


US influencers make the most income through brand collaborations

Article



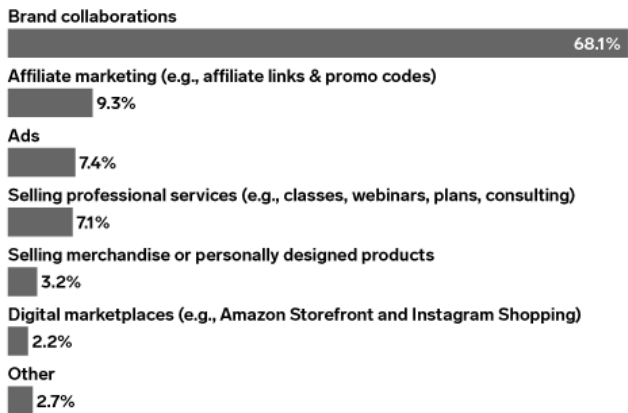
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Influencers are a major part of many brands' marketing strategies, and in return, brands supply a major portion of influencer income. **Nearly 70%** of US influencers said brand

collaborations are their No. 1 revenue stream. In comparison, **just 9.3%** said the majority of their income comes from affiliate links and promo codes.

Which Revenue Stream Generates the Most Income for US Influencers' Business?

% of respondents, April 2021



Note: n=526; per month
Source: Mavrck, "Creator Pulse Survey," April 29, 2021

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