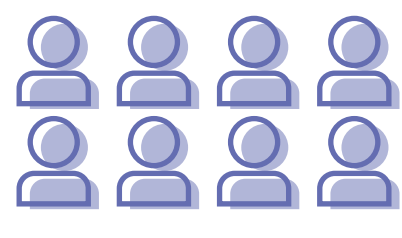
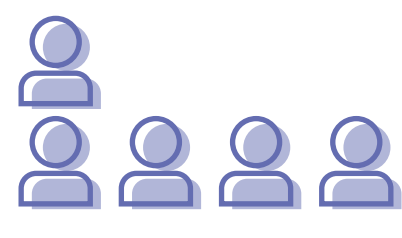


WHY YOU SHOULD BE ADVERTISING ON INSTAGRAM

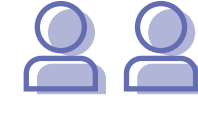
INSTAGRAM'S USER BASE AND ENGAGEMENT IS MASSIVE



800M+
monthly active users



500M+
daily active users



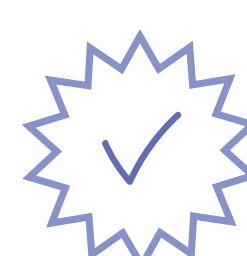
200M+
visit at least
1 business profile



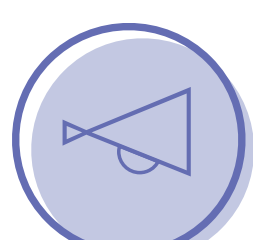
60% discover new products on Instagram



4B+ daily likes



300M+ users visit at least one business profile



220M+ photos posted every minute

95M+ photos and videos posted every day



1/3 of the most viewed stories are from businesses

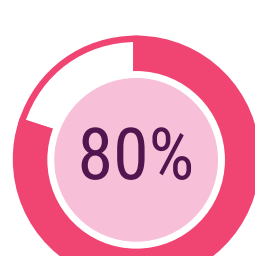
2M+ advertisers share their stories on Instagram

INSTAGRAM'S ENGAGEMENT IS CONTINUALLY ON THE RISE

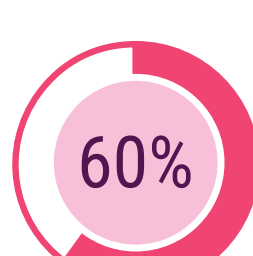
53%

Engagement per post continues to grow at a rate of 53% year on year.

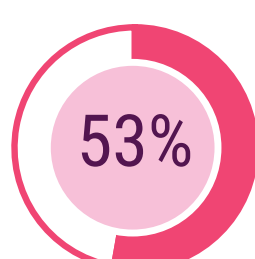
CONSUMERS ARE FLOCKING TO INSTAGRAM



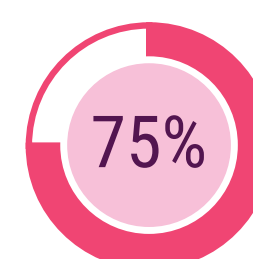
80% of Instagrammers follow a business on Instagram



60% say they use the platform to learn about a product or service



53% follow their favourite brands on Instagram



75% take actions (e.g. visiting a website or downloading an app) after viewing an Instagram ad

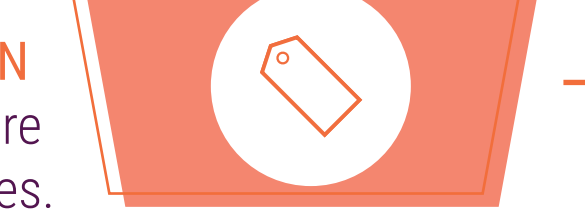
INSTAGRAM IS AN AVENUE FOR RICH STORYTELLING WITH AD FORMATS TAILORED FOR REACHING YOUR OBJECTIVES

AWARENESS
Drive awareness of your business, product, app or service.



- Reach & Frequency
- Brand Awareness
- Local Awareness

CONSIDERATION
Have potential customers learn more about your products or services.



- Website Clicks
- Video Views
- Reach & Frequency

CONVERSION
Increase product sales, mobile app downloads, even visitors to your store.



- Website Conversions
- Dynamic Ads on Instagram
- Mobile App Installs
- Mobile App Engagement

AD FORMATS



Photo Ads



Video Ads



Carousel Ads

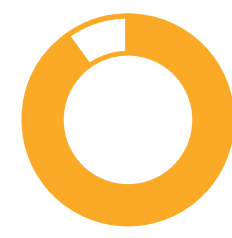


Stories Ads

CONSUMERS RESPOND TO VISUALS



Visuals are processed **60K** times faster in the brain than text

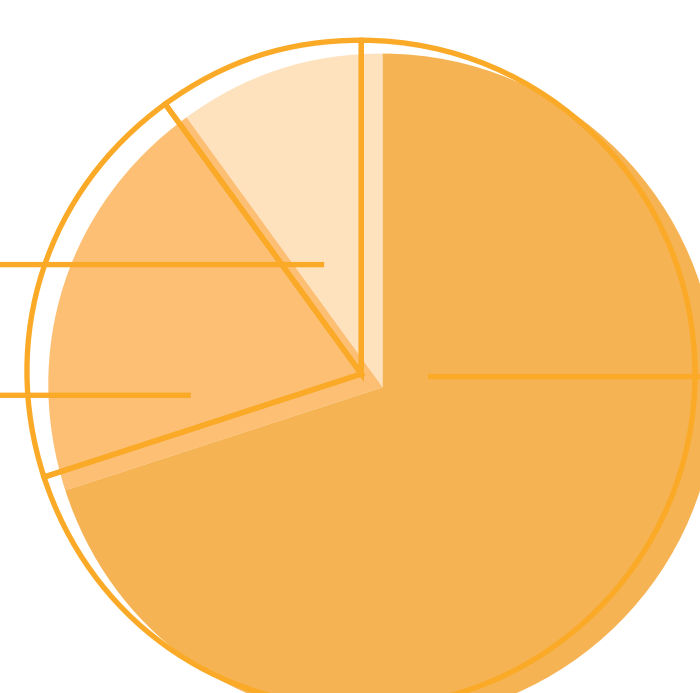


90% of information transmitted to the brain is visual

PEOPLE REMEMBER...

20% of what they read

10% of what they hear



70% of what they see