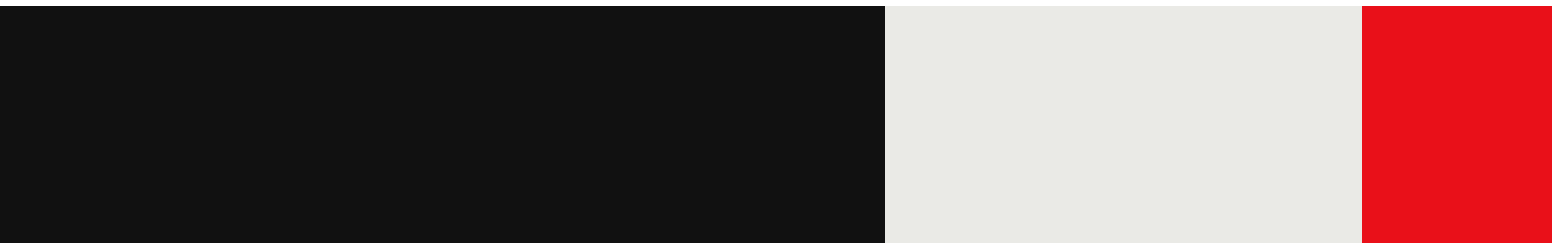




Marketers face challenges when compensating creators

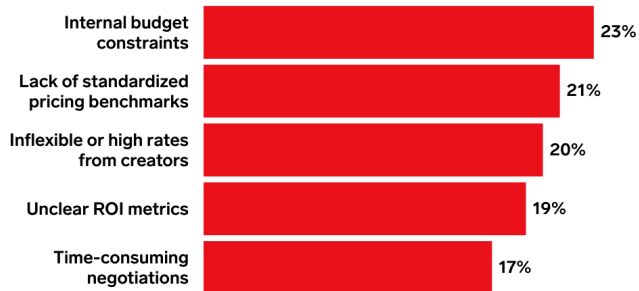
Article



US Marketers Face Many Challenges When Determining Creator Compensation

% of US marketers who work with creators, Feb 2025

Q: What is your biggest challenge when determining compensation for creators?



Note: n=500

Source: Traackr, "2025 Creator Pay Survey," March 27, 2025

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Key stat: 23% of [marketers](#) cite internal budget constraints as their biggest challenge when determining [creator](#) compensation, according to a February Traackr survey.

Beyond the chart:

- 34% of brand marketers worldwide allocate 26% to 50% of their creator marketing budget to paying creators, according to an August 2024 CreatorIQ survey.
- 41% of creators say payment delays are their biggest pain point when working with brands, according to a March 2025 Influencer and Crowd DNA report.
- A flat rate by campaign is the most common compensation type for US creators (31%), according to a February 2024 IPSOS report.

Use this chart: Marketers can use this chart to create internal pricing guidelines that help them better plan their creator campaigns based on available budget by streamlining compensation.

Related EMARKETER reports:

- [US Influencer Marketing Forecast 2025](#) (EMARKETER subscription required)
- [US Creator Economy 2025](#) (EMARKETER subscription required)

Methodology: Data is from the March 2025 Traackr "2025 Creator Pay Survey." 500 US marketers were surveyed during February 24-25, 2025. Respondents had to have partnered

with creators in order to participate in the survey.