naano

NAANO RESEARCH · DATA AS OF 25 OCT 2026

B2B creator rates 2026.

What B2B creators charge per sponsored post on LinkedIn and X, what brands actually paid, how much engagement a post earns and how often creators deliver on time. Real marketplace data, published as aggregates you can cite.

EUR 369
median listed price of a sponsored LinkedIn post

EUR 313
median paid per LinkedIn post in completed bookings

66.6%
of booked posts delivered by the deadline

510
B2B creators analysed in 64 countries

Key findings

01 On Naano, the median B2B creator lists a sponsored LinkedIn post at EUR 369. The middle half of creators charge between EUR 125 and EUR 563 (480 creators open for bookings, prices on 25 Oct 2026).

02 In completed bookings on Naano, brands paid a median of EUR 313 per LinkedIn post, with the middle half between EUR 94 and EUR 600 (133 bookings, 89 creators, 29 brands, 25 Oct 2025 to 25 Oct 2026).

03 Price follows audience: the median LinkedIn post is listed at EUR 188 by creators with under 5K followers and at EUR 960 by creators with 50K+ followers.

04 A LinkedIn repost of a brand's post is listed at a median EUR 125, against EUR 369 for an original LinkedIn post (70 creators price reposts).

05 On X, quoting a brand's post is listed at a median EUR 125 (30 creators).

06 By niche, Media / Content creators list the highest median LinkedIn post price (EUR 444) and SaaS creators the lowest (EUR 250), among niches with at least 25 creators.

07 By country, the median LinkedIn post is listed at EUR 500 in the United Kingdom and at EUR 335 in Nigeria, among countries with at least 25 creators.

08 The median creator's typical post earns 22 public reactions, comments and reposts; the median engagement rate per post is 0.26% of followers (386 creators, 6,149 original posts published from 19 Jul 2026 to 18 Oct 2026).

09 On Naano, 66.6% of booked posts were delivered by the deadline agreed with the brand (the creator submitted the published post's link on Naano), and 72.2% were delivered in the end (396 posts, 188 creators, 40 brands, deadlines from 25 Oct 2025 to 25 Oct 2026).

10 The data covers 510 B2B creators in 64 countries who publish a Naano Storefront and share their LinkedIn post data with Naano.

Cite this report

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Price by format

A fixed price per published post, set by each creator. Listed prices of creators open for bookings, on 25 Oct 2026.

Listed price per post, by format

FORMAT	CREATORS	MEDIAN	MIDDLE HALF
LinkedIn post	480	EUR 369	EUR 125 to EUR 563
LinkedIn repost	70	EUR 125	EUR 59 to EUR 217
LinkedIn repost with comment	72	EUR 138	EUR 68 to EUR 290
X post	25	EUR 125	EUR 63 to EUR 500
X quote	30	EUR 125	EUR 32 to EUR 138

Price paid per post in completed bookings, 25 Oct 2025 to 25 Oct 2026

FORMAT	BOOKINGS	MEDIAN	MIDDLE HALF
LinkedIn post	133	EUR 313	EUR 94 to EUR 600

Price by follower count

Listed price per LinkedIn post, by follower tier

FOLLOWERS	CREATORS	MEDIAN	MIDDLE HALF
Under 5K followers	164	EUR 188	EUR 82 to EUR 375
5K–10K followers	97	EUR 250	EUR 113 to EUR 444
10K–25K followers	120	EUR 450	EUR 188 to EUR 625
25K–50K followers	61	EUR 625	EUR 392 to EUR 1,125
50K+ followers	34	EUR 960	EUR 813 to EUR 1,875

Under 5K followers, in detail

FOLLOWERS	CREATORS	MEDIAN	MIDDLE HALF
Under 1K followers	39	EUR 313	EUR 85 to EUR 363
1K–2.5K followers	67	EUR 150	EUR 63 to EUR 382
2.5K–5K followers	58	EUR 138	EUR 88 to EUR 394

Price paid per LinkedIn post in completed bookings, by follower tier

FOLLOWERS	BOOKINGS	MEDIAN	MIDDLE HALF
Under 5K followers	23	EUR 57	EUR 25 to EUR 96
5K–10K followers	33	EUR 180	EUR 108 to EUR 474
10K–25K followers	43	EUR 324	EUR 102 to EUR 432
25K–50K followers	21	EUR 600	EUR 361 to EUR 1,080

Price by country and region

Country declared by each creator. Countries with fewer than 10 creators are grouped together.

Listed price per LinkedIn post, by country

COUNTRY	CREATORS	MEDIAN	MIDDLE HALF
United States	112	EUR 407	EUR 125 to EUR 813
France	61	EUR 363	EUR 188 to EUR 438
United Kingdom	54	EUR 500	EUR 125 to EUR 750
Nigeria	48	EUR 335	EUR 77 to EUR 382
Spain	22	EUR 169	EUR 125 to EUR 611
Canada	16	EUR 313	EUR 180 to EUR 516
United Arab Emirates	15	EUR 438	EUR 188 to EUR 513
Brazil	13	EUR 494	EUR 250 to EUR 513
Germany	12	EUR 313	EUR 110 to EUR 1,016
Other countries	125	EUR 313	EUR 100 to EUR 463

Listed price per LinkedIn post, by region

REGION	CREATORS	MEDIAN	MIDDLE HALF
Europe	215	EUR 375	EUR 125 to EUR 625
North America	130	EUR 397	EUR 125 to EUR 654
Africa	71	EUR 313	EUR 82 to EUR 379
Middle East	26	EUR 400	EUR 121 to EUR 493
Latin America	17	EUR 469	EUR 250 to EUR 500
Asia	15	EUR 100	EUR 76 to EUR 354

Price paid per LinkedIn post in completed bookings, by country

COUNTRY	BOOKINGS	MEDIAN	MIDDLE HALF
France	47	EUR 432	EUR 269 to EUR 600
United States	31	EUR 130	EUR 77 to EUR 353
United Kingdom	13	EUR 361	EUR 114 to EUR 600
Other countries	26	EUR 117	EUR 57 to EUR 369

Price by niche

Niches declared by each creator; a creator with several niches counts in each. Highest median first.

Listed price per LinkedIn post, by niche

NICHE	CREATORS	MEDIAN	MIDDLE HALF
Media / Content	27	EUR 444	EUR 366 to EUR 725
Recruiting / Talent	11	EUR 419	EUR 235 to EUR 594
Sales	98	EUR 393	EUR 125 to EUR 625
Marketing	150	EUR 382	EUR 102 to EUR 625
Productivity	59	EUR 382	EUR 250 to EUR 488
Creative	60	EUR 379	EUR 125 to EUR 491
Growth / GTM	129	EUR 375	EUR 119 to EUR 625
Software	126	EUR 375	EUR 103 to EUR 596
Outreach	18	EUR 372	EUR 218 to EUR 578
HR	22	EUR 370	EUR 111 to EUR 822
Data / Analytics	21	EUR 369	EUR 188 to EUR 500
Cybersecurity	11	EUR 369	EUR 200 to EUR 501
HealthTech	15	EUR 357	EUR 110 to EUR 438
Design	11	EUR 357	EUR 157 to EUR 450
Fintech	33	EUR 354	EUR 125 to EUR 525
Agencies / Consulting	14	EUR 344	EUR 116 to EUR 486
AI	263	EUR 313	EUR 94 to EUR 541
SEO	25	EUR 313	EUR 125 to EUR 438
CRM	14	EUR 282	EUR 60 to EUR 466
SaaS	138	EUR 250	EUR 88 to EUR 460
E-commerce	11	EUR 100	EUR 76 to EUR 244

Listed price per LinkedIn post, by market

MARKET	CREATORS	MEDIAN	MIDDLE HALF
Sales, outreach, CRM and growth	223	EUR 375	EUR 122 to EUR 597
Marketing, SEO and creative	194	EUR 382	EUR 121 to EUR 599

Engagement per post

Public reactions, comments and reposts of original LinkedIn posts published from 19 Jul 2026 to 18 Oct 2026, per creator's typical (median) post.

Engagement per post (reactions, comments and reposts), by follower tier

FOLLOWERS	CREATORS	MEDIAN	MIDDLE HALF
All creators	386	22	6.6 to 78.1
Under 5K followers	109	5	2 to 18
5K–10K followers	86	21	7 to 43
10K–25K followers	105	31	12 to 98.5
25K–50K followers	53	65	22 to 171.5
50K+ followers	32	263	127.9 to 351.1

Engagement rate per post (share of followers), by follower tier

FOLLOWERS	CREATORS	MEDIAN	MIDDLE HALF
All creators	385	0.26%	0.09% to 0.59%
Under 5K followers	109	0.38%	0.1% to 0.77%
5K–10K followers	86	0.31%	0.11% to 0.59%
10K–25K followers	105	0.21%	0.07% to 0.63%
25K–50K followers	53	0.21%	0.06% to 0.46%
50K+ followers	32	0.22%	0.07% to 0.38%

Engagement per post, by niche

NICHE	CREATORS	MEDIAN	MIDDLE HALF
Marketing	127	30	9 to 92.5
Data / Analytics	16	30	11.4 to 57.1
Software	97	29.5	6 to 129
Sales	75	29	7 to 105
Creative	51	28	9.3 to 88.8
Outreach	13	28	7 to 106.5
Agencies / Consulting	11	25	14.8 to 56
Media / Content	26	22.5	10.6 to 36.3
SaaS	103	22	7 to 100
Growth / GTM	98	22	8.3 to 65
AI	202	20.3	5 to 84.3
Fintech	25	18.5	14 to 36.5
HR	22	16.8	4.1 to 53.8
Productivity	46	14.8	4.6 to 57.8
Recruiting / Talent	12	14.5	4.5 to 41.8
HealthTech	10	11.3	2 to 37.5
CRM	13	10.5	6 to 27
EdTech	10	6.5	3.4 to 76.3
SEO	19	6	2.5 to 21
Cybersecurity	12	3	1.4 to 24.8

Medians across creators of each creator's median post. Views are not used: the view counts LinkedIn shows publicly are estimates derived from these same reactions.

On-time delivery

Every post of a booking accepted by a creator, against the deadline agreed with the brand (25 Oct 2025 to 25 Oct 2026).

Delivery by follower tier

FOLLOWERS	POSTS	ON TIME	DELIVERED
All creators	396	66.6%	72.2%
Under 5K followers	68	66.1%	70.5%
5K–10K followers	101	60.3%	65.3%
10K–25K followers	119	70.5%	76.4%
25K–50K followers	60	73.3%	76.6%
50K+ followers	48	62.5%	72.9%

Method

Period

Listed prices are read on 25 Oct 2026. Completed bookings and delivery cover the 12 months before that day (25 Oct 2025 to 25 Oct 2026). Engagement covers original posts published from 19 Jul 2026 to 18 Oct 2026: posts published in the last seven days are left out, because their reactions are still coming in.

Who is counted

Counted: creators with a published Naano Storefront and a LinkedIn profile who consented to share their LinkedIn posts and engagement with Naano. Not counted: banned accounts, Naano staff and team, and creators based in countries Naano does not show to brands. That leaves 510 creators in 64 countries. Completed bookings and delivery count every booking on the marketplace, whatever the creator’s consent, except Naano’s own campaigns: they are anonymous aggregates of transactions.

Prices

Prices are the fixed price a brand pays per published post on Naano, service fee included, as each creator's Storefront shows it. Listed prices come from the 480 creators open for bookings who show a price. Completed bookings follow the rules of Naano's live price index: standard offers paid in euros, every post delivered, no refund, dispute or payment hold, and no booking made by Naano itself. A bundle counts as its price divided by its number of posts.

Engagement

Engagement is the sum of the public reactions, comments and reposts of a post as collected from LinkedIn. Reposts of other people's posts and deleted posts are left out, and so are estimated views, which are derived from those same counts. Posts for which LinkedIn did not report one of these counters are left out too (59 posts): an unreported counter is not a zero. Each creator needs at least 4 original posts in the period; their typical post is their median post. The engagement rate divides that median by the creator's follower count on the day of the reading.

Delivery

Delivery counts every post of an accepted booking whose deadline fell in the period. On time: the creator submitted the published post's link on Naano on or before the deadline agreed with the brand, extensions included. Late: submitted after it. Missed: never submitted. The time is that of the link submission, which can come after the post went live, so the on-time share is a lower bound. Posts cancelled for another reason than a missed deadline, such as a brand cancelling, are left out (37 posts).

Medians and outliers

Every figure is a median with its interquartile range, the middle half of the values (25th to 75th percentile, linear interpolation). Medians and quartiles do not move with a few extreme prices, so no value is trimmed or capped. Prices are rounded to the nearest euro, engagement to one decimal, and shares are rounded down to one decimal.

Privacy

Only aggregates are published, and only for groups of at least 10 creators (and at least 3 brands for booking figures). Smaller countries are merged into “other countries”; any other smaller group is left out. No creator, brand or single booking can be identified, and no creator is named.

Limits

This is marketplace data, not a census of every B2B creator: it describes creators who chose to join Naano and to share their data. Listed prices are asking prices; completed bookings show what brands actually paid. Countries and niches are declared by the creators, and a creator with several niches counts in each. Completed bookings follow the same rules as Naano’s live price index, which is recomputed with each release of the site; this edition stays fixed on the day of the reading.

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