the subtle changes you may have observed in 2021 was the shift from using the word "influencers" to "creators" instead. We love this change and believe it's a much better reflection of how marketers should approach potential collaborations. High quality content within an authentic and transparent partnership resonates far more and performs better each and every time.

Finding and partnering with the right creators should help you achieve a better understanding of how your target audience perceives you and what they expect, publish content that feels more authentic and resonates more with them and ultimately build long-lasting trust and loyalty.

2022 is the year where social commerce is expected to become mainstream and Humanz is evolving with this too. We launched our sales pixel for D2C businesses and creators to measure their organic sales ROI and you can expect some of this data to make it into our benchmarks reports soon as it becomes more widely adopted.

Ultimately, we know it takes plenty of art to being successful in influencer marketing and we're counting on you and your creator partners for that. For the science, you can always rely on Humanz.

Enjoy the rest of our data and remember if you have any questions about our stats, our platform, or anything else, feel free reach out to us (just no faxes please).



WITH LOVE,  
THE HUMANZ TEAM



HUMANZ



# REAL-DEAL INFLUENCER MARKETING CAMPAIGN DATA

Here is how influencer marketing campaigns performed on average in South Africa throughout the year.

Brands collaborated on average with

**13**

creators per campaign

The average overall engagement rate was

**3,5%**

for posts from campaigns

Marketers paid on average

**R127.89**

per thousand organic impressions on content from creators (CPM)

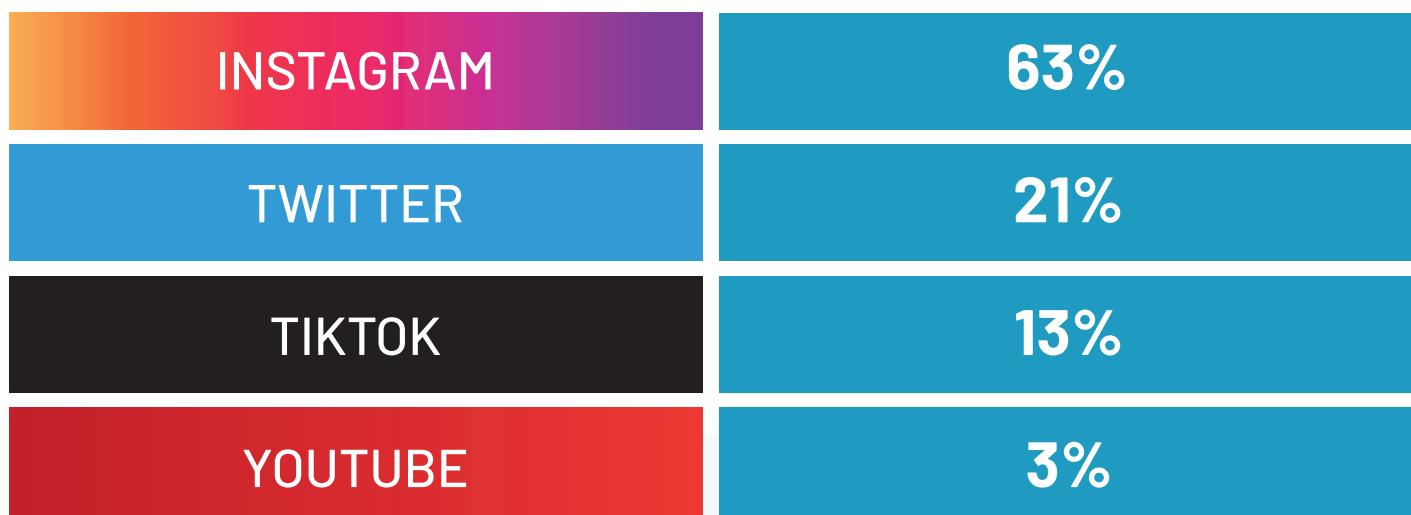
Marketers paid on average

**R5.80**

per organic engagement on content from creators (CPE)

In case you're curious, CPM is cost per thousand impressions, or cost per mile, and CPE is cost per engagement. All the values featured here only include organic reach and exclude any form of paid media boosting.

# WHERE BRANDS LAUNCH THEIR CAMPAIGNS



Instagram is home to the majority of all campaigns and continues to reign supreme

## TikTok

Tiktok creators benefited from the biggest increase in spend in 2021, going from just under

**4% → 13%**

of spend on influencer marketing campaigns in South Africa

## YouTube

Surprisingly, Youtube, which remains highly effective and provide plenty of long term value for brands commands only

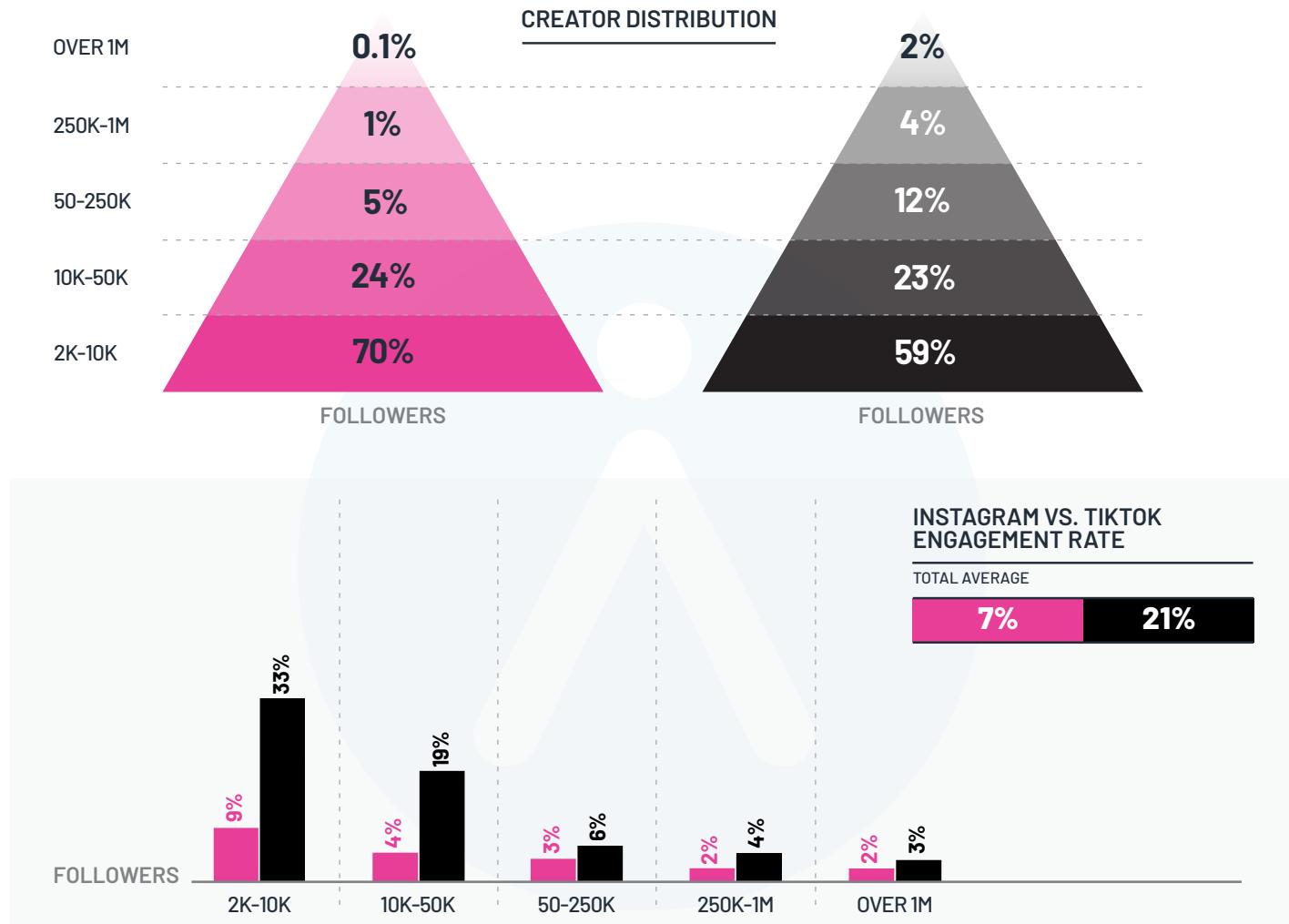
**3%**

of spend on creators in South Africa

# THE ULTIMATE SHOWDOWN:

## Instagram vs TikTok

Even though Instagram took the cake when it comes to campaign real estate, TikTok creators came in clutch in 2021 with higher average engagements and triple digit audience growth. Check it out below.



## TikTok

TikTok has higher engagement overall compared to Instagram

If you want  
higher engagement rates on IG



stick with influencers  
with **2k - 10k** followers

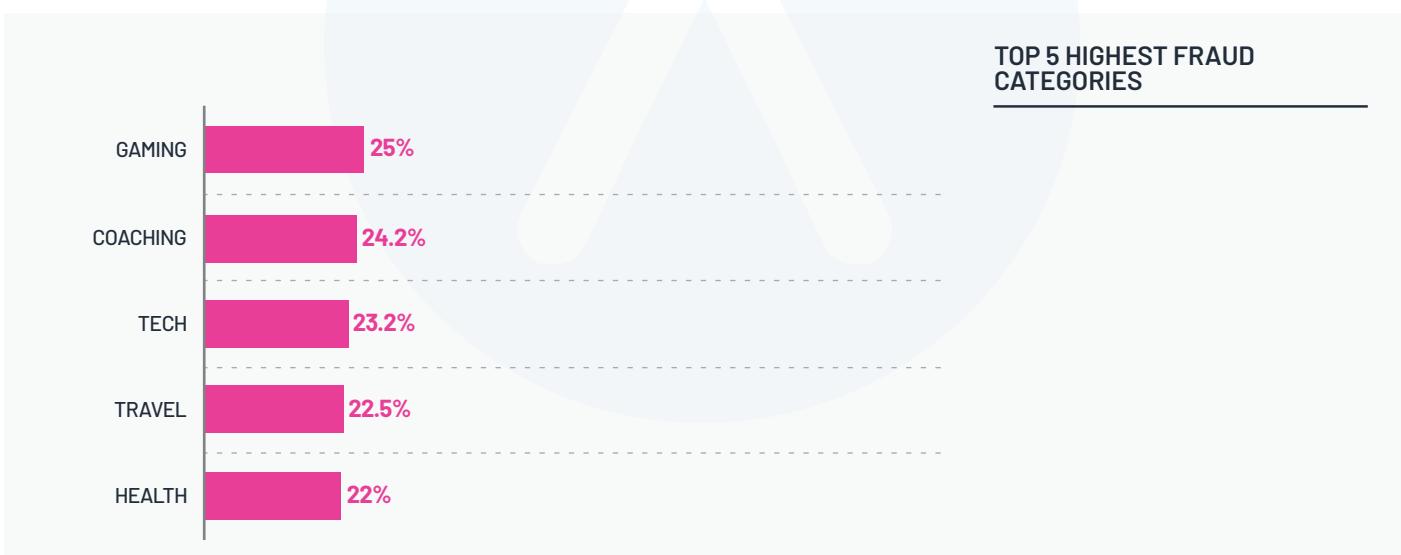
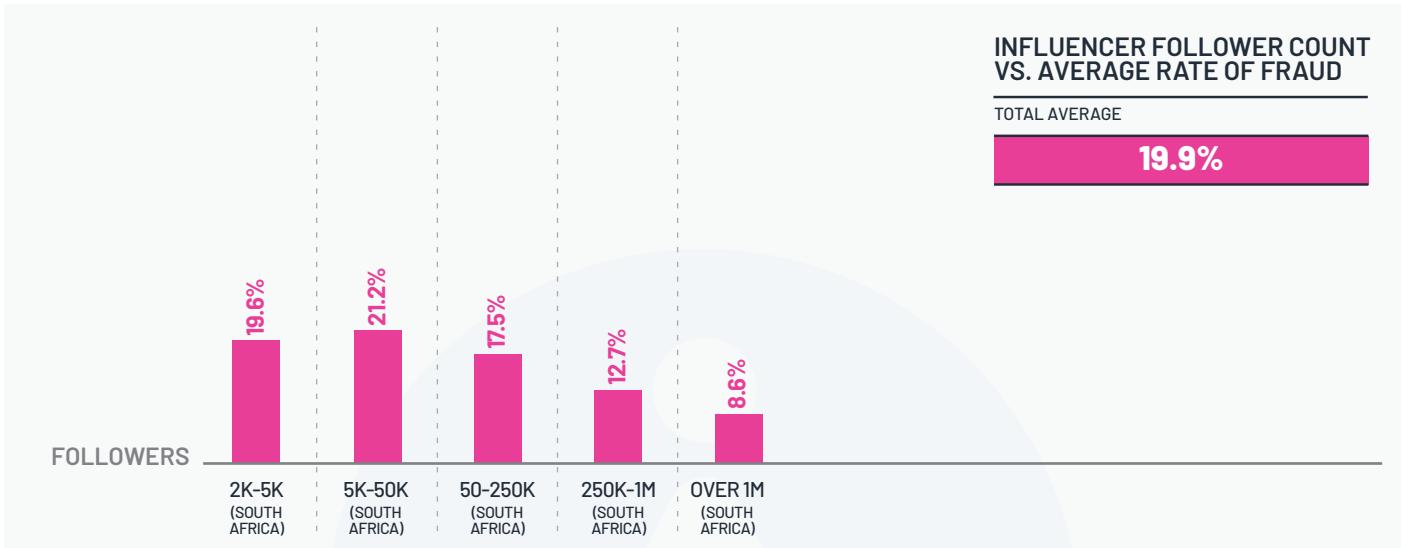
The same is true for

## TikTok

but brands can still benefit from  
double digit engagement rates in the  
10k - 50k follower range

# INSTAGRAM CREATOR AND CONTENT DEEP DIVE

Fraud sucks and no matter where you are on social media, it's going to be there. That's a fact. But let's look at Instagram influencers in South Africa specifically so you can keep a closer eye out. Here are the average fraud rates per follower count and per category.



The average number of suspicious followers declines after an influencer earns about 50k followers

**Smaller creators** have more of an incentive to show inflated audience numbers if marketers consider and remunerate creators based on their number of followers only

**Pro Tip:** Use our platform to **vet creators** before you sign any contracts or ask them to share their Humanz profile and data with you

# CREATORS & ENGAGEMENT PER INSTAGRAM CATEGORY

CATEGORY	NUMBER OF CREATORS	AVG. ENGAGEMENT RATE
Art	1826	5%
Beauty	4528	5%
Bloggers	2263	4%
Books	1401	5%
Business Owners	941	5%
Coaching	592	4%
Education	79	3%
Family	2658	4%
Fashion	8790	5%
Finance	2714	5%
Fitness	11127	6%
Food	4065	4%
Food & Drink	1204	5%
Funny	465	4%
Gaming	176	6%
Health	3275	5%
Lifestyle	9448	5%
Motherhood	2981	5%
Music	5725	5%
News	470	3%
News & TV	484	3%
Nightlife	3858	4%
Pets	471	5%
Photography	3243	5%
Science	9	2%
Sports	1741	6%
Tech	864	5%
Travel	3064	5%
Vegan	349	5%
Vegetarian	148	5%

# CREATORS & ENGAGEMENT PER INSTAGRAM CATEGORY (CONT.)

Fitness, gaming, and sports are the content categories that show the highest average engagement rate in South Africa.

When it comes to a robust collection of creators, fitness, lifestyle, and fashion are bursting at the seams

## HASHTAGS VS. MENTIONS

South African creators were a busy bunch in 2021.

Here are the top 25 hashtags and mentions they used last year, both on and off paid campaigns.

# = SOMETHING



@ = SOMEONE



#ad was the most used hashtags by South African creators last year, showing not only a boom in local sponsored content but also an increase in transparency and disclosure.



The top 3 brands mentioned by creators in 2021 were all fashion companies, a huge change from what we saw during the lockdowns of 2020.



The top 3 hashtags are all related to travel, with Cape Town remaining the number 1 destination.

# HUMANZ. SIMPLE, SAFE AND REWARDING INFLUENCER MARKETING.

Humanz is the ultimate influencer marketing platform built for brands, marketers, and creators. Inside you'll find deep social auditing tools leveraging proprietary AI technology, end-to-end campaign & collaboration workflow solutions, real and accurate data, real-time tracking and measurement features, and so much more.

*"It's Humanz that's the standard bearer...  
They've raised the bar again for everyone, if not for new  
features, then for an incomparable user experience."*

- Influencer  
MarketingHub



[READ THE FULL REVIEW](#)

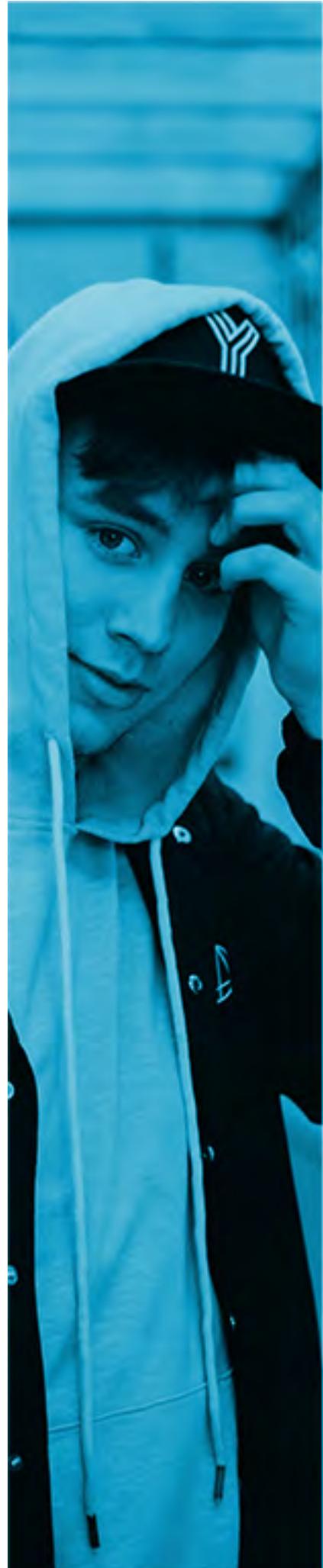
## DISCOVER THE HUMANZ SALES PIXEL

Get insights about influencer sales down to the last click with our state-of-the-art Humanz Sales Pixel. It takes all the guesswork out of the equation so you get to:

- + Track the customer journey down to the last click
- + Generate codes for each influencer you work with
- + Calculate exact ROI for your campaigns and for each creator

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or the Humanz platform, find us on  
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