HypeAuditor

The State of Influencer Marketing 2019

Exploring influencer fraud on Instagram



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Introduction

It’s been another year of impressive growth in the influencer marketing industry. However, with this growth new challenges come which marketers should consider. At HypeAuditor we believe that in order to succeed and build a successful strategy, you need insights, benchmarks, and a solid understanding of trends.

The «State of Influencer Marketing 2019: Exploring influencer fraud» on Instagram provides the most important insights into the world of influencer marketing. From the latest figures for Instagram engagement to the key trends within the influencer marketing space.



We've also highlighted the most discussed topic of the year — influencer fraud. You will find out what methods influencers use to artificially increase their performance and how widespread this problem is.

About HypeAuditor

HypeAuditor is the most advanced AI-based fraud-detection system that helps safeguard authenticity in influencer marketing. It applies machine learning to determine behavioral patterns and identify fake followers and engagement on influencer accounts.

HypeAuditor helps to increase the effectiveness of influencer marketing for global enterprises such as L'ORÉAL groupm TAKUMI



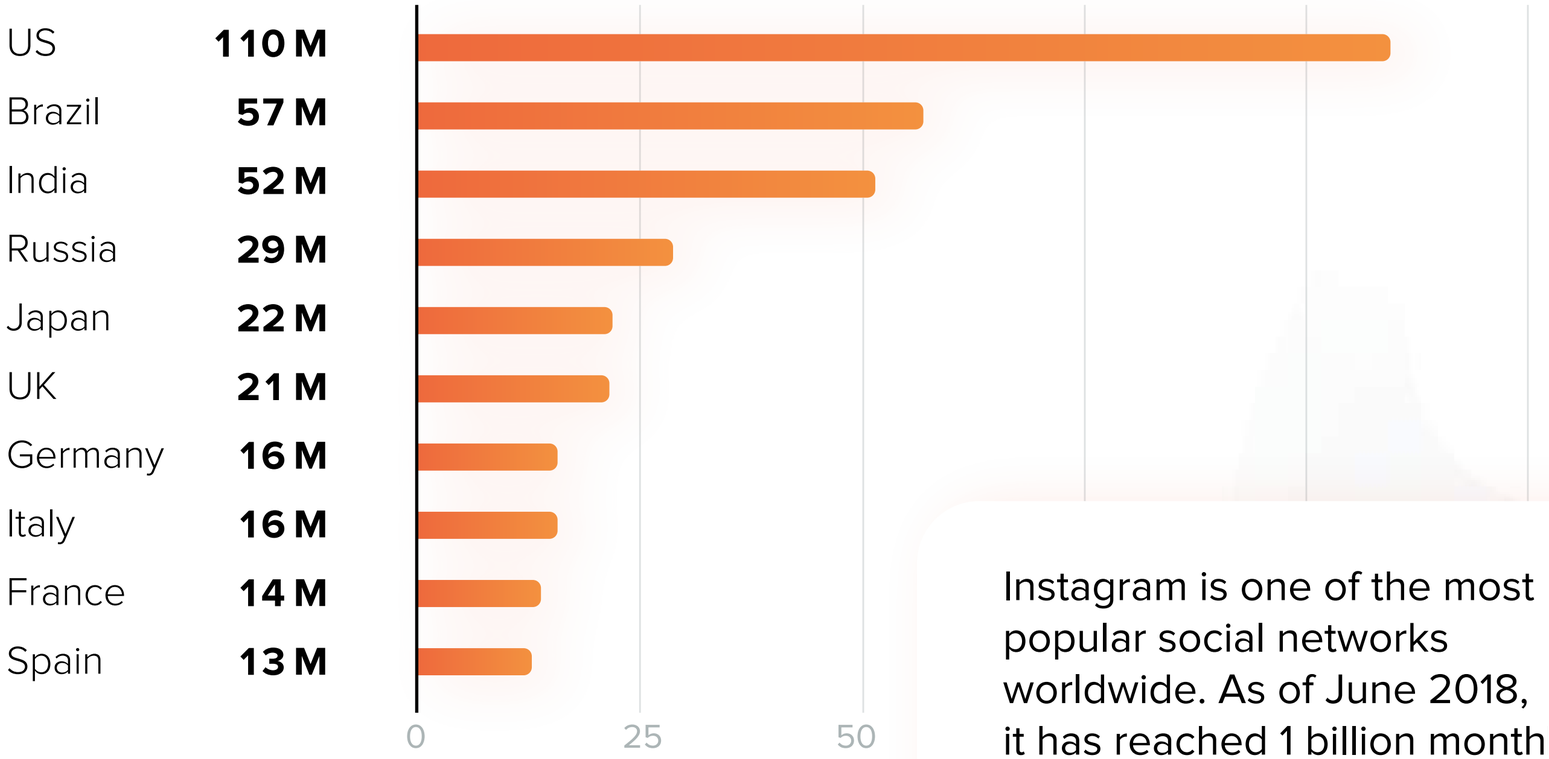
Key Findings

- A typical Instagram user in 2019 is a woman aged between 25—34. Over the past few years, the average age of the users has increased markedly.
- The average number of followers has grown with 19.93% on average in each group of influencers. Nano-influencers showed the biggest growth — 32.99%.
- The average Engagement Rate depends on the number of followers and has some country differences. This is due to cultural differences and methods of Instagram Growth which are common in a particular country.
- Only 39.98% of influencers are fraud-free. This number also has country differences and depends on the number of followers.
- 22.46% of influencers has suspicious growth anomalies. We also have detected a significant percentage of follow/unfollow (15.83%), inauthentic comments (38.23%) and other artificial methods used by influencers to grow their number of followers and engagement.

Chapter I

Instagram Usage Statistics and Users Demography

Number of monthly active Instagram users

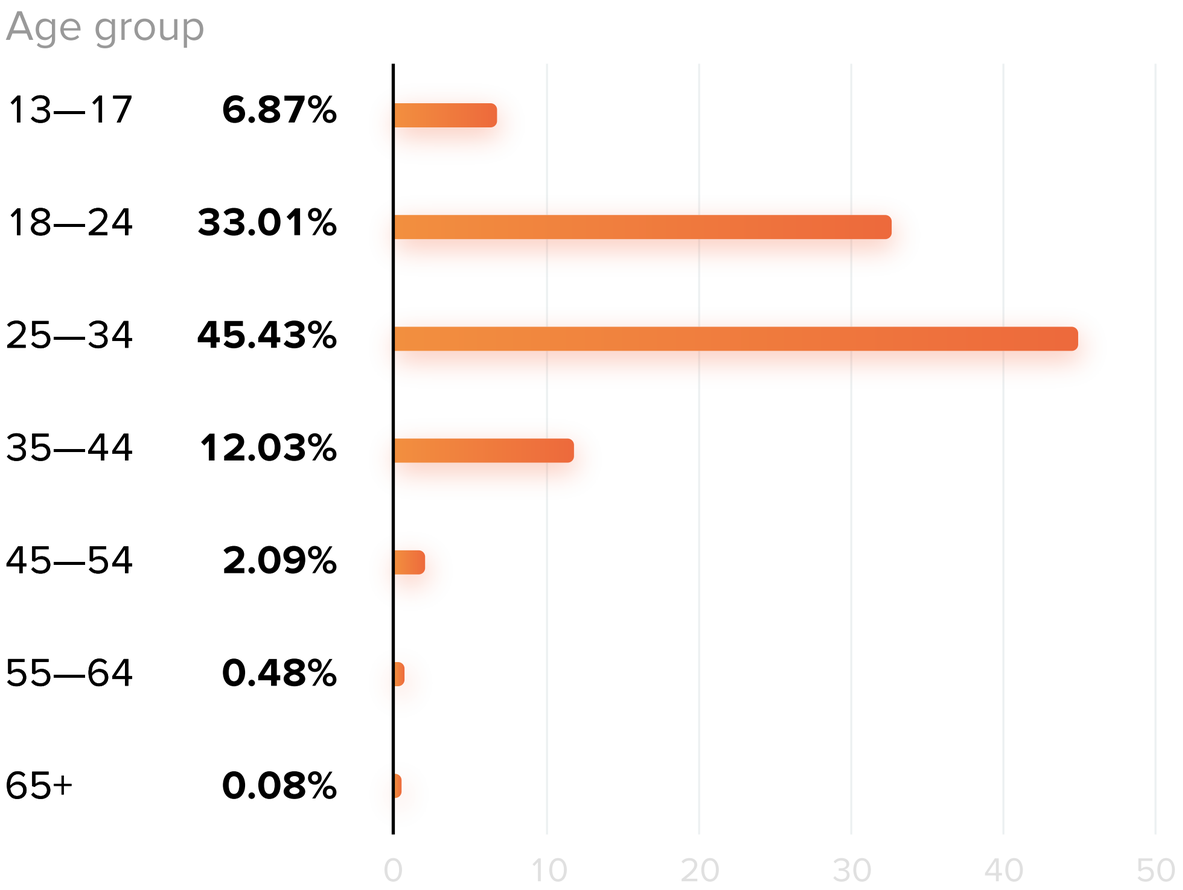


Instagram is one of the most popular social networks worldwide. As of June 2018, it has reached 1 billion monthly active users.



*The new 2018 Global Digital suite of reports from We Are Social and Hootsuite

Distribution of Instagram users worldwide as of December 2018, by age group and gender



Male **44.86%**

Female **55.14%**

During the research, it was found that 45.43 % of global Instagram users were aged between 25 and 34 years.

Typical Instagram user in 2018

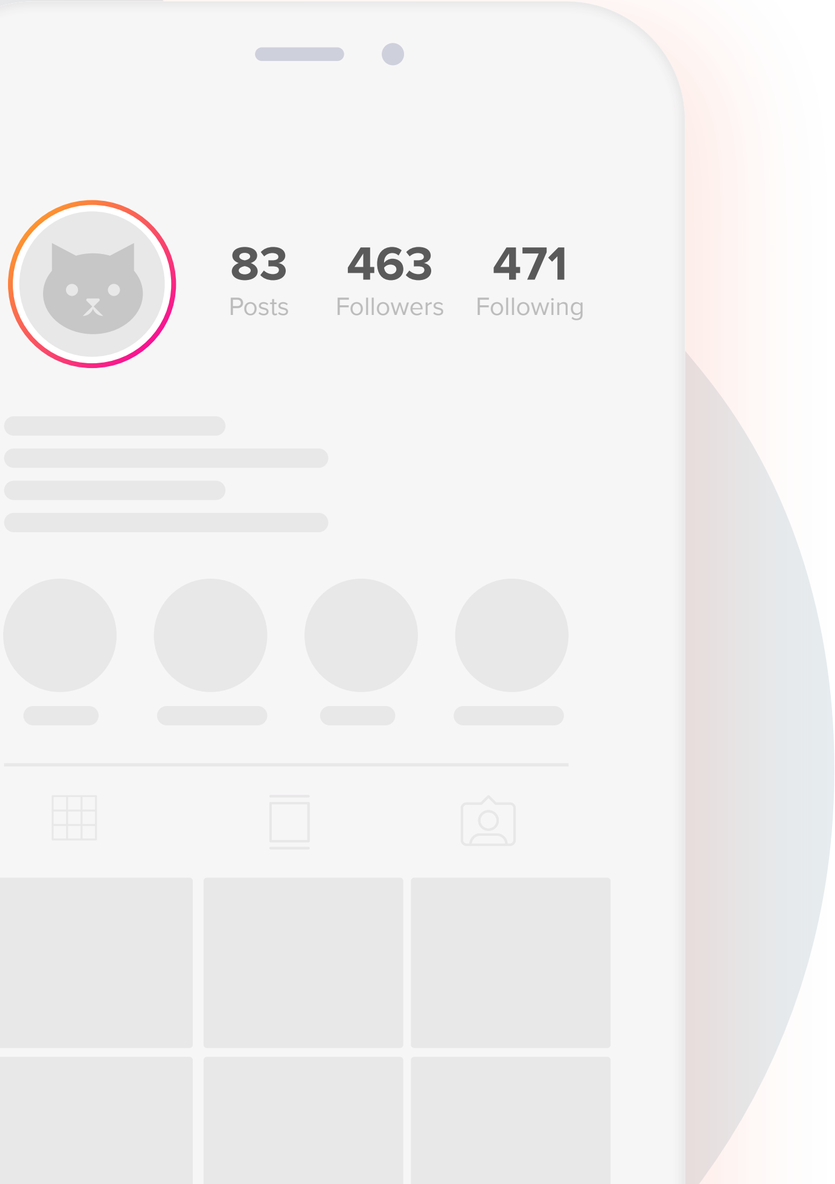
Gender
Female

Age
25—34

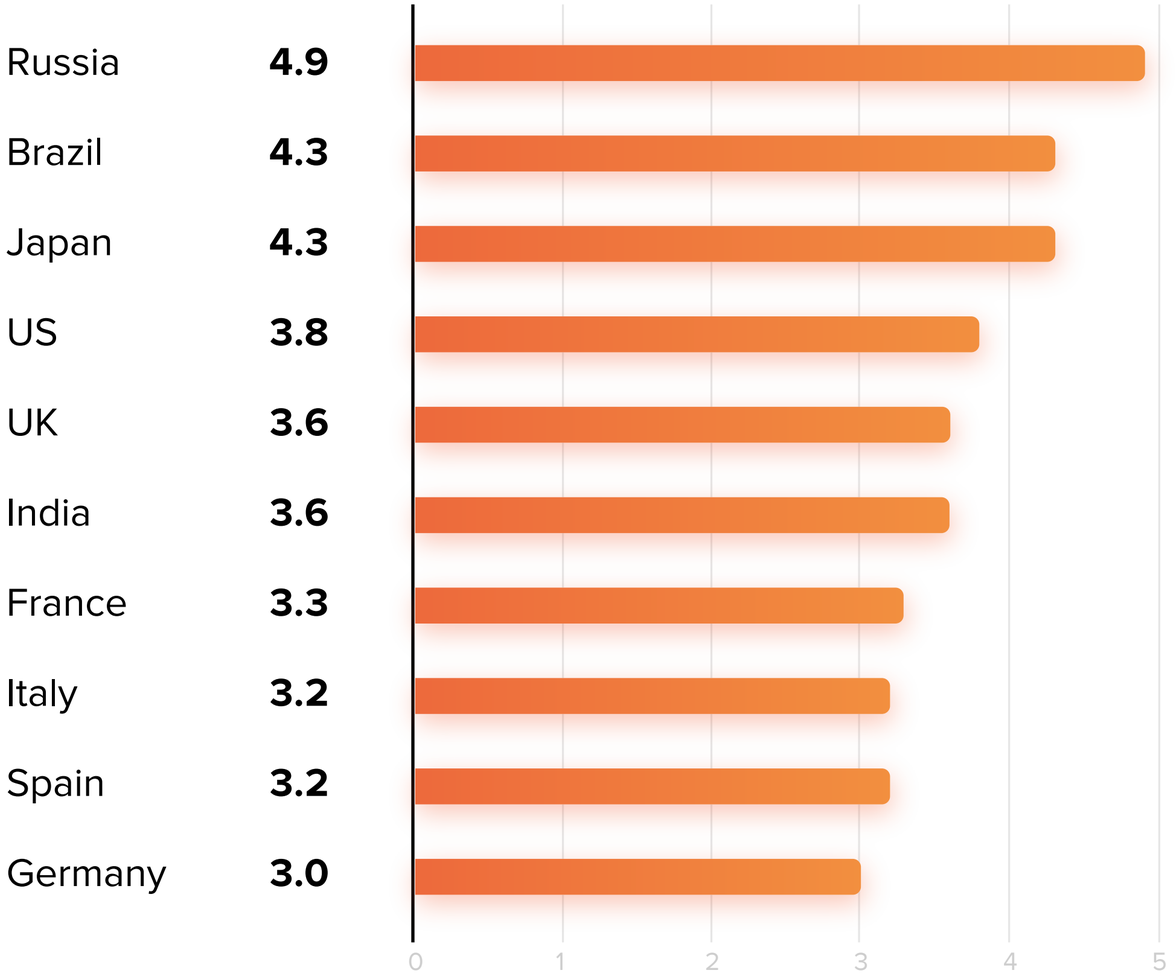
Followers
463

Following
471

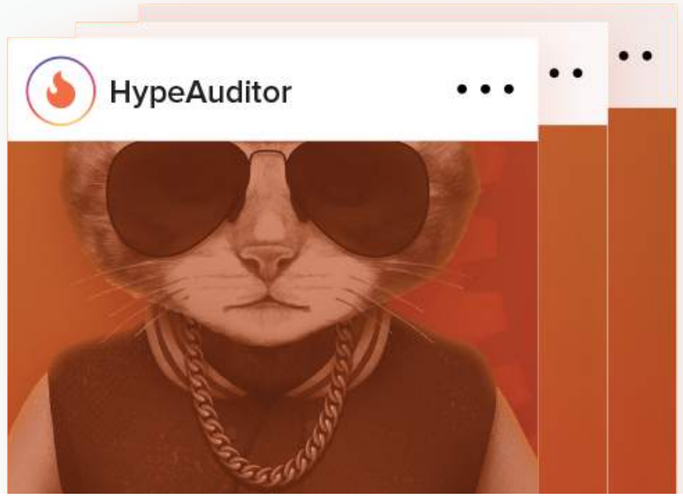
Posts
83



Average posts per week, distributed by country



Influencers from Russia publish posts more often than their colleagues from other countries. They make 4.9 posts per week on average. Less often – creators from Germany, they make just 3 posts per week.



Types of Instagram posts and their performance



Video content
13.56%

Photo content
86.44%

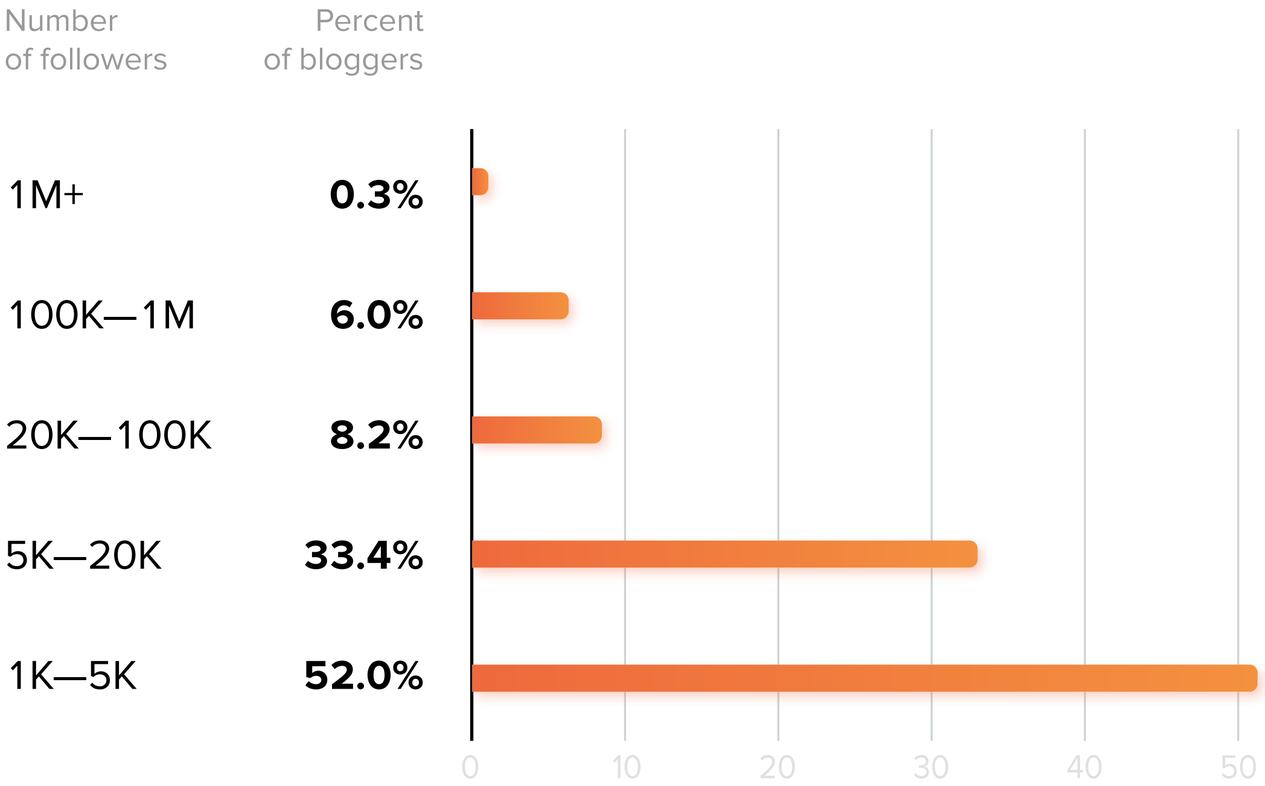
The most popular type of the content on Instagram is a photo, they compose over 86% of all content. Only 13.56% of posts are videos.

We've also noticed that ER of the video posts is 3.27%, while posts with photos have ER of 4.12%.

Chapter II

Instagram Influencers and Trends

Distribution of influencers by profile size group



At HypeAuditor we cluster all influencers in five differently-sized groups, to make our data applicable for any influencer's Instagram account.

As the chart illustrates, the biggest group of influencers are nano-influencers who have between 1K and 5K followers. They represent 52% of all influencers.

How the number of influencers changed across the groups

Profile size groups based on number of followers

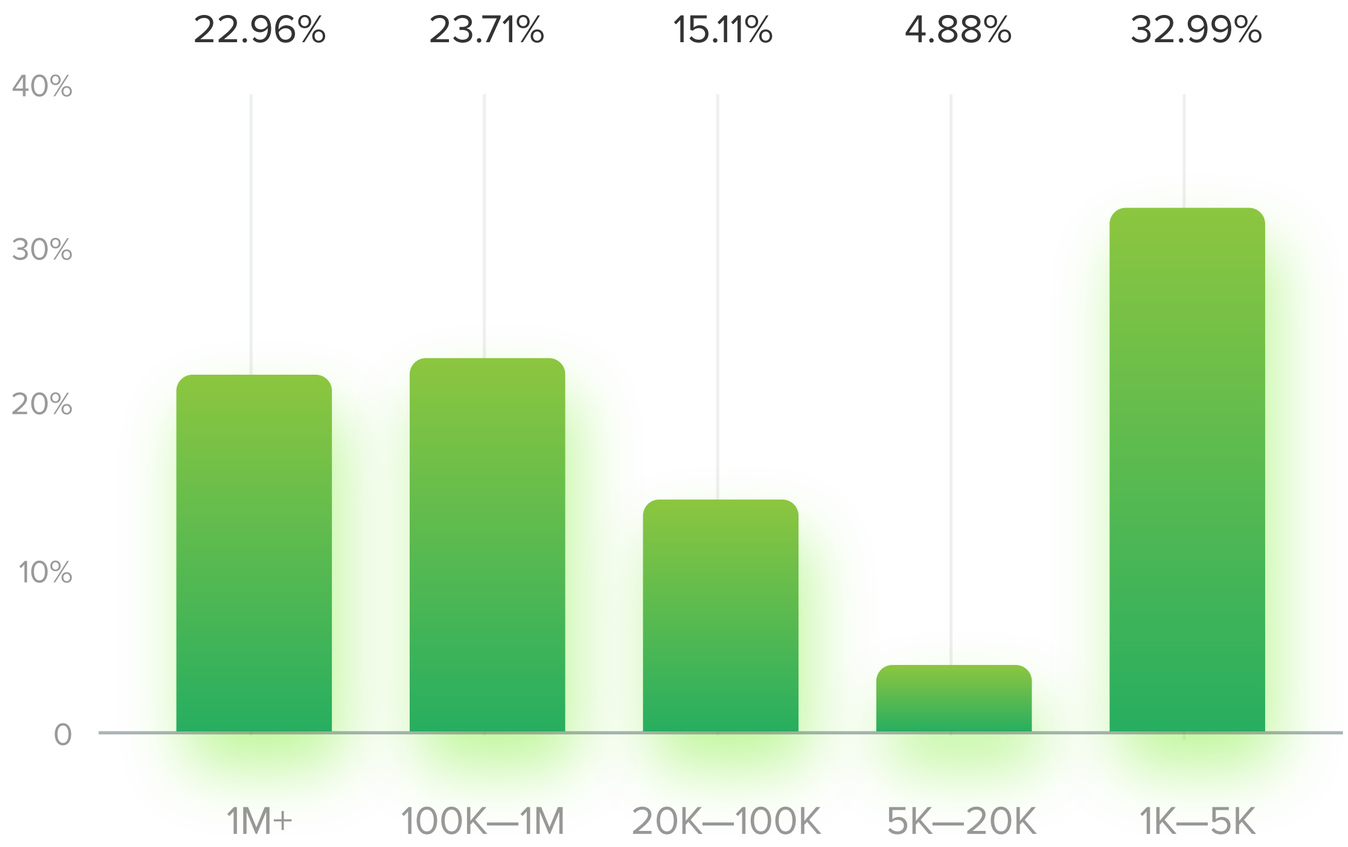


We see the biggest growth in the group of influencers who have over 1M followers.

The number of micro-influencers and nano-influencers has dropped by 12.8% and 33.76% respectively. Since the overall number of influencers didn't change, we have concluded that the number of small influencers boosted in 2018 and now they are in the groups of middle and macro-influencers.

Followers growth rate on Instagram per profile size

Profile size groups based on number of followers



The average number of followers has grown in each group of influencers.

Nano-influencers showed the biggest growth, their average followers numbers grew up to 32.99%.

Accounts that showed the biggest growth of new subscribers

Blogger's Name	Number of new followers
instagram instagram	**46,106,217**
cristiano Cristiano Ronaldo	**43,851,122**
therock Dwayne Johnson	**36,319,022**
neymarjr Neymar Jr	**31,208,530**
iamcardib Cardi B	**30,266,812**
leomessi Leo Messi	**29,797,438**
arianagrande Ariana Grande	**29,710,033**
kyliejenner Kylie Jenner	**26,546,672**
willsmith Will Smith	**26,346,547**
k.mbappe Kylian Mbappé	**22,601,197**

Blogger's Name	Number of new followers
mosalah Mohamed Salah	**21,819,229**
dualipa Dua Lipa	**21,729,523**
selenagomez Selena Gomez	**21,660,837**
kimkardashian Kim Kardashian West	**21,413,528**
gal_gadot Gal Gadot	**19,512,065**
kendalljenner Kendall Jenner	**18,551,621**
5.min.crafts 5-Minute Crafts	**17,994,693**
beyonce Beyoncé	**17,693,727**
championsleagu UEFA Champions League	**17,502,363**

⚽ — Football players

Among the top 20 accounts with the biggest growth in 2018, we found 6 accounts of football players. Every successful game or goal brings them a bunch of new followers. We see the biggest growth in June and July when the World Cup was held.

Top 10 Instagram influencers by number of quality and engaged followers

According to HypeAuditor Ranking as of December 2018

	Blogger's Name
1	Cristiano Ronaldo @cristiano
2	Kylie @kyliejenner
3	Justin Bieber @justinbieber
4	Beyoncé @beyonce
5	Leo Messi @leomessi

	Blogger's Name
6	Kendall @kendalljenner
7	Kim Kardashian West @kimkardashian
8	Ariana Grande @arianagrande
9	Instagram @instagram
10	Demi Lovato @ddlovato

We've analyzed millions of bloggers and ranked them by number of real followers and authentic engagement (number of likes and comments that come from real people and influencers).

Influencer Marketing Trends that will dominate in 2019

1 The number of middle and macro-influencers will continue to grow despite the fact that it gets harder every year. Demand on quality and authentic content will increase in 2019.

2 Brands will be less likely to use vanity metrics such as the number of followers and engagement rate, that can easily be increased by influencers using artificial methods. They will realize the importance of more business-related metrics.

3 The measurement of ROI would be the biggest challenge for marketers. Brands will need to prove monetary success from influencer marketing campaigns.



4 Brands will focus more on transparency and authenticity. The rise of influencer fraud will make them check every influencer they are willing to work with.

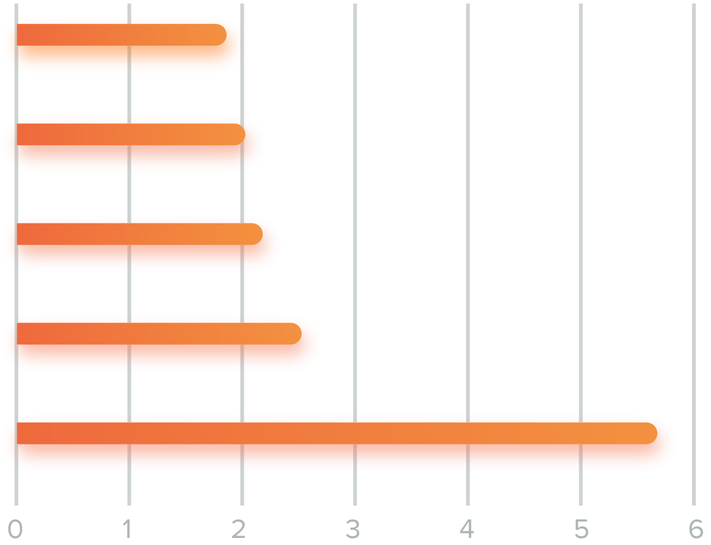
5 The budgets for marketing campaigns with micro and nano-influencers will grow significantly in 2019. These influencers have a closer and more authentic relationship with their audience. They can also show a better ROI.

Chapter III

Instagram Influencers Performance and Benchmarks

Average Engagement Rate on Instagram

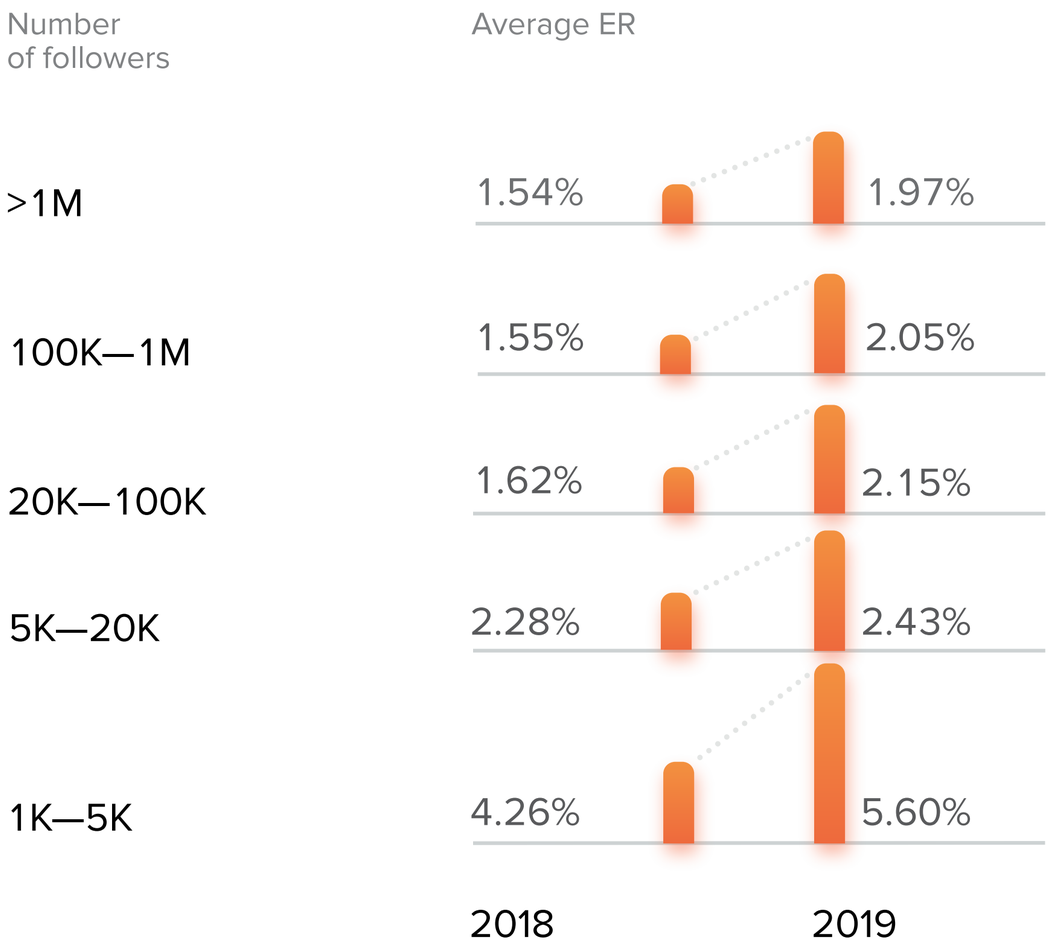
Number of followers	Average ER
>1M	**1.97%**
100K—1M	**2.05%**
20K—100K	**2.15%**
5K—20K	**2.43%**
1K—5K	**5.60%**



Engagement Rate depends on follower count. The more followers an influencer has, the lower their ER is.

The most active audience have influencers with less than 5K followers.

How Engagement Rate changes over time



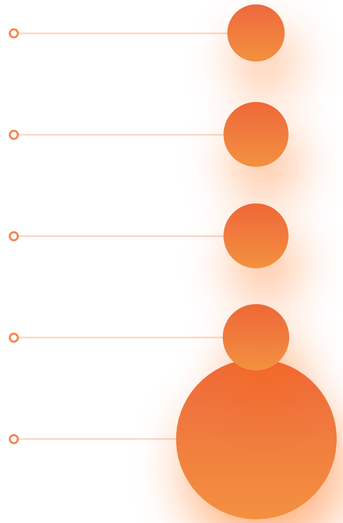
If we compare the Instagram Engagement Rate in 2018 and 2019, we will see that it has grown.

For all groups of influencers, the ER has increased by 22–25%, except influencers who have between 5K and 20K followers, their ER increased only by 6%.

The average engagement and interactions per post

Influencers from United States

Number of followers	Likes	Comments	Engagement rate
1M+	33,160	281	1.5%
100K—1M	3,244	42	1.7%
20K—100K	611	9	1.7%
5K—20K	233	5	2.0%
1K—5K	98	3	4.2%



The number of likes and comments on the posts of US creators are average compared to other countries.

The most active is the audience of nano-influencers, their average ER is 4.19%. After reaching 10K followers, the creator's ER drops significantly.

Top Influencers by the number of quality and engaged followers:



@beyonce
Beyoncé
123.1M ER: 2.29%



@kyliejenner
Kylie
125.3M ER: 2.63%

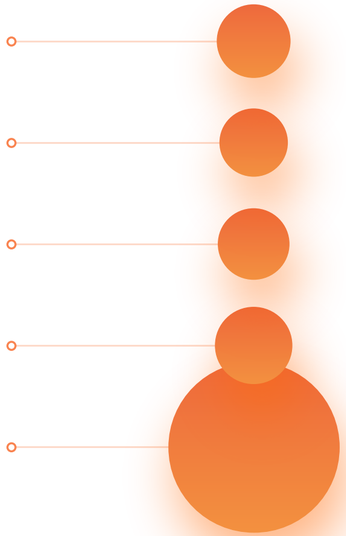


@iamcardib
CARDIVENOM
40.6M ER: 5.26%

The average engagement and interactions per post

Influencers from United Kingdom

Number of followers	Likes	Comments	Engagement rate
1M+	42,278	238	2.01%
100K—1M	3,327	35	1.78%
20K—100K	653	9	1.89%
5K—20K	240	4	2.04%
1K—5K	100	3	4.47%



The number of likes and comments on the posts of creators from the UK is average compared to other countries.

The most active is the audience of nano-influencers who have less than 10K followers, their ER is 4.47%.

After reaching 10K followers, the creator's ER drops significantly and after 1M followers is increasing again.

Top Influencers by the number of quality and engaged followers:



@paulpogba
Paul Labile Pogba
32.6M ER: 4%



@selenagomez
Selena Gomez
144.5M ER: 4.4%



@davidbeckham
David Beckham
53.7M ER: 1.52%

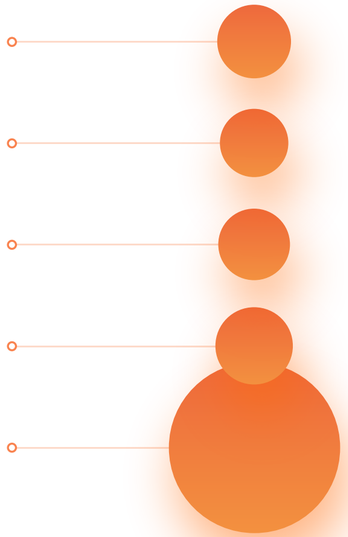


The average engagement and interactions per post

Influencers from India

Number of followers	Likes	Comments	Engagement rate
1M+	50,099	278	2.83%
100K—1M	4,084	29	2.25%
20K—100K	905	8	2.60%
5K—20K	378	15	3.09%
1K—5K	131	3	5.98%

Highest and **lowest** numbers compared to other countries in the research



The audience of influencers from India is very active, they have one of the highest ER. Even creators with more than 1M followers have an ER of 2.83%

We've also noticed that users from India are more likely to leave a like than a comment.

Top Influencers by the number of quality and engaged followers:



@virat.kohli
Virat Kohli
29.2M ER: 7.07%



@narendramodi
Narendra Modi
16.9M ER: 9.36%



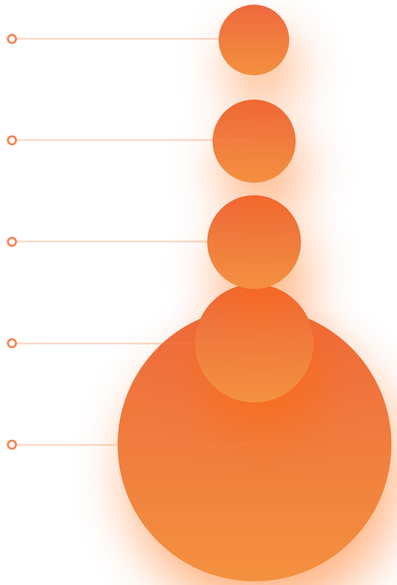
@deepikapadukone
Deepika Padukone
31.7M ER: 5.71%



The average engagement and interactions per post

Influencers from France

Number of followers	Likes	Comments	Engagement rate
1M+	34,852	221	1.86%
100K—1M	4,113	38	2.19%
20K—100K	883	10	2.47%
5K—20K	342	5	3.12%
1K—5K	146	4	7.21%



The Audience of french influencers is medium-active, but we've noticed the highest ER in nano-influencers segment, their ER is 7.21%.

Top Influencers by the number of quality and engaged followers:



@k.mbappe
Kylian Mbappé
26M ER: 5.4%



@xsqueezie
xsqueezie
4.4M ER: 8.58%



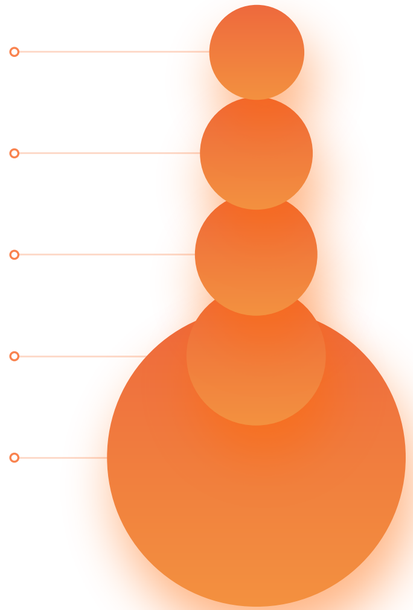
@normanthavaud
NORMAN
5.5M ER: 4.29%

The average engagement and interactions per post

Influencers from Germany

Number of followers	Likes	Comments	Engagement rate
1M+	41,376	299	2.25%
100K—1M	4,553	49	2.67%
20K—100K	1010	13	2.90%
5K—20K	359	5	3.30%
1K—5K	160	5	7.07%

Highest and **lowest** numbers compared to other countries in the research



Creators from Germany have the most active audience, their ER does not fall below 2.25%.

It is worth noting that their audience loves to comment on posts, the average number of comments is the highest among other countries in our research.

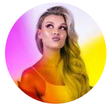
Top Influencers by the number of quality and engaged followers:



@julienco_
Julian
4.8M ER: 7%



@marcinho11
Marco Reus
7.3M ER: 5.75%



@dagibee
Dagi Bee
5.7M ER: 4.17%

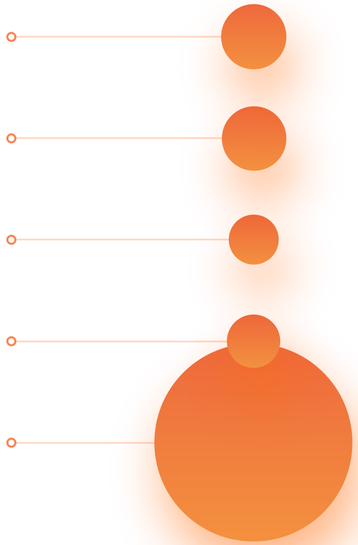


The average engagement and interactions per post

Influencers from Russia

Number of followers	Likes	Comments	Engagement rate
1M+	28,803	227	1.71%
100K—1M	3,116	26	1.69%
20K—100K	453	4	1.31%
5K—20K	166	2	1.40%
1K—5K	117	2	5.19%

Highest and **lowest** numbers compared to other countries in the research



The Engagement Rate of the bloggers from Russia is average. We've also noticed that they rarely comment on influencer's posts.

The average number of comments is the lowest, compared to other countries.

Top Influencers by the number of quality and engaged followers:



@_agentgirl_
НАСТЯ ИВЛЕЕВА
10.8M ER: 8.39%



@mikhail_litvin
Михаил Литвин
4.2M ER: 16.35%

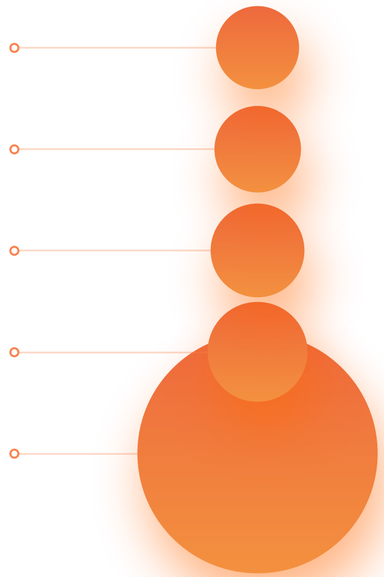


@nagiev.universal
Дмитрий Нагиев
7.3M ER: 3.52%

The average engagement and interactions per post

Influencers from Italy

Number of followers	Likes	Comments	Engagement rate
1M+	39,249	285	2.18%
100K—1M	4,013	39	2.27%
20K—100K	846	9	2.46%
5K—20K	325	4	2.62%
1K—5K	132	3	6.30%



The audience of bloggers from Italy is very active, their ER does not fall below 2.18%.

Top Influencers by the number of quality and engaged followers:



@cristiano
Cristiano Ronaldo
153.1M ER: 3.11%



@chiaraferragni
Chiara Ferragni
16M ER: 2.85%



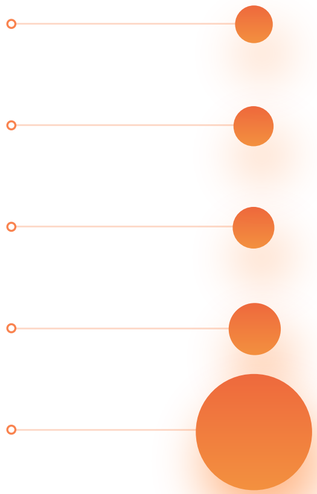
@fedez
Fedez
7.6M ER: 6.28%



The average engagement and interactions per post

Influencers from Brazil

Number of followers	Likes	Comments	Engagement rate
1M+	18,921	201	0.94%
100K—1M	1,853	22	1.01%
20K—100K	357	5	1.04%
5K—20K	167	3	1.30%
1K—5K	70	2	2.90%



Highest and **lowest** numbers compared to other countries in the research

The most inactive audience, compared to other countries, have influencers from Brazil.

Even nano-influencers have an ER of only 2.9%. A low engagement rate indicates a high probability that the follower count of these influencers is inflated artificially.

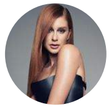
Top Influencers by the number of quality and engaged followers:



@neymarjr
EneJota neymarjr
110.4M ER: 1.62%



@brumarquezine
Bruna Marquezine
34.4M ER: 3.06%



@marinaruybarbosa
Marina Ruy Barbosa
30M ER: 1.89%

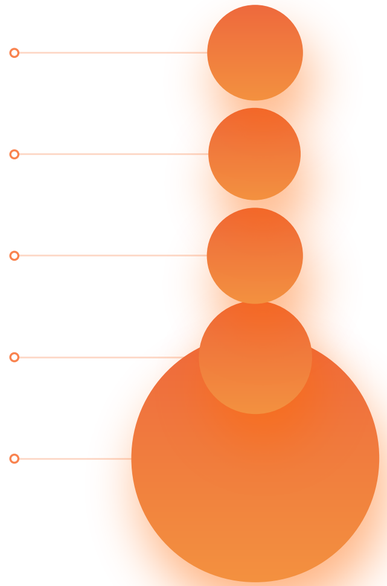


The average engagement and interactions per post

Influencers from Spain

Number of followers	Likes	Comments	Engagement rate
1M+	**59,149**	**351**	**2.51%**
100K—1M	**4,652**	**52**	**2.42%**
20K—100K	**884**	**11**	**2.52%**
5K—20K	**362**	**5**	**2.97%**
1K—5K	**143**	**4**	**6.50%**

Highest and **lowest** numbers compared to other countries in the research



Influencers from Spain have a very active audience, their ER does not fall below 2.42%.

We've also noticed that creators with over 1M followers receive more likes, compared to their colleagues from other countries.

Top Influencers by the number of quality and engaged followers:



@zidane
zidane
21.5M ER: 3.06%



@garethbale11
Gareth Bale
38.3M ER: 1.91%

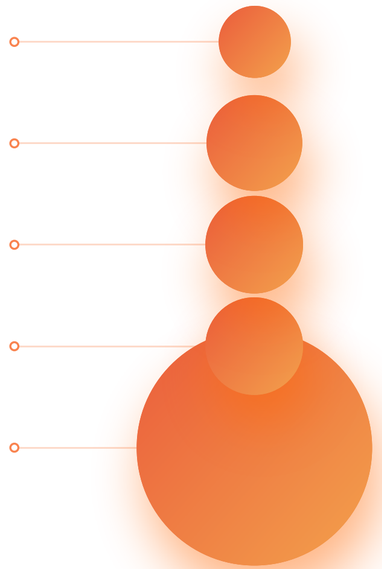


@realmadrid
Real Madrid C.F.
68.2M ER: 1.09%

The average engagement and interactions per post

Influencers from Japan

Number of followers	Likes	Comments	Engagement rate
1M+	**43,989**	**157**	**1.89%**
100K—1M	**4,581**	**26**	**2.51%**
20K—100K	**913**	**6**	**2.56%**
5K—20K	**385**	**3**	**2.56%**
1K—5K	**139**	**2**	**6.17%**



Highest and **lowest** numbers compared to other countries in the research

Japanese influencers have an average ER, but we've noticed that bloggers who have more than 100K followers get fewer comments than their colleagues from other countries.

Top Influencers by the number of quality and engaged followers:



@watanabenaomi703
Naomi Watanabe
8.6M ER: 4.21%



@murotsuyoshi0123
Tsuoshi Muro
2.7M ER: 1.91%



@toda_erika.official
Toda Erika
3.2M ER: 6.98%

Chapter IV

Instagram Marketing Fraud in 2018

Fraud-Free influencers

What influencers are considered as Fraud-Free?

At HypeAuditor we believe that an influencer with a big percentage of real people among followers, authentic engagement and without anomalies on followers and followings graph is Fraud-Free.

How to detect influencer fraud?

You can check any account for these 4 signs of cheating on your own:

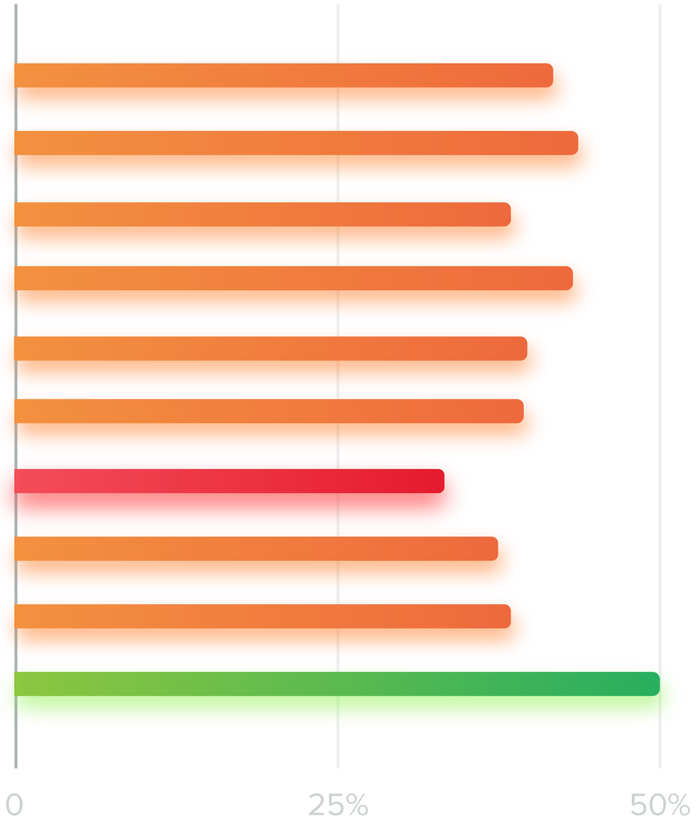
1. Run through the list of the followers and mark the ones you think might be “the bad, inflated ones”.
2. After that, check the likes on the past 12 posts of a person.
3. Then you should check all the comments and pages of the accounts who wrote them.

You can go through these steps every time you want to analyze someone’s page.



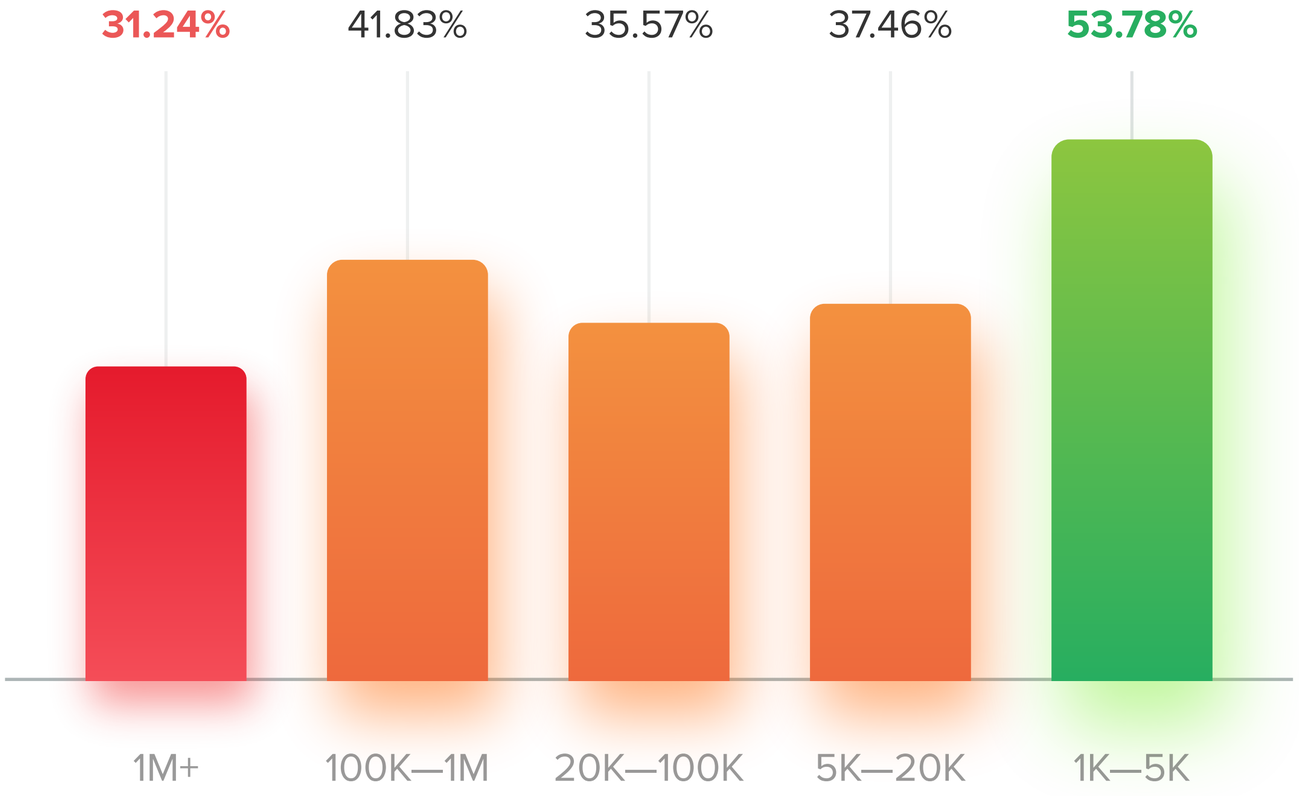
Percentage of Fraud-Free influencers by country

US	41.77%
UK	43.71%
India	36.02%
France	43.30%
Germany	36.72%
Russia	38.88%
Italy	33.34%
Brazil	37.50%
Spain	38.49%
Japan	50.04%



The lowest rate of fraud-free influencers was detected in Italy (33.34%), Germany (36.72%), and India (36.02%). The influencers in Japan, the UK, and France have the highest quality. Over 40% of influencers in these countries are authentic.

Percentage of Fraud-Free influencers by followers number



The highest percentage of fraud-free we find in the group of influencers who have between 1K and 5K followers.

53.78% of influencers in this group are fraud-free. The lowest authenticity rate has influencers who have over 1M followers and between 20K and 100K followers.

In the first case, we believe it’s due to the big amount of spam, in the second, due to inauthentic methods of Instagram growth.

Audience Quality Score

What is Audience Quality Score (AQS)?

AQS is a 1-100 metric developed by HypeAuditor that helps to understand the overall quality of the Instagram account.

Influencers with AQS 100 are most likely to have a high-quality audience and bloggers with AQS 20 won't make a real difference to your business metrics.

How does the AQS form?

AQS is the result of eight metrics that are divided into four categories:



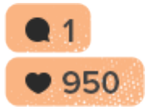
Engagement Rate (ER) — the percentage of followers that are engaged with the influencer's content.



Growth — anomalies on Followers & Following graphs.

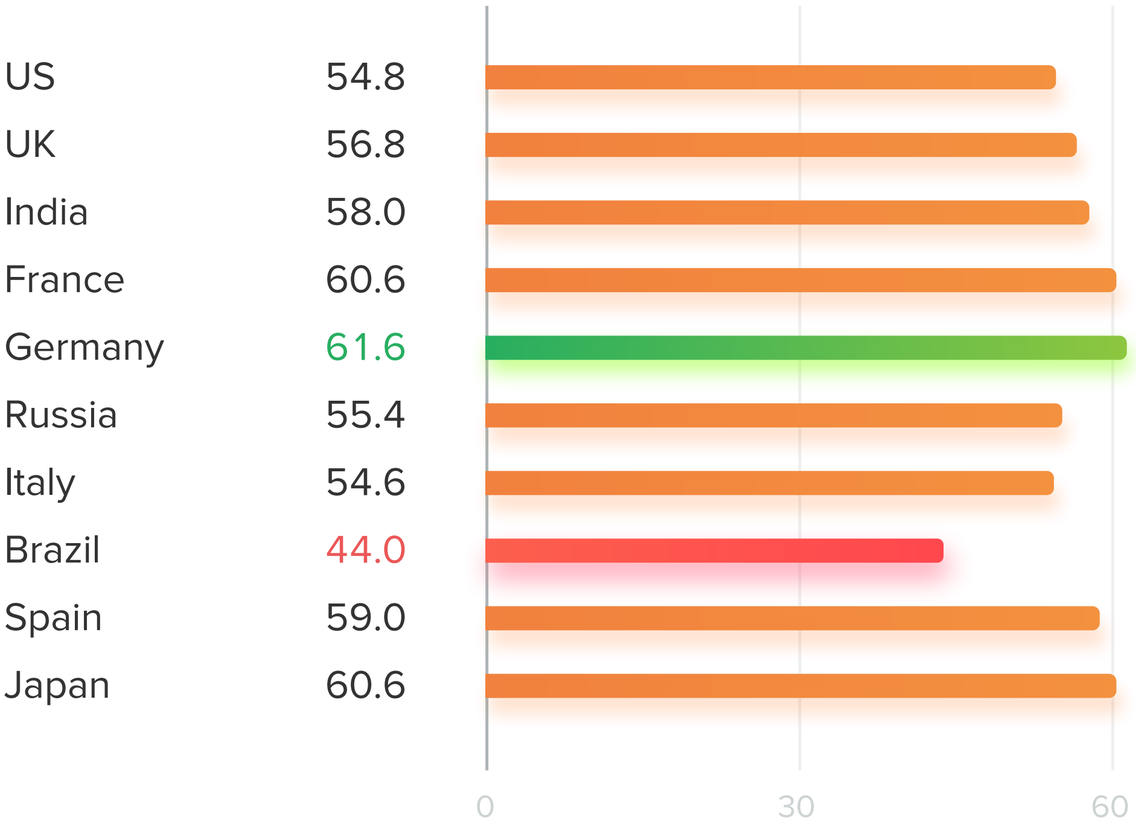


Active Audience Type — the percentage of real people amongst influencer's followers.



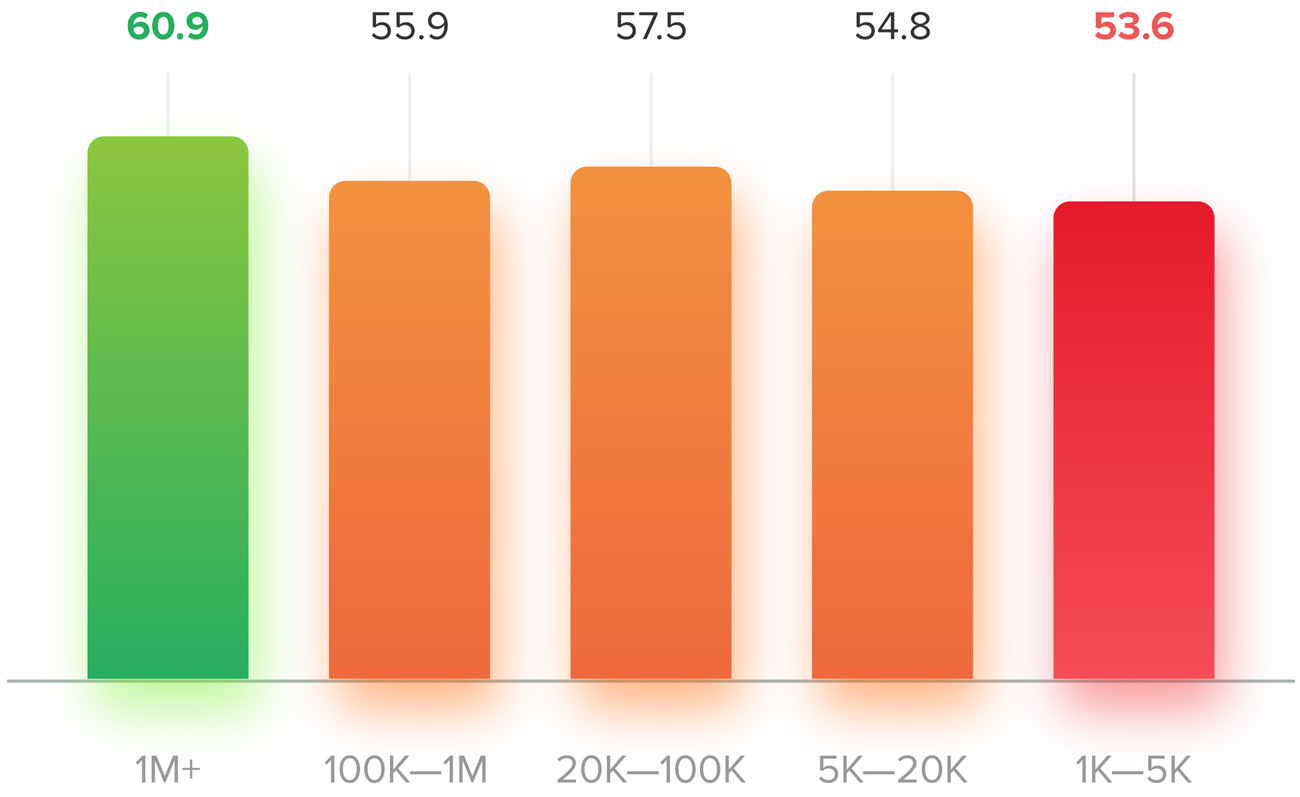
Comments Authenticity — the percentage of the recent comments that came from accounts that don't participate in Engagement Pods.

The average AQS by country



The quality of influencers from different countries is not the same. The chart below shows that Germany, France, and Japan have the highest average AQS, while influencers from Brazil, Italy, and the US more often use inauthentic methods of Instagram Growth.

The average AQS by followers number



The bar chart below shows that influencers with over 1M followers have the highest average Audience Quality Score (60.9).

Nano- and micro-influencers have the lowest rate. This means that these groups of influencers are more prone to inauthentic methods of followers and engagement growth.

Abnormal Growth

What is organic follower growth?

Most of the the influencers increase their number of followers gradually. Every month more and more Instagram users are starting to follow them. Some promotion methods, advertising, mentions in media or a shoutout from another influencer could accelerate this growth, but nevertheless, the general pattern remains the same.

However, some bloggers do not want to wait and use inauthentic methods to increase their followers number immediately.

How to detect Inauthentic Growth?

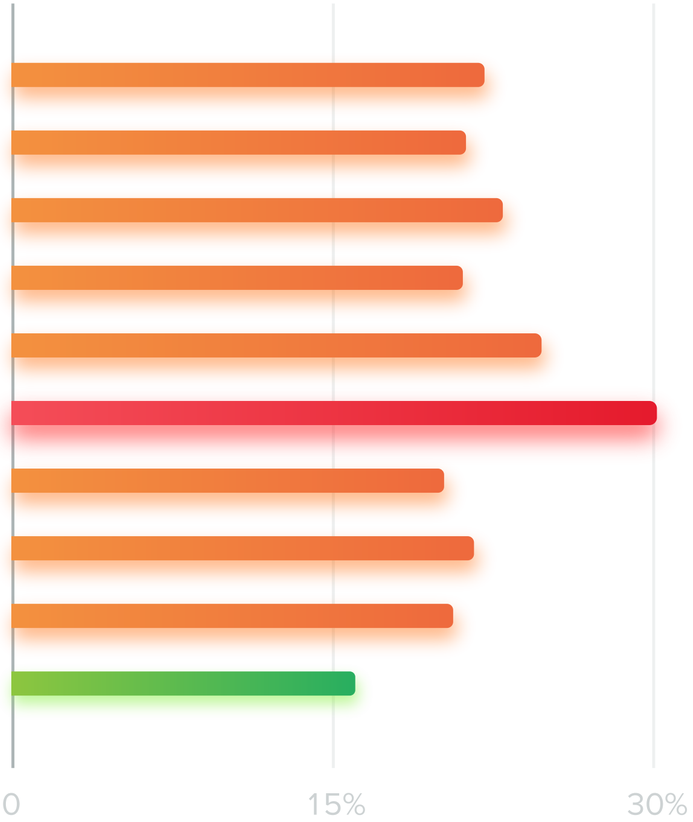
To detect growth anomalies you should check the Followers graph that shows the dynamics of followers growth. Analysis of this graph gives a lot of information about the account's growth patterns along with trends and also helps to detect if an influencer has bought followers.

Accounts that increase followers number artificially will show sudden rises and hockey-stick growth on a Followers graph.



The percentage of Growth Anomalies on influencers accounts by country

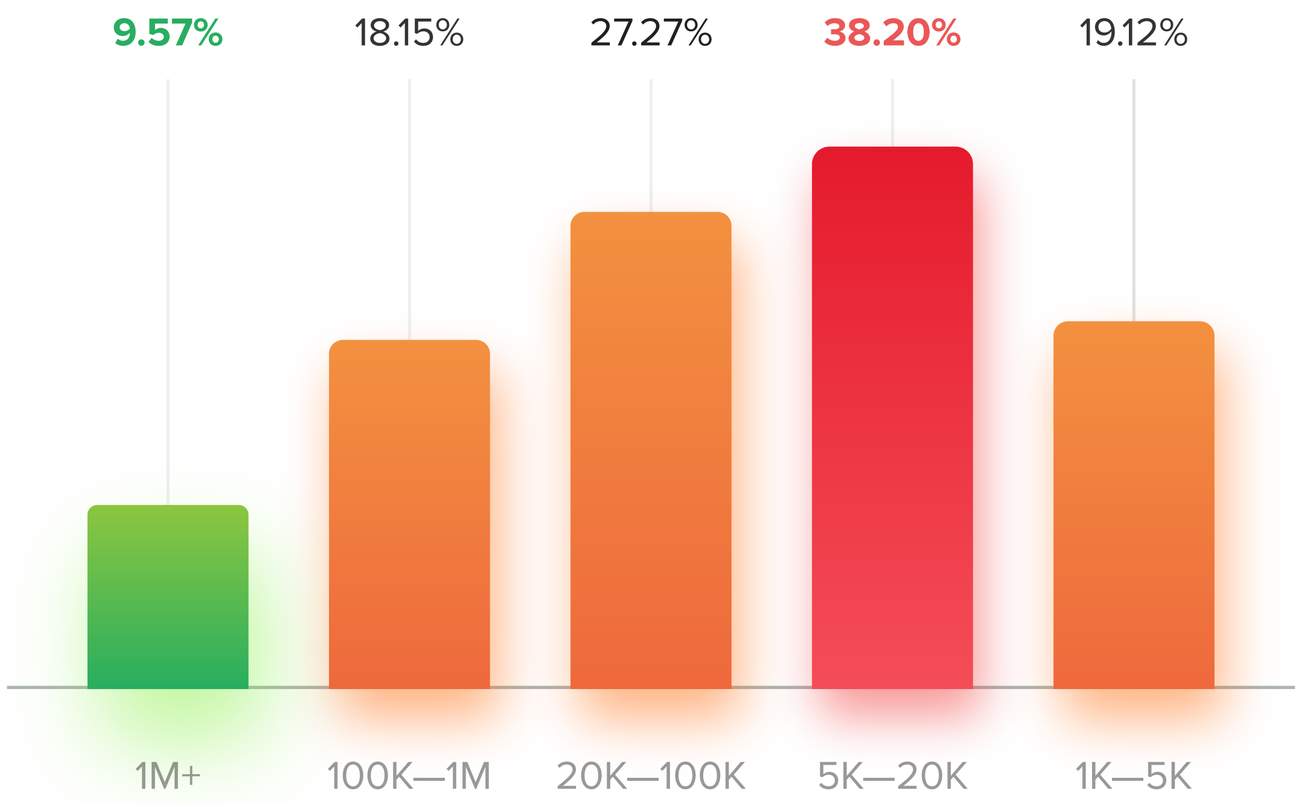
US	22.48%
UK	21.60%
India	23.35%
France	21.45%
Germany	25.19%
Russia	30.67%
Italy	20.56%
Brazil	21.98%
Spain	20.99%
Japan	16.34%



We have detected that over 30.67% of influencers from Russia grow their followers using inauthentic methods.

The most popular among them are buying followers and participate in loop giveaways. We have also noticed the high rate of growth anomalies among German influencers. Only 16.34% of influencers from Japan have anomalies on their follower growth rate, it’s the lowest result among all countries.

The percentage of Growth Anomalies on influencers accounts by followers number



Influencers with over 1M followers have the lowest rates of growth anomalies.
In most cases, their followers have been growing organically.

We see the opposite results in the groups of influencers who have between 5K and 20K followers and 20K and 100K followers. 38.20% and 27.27% of them respectively buy followers to grow their followers number.

Follow/Unfollow

What is Follow/Unfollow on Instagram?

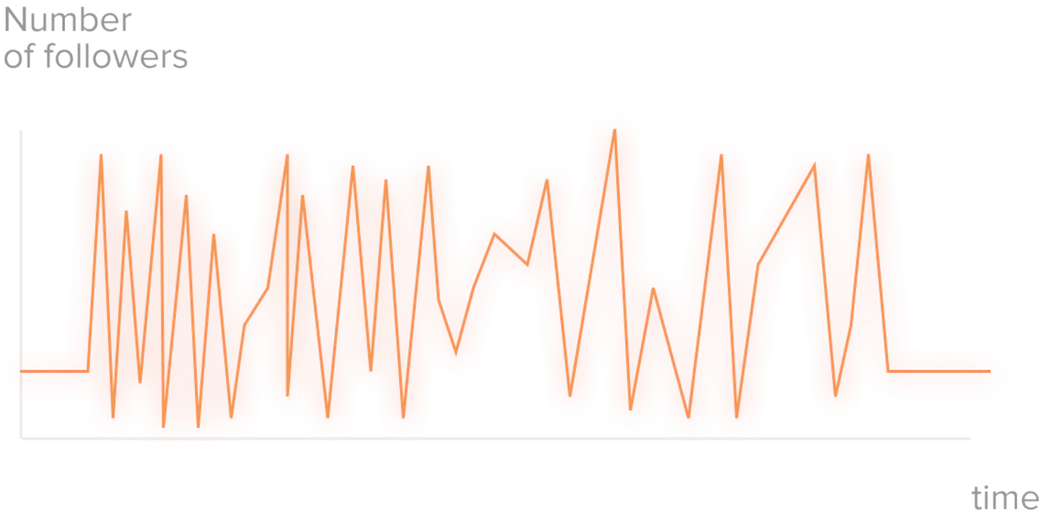
The Follow/Unfollow trick, or mass following, is commonly used by influencers to find new followers. It has very simple mechanics:

1. An influencer's account follows you, or likes, or posts a comment on Instagram.
2. You get a notification and follow them back.
3. They unfollow you after a couple of days.

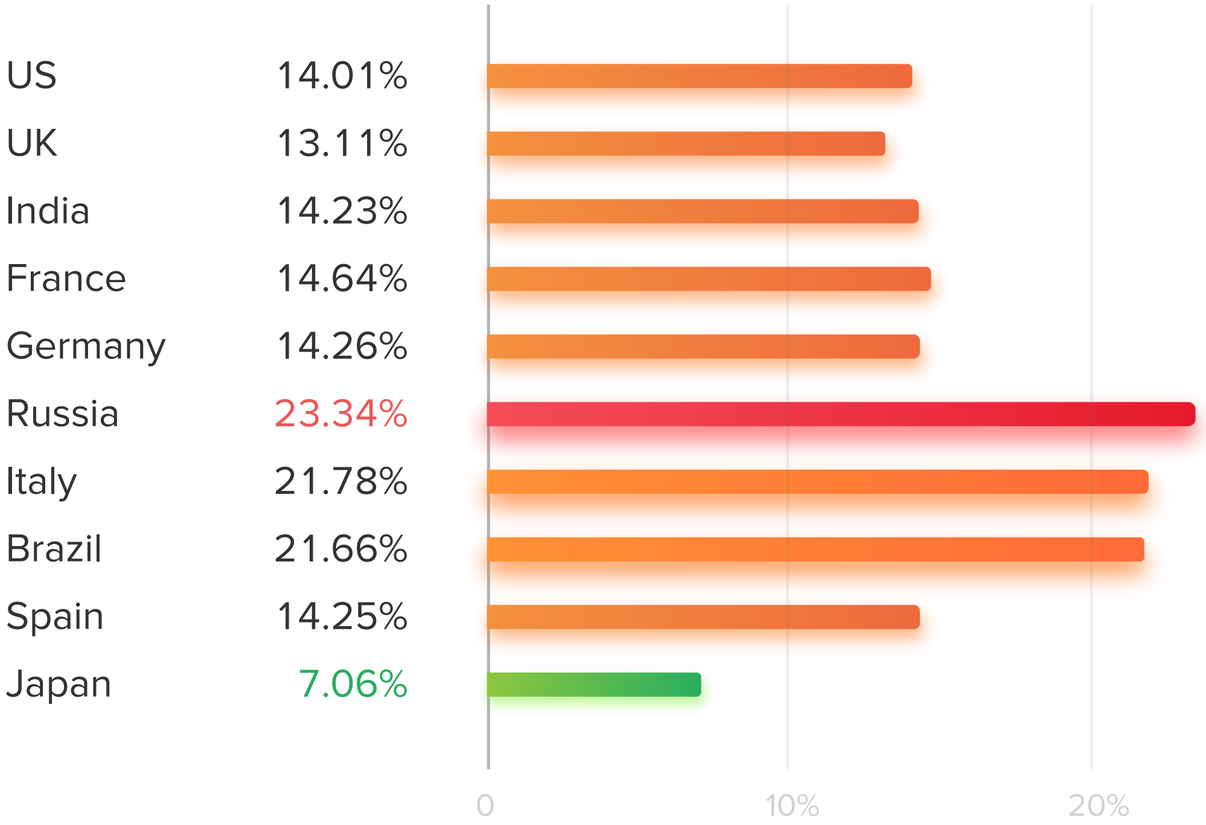
Influencers use special tools and apps for automatic Follow/Unfollow that starts following other users based on the filter criteria.

How to detect influencers who use Follow/Unfollow?

Just check out the Following graph on HypeAuditor, if you see these kinds of spikes it means that this influencer is using mass following to gain new followers.



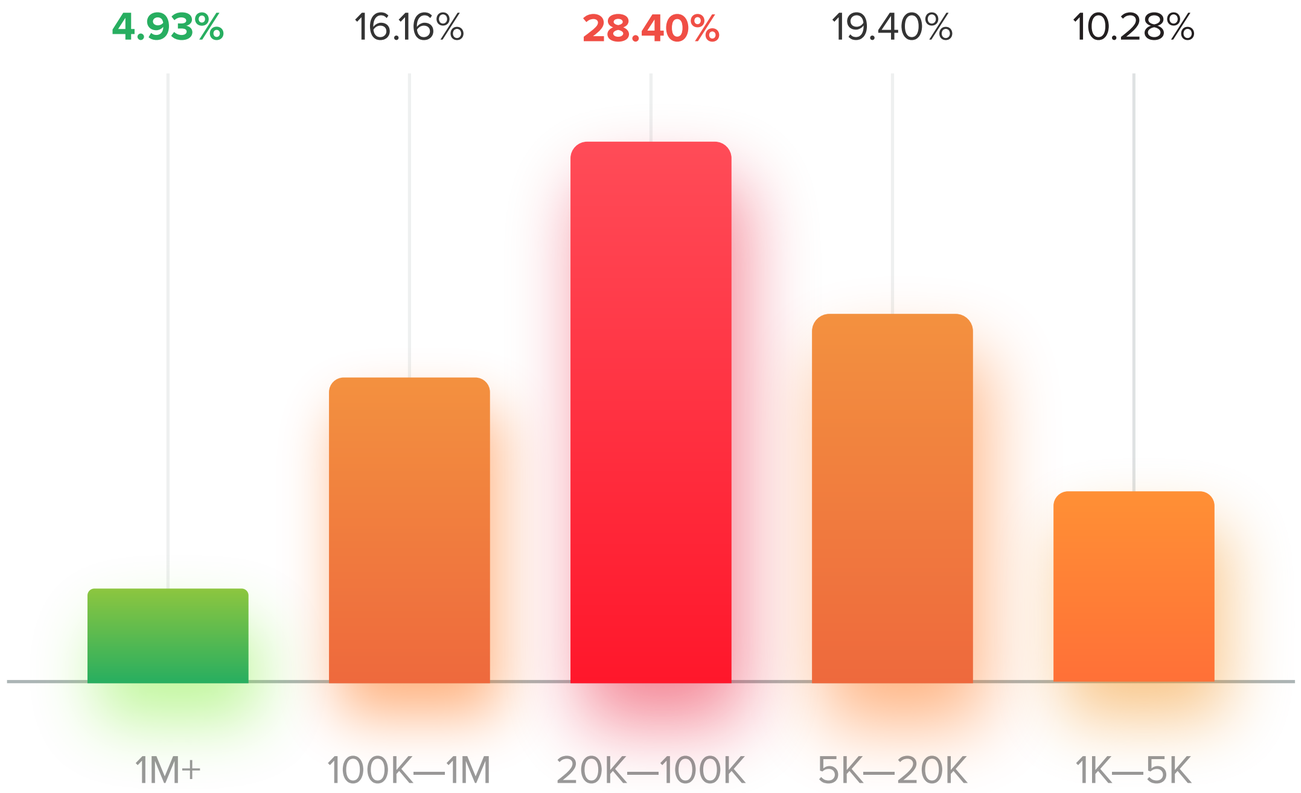
Percentage of influencers who use Follow/Unfollow by country



The follow/unfollow method for growth is very popular in Russia (23.34%), Italy (21.78%), and Brazil (21.66%).

It is worth noting that only 7.04% of influencers from Japan uses this trick.

Percentage of influencers who use Follow/Unfollow by followers number



The Follow/Unfollow method is very popular among influencers who have between 20K and 100K followers. It is also widely spread among creators who have between 5K and 20K followers.

Inauthentic Comments

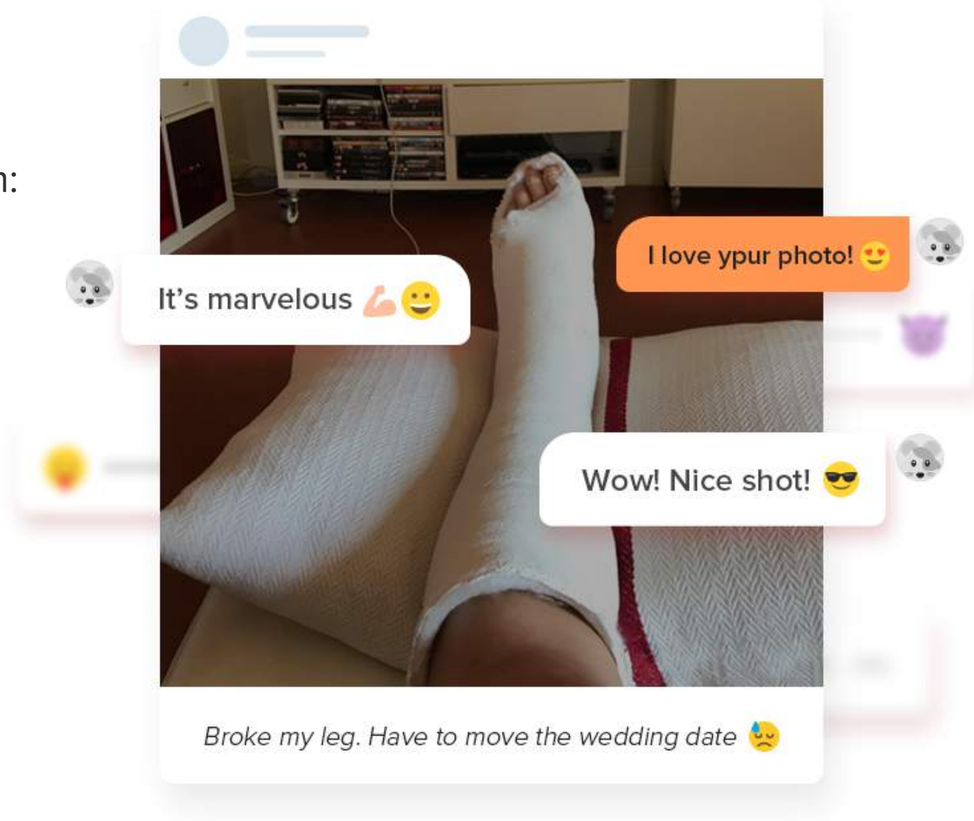
What comments are inauthentic?

Comments to tag-to-win giveaways and contests, spammy comments, and comments that come from Instagram Pods are considered inauthentic.

How to detect them?

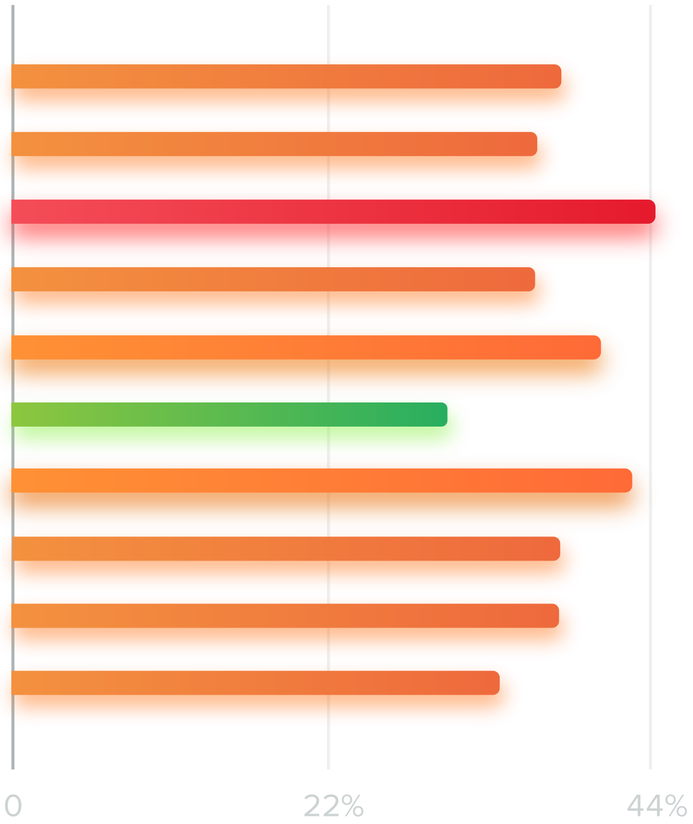
When we check Comments Authenticity, we take into account multiple factors, among them: commenter's content and the quality of an account that left that comment. We mark comments as suspicious when they:

1. Consist of emojis only or words like: wow, cool, fantastic etc.
2. Are monosyllabically simple and irrelevant.
3. Consist of the mention of another account only.



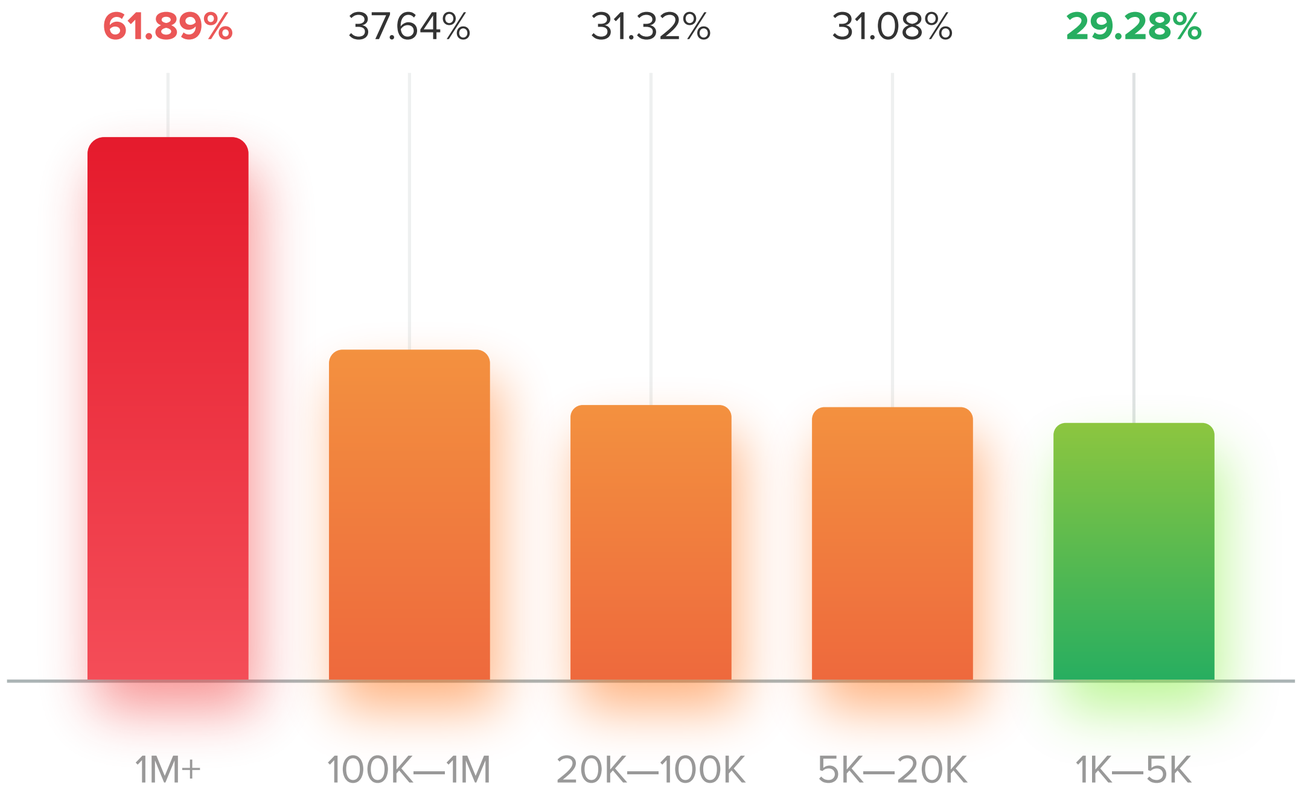
Percentage of influencers who have Inauthentic Comments by country

US	38.34%
UK	36.66%
India	44.90%
France	36.51%
Germany	42.08%
Russia	30.40%
Italy	43.28%
Brazil	38.19%
Spain	38.18%
Japan	33.74%



Influencers from Russia and Japan have the highest rates of comments authenticity, only 30.4% and 33.74% of influencers respectively use inauthentic methods to grow their comments number. India, Italy, and Germany have the biggest rate of influencers who grow their comments using suspicious methods.

Percentage of influencers who have Inauthentic Comments by followers number



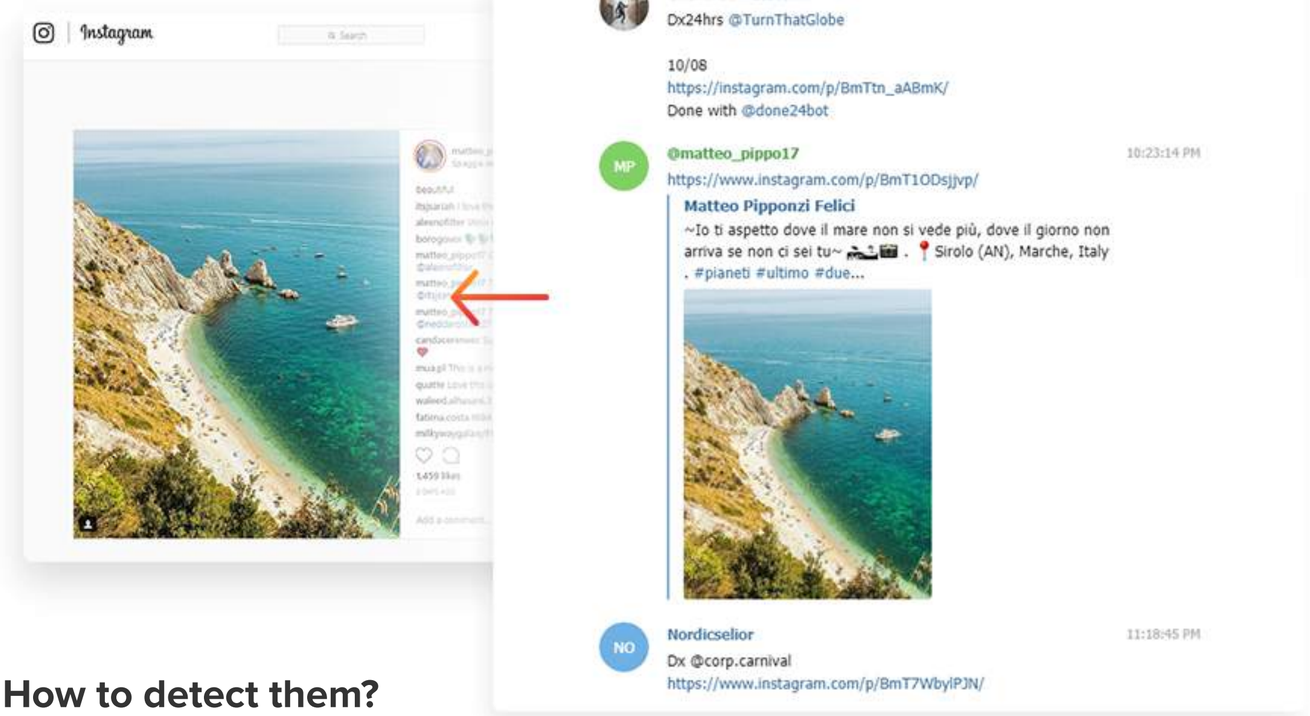
Influencers with over 1M followers have the highest rate of inauthentic comments but in most cases, it is not because of their actions, but spam methods that use other influencers and Instagram users to grow their accounts. Nano-influencers with less than 5K followers have the lowest rate.

Comment Pods

What is a Comment Pod?

Comment pods (Engagement Pods or Boost Groups) are groups of bloggers collaborating to run up their activity. They often gather on Facebook, Telegram or other chats.
A blogger from such pod would make a post and throw a link to the chat with some comment: “likes, comments (3 words and more), saved.” And then they would go up the chat to see the last 10 tasks from other bloggers and carry them out.

This method is definitely hard to see with eyes only as there are real people with real accounts and high-quality content, and they would write extended comments.

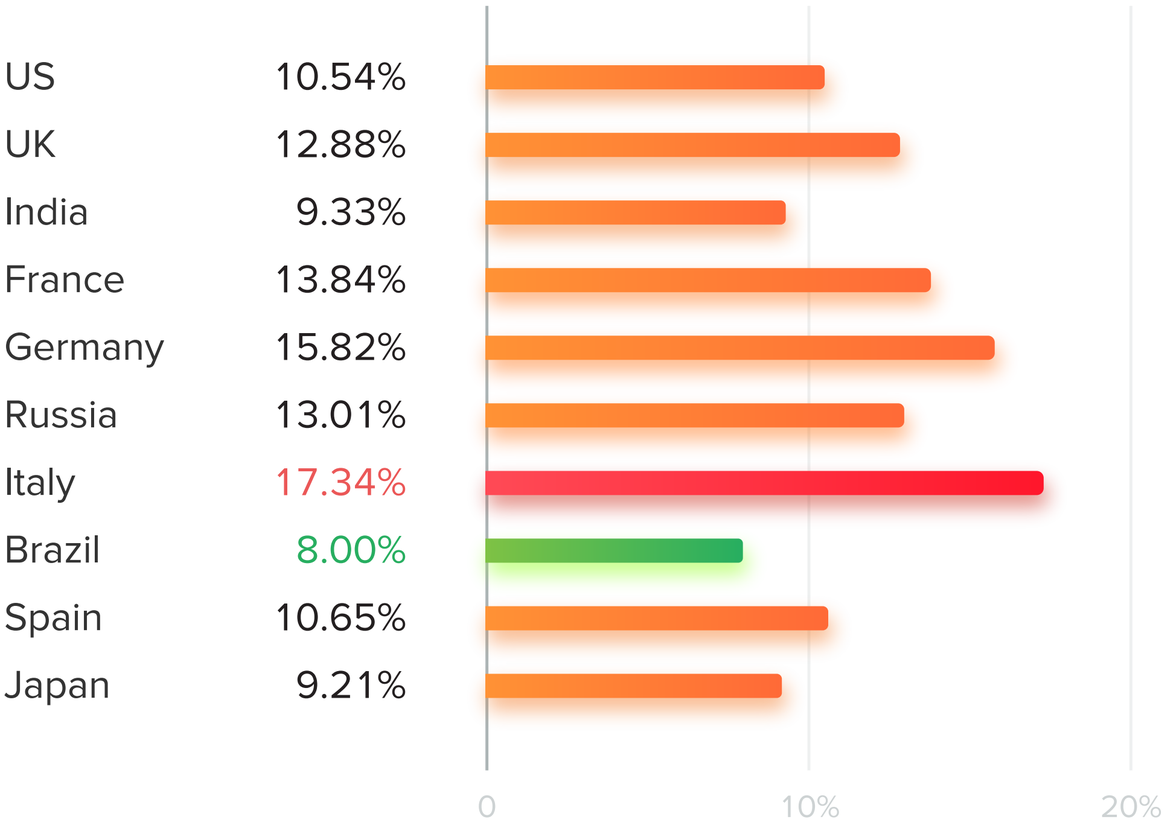


How to detect them?

It’s hard and time-consuming to detect engagement pods manually. To do this, you should check every comment and a follower who left them. If you see that all posts are commented by the same group of users, it might be a pod.

To detect pods at HypeAuditor we use machine-learning algorithm that takes into account multiple factors, among them: behavioral patterns, commenter's content and the quality of an account that left that comment.

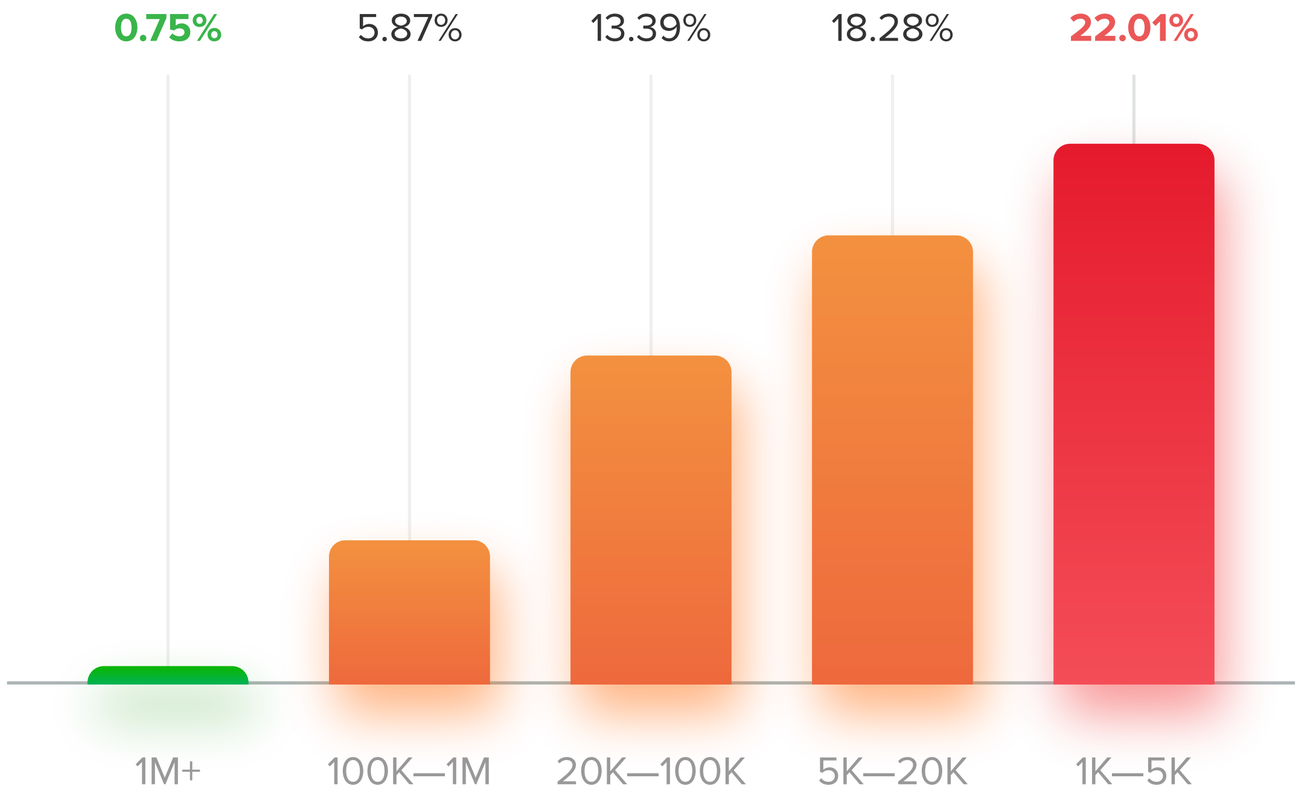
Percentage of influencers who use Comment Pods by country



We've noticed a bigger widespread of Comments Pods in Italy (17.34%), Germany (15.82%), France (13.84%), and Russia (13.01%).

Influencers in the US, India, Brazil, and Japan prefer to buy comments instead of using pods.

Percentage of influencers who use Comment Pods by followers number



Engagement Pods are widespread among influencers who have between 1K and 20K followers. They can easily boost their engagement rate using this method because each new comment will affect the ER.

When the amount of followers is bigger, comments pods have less impact on the ER and they become non-effective. Medium and macro-influencers prefer to buy comments instead of waste their time in engagement groups.

Automatic Likes usage

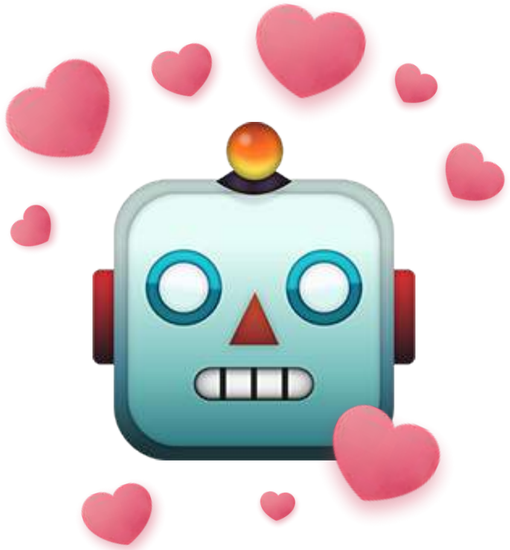
What are auto likes?

Auto likes is one of the popular methods of Instagram engagement growth. Special services and apps offer a certain amount of likes on every influencer’s post. Most of these likes come from bot accounts.

How to detect influencers who use auto likes?

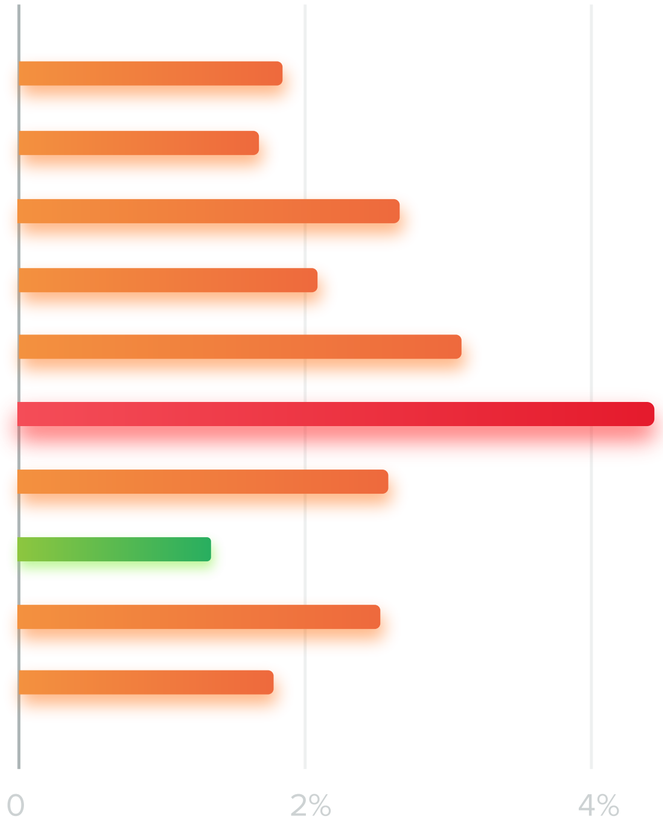
To detect inauthentic likes you should check the accounts of likers. There are two main red flags:

1. Accounts of likers look suspicious: private accounts, accounts with no photos and bio, strange account names with a random set of letters and numbers.
2. The number of likes: too many likes or the same amount of lik es on each post.



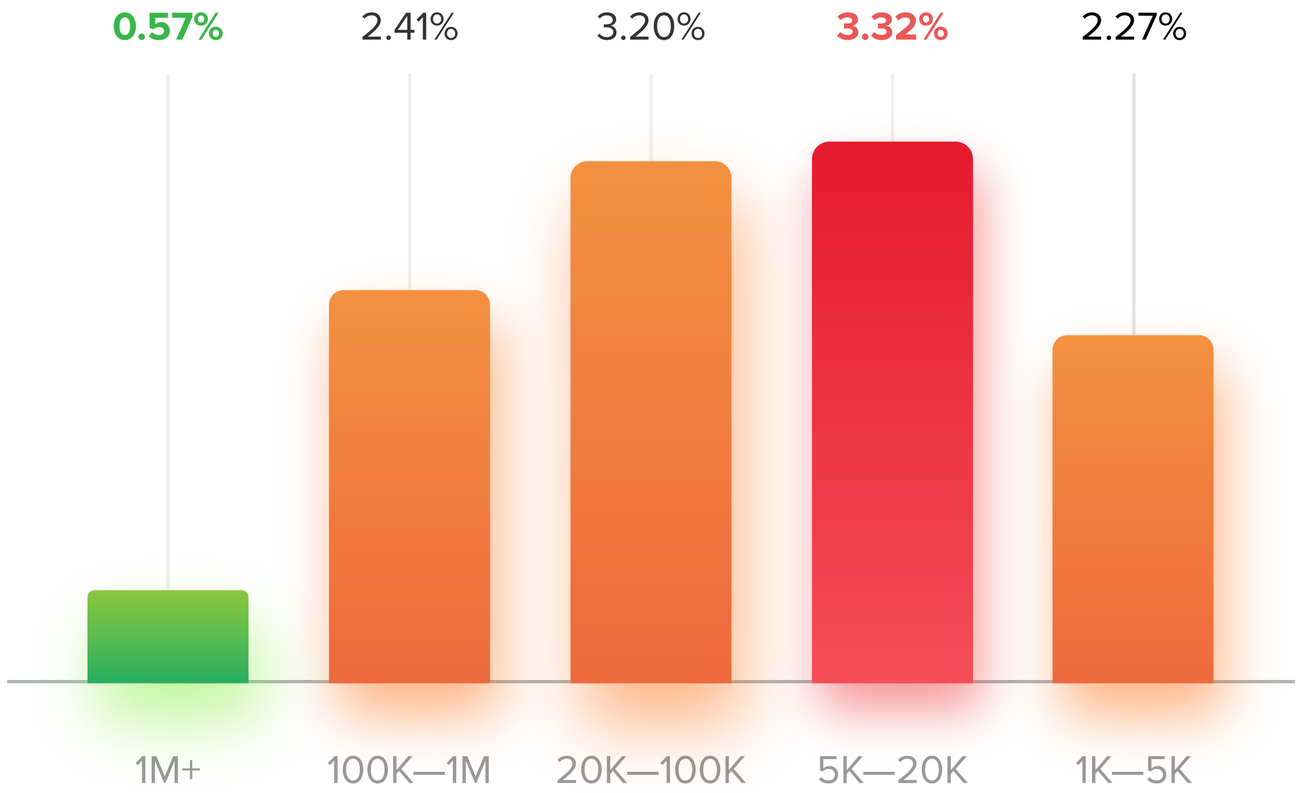
Automatic Likes usage percentage by country

US	1.84%
UK	1.65%
India	2.81%
France	2.04%
Germany	3.26%
Russia	4.44%
Italy	2.76%
Brazil	1.35%
Spain	2.53%
Japan	1.68%



We've detected the highest rate of auto likes usage in Russia (4.44%) and Germany (3.26%). The lowest rates are in Brazil, the UK the US, and Japan. But this doesn't mean that in these countries influencers have a bigger percentage of authentic likes, they just prefer to grow them using different methods.

Automatic Likes usage percentage by followers number



Most influencers prefer to periodically buy likes instead of pay for auto likes services. But anyway we've found some patterns specific to different groups of influencers. Auto likes services are more popular among influencers between 5K and 100K followers. Influencers with over 1M followers rarely use these services.

Methodology

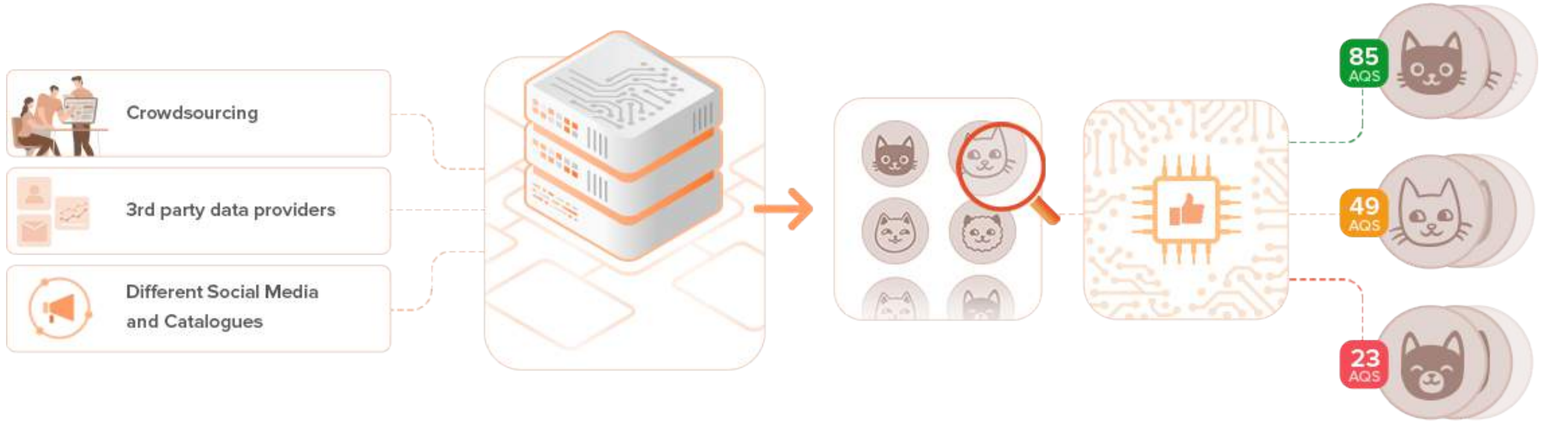
Methodology

This research report was conducted by HypeAuditor to understand the current and future state of influencer marketing.

The report uses data from a wide variety of sources, including market research agencies, internet, and social media companies, news media, and our own internal analysis.

For HypeAuditor internal analysis, we have collected and aggregated open data from a variety of sources: social platforms, catalogs, websites, crowdsourcing, and many more.
After that, we processed the data by anonymizing, sorting and structuring, cleaning and removing any irregularities, and enriching the data.

Then we transformed the data into intelligent estimations by using best-in-class estimation and machine learning algorithms developed by our team of leading data scientists and influencer marketing experts.



HypeAuditor

We set a standard in Instagram account analytics
to make influencer marketing transparent,
fair, and effective.

Contact us:
info@hypeauditor.com
www.hypeauditor.com