

# Evaluate and Optimize Instagram Ads Based on Real Business Results



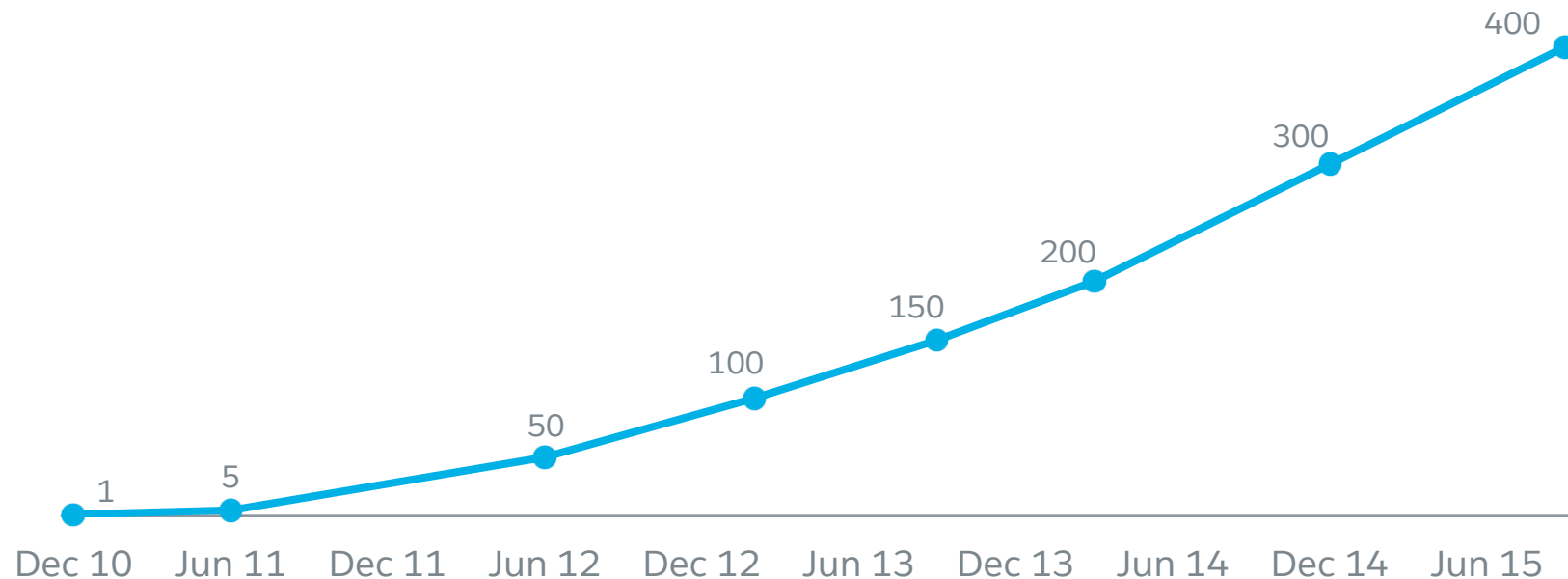
A global food and beverage brand used Instagram video, image ads

# Instagram Is a Key Platform for Visual Storytelling

Instagram users not only follow personal connections but also connect around their passion points (influencers, celebrities, bloggers, brands). In fact, 68% of Instagram users aged 13-24 say they interact with brands regularly on the platform.

And the number of users to engage keeps growing:

Number of Monthly Instagram Active Users, in Millions

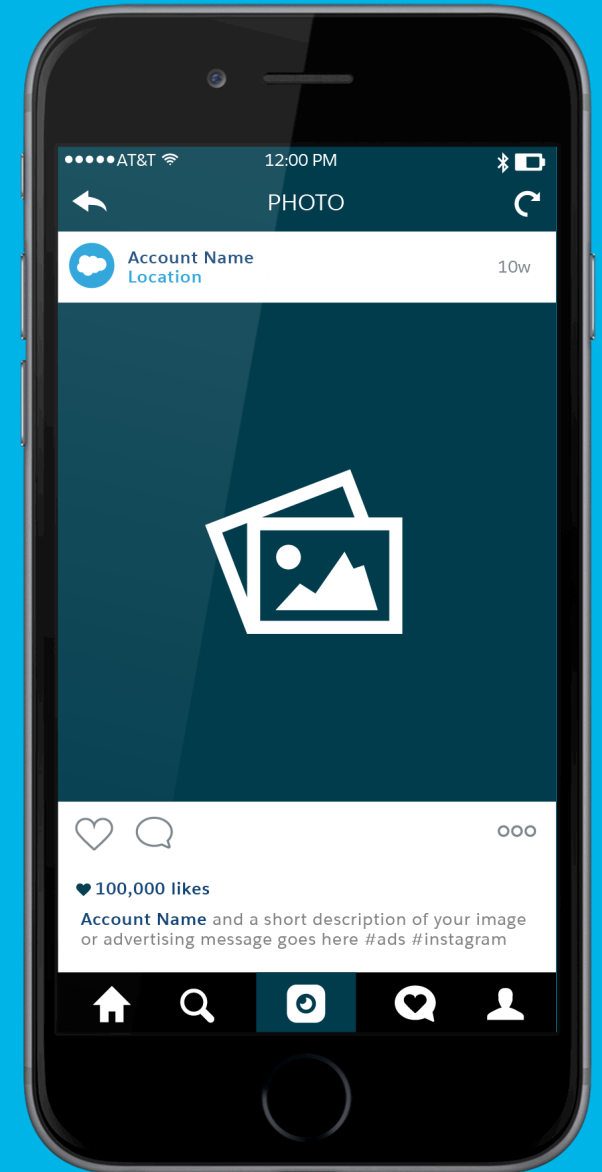


# Brand Objective: Engage Users with Powerful Content

## Video and Image campaigns on Instagram

The brand designed multiple 15-second videos promoting its partnership with a top retailer, and several images that helped further the vision of its product as a great breakfast food.

It found that the secret to success on Instagram was to leverage the visual power of the platform and create content that pops in the feed.



“The Social.com platform allowed us to create campaigns tailored to the Instagram audience seamlessly. We saw strong performance across both our photo and video ads.”

Advertising Strategist at global food and beverage brand

# Results

  **\$0.02**  
Cost per video view

The brand focused on getting its audience to interact with high-quality visual content on this new advertising channel.

Instagram video ads delivered video views at only \$0.02 each and were highly engaging as the video fills the entire mobile screen.

  **2.92%**  
CTR

The image campaigns delivered engagement at rates unheard of in other channels, and a 2.92% click-through rate (CTR).

“The strong engagement rates we saw show that Instagram is a visual-first platform. Our campaign assets were built with the Instagram audience in mind and the results reflected this.”

Advertising Strategist at global food and beverage brand

# Recommendations

**Customize your assets for Instagram.** Instagram is a visual-first medium, and strong creative elements resonate well. Additionally, your text should be short and may include a hashtag.

**Measure the results you are focused on.** Instagram is a premium channel, which will probably have higher CPMs than other advertising channels. Focus your measurement on the metrics you are looking for, such as as video views or clicks to a landing page.

**Test, test, test!** As a new ad platform, you need to continually test and iterate your advertising as the platform evolves.

What is Social.com?

A true self-service platform that's powerful but easy to use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally, including the biggest social media advertisers in gaming, retail, CPG, finance, and entertainment. It also provides premium migration and support service options to help customers optimize, manage, and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of Salesforce Marketing Cloud to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets to allow scalability across social ad buying and strategy.

