

Social Intelligence Insights

Top Spenders on YouTube

Q2 2020

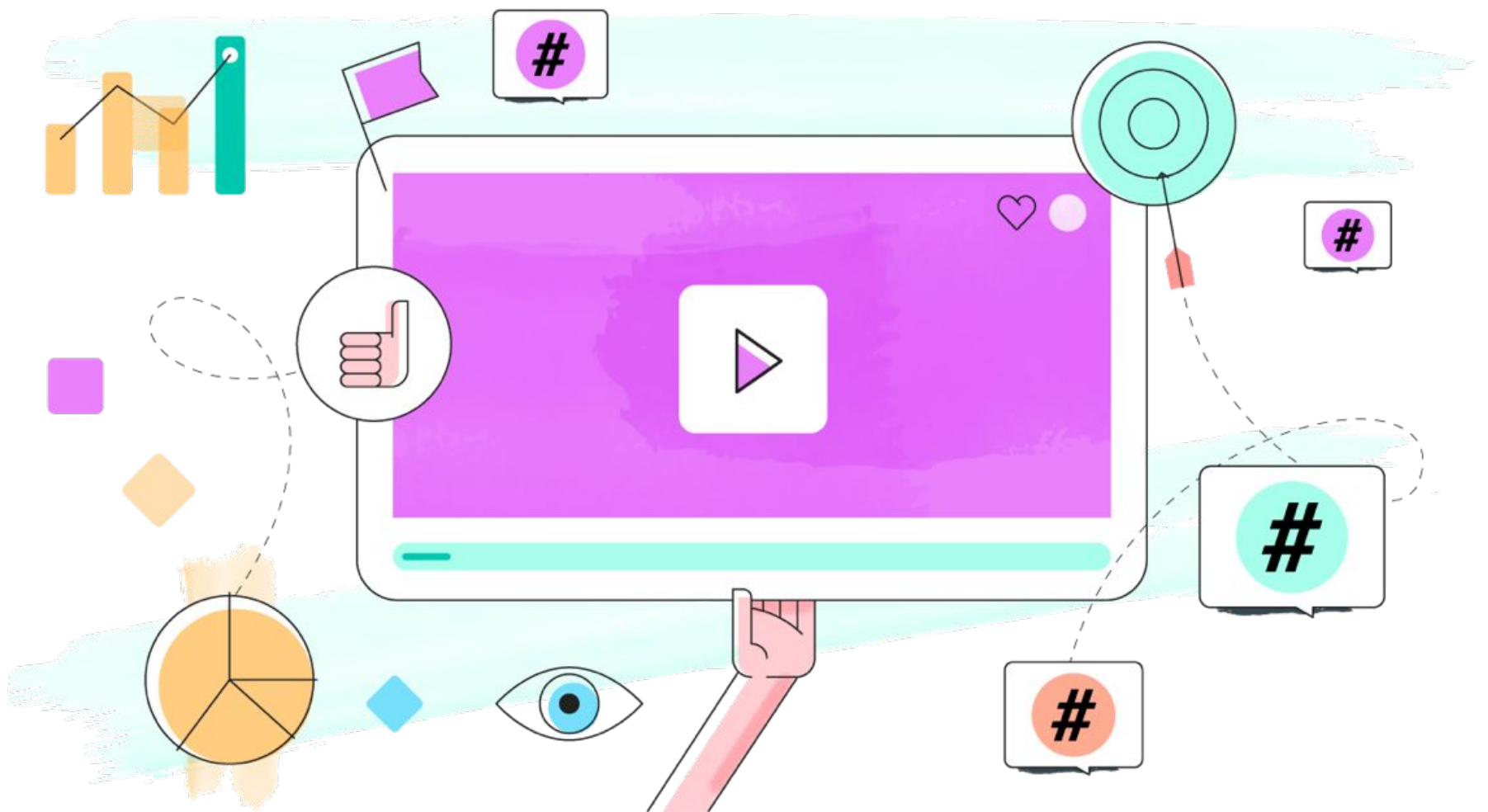
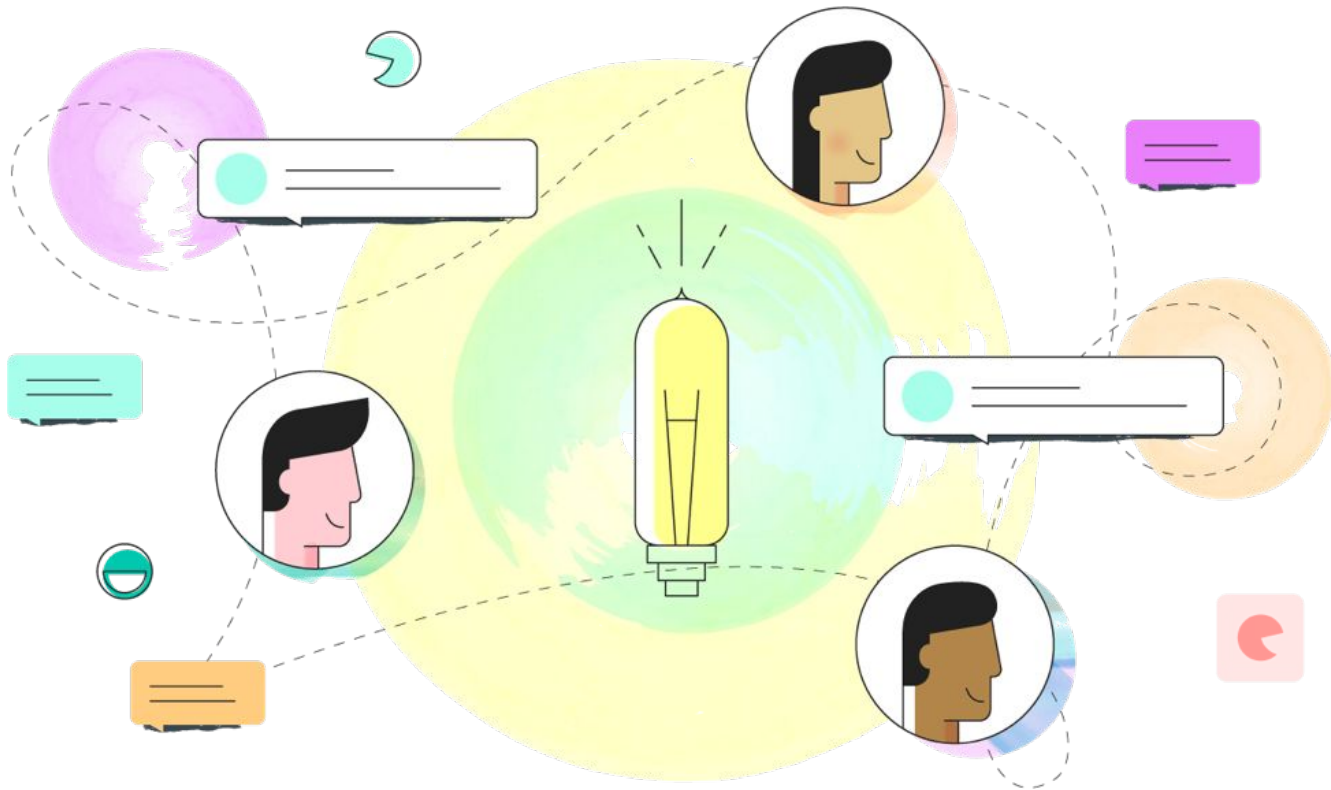




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Research Methodology

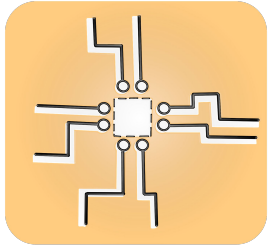


The data contained in this report was collected from over 20,000,000 YouTube videos. All of the YouTube influencer data that is presented in this report was captured by the NeoReach Social Intelligence API. Videos were required to comply with proper FTC disclosure regulations. Our analysis included sponsored YouTube videos posted between the months March through June 2020. We further refined this data to target YouTube videos of influencers located in North America, solely in the United States and Canada.

Of the selection of YouTube videos which met these criteria, this report showcases only those brands and companies that activated campaigns with sponsored content achieving at least 10,000 views. The resulting data set consisted of over 6,000 YouTube videos.

Therefore, the following report does not include all sponsored content on YouTube during the Q2 period. However, it does include the top spending brands and industries for influencer marketing on YouTube for Q2 2020.

Top Industries on YouTube



Tech



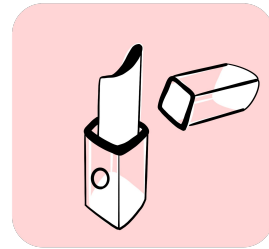
Gaming



Food/Drink



Fashion



Beauty



Health &
Wellness



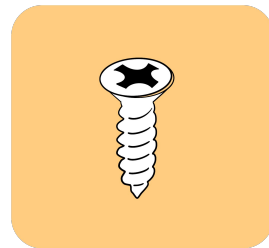
Education



Entertainment



Toys



Hardware/Out
doors



Automotive



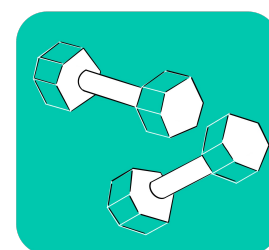
Firearms



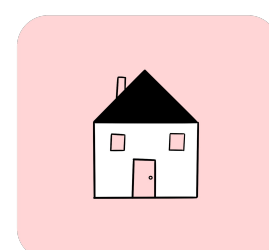
Finance



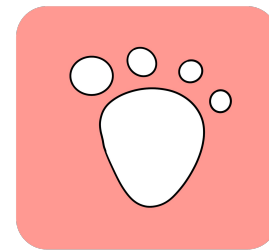
Sex



Fitness



Home



Pets/Animals



Travel

1,394

Brands

\$181M

IMV

1.3B

Total Views

4

Viral Videos

Of the 1,394 brands found to use proper FTC disclosure of advertisement, ad or sponsored videos on YouTube, the top 18 industries for Q2 with the highest spend were aggregated. We expanded our analysis for Q2 to provide a deeper dive into influencer marketing on YouTube – more data, more categories, more information on influencer marketing as a whole.



Top 18 Industries Metric Breakdown

Metrics	Q2 2020
Total IMV	\$180,824,886
Total Sponsored Views	1,329,835,258
Total Reach	10,323,724,320
Total Videos	6,329
Total Likes	64,419,574
Total Comments	6,678,994
Total Engagement	71,098,568
Avg. IMV	\$28,571
Avg. Sponsored Views	210,118
Avg. Reach	1,631,181
Avg. Likes	10,178
Avg. Comments	1,055
Total Brands	1,394

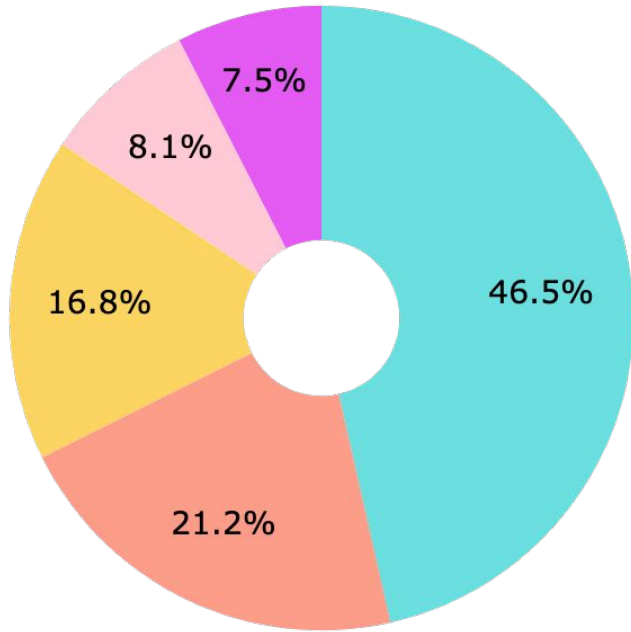
From the top 18 industries for Q2 2020, the total estimated spend on YouTube amounts to over **\$180M**. With reigning top spending industries from Q1 – Tech, Gaming, and Food & Drink – **reach nearly doubled at \$10.3B** with twice the spend.

Among the qualifying selection of videos, 6,329 YouTube videos were included in the data set. Brands demonstrated a clear increase in influencer marketing investment with **over 100 more brands participating** this quarter and **nearly 1,000 more sponsored videos** to account for.



Top Industries on YouTube: Closer Look

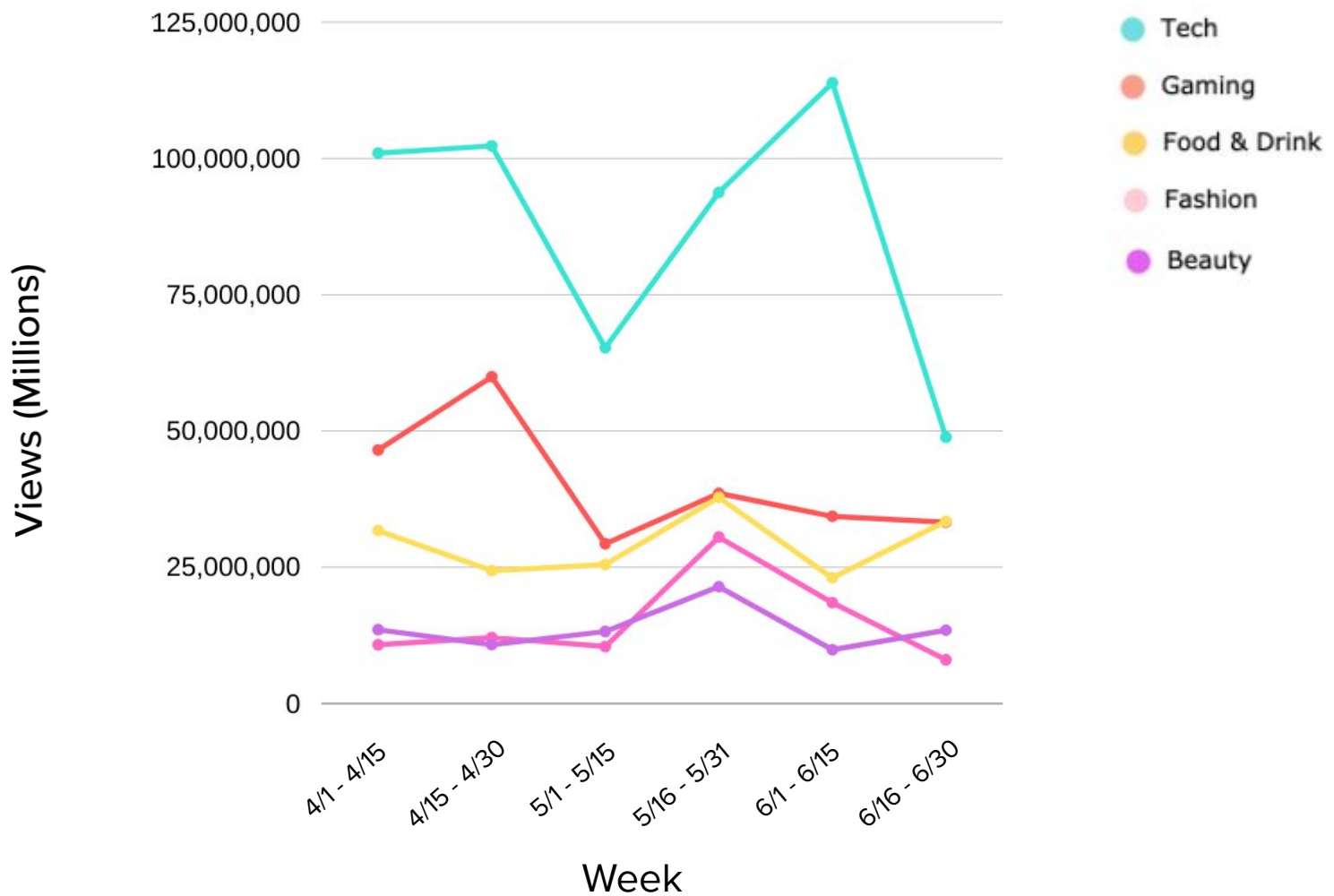
IMV/Spend



Isolating the top 5 industry spenders on YouTube, Tech makes up over **46% of the total IMV**. Tech continues to dominate with over twice as many views as the next highest industry spender, Gaming. All 5 top spending industries invested over **\$10M** in YouTube sponsored videos for Q2 and achieved well over **82M views per industry**.

Tech Gaming Food & Drink Fashion Beauty

Views by Industry





Viral Breakdown

I Broke Into A House And Left \$50,000
24,051,753 views • Jun 25, 2020

MrBeast 39.9M subscribers

Monster Legends

27.4M	\$2.4M	15.4M	1M
Reach	IMV	Impressions	Likes

I Turn a Large Rusty Nail into a Beautiful little Sword
35,066,116 views • Jun 5, 2020

Bobby Duke Arts 4.08M subscribers

ExpressVPN

3.8M	\$2.3M	18.7M	760K
Reach	IMV	Impressions	Likes

900 Page FLIPBOOK // Dot Challenge
27,895,868 views • Apr 10, 2020

Andymation 3.59M subscribers

Audible

3.5M	\$2.4M	19.8M	753K
Reach	IMV	Impressions	Likes

Would You Rather Have \$100,000 OR This Mystery Key?
34,100,551 views • Jun 13, 2020

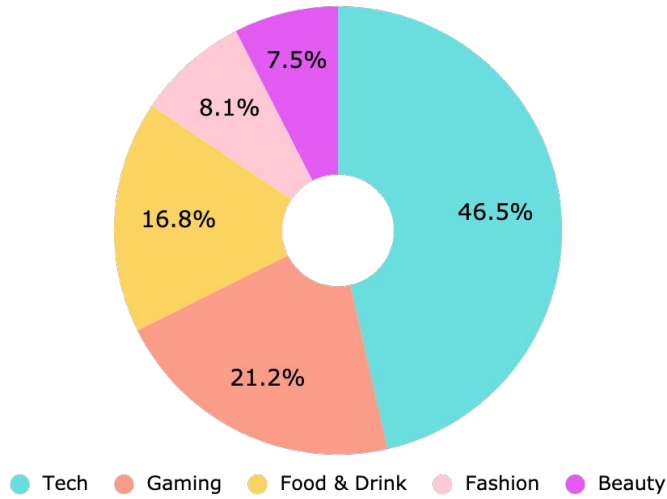
MrBeast 39.9M subscribers

Honey

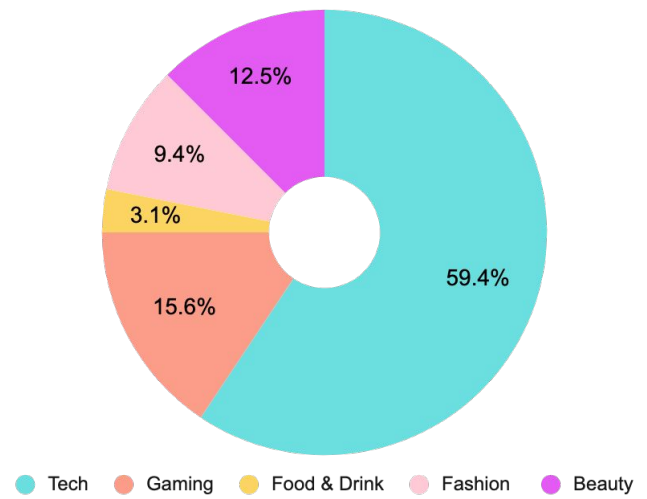
37.7M	\$3.7M	27M	1.4M
Reach	IMV	Impressions	Likes

Campaign Objectives

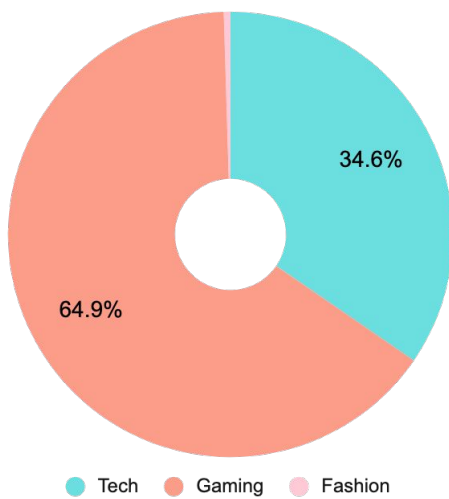
Branding Awareness



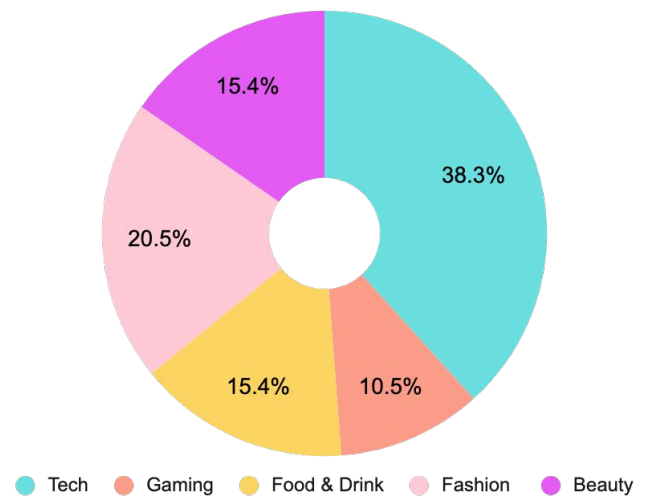
Contest/Giveaway



Download or Install



Limited Time Offer



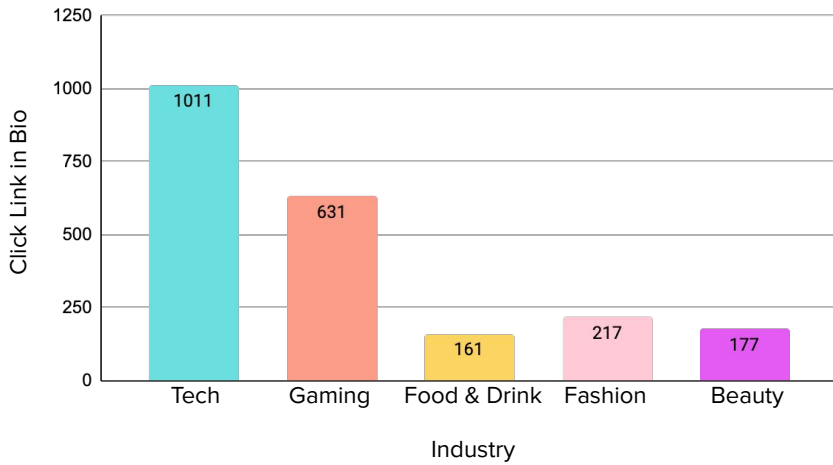
Campaign Objectives	Q2 2020	% of Total
Branding and Awareness	2,457	38.82%
Contest/Giveaway	226	3.57%
Download or Install	552	8.72%
Limited Time Offer	2,963	46.82%

Among the four campaign objectives, a large majority of brand sponsorships at **85.6%** were promoting a special offer or driving brand awareness. Further broken down by industry, Tech and Gaming take the cake in each campaign category with a diverse approach to influencer marketing in Q2.

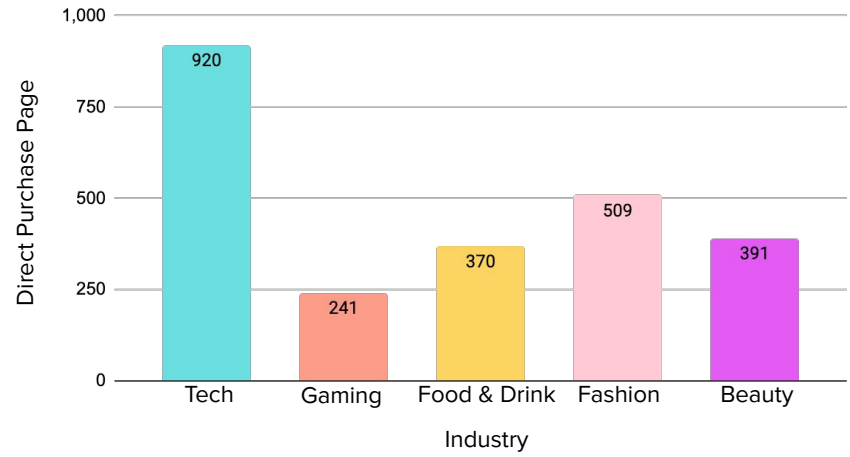


Calls to Action

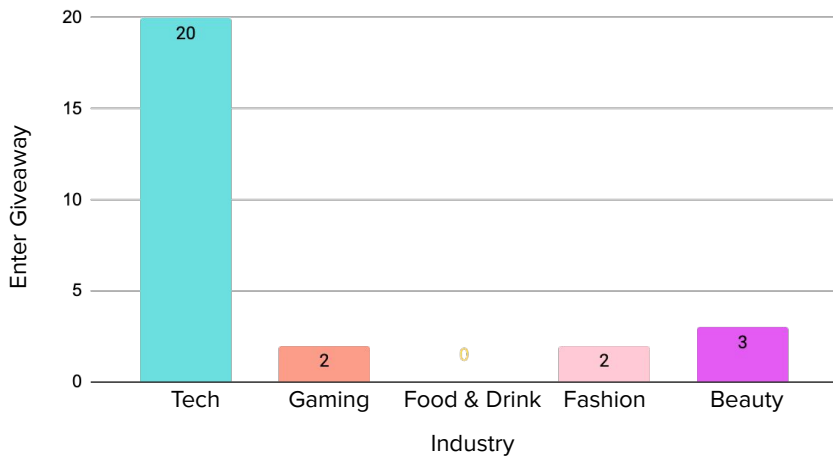
Click Link in Bio



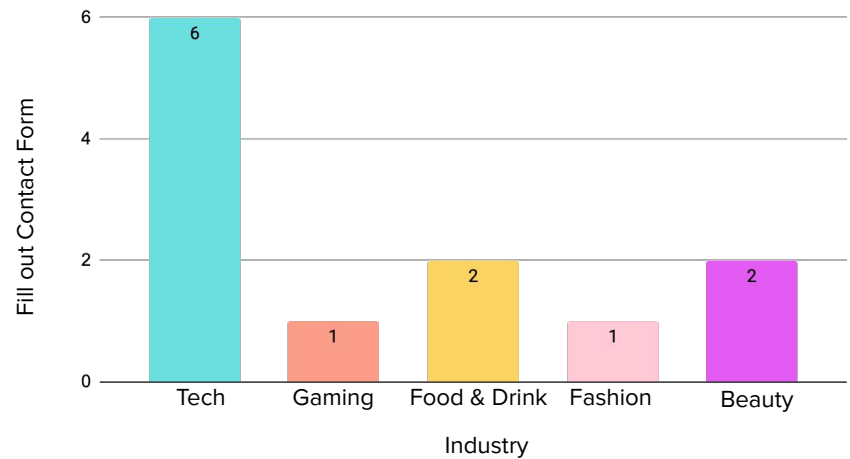
Direct Purchase Page



Enter Giveaway



Fill out Contact Form



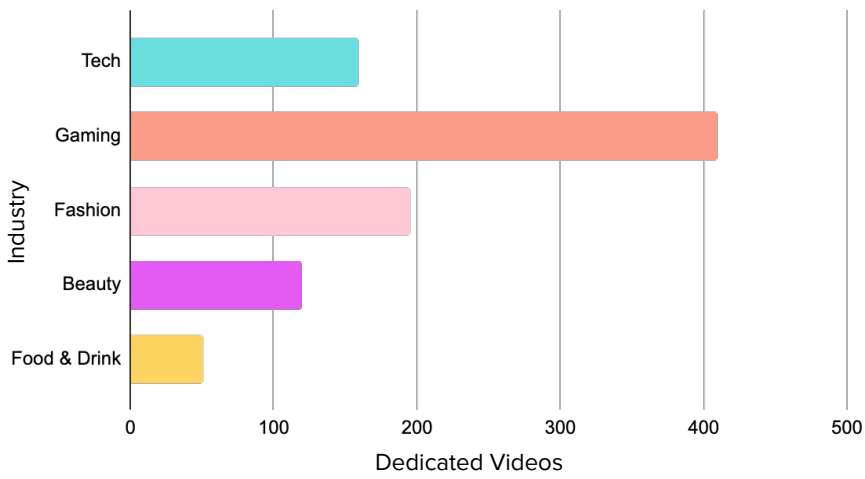
Calls to Action	Q2 2020	% of Total
Click Link in Bio	2,768	43.74%
Direct Purchase Page	3,134	49.52%
Enter Giveaway	37	0.58%
Fill out Contact Form	26	0.41%

Nearly 100% of campaigns used a call to action involving a direct link – Click Link in Bio, or Direct Purchase Page. This breakdown shows that brands prioritize the ability to track and measure ROI from influencer marketing on YouTube. Q2’s #1 industry spender, Tech, rises above the rest in terms of number of videos with a call to action in each category. With **1,957 qualifying videos**, Tech has over twice as many as Gaming.

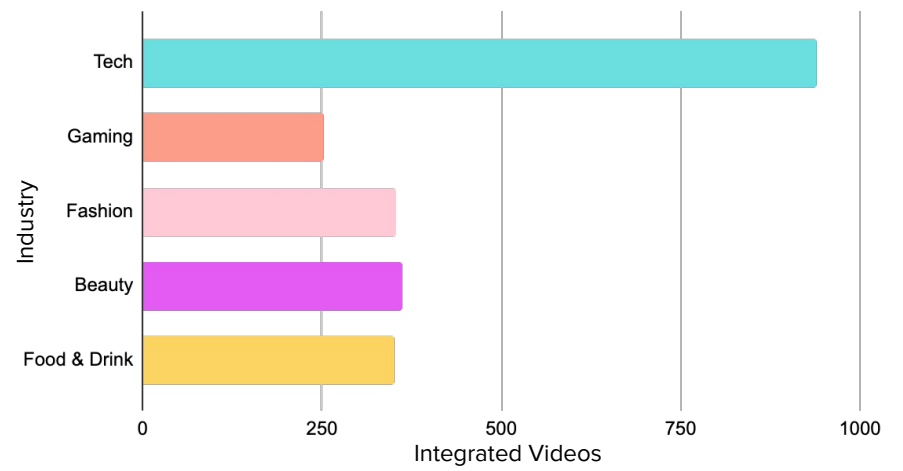


Content Types

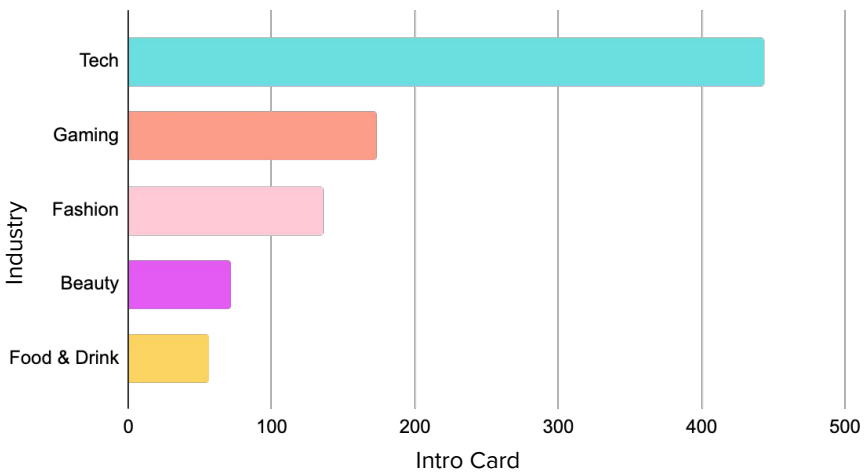
Dedicated Videos



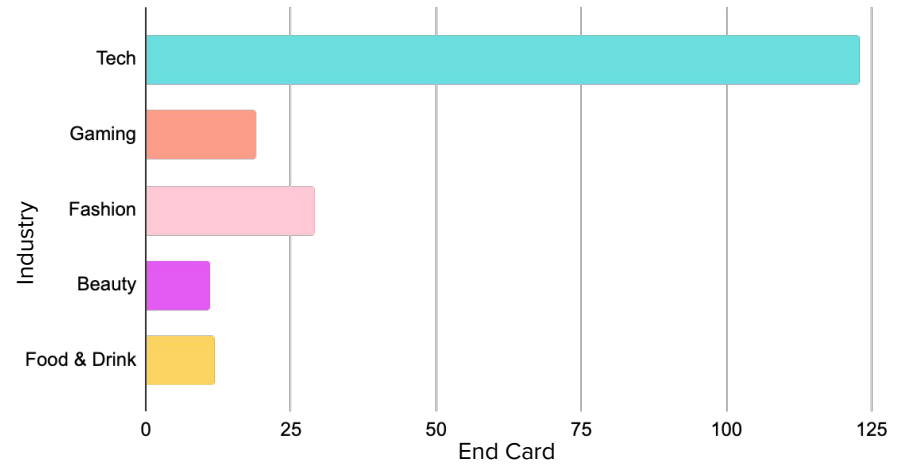
Integrated Videos



Intro Card



End Card

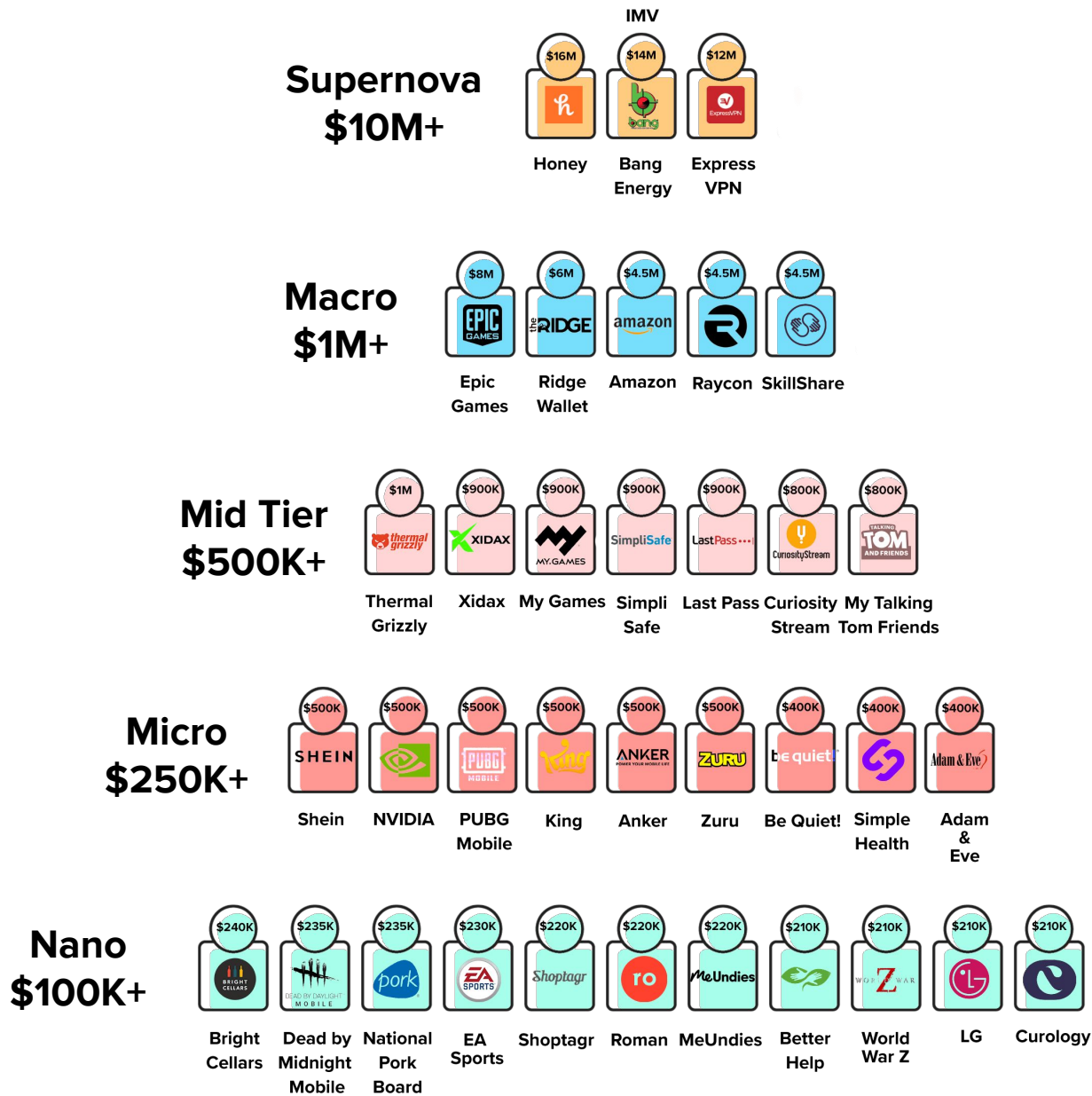


Content Type	Q2 2020	% of Total
Dedicated	1,163	18.38%
End Card	279	4.41%
Integrated	2,944	46.52%
Intro Card	1,169	18.47%
Description Only	542	8.56%

Integrated content is the clear winner at **46.52% of videos** falling within these four categories. Tied for second are Dedicated videos and Intro Card. However, Gaming overtakes Tech in the top spot for Dedicated content compared to the other three content types.



Top Brand Highlights



Influencer Tier	# of Brands	Total Category Spend
Supernova	3	\$43M
Macro	22	\$63M
Mid Tier	27	\$20M
Micro	44	\$16M
Nano	13	\$3M

From Mega to Nano levels of spend, brands demonstrated a clear increase in spending for Q2. The top 3 brands investing over **\$10M** equate for more than **\$42M of sponsored YouTube content** alone. Across all tiers, the total brand spend sums to **\$144.3M** or **80% of the total IMV** in this report – and that is just looking at brands with \$100K+ in YouTube spend.

Top Spenders on YouTube



Honey



Bang Energy



ExpressVPN



Epic Games



Ridge Wallet



Amazon



Raycon



Skillshare



Reese's



House Party

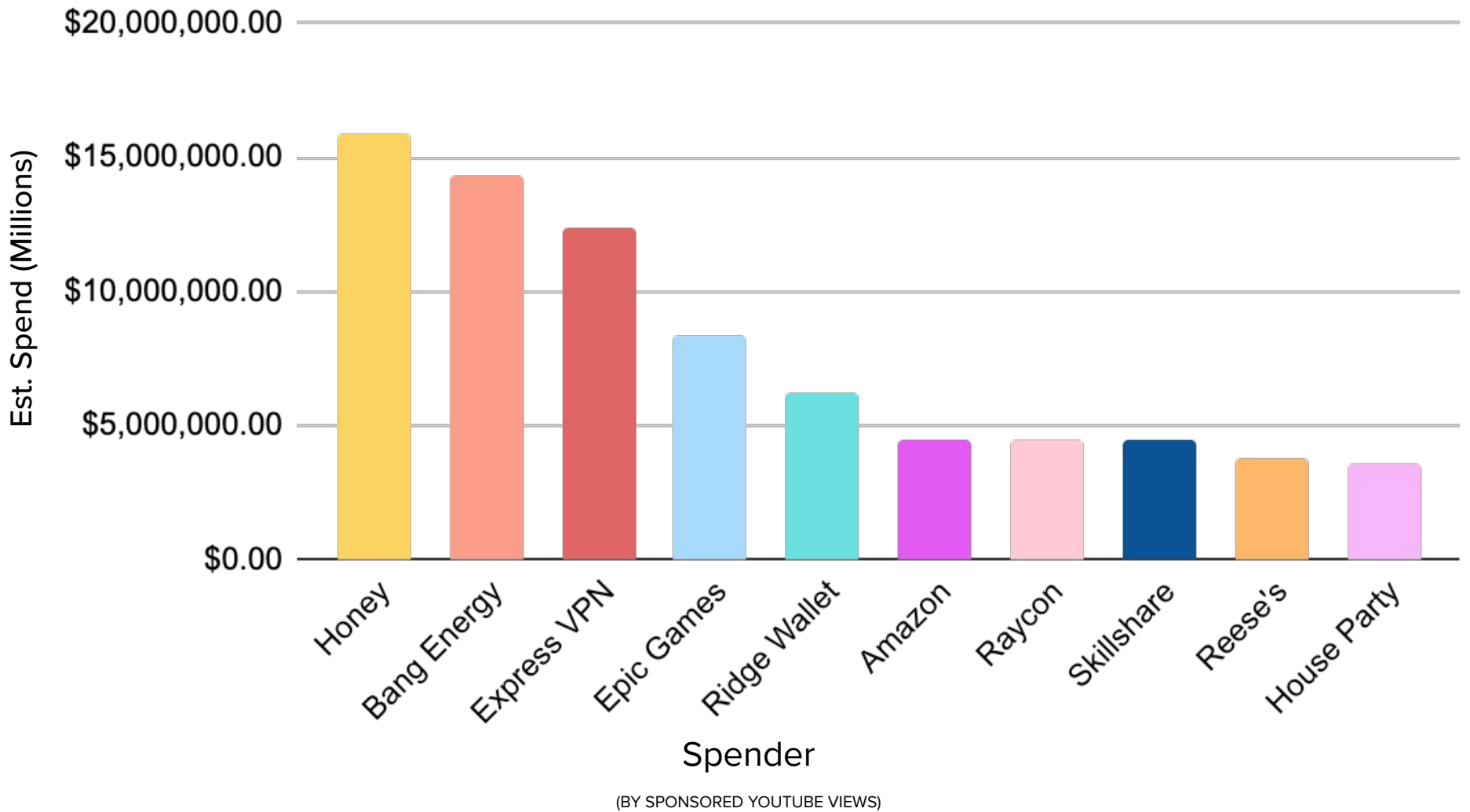
Brand	Videos	Influencers	Total Views
Honey	78	66	110,951,509
Bang Energy	239	23	98,594,911
ExpressVPN	231	58	90,001,708
Epic Games	118	78	64,248,479
Ridge Wallet	277	115	43,442,505
Amazon	106	55	34,717,534
Raycon	91	71	31,376,478
Skillshare	255	176	31,487,998
Reese's	65	5	29,791,745
House Party	42	41	27,193,234

(BY SPONSORED YOUTUBE VIEWS)

Of these top 10 spending accounts, brands acquired a total reach of over **3.63 billion**. Paramount to this success is the **136% increase in total sponsored views** from last quarter.



Top Spenders on YouTube: Closer Look

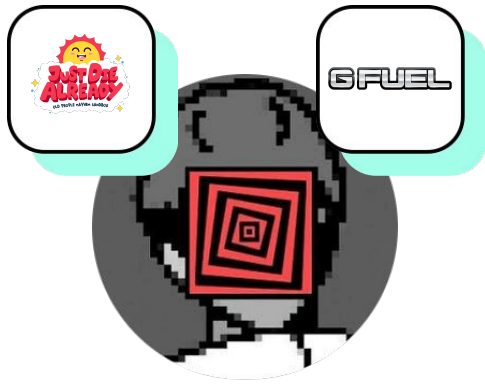


There is a **\$12.3M difference** in estimated brand spend between Honey at #1 and House Party at #10. These top 10 brand spenders make up only **48%** of the total estimated spend with **\$78M** and account for **35%** of the total reach.

The highest spending brands for Q2 all come from the top 4 industries – Tech, Gaming, Food & Drink, Fashion. As it turns out, the highest spending industries also have the highest spending individual brands investing in sponsored YouTube videos.

Amassing **562M views** across **1,502 videos**, influencer marketing on YouTube continues to show promising returns for brands in a variety of industries.

Top Recognizable Influencers



PewDiePie



MrBeast6000



AndyMation



DemolitionRanch



James Charles



SSSniperWolf



InfiniteLists



CollinsKey



ReactionTime



DukeWoodCarving

On our list of 10 of the most recognizable names and faces from sponsored YouTube videos in Q2, we have also indicated their most notable brand partnership(s). Working with these major creators on their channels requires a substantial budget, which is why 9/10 of the brands depicted are from the top 5 highest spending industries.

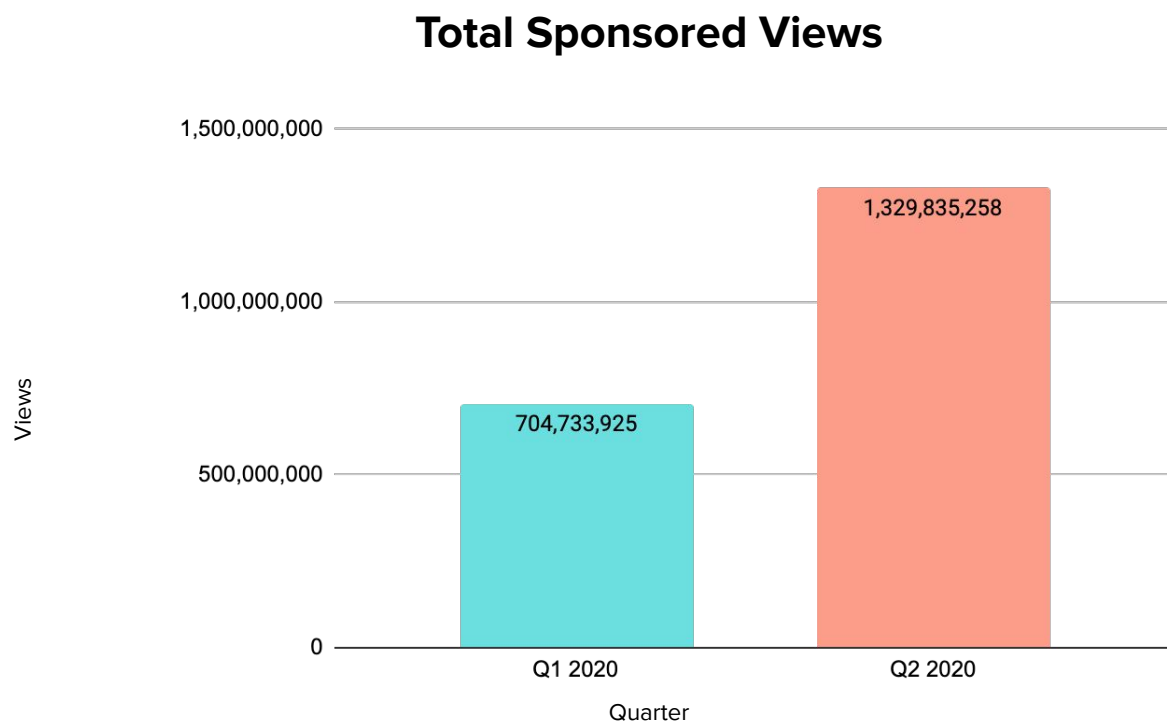
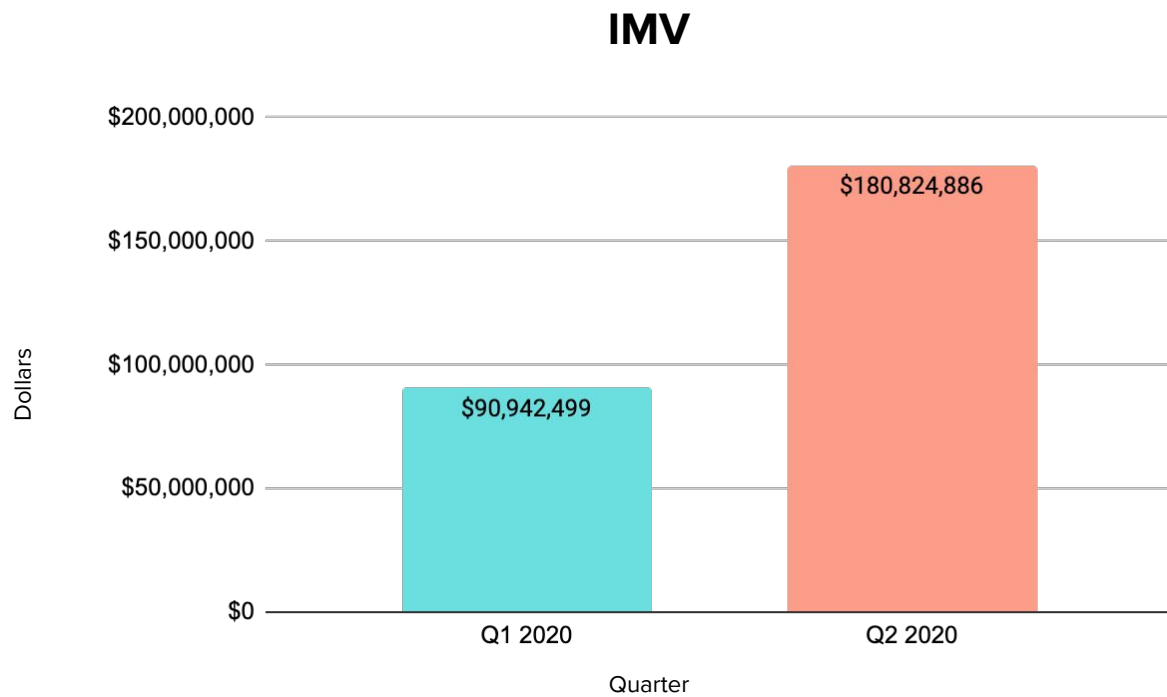
Brands can guarantee themselves a huge return on investment by partnering with top mega and macro influencers for their campaign.



Compare Q1 & Q2

From this side by side comparison of Q1 and Q2 influencer marketing spend on YouTube, there is a clear depiction of the nearly **doubled IMV** across all industries. A clear indication of brands' trust in influencer marketing as a way to relaunch their sales following the wake of COVID-19.

Along the same trend, increased spend (IMV) translated to a greater number of sponsored views. An **88.7% increase in views** over Q1, Q2 is a precursor for the success potential available for brands investing in YouTube.



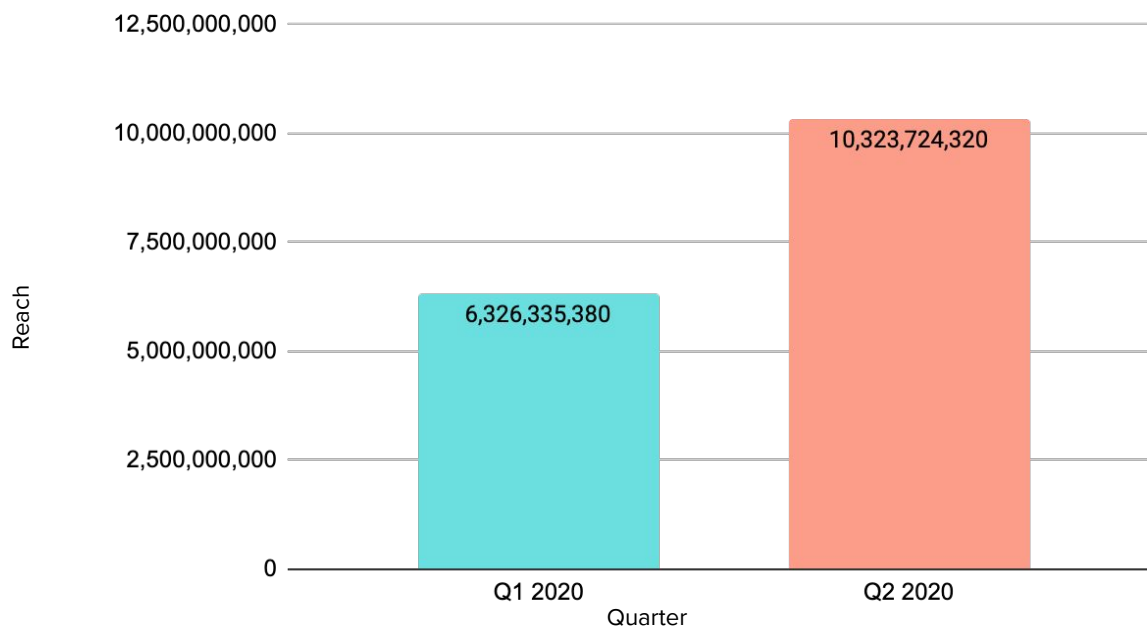


Compare Q1 & Q2

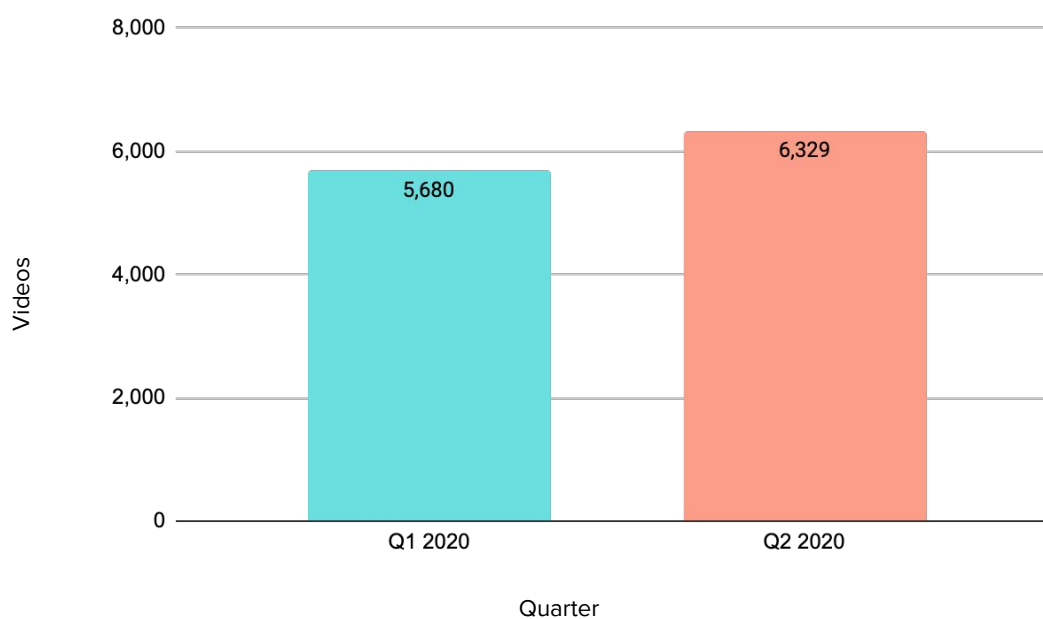
Quarter 2 achieved **4B greater reach** than Quarter 1 with only **650 more sponsored YouTube videos**. This trend once again proves that influencer marketing is a lucrative marketing channel regardless of the industry.

Influencer marketing investment on YouTube in Q1 resulted in $\frac{2}{3}$ of the reach that Q2 was able to achieve with nearly the same number of sponsored videos. Clearly, quantity for influencer marketing does not translate to quality when looking for results, especially with campaign goals like brand awareness.

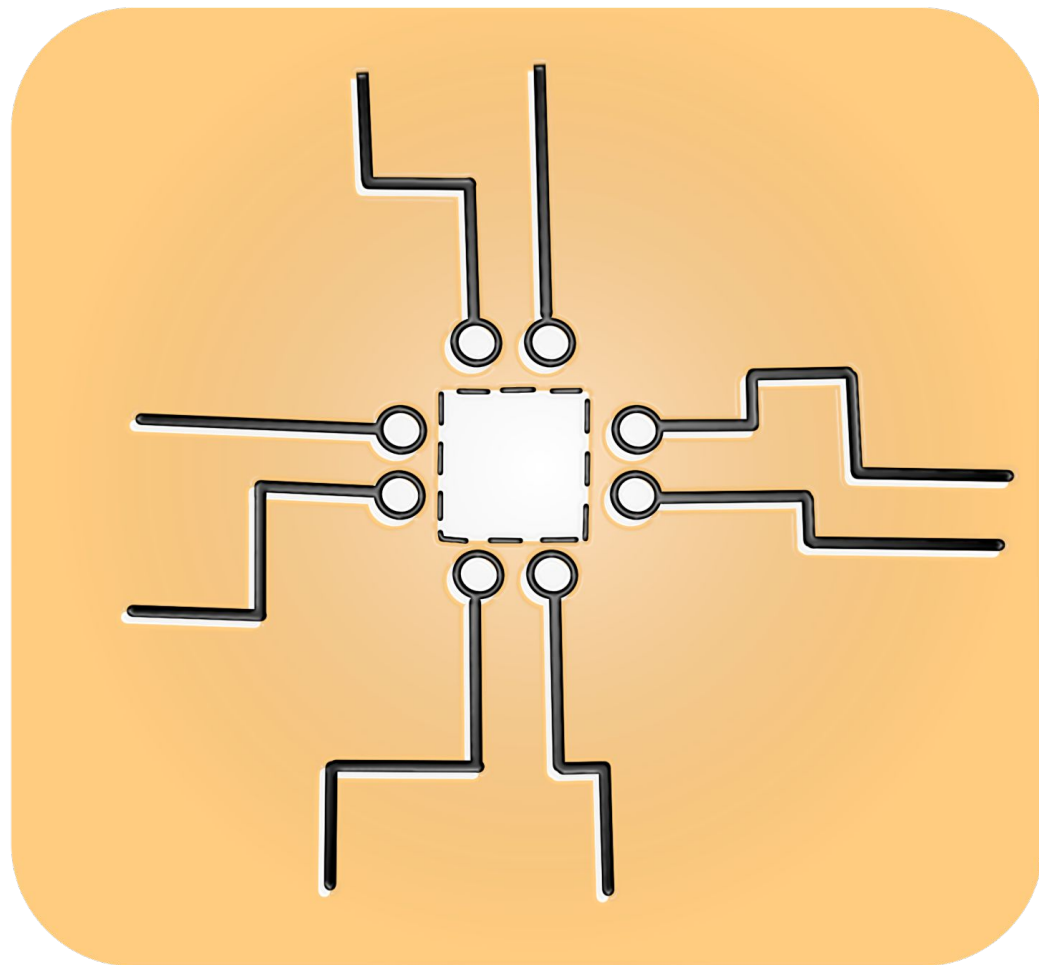
Total Reach



Total Videos



Tech Industry





Tech Industry Overview

Reaching over **3.4B** on YouTube, sponsoring videos for Tech brands is unmistakably a reliable marketing channel. The Tech industry's leading brands spent over **\$71M** on influencer marketing in Q2. That represents **39% of the total spend** among the top industries.

Overtaking Gaming for the #1 spot this quarter, the Tech industry doubled input and output compared to Gaming. With twice as many videos and double the spend, Tech brands saw **2x the views and engagement**.



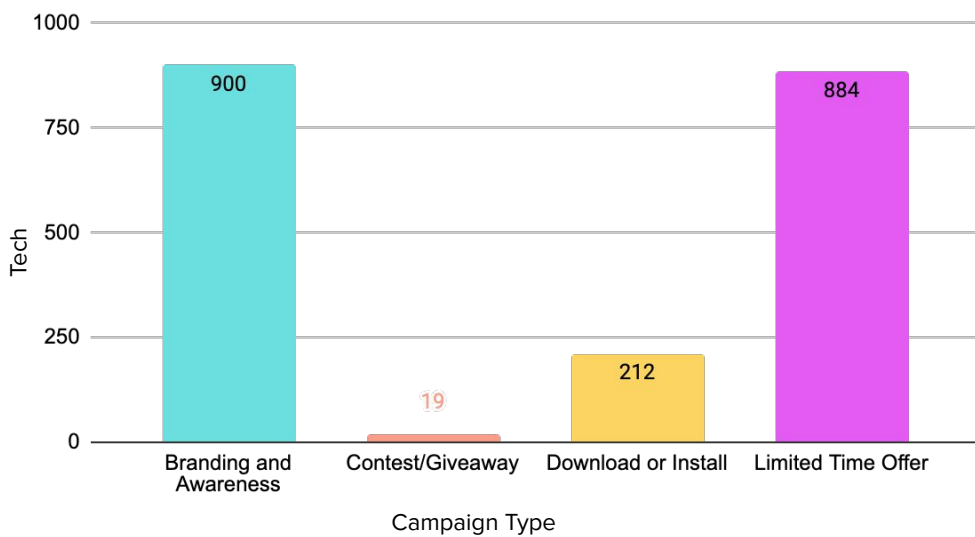
Metrics	Q2 2020
Total Videos	2,027
Total IMV	\$71,006,752.74
Total Reach	3,378,138,270
Total Views	525,032,178
Total Likes	25,015,821
Total Comments	2,658,905
Like to Dislike Ratio	47.80
Avg. IMV	\$35,030.47
Avg. Reach	1,666,570
Avg. Views	259,019
Avg. Comments	1,312
Avg. Likes	12,341



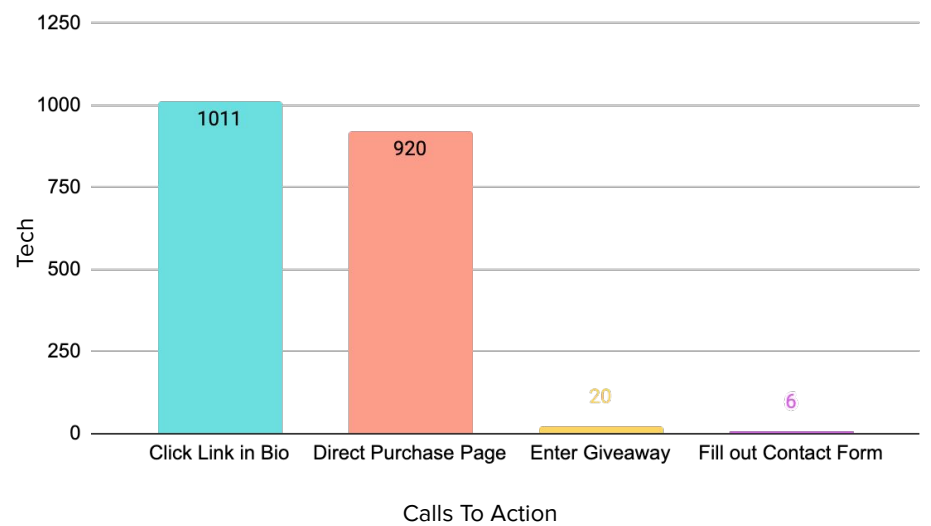
Tech Campaign Breakdown

Diving deeper into the campaign specifics for the Tech industry during Q2, we analyzed sponsored videos by campaign type, call to action, and content type. Almost tying for campaign type, Branding and Awareness and Limited Time Offer dominate. In line with overall Q2 trends, the main calls to action involve direct sales initiatives and the content type favors integrated videos over partial or dedicated influencer content.

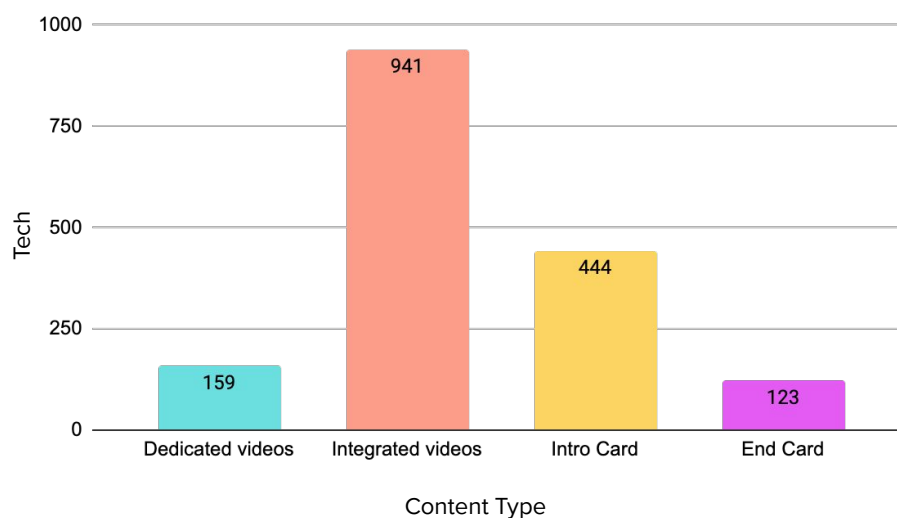
Campaign Type



Calls to Action



Content Type



Top 5 Tech Spenders on YouTube



Honey



ExpressVPN



Amazon



Raycon



SkillShare

Brand	IMV	Views
Honey	\$15,859,719.22	21,411,036
ExpressVPN	\$12,335,232.64	12,228,767
Amazon	\$4,510,165.72	8,224,047
Raycon	\$4,509,134.74	10,624,186
SkillShare	\$4,495,301.84	31,487,998

(BY SPONSORED YOUTUBE VIEWS)

Within the Tech industry, YouTube has proven to be an effective channel for marketing. The top 5 brand spenders in Tech account for **\$41M** or **58.7%** of the total industry YouTube spend. Likewise, Tech's top 5 spending brands make up **56.9%** of the industry's total views with **298.5M views**.

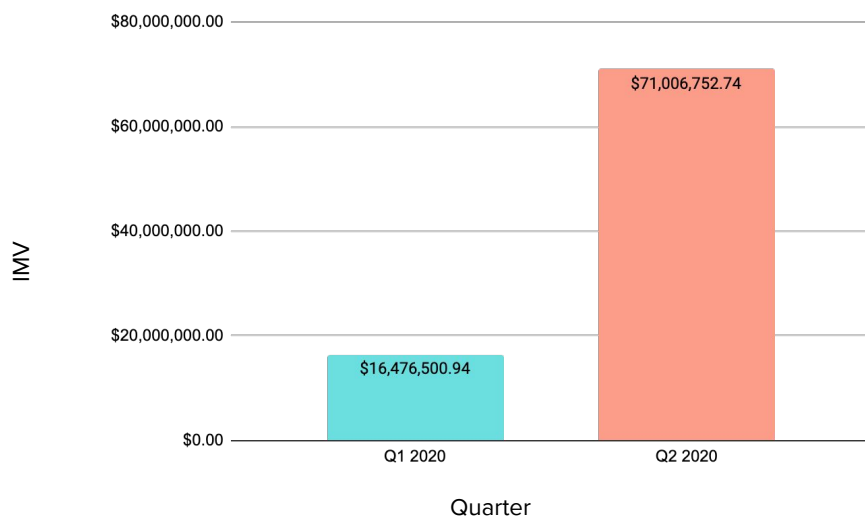
This handful of brands – Honey, Express VPN, Amazon, Raycon, and SkillShare – represent the majority of the technology industry's investment in sponsored YouTube videos.



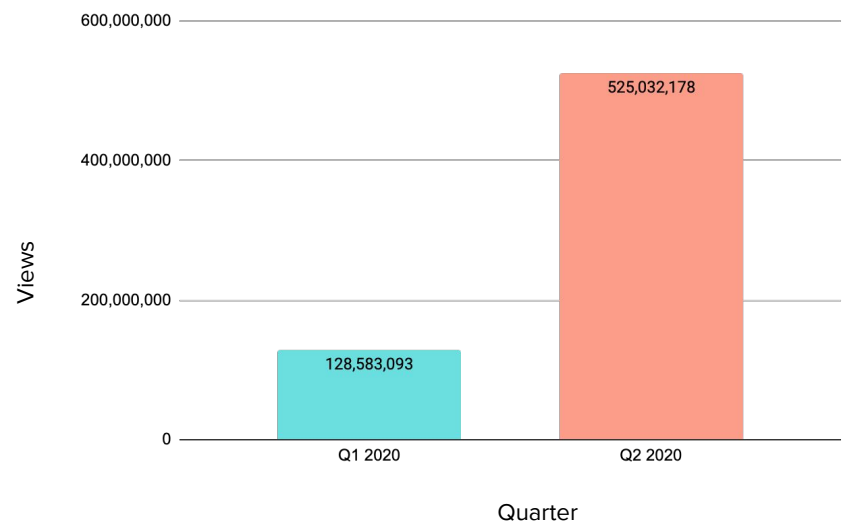
Tech: Compare Q1 & Q2

Drawing comparisons between Q1 & Q2 within the Tech industry, there has been a stark increase in all areas of investment relating to YouTube sponsored content. Total IMV, sponsored views, and reach all relatively **quadrupled** from Q1 to Q2. This drastic increase came from only a 1.9 increase in the number of sponsored YouTube videos produced by creators.

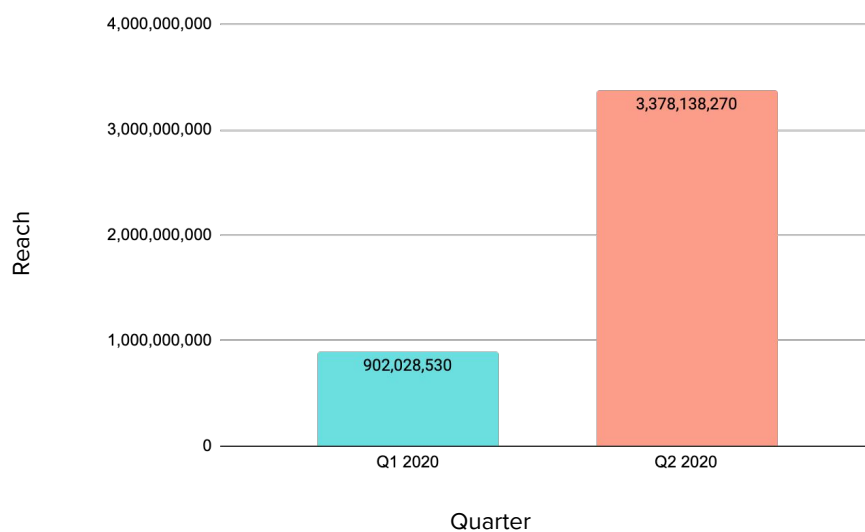
Total IMV



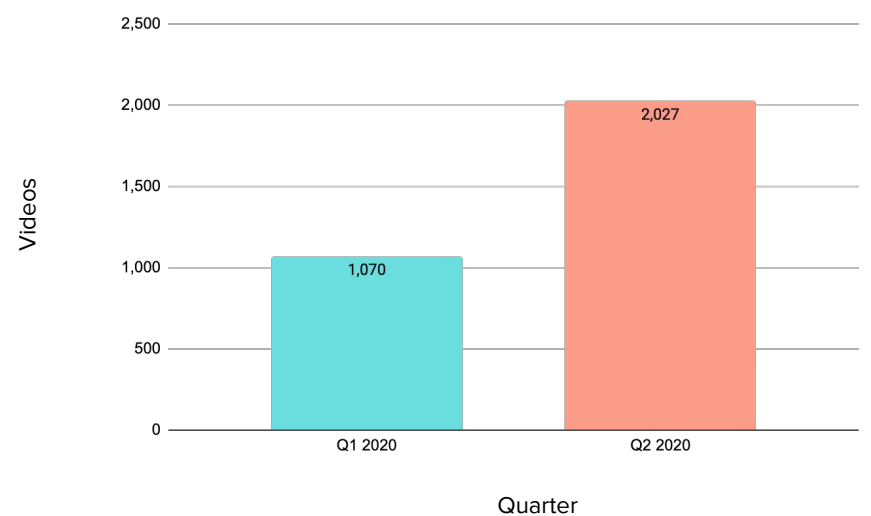
Total Sponsored Views



Total Reach



Total Videos



Top Tech Spender Spotlight



Honey was the highest spender on YouTube during Q2 for both the Tech industry and overall. Activating 67 influencers over 78 videos, Honey's nearly **\$16M** investment reached 326M people and received 111M views. Honey accomplished **6.7M engagements**.

78

Videos

326M

Reach

6M

Likes

Metrics	Q2 2020
Total Videos	78
Total IMV	\$15,859,719.22
Total Reach	325,714,100
Total Views	110,951,509
Total Likes	5,983,460
Avg. IMV	\$203,329.73
Avg. Views	1,422,455

(BY SPONSORED YOUTUBE VIEWS)

Highest Grossing Tech Video

Would You Rather Have \$100,000 OR This Mystery Key?

32,474,756 views • Jun 13, 2020

1.5M 27K SHARE SAVE

MrBeast ✓
39.3M subscribers

JOIN SUBSCRIBE

 38M	 \$3.7M	 27M	 1.4M
Reach	IMV	Impressions	Likes

Top Influencers: Tech Industry



MrBeast6000

 39.1M Subscribers



ZHComicArt

 14.5M Subscribers



MarquesBrownlee

 11.7M Subscribers

The Tech industry worked with **851 unique influencers** for campaigns on YouTube during Q2 of 2020. However, MrBeast6000, ZHComicArt and MarquesBrownlee are the three standout channels that Tech brands activated. Their combined reach comes out to **65.3M**. Even with this impressive total, these mega creators are only 2% of the total industry reach.

Other Standout Tech Campaigns

ExpressVPN

I Turn a Large Rusty Nail into a Beautiful little Sword

34,778,846 views · Jun 5, 2020

1.1M 37K SHARE SAVE ...

Bobby Duke Arts
4.08M subscribers

ExpressVPN

3.8M	\$2.3M	7.5M	761K
Reach	IMV	Impressions	Likes

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Click to Try Audible Free

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\$14.95 per month after 30 days. Cancel anytime.

audible.com/andymation or text andymation to 500-500

900 Page FLIPBOOK // Dot Challenge

27,430,268 views · Apr 10, 2020

971K 18K SHARE SAVE ...

Andymation
3.58M subscribers

Amazon

5M	\$190K	1.5M	57K
Reach	IMV	Impressions	Likes

#FNAF #FNAFTheory #FiveNightsAtFreddys

Game Theory: FNAF 4, The Body Snatchers (Five Nights at Freddy's)

4,800,061 views · Apr 18, 2020

228K 2.7K SHARE SAVE ...

The Game Theorists
12.9M subscribers

Raycon

241K	\$134K	1M	52K
Reach	IMV	Impressions	Likes

Gaming Industry





Gaming Industry Overview

Influencer marketing continues to show high returns for the Gaming industry. Moving down to the second highest YouTube spender for Q2, Gaming accomplished a **reach of 2.1B** which makes up 20% of the total reach for the quarter. The Gaming industry spent **\$32.4M** on sponsored video content. With this influencer marketing investment, the industry produced **12.4M engagements**.

With twice as many sponsored YouTube videos as the Food & Drink industry at #3, Gaming only spent \$6.7M more to attain 144M greater in reach.

Metrics	Q2 2020
Total Videos	1,043
Total IMV	\$32,363,625.28
Total Reach	2,161,167,270
Total Views	241,881,566
Total Likes	11,302,971
Total Comments	1,140,086
Like to Dislike Ratio	42.94
Avg. IMV	\$31,029.36
Avg. Reach	2,072,068
Avg. Views	231,909
Avg. Comments	1,093
Avg. Likes	10,837

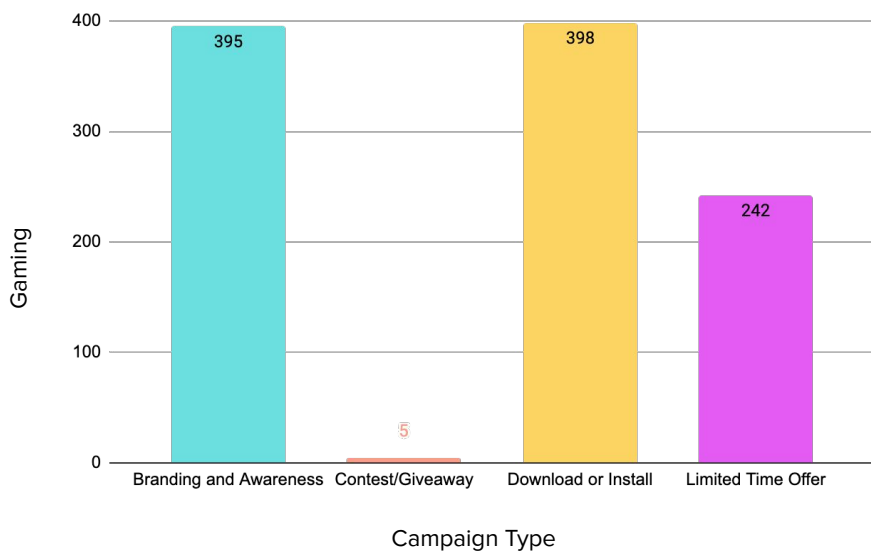


Gaming Campaign Breakdown

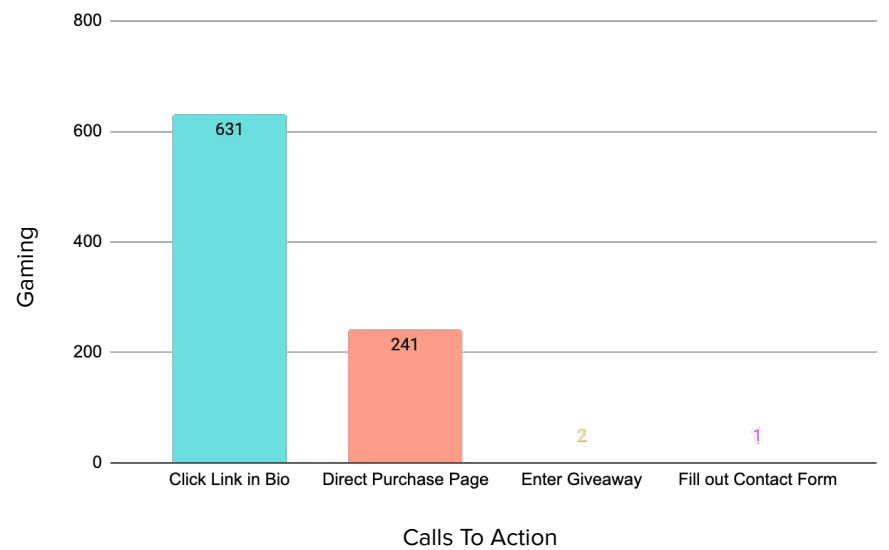
Neck and neck for campaign type, Gaming sponsored videos favored Branding and Awareness and Download or Install as desired goals – a different approach than Tech. However, the videos’ calls to action once again fell into two main categories favoring direct sales.

Content type for Gaming campaigns follows the industry trend with the majority of influencer videos featuring integrated content.

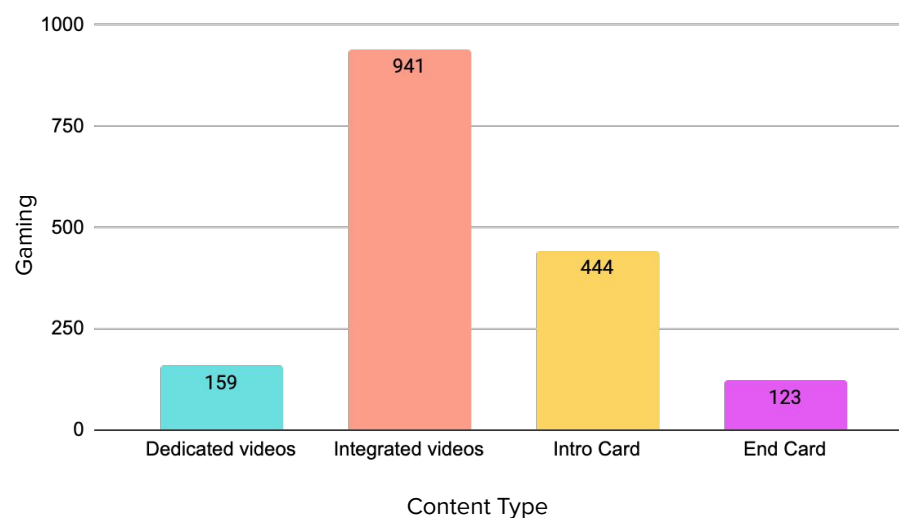
Campaign Type



Calls to Action



Content Type



Top 5 Gaming Spenders on YouTube



Epic Games

Raid Shadow
Legends

Monster
Legends

Just Die
Already

Com2us

Brand	IMV	Total Views
Epic Games	\$8,379,776.32	76,400,204
Raid Shadow Legends	\$2,745,799.68	7,546,283
Monster Legends	\$2,411,722.98	6,920,176
Just Die Already	\$1,601,063.48	6,183,827
Com2us	\$1,090,686.04	3,315,840

(BY SPONSORED YOUTUBE VIEWS)

Regardless of the various other streaming platforms specifically created for gaming, YouTube remains the top platform for Gaming influencer marketing sponsorships looking to achieve high growth results.

The top 5 brand spenders in the Gaming industry invested **\$16.2M** collectively. That accounts for **half** of the overall industry IMV for Q2 with **25% of the industry spend** coming directly from Epic Games as the highest spender.

Using tools like the NeoReach Social Intelligence API, brands in the Gaming industry are able to see where the best investment is for their influencer marketing dollars to get the highest return.

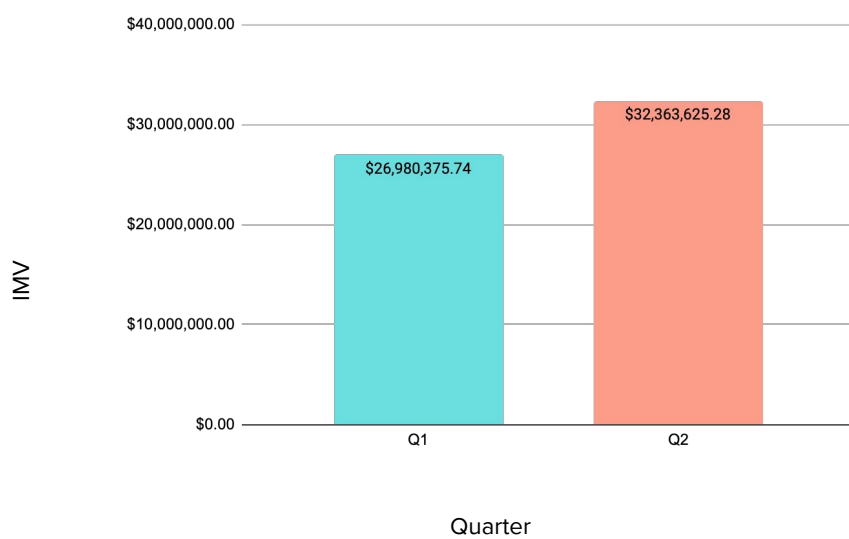


Gaming: Compare Q1 & Q2

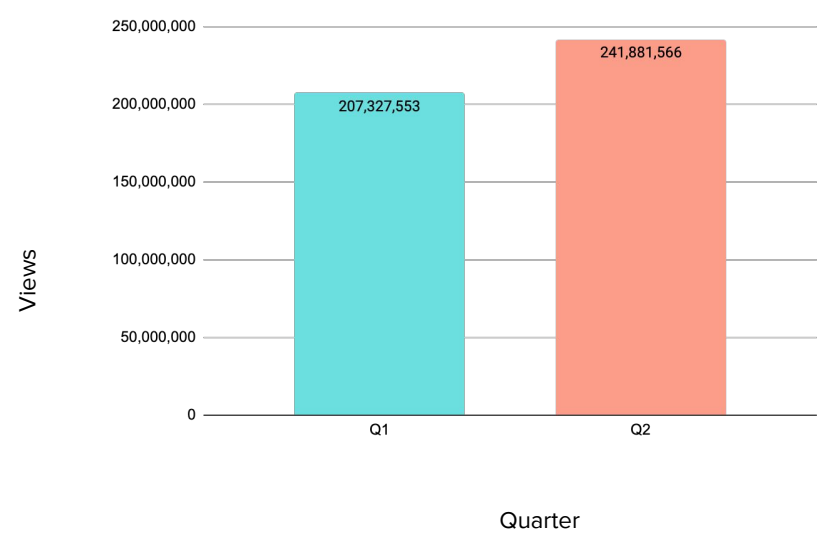
Increasing the investment from Q1, Gaming produced higher results with fewer sponsored videos. With an **additional \$5.4M** spent in Q2, Gaming was able to reach **20% more** people. Total sponsored views grew by over **34.5M** despite the nearly 600 video decrease in sponsored content.

At a greater IMV for fewer videos, Gaming approached Q2 with a strategy to invest in more high-ticket influencers to drive greater results with less output.

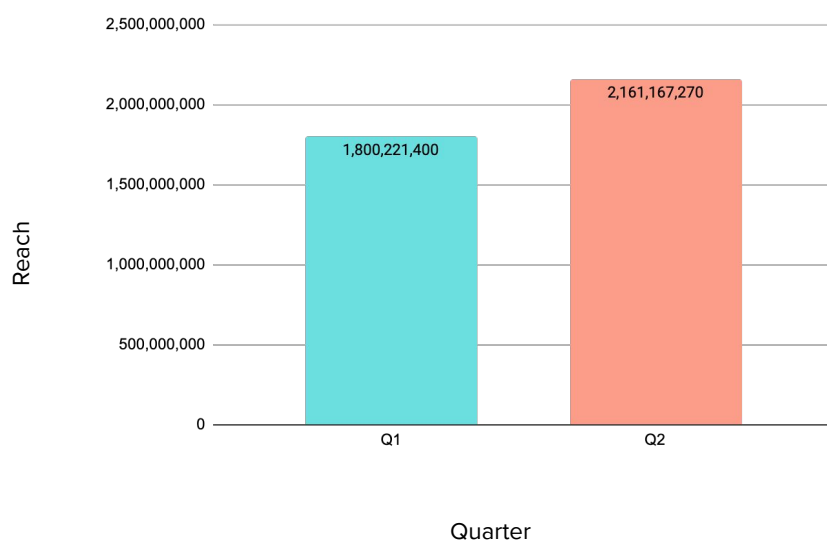
Total IMV



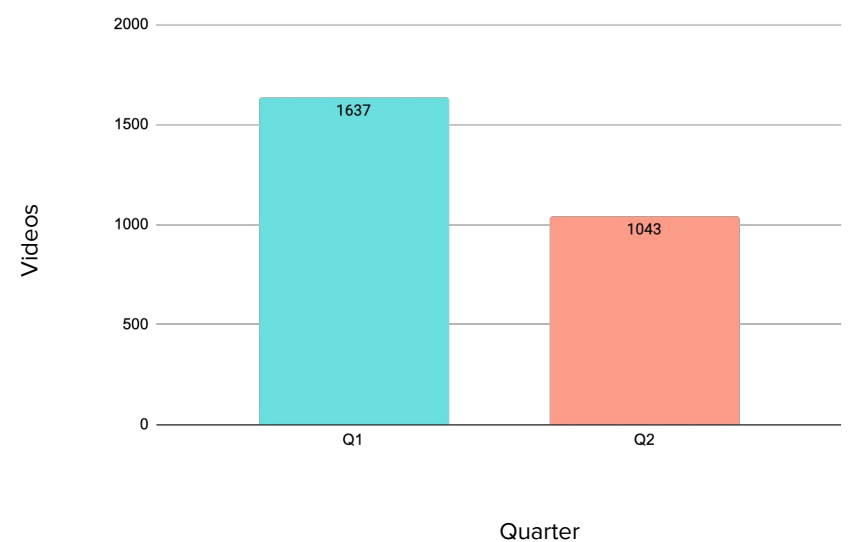
Total Sponsored Views



Total Reach



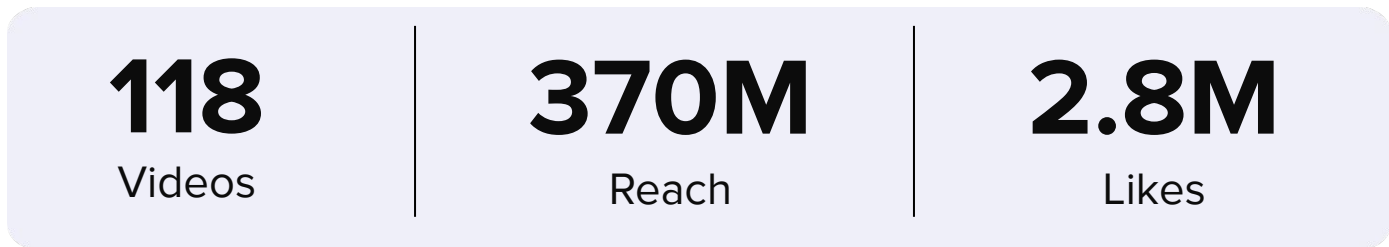
Total Videos



Top Gaming Spender Spotlight



Epic Games was once again the largest YouTube spender in the Gaming category. Beating out all other Gaming brands with their **\$8.4M** investment in Q2, Epic Games activated 78 influencers to achieve **3M engagements**. As the reigning highest spender for Gaming, Epic Games clearly believes influencer marketing is where to put your marketing budget.



Metrics	Q1 2020
Total Videos	118
Total Reach	369,648,570
Total Views	64,248,479
Total Likes	2,822,373
IMV	\$8,379,776.32
Avg. IMV	\$71,015.05
Avg. Views	544,479

(BY SPONSORED YOUTUBE VIEWS)

Highest Grossing Gaming Video

Could you Eat this in 90mins for \$3,500? (Challenge DESTROYED)

15,423,183 views • Apr 17, 2020

445K 10K SHARE SAVE

Matt Stonie ✓
12.1M subscribers

SUBSCRIBE

 11.4M	 \$1.2M	 9.8M	 323K
Reach	IMV	Impressions	Likes

Top Influencers: Gaming Industry



Matt Stonie

 12.1M Subscribers



The Royalty Family

 9.1M Subscribers



Tfue

 12M Subscribers

The Gaming industry worked with **456 unique influencers** for YouTube campaigns in Q2. The top Gaming influencers have a combined reach of **33.2M** across their channels and were all activated by the top industry spender – Epic Games. Even with this massive reach, the top Gaming influencers only make up **1.5%** of the total industry reach.

Other Standout Gaming Campaigns

Mountain of Extra Crispy Fried Chicken Challenge (13,500 Calories)
7,355,312 views · Jun 25, 2020

Matt Stonie
12.1M subscribers

Raid Shadow Legends

11.7M	\$631K	4.4M	245K
Reach	IMV	Impressions	Likes

I Broke Into A House And Left \$50,000
22,871,902 views · Jun 25, 2020

MrBeast
39.3M subscribers

Monster Legends

37.4M	\$2.4M	15.4M	1M
Reach	IMV	Impressions	Likes

Jake Paul Goes to Prison! *epic* - LWIAY #00121
8,783,959 views · Jun 7, 2020

PewDiePie
106M subscribers

jake paul goes bye bye
Floor Gang Merch! represent.com/store/pewdiepie (Thank you)
Subscribe to become a FLOOR GANG Member here: <https://www.youtube.com/channel/UC-IH...>
Get exclusive epic pewdiepie inside epic access and huge PP!

Outro: add Just Die Already as wishlist #ad: <https://store.steampowered.com/app/97...>

And Check out <https://youtu.be/FQgLSYOKP8w> Arkade Blaster Pro! #ad

Just Die Already

105M	\$1.3M	8.6M	584K
Reach	IMV	Impressions	Likes

Food & Drink Industry





Food & Drink Industry Overview

Whether it is considering delivery options, opting to cook at home, or looking for your next favorite convenience good, the Food and Drink industry as a whole spent **\$25.6M** trying to capture these markets.

Food & Drink saw some new players in their top spending brands. With this segment investing in influencer marketing for Q2, the industry reached **2B** people and engaged **11M**.



Metrics	Q2 2020
Total Videos	558
Total IMV	\$25,628,573.22
Total Reach	2,016,435,340
Total Views	175,912,884
Total Likes	9,979,392
Total Comments	1,050,767
Like to Dislike Ratio	47.67
Avg. IMV	\$45,929.34
Avg. Reach	3,613,683
Avg. Views	315,256
Avg. Comments	1,883
Avg. Likes	17,884

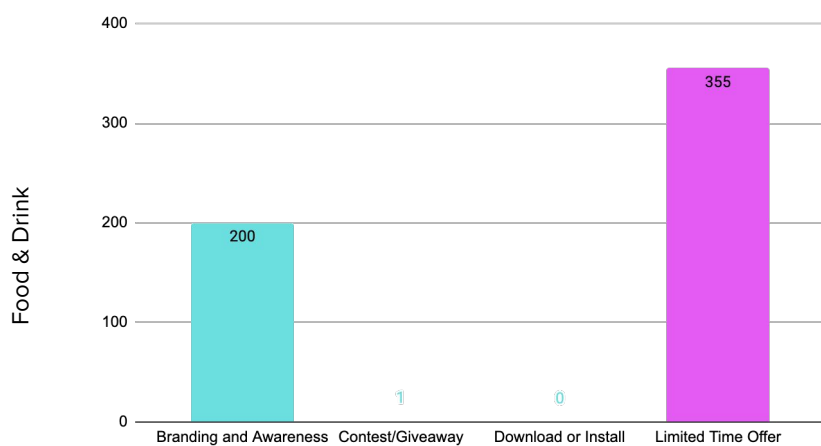


Food & Drink Campaign Breakdown

Food & Drink almost exclusively conducted campaigns with a special offer and to spread brand awareness. Similarly with calls to action, sponsored videos fell within the industry trends of direct sales goals by directing viewers to purchase channels.

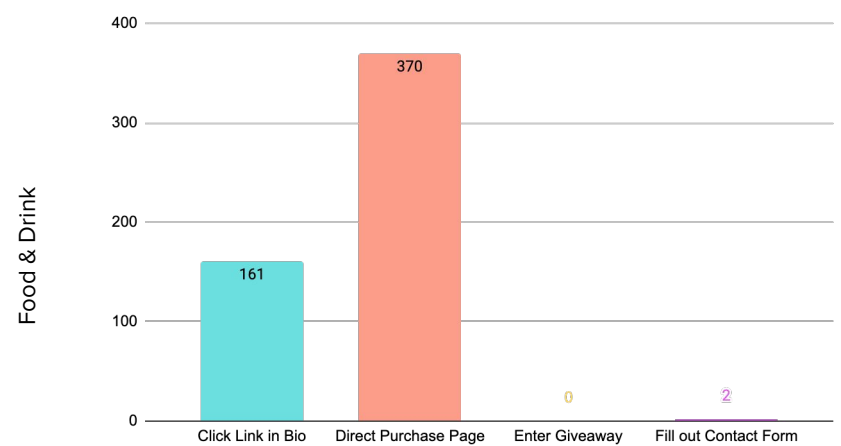
Content type displays a little more variation, but not much, skewing heavily towards integrated video accounting for **75%**.

Campaign Type



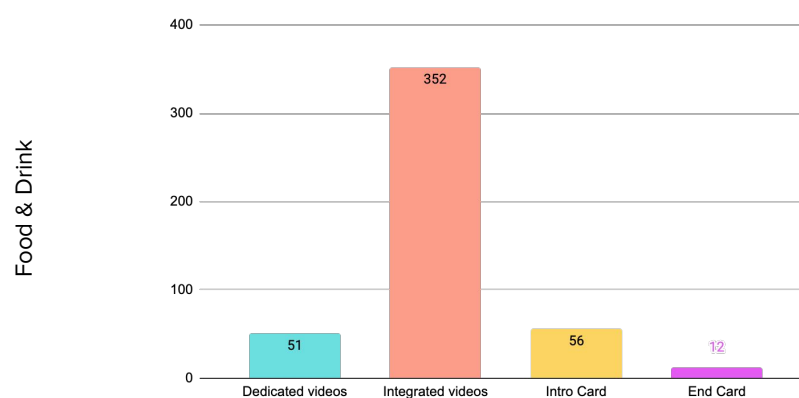
Campaign Type

Calls to Action



Calls To Action

Content Type



Content Type

Top 5 Food & Drink Spenders on YouTube



Bang Energy

Reese's

G Fuel

Thrive Market

Postmates

Brand	IMV	Total Views
Bang Energy	\$14,343,462.38	98,594,911
Reese's	\$3,793,453.10	29,791,745
G Fuel	\$2,243,860.40	1,047,036
Thrive Market	\$765,935.54	5,742,863
Postmates	\$597,668.86	4,445,542

(BY SPONSORED YOUTUBE VIEWS)

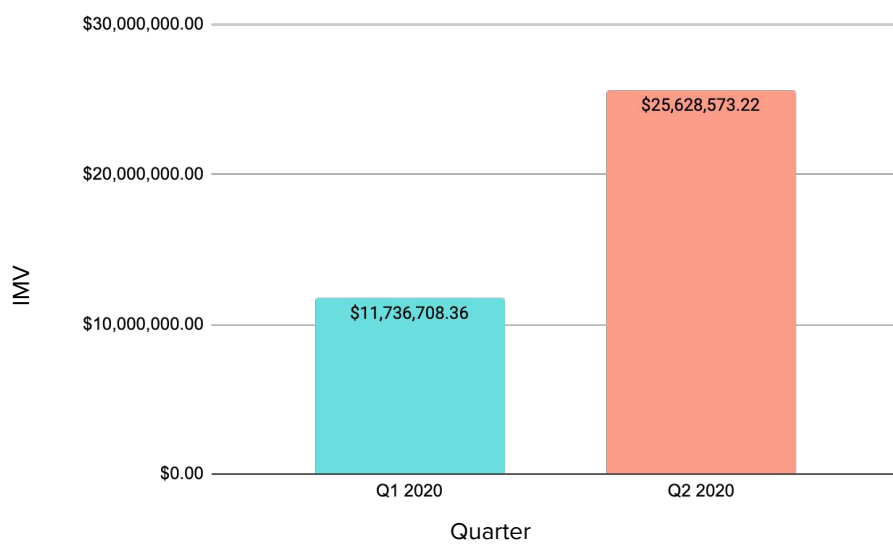
From Food & Drink, the top 5 brands activated influencers across many genres for a grand total of **\$21.7M**. With repeat high spenders – Bang Energy and G Fuel – mixed with new top brands, YouTube sponsored videos for the top 5 brands accumulated **140M views** across 348 videos. From 62% of the Food & Drink industry's posted videos, the top 5 spenders contributed to 80% of the views and **8M engagements** on YouTube.



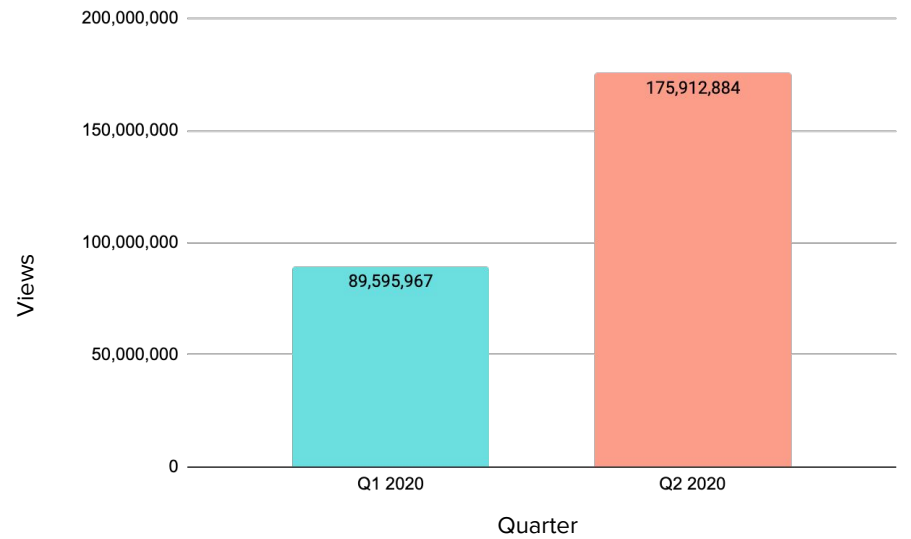
Food & Drink: Compare Q1 & Q2

Compared to Q1, the Food & Drink industry saw a clear increase in Q2 in all 4 metrics measured from the data set. Sponsoring 150 more videos, Food & Drink brands spent **120% more** than Q1 at a nearly \$14M greater IMV. This increased investment in influencer marketing on YouTube produced a **96% increase in sponsored views** and **63% higher reach**.

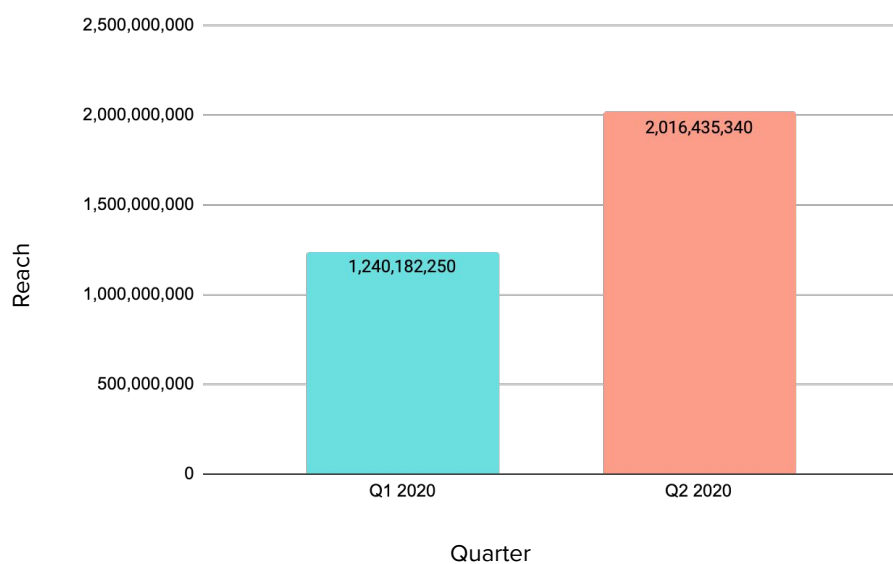
Total IMV



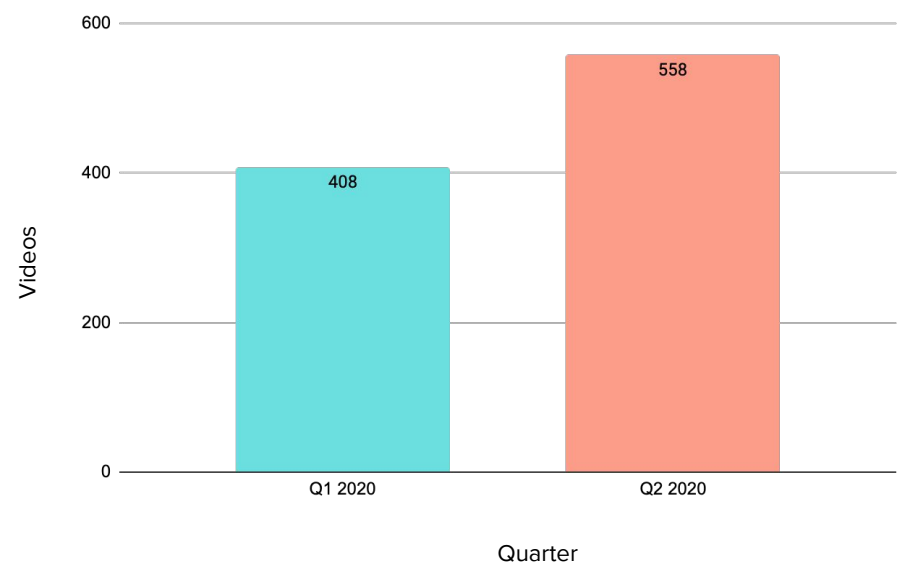
Total Sponsored Views



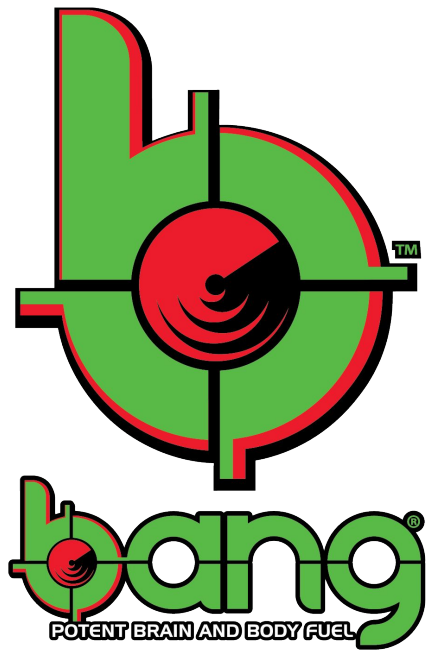
Total Reach



Total Videos



Top Food & Drink Spender Spotlight



Bang Energy remains the highest spender in Food & Drink for Q2. With a sponsored YouTube spend **3.8** times greater than the second highest industry spender, Bang Energy represents **70%** of the Food & Drink industry reach. Investing **\$14.4M** in influencer marketing on YouTube, Bang Energy procured **6.2M** engagements.

239
Videos

1.4B
Reach

5.8M
Likes

Metrics	Q2 2020
Total Videos	239
Total IMV	\$14,343,462.38
Total Reach	1,407,737,000
Total Views	98,594,911
Likes	5,802,033
Avg. IMV	\$60,014.49
Avg. Views	412,531

(BY SPONSORED YOUTUBE VIEWS)

Highest Grossing Food & Drink Video

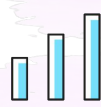





#ad #pewdiepie #pixelings
I Haven't Been Honest.. - LWIAY #00122
6,394,660 views • Jun 14, 2020

843K 6.4K SHARE SAVE

 **PewDiePie** ✓
106M subscribers

JOIN SUBSCRIBE

 105M	 \$1.8M	 6.3M	 840K
Reach	IMV	Impressions	Likes

Top Influencers: Food & Drink Industry



DoctorMike

 5.95M Subscribers



SypherPK

 4.31M Subscribers



PewDiePie

 106M Subscribers

With over **116M** subscribers between these top 3 influencers, the Food & Drink industry boasts an extensive reach. 102 brands in Food & Drink activated **203 unique influencers** during Q2 through sponsored YouTube videos. Among those influencers are many more top talent since these three only equate to **5.8%** of the industry total reach.



Other Standout Food & Drink Campaigns

#fortnite #sypherpk #season3
EVERYTHING Epic DIDN'T Tell You In The SEASON 3 Update! (NEW MAP, Cars + MORE) - Fortnite
 3,484,555 views · Jun 17, 2020

SypherPK 4.31M subscribers

In todays video I talk about everything in the season 3 patch!
 Subscribe to help us reach 4.1 million!

The image of the receding water was found by FNBRHQ!
<https://twitter.com/FNBRHQ>

Watch me live at: <http://www.twitch.tv/sypherpk>

Socials

Twitter: <http://www.twitter.com/sypherpk>
 Instagram: <https://www.instagram.com/sypherpk/>
 Discord: <https://discordapp.com/invite/sypherpk>

Edit and Thumbnail by: JackZenn:
<https://twitter.com/JackMelaschenko>

Outro Song: Romos - Helios

Sponsored by Reese's! You're about to make your taste buds your best buds. Support the channel and check out Reese's Take 5 here: https://bit.ly/Sypher_TS_YT

Reese's			
3.6M	\$412K	3.4M	125K
Reach	IMV	Impressions	Likes

WATCH: Gold Digger Pranks

UBER PRANKS | HoomanTV
 7 videos

GOLD DIGGER PRANKS | HoomanTV
 29 videos

SHAMPOO PRANKS | HoomanTV
 13 videos

#HoomanTV #Prank #Pranks
GOLD DIGGER PRANK PART 21! | HoomanTV
 9,276,486 views · May 2, 2020

HoomanTV 9.46M subscribers

Bang Energy			
9M	\$471K	3.9M	145K
Reach	IMV	Impressions	Likes

COVID-19 Has You Down? Here's Your Prescription! **RECHARGE!** 6:26

Doctor Reacts to RIDICULOUS Medical Memes up? **MEMES 8** DOCTOR: What? 10:32

THRIVE MARKET LINK IN DESCRIPTION!
 and don't forget to check out the link below.

#DoctorMikeMedicalMemeReview #medicalmemereview
Doctor Reacts to NUTTIEST Medical Memes #12
 3,000,997 views · May 24, 2020

Doctor Mike 5.96M subscribers

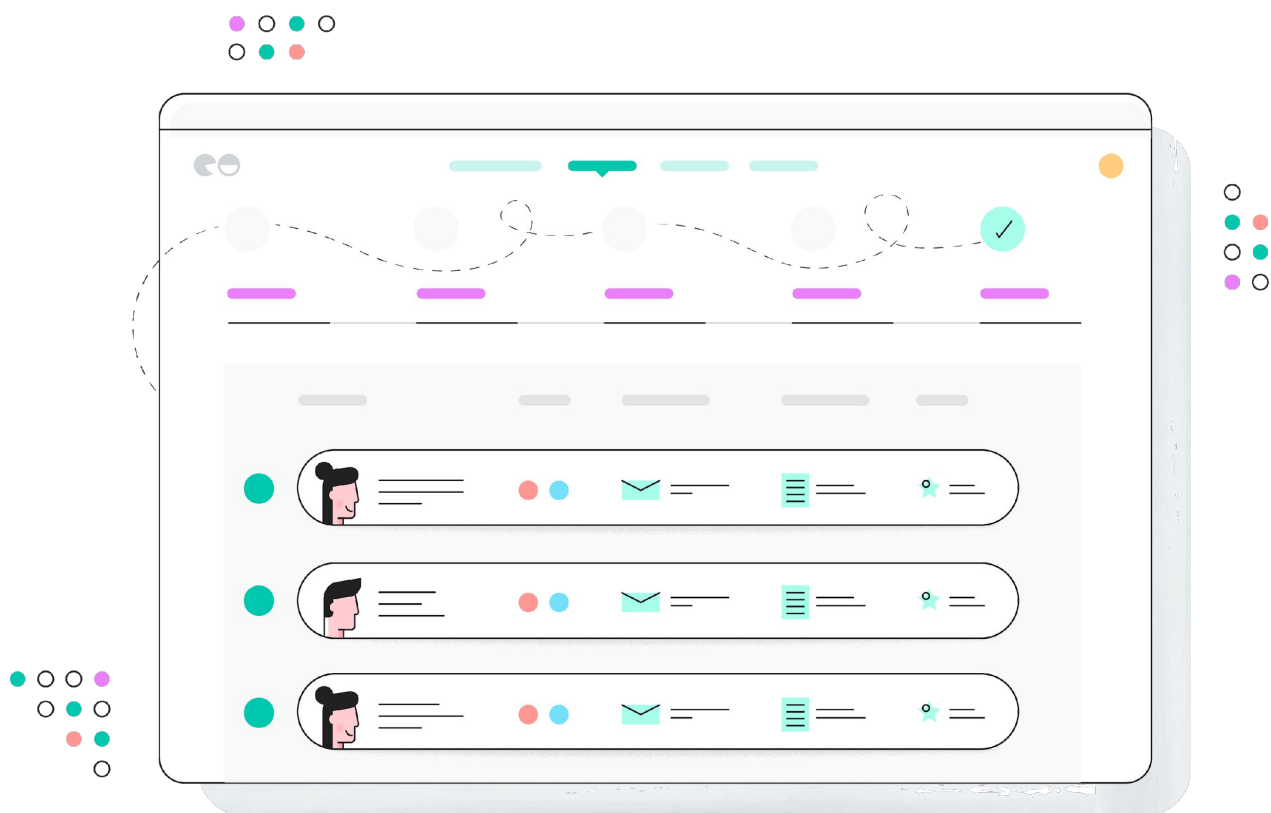
Thrive Market			
5.8M	\$345K	2.7M	120K
Reach	IMV	Impressions	Likes



Get in Touch!

Want to harness your biggest powerhouse users on YouTube? NeoReach has the software and data for your brand to unlock the most strategic influencer initiatives. Find out how the NeoReach Social Intelligence tool can help your brand reap the benefits of influencer marketing.

To learn more, email us at steph@neoreach.com to schedule time with our influencer specialists for out-of-the-box influencer campaigns, custom reports, and more!



Our Influencer Specialists

Meet the people behind the scenes



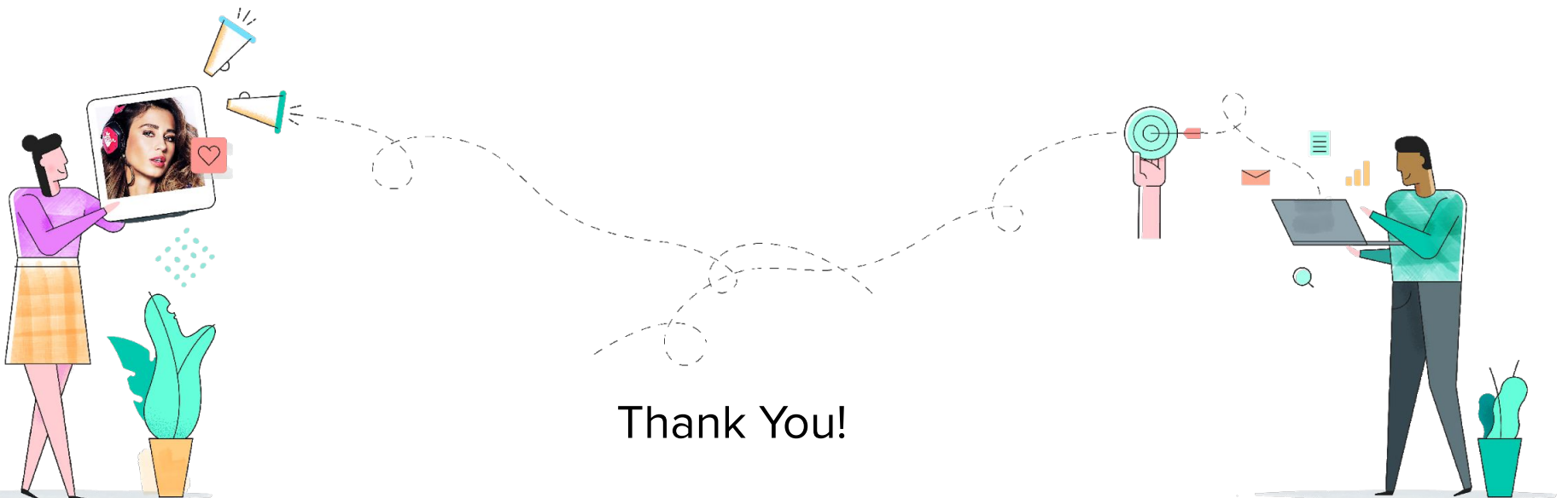
Steph Payas

Content Marketing Manager



Brendon McNerney

Director of Influencer Operations



Thank You!