

MARKETING

## Instagram combines advertising, ecommerce with new collection ads

February 9, 2018



*With collection ads, customers can shop a brand's products directly from Instagram. Image credit: Chanel*

---

By DANNY PARISI

Instagram is further cementing itself as one of the most attractive social media platforms for luxury brands with the introduction of collection advertisements.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

This new ad format blends advertising, social media and commerce by letting brands add a collection of viewable products to an Instagram ad that customers can then purchase without leaving the app. The feature represents Instagram's continued drive to lure in more brands and retailers to its platform.

### Collection ads

Instagram has established itself as one of the best social media platforms for brands. It has high engagement across demographics, it is visual and addictive and it provides a number of helpful tools for brands looking to form a deeper connection with consumers.

Its features, such as the incredibly popular Instagram Stories, have many amenities added for brand campaigns, such as the recent ability to add multiple slides to a Stories ad and the ability to link from Stories to a brand Web site.

Now, Instagram is making the connection between its social media advertising and brand commerce even tighter with the addition of collection ads.



*An example of collection ads from Facebook. Image credit: Facebook*

Collection ads were first tested on Facebook and are now making their way to Instagram. Essentially, it allows an additional type of content to be added to an Instagram advertisement.

Brands can now append small collections of products to an ad, which customers can swipe up to see and browse without leaving the app. If they see something they like, they can purchase it right there through the app, rather than being directed to the brand's online store or app or having to click through multiple links.

The collection ads also provide a leg up for Instagram over its chief rival Snapchat, which only lets brands link to their online stores from the app and not purchase directly from within Snapchat.

### Instagram Stories

Instagram has been hard at work expanding the ways brands can use Instagram Stories.

While Instagram Stories ads have been available for some time, they have normally been restricted to a single interstitial slide. Now, thanks to some internal changes to how the system works, Instagram will allow brands to advertise using its Carousel ad format, allowing them multiple slides of content, including photos and videos ([see story](#)).

Brands have taken notice of these new features. For example, last year, U.S. lifestyle brand Ralph Lauren weaved an interactive story leading up to its New York Fashion Week presentation through Instagram, intertwining storytelling with see-now, buy-now, as well as behind-the-scenes content.

The designer took on two rising trends in fashion week, hosting its runway presentation outside of New York and focusing on see-now, buy-now. However, Ralph Lauren is making a stronger impact with its use of Instagram Stories and unique interpretations of the trends ([see story](#)).



*Ralph Lauren is one of many brands to make use of Instagram Stories. Image credit: Ralph Lauren*

Instagram has proven so popular among luxury brands that many have begun spinning off different categories of products they sell into their own Instagram accounts. For example, French fashion house Chanel boosted awareness for its beauty offerings by creating a dedicated Instagram account.

On Jan. 5, Chanel alerted its Instagram followers that it had launched @Chanel.Beauty in a post that included a short video introduction, titled "Create Yourself," and the hashtags #CreateYourself, #ChanelBeauty and #ChanelMakeup. Other fashion houses with popular cosmetics divisions such as YSL, Givenchy and Dior all operate separate Instagram accounts for beauty-specific marketing ([see story](#)).

Instagram's introduction of ecommerce directly integrated into its platform will be yet another advantage it affords to brands, and one more advantage Instagram itself holds above competitors.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.