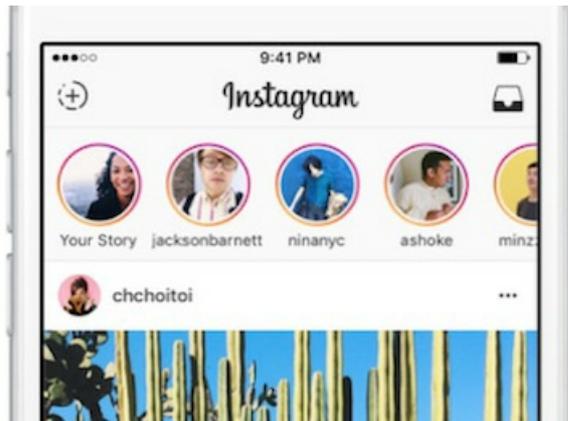


MARKETING

## Instagram extends interactive Stories feature to sponsored posts

March 27, 2019



*Instagram Stories have become a popular way for brands to promote authenticity*

By STAFF REPORTS

Facebook-owned Instagram is ramping up its offerings for advertisers in its Stories feature, bringing more interactive elements to the tool.

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Instagram Stories are growing, with interactive features that allow followers to interact with other users becoming increasingly popular. Now, the social application is bringing these features to advertisers to allow for more engaging campaign content.

### Interactivity on Instagram

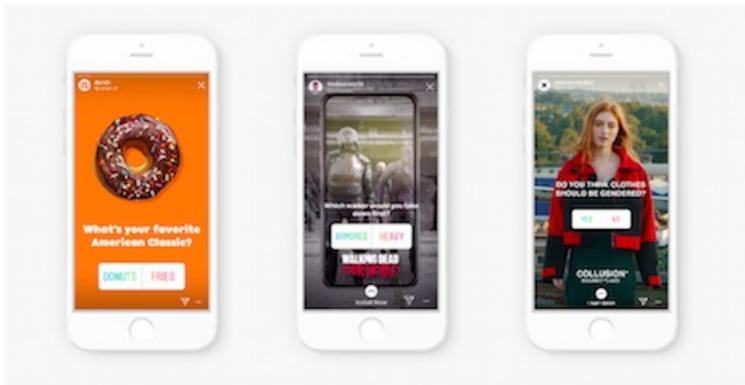
Users on the app are showing significant interest in these interactive tools on stories, such as polling, stickers, hashtags and mentions.

In its statement announcing the new ad capability, Instagram states that now 500 million users play with the Stories feature everyday, many of which are brands. Sixty percent of brands that use Stories use an interactive element.

Brands will now be able to use these tools for users beyond their followers, by placing them in ad campaigns that will appear amongst targeted users' Stories feeds.

In its beta testing, Instagram found that nine out of 10 campaigns saw an increase in video views for three-second films.

"We're always open to testing ad products that give people a new experience and memorable touchpoint with our brand," said Melanie Cohn, senior manager of brand stewardship at Dunkin' Brands, one of the beta testers, in statement. "Delivering ads in Instagram Stories with the polling sticker showcased our new product story seamlessly and encouraged participation, while driving results that matter."



*Instagram's new sponsored Stories features. Image credit: Instagram*

This is one of many new offerings Instagram is introducing for its advertisers.

The social media network also recently streamlined the shopping journey for users, allowing them to purchase items from brands directly without leaving its application.

Several luxury brands are among the first to roll out Instagram Checkout, including Dior and Prada. After making itself nearly invaluable for brands with the help of an expansive audience and a suite of advertising tools, the Facebook-owned platform is looking to facilitate an end-to-end purchase journey from discovery to conversion ([see story](#)).

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