Surprising Facts on **Instagram Ads**
Digital Marketers Should Know

Learn a few facts and figures on Instagram that will give you enough reason to use it as part of your digital marketing schemes.

Jaw-Dropping Statistics on Instagram's User Base and Engagement

Over 600 million active users

Over 300 million daily active users

30% of Internet users use Instagram

4.2 billion likes per day

95+ million daily posts

80+ million average photo uploads per day

Marketing Stats

90% of the top 100 global brands keep an Instagram account

96% of US-based fashion brands use Instagram

Over **one-third** of Instagrammers use mobiles in online buying

50% of Instagram users follow particular brands

Brands engagements on Instagram is **highest** when compared to Facebook, Twitter, and Pinterest

70.7% of all brands will be on Instagram by 2017

Posts with mention of another user handle in the caption get **56%** more engagement

Entries with a location gain **79%** more engagement

Posts with at least a single hashtag gained a mean of **12.6%** more interaction

Average engagement for each post grew by **416%** over the same period since 2014

Most Popular Retailers on Instagram
(by number of followers)

1) Nike
2) Adidas Originals
3) Louis Vuitton
4) Dolce & Gabbana
5) Michael Kors

6) Adidas
7) Dior
8) Christian Louboutin
9) Gucci
10) Prada

Random Brands Achieving Great Results with Instagram

Under Armour
Engaged with millennials and increased message association

Dairy Queen
Drove much awareness; increased sales of Blizzard

Levi's
Placed itself as a vital brand for Mexican fashion styles

Lay's
Drove high in-store sales through a series of videos

LG
Charmed 30 million Instagrammers

Adidas
Impressed a trendsetting audience resulting in high reach rate

Qantas
Got a 30-point lift in ad recall

Sources:
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https://www.brandwatch.com/blog/37-instagram-stats-2016/

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