









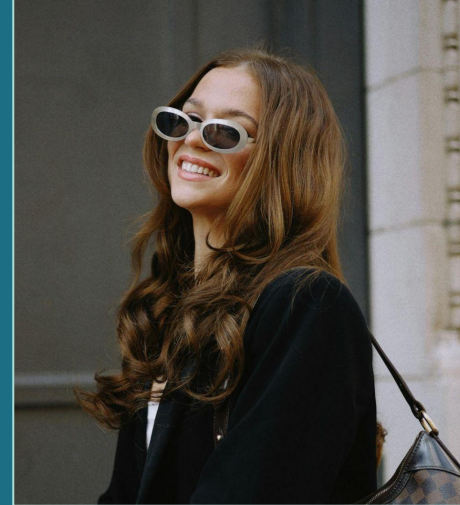
captiv8

**2024 Industry  
Benchmark Report for  
Creator Content**



# TABLE OF CONTENTS

	INTRODUCTION	3
	METHODOLOGY	4
	ENGAGEMENT RATE BY TIER	5
	INDUSTRY BENCHMARKS	6
	TAILORING STRATEGIES FOR MAXIMUM IMPACT	7
	TOP TIKTOK INDUSTRIES THRIVE BY CAPITALIZING ON TRENDS	17
	INSTAGRAM'S TOP INDUSTRIES: VISUAL APPEAL AND EDUCATIONAL EXCELLENCE	18
	CONCLUSION	19



# INTRODUCTION

Welcome to our 2024 Industry Benchmark Report for Creator Content. We've analyzed thousands of posts across creator campaigns to identify key benchmarks by platform and industry.



## WHAT'S IN STORE:

Get ready for the first edition of a bi-annual report, packed with metrics from 2023 across nine leading industries:



Automotive



Beauty and Fashion



Food and Beverage



Entertainment



Household



Personal Care



Finance



QSR



Consumer, Shopper, and Retail

This comprehensive guide equips you with everything you need to assess your influencer marketing performance on TikTok and Instagram.



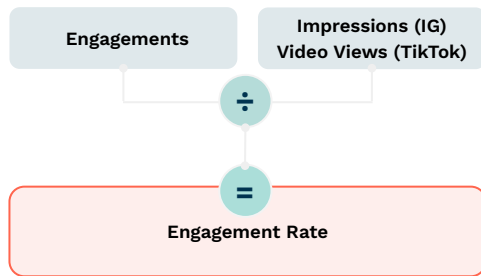
# METHODOLOGY

## ENGAGEMENT METRICS:

Engagements include a combination of likes, comments, shares, and other interactive actions made by users on the analyzed posts. This approach ensures that the engagement rate reflects a comprehensive assessment of user interaction.

## CALCULATION OF ENGAGEMENT RATE:

The primary metric utilized in this study is the engagement rate, calculated as the ratio of engagements to impressions. This formula is expressed as follows:



## SAMPLE SIZE AND COMPOSITION:

Our analysis is based on a robust dataset comprising over 5,000 organic posts from creator social media campaigns across Instagram and TikTok. These posts collectively garnered over 14 million engagements.

## DATA COLLECTION TIMEFRAME:

The data for this study was gathered over the span of a comprehensive data collection period, extending from January 1, 2022 to December 31, 2023.

## LIMITATIONS:

While the engagement rate is a valuable metric, it's important to note that external factors such as algorithm changes, evolving user behaviors, or platform-specific updates may influence engagement patterns. Additionally, the generalizability of findings is subject to the representativeness of the sampled posts.

# INSTAGRAM ENGAGEMENT RATE BY TIER

## BASED ON FOLLOWER COUNT

As we explore Instagram influencer engagement rates across different tiers, we uncover insights into how audience interaction varies at each level.

IG User Type	Follower Range	Average Organic ER
All Star	1,500,000 +	2.80%
Tier 1	700,000 - 1,499,999	3.08%
Tier 2	300,000 - 699,999	3.98%
Tier 3	50,000 - 299,999	4.91%
Micro	10,000 - 49,999	3.90%
Nano	Under 10,000	6.23%









### CAPTIV8 INSIGHTS

On Instagram, there's a consistent trend indicating an inverse relationship between an influencer's follower count and their engagement rate. **Smaller followings tend to yield higher engagement**, emphasizing the significance of niche, engaged audiences on this platform. Notably, nano influencers on Instagram have the platform's highest engagement rate at 6.23%.

# TIKTOK ENGAGEMENT RATE BY TIER

## BASED ON FOLLOWER COUNT

When comparing Instagram to TikTok, we observe different patterns in engagement rates by tier. TikTok's platform dynamics create unique behaviors across various tiers, shaping how audience interaction unfolds on the platform.

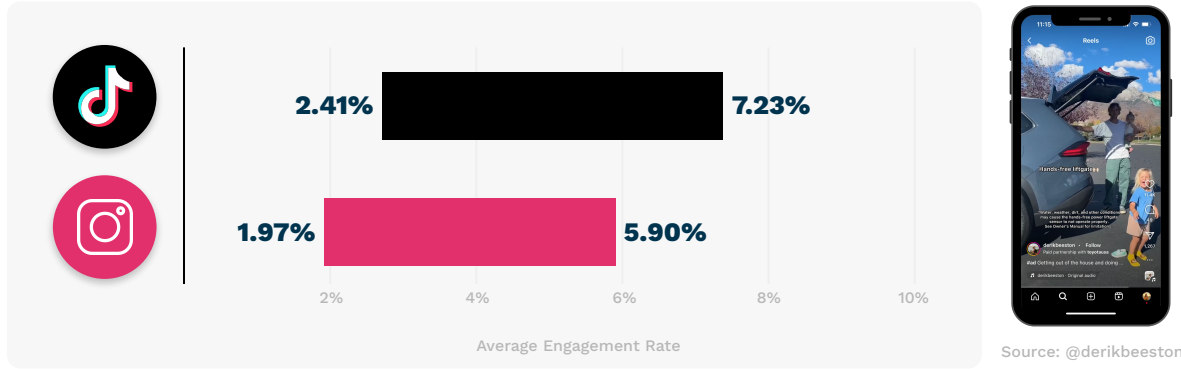
IG User Type	Follower Range	Average Organic ER
All Star	1,500,000 +	4.95% 
Tier 1	700,000 - 1,499,999	1.34% 
Tier 2	300,000 - 699,999	1.16% 
Tier 3	50,000 - 299,999	1.66% 
Micro	10,000 - 49,999	0.85% 
Nano	Under 10,000	0.70% 



## CAPTIV8 INSIGHTS

The data implies that, contrary to the notion that larger follower counts might dilute engagement, **All Star influencers enjoy a heightened level of organic reach**. All Star influencers often maintain a consistent content delivery schedule, keeping their audience engaged and anticipating new posts. Brands should recognize this potential and **consider All Star influencers as effective vehicles for organic visibility and virality**.

# AUTOMOTIVE INDUSTRY BENCHMARKS



## CAPTIV8 INSIGHTS

- As people continue to use online platforms for car research, influencer marketing is crucial for automotive brands. Collaborating with influencers provides an effective way to connect with and influence potential customers' preferences.
- Higher engagement rates on TikTok suggest a receptive younger audience, making it an effective channel for automotive brands targeting the next generation of car buyers.

**With 95% of vehicle shoppers turning to online resources** before making pivotal car-buying decisions, influencer marketing is a key strategy for many automotive brands. Forward-looking automotive brands have strategically harnessed the power of creator collaborations to navigate this digital journey with finesse.



**95%** of vehicle shoppers turn to online resources before making a car-buying decision.

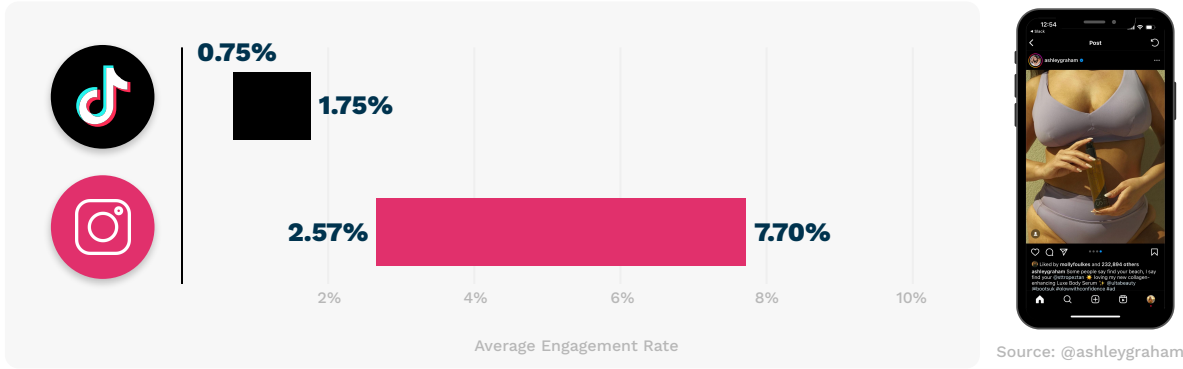
Source: Think With Google, *With more car shoppers online, it's time for the auto industry to simplify the journey*, December 2020.



**70%** of shoppers say online video has helped them learn more about an auto product they intend to buy.

Source: Think With Google, *Implications of the Consumer Journey on Ad Effectiveness*, June 2019.

# BEAUTY/FASHION INDUSTRY BENCHMARKS

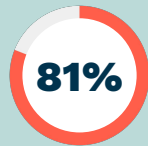


In the dynamic realms of beauty and fashion, where **60% of brands have already embraced influencer marketing and an additional 21% plan to invest in it within the next year**, the strategy's popularity is evident. The visual nature of beauty and fashion aligns seamlessly with influencer marketing, making it a powerhouse for brands seeking to enhance visibility and engage with consumers authentically.



**67%** of beauty enthusiasts turn to influencers before making a purchase.

Source: Vettese, *Lipstick Tips: How Influencers Are Making Over Beauty Marketing*, August 2019.



**81%** of fashion and beauty brands have an influencer marketing strategy in place or plan to invest in influencer marketing the next year.

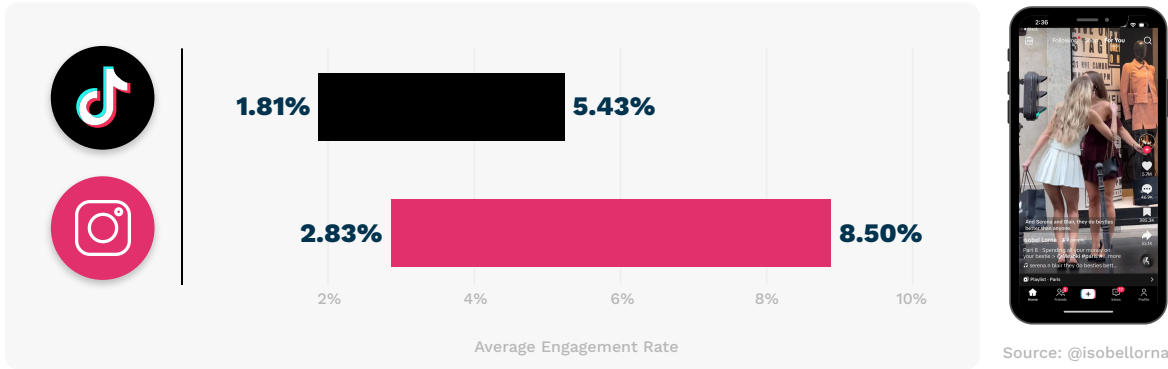
Source: Fashion and Beauty Monitor, *The Rise of Influencers*, January 2016.

## CAPTIV8 INSIGHTS

- Given the visual nature of beauty and fashion content, one might expect higher engagement rates on TikTok; however, the lower averages may indicate potential saturation or desensitization among audiences.
- Instagram, being a more established platform for influencer marketing, may be reaping the benefits of this maturation, as **130 million Instagram users tap on shopping posts each month**.



# CONSUMER/SHOPPER/RETAIL INDUSTRY BENCHMARKS



In the fiercely competitive realm of the consumer/shopper/retail industry, brands are constantly seeking innovative approaches to elevate sales and attract new customers. The significant influence of platforms like TikTok is evident, with **2 in 5 Gen Z individuals making purchases based on TikTok recommendations in the past year**, and **half of TikTok users utilizing the platform for product and brand research**.

## CAPTIV8 INSIGHTS

- The consumer/shopper/retail category features the highest average Instagram engagement rate of all industries analyzed. TikTok and Instagram's interactive shopping features enhance user engagement by offering a seamless transition from discovery to potential purchase.
- The dynamic nature of shopping trends and the constant introduction of new products likely contribute to the higher engagement rates.



**40%** of Gen Zers have bought a product because they saw it on TikTok in the past year.

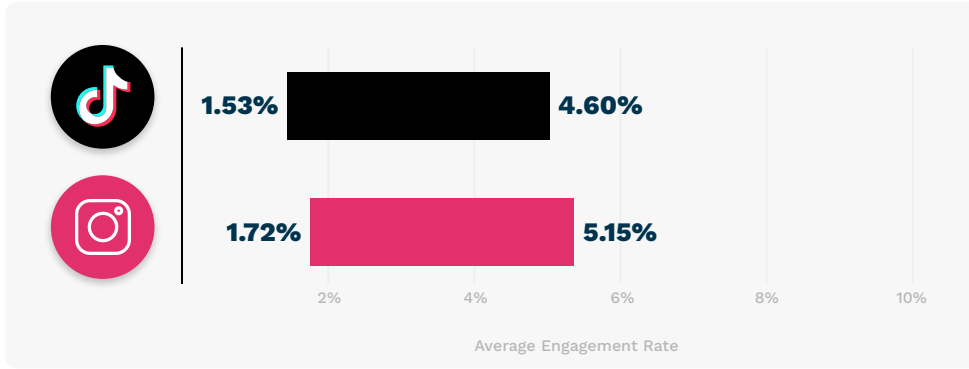
Source: TikTok, *TikTok Marketing Science Global Retail Path to Purchase*, August 2021.



**50%** of TikTok users leverage the platform to research to learn more about new products or brands.

Source: TikTok, *TikTok Marketing Science Global Retail Path to Purchase*, August 2021.

# ENTERTAINMENT INDUSTRY BENCHMARKS



Source: @adamw

By crafting compelling content and providing authentic endorsements, influencers forge vital connections in the entertainment sector. This significance is underscored by the [frequent movie attendance and weekly TV and movie streaming habits of TikTok users](#), highlighting the platform's influential role in shaping consumer behavior within the entertainment industry.

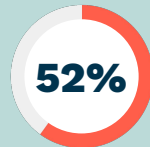
## CAPTIV8 INSIGHTS

- Collectively, these metrics emphasize TikTok and Instagram's pivotal role in shaping consumer behavior within the entertainment industry. Beyond serving as a virtual space, these platforms actively influence real-world entertainment preferences, making it an essential platform for influencers seeking to authentically connect with audiences immersed in the diverse and trend-driven landscape of the entertainment sector.



**89%** of TikTok users stream TV/movies once a week.

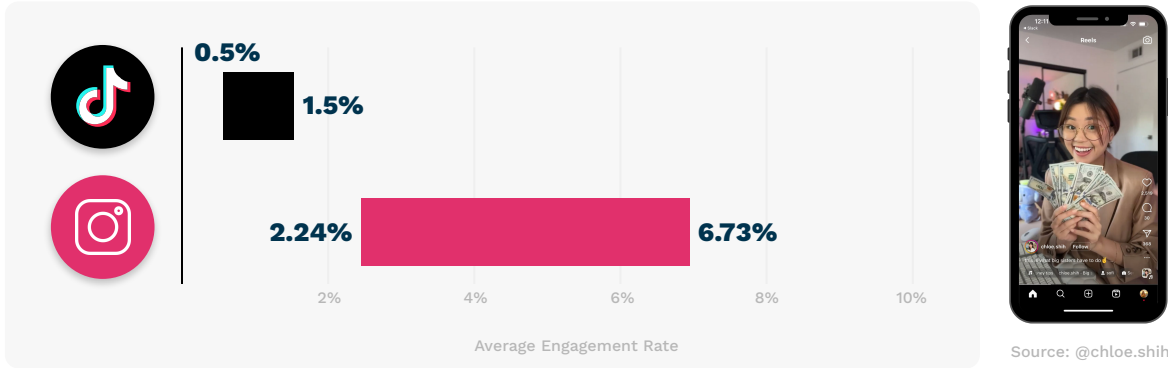
Source: TikTok, *TikTok Marketing Science Global Entertainment Study*, December 2021.



**52%** of TikTok users have discovered a new actor, movie or show on TikTok.

Source: TikTok, *GoodQues TikTok Entertainment Study via Suzy*, 2021.

# FINANCIAL INDUSTRY BENCHMARKS



The rise of 'Finfluencers' on popular platforms like TikTok and Instagram is evident, with **40% of social media users noting an increase in these influencers promoting investment opportunities**. Notably, **60% of investors aged between 18 and 34 acknowledge that their investment decisions have been influenced by social media platforms**. This underscores the growing impact of influencers in shaping financial choices.

## CAPTIV8 INSIGHTS

- Investigate popular finance-related hashtags like #fintok, #cryptocurrency, and #investing to tap into niche communities and enhance content visibility among audiences interested in financial topics.
- Given the influential role of social media in financial decision-making, influencers can focus on creating educational content that simplifies complex financial concepts, catering to the informational needs of their audience.



**79%** of investors from ages 18 through 34 use social media as a source of investment information.

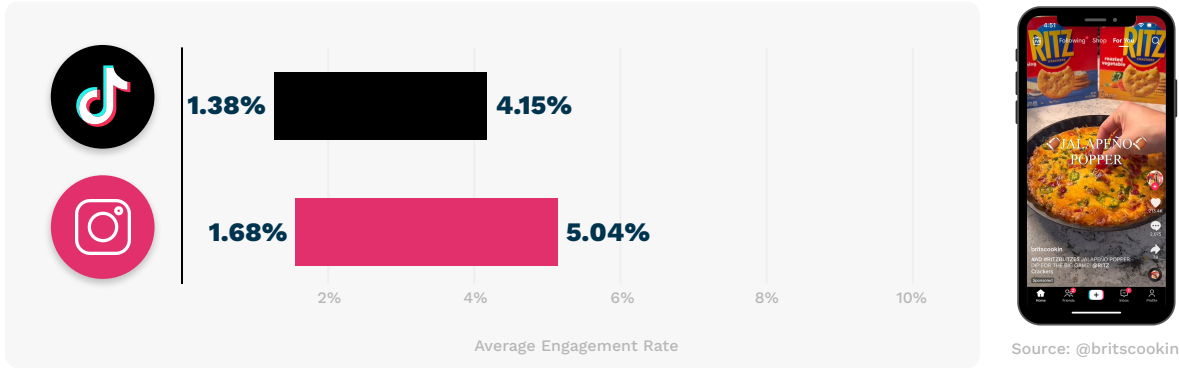
Source: FINRA, *Investors in the United States: The Changing Landscape*, December 2022.



**60%** of Gen Z and Millennial respondents believe their financial planning needs improvement.

Source: Northwestern Mutual, *Planning and Progress Study*, 2023.

# FOOD/BEVERAGE INDUSTRY BENCHMARKS



In the food and beverage industry, influencer marketing has become highly effective, **resonating notably with Gen Z and Millennial audiences**. Leveraging mouth-watering visuals, authenticity, and communication within a tight-knit digital community, we have seen a direct impact, especially steering consumers towards new flavors and products.

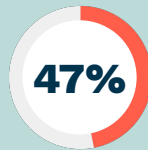
## CAPTIV8 INSIGHTS

- The notable engagement rates on TikTok and Instagram underscore the effective resonance of influencer marketing within the food and beverage industry, particularly among Gen Z and Millennial audiences.
- Brands can strategically collaborate with influencers to introduce novel products, flavors, and culinary trends, leveraging the influencers' ability to inspire and guide their audience's choices.



**50%** of Millennials follow influencers to discover new products.

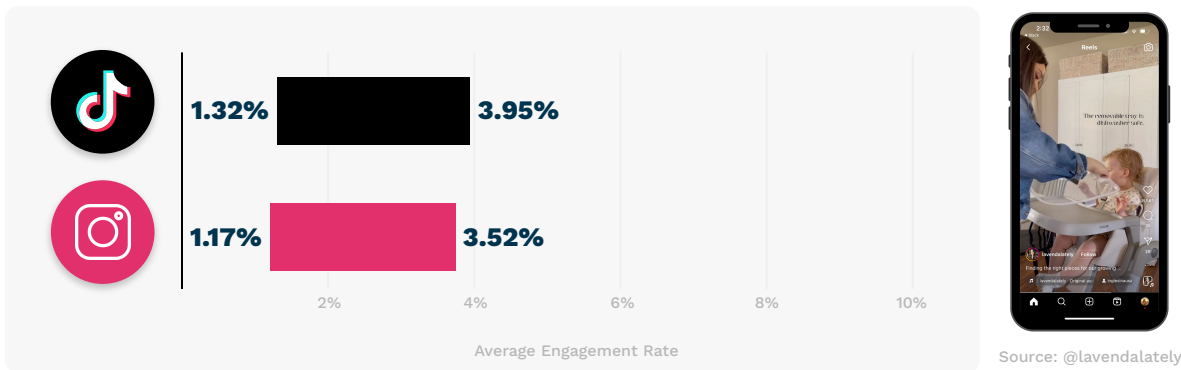
Source: Captiv8, Elevate Your CPG Marketing: Influencer Marketing Strategies for the 2023 Fall & Holiday Season, 2023.



**47%** of Gen Zers have tried a new snack because of an influencer recommendation.

Source: Captiv8, Elevate Your CPG Marketing: Influencer Marketing Strategies for the 2023 Fall & Holiday Season, 2023.

# HOUSEHOLD INDUSTRY BENCHMARKS



Consumers actively seek out influencers' expertise in the household industry, turning to online platforms for innovative ideas and cost-effective solutions. This is exemplified by the growing popularity of categories like **#CleanTok** and **#DIYTok** on TikTok.

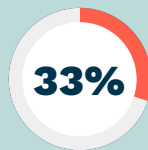
## CAPTIV8 INSIGHTS

- Despite the household category not being as inherently visually appealing as some other content genres, the popularity of niche-specific content categories like **#CleanTok** and **#DIYTok** reveals a dedicated audience actively seeking specialized content within the household realm.
- The comparable engagement rates across TikTok and Instagram underscore a unified preference among audiences for household-related content regardless of the platform.



of people say that social media makes them clean more often and 31% say it makes them buy more cleaning products.

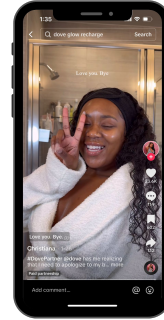
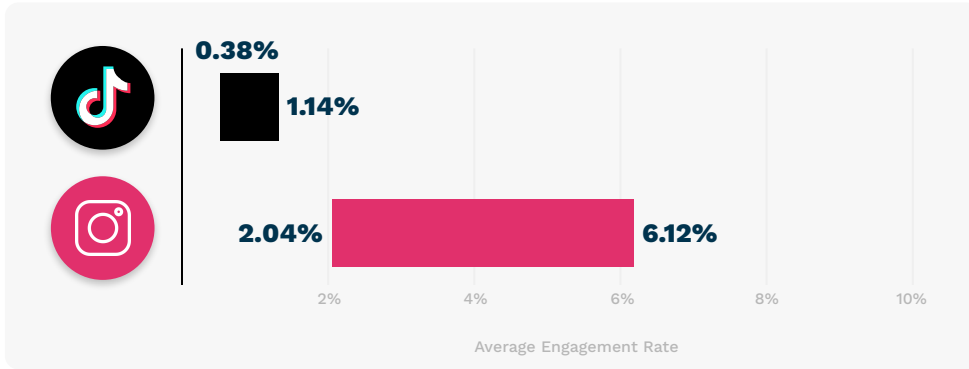
Source: Grocer, *The Takeover of 'Cleanfluencer'* Mrs Hinch, May 2019.



of Gen Zers is open to trying new household products more often.

Source: Collage Group, *The Cleaning Habits of Gen Z and Millennials Are Surprisingly Different*, April 2023.

# PERSONAL CARE INDUSTRY BENCHMARKS



Source: @badbrownskinn

The personal care industry includes chemical compounds and objects that are used to maintain personal hygiene as well as the enhancement of appearance. Collaborating with influencers educates consumers on product usage while also creating a community-driven approach, with **82% of beauty shoppers engaging daily on Instagram** and **1 in 3 making beauty-based purchases based on TikTok recommendations in the past year.**

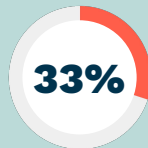
## CAPTIV8 INSIGHTS

- The higher engagement rates on Instagram could be linked to the platform's longer history and the influencer community's prolonged presence. Over time, influencers on Instagram have had the opportunity to build credibility and trust with their audience, factors that significantly impact engagement rates.
- While TikTok may exhibit lower engagement rates, metrics on purchases highlight the platform's exceptional ability to influence and drive consumer decisions.



of beauty shoppers use Instagram at least once a day.

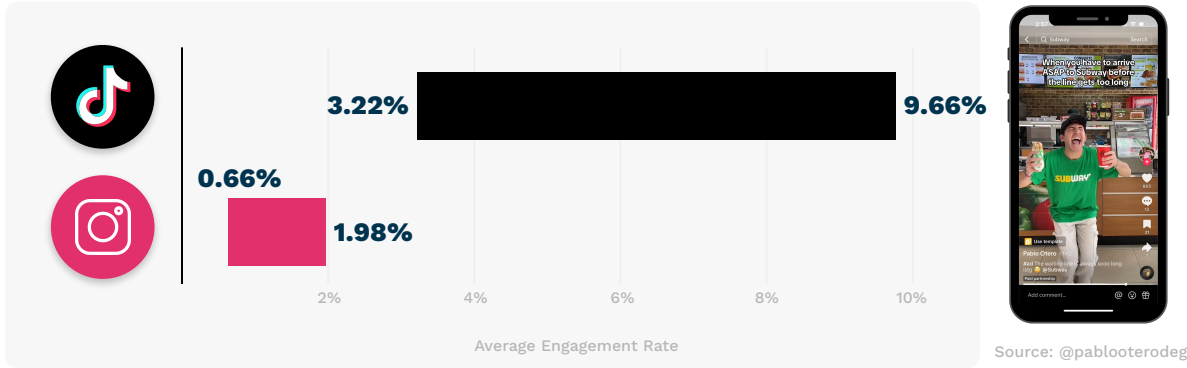
Source: Vettese, *Lipstick Tips: How Influencers Are Making Over Beauty Marketing*, August 2019.



of those on a beauty journey have bought a product because they saw it on TikTok in the past year.

Source: TikTok, *TikTok Marketing Science Global Growing TikTok in eCommerce*, May 2022.

# QSR INDUSTRY BENCHMARKS



In the Quick-Service Restaurant (QSR) industry, influencer marketing has proven impactful, with **53% of Gen Z respondents citing TikTok as a primary source for discovering new foods**. The platform's immersive and visually compelling content not only resonates with younger audiences but also serves as a tool for QSR brands to captivate, inspire, and drive engagement.

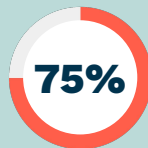
## CAPTIV8 INSIGHTS

- TikTok's significantly high engagement rates, the highest among all categories analyzed, could be linked to the platform's creative trends and challenges, which influencers frequently participate in, providing a novel and entertaining way for QSR brands to showcase their offerings.
- The contrast in engagement rates indicates that QSR brands can strategically tailor their approaches based on platform strengths to maximize impact and resonate effectively with their target audience.



**82%** of Gen Z enjoys watching or interacting with food content on social media.

Source: Statista, *Ways in which Generation Z engages with food content on social media*, October 2021.

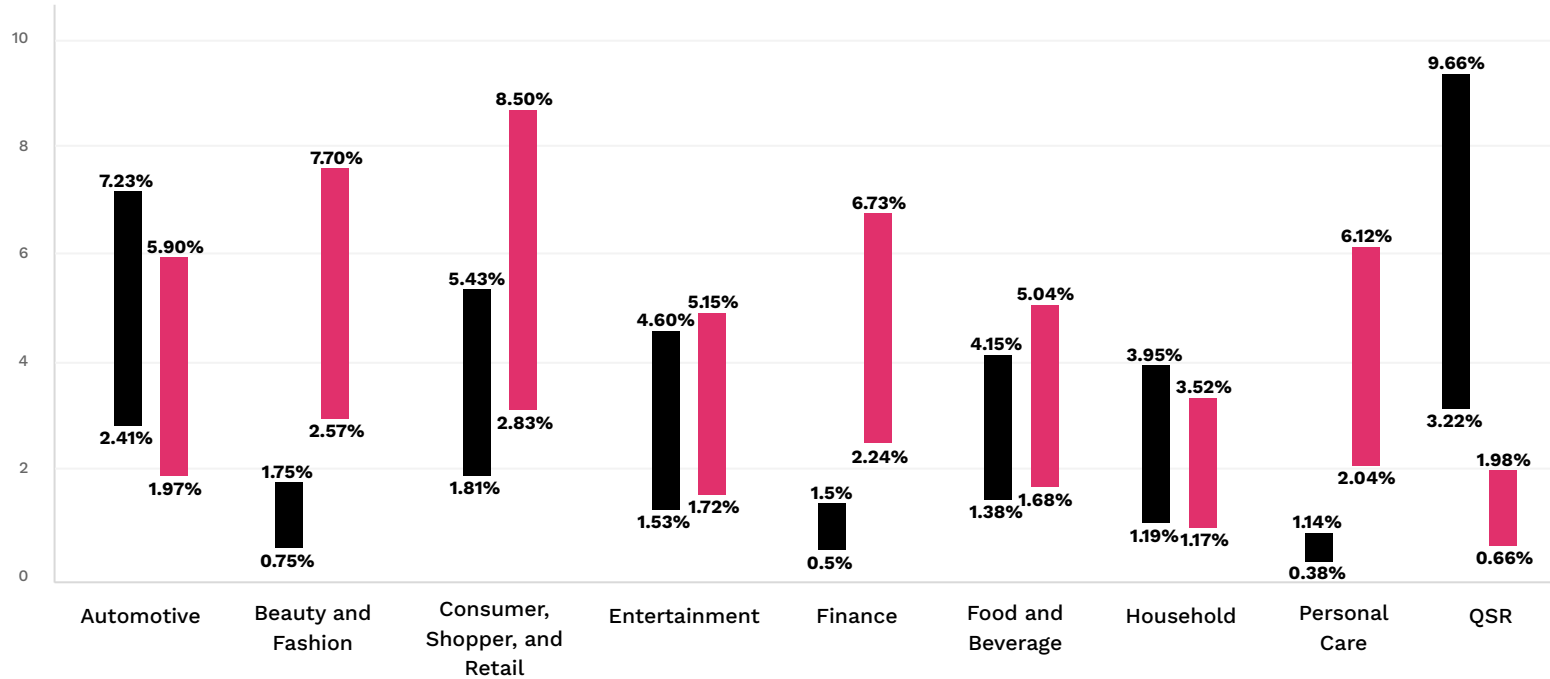


**75%** of Gen Z orders based on influencer recommendations.

Source: Dig Insights, *Gen Z + QSR: The Inside Scoop On the Next Generation of Consumers*, January 2024.

# INDUSTRY BENCHMARKS

■ TikTok ■ Instagram





# TAILORING STRATEGIES FOR MAXIMUM IMPACT

The varying engagement rates across diverse sectors emphasize the need for tailored strategies that align with the unique dynamics of each industry. Here are four key takeaways based on the engagement rates by industry:



## Diverse Industry Dynamics

Engagement rates vary significantly across industries, highlighting the importance of tailoring influencer strategies to the unique characteristics of each sector.



## Visual Appeal Matters

Industries such as automotive, food and beverage, and consumer, shopper, and retail, with higher engagement rates, may benefit from influencers creating visually appealing and immersive content.



## Authenticity is Crucial

Sectors like beauty and fashion and personal care, with lower average engagement rates, could leverage influencers who prioritize authenticity and relatability to resonate with their audience.



## Content Relevance Drives Engagement

Engagement rate is often influenced by the relevance of content to the audience. Tailoring influencer partnerships to highlight practical uses or real-life scenarios can contribute to increased engagement.

# TOP TIKTOK INDUSTRIES THRIVE BY CAPITALIZING ON TRENDS

## Top 3 Industries by Engagement Rate (TikTok)



QSR

**3.22% - 9.66%**



Automotive

**2.41% - 7.23%**



Consumer, Shopper, and Retail

**1.81% - 5.43%**

**QSR, Automotive, and Consumer, Shopper, and Retail** industries share a focus on **visually appealing and creative content**. TikTok's short-form video format allows them to showcase products, promotions, and experiences in a **dynamic and engaging** way that resonates with the platform's user base.

These industries **recognize and leverage TikTok's predominantly youthful user base**. By tailoring content to appeal to a younger audience, they tap into the platform's vibrant and **trend-focused culture**, building brand awareness and loyalty among the next generation of consumers.

# INSTAGRAM'S TOP INDUSTRIES: VISUAL APPEAL AND EDUCATIONAL EXCELLENCE

## Top 3 Industries by Engagement Rate (Instagram)



Consumer, Shopper, and Retail

**2.83% - 8.5%**



Beauty and Fashion

**2.57% - 7.7%**



Finance

**2.24% - 6.73%**

Instagram's grid layout and **emphasis on high-quality visuals** allow industries such as **Consumer, Shopper, and Retail, and Beauty and Fashion** to work with influencers to assist in curating a visually cohesive feed. The platform's image-centric nature is **ideal for showcasing makeup looks, fashion styles, and aesthetically pleasing content**, contributing to an engaging and aspirational brand image.

**Finance**-related topics often require more **in-depth explanations and visual aids**, which are better suited for Instagram's capabilities, which is reflected as the industry ranks higher for engagement on Instagram over TikTok. Instagram's carousel posts and the ability to share comprehensive infographics make it an ideal platform for finance influencers to deliver educational content.



# CONCLUSION

Engagement rates serve as a key metric, reflecting the level of interaction, connection, and resonance between a brand and its audience. By recognizing and adapting to the distinct dynamics of each platform, brands can enhance their engagement rates, fostering a more profound relationship with their followers. Regularly analyzing and understanding these rates not only provides valuable insights into the performance of content but also guides strategic adjustments to ensure sustained growth and relevance.

In conclusion, staying updated on changing social media trends is crucial. Adjusting content strategies proactively to emerging patterns not only sustains high engagement rates but also positions brands to their audience's evolving preferences.

## About Captiv8

Captiv8 offers an end-to-end platform with curated services that make discovering and partnering with the right brand advocates easy, effective, and repeatable.

Brands leverage our automated SaaS technology and real-time audience data across top social platforms to help discover talent, seamlessly manage campaign workflows including paid media, provide in-depth reporting, and content analytics. Our social-listening insights also make it simple for brands to better understand their audience, optimize content, benchmark against competitors, and grow their following.

[Book a Demo](#)

**Have Questions?  
Want to Learn More?  
Send us an email:  
[sales@captiv8.io](mailto:sales@captiv8.io)**

**For more information,  
visit [www.captiv8.io](http://www.captiv8.io)**