

Year In Review

Top Spenders on YouTube

2020

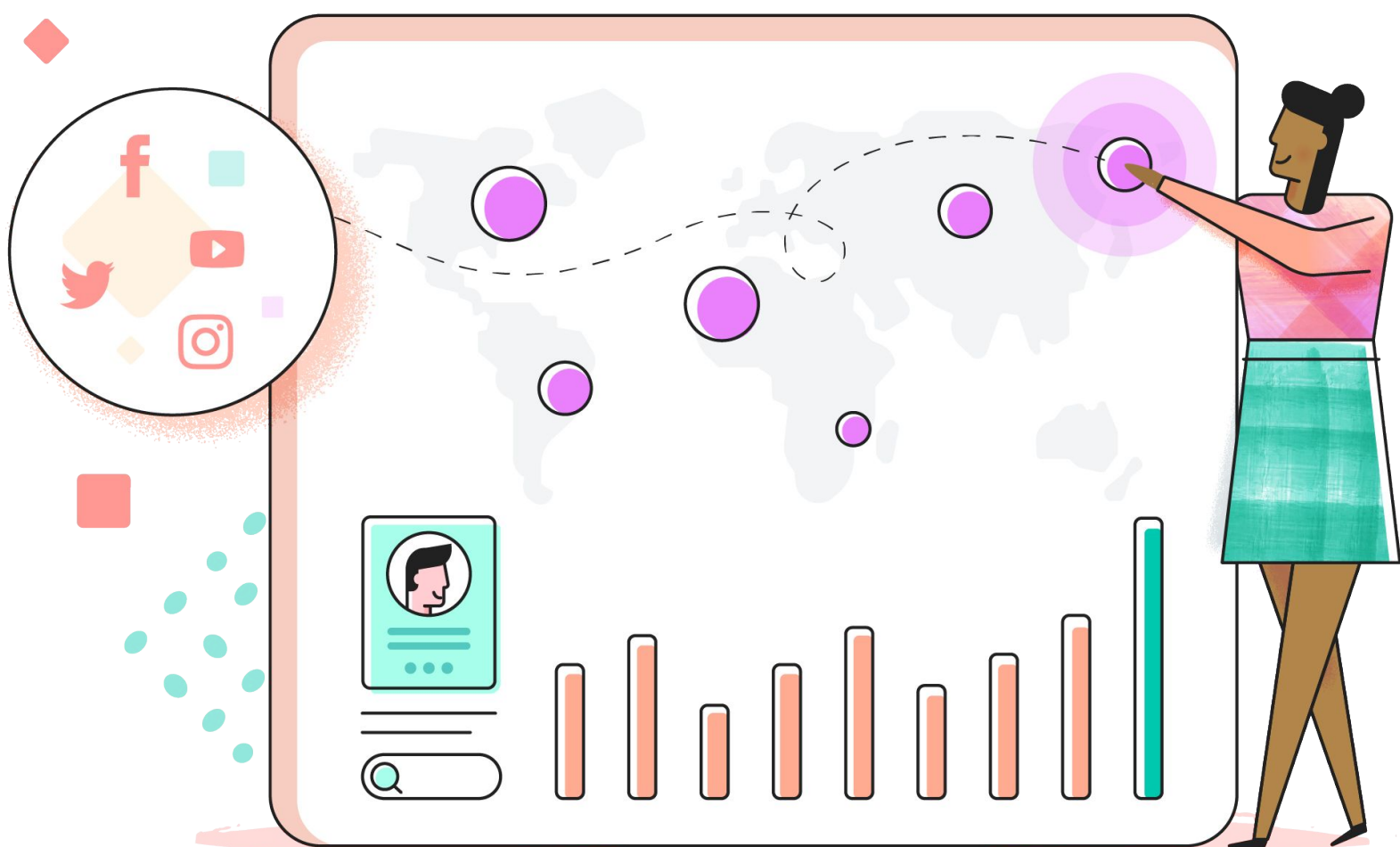
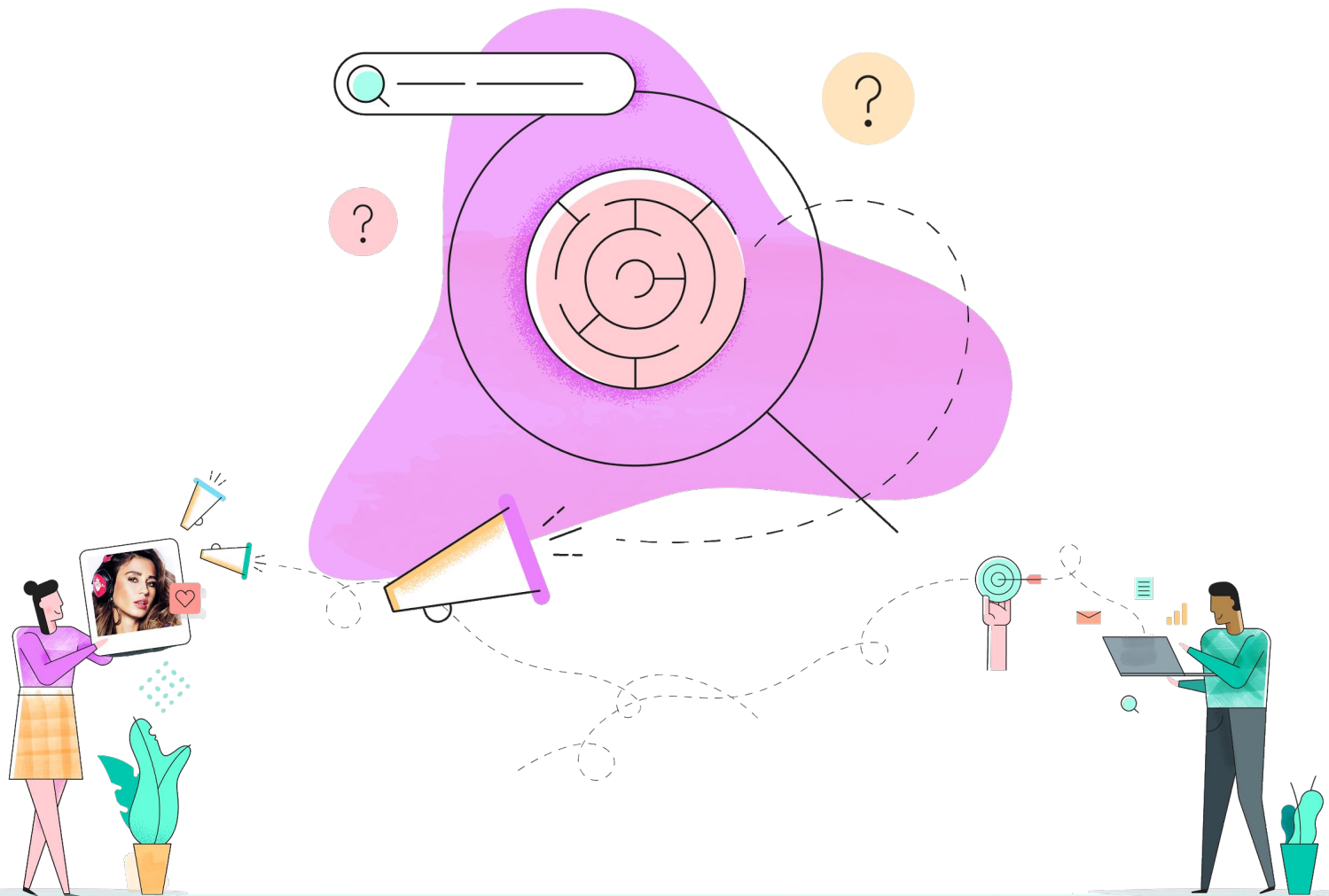




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Research Methodology

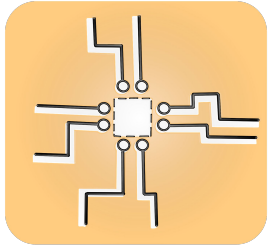


The data presented in this report was collected from over 20,000,000 YouTube videos. All of the YouTube influencer data that is contained in this report was captured by the NeoReach Social Intelligence API. Videos were required to comply with proper FTC disclosure regulations. Our analysis included sponsored YouTube videos posted between the months January through December 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 31,300 YouTube videos.

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

Top Industries on YouTube



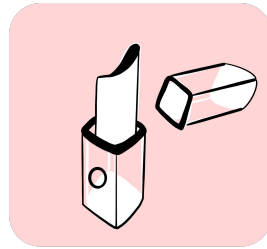
Tech



Gaming



Food/Drink



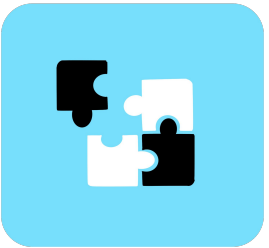
Beauty



Fashion



Education



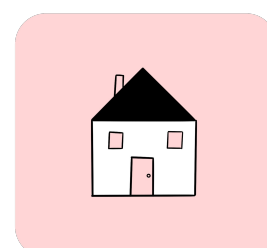
Toys



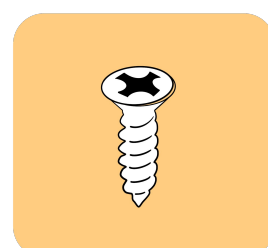
Entertainment



Health &
Wellness



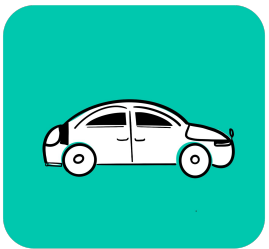
Home



Hardware/
Outdoors



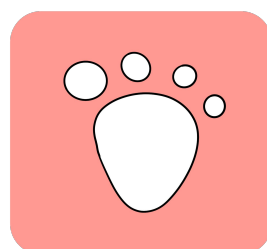
Finance



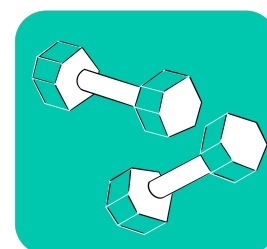
Automotive



Adult
Entertainment



Pets/Animals



Fitness



Firearms



Travel



CBD/Marijuana

4,449

Brands

\$1.1B

IMV

9B

Total Views

Nearly 4,500 qualifying brands activated sponsored videos on YouTube in 2020. Brands included in this data were confirmed to use proper FTC disclosure of advertisement, ad or sponsored in their influencer videos. This report analyzes the highest spending industries. NeoReach has compiled all four quarters of 2020 into a holistic year-end review report for in-depth insights from the data on YouTube influencer marketing on YouTube. Over the past year, the state of influencer marketing has greatly changed and grown – from the impact of the global pandemic to the thriving online marketplace – for brands, marketers, and creators.



Top 19 Industries Metric Breakdown

| Metrics | 2020 |
|-----------------------|--------------------|
| Total IMV | \$1,113,295,957.30 |
| Total Sponsored Views | 8,917,647,185 |
| Total Reach | 51,467,896,940 |
| Total Videos | 31,317 |
| Total Likes | 354,394,983 |
| Total Comments | 30,326,133 |
| Total Engagement | 51,822,291,923 |
| Avg. IMV | \$35,549 |
| Avg. Sponsored Views | 284,754 |
| Avg. Reach | 1,643,449 |
| Avg. Likes | 11,316 |
| Avg. Comments | 968 |
| Total Brands | 4,449 |

In 2020, the qualifying brands in the top 19 industries spent a combined total of over **\$1.1 Billion**. Amassing nearly **9 Billion views** and **reaching 51.5 Billion users**, the top spending industries are climbing the charts.

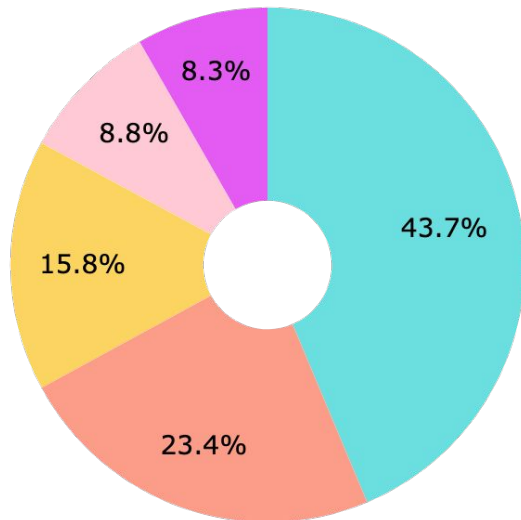
If you've been reading our previous quarterly reports from 2020, you'll also notice that the top 3 spending industries remain Tech, Gaming, and Food & Drink.

Of the 31,317 sponsored videos that qualified for analysis in this data set, **engagements approached 52 Billion**. With **4,449 brands** participating in YouTube influencer marketing in 2020, the industry saw a **4x increase** since Q2 in the number of brands who sponsored videos.



Top Industries on YouTube: Closer Look

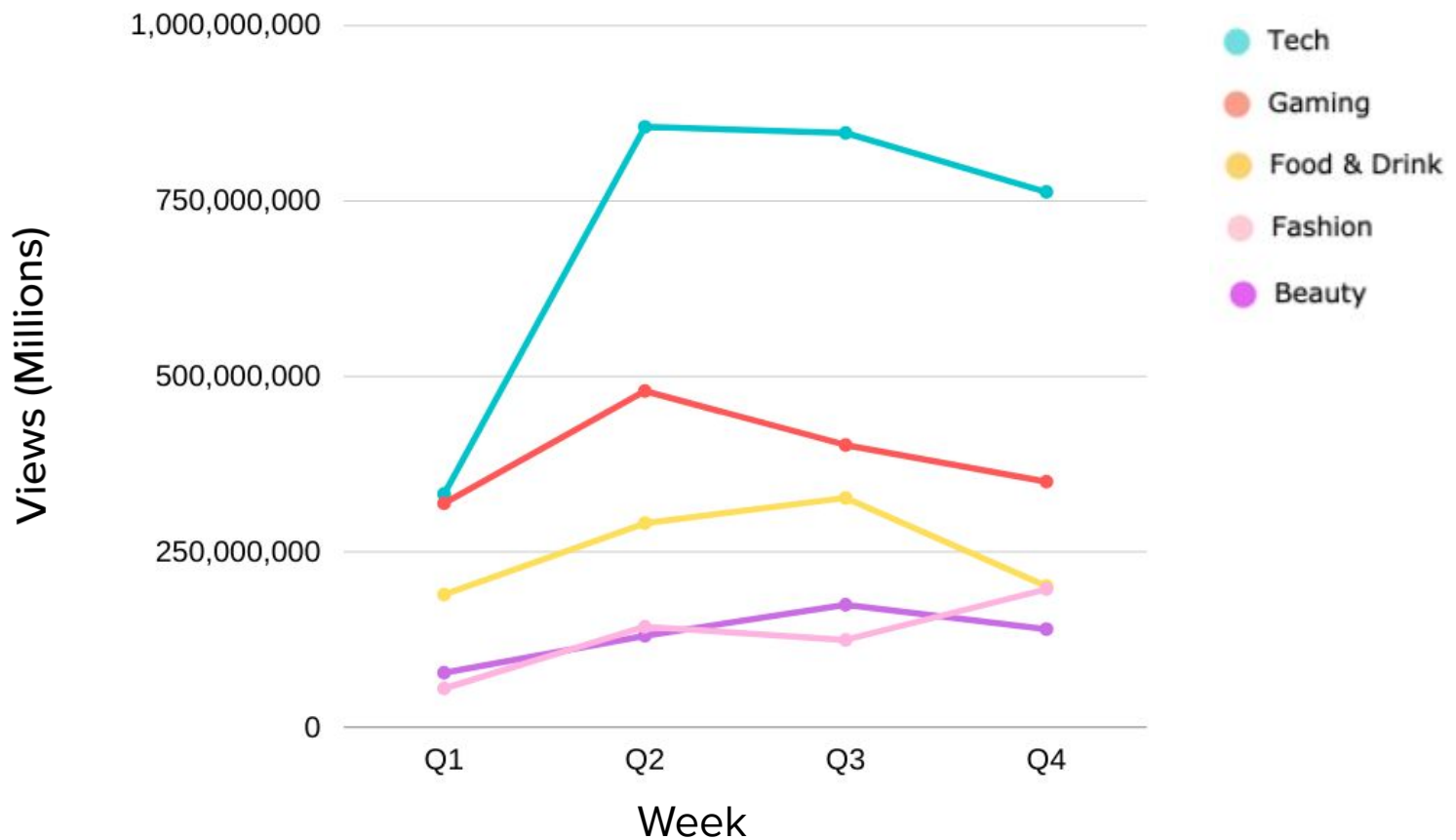
IMV/Spend



● Tech ● Gaming ● Food & Drink ● Beauty ● Fashion

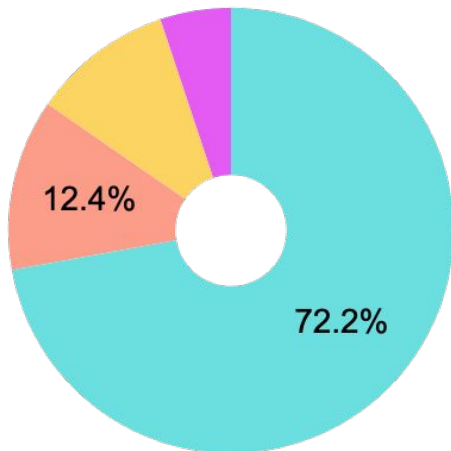
Isolating the top 5 industry spenders – Tech, Gaming, Food & Drink, Beauty, and Fashion – Tech, once again, is responsible for just short of half with **44% of the total IMV**. Tech spent nearly twice as much as the #2 spot Gaming and achieved **1.8x more views** over the course of 2020. Altogether, these top 5 industries spent **\$825M** on YouTube sponsored videos and racked up **6.4 billion views**.

Views by Industry



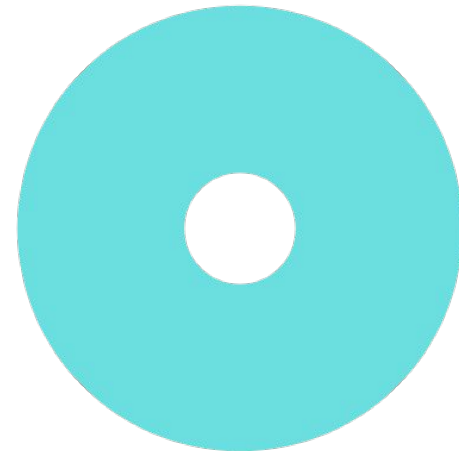
Campaign Objectives

Branding & Awareness



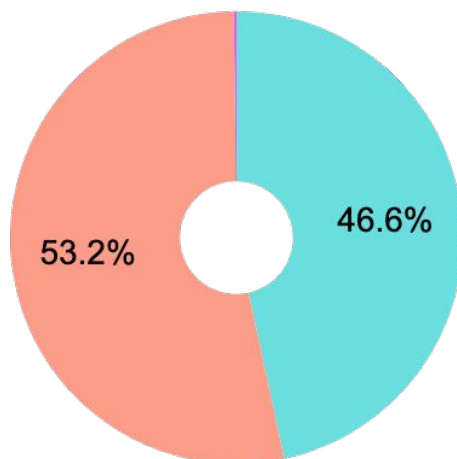
Tech Gaming Food & Drink Fashion

Contest/Giveaway



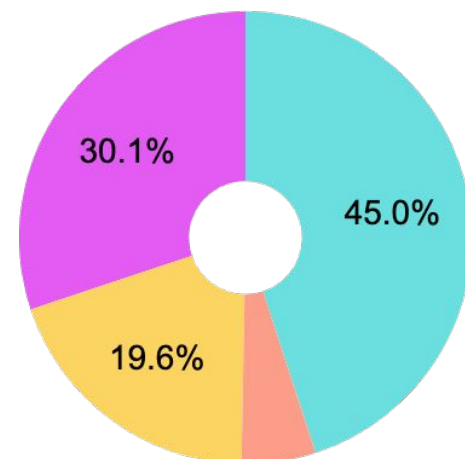
Tech Gaming Food & Drink Fashion

Download or Install



Tech Gaming Food & Drink Fashion

Limited Time Offer



Tech Gaming Food & Drink Fashion

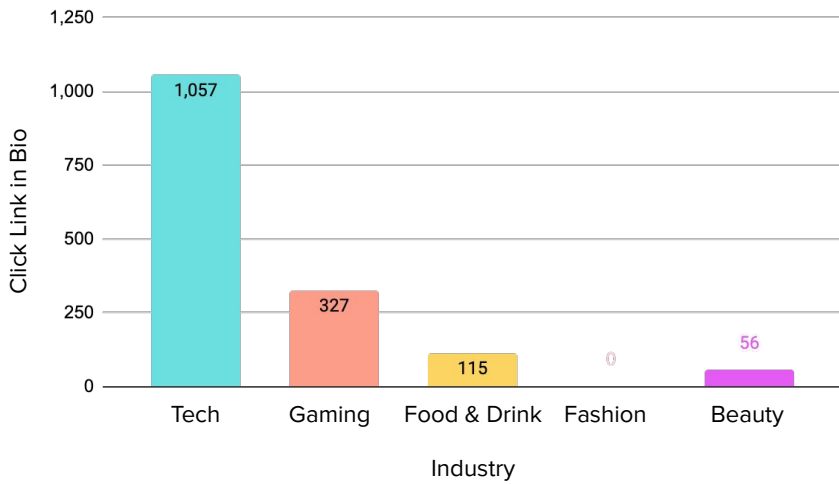
| Campaign Objectives | 2020 | % of Total |
|------------------------|-------|------------|
| Branding and Awareness | 1,395 | 21.47% |
| Contest/Giveaway | 17 | 0.26% |
| Download or Install | 520 | 8.00% |
| Limited Time Offer | 4,566 | 70.27% |

To better analyze influencer marketing campaigns on YouTube, we identified each sponsored video as one of four campaign objectives – Branding and Awareness, Contest/Giveaway, Download or Install, Limited Time Offer. The data included was from the top 10 brands overall. A **majority of campaigns** were Limited Time Offer and less than 1% were promoting a contest or giveaway.

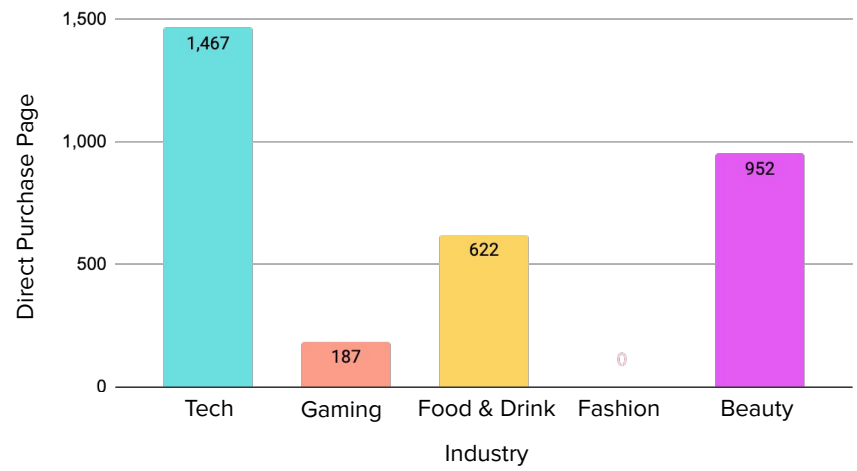


Calls to Action

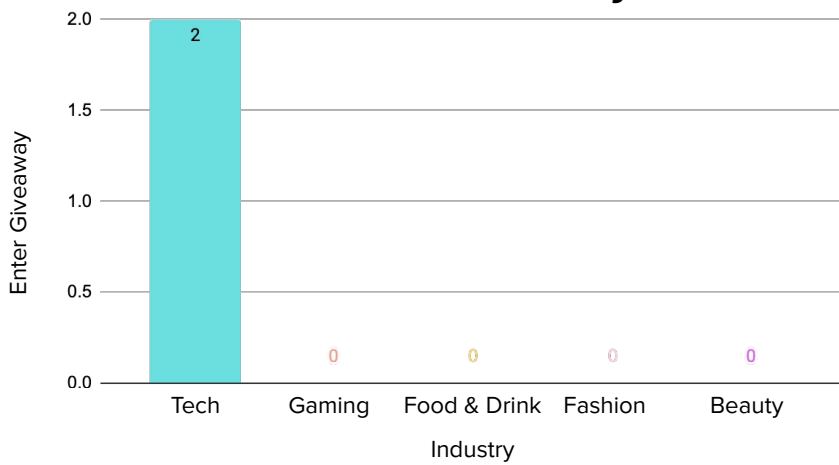
Click Link in Bio



Direct Purchase Page



Enter Giveaway



Fill out Contact Form



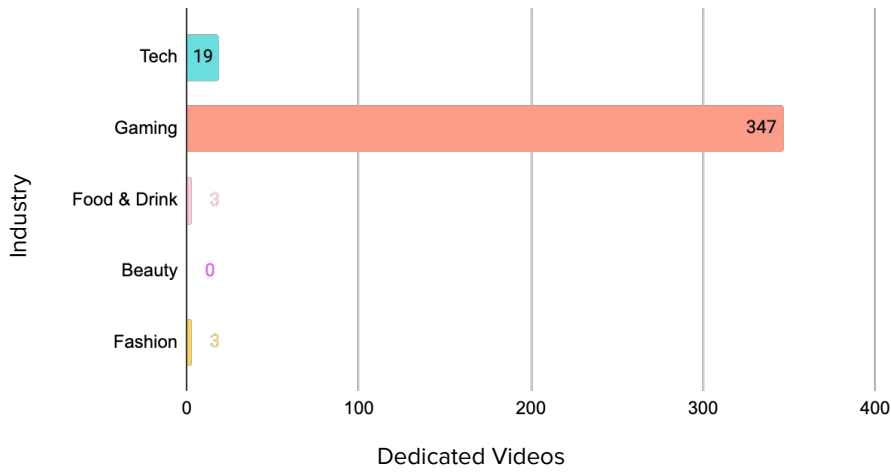
| Calls to Action | 2020 | % of Total |
|-----------------------|-------|------------|
| Click Link in Bio | 1,857 | 20.05% |
| Direct Purchase Page | 4,530 | 70.86% |
| Enter Giveaway | 6 | 0.09% |
| Fill out Contact Form | 0 | 0.00% |

The data for analyzing campaign calls to action was analyzed in the same way as campaign objectives. Almost **100% of sponsored videos** used a call to action of Click Link in Bio or Direct Purchase Page. Continuing the quarterly trend we identified in past reports, the data supports that brands favor direct calls to action with the ability to track and measure return on investment of influencer marketing on YouTube.

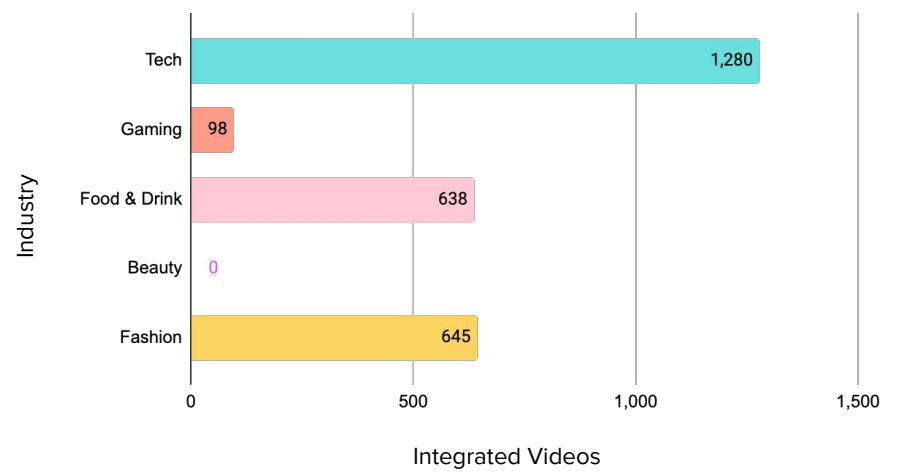


Content Types

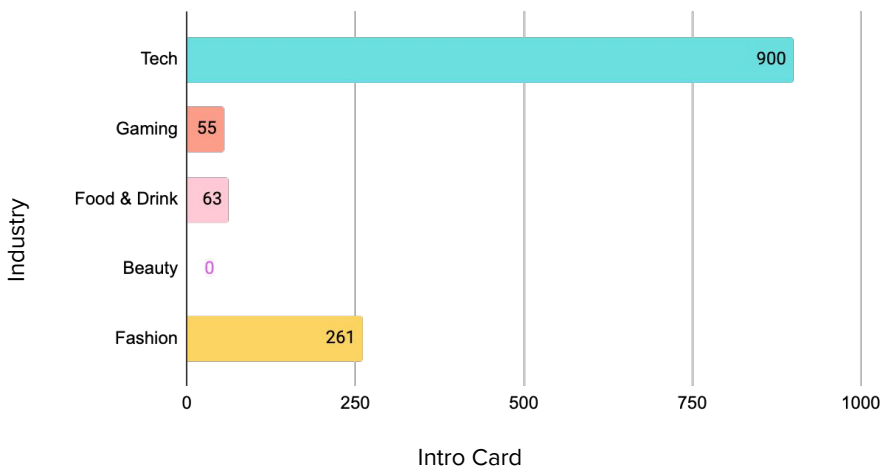
Dedicated Videos



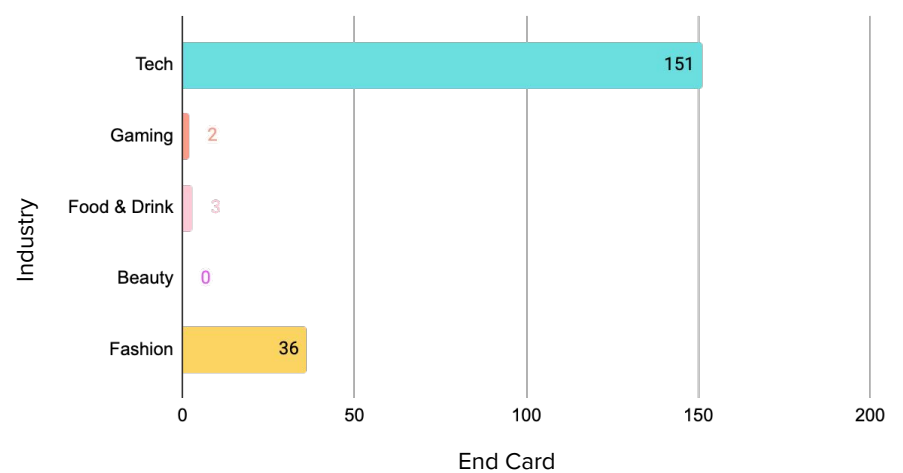
Integrated Videos



Intro Card



End Card

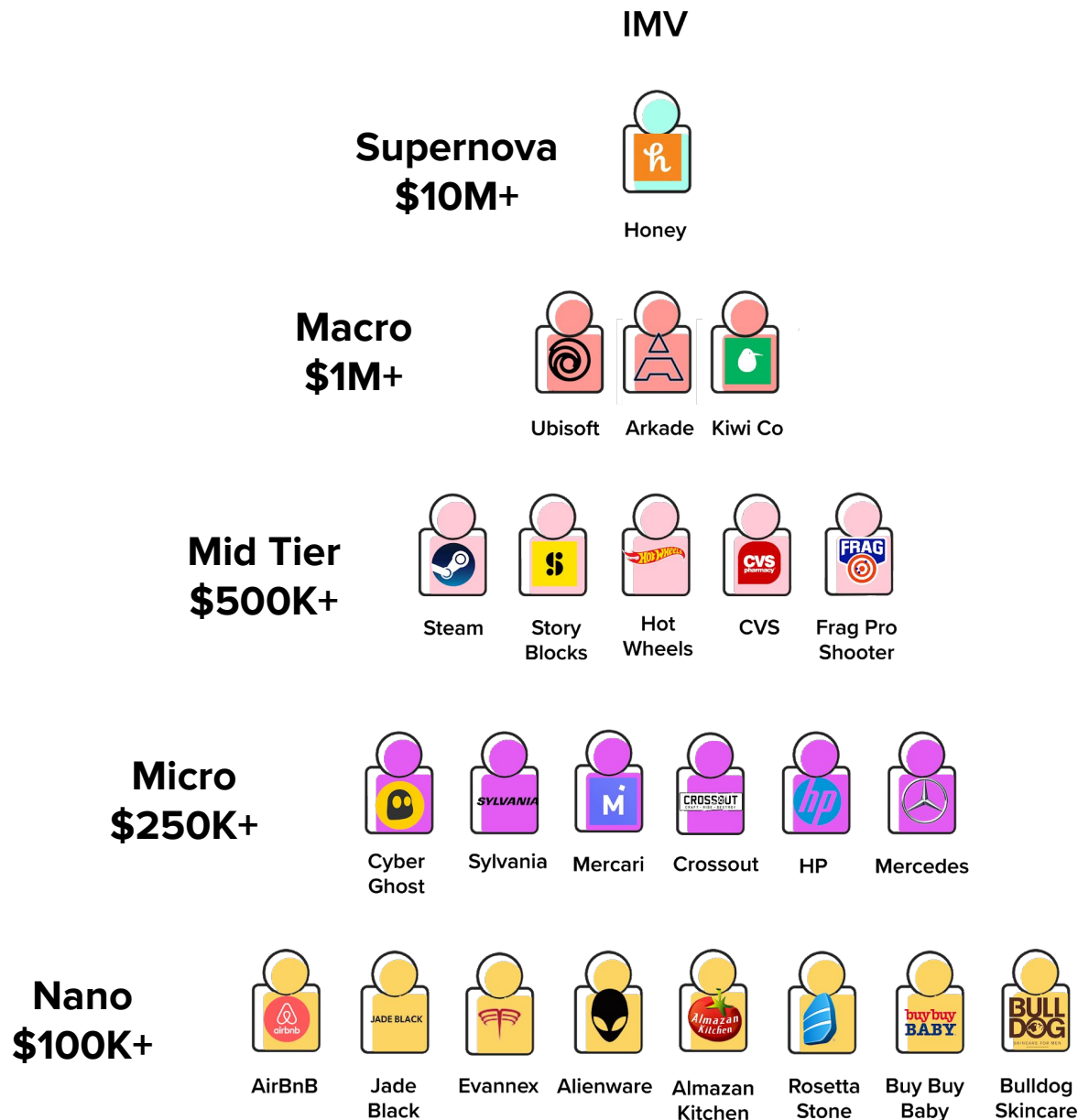


| Content Type | 2020 | % of Total |
|------------------|-------|------------|
| Dedicated | 376 | 5.94% |
| End Card | 292 | 4.61% |
| Integrated | 3,718 | 58.69% |
| Intro Card | 1,443 | 22.78% |
| Description Only | 506 | 7.99% |

Out of the 6,335 qualifying videos, **integrated content** continues its winning streak as the dominant content type appearing in **59% of videos** from the top 10 brands. Coming in second, intro cards are less than half as popular as their #1 counterpart. Gaming and Food & Drink, however, used almost exclusively one type of content. Gaming favored dedicated videos and Food & Drink favored integrated content.



Top Brands Highlight



| Influencer Tier | # of Brands | Total Category Spend |
|-----------------|-------------|----------------------|
| Supernova | 16 | \$449M |
| Macro | 146 | \$369M |
| Mid Tier | 125 | \$86M |
| Micro | 200 | \$71M |
| Nano | 420 | \$67M |

Ranking in the highest spending category, Supernova, are 16 brands who spent over \$10M in influencer marketing on YouTube in 2020. **907 brands** spent more than \$100K over the course of 2020. Each influencer tier contains brands from a variety of industries, proving that influencer marketing is a viable strategy in any economy for everyone.

Top Spenders on YouTube



Honey



Bang Energy



ExpressVPN



NordVPN



Epic Games



Skillshare



Ridge Wallet



Raycon



Audible



Squarespace

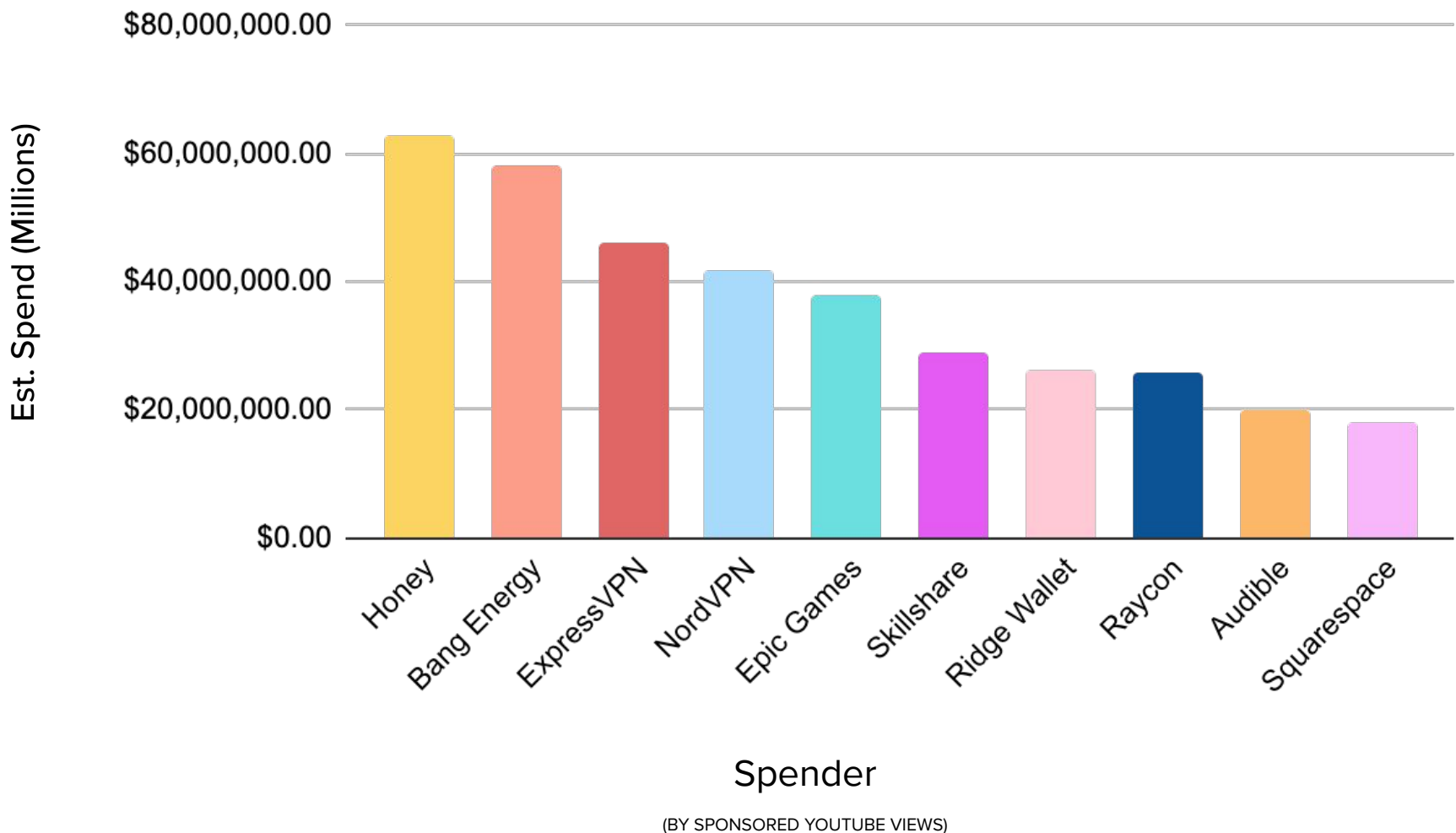
| Brand | Videos | Influencers | Total Views |
|--------------|--------|-------------|-------------|
| Honey | 234 | 151 | 866,385,800 |
| Bang Energy | 748 | 35 | 446,680,146 |
| ExpressVPN | 999 | 113 | 364,295,695 |
| NordVPN | 341 | 153 | 293,408,601 |
| Epic Games | 600 | 170 | 304,270,946 |
| Skillshare | 1,132 | 497 | 215,916,830 |
| Ridge Wallet | 1,009 | 271 | 201,139,304 |
| Raycon | 293 | 156 | 209,484,792 |
| Audible | 484 | 153 | 154,937,801 |
| Squarespace | 685 | 139 | 134,941,520 |

(BY SPONSORED YOUTUBE VIEWS)

The highest spending brands displayed here invested a combined **\$368 million** in YouTube influencer marketing. The top 10 brands reached **over 17.7 billion** in 2020. Their sponsored videos amassed **3.2 billion views** from **1,838 influencers** and **6,525 videos**.



Top Spenders on YouTube: Closer Look

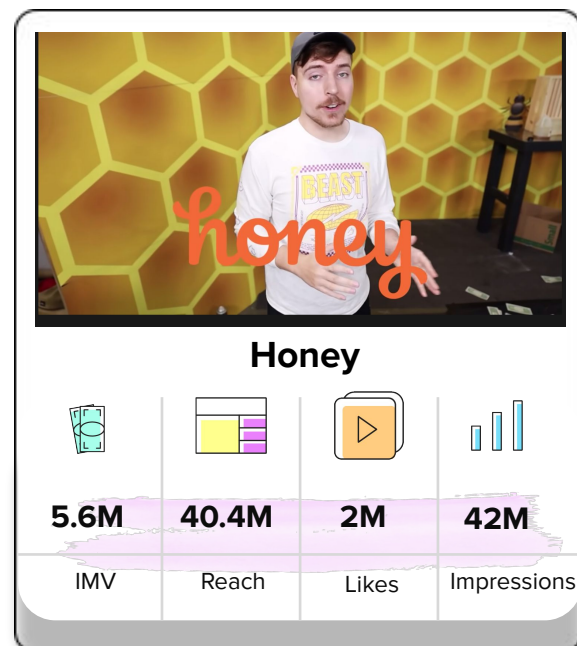
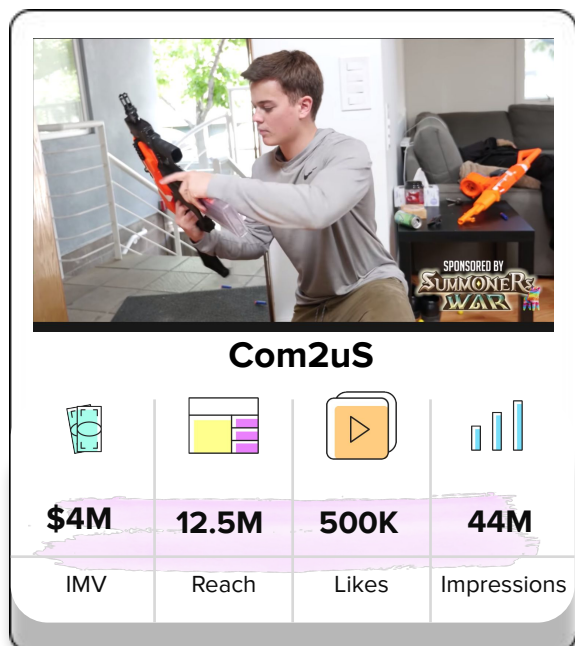
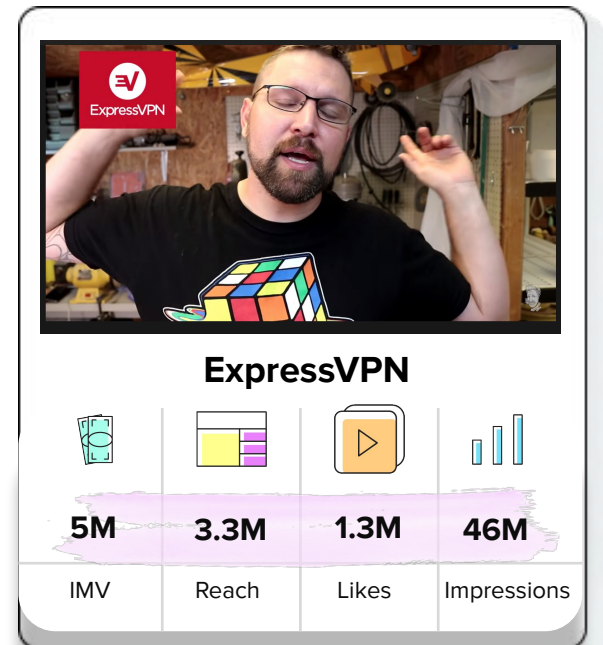
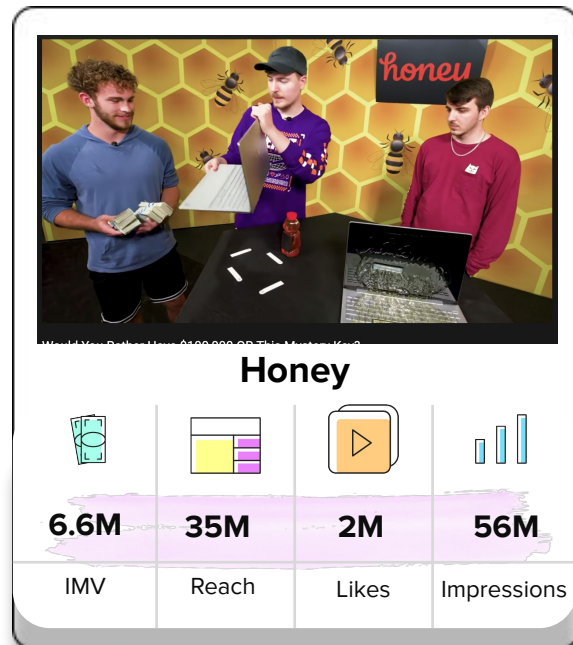
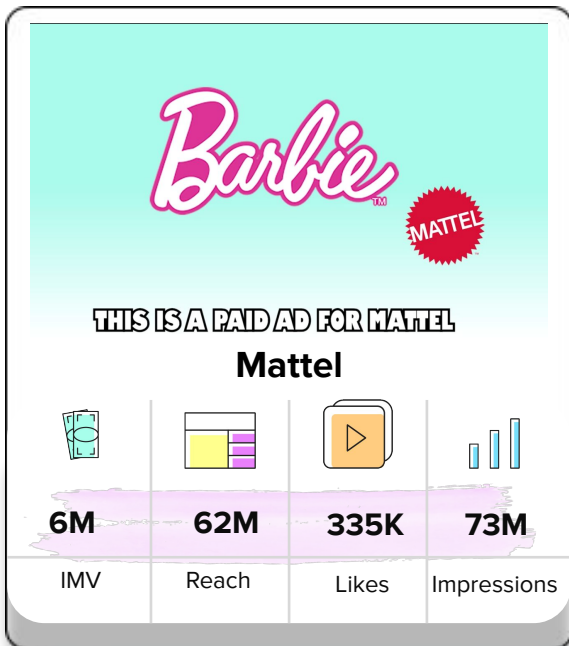


At the highest spending spot, Honey invested **\$62.7M** or **\$45M more** than the number ten spot, Squarespace. With the top 10 brands spending over \$366M, these heavy hitters only account for **33%** of the total annual spend on YouTube sponsored videos.

If you've been downloading our quarterly reports, you will recognize these brands who have been consistent high spenders throughout the year. Most of the brands appearing on this chart are from the top 3 spending industries.

The trend continues to support the positive growth influencer marketing plays for brands. With expertly placed sponsorships and highly targeted audiences from proper influencer selection, brands are skyrocketing in their industries. Just take the [Bang Energy case study](#) as the prime example!

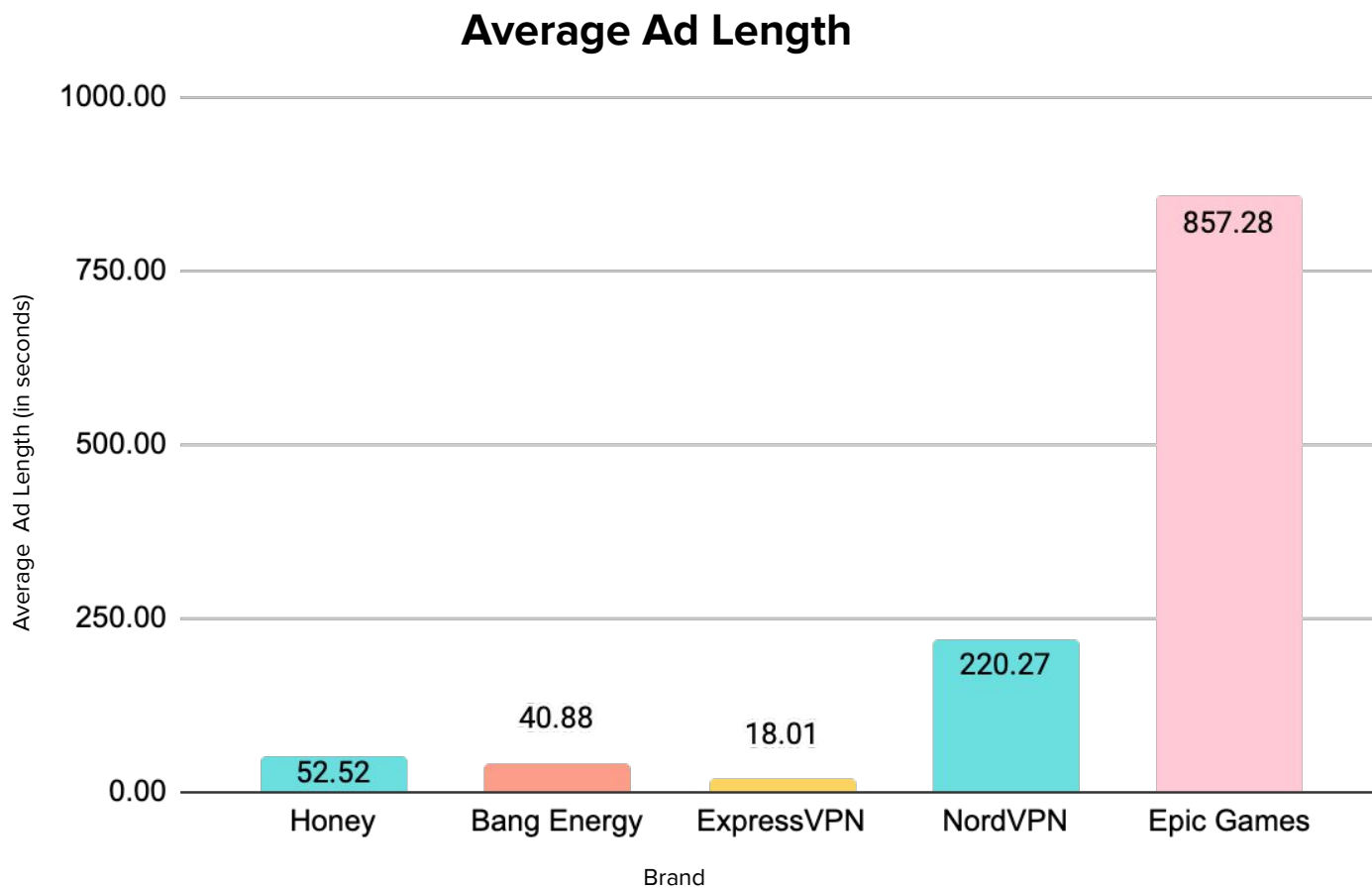
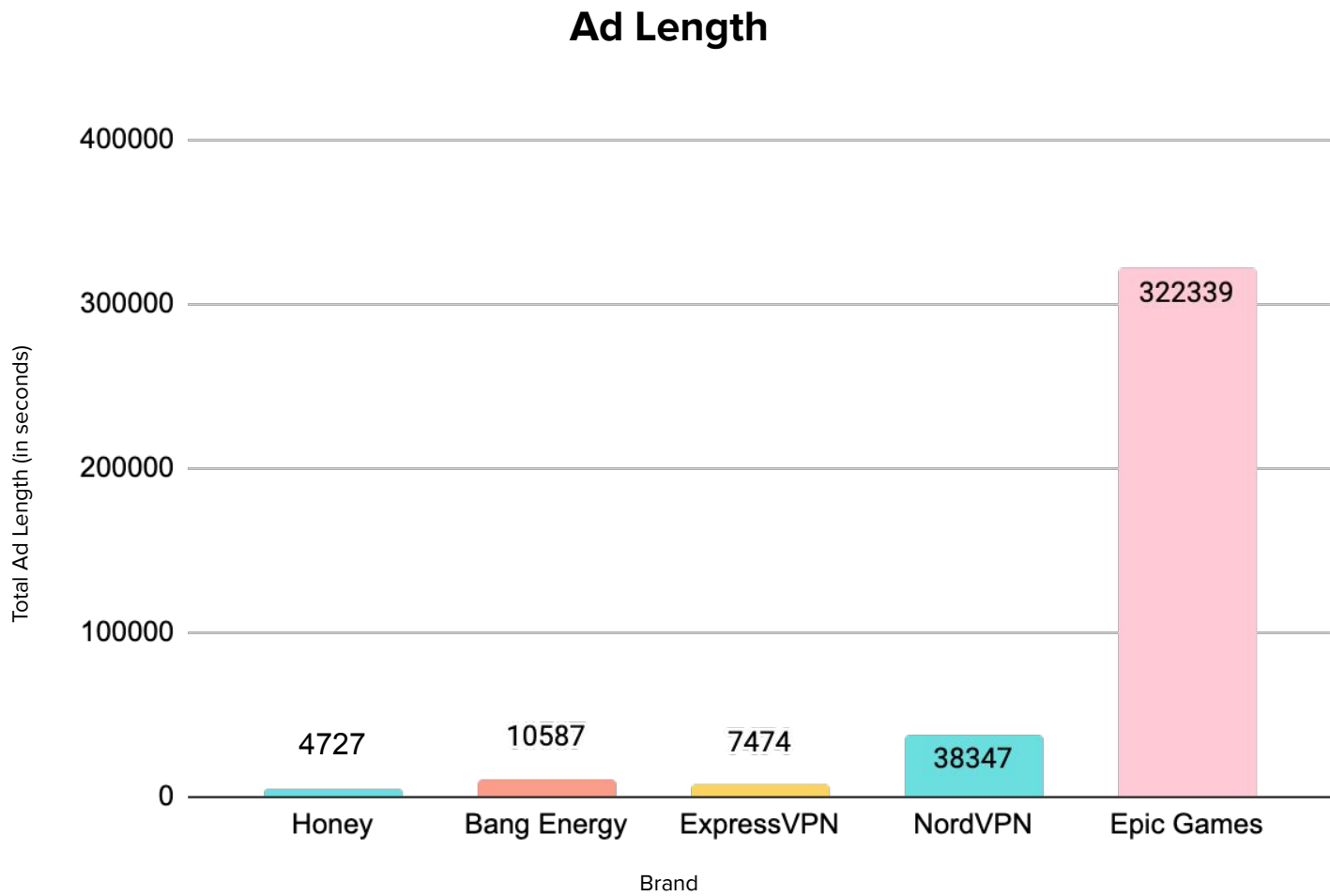
Viral Breakdown



What makes a video go viral? Brands like Honey, Mattel, ExpressVPN, and Com2us cracked the code with their influencer marketing sponsored YouTube videos. Check out these stats from their success in 2020.



Ad Lengths for Top 5 Spenders

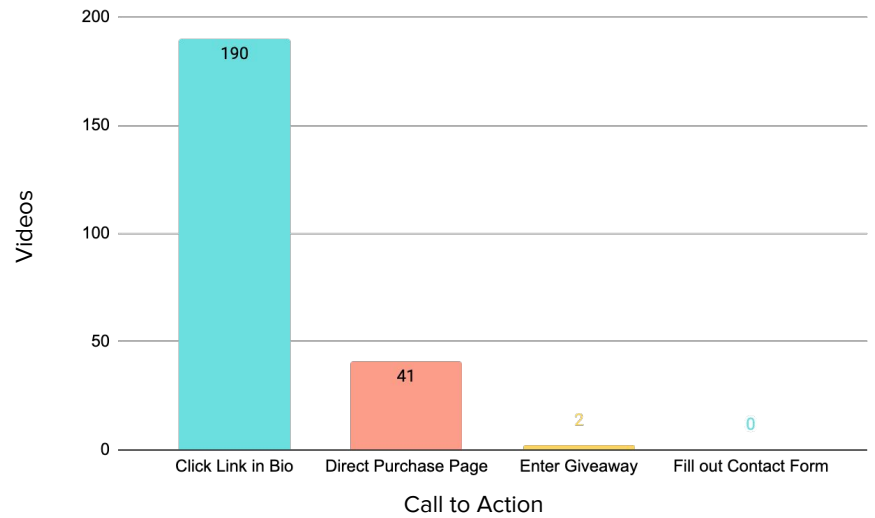


Epic Games, by far, sponsored videos with the longest ad length for a total of **322,339 seconds** in sponsorship across all of its videos. That makes up **84%** of the total ad length of the top 5 spenders of **383,454 seconds**.

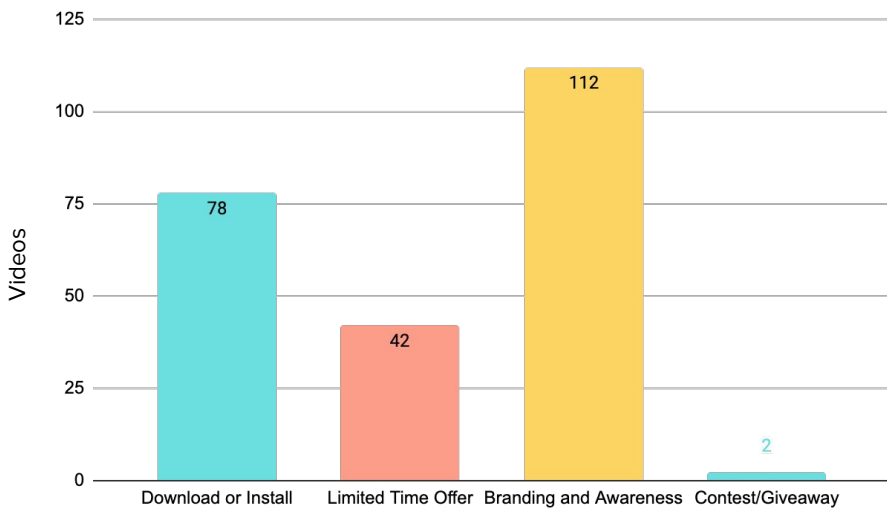
Brand Showcase



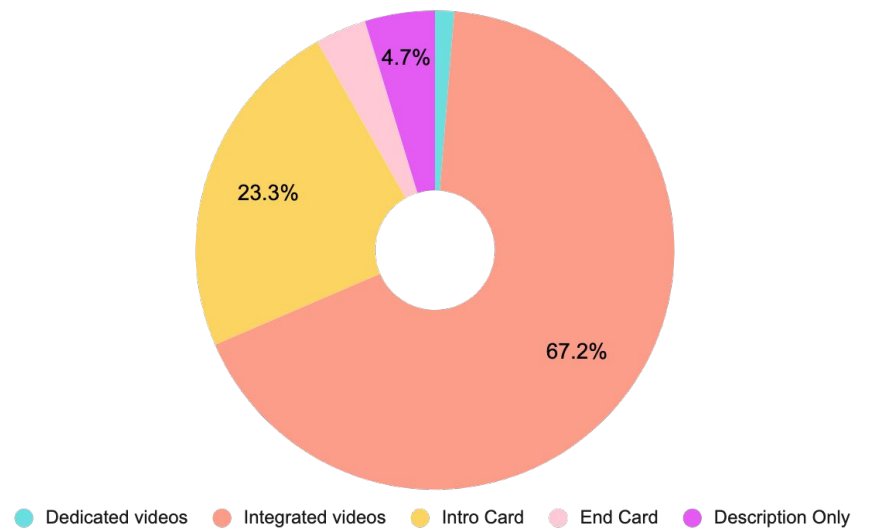
Call to Action



Campaign Type



Content Type




Best Performing Integrated Sponsored Video: Honey





2020


| | |
|-----------|----------------|
| Views | 56122011 |
| Comments | 112,486 |
| Likes | 1,980,219 |
| Reach | 34,800,000 |
| Total IMV | \$6,638,708.88 |

Breakout Creators








pewdiepie

| | |
|---|---|
|  \$53M IMV |  61 Videos |
|  330M Views |  108M Reach |








mrbeast6000

| | |
|---|--|
|  \$25M IMV |  5 Videos |
|  193M Views |  52M Reach |








linustechtips

| | |
|---|--|
|  \$22M IMV |  93 Videos |
|  170M Views |  13M Reach |







dudeperfect

| | |
|---|--|
|  \$18M IMV |  9 Videos |
|  158M Views |  55M Reach |



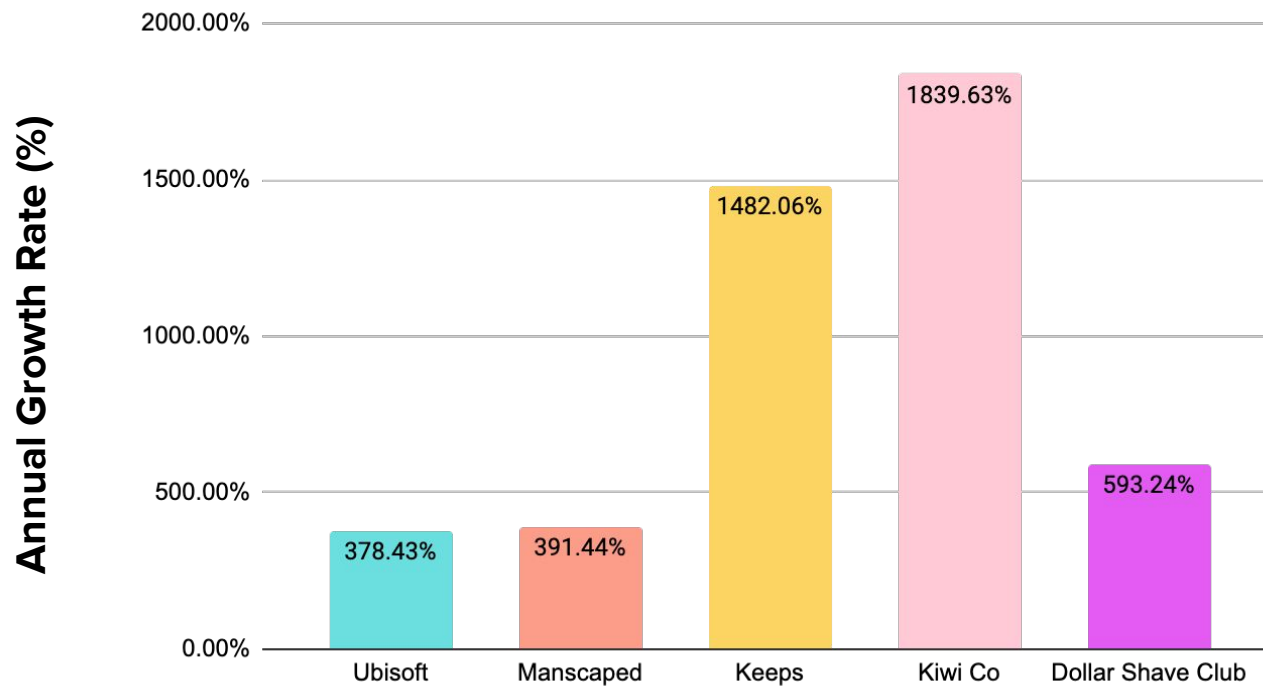
pdkfilms

| | |
|---|--|
|  \$11M IMV |  8 Videos |
|  121M Views |  15.7M Reach |

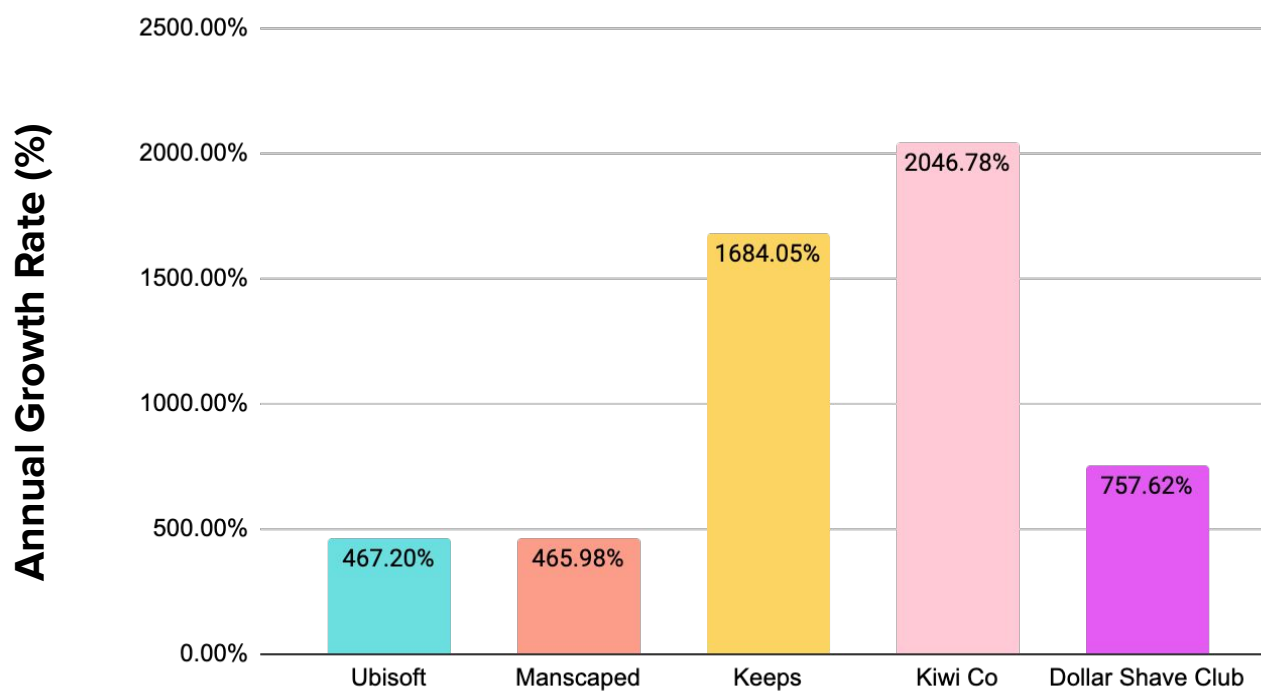
Breakout creators for 2020 were used in multiple YouTube sponsorships with many different brands. They have established a name and brand identity among their loyal audiences. These five creators achieved a total of **972M views** on **176 videos** with **50M engagements**. Collectively, these results came from **\$129M IMV**.

Brands to Watch in 2021

Fastest-Growing Brands Views Growth



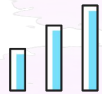



Fastest-Growing Brands IMV Growth



We identified the top 5 brands that experienced a significantly high growth in IMV and views over 2020. These are the fastest-growing brands breaking into the influencer marketing space as part of their social media marketing strategy. **Kiwi Co** had the greatest jump in IMV from Q1 to Q4 2020 with a **2047% increase in spend** and **1840% growth in views** on sponsored content.

Top Sponsored Video of 2020

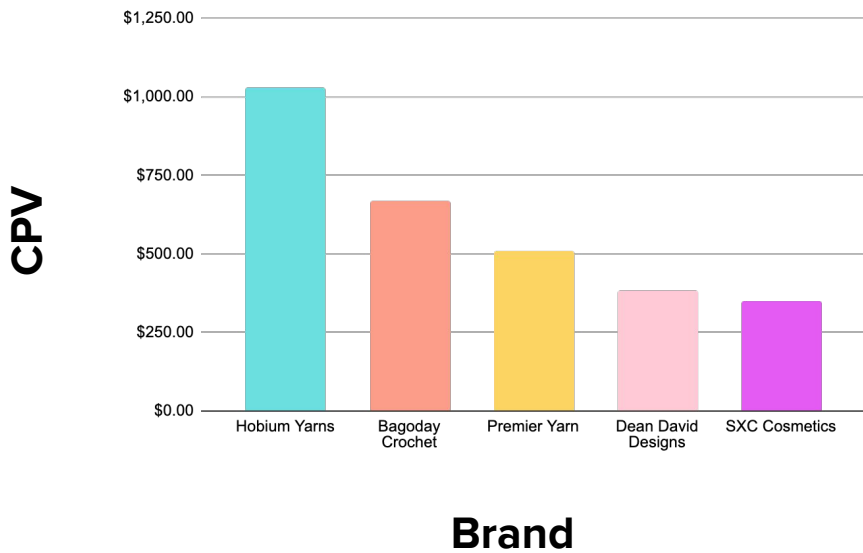


| | | | |
|---|---|---|---|
|  |  |  |  |
| 40.4M | \$5.6M | 42M | 2M |
| Reach | IMV | Views | Likes |

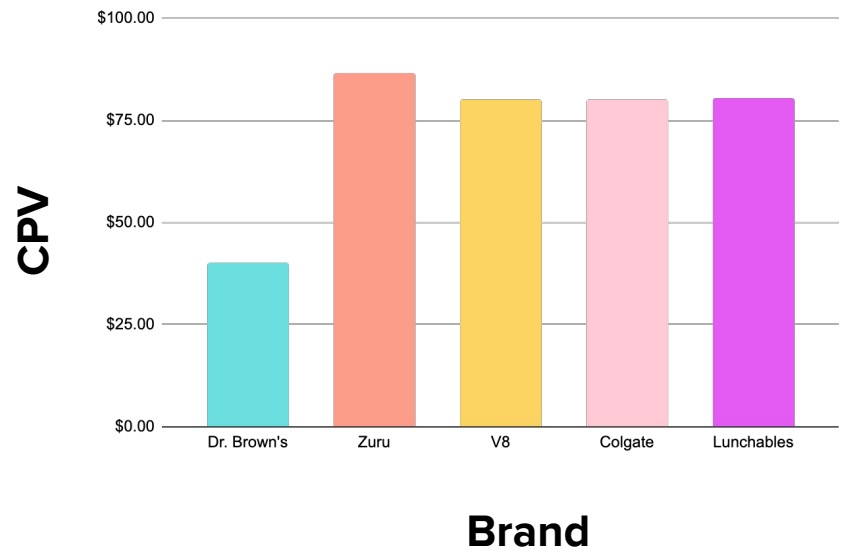
Our nominations for the top sponsored video of 2020 are from a diversity of brand spending levels in three industries – Tech, Toys and Gaming. Each of these individual videos attained an estimated IMV between **\$5-6M** and sponsored **views between 39.3M and 72.9**.

CPV Campaign Feature

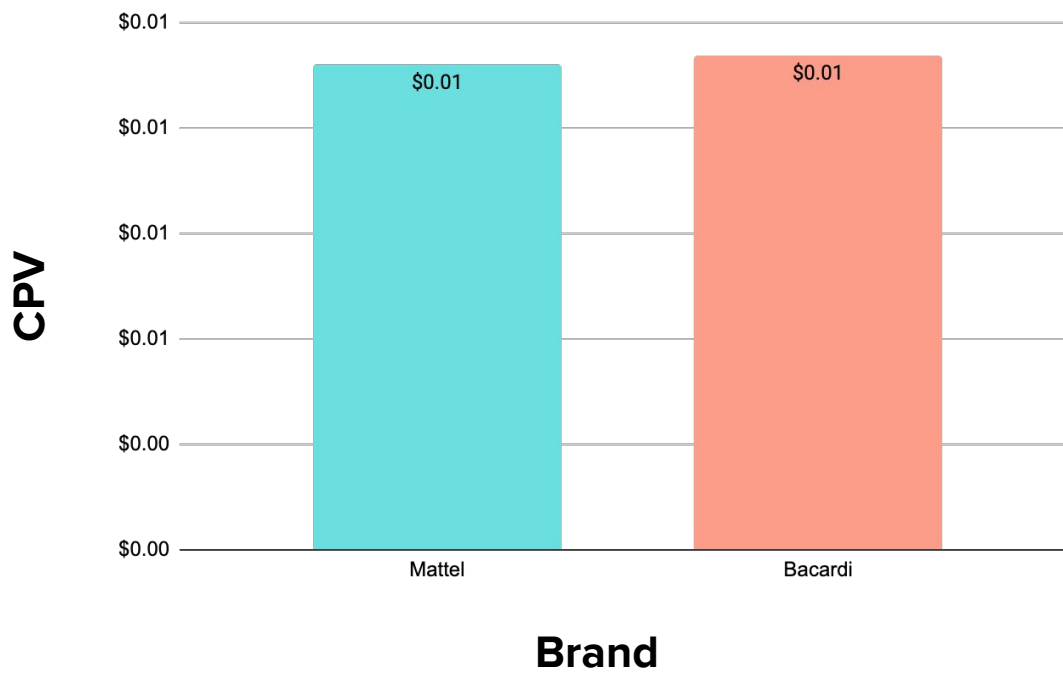
Highest CPV



Lowest CPV

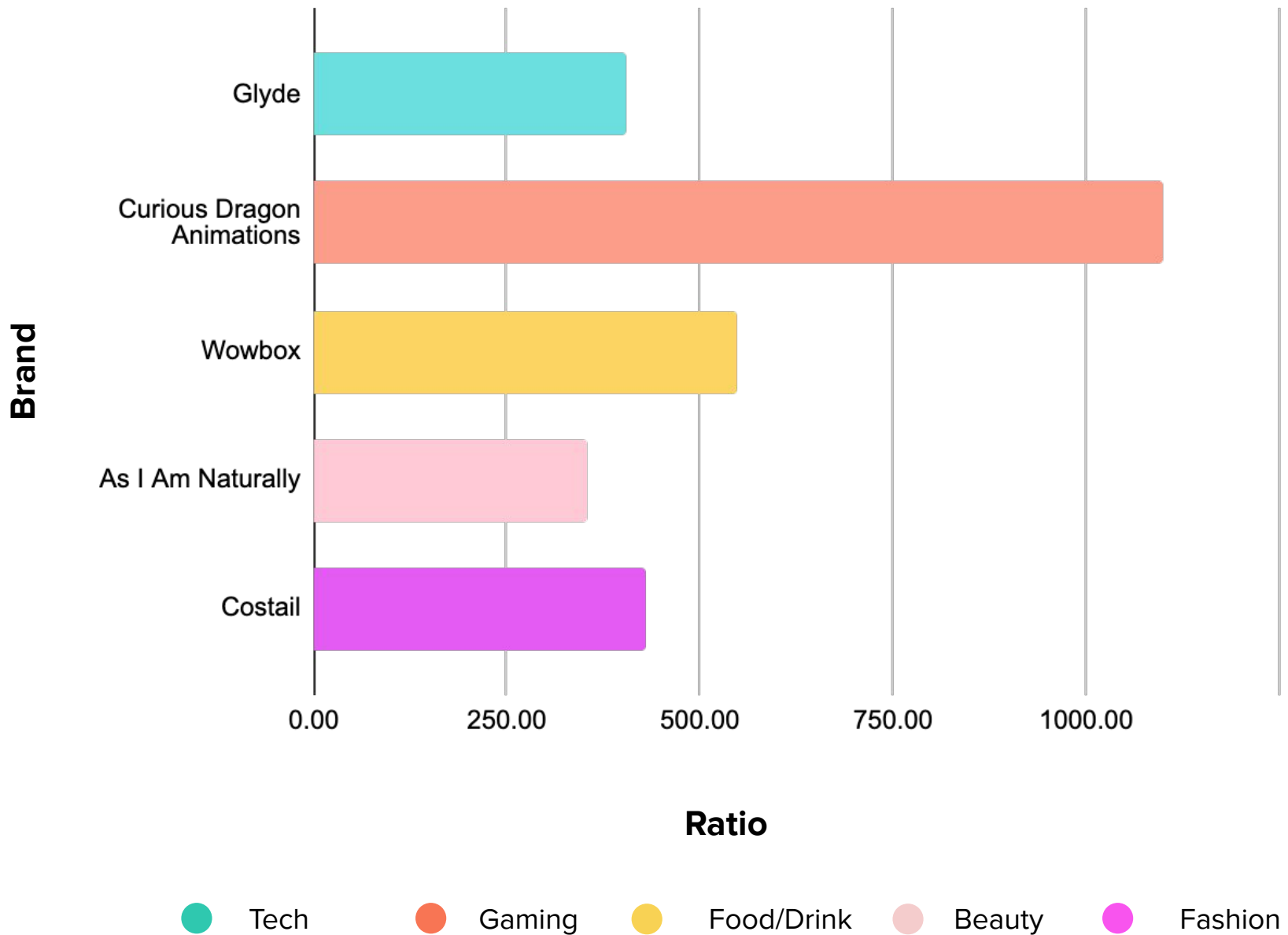


Brands with Low CPV



Competing for the top campaign of 2020 spot, we wanted to look into the calculated CPV for brands activating influencers based on our Social Intelligence API's IMV calculation. Displayed are the top 5 and lowest 5 campaigns ranked by **estimated cost per view**. We then calculated **estimated CPV, cost per 1000 views**. We also included a couple of recognizable brands with extremely low CPV values to compare to the industry average.

Best Brand Sentiment



Which brands had the best response from their audiences? Best brand sentiment was determined by taking the average like to dislike ratio for brands in the top 5 industries. Clearly, Curious Dragon Animations was the most positively viewed sponsorship with a like to dislike ratio of almost 1100.

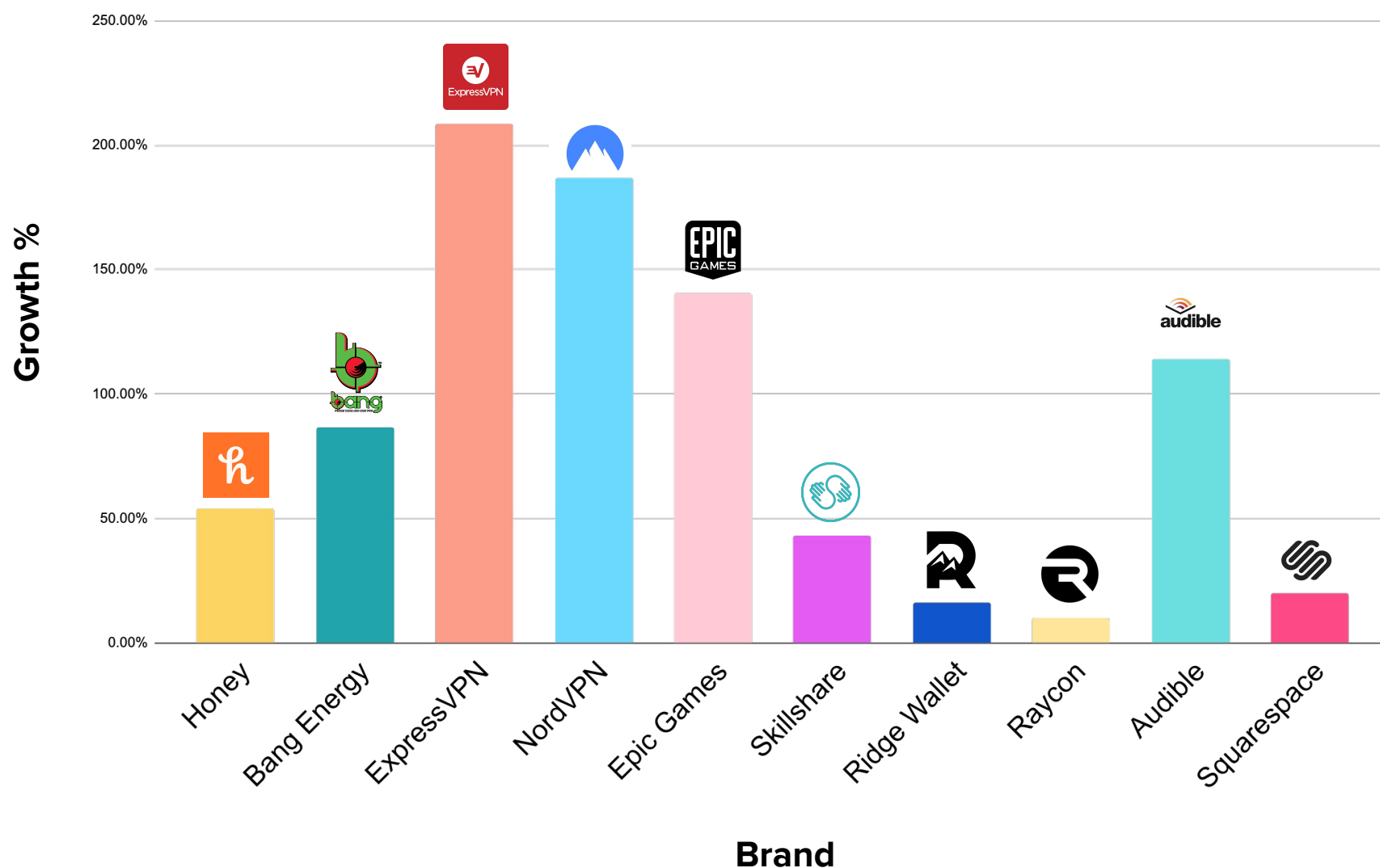
Industry Winner

| 2020 Metrics | Tech | Gaming | Food & Drink | Beauty | Fashion |
|-----------------------|--------|--------|--------------|--------|---------|
| Total Videos | 7,396 | 5,659 | 2,897 | 2,926 | 3,489 |
| Total IMV | \$366M | \$193M | \$130M | \$73M | \$68M |
| Total Reach | 17B | 10B | 8B | 3B | 2.6B |
| Total Views | 3B | 1.6B | 1B | 543M | 529M |
| Total Likes | 122M | 61M | 44M | 26M | 23M |
| Total Comments | 10.5M | 5M | 3.6M | 10.5M | 2.1M |
| Like to Dislike Ratio | 61.69 | 56.47 | 69.27 | 74.61 | 63.71 |
| Avg. IMV | \$50K | \$34K | \$45K | \$25K | \$19.6K |
| Avg. Reach | 2.3M | 1.8M | 2.8M | 1M | 760K |
| Avg. Views | 386K | 275K | 350K | 186K | 152K |
| Avg. Comments | 1421 | 889 | 1258 | 3592 | 604 |
| Avg. Likes | 16,536 | 10,760 | 15,054 | 8,865 | 6,567 |

Fashion vs Tech vs Gaming, of the top 5 industry spenders, who won the YT sponsored game for 2020? Expanding on the industry data we shared earlier in the report, we are looking at all of the industry metrics side by side to see where the winners break away.

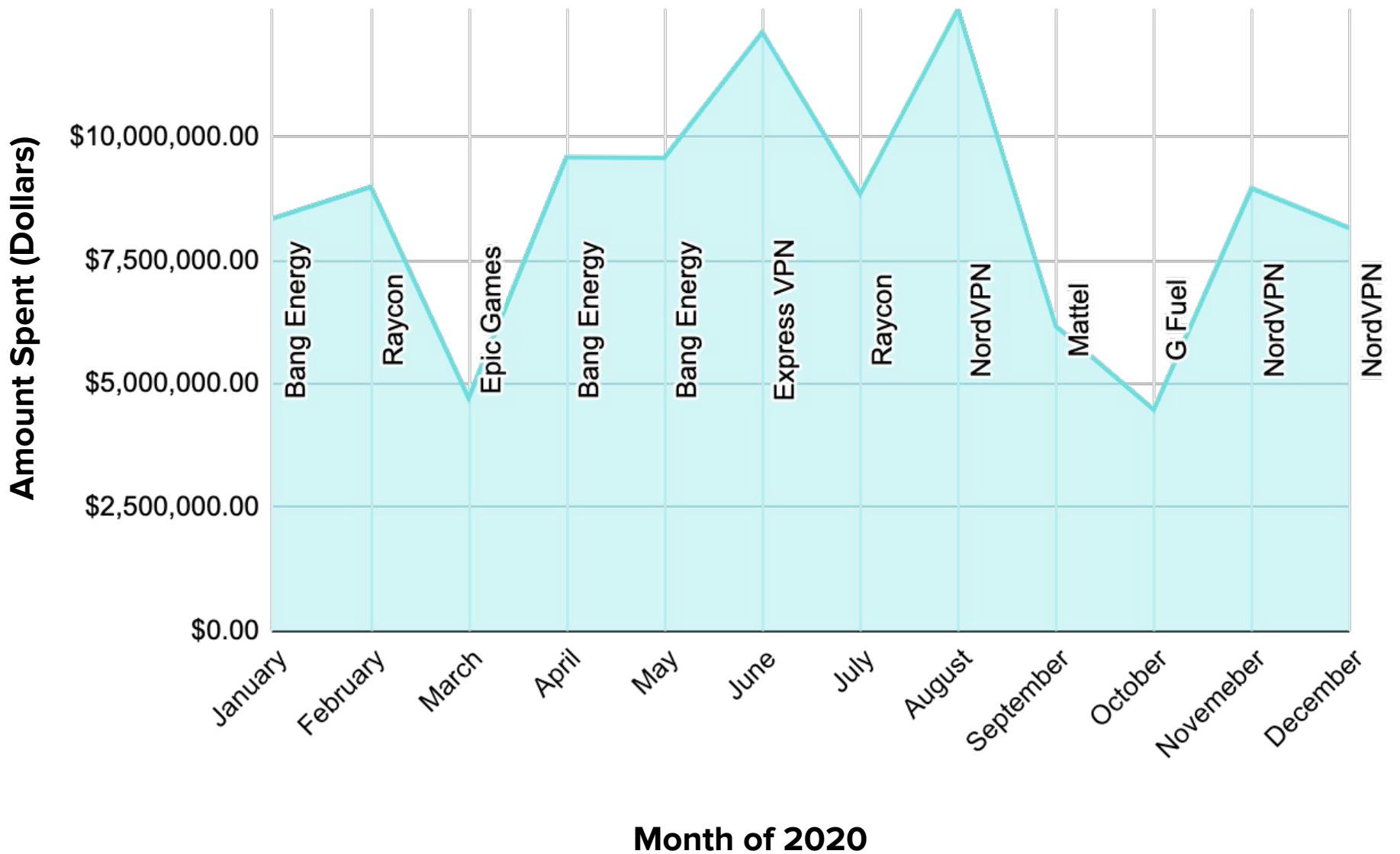
Brands' Social Media Growth

Instagram



Taking our top 10 brands overall, we are looking at their social media following growth over the 12 month period from January to December 2020 on Instagram. ExpressVPN experienced the biggest increase with a **209%** growth in following. However, Epic Games grew to the greatest number of followers with **5.5M followers**.

Monthly Top Spenders

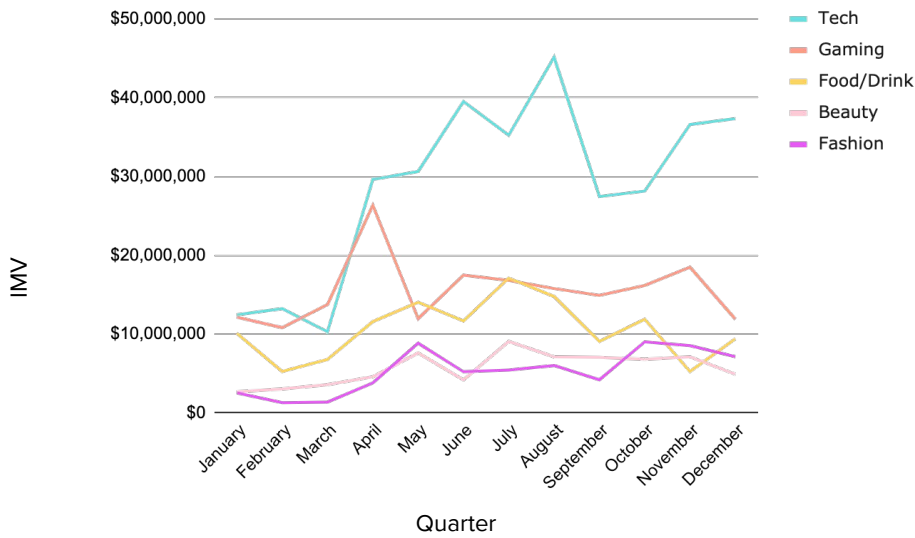


NeoReach ranks the [Top Spenders on YouTube](#) every week and we've taken that data for all 52 weeks of 2020 and chosen the top spender each month. NordVPN is the highest monthly top spender in August with **\$12.6M** for the month. Following closely in second is ExpressVPN with an IMV of **\$12.1M** in June. October experienced the lowest top spend at **\$4.5M** from GFuel.

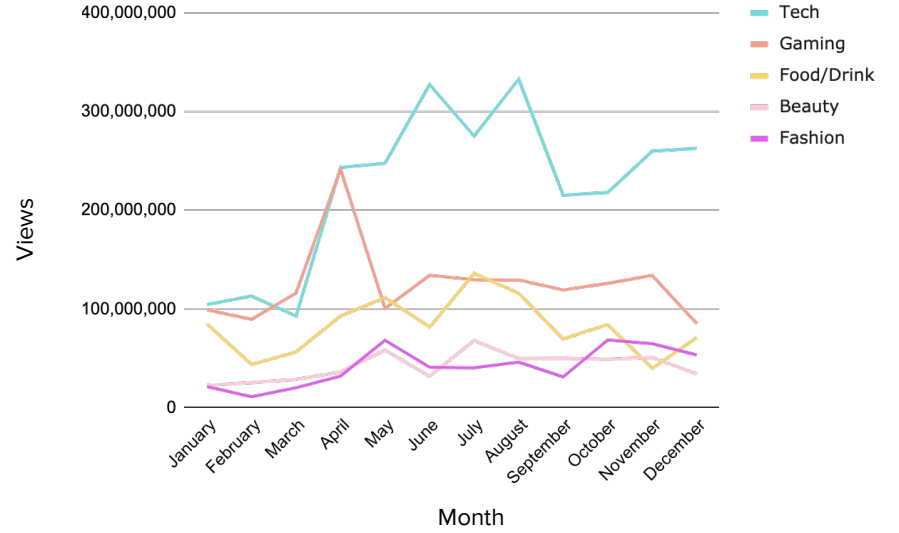
The highest spending brand for each month of 2020 achieved a combined **IMV of \$102.6M**.

Year in Review

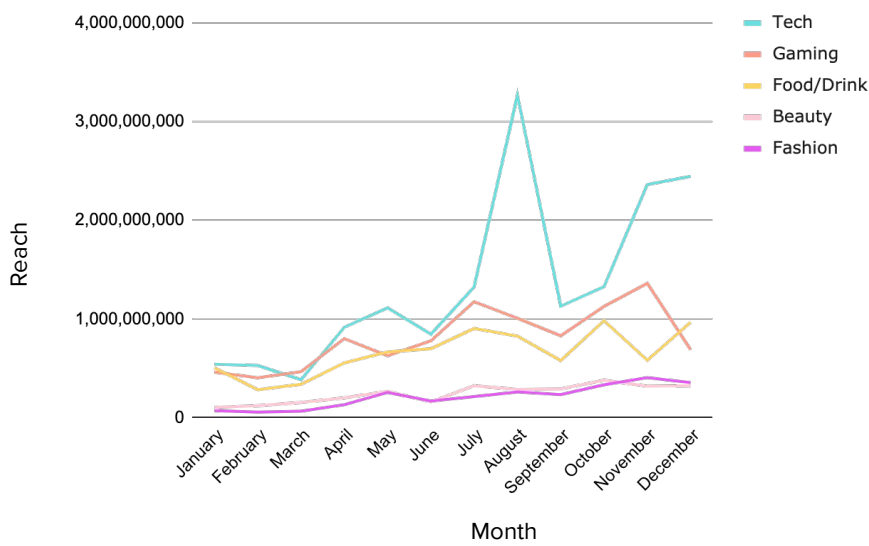
Total IMV



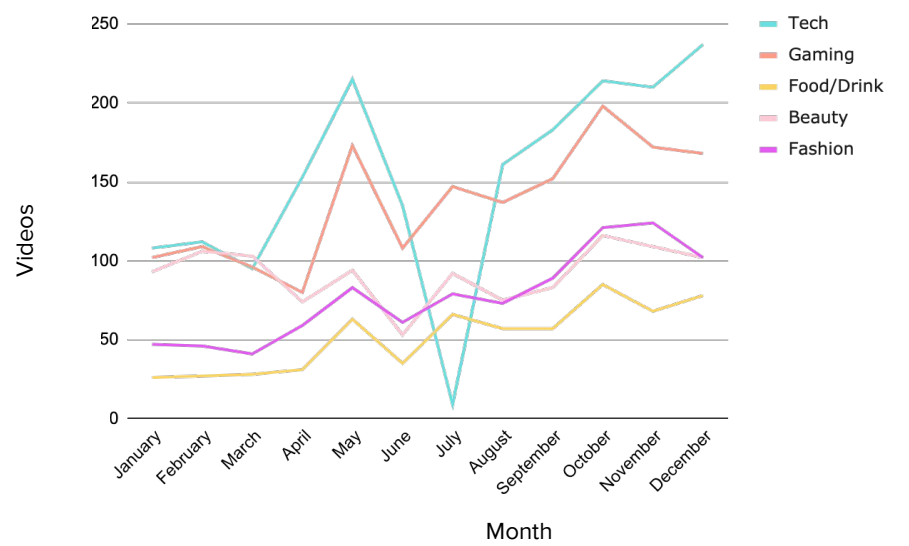
Total Sponsored Views



Total Reach



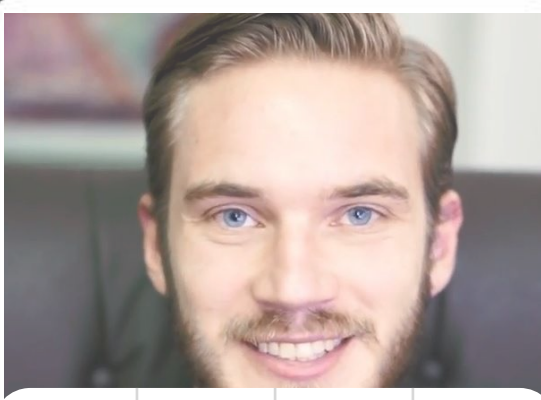
Total Brands



Among the top 5 industries of 2020, it is no surprise that over the course of the year Tech is above the rest as the reigning highest spender – bringing in the most views, having the greatest reach, and attributing the most brands to activating influencers on YouTube. Total IMV and Sponsored Views show a strong positive correlation for all industries.


Top Recognizable Influencers

Felix Arvid Ulf Kjellberg
@pewdiepie



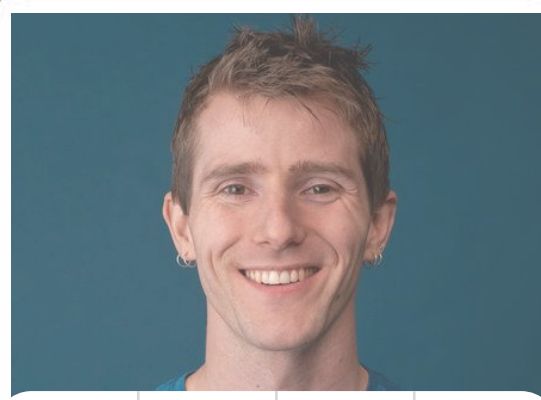
| | | | |
|------------|-------------------|----------------------------|-------------------|
| 40M | 17-19 | 44%M 54%F | London, UK |
| Net Worth | Largest Age Group | % Male/Female | Largest Location |

Jimmy Donaldson
@mrbeast6000



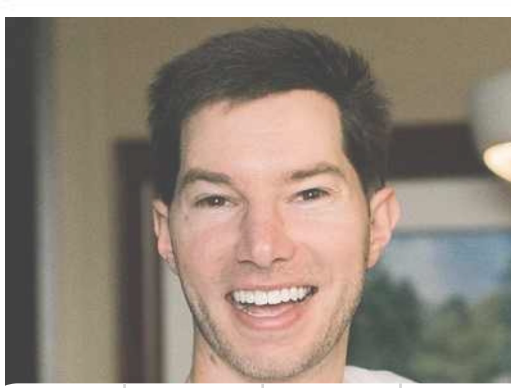
| | | | |
|------------|-------------------|----------------------------|------------------|
| 16M | 18-21 | 52%M 48%F | USA |
| Net Worth | Largest Age Group | % Male/Female | Largest Location |

Linus Sebastian
@linustechtips




| | | | |
|------------|-------------------|----------------------------|------------------|
| 35M | 25-34 | 83%M 17%F | USA |
| Net Worth | Largest Age Group | % Male/Female | Largest Location |

Dude Perfect
@corycotton



| | | | |
|------------|-------------------|----------------------------|------------|
| 15M | 18-24 | 67%M 33%F | USA |
| Net Worth | Largest Age Group | % Male/Female | % Location |

Paul Kousky
@pdkfilms



| | | | |
|-----------|-------------------|----------------------------|------------|
| 7M | 18-24 | 57%M 43%F | USA |
| Net Worth | Largest Age Group | % Male/Female | % Location |

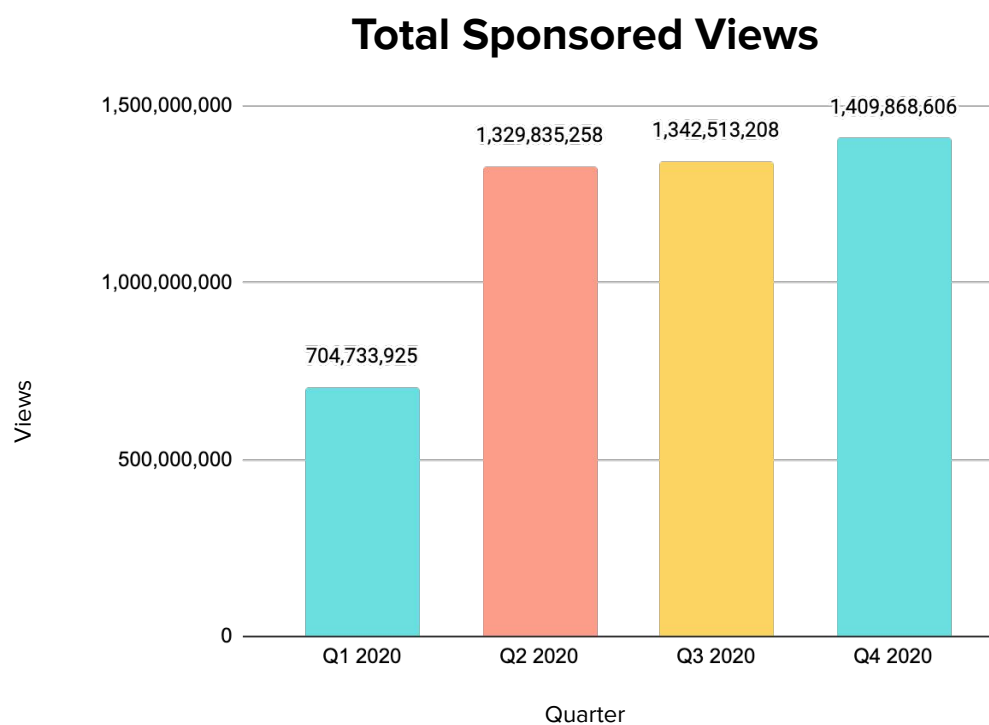
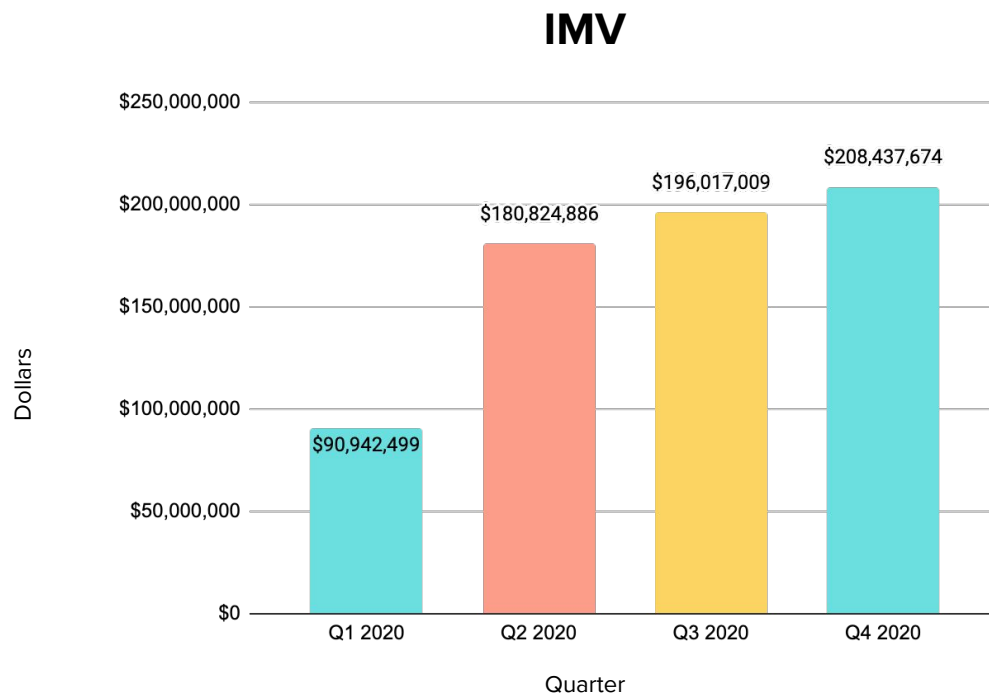
In this report, we wanted to highlight 5 of the most recognizable channels from sponsored videos on YouTube. Brands have activated some of the platform's best talent with a **total net worth of \$113M**. But the key is to match your brand to an influencer's audience. We've included a look into the audience demographics of these YouTube mega influencers.



Quarter Over Quarter Comparison

Looking shoulder to shoulder across the four quarters of 2020, we see a steady increase in total IMV. Growth was nearly **\$90M from Q1 to Q2**, and then another **\$15M** and **\$12.5M** for the next two quarters respectively.

Total sponsored views, on the other hand, saw fairly consistent numbers from Q2 forward. Once again **doubling** after Q1, sponsored views remained around **1.3-1.4 million** for the remainder of 2020 across the top spending brands' sponsored videos.

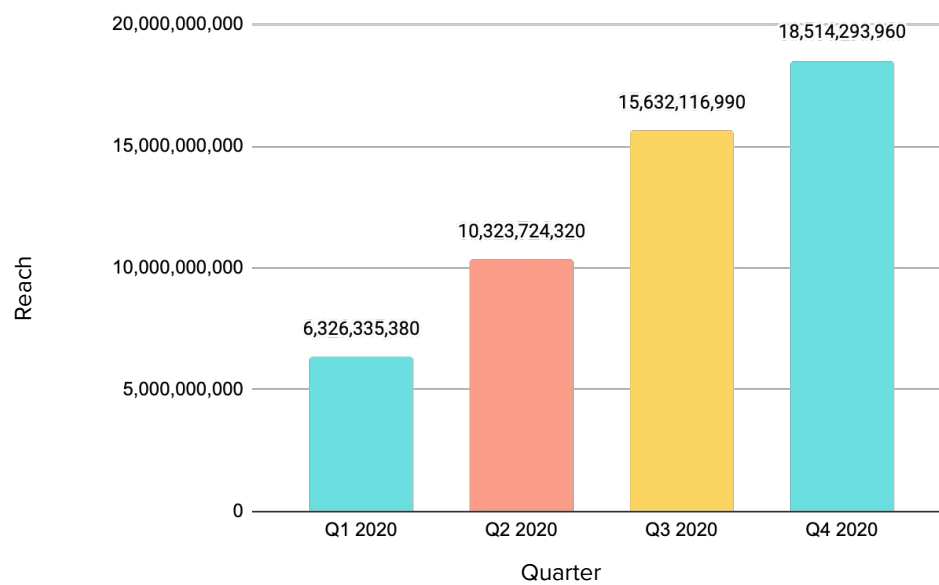




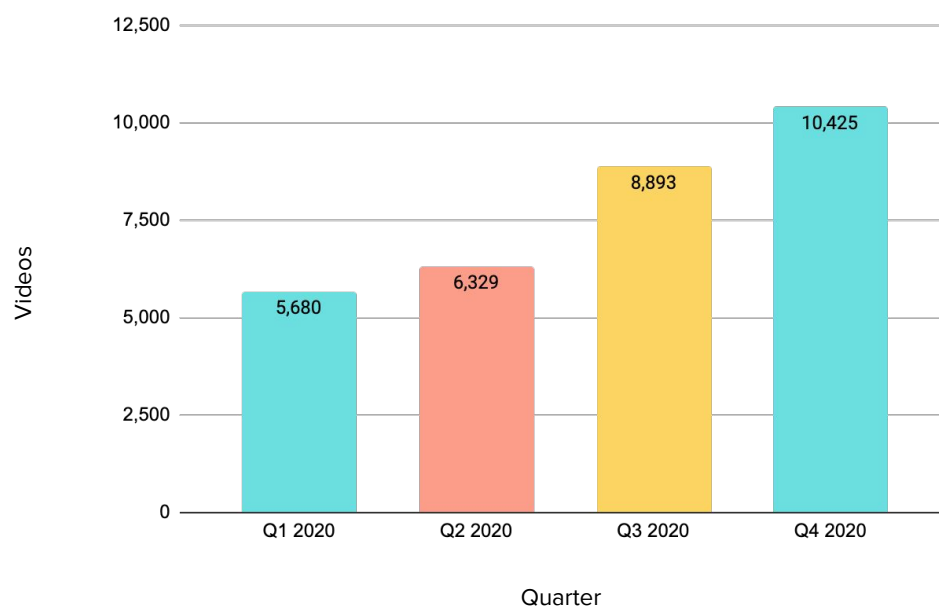
Quarter Over Quarter Comparison

YouTube sponsored campaign **reach tripled** over 2020 from Q1 to Q4 with **double the number of videos**. With **\$177.5M greater IMV**, brands ended 2020 with stronger faith in influencer marketing on YouTube than they started the year off with.

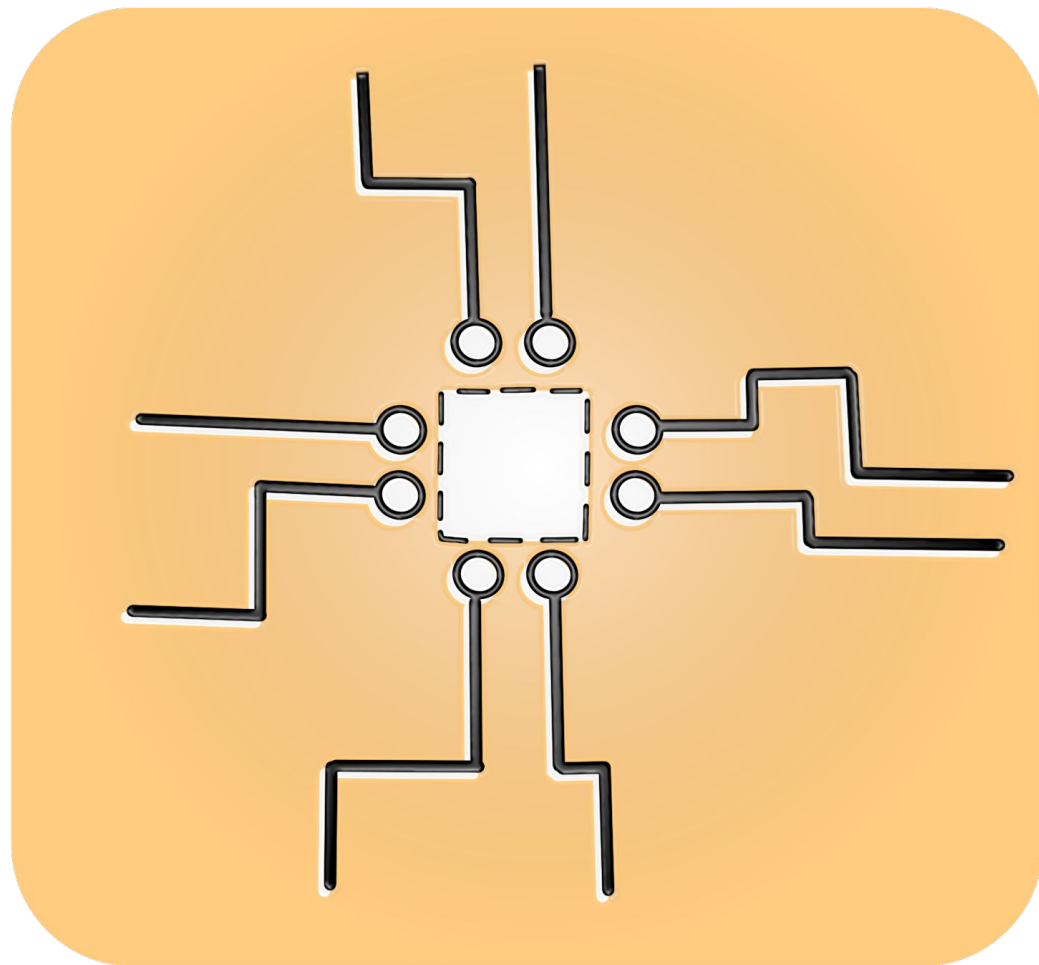
Total Reach



Total Videos



Tech Industry





Tech Industry Overview

All year long, Tech has held the #1 spot as the highest spending industry on YouTube influencer marketing with a **grand total IMV of \$336.4M**. Let's take a look at how the year panned out for brands in the technology space.

Tech was able to **reach 17 billion users** with their **7,396 sponsored videos**. That equates to an average reach of nearly 3.3M per video.

Our top industry spender accounts for **one third** of the total IMV on YouTube in 2020. If you are a brand or marketer in the Tech space and haven't been spending on influencer marketing, you are really missing out.



| Metrics | 2020 |
|-----------------------|------------------|
| Total Videos | 7,396 |
| Total IMV | \$366,370,788.14 |
| Total Reach | 16,979,935,900 |
| Total Views | 2,853,794,683 |
| Total Likes | 122,303,247 |
| Total Comments | 10,509,311 |
| Like to Dislike Ratio | 61.69 |
| Avg. IMV | \$49,536.34 |
| Avg. Reach | 2,295,827 |
| Avg. Views | 385,857 |
| Avg. Comments | 1421 |
| Avg. Likes | 16,546 |

Top 5 Tech Spenders on YouTube



Honey



ExpressVPN



NordVPN



Raycon



Squarespace

| Brand | IMV | Views |
|-------------|-----------------|-------------|
| Honey | \$62,733,677.26 | 480,509,097 |
| ExpressVPN | \$46,155,393.10 | 364,295,695 |
| NordVPN | \$44,056,511.58 | 293,408,601 |
| Raycon | \$25,856,105.86 | 209,484,792 |
| Squarespace | \$17,286,056.28 | 134,941,520 |

(BY SPONSORED YOUTUBE VIEWS)

No surprise here that the top 5 brand spenders in Tech have been featured in our quarterly reports before. This handful of brands invested more than **\$196M** in YouTube sponsored videos – **over half** of the industry total IMV.

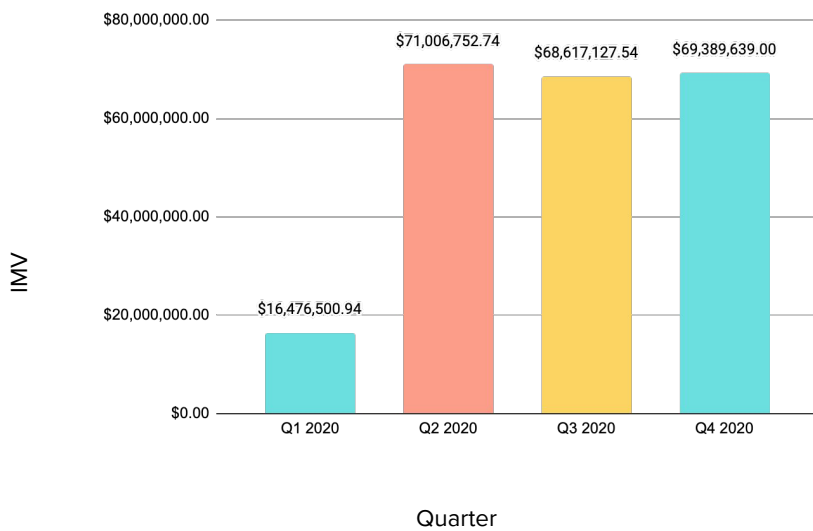
Amassing nearly **1.5 billion views**, these top spending brands also account for **over half** of the total Tech industry views. Surpassing 50% of both IMV and views collectively, Honey, ExpressVPN, NordVPN, Raycon, and Squarespace are leading the industry with influencer marketing as their not-so-secret weapon.



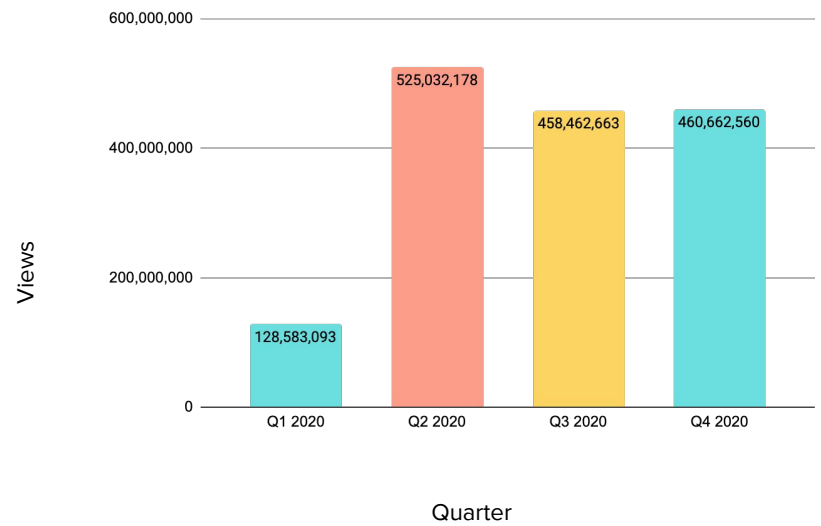
Tech: Compare Q1 - Q4

Breaking down the Tech industry's success quarterly, we can see that a fairly consistent number of sponsored videos each quarter after Q1 yielded interesting results. While total IMV, sponsored views, and number of videos remained within a slim window from Q2-Q4, total reach saw a spike of over **3 billion**.

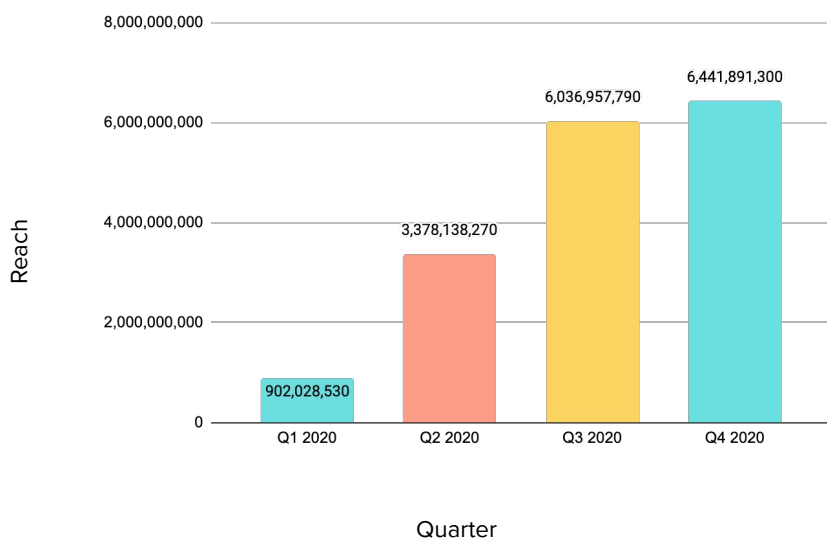
Total IMV



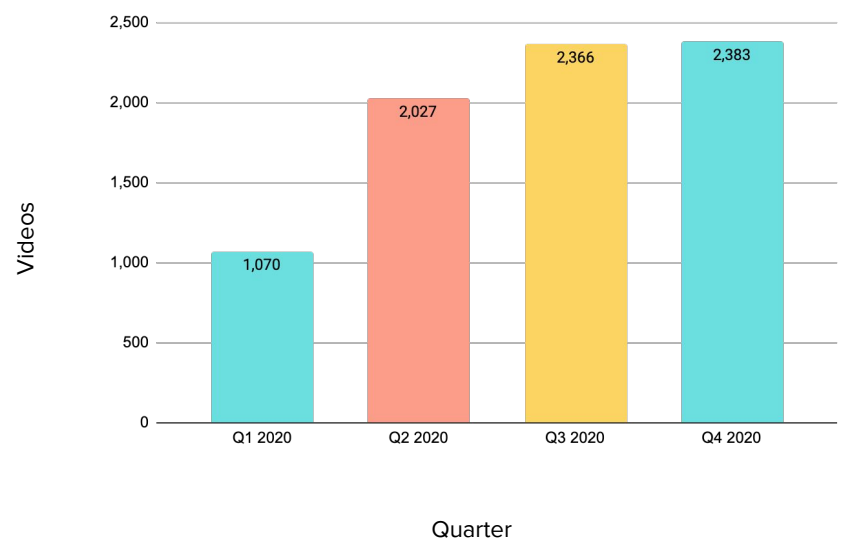
Total Sponsored Views



Total Reach



Total Videos



Top Tech Spender Spotlight



Honey is the Tech Brand Spender Spotlight for 2020. With the highest overall investment in YouTube influencer marketing, Honey spent **\$63M** on 234 videos. With 17% of the Tech industry total spend, Honey also achieved **over 30%** of the total sponsored views.

| | | |
|----------------------|----------------------|-----------------------|
| 234 Videos | 868M Reach | 21.5M Likes |
|----------------------|----------------------|-----------------------|

| Metrics | 2020 |
|--------------|-----------------|
| Total Videos | 234 |
| Total IMV | \$62,733,677.26 |
| Total Reach | 868,385,800 |
| Total Views | 480,509,097 |
| Total Likes | 21,544,459 |
| Avg. IMV | \$268,092.64 |
| Avg. Views | 3,702,503 |

(BY SPONSORED YOUTUBE VIEWS)



Highest Grossing Tech Video

Men's Traditional Hiking Shirt
Item: #516095-AL...
Size: Medium
Color: Dusty Jade/...

Gift Box (\$7...

RECOMMENDED FOR YOU

Working Code [CROCUS](#)

Original \$599.50

With Honey **\$359.70**

Continue to Checkout

Log in or sign up to unlock your Gold

Join with Google

Join with Facebook

Join with PayPal

Join with Apple

Join with Email

By joining, I agree to Honey's [TOS](#) and [Privacy](#).

Already a member? [Log in](#)

Report a problem

Men's Short Sleeve Traditional

Men's Short Sleeve Traditional

Men's Traditional Fit Short Sleeve

Men's Traditional Fit Short Sleeve

Men's Traditional Fit Short Sleeve

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

60,929,018 views • Jun 13, 2020





2M 37K SHARE SAVE ...



MrBeast ✓
52.6M subscribers

JOIN

SUBSCRIBE

| | | | |
|---|--|---|--|
|  51.6M |  \$6.6M |  56M |  2M |
| Reach | IMV | Impressions | Likes |

Top Influencers: Tech Industry



PewDiePie

 108M Subscribers



MrBeast6000

 52M Subscribers



TheEllenShow

 38M Subscribers



SSSniperWolf

 25M Subscribers



CollinsKey

 23M Subscribers

The Tech industry activated some of the largest creator accounts for its campaigns. These top 5 influencer channels have a combined reach of **244.6M**. But even with a mega reach like that, this roster of influencers is only 1.5% of the Tech industry's 17 billion reach for the year.

Other Standout Tech Campaigns

Express VPN

| | | | |
|-------------|-------------|-------------|-------------|
| | | | |
| 3.3M | \$5M | 46M | 1.3M |
| Reach | IMV | Impressions | Likes |

NordVPN

| | | | |
|-------------|---------------|-------------|-------------|
| | | | |
| 103M | \$2.2M | 17M | 838K |
| Reach | IMV | Impressions | Likes |

Raycon

| | | | |
|------------|-------------|-------------|-------------|
| | | | |
| 14M | \$2M | 16M | 663K |
| Reach | IMV | Impressions | Likes |

Gaming Industry





Gaming Industry Overview

Coming in at number two overall, Gaming is the second highest industry spender of 2020. Surpassing **10 billion in reach**, the Gaming industry spent just over half of in total IMV compared to Tech and gained some pretty impressive results.

Sponsoring **18%** of all influencer marketing videos on YouTube in 2020, Gaming achieved the same percentage of total views. Interestingly, Gaming as an industry is solely responsible for **17% of all comments** posted to sponsored videos in 2020.

| Metrics | 2020 |
|-----------------------|------------------|
| Total Videos | 5,659 |
| Total IMV | \$193,128,686.00 |
| Total Reach | 10,005,615,960 |
| Total Views | 1,558,664,875 |
| Total Likes | 60,890,058 |
| Total Comments | 5,030,292 |
| Like to Dislike Ratio | 56.47 |
| Avg. IMV | \$34,127.71 |
| Avg. Reach | 1,768,089 |
| Avg. Views | 275,431 |
| Avg. Comments | 889 |
| Avg. Likes | 10,760 |

Top 5 Gaming Spenders on YouTube



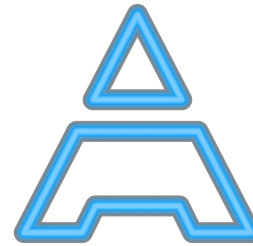
Epic Games



Raid Shadow Legends



Ubisoft



Arkade Blaster



Monster Legends

| Brand | IMV | Total Views |
|---------------------|-----------------|-------------|
| Epic Games | \$37,998,648.18 | 34,270,946 |
| Raid Shadow Legends | \$10,946,069.66 | 87,952,102 |
| Ubisoft | \$9,806,576.70 | 70,843,965 |
| Arkade Blaster | \$9,029,235.20 | 55,337,840 |
| Monster Legends | \$5,721,098.98 | 45,275,881 |

(BY SPONSORED YOUTUBE VIEWS)

The top 5 Gaming brands who spent the most on YouTube influencer marketing throughout 2020 are, once again, repeat high spenders making an appearance in this report. Together, Epic Games, Raid Shadow Legends, Ubisoft, Arkade, and Monster Legends deployed **\$73.5M** on sponsored YouTube videos.

In the top spender spot, Epic Games is responsible for **52%** of that investment. Clocking in at a grand total of over 304M views, Epic Games accounts for **54%** of the five brands' **cumulative 564M views** in 2020.

Using tools like the NeoReach Social Intelligence API, Gaming brands can identify the best channels for their influencer activations and dominate the industry with the highest return on investment.



Gaming: Compare Q1 - Q4

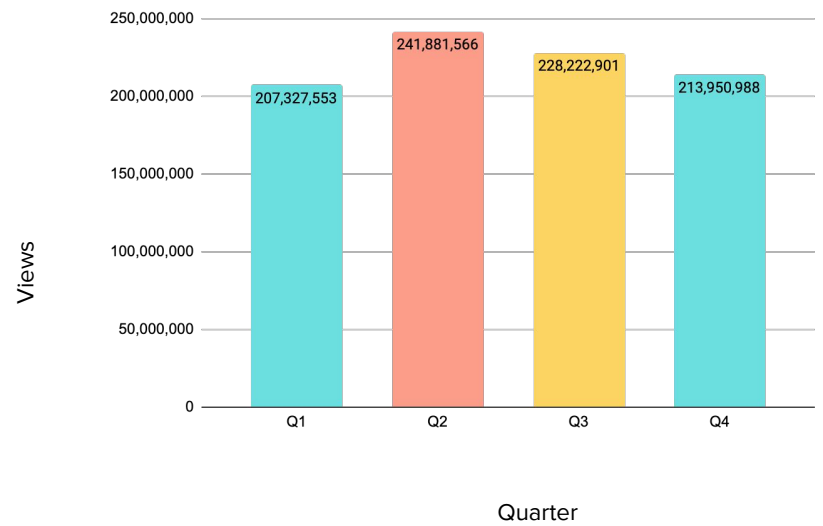
IMV in the Gaming industry was consistently within the \$32M range from Q2-Q4 of 2020. With a similar spend each quarter during that period, views also stayed between **214M-242M**.

Reach, however, did shift quarter over quarter as much as 664M. Gaming sponsored the most number of videos in Q1, ranging quarter to quarter over a difference of 594 videos.

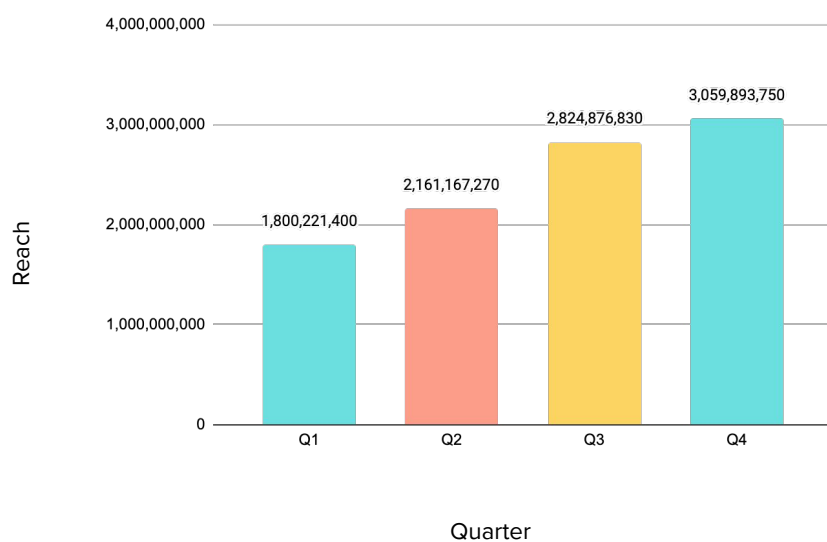
Total IMV



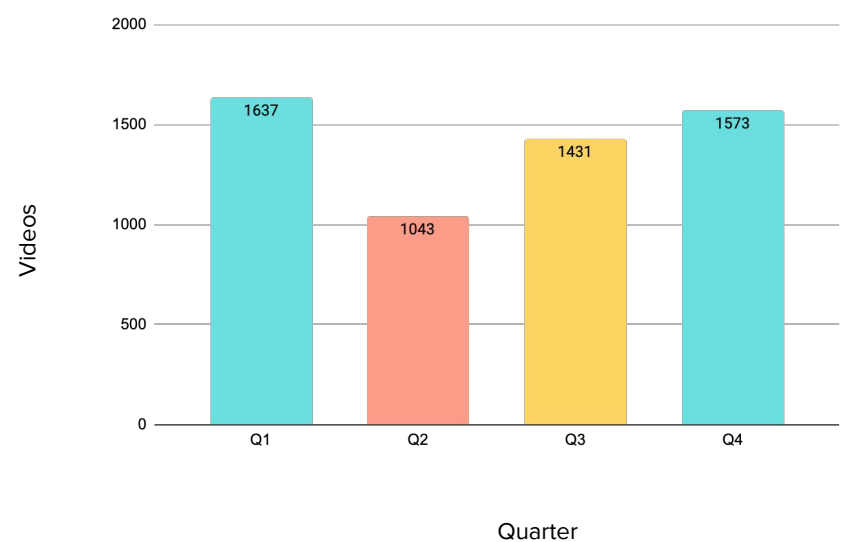
Total Sponsored Views



Total Reach



Total Videos



Top Gaming Spender Spotlight



Epic Games continues its reign as the highest Gaming spender of 2020 with **\$38M** invested in YouTube influencer marketing. The brand sponsored an even **600 videos** and reached an audience of over **1.5 billion**. Epic Games' IMV and total sponsored views are each almost **30% greater** than Raid Shadow Legends', the #2 top brand spender for Gaming.

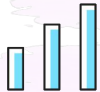



| | | |
|----------------------|----------------------|---------------------|
| 600 Videos | 1.5B Reach | 12M Likes |
|----------------------|----------------------|---------------------|

| Metrics | Q3 2020 |
|--------------|-----------------|
| Total Videos | 600 |
| Total Reach | 1,501,831,460 |
| Total Views | 304,270,946 |
| Total Likes | 12,365,639 |
| IMV | \$37,998,648.18 |
| Avg. IMV | \$63,331.08 |
| Avg. Views | 507,118 |

(BY SPONSORED YOUTUBE VIEWS)

Highest Grossing Gaming Video



| | | | |
|---|--|---|--|
|  37M |  \$5M |  39M |  1.6M |
| Reach | IMV | Views | Likes |

Top Influencers: Gaming Industry



PDK Films

 15.7M Subscribers



Dude Perfect

 54.9M Subscribers



MegaToadStonie

 13.4M Subscribers

Gaming's high scoring YouTube channels have a combined reach of **84M users** on the platform. Channels like PDK Films, Dude Perfect, and Matt Stonie not only have a massive reach, but they also drive high views and exceptional engagement among their audiences to drive knockout success for brand partners.

Other Standout Gaming Campaigns

Com2uS

| | | | |
|--------------|-------------|-------------|-------------|
| | | | |
| 12.5M | \$4M | 44M | 500K |
| Reach | IMV | Impressions | Likes |

Wargaming

| | | | |
|-------------|---------------|-------------|-------------|
| | | | |
| 103M | \$2.8M | 32M | 224K |
| Reach | IMV | Impressions | Likes |

PGA TOUR 2K21

| | | | |
|------------|---------------|-------------|-------------|
| | | | |
| 53M | \$2.8M | 26M | 653K |
| Reach | IMV | Impressions | Likes |

Food & Drink Industry





Food & Drink Industry Overview

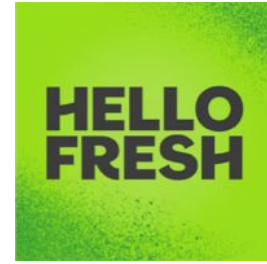
Whether you are interested in healthy food or fast food, prefer take-out or dine-in, or have a sweet spot for confectionary goods, the Food & Drink industry has it all...and they're all on YouTube.

This diversity of brands invested **\$130M** in video sponsorships. Even though this is only 40% of the top industry's spend, Food & Drink boasts more than **8 billion in reach** and **47M engagements**.



| Metrics | 2020 |
|-----------------------|------------------|
| Total Videos | 2897 |
| Total IMV | \$130,258,455.00 |
| Total Reach | 8,143,878,510 |
| Total Views | 1,014,767,386 |
| Total Likes | 43,611,458 |
| Total Comments | 3,643,738 |
| Like to Dislike Ratio | 69.27 |
| Avg. IMV | \$44,963.22 |
| Avg. Reach | 2,811,142 |
| Avg. Views | 350,282 |
| Avg. Comments | 1258 |
| Avg. Likes | 15,054 |

Top 5 Food & Drink Spenders on YouTube



Bang Energy

Reese's

G Fuel

Hello Fresh

Dr. Pepper

| Brand | IMV | Total Views |
|-------------|-----------------|-------------|
| Bang Energy | \$57,972,017.18 | 61,263,185 |
| Reese's | \$14,809,909.10 | 34,197,039 |
| G Fuel | \$12,398,336.78 | 10,282,558 |
| Hello Fresh | \$6,104,668.68 | 5,394,117 |
| Dr. Pepper | \$3,056,216.52 | 4,050,893 |

(BY SPONSORED YOUTUBE VIEWS)

Four out of the top five brand spenders in the Food & Drink industry were on the list for the entire second half of 2020 – Bang Energy, Reese's, G Fuel, and Hello Fresh. These 5 brands spent more than **\$94M** on YouTube sponsored videos, equating to **72%** of the entire Food & Drink industry's IMV. They also accumulated **724M views** with 62% of them coming from Bang Energy alone.

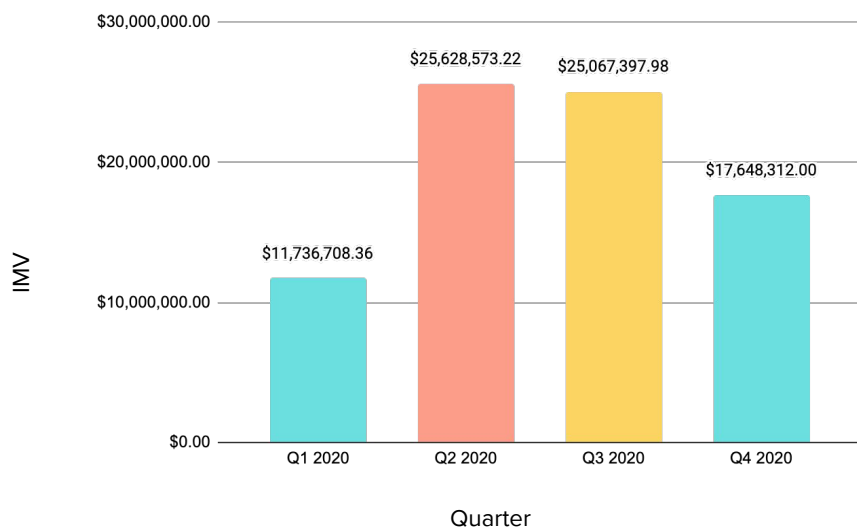


Food & Drink: Compare Q1 - Q4

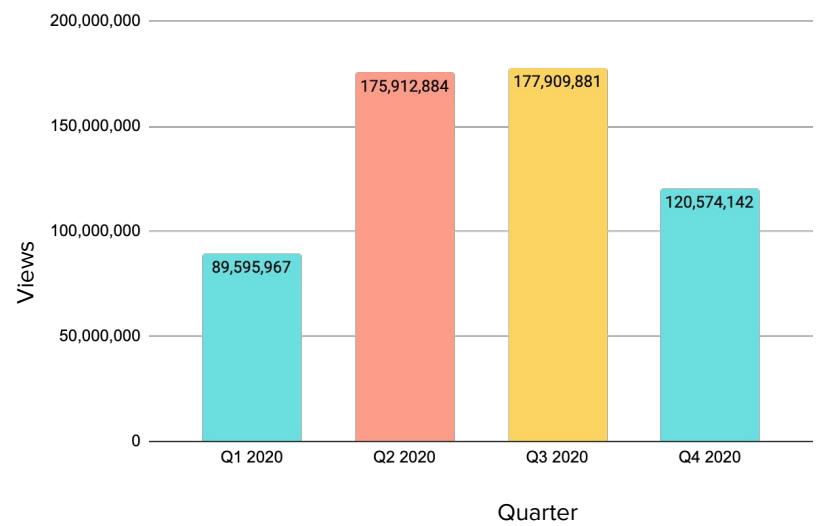
IMV in 2020 is book-ended by quarters of lower spending surrounding the middle two quarters of **\$25M+** IMV. Sponsored views experienced a similar trend, lower spend resulting in fewer video views.

After Q1, reach was consistently within the **2B-2.3B** range for all subsequent quarters. The number of sponsored videos, however, more than doubled from Q1 to Q4, with the highest quarter being Q3.

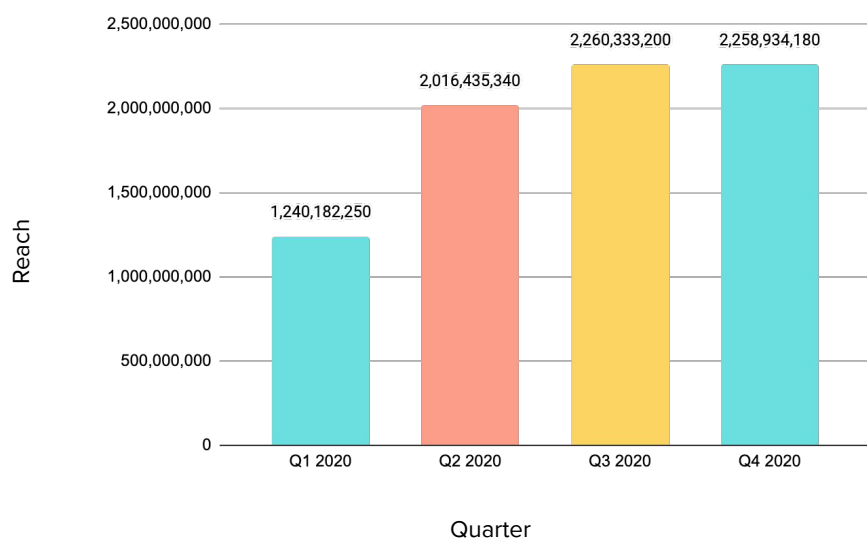
Total IMV



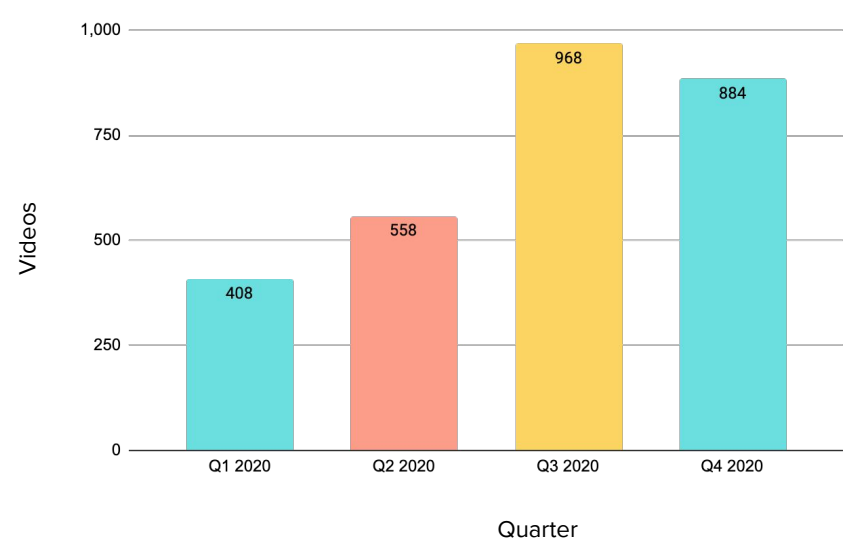
Total Sponsored Views



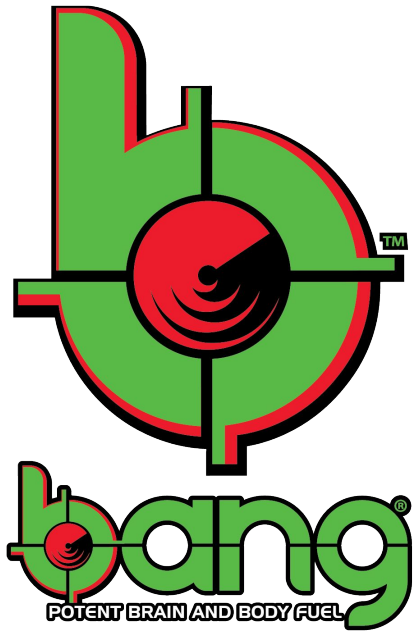
Total Reach



Total Videos



Top Food & Drink Spender Spotlight



Bang Energy takes the trophy for 3 of the 4 quarters of 2020 as the top brand spender in Food & Drink. Responsible for **45%** of the industry IMV and sponsored views having only sponsored **26%** of the videos, Bang Energy is a standout brand among its competitors.

748
Videos

4.6B
Reach

20M
Likes

| Metrics | 2020 |
|--------------|-----------------|
| Total Videos | 748 |
| Total IMV | \$57,972,017.18 |
| Total Reach | 4,558,794,800 |
| Total Views | 446,690,146 |
| Likes | 20,036,021 |
| Avg. IMV | \$77,502.70 |
| Avg. Views | 597,166 |

(BY SPONSORED YOUTUBE VIEWS)

Highest Grossing Food & Drink Video

I Havn't Been Honest.. - LWIAY #00122

6,509,240 views • Jun 14, 2020

843K 6.4K SHARE SAVE

PewDiePie 109M subscribers

JOIN SUBSCRIBE

| | | | |
|-----------------|-------------------|-----------------|-----------------|
| 104M | \$1.8M | 6.5M | 844K |
| Reach | IMV | Impressions | Likes |

Top Influencers: Food & Drink Industry



PewDiePie

 3.9M Subscribers



Dude Perfect

 8.1M Subscribers



HoomanTvOfficial

 12.5M Subscribers

You'll recognize a couple, if not all, of these channels as standout influencers among multiple of the top industries. Food & Drink's top influencers of 2020 represent a total reach of over **137M**. Not included on this list are an array of family, Gen Z, and Millennial influencers who are powerhouse accounts for this industry.

Other Standout Food & Drink Campaigns

Dr. Pepper

| | | | |
|------------|---------------|-------------|-------------|
| | | | |
| 53M | \$1.6M | 14M | 427K |
| Reach | IMV | Impressions | Likes |

Bang Energy

| | | | |
|-----------|---------------|--------------|-------------|
| | | | |
| 9M | \$1.5M | 11.8M | 319K |
| Reach | IMV | Impressions | Likes |

GFuel

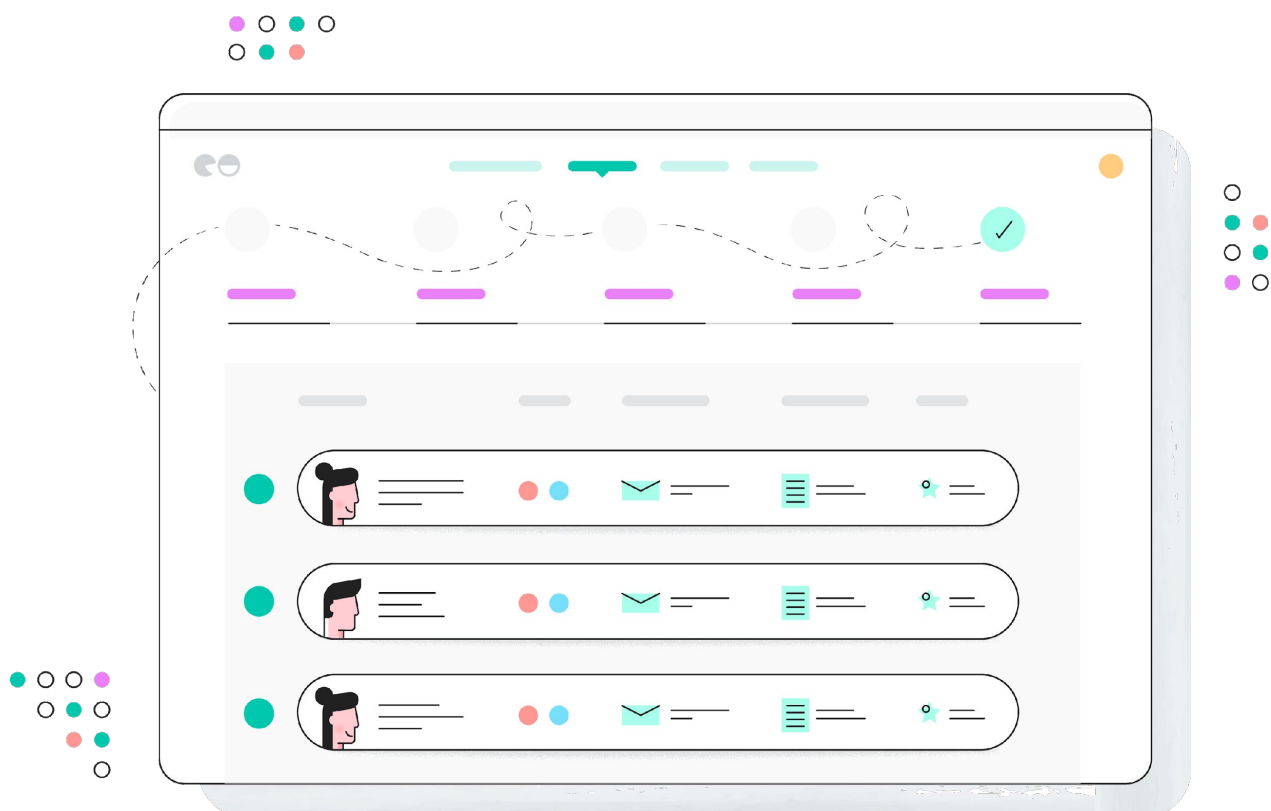
| | | | |
|-------------|---------------|-------------|-------------|
| | | | |
| 106M | \$1.2M | 6.9M | 622K |
| Reach | IMV | Impressions | Likes |



Get in Touch!

Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with your biggest powerhouse influencers on YouTube. NeoReach has the software and data capabilities for your brand to tap into the most strategic influencer initiatives. Discover how the NeoReach Social Intelligence tool can help your brand reap the benefits of influencer marketing. (P.S. We now offer a [free](#) version!)

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

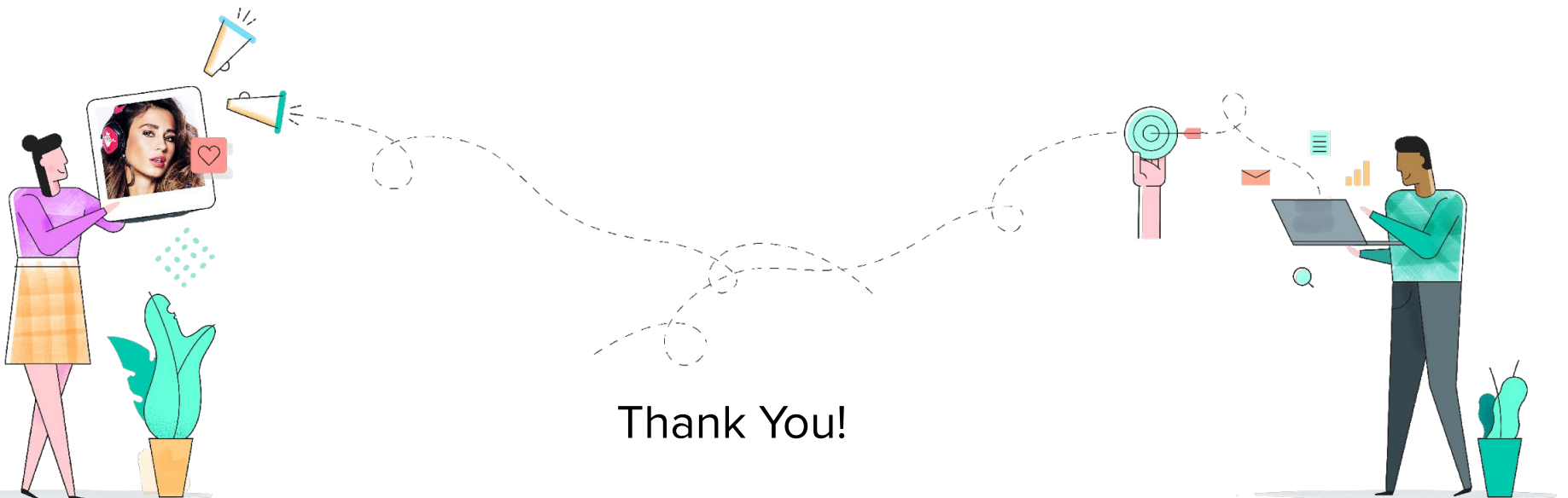
Meet the people behind the scenes



Steph Payas
VP of Operations



Gabrielle Sinacola
Head of Content & Social



Thank You!