IZEA – IZEA Worldwide, Inc.

Appendix: Competitor Detail

According to G2, here are the top 10 influencer marketing software companies with estimated revenues and company size by Owler:

1. CreatorIQ - $5M, 110 employees
2. AspireIQ - $10M, 115 employees
3. Influenster - $13M, 72 employees
4. Impact - $63.5M, 501 employees
5. GRIN - $5.3M, 53 employees
6. Popular Pays - $6.6M, 40 employees
7. BuzzSumo -$4.3M, 12 employees
8. Socialbakers - $50M, 489 employees
9. Mention - $2.8M, 65 employees
10. HYPR - not given

According to Influencer Marketing Hub, here are the top ten influencer marketing agencies with estimated revenues and company size by Owler:

1. Viral Nation - $12.6M, not given
2. Carusele - $1.9M, 47 employees
3. August United - not given
4. Upfluence, Inc - $4.5M, 70 employees
5. Audiencly - not given
6. Kairos Media - $2.3M, 45 employees
7. SugarFree - not given
8. Open Influence - $19.8M, 71 employees
9. HireInfluence - $5.1M, 40 employees
10. The Outloud Group - not given

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