

Instagram Stories Trends

Findings from analyzing 12,122 Influencers' Stories



Launched in August 2016, Instagram Stories is now used by 500 million people daily.

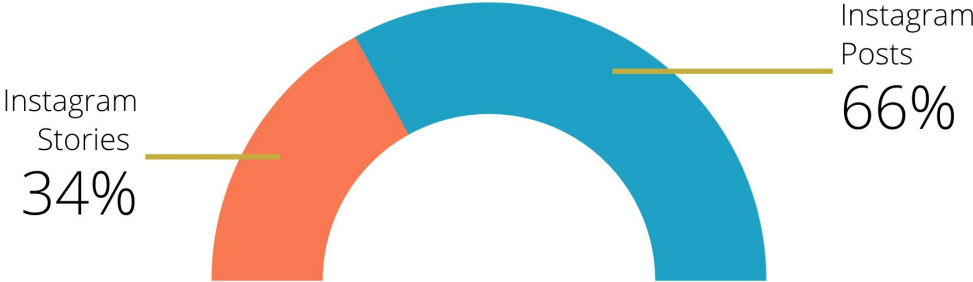
Instagram Stories are posts or videos that last for 24-hours. The posts are later saved in a user's archive and can be publically shared as a Highlight.

◆ 12,000 Influencers

We surveyed over 12,000 influencers who are using stories, to determine trends in this growing space.

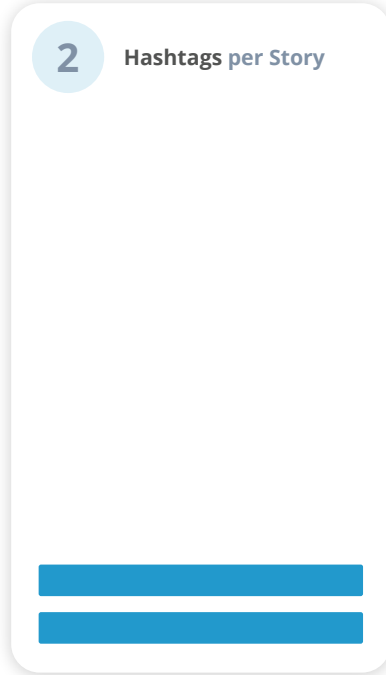
The Rise of Stories

Our data shows that in 2018, 1 out of 3 Instagram sponsored posts was an Instagram Story.



Characteristics of Sponsored Stories

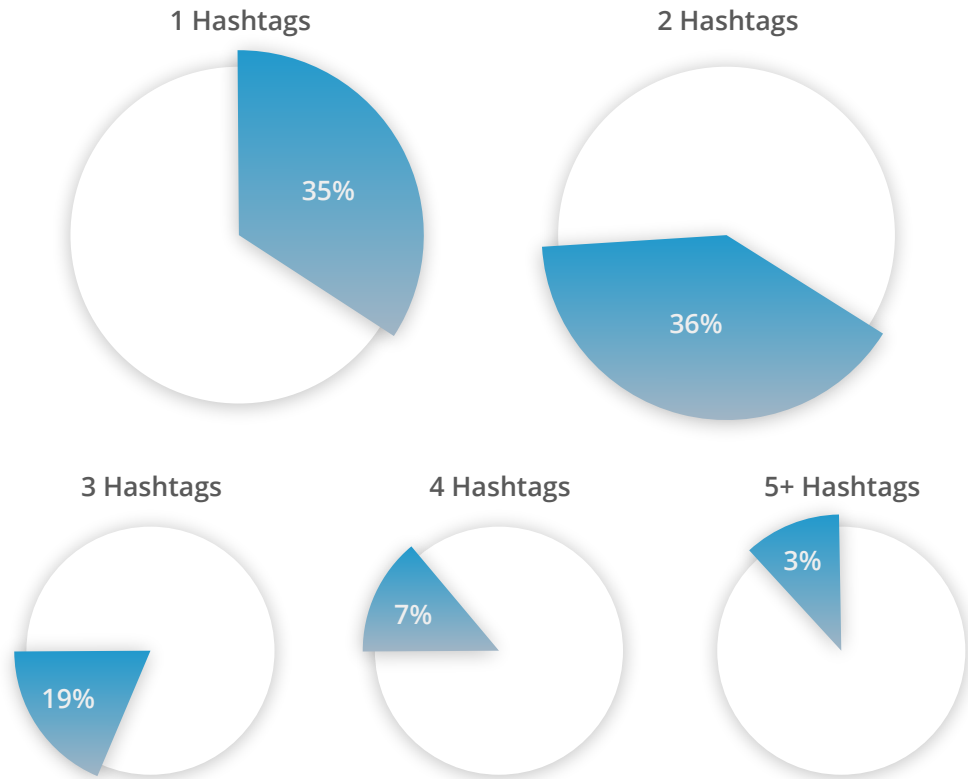
Stories with an #ad are assumed to be part of an influencer campaign. Of the sponsored content we analyzed, stories averaged 9 words and 2 #hashtags per post.



Hashtags In Stories

Multiple hashtags in sponsored Instagram stories are not very common.

Typically influencers will use 1 or 2 hashtags, adding a more personal affect to the content.

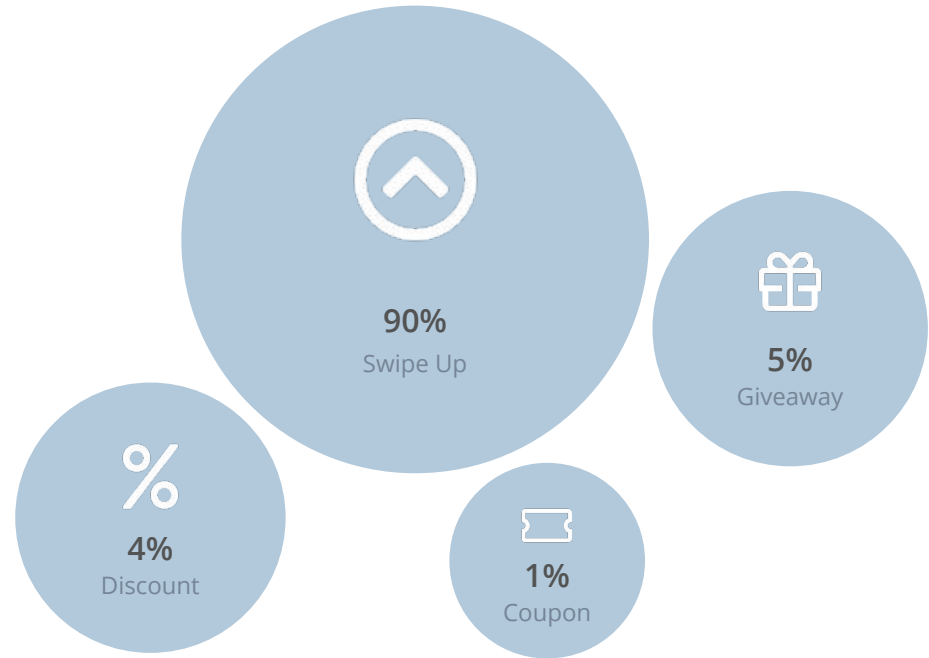


Sponsored Stories Promotions

When Stories are incorporated into an influencer campaign, it can include a promotion which entices a viewer to make an action or purchase.

Swipe up was the most popular promotion, directing viewers to an eCommerce site.

Of the discounts we surveyed, the majority were offerings of 10-20% off.



Beauty Influencers Create the Most Stories

By analyzing @mentions, we were able to identify the top advertised industries.



25%

Beauty



18%

Food



17%

Fashion



14%

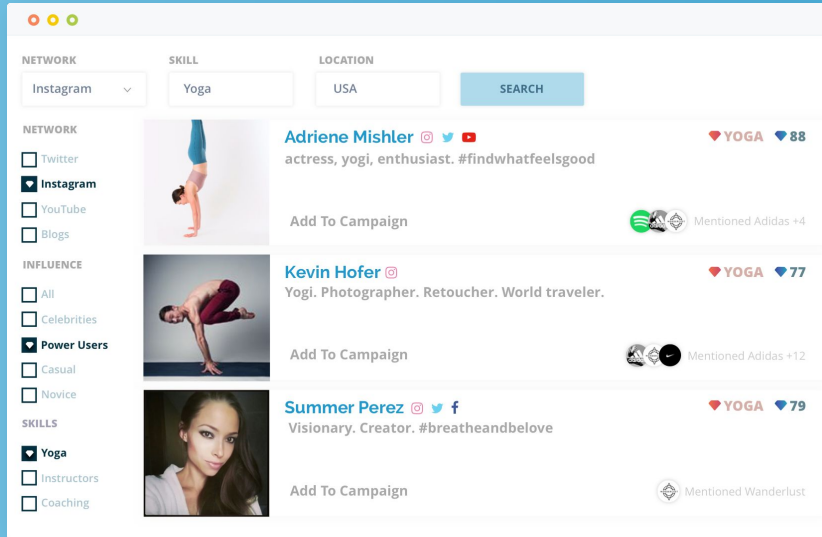
Travel



14%

Retail

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