

Revealed: Instagram’s Highest Earning Animal Accounts

- ❖ **Jiffpom**, the tiny Pomeranian, can potentially earn **\$7.4M/year** – **150X** the US average salary
- ❖ Instagram’s highest earning animal accounts include **nala_cat**, **itsdougthepug** and **juniperfoxx**
- ❖ **Pumpkin the Raccoon** has 1.3M followers and can potentially earn **\$952,632/year** – **19X** the US salary
- ❖ Other animals cashing in on the ‘gram include **marmosets**, **squirrels**, **pigs** and **toads**

NEW RESEARCH by [OnBuy.com](https://onbuy.com) can reveal the world’s highest earning animals on Instagram and how much MORE they potentially earn per year compared to the US average salary*.

For example, did you know **Jiffpom (@jiffpom)**, the tiny Pomeranian, can potentially earn 150X the US average salary? The plucky Pom is social media gold and potentially earns **\$28,427 per post on the ‘gram**. If Jiffpom posted just one picture per day in a working year (262 days), this earning could equate to **\$7,447,874**.

The next highest earning animal is rescue cat **Nala (@nala_cat)**, a Siamese-Tabby mix. Nala has approximately **4.3M followers** and can command a potential earning of **\$11,571 per post**. That’s **over \$16,000 less than Jiffpom** but still pretty good for a feline. If Nala posted just one picture per working day, she could make **\$3,031,602 – 61X the US average salary!**

@juniperfoxx and **@this_girl_is_a_squirrel** are among the more “unusual” animals making it into the top 10 highest earning accounts.

According to estimates, the adopted North American red fox Juniper, earns **\$7,872 per post (\$2,062,464/working year)**. A supremely silver lining for an animal descended from fur-farm foxes!

While Jill the Squirrel (another rescue and victim of Hurricane Isaac in Louisiana) potentially earns **\$2,933 per post (\$768,446/working year)**.



Data for the top 20 highest earning animal accounts seen overleaf.

*Methodology

OnBuy.com inserted the Instagram handle of each account into the [Instagram Money Calculator](#), which estimates how much an influencer might earn per post on their Instagram account, before working out an average.

Potential earnings per post were multiplied by 262 to estimate how much an influencer might earn if they posted one picture per working day in 2020. This total sum was divided by the US average salary, which is projected to be \$49,764, to work out the difference.

| Animal Account | Followers | Potential Earnings Per Post (\$) | Potential Earnings If They Posted One Picture Per Working Day (\$) | How Many Times Greater Than The US Average Salary |
|--------------------------|------------------|---|---|--|
| Jiffpom | 10.7m | 28,427 | 7,447,874 | 150x |
| nala_cat | 4.3m | 11,571 | 3,031,602 | 61x |
| itsdougthepug | 4m | 10,733 | 2,812,046 | 57x |
| Juniperfoxx | 2.9m | 7,872 | 2,062,464 | 41x |
| lamlilbub | 2.4m | 6,460 | 1,692,520 | 34x |
| marniethedog | 1.8m | 4,792 | 1,255,504 | 25x |
| pumpkintheraccoon | 1.3m | 3,636 | 952,632 | 19x |
| realdiddykong | 904k | 3,596 | 942,152 | 19x |
| hamilton_the_hipster_cat | 789k | 3,143 | 823,466 | 17x |
| this_girl_is_a_squirrel | 736k | 2,933 | 768,446 | 15x |
| Reagandoodle | 513k | 2,045 | 535,790 | 11x |
| popeyethefoodie | 415k | 1,656 | 433,872 | 9x |
| mensweardog | 401k | 1,601 | 419,462 | 8x |
| hamlet_the_piggy | 366k | 1,459 | 382,258 | 8x |
| snoooopybabe | 285k | 1,140 | 298,680 | 6x |
| yaboi_toby_toad | 171k | 687 | 179,994 | 4x |
| titotheraccoon | 163k | 659 | 172,658 | 3x |
| siberianhusky_jax | 163k | 655 | 171,610 | 3x |
| teddytheshetland | 153k | 615 | 161,130 | 3x |
| Lionelthehog | 151k | 603 | 157,986 | 3x |

We hope you find this release useful. If you do end up using it, we would appreciate a link to <https://www.onbuy.com/gb/> who commissioned the data. A link credit allows us to keep supplying you with future content that you may find useful.