

Baromètre de l'influence

*Qui sont les influenceurs par secteur d'activité
avec la meilleure Media Value en France en 2022 ?*

Agence79, l'agence media data et conseil, HAVAS STARTUP ACCELERATOR, l'accélérateur de startups du Groupe Havas à Station F et WeArisma, solution de marketing d'influence, ont souhaité dresser un bilan de l'année 2022 pour mettre en exergue la media value des influenceurs par secteur sur le territoire français.

Cette nouvelle approche du marketing d'influence consiste à déterminer avec précision en s'appuyant sur des critères objectifs le potentiel ROI d'un influenceur et son affinité avec la marque avant de jeter son dévolu sur sa personne dans le cadre d'une collaboration. Qu'il s'agisse d'endorsement ou de partenariat ponctuel, la startup WeArisma incubée chez HAVAS STARTUP ACCELERATOR à Station F et partenaire d'Agence79, permet de répondre aux interrogations légitimes des marques.

Ce baromètre passe ainsi en revue dix secteurs d'activités et les influenceurs y opèrent bien souvent dans des secteurs très éloignés que ceux où ils peuvent apparaître...

Secteurs étudiés : *Beauté, automobile, mode, jeux vidéo, opérateurs de téléphonie mobile, banques et solutions de paiement, grande distribution, technologie, voyage et bricolage & décoration*

LEXIQUE METHODOLOGIQUE

Influenceur (créateur ou personnalité)

Un compte avec un minimum de 1000 followers, qui publie du contenu original et professionnel sur les plateformes de médias sociaux et présente de sujets spécifiques. Le compte a un contenu qui présente un intérêt à collaborer avec des marques et, dans certains cas, dispose d'un agent ou d'une société de gestion. Le compte publie pour influencer son public/la communauté en ligne afin qu'ils deviennent des acheteurs potentiels ou des défenseurs d'un produit, d'une marque, d'un mouvement...

Presse

Un compte social d'un magazine, d'un journal ou d'un blog, par exemple Vogue

Célébrité

Un compte d'une personnalité célèbre, acteur, musicien, personnalité de la télévision, par exemple Lionel Messi.

Media Value (valeur media)

L'estimation exclusive de WeArisma de l'investissement nécessaire pour générer un niveau spécifique de Follow et d'engagements (générés par les posts ou les vidéos des influenceurs/de la presse/des célébrités), sur la base des taux du marché, dans un secteur géographique donné. La valeur média est donc calculée sur la base d'un taux moyen ou d'un coût de marché moyen par mesure de performance d'un influenceur avec un certain niveau de suivi, de portée et d'engagement sur un réseau social (similaire à la façon dont la valeur média est calculée pour la publicité imprimée). La valeur média est ajustée de façon dynamique en fonction des moyennes du secteur et pondérée en fonction du secteur, de la saisonnalité, etc.

Taux d'engagement = Engagements/Followers x 100

Basé sur les différentes interactions sur les réseaux sociaux. Le calcul du taux d'engagement correspond au ratio d'engagements par rapport au nombre total de followers, de reach ou d'abonnés. Il indique le niveau d'intérêt d'un public pour une publication ou un contenu donné. Les taux d'engagements indiqués dans ce baromètre ne prennent en compte que les posts avec les hastags corrélatifs aux secteurs étudiés.

Engagements

Une combinaison des moyens par lesquels une audience peut interagir avec le contenu sur différentes plateformes de médias sociaux, par exemple les likes, les partages ou les clics.

Suivi

Le nombre de followers d'un compte social d'influenceur, de presse ou de célébrité.

Mentions

Le nombre de contenus créés au sujet d'une marque, par exemple, si un influenceur publie trois posts taguant une marque, cela correspond à trois mentions pour cette marque.

Top French Beauty Influencers 2022

Media Value Instagram 



1



Lisa Baptista
@lisa.bpro
Media Value: €1,424,271
Followers: 142K
Engagement Rate: 9.74%

2



Lily
@lily_bsd_
Media Value: €1,008,094
Followers: 49K
Engagement Rate: 22.03%

3



Un Garçon Stupide
@ungarconstupide
Media Value: €871,445
Followers: 158K
Engagement Rate: 2.17%

4



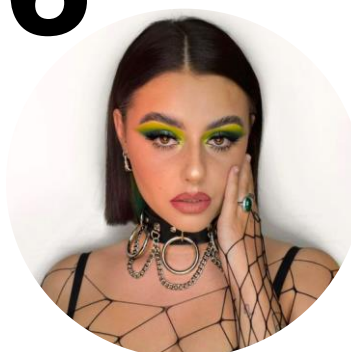
Salima Aliani
@salimaaliani
Media Value: €774,284
Followers: 715K
Engagement Rate: 1.15%

5



Kam Hugh
@kam_hugh
Media Value: €639,044
Followers: 142K
Engagement Rate: 6.51%

6



sacha
@sachacvl
Media Value: €489,679
Followers: 74.3K
Engagement Rate: 10.38%

7



Maya
@m.bf_
Media Value: €437,765
Followers: 300K
Engagement Rate: 8.75%

8



Ilona Clement
@ilonaclement
Media Value: €384,419
Followers: 99.9K
Engagement Rate: 6.76%

9



Myriam
@myssyjym
Media Value: €318,807
Followers: 153K
Engagement Rate: 3.56%

10



Priscilla
@priscilla.lala
Media Value: €284,005
Followers: 11.7K
Engagement Rate: 8.58%

Top French Beauty Influencers 2022

Media Value TikTok 

1



Lisa Baptista
@lisa.bpro
Media Value: €13,906,725
Followers: 2.1M
Engagement Rate: 26.62%

2



Lucie Rose
@roselucyy
Media Value: €4,972,894
Followers: 3.1M
Engagement Rate: 7.87%

3



Laurent
@secretdepeau
Media Value: €4,551,846
Followers: 376.3K
Engagement Rate: 27.57%

4



Noémie
@noemiertouch
Media Value: €3,339,857
Followers: 590.7K
Engagement Rate: 2458.55%

5



Marie Lacombe
@mariebeaute
Media Value: €3,049,964
Followers: 198K
Engagement Rate: 74.64%

6



Esra
@lilylilah
Media Value: €1,810,869
Followers: 797.5K
Engagement Rate: 64.42%

7



Cam
@cam_make_up
Media Value: €1,409,128
Followers: 1M
Engagement Rate: 41.99%

8



Leonard Mazzara
@leonardmzr
Media Value: €1,106,166
Followers: 585.2K
Engagement Rate: 63.97%

9



Myriam
@myssyjym
Media Value: €1,016,454
Followers: 628.8K
Engagement Rate: 39.8%

10



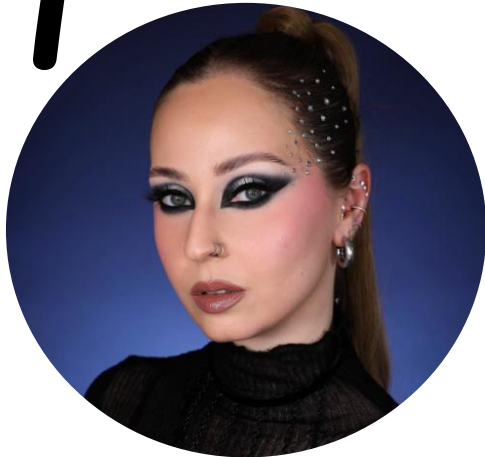
Lucie
@lbslucie
Media Value: €906,425
Followers: 1.2M
Engagement Rate: 5.88%

Top French Beauty Influencers 2022

Media Value YouTube 



1



Marion Moretti
@MarionCameleon
Media Value: €2,264,362
Followers: 701K
Engagement Rate: 27.06%

2



Salome
@LemondedeSalome
Media Value: €2,222,803
Followers: 289K
Engagement Rate: 30.06%

3



Sananas
@Sananas
Media Value: €1,854,762
Followers: 3.02M
Engagement Rate: 5.37%

4



Gabrielle
@LaLogedeGabrielle
Media Value: €482,965
Followers: 91.8K
Engagement Rate: 36.85%

5



Ali Andreea
@AliAndreea
Media Value: €453,984
Followers: 1.25M
Engagement Rate: 13.47%

6



Aurelie Malau
@AurelieMalau
Media Value: €323,582
Followers: 149K
Engagement Rate: 18.85%

7



Sonia Selaire
@SoniaSelaire
Media Value: €233,242
Followers: 106K
Engagement Rate: 48.11%

8



Elsa
@elsamakeup
Media Value: €218,310
Followers: 924K
Engagement Rate: 8.82%

9



Marie Tuffery
@sleepingbeauty4203
Media Value: €156,041
Followers: 370K
Engagement Rate: 14.17%

10



Laura
@LOdoesmakeup
Media Value: €140,824
Followers: 245K
Engagement Rate: 12.73%

Top French Car Influencers 2022

Media Value Instagram 

1



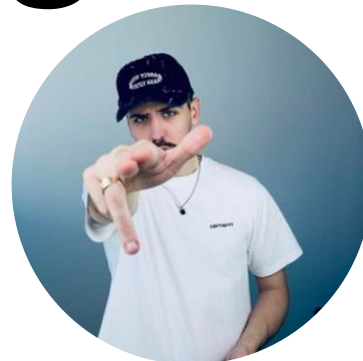
Akram
@akramjunior
Media Value: €1,640,048
Followers: 805.4K
Engagement Rate: 8.54%

2



Maxime Chabroud
@amixem
Media Value: €1,284,582
Followers: 3M
Engagement Rate: 6.15%

3



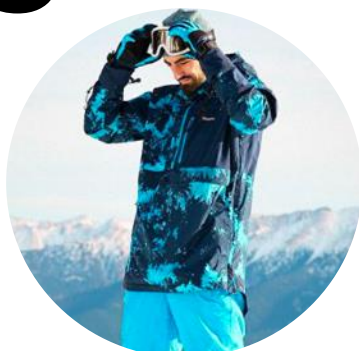
Jordan Rondelli
@joyca
Media Value: €1,118,221
Followers: 3M
Engagement Rate: 9.16%

4



Thierry Vigneau Boiserie
@thierrylvigneauboiserie
Media Value: €611,682
Followers: 1M
Engagement Rate: 7.48%

5



Djilsi
@djilsi
Media Value: €329,762
Followers: 608K
Engagement Rate: 22.72%

6



Valouz
@valouzz_
Media Value: €237,232
Followers: 1.6M
Engagement Rate: 5.04%

7



Pierre Croce
@pierre Croce
Media Value: €226,081
Followers: 1M
Engagement Rate: 16.12%

8



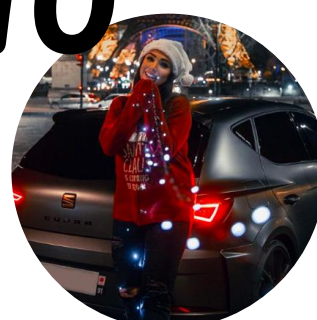
Sébastien Loeb
@sebloeb officiel
Media Value: €211,097
Followers: 595K
Engagement Rate: 3.46%

9



Jojol
@mrjojol67
Media Value: €180,470
Followers: 516K
Engagement Rate: 1.15%

10



Noemi
@cupra_mk3_
Media Value: €96,325
Followers: 27.8K
Engagement Rate: 8.81%

Top French Car Influencers 2022

Media Value TikTok 

1



Alex
@alexmrv
Media Value: **€311,828**
Followers: **198.8K**
Engagement Rate: **194.67%**

2



Antoine
@scoot2street_
Media Value: **€288,704**
Followers: **872.5K**
Engagement Rate: **135.06%**

3



Romain G
@levraibouseuhh
Media Value: **€106,280**
Followers: **2.7M**
Engagement Rate: **132.14%**

4



Johan Lelièvre
@jojol
Media Value: **€102,623**
Followers: **884.6K**
Engagement Rate: **10.85%**

5



Marc Citron
@marccitron
Media Value: **102,324**
Followers: **73K**
Engagement Rate: **66.29%**

6



Rhyno
@rhynotiktok
Media Value: **98,733**
Followers: **1.6M**
Engagement Rate: **4.53%**

Top French Car Influencers 2022

Media Value YouTube 



1



Akram
@AKRAMJUNIORTV
Media Value: **€8,188,784**
Followers: **895.3K**
Engagement Rate: **29.21%**

2



Johan Lelièvre
@jojol
Media Value: **€1,408,516**
Followers: **2.3M**
Engagement Rate: **8.7%**

3



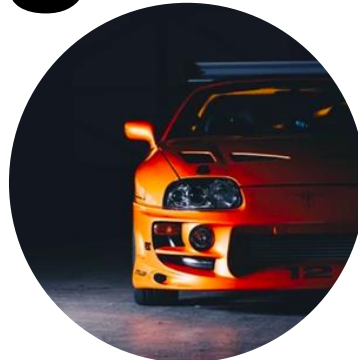
Antoine
@scoot2street
Media Value: **€1,235,726**
Followers: **1.67M**
Engagement Rate: **21.3%**

4



Garage, Bangers and Rock'n Roll
@gbrnr
Media Value: **€410,589**
Followers: **275K**
Engagement Rate: **27.28%**

5



Movie Cars Central
@MovieCarsCentral
Media Value: **€385,196**
Followers: **315K**
Engagement Rate: **28.55%**

6



POG
@pogforever
Media Value: **€322,766**
Followers: **1.2M**
Engagement Rate: **30.96%**

7



Tesla Riviera
@TeslaRivieraChannel
Media Value: **€93,229**
Followers: **37.1K**
Engagement Rate: **63.18%**

8



Anthony Perrier
@AnthonyPerrierPDLV
Media Value: **€80,051**
Followers: **184K**
Engagement Rate: **50.33%**

9



Peter Auto Racing
@peterautoracing
Media Value: **€64,568**
Followers: **22.6K**
Engagement Rate: **29.76%**

Top French Fashion Influencers 2022

Media Value Instagram 



1



Anne
@larmoiredesoso
Media Value: €3,606,653
Followers: 620K
Engagement Rate: 5.13%

2



Emma Keitmann
@emmakeitmann
Media Value: €3,058,904
Followers: 461K
Engagement Rate: 1.5%

3



Margaux
@estherjunelife
Media Value: €2,168,600
Followers: 220K
Engagement Rate: 1.51%

4



Lily
@lilylovesfashion
Media Value: €1,783,497
Followers: 261K
Engagement Rate: 0.94%

5



Charlène
@thebabooshka
Media Value: €1,748,060
Followers: 247K
Engagement Rate: 1.34%

6



Cristina Cordula
@cristinacordula
Media Value: €1,592,269
Followers: 1.35M
Engagement Rate: 1.26%

7



Diane Perreau
@dianeperreau
Media Value: €1,544,974
Followers: 341K
Engagement Rate: 3.4%

8



Yasmine Zeroc
@yasmine.zeroc
Media Value: €1,362,493
Followers: 283K
Engagement Rate: 2.15%

9



Laura
@lglora
Media Value: €1,334,227
Followers: 305K
Engagement Rate: 2.54%

10



Inés Richard
@ines_rcdd
Media Value: €1,167,711
Followers: 156K
Engagement Rate: 2.11%

Top French Fashion Influencers 2022

Media Value TikTok 

1



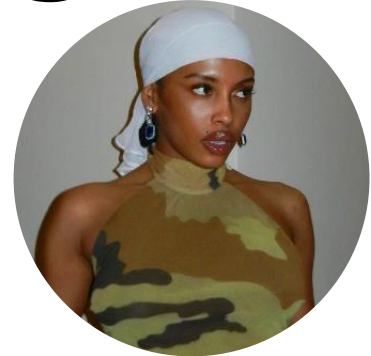
Zoe
@zoehrtq
Media Value: €2,767,489
Followers: 486.5K
Engagement Rate: 39.69%

2



Maoui
@maoui2saintdenis
Media Value: €2,097,260
Followers: 182.2K
Engagement Rate: 70.92%

3



MV
@mv.tiangue
Media Value: €1,416,834
Followers: 730.3K
Engagement Rate: 12.93%

4



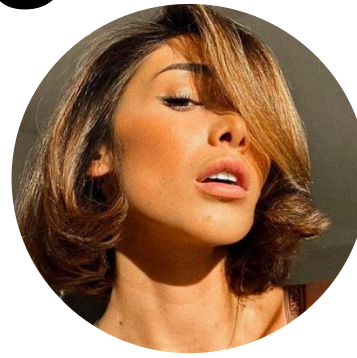
Lea Waldberg
@leawald_
Media Value: € 1,272,179
Followers: 252.4K
Engagement Rate: 65.59%

5



Kiki
@shessokiki
Media Value: €813,610
Followers: 280.8K
Engagement Rate: 90.88%

6



Isabeau Delatour
@iam_isabeau
Media Value: €745,500
Followers: 292.5K
Engagement Rate: 70.28%

7



Fanny
@fanamss
Media Value: €589,787
Followers: 172.2K
Engagement Rate: 114.3%

8



Caroline Hu
@carolinehr
Media Value: €558,550
Followers: 824.6K
Engagement Rate: 238.98%

9



Adenorah
@annelauremais
Media Value: €473,238
Followers: 88.4K
Engagement Rate: 49.08%

10



Louise
@louisergtt
Media Value: €461,605
Followers: 1.8M
Engagement Rate: 15.24%

Top French Fashion Influencers 2022

Media Value YouTube 

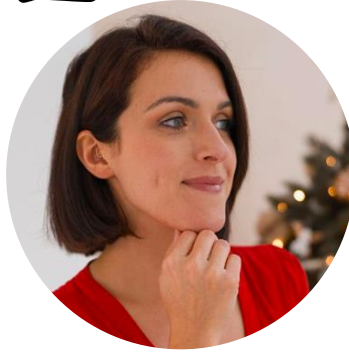


1



Sananas
@Sananas
Media Value: **€286,983**
Followers: **3.02M**
Engagement Rate: **6.44%**

2



Camille
@lesbonheursdecamille
Media Value: **€231,201**
Followers: **485K**
Engagement Rate: **9.72%**

3



Manuela Miro
@ManuelaMiro
Media Value: **€226,977**
Followers: **79.2K**
Engagement Rate: **10.37%**

4



Lea Waldberg
@sleepingbeauty4203
Media Value: **€174,655**
Followers: **372K**
Engagement Rate: **13.42%**

5



Elodie Romy
@ElodieRomy
Media Value: **€98,066**
Followers: **116K**
Engagement Rate: **20.3%**

Top French Gaming Influencers 2022

Media Value Instagram 

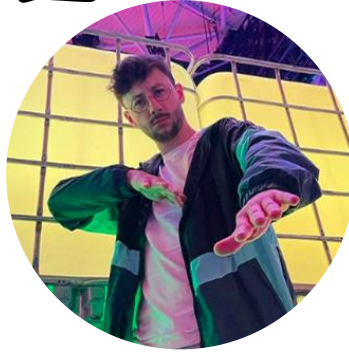


1



Hugo Travers
@hugodecrypte.pop
Media Value: €1,021,004
Followers: 524K
Engagement Rate: 4.6%

2



Ponce
@poncefleu_
Media Value: €463,199
Followers: 172K
Engagement Rate: 16.24%

3



Henry Tran
@henrytran
Media Value: €143,920
Followers: 1.05M
Engagement Rate: 3.02%

4



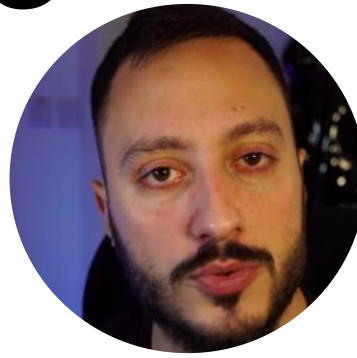
Rivenzi
@rivenzi
Media Value: €141,137
Followers: 73K
Engagement Rate: 9.2%

5



Skyrroz
@skyrroz.tv
Media Value: €95,619
Followers: 47.4K
Engagement Rate: 3.3%

6



Roknar
@roknarcsgo
Media Value: €93,853
Followers: 15k
Engagement Rate: 5.2%

7



Marianne
@littlebigwhalee
Media Value: €43,610
Followers: 117K
Engagement Rate: 9.39%

8



Sundae
@lady Sundae_
Media Value: €41,109
Followers: 61.7K
Engagement Rate: 7.23%

9



Kiwi
@pinku_kiwi
Media Value: €36,930
Followers: 101K
Engagement Rate: 2.87%

10



Jiraya
@jirayatv_
Media Value: €36,263
Followers: 139K
Engagement Rate: 4.43%

Top French Gaming Influencers 2022

Media Value TikTok 



1



Marianne
@littlebigwhalee
Media Value: €1,869,575
Followers: 171.2K
Engagement Rate: 84.9%

2



Antoine Daniel
@mr.antoinedaniel
Media Value: €1,283,535
Followers: 118K
Engagement Rate: 170.06%

3



Ponce
@ponceleur_
Media Value: €1,268,622
Followers: 146.2K
Engagement Rate: 45.28%

4



Kiwi
@pinku_kiwi
Media Value: €722,992
Followers: 2.6M
Engagement Rate: 7.83%

5



Kairi
@tk75_officiel
Media Value: €693,688
Followers: 1.3M
Engagement Rate: 55.73%

6



Wise Thug
@wisethugtv
Media Value: €368,415
Followers: 36.8K
Engagement Rate: 123.32%

7



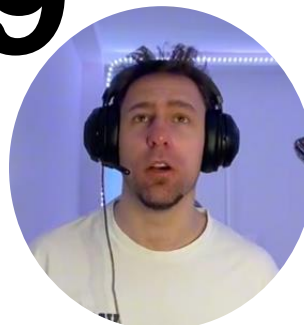
Rhobalás
@rhobaláslo1
Media Value: €265,133
Followers: 20.7K
Engagement Rate: 127.19%

8



Yasin Dinçer
@nisaylol_
Media Value: €235,335
Followers: 12.6K
Engagement Rate: 415.77%

9



Peckroute
@peckroute_mp4
Media Value: €179,111
Followers: 1.4M
Engagement Rate: 1.11%

10



Chap
@chap_gg
Media Value: €164,815
Followers: 12.9K
Engagement Rate: 1.11%

Top French Gaming Influencers 2022

Media Value YouTube 

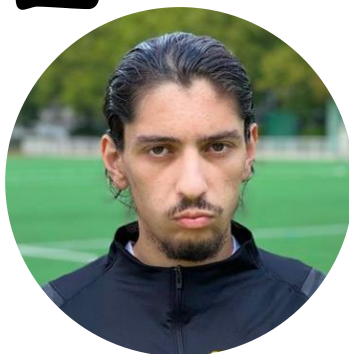


1



Julien Chièze
@julienchieze
Media Value: €14,998,126
Followers: 610K
Engagement Rate: 10.84%

2



Yassine
@codfamilya
Media Value: €5,662,768
Followers: 1.4M
Engagement Rate: 7.69%

3



Quentin
@MrBboy45
Media Value: €3,680,641
Followers: 1.5M
Engagement Rate: 2.36%

4



SkyRRoz
@SkyRRozGaming
Media Value: €3,671,664
Followers: 627K
Engagement Rate: 5.9%

5



Galax
@HDGalax
Media Value: €3,614,925
Followers: 1.4M
Engagement Rate: 6.04%

6



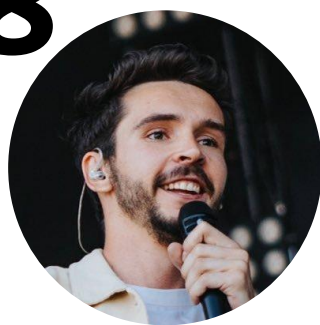
Julien
@NewtiteufProd
Media Value: €2,139,708
Followers: 1.2M
Engagement Rate: 2.9%

7



Inoxtag
@inoxtag9494
Media Value: €2,035,542
Followers: 5.8M
Engagement Rate: 31.79%

8



Domingo
@pa.domingo
Media Value: €1,810,683
Followers: 812K
Engagement Rate: 57.34%

9



Idriz
@LaBase38
Media Value: €1,437,930
Followers: 255K
Engagement Rate: 10.19%

10



Chap
@chap_gg
Media Value: €1,062,408
Followers: 217K
Engagement Rate: 13.46%

Top French Mobile Operators Influencers 2022

Media Value Instagram 



1



Sébastien Loeb
@sebloebofficial
Media Value: **€2,349,080**
Followers: **598K**
Engagement Rate: **2.14%**
Sponsored by SFR

2



Anais Sanson
@anaissanson_officiel
Media Value: **€38,953**
Followers: **472K**
Engagement Rate: **6.09%**
Collaboration with Bouygues Telecom

3



Benjamin Verrecchia
@benjaminverrecchia
Media Value: **€35,817**
Followers: **497K**
Engagement Rate: **2.02%**
Collaboration with Orange France

4



Johan Lelièvre
@mrjolo67
Media Value: **€19,673**
Followers: **516K**
Engagement Rate: **2.21%**
Collaboration with Orange France

5



Emmanuelle Cureau
@mme.maman
Media Value: **€12,387**
Followers: **77.4K**
Engagement Rate: **7.94%**
Collaboration with Orange France

6



Mathieu Forget
@forgetmat
Media Value: **€11,536**
Followers: **230.5K**
Engagement Rate: **1.15%**
Collaboration with Bouygues Telecom

Top French Mobile Operators Influencers 2022

Media Value TikTok 



1



Batzair

@batzair

Media Value: **€140,838**

Followers: **6.1M**

Engagement Rate: **2.46%**

Collaboration with Xiaomi France 5G

2



Manon Pasquier

@manon__pasquier

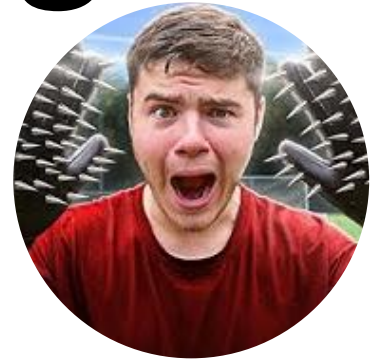
Media Value: **€138,358**

Followers: **3.3M**

Engagement Rate: **11.82%**

Collaboration with Xiaomi France 5G

3



Le Producteur

@le.producteur

Media Value: **€97,759**

Followers: **2.3M**

Engagement Rate: **3.18%**

Collaboration with Xiaomi France 5G

4



Joa

@iamjoaskills

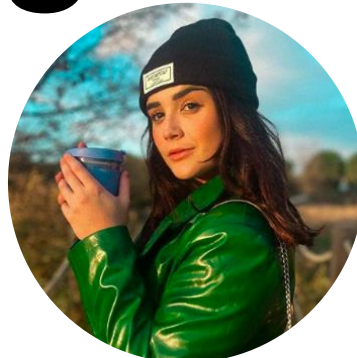
Media Value: **€96,041**

Followers: **2.2M**

Engagement Rate: **8.04%**

Collaboration with Xiaomi France 5G

5



Justine Maarc

@justinemaarc

Media Value: **€94,025**

Followers: **4.6M**

Engagement Rate: **4.49%**

Collaboration with Xiaomi France 5G

6



Vincent Nadal

@vincentnadal

Media Value: **€54,686**

Followers: **3.2M**

Engagement Rate: **10.67%**

Collaboration with Xiaomi France 5G

7



Axel

@axelwino

Media Value: **€52,747**

Followers: **2.8M**

Engagement Rate: **0.8%**

Collaboration with Xiaomi France 5G

8



Laury Aucalme

@laury.aucalme

Media Value: **€47,858**

Followers: **2.1M**

Engagement Rate: **7.86%**

Collaboration with Bouygues Telecom

Top French Mobile Operators Influencers 2022

Media Value YouTube 



1



Treize

@GameMixTreize

Media Value: **€2,550,481**

Followers: **3.6M**

Engagement Rate: **2.83%**

Collaboration with Bouygues Telecom

2



Revo

@REVOOFFICIEL

Media Value: **€164,051**

Followers: **1.14M**

Engagement Rate: **7.19%**

Collaboration with Bouygues Telecom

3



Aurélien Prévieux

@AurelienPreveaux

Media Value: **€40,439**

Followers: **294K**

Engagement Rate: **161.58%**

Collaboration with Bouygues Telecom

4



Caroline Bassac

@Beauteactive

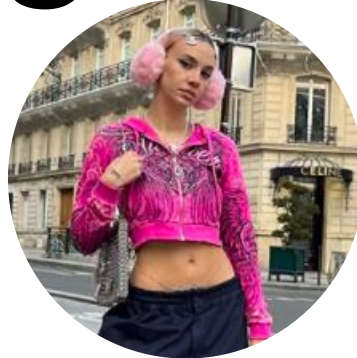
Media Value: **€28,247**

Followers: **1.2M**

Engagement Rate: **2.58%**

Collaboration with Bouygues Telecom

5



Lea Waldberg

@sleepingbeauty4203

Media Value: **€20,413**

Followers: **372K**

Engagement Rate: **16.27%**

Collaboration with Bouygues Telecom

6



Lou

@Lovely-Lou

Media Value: **€15,443**

Followers: **276K**

Engagement Rate: **18.16%**

Collaboration with Bouygues Telecom

Top French Retail Banks Influencers 2022

Media Value Instagram 



1



Teddy Riner

@teddyriner

Media Value: **€207,104**

Followers: **1.4M**

Engagement Rate: **1.53%**

Sponsored by Credit Agricole

2



BabyChou Family

@babychoufamily.fr

Media Value: **€35,123**

Followers: **368K**

Engagement Rate: **2.94%**

Collaboration with Mastercard

3



Bruno Maltor

@brunomaltor

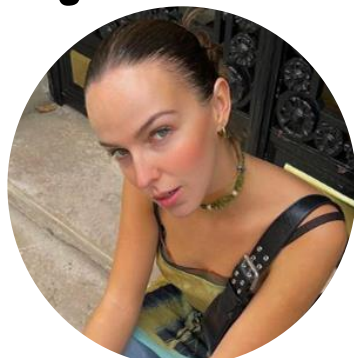
Media Value: **€24,269**

Followers: **381K**

Engagement Rate: **4.38%**

Collaboration with Ma French Bank

4



Clémence Bertrand

@clemencebertrand

Media Value: **€23,827**

Followers: **189K**

Engagement Rate: **9.43%**

Collaboration with N26

5



Laure Boulleau

@laureboulleauofficiel

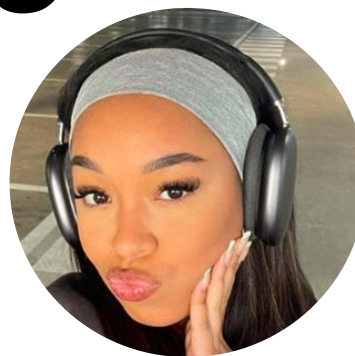
Media Value: **€23,442**

Followers: **740K**

Engagement Rate: **1.88%**

Collaboration with Visa

6



Maeva

@maevabt_

Media Value: **€22,394**

Followers: **211K**

Engagement Rate: **7.83%**

Collaboration with Mastercard

7



Luca San

@lucaodn

Media Value: **€18,120**

Followers: **113K**

Engagement Rate: **11.47%**

Collaboration with PixPay

8



Wendie Renard

@wendie_renard

Media Value: **€18,015**

Followers: **242K**

Engagement Rate: **2.33%**

Collaboration with Mastercard

9



Camille Etienne

@graine_de_possible

Media Value: **€12,315**

Followers: **255K**

Engagement Rate: **3.958%**

Mentions BNP Paribas - funding of fossil energy development.

10



Isia Arcangeletti

@isiaarcang

Media Value: **€10,693**

Followers: **133K**

Engagement Rate: **5.63%**

Collaboration with N26

Top French Retail Banks Influencers 2022

Media Value TikTok 



1



Emxrr

@emxrr

Media Value: **€203,105**

Followers: **199.4K**

Engagement Rate: **1730.04%**

Collaboration between Fortnite and Crédit Agricole

2



Bouzi

@bouzity_

Media Value: **€72,983**

Followers: **1.3M**

Engagement Rate: **277.92%**

Collaboration between Fortnite and Crédit Agricole

3



Gaetan

@yofunders_

Media Value: **€35,287**

Followers: **1.5M**

Engagement Rate: **5.3%**

Collaboration with N26

4



Marie

@mariemt.ytb

Media Value: **€14,185**

Followers: **308.3K**

Engagement Rate: **1.06%**

Collaboration with N26

5



Lucas

@lucas_studio

Media Value: **€7,953**

Followers: **162.6K**

Engagement Rate: **7.08%**

Collaboration with BNP Paribas

Top French Retail Banks Influencers 2022

Media Value YouTube 



1



Maxime Chabroud
@Amixem
Media Value: **€463,663**
Followers: **7.98M**
Engagement Rate: **48.3%**
Collaboration with Revolut

2



Cyprien
@cyprien
Media Value: **€363,986**
Followers: **14.4M**
Engagement Rate: **18.11%**
Collaboration with Revolut

3



Julien
@julienek
Media Value: **€107,006**
Followers: **48.6K**
Engagement Rate: **19.41%**

4



Lena
@LenaSituations
Media Value: **€78,146**
Followers: **2.45M**
Engagement Rate: **68.82%**
Collaboration with N26

5



Grégoire Dossier
@GregoireDossier
Media Value: **€64,983**
Followers: **142K**
Engagement Rate: **14.75%**
Collaboration with Boursorama

6



Julien
@jojol
Media Value: **€60,944**
Followers: **2.39M**
Engagement Rate: **19.73%**
Collaboration with Revolut

7



Scoot 2 Street
@scoot2street
Media Value: **€40,634**
Followers: **1.67M**
Engagement Rate: **14.19%**
Collaboration with Revolut

8



Bruno Maltor
@BrunoMaltor
Media Value: **€28,080**
Followers: **289K**
Engagement Rate: **10.18%**
Collaboration with French Bank

9



Vahem
@vahem
Media Value: **€20,066**
Followers: **384K**
Engagement Rate: **11.68%**
Collaboration with Revolut

10



Rachel Loussika
@RLOUSSIKA
Media Value: **€19,889**
Followers: **50.8K**
Engagement Rate: **8.3%**
Collaboration with Boursorama

Top French Supermarkets Influencers 2022

Media Value Instagram 



1



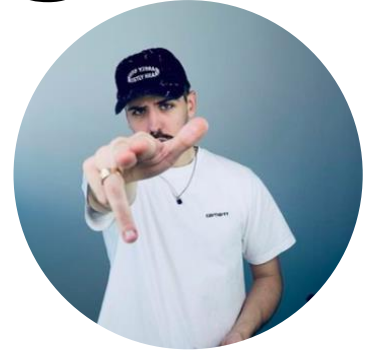
Yvick
@yvick
Media Value: €1,074,984
Followers: 4.5M
Engagement Rate: 8.83%
Sells products in Carrefour

2



Maxime Chabroud
@amixem
Media Value: €594,227
Followers: 3M
Engagement Rate: 15.2%
Collaboration with Carrefour

3



Jordan Rondelli
@joyca
Media Value: €532,670
Followers: 3M
Engagement Rate: 13.51%
Collaboration with Carrefour

4



Stéphanie Durant
@stephaniedurant
Media Value: €298,342
Followers: 3.4M
Engagement Rate: 6.27%
Collaboration with Carrefour

5



Valouz
@valouzz_
Media Value: €218,267
Followers: 1.6M
Engagement Rate: 10.06%
Collaboration with Carrefour

6



Chris Joyz
@chris_joyz
Media Value: €172,131
Followers: 827K
Engagement Rate: 7.66%
Collaboration with Carrefour

7



Shera
@shera
Media Value: €171,955
Followers: 1.4M
Engagement Rate: 3.92%
Collaboration with Lidl

8



Razika
@mes_secrets_de_nana
Media Value: €112,875
Followers: 129K
Engagement Rate: 0.52%

9



Alexia Mori
@alexia_mori__
Media Value: €99,785
Followers: 758K
Engagement Rate: 4.57%
Collaboration with Carrefour

10



Sofyan Boudouni
@sofyan
Media Value: €91,679
Followers: 831K
Engagement Rate: 9.95%
Collaboration with Carrefour

Top French Supermarkets Influencers 2022

Media Value TikTok 



1



Alicia
@alicia_tv_
Media Value: **€385,756**
Followers: **144.6K**
Engagement Rate: **63.36%**

2



Batzair
@batzair
Media Value: **€309,420**
Followers: **6.1M**
Engagement Rate: **27.38%**
Collaboration with MonoPrix

3



Razika
@messecretsdenana
Media Value: **€209,861**
Followers: **95.8K**
Engagement Rate: **20.4%**

4



Monelle Godaert Bernardini
@not_so_superflu
Media Value: **€171,115**
Followers: **998.6K**
Engagement Rate: **49.4%**
Collaboration with Carrefour

5



Chris Joyz
@chrisjoz
Media Value: **€121,836**
Followers: **5M**
Engagement Rate: **38.12%**
Collaboration with Carrefour

6



Mélan
@melan_amarero
Media Value: **€112,855**
Followers: **1.6M**
Engagement Rate: **91.13%**
Collaboration with MonoPrix

7



Gaetan
@yofunders_
Media Value: **€101,845**
Followers: **1.5M**
Engagement Rate: **329.66%**
Collaboration with Carrefour

8



Maddy
@maddys_healthy
Media Value: **€101,020**
Followers: **1.4M**
Engagement Rate: **360.8%**
Collaboration with Carrefour

9



Alexia Mori
@ibtissamcare
Media Value: **€85,579**
Followers: **119.2K**
Engagement Rate: **126.18%**
Cleaning influencer - uses Lidl products

10



Nour Benh
@nourbenh
Media Value: **€75,405**
Followers: **952.8K**
Engagement Rate: **11.5%**
Collaboration with Carrefour

Top French Supermarkets Influencers 2022

Media Value YouTube 



1



Razika
@Messecretsdenana
Media Value: **€3,542,727**
Followers: **332K**
Engagement Rate: **6.77%**

2



Solary
@solaryfortnite4244
Media Value: **€1,373,038**
Followers: **448K**
Engagement Rate: **2.44%**
Collaboration with Aldi

3



Yvick
@mistervofficial
Media Value: **€389,033**
Followers: **6M**
Engagement Rate: **70.27%**
Collaboration with Carrefour

4



Tiboin
@TiboinShape
Media Value: **€217,055**
Followers: **8.8M**
Engagement Rate: **19.42%**
Collaboration with Lidl

5



Kiibiki
@Kiibiki
Media Value: **€152,977**
Followers: **143K**
Engagement Rate: **100.64%**

6



Les Frères Poulain
@lesfrerespoulain
Media Value: **€83,393**
Followers: **297K**
Engagement Rate: **92.58%**
Collaboration with Lidl

7



Moguiz
@Moguiz
Media Value: **€79,978**
Followers: **515K**
Engagement Rate: **1.51%**

8



Carolane
@Caronola
Media Value: **€47,560**
Followers: **36K**
Engagement Rate: **88.6%**

Top French Tech Influencers 2022

Media Value Instagram 

1



Olivier Wong
@wonguy974

Media Value: **€1,704,681**
Followers: **939K**
Engagement Rate: **48.84%**
Collaboration with Huawei & Dell

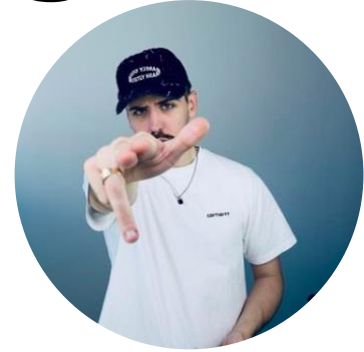
2



Jojol
@mrjoiol67

Media Value: **€859,483**
Followers: **516K**
Engagement Rate: **4.8%**

3



Jordan Rondelli
@joyca

Media Value: **€732,752**
Followers: **3M**
Engagement Rate: **8.96%**
Collaboration with Google

4



T Garcia
@thibaultgarcia

Media Value: **€221,792**
Followers: **4.6M**
Engagement Rate: **1.05%**
Collaboration with Google

5



VuThéara Kham
@vutheara

Media Value: **€179,469**
Followers: **1.1M**
Engagement Rate: **0.68%**
Collaboration with Huawei

6



Chris Joyz
@chris_joyz

Media Value: **€178,451**
Followers: **828K**
Engagement Rate: **3.7%**
Collaboration with Google

7



Coste and Billy
@coste.billy

Media Value: **€135,840**
Followers: **202K**
Engagement Rate: **3.86%**
Partners with Samsung

8



Bruno Maltor
@brunomaltor

Media Value: **€116,234**
Followers: **381K**
Engagement Rate: **7.52%**
Collaboration with Panasonic

9



Eddy Papeoo
@eddy_papeoo

Media Value: **€113,204**
Followers: **503K**
Engagement Rate: **5.17%**
Collaboration with Google

10



Le geek sp0rtif
@legeeksp0rtif

Media Value: **€100,720**
Followers: **220K**
Engagement Rate: **2.96%**

Top French Tech Influencers 2022

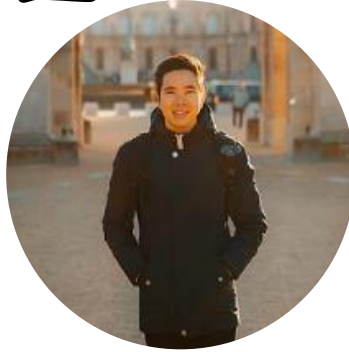
Media Value TikTok 

1



Gaetan
@yofunders_
Media Value: **€616,895**
Followers: **1.5M**
Engagement Rate: **2839.64%**
Collaboration with Samsung

2



Olivier Wong
@wonguy
Media Value: **€562,297**
Followers: **4.4M**
Engagement Rate: **144.72%**
Collaboration with Huawei & Dell

3



Jojol
@jojol
Media Value: **€510,024**
Followers: **885.8K**
Engagement Rate: **45.09%**

4



Berywam
@berywambeatbox
Media Value: **€310,571**
Followers: **13.9M**
Engagement Rate: **2.76%**
Collaboration with Samsung

5



Chris Joyz
@chrisjoyz
Media Value: **€251,549**
Followers: **5M**
Engagement Rate: **20.55%**
Collaboration with Google

6



Thomas Huang
@yosheez
Media Value: **€228,790**
Followers: **1.1M**
Engagement Rate: **2.27%**

7



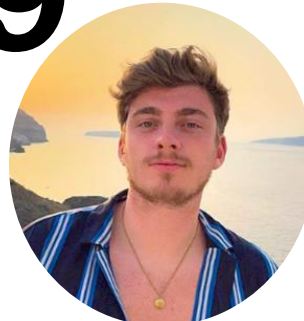
Tiboin
@tiboinshape
Media Value: **€206,415**
Followers: **8.9M**
Engagement Rate: **6.69%**
Collaboration with Google

8



Anthony Orneq
@blinkcut
Media Value: **€184,233**
Followers: **753.8K**
Engagement Rate: **154.43%**
Collaboration with Google

9



Cyril Schreiner
@cyrilschr
Media Value: **€170,053**
Followers: **7.4M**
Engagement Rate: **1.32%**
Collaboration with Google

10



Enzo
@enzotaistoi
Media Value: **€150,448**
Followers: **3.2M**
Engagement Rate: **5.17%**
Collaboration with Samsung

Top French Tech Influencers 2022

Media Value YouTube 



1



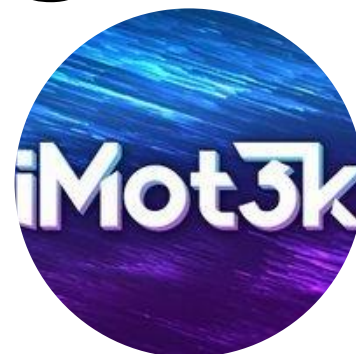
Jojol
@jojol
Media Value: **€4,054,268**
Followers: **2.39M**
Engagement Rate: **9.5%**

2



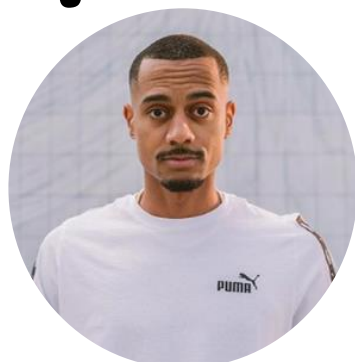
Geek Map
@GEEKMAPTM
Media Value: **€257,033**
Followers: **722K**
Engagement Rate: **2.41%**

3



imot3k
@imot3k_
Media Value: **€101,889**
Followers: **44.3K**
Engagement Rate: **52,24%**

4



Etienne Cá
@DaEtienne
Media Value: **€28,432**
Followers: **223K**
Engagement Rate: **143.86%**
Collaboration with Google

5



BrainDegeek
@BrainDegeek
Media Value: **€23,545**
Followers: **14.9K**
Engagement Rate: **93.17%**

Top French Travel Influencers 2022

Media Value Instagram 

1



Crazy Sally

@sally

Media Value: **€2,223,786**

Followers: **899K**

Engagement Rate: **7.31%**

2



Aurélie

@aureliestory

Media Value: **€1,805,769**

Followers: **291K**

Engagement Rate: **77.64%**

3



Bruno Maltor

@brunomaltor

Media Value: **€719,145**

Followers: **381K**

Engagement Rate: **5.42%**

4



Léa

@leadorablee

Media Value: **€677,578**

Followers: **141K**

Engagement Rate: **4.06%**

5



Nathaël Labat

@northernelg

Media Value: **€632,857**

Followers: **246K**

Engagement Rate: **8.54%**

6



Justine

@justinewdm

Media Value: **€548,378**

Followers: **139K**

Engagement Rate: **12.67%**

7



Léa-Marie

@mysweetcactus

Media Value: **€507,552**

Followers: **140K**

Engagement Rate: **5.7%**

8



Adeline, Tony & Charlie

@onmetlesvoiles

Media Value: **€489,322**

Followers: **96K**

Engagement Rate: **3.64%**

9



Yann & Aurélie

@amoureuxdumonde

Media Value: **€482,284**

Followers: **160K**

Engagement Rate: **2.72%**

10



Sandy Abena

@abenafrika

Media Value: **€362,655**

Followers: **130K**

Engagement Rate: **6.91%**

Top French Travel Influencers 2022

Media Value TikTok 

1



Aurélie
@aureliestory
Media Value: **€3,683,653**
Followers: **932.5k**
Engagement Rate: **67.91%**

3



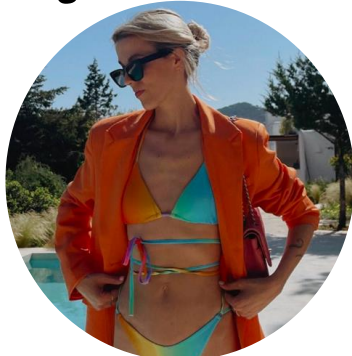
Claire
@fitclaire
Media Value: **€1,302,956**
Followers: **1.4M**
Engagement Rate: **14.49%**

2



Yann & Aurélie
@amoureuxdumonde
Media Value: **€248,228**
Followers: **14.1K**
Engagement Rate: **106.02%**

4



Meryl Denis
@merylden
Media Value: **€41,979**
Followers: **97.9K**
Engagement Rate: **14.04%**

5



Adeline
@onmetlesvoiles
Media Value: **€22,175**
Followers: **1K**
Engagement Rate: **1854.85%**

6



Cynthia
@aboutcynthia
Media Value: **€8,176**
Followers: **6K**
Engagement Rate: **25.17%**

Top French Travel Influencers 2022

Media Value YouTube 

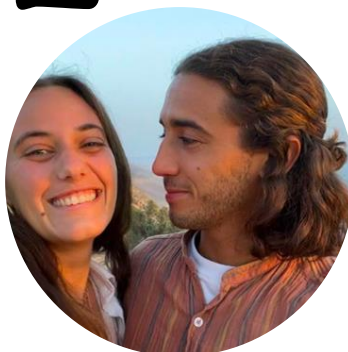


1



Bruno Maltor
@BrunoMaltor
Media Value: **€793,030**
Followers: **290K**
Engagement Rate: **14.52%**

2



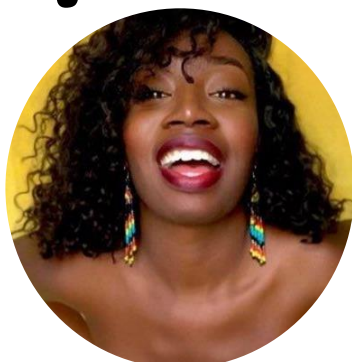
Illiès & Camille
@LesArtisansdedemain
Media Value: **€281,983**
Followers: **288K**
Engagement Rate: **44.74%**

3



Péripléties
@peripleties
Media Value: **€160,971**
Followers: **61.9K**
Engagement Rate: **69.12%**

4



Leslinha Luberto
@Leslinhaa
Media Value: **€75,073**
Followers: **76.6K**
Engagement Rate: **23.26%**

5



Louanne
@louannemanshow3346
Media Value: **€59,357**
Followers: **210K**
Engagement Rate: **18.95%**

Top French DIY Influencers 2022

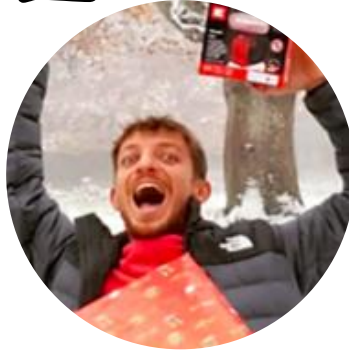
Media Value Instagram 

1



Victoria
@vk_passiondeco
Media Value: **€2,008,885**
Followers: **281K**
Engagement Rate: **8.65%**

2



3 Houses
@3housesreno
Media Value: **€805,574**
Followers: **222K**
Engagement Rate: **11.83%**

3



Rachel
@rachelstyliste
Media Value: **€728,386**
Followers: **402K**
Engagement Rate: **4.1%**

4



Lilian & Valentin
@2boys1house
Media Value: **€696,901**
Followers: **139K**
Engagement Rate: **2.94%**

5



Maeva
@lesmercredissouslapluie
Media Value: **€453,595**
Followers: **174K**
Engagement Rate: **1.42%**

6



Andy Rowski
@andyrowski
Media Value: **€432,733**
Followers: **1.5M**
Engagement Rate: **4.86%**

7



Charline
@home_by_charline
Media Value: **€395,007**
Followers: **162K**
No. of Engagements: **261,802**
Engagement Rate: **3.43%**

8



Deborah
@deborah_hbr
Media Value: **€390,662**
Followers: **70K**
No. of Engagements: **276,858**
Engagement Rate: **4.86%**

9



Amandine
@le_monde_de_jaia
Media Value: **€355,717**
Followers: **69K**
No. of Engagements: **243,570**
Engagement Rate: **3.76%**

10



Steph
@steph_since_1979
Media Value: **€345,445**
Followers: **58.3K**
No. of Engagements: **265,341**
Engagement Rate: **5.63%**

Top French DIY Influencers 2022

Media Value TikTok 



1



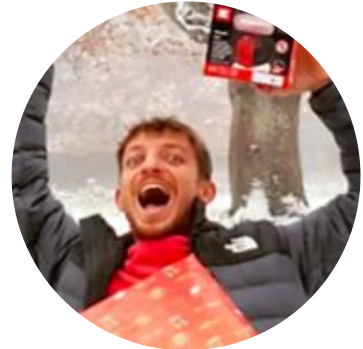
Victoria
@vk_passiondeco
Media Value: **€4,500,244**
Followers: **647.1K**
Engagement Rate: **120.77%**

2



Cécile Beaud
@cecile.beaud
Media Value: **€1,284,998**
Followers: **139.1K**
Engagement Rate: **45.85%**

3



3 Houses
@3houses
Media Value: **€1,196,856**
Followers: **1.5M**
Engagement Rate: **169.71%**

4



Stacey Stachetti
@staceystachetti
Media Value: **€743,772**
Followers: **49.6K**
Engagement Rate: **165.59%**

5



Kelly Cruz
@kelly.cruz.67
Media Value: **€624,573**
Followers: **1.6M**
Engagement Rate: **110.73%**

6



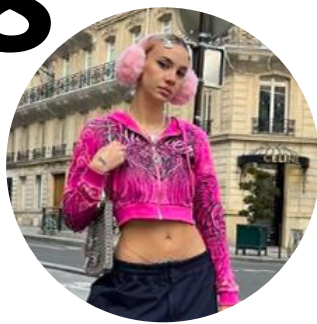
Un Jour de Mistral
@unjourdemistral
Media Value: **€592,200**
Followers: **94.4K**
Engagement Rate: **34.88%**

7



Lilian & Valentin
@2boys1housec
Media Value: **€546,028**
Followers: **196.2K**
Engagement Rate: **97.1%**

8



Lea Waldberg
@leawald_
Media Value: **€360,243**
Followers: **252.4K**
Engagement Rate: **757.4%**

9



Salomé & Mathis
@les.aventuriers
Media Value: **€330,117**
Followers: **78.4K**
Engagement Rate: **88.8%**

10



Lucille Gauthier
@lucillegauthier
Media Value: **€326,861**
Followers: **75.3K**
Engagement Rate: **107.44%**

Top French DIY Influencers 2022

Media Value YouTube 



1



Les Frères Poulain
@lesfrerespoulain
Media Value: **€940,656**
Followers: **297K**
Engagement Rate: **41.54%**

2



Comme un pingouin
@CommeUnPingouin
Media Value: **€713,739**
Followers: **291K**
Engagement Rate: **55.12%**

3



Aria Steph
@steph_aria9577
Media Value: **€649,529**
Followers: **141K**
Engagement Rate: **70.36%**

4



Passion Rénovation
@PassionRenovation
Media Value: **€434,366**
Followers: **363K**
Engagement Rate: **72.1%**

5



Laurent Jacquet
@LJVS
Media Value: **€412,487**
Followers: **325K**
Engagement Rate: **22.71%**

6



Bichon TV
@BichonTV
Media Value: **€293,493**
Followers: **50.8K**
Engagement Rate: **21.88%**

7



Myriame
@MYRIAME25
Media Value: **€166,796**
Followers: **50.8K**
Engagement Rate: **29.07%**

8



Frukz Atelier
@FrukzAtelier
Media Value: **€147,882**
Followers: **45.7K**
Engagement Rate: **34.86%**

9



Lilian & Valentin
@2boys1house-
Media Value: **€139,559**
Followers: **25.1K**
Engagement Rate: **285.6%**

10



Mister Walt
@MisterWalt
Media Value: **€97,041**
Followers: **149K**
Engagement Rate: **36.94%**

A propos d'Agence79 : *Experte du conseil en stratégie média, adtech et data marketing depuis 2008, l'agence accompagne les marques sur l'ensemble des enjeux de transformation de leur communication. Née du digital, 79 élargit l'exploitation des données à l'ensemble des médias pour déployer des communications omnicanales efficaces et innovantes ainsi que des projets de data marketing avancés. Avec près de 70 experts et plus de 50 clients, 79 capitalise des références comme PMU, Club Med, Bpifrance, Caisse des Dépôts, Société Générale Produits de Bourse, La Mutuelle Générale, Orange, Tinder, Blizzard, Sega, Petit Bateau, Point S, Mathon.fr, Dr Pierre Ricaud, Yves Rocher, Engie Solutions, Transavia...*

A propos d'Havas Startup Accelerator : *Havas Startup Accelerator est l'entité innovation et partenariats dédiée aux startups du Groupe Havas. Havas Startup Accelerator est basé depuis 2017 à Paris au sein du plus grand campus de startups au monde : Station F. L'accélérateur accompagne les startups innovantes des secteurs de la communication, du marketing, des médias, des nouvelles technologies et de la publicité. 32 startups ont déjà intégré le programme, développant des solutions dans la réalité augmentée, la 3D, l'optimisation de parcours utilisateurs, la production de podcasts, la vidéo hyper-personnalisée, le profiling d'influenceurs...*

A propos de Wearisma : *WeArisma est une solution indépendante d'intelligence et d'efficacité pour le marketing d'influence. La société fournit une technologie d'analyse qui aide les marques et les agences à mesurer et à optimiser le retour sur investissement du marketing d'influence. Elle combine les données et les logiciels de la plus haute qualité du secteur pour offrir des informations uniques et exploitables qui permettent aux marques de générer plus d'impact avec chaque euro dépensé pour les influenceurs*

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