

INSTAGRAM ADVERTISING PERFORMANCE SNAPSHOT

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Advertisers are betting big on Instagram thanks to higher ROI at scale

In many ways, Instagram has become an ideal platform for performance marketing.

With more than 600 million users, it has enormous global reach. With compelling direct response ad products—from video to carousel ad formats—Instagram offers marketers an unparalleled creative canvas to communicate and drive action. And with complete integration with Facebook’s industry-leading audience targeting, Instagram unlocks the ability to reach the right people with the right message at the right time.

Just how well is Instagram delivering higher returns for some of the world’s most sophisticated marketing teams?

This report gives a performance snapshot from top-spending companies using Nanigans to manage, optimize, and measure profit-driven advertising on Instagram. The data takes into account tens of millions of dollars in Instagram ad spend, and offers a valuable look into why the platform is becoming a must-use channel for scaling returns from digital advertising.

WHAT’S IN THE REPORT

- ✓ Data on growing return on ad spend among ecommerce marketers
- ✓ Insights on increasing ROI for mobile game advertisers
- ✓ Aggregate Instagram ad benchmarks for CTR, CPM, and CPC

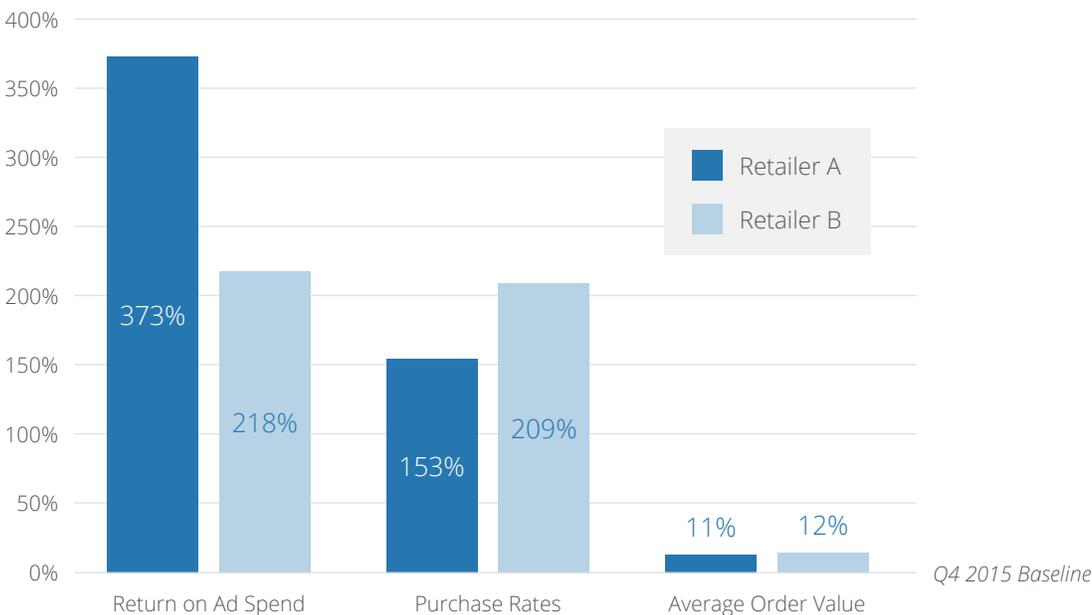
ONLINE RETAILERS ARE CONVERTING MORE SHOPPERS ON INSTAGRAM

Ecommerce marketers have long gravitated to Instagram as a way to connect with their community of existing and potential customers. The platform offers a visual, curated environment to show off the best new products in the most attractive way. But more than ever, online retailers are doing more than just engaging customers on Instagram—they're driving more and higher-value purchases through advertising.

Analyzing two of the largest ecommerce advertisers using Nanigans can offer an inside look at how Instagram drives profitable growth. Both companies advertised on Instagram during Q4 of 2015 and 2016, and achieved significant business gains year-over-year.

Instagram ad performance growth, ecommerce

Q4 2016, year-over-year, based on two top-spending advertisers using Nanigans



Each company studied has scaled Instagram ad spending alongside Facebook, indicating that while the channels share similar infrastructure and ad capabilities, there's significant ROI upside to leveraging both simultaneously.

RELATED RESOURCE

M.Gemi Scales Customer Acquisition on Instagram

Learn how one online shoe retailer retargeted existing Facebook audiences on Instagram to drive purchases, lower acquisition costs, and scale ROI.

[Read the Case Study](#)



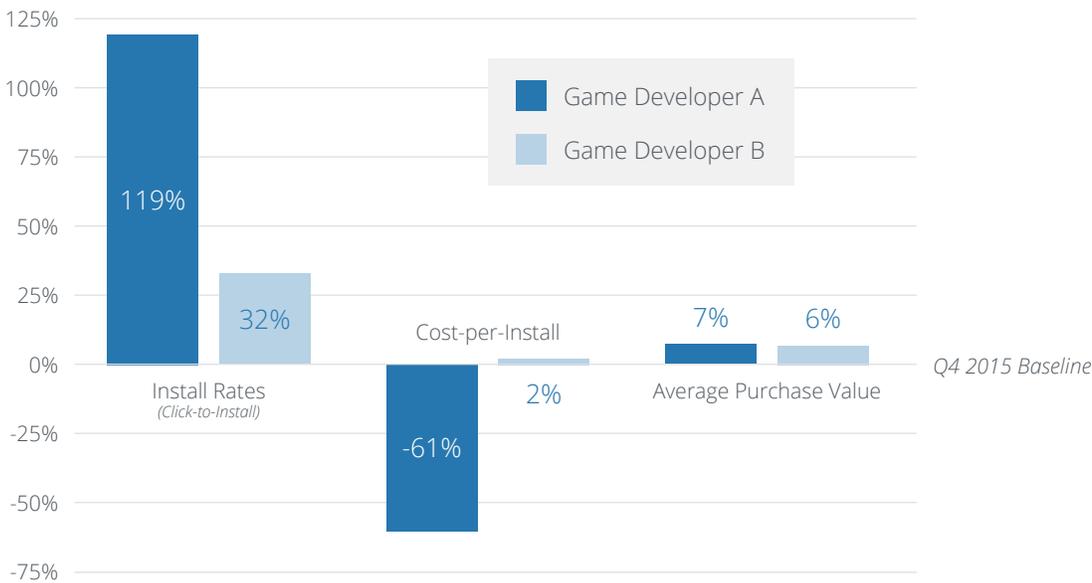
MOBILE GAME ADVERTISERS ARE LEVELING UP ROI ON INSTAGRAM

Across advertisers using Nanigans, mobile game makers were among the quickest to embrace Instagram as a new channel for finding, acquiring, and monetizing high-value new users. As these marketing teams have tested strategies and learned how Instagram is different than—and similar to—Facebook, average returns have grown significantly.

A snapshot of two of Nanigans' highest-spending game advertisers on Instagram reveals strong year-over-year improvement in app install rates, cost-per-install, and average purchase value. Leveraging Nanigans to maximize and scale profit-driven advertising on Instagram, these gaming companies have accelerated meaningful business growth from Q4 2015 to Q4 2016.

Instagram ad performance growth, mobile gaming

Q4 2016, year-over-year, based on two top-spending advertisers using Nanigans



Instagram video ads in particular have proven effective and highly popular across game advertisers using Nanigans. Showcasing in-game action using video has become an important tactic for attracting and converting new users on Instagram.

RELATED RESOURCE

Getting Creative with Facebook and Instagram Video Advertising

This on-demand webinar offers creative best practices and expert insights for scaling ROI with video ads.

Watch the Webinar



BENCHMARK SNAPSHOT: INSTAGRAM VS. FACEBOOK

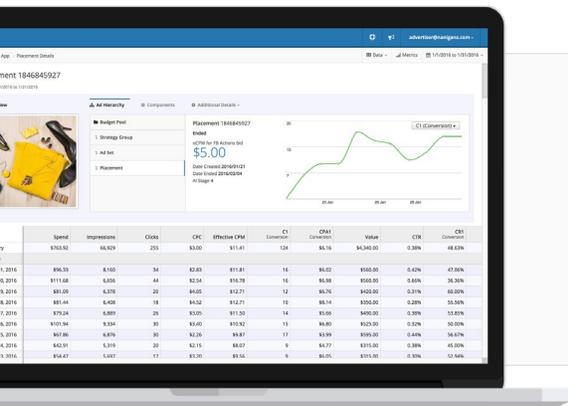
Aggregate CPMs on Instagram remain slightly lower than on Facebook. On the other hand, advertisers on Instagram tend to see lower CTRs, which is likely correlated with differences in the user experience between the platform and Facebook. Lower CPMs and CTRs together result in higher average CPCs on Instagram compared to Facebook.

Despite differences in baseline benchmarks between Instagram and Facebook, the ROI potential on Instagram remains strong. All advertisers should consider an integrated approach with both channels, alongside strategic testing to capitalize on market nuances unique to their business.

Ad benchmarks, Instagram vs. Facebook Q4 2016, same advertiser set

	 Instagram	 Facebook
CPM	\$5.41	\$5.92
CTR	0.5%	1.8%
CPC	\$1.08	\$0.33

Data is representative of Nanigans customers advertising on both Instagram and Facebook throughout Q4 2016.



Scale revenue growth on Instagram with Nanigans

Take control with the software powering today's most successful performance marketing teams. Learn how Nanigans can help you accelerate growth at scale on Instagram and beyond.

[Request a Demo](#)