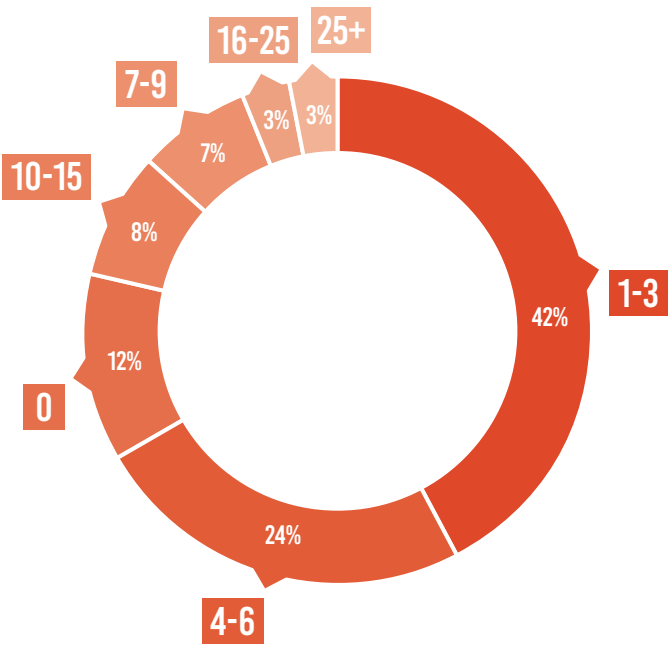
 **influence.co** surveyed 1,140 influencers to find out how they are interacting with brands, making money, and conducting their business. These influencers were surveyed across 25+ countries in a range of areas of influence from 5,000 followers up to over 1 million followers.

The following is a selection of what **they** told **us**.

How many influencer campaigns are you typically contacted about each month?



45% OF INFLUENCERS ARE CONTACTED AT LEAST 4 TIMES EACH MONTH ABOUT NEW INFLUENCER CAMPAIGNS.

In the past 3 months, have you posted any sponsored content for your friends/brands you like without being paid?

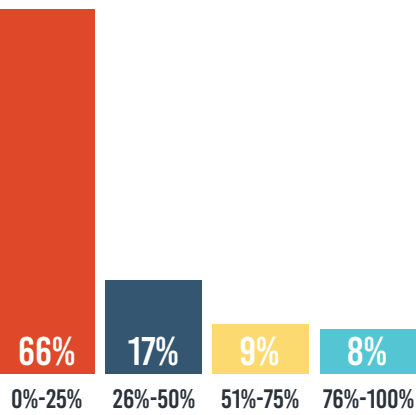
YES 78% **NO** 22%

Do you delete photos after a campaign ends?



NEVER 57%
SOMETIMES 36%
USUALLY 4%
ALWAYS 2%

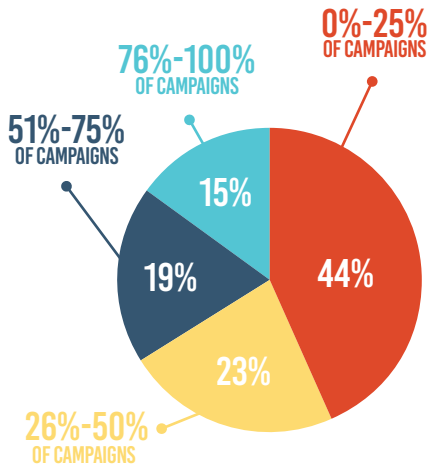
What percentage of campaigns offer cash for your participation?



ACCORDING TO **83%** OF INFLUENCERS, LESS THAN HALF OF BRANDS OFFER CASH

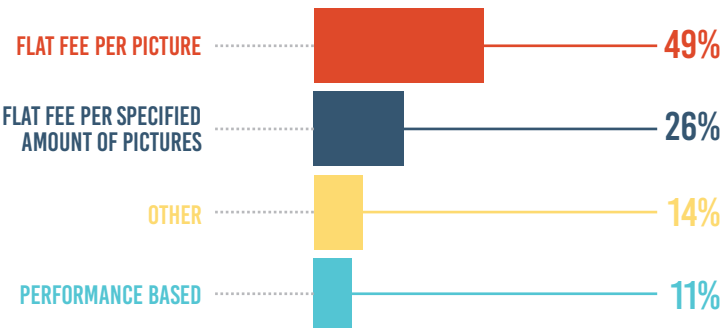
What percentage of campaigns do you accept?

24% OF INFLUENCERS ACCEPT MORE THAN HALF OF THE OFFERS THEY RECEIVE.

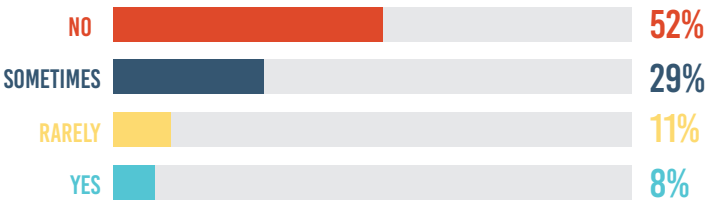


How do you charge brands for a campaign?

11% OF INFLUENCER CAMPAIGNS ARE PAID BASED ON PERFORMANCE.



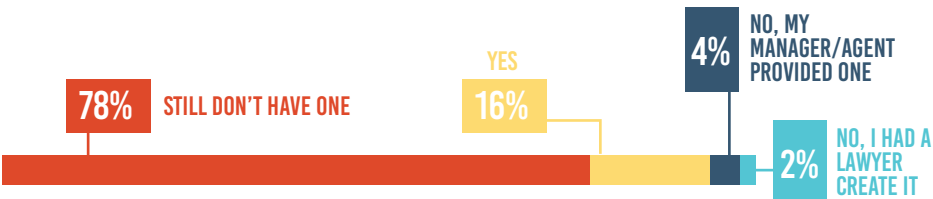
Do you sign a contract for each campaign?



ONLY 8% OF INFLUENCERS SIGN ANY FORM OF CONTRACT FOR BRAND CAMPAIGNS THAT THEY WORK ON.

Did you create your contract yourself?

ONLY 22% OF INFLUENCERS HAVE THEIR OWN CONTRACTS AND OVER **70%** OF THESE INFLUENCERS WROTE THESE CONTRACTS THEMSELVES.



READ MORE ABOUT OUR INFLUENCER SURVEY AND VIEW THE FULL SURVEY RESULTS INCLUDING EVERYTHING IN RAW FORM ON OUR BLOG: [INFLUENCE.CO/GO/SURVEY](https://influence.co/go/survey)