



socialbakers

Instagram and Facebook Trends Report

Q3 2019





About the Report

The Socialbakers Q3 2019 Facebook and Instagram Trends Report contains critical data on how the two platforms are evolving and highlights the key differences between them from a marketing perspective.

The report covers data on organic engagement, Stories, advertising, and influencer marketing.

This report highlights the growing importance of Ecommerce and Social Commerce, the uptrend in engagement with video content, key changes in advertising costs that present new opportunities for investment, and the skyrocketing growth in sponsored posts among influencers.



"Our data show that the volume of shopping-related content is rapidly growing on social media – and platforms are responding by adding more Ecommerce features. Instagram launched Instagram Shopping for selected brands, giving businesses an immersive storefront for consumers to discover and explore products – as well as a link to purchase.

Facebook is focused on creating a seamless customer experience across their family of applications. From product discovery to purchase to post-purchase care, it's clear that Facebook wants the entire customer journey to take place within its app environment. The data in this report reveals that it's working.

With Ecommerce already making up almost 16% of the total interactions on Instagram, we predict that 2020 will be the year that Social Commerce takes off. We will see more and more customers making purchases directly from social media platforms as opposed to heading to an Ecommerce app or to an online store after discovering a product on social media."

Yuval Ben-Itzhak, CEO, Socialbakers

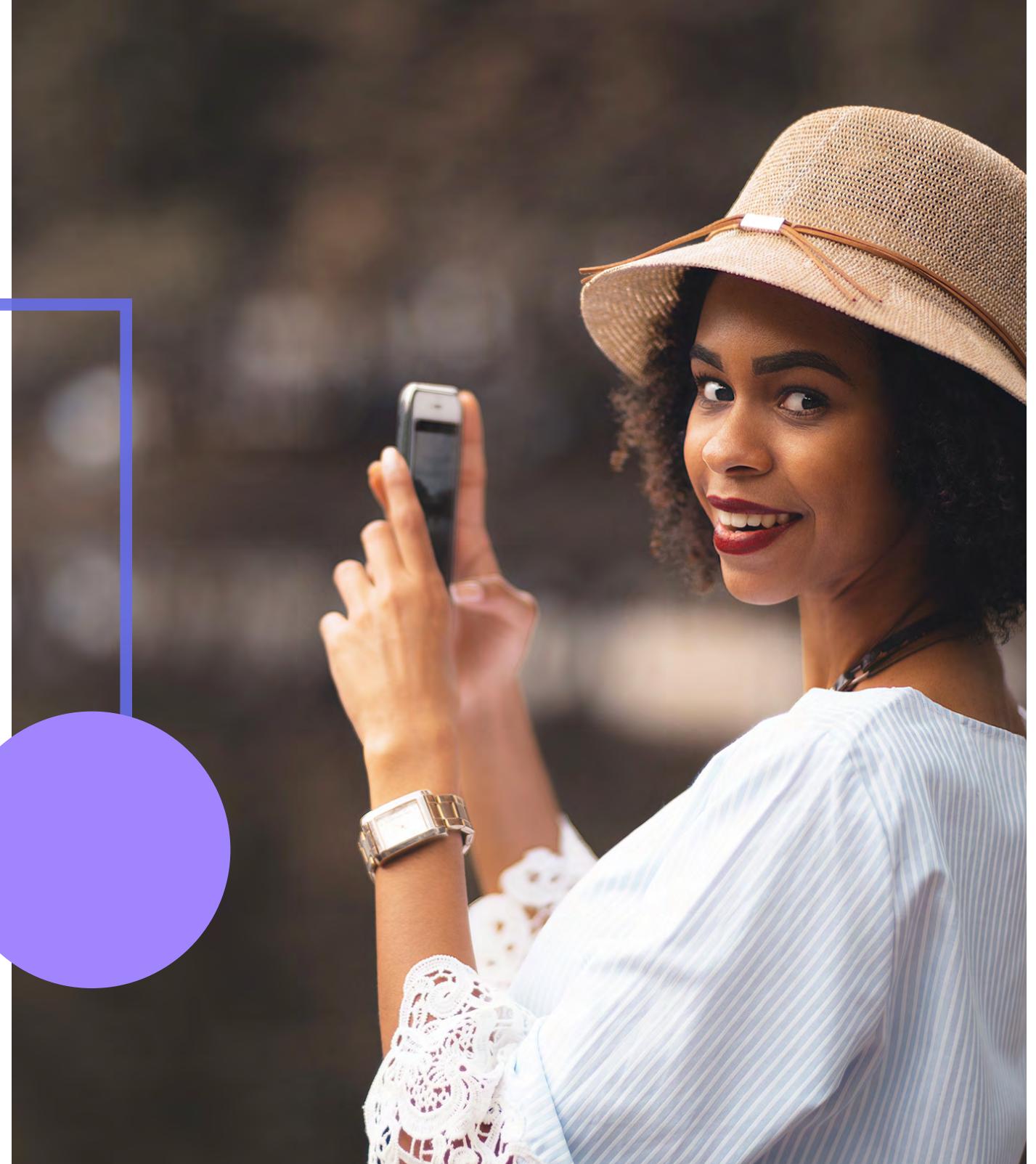


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Organic Engagement





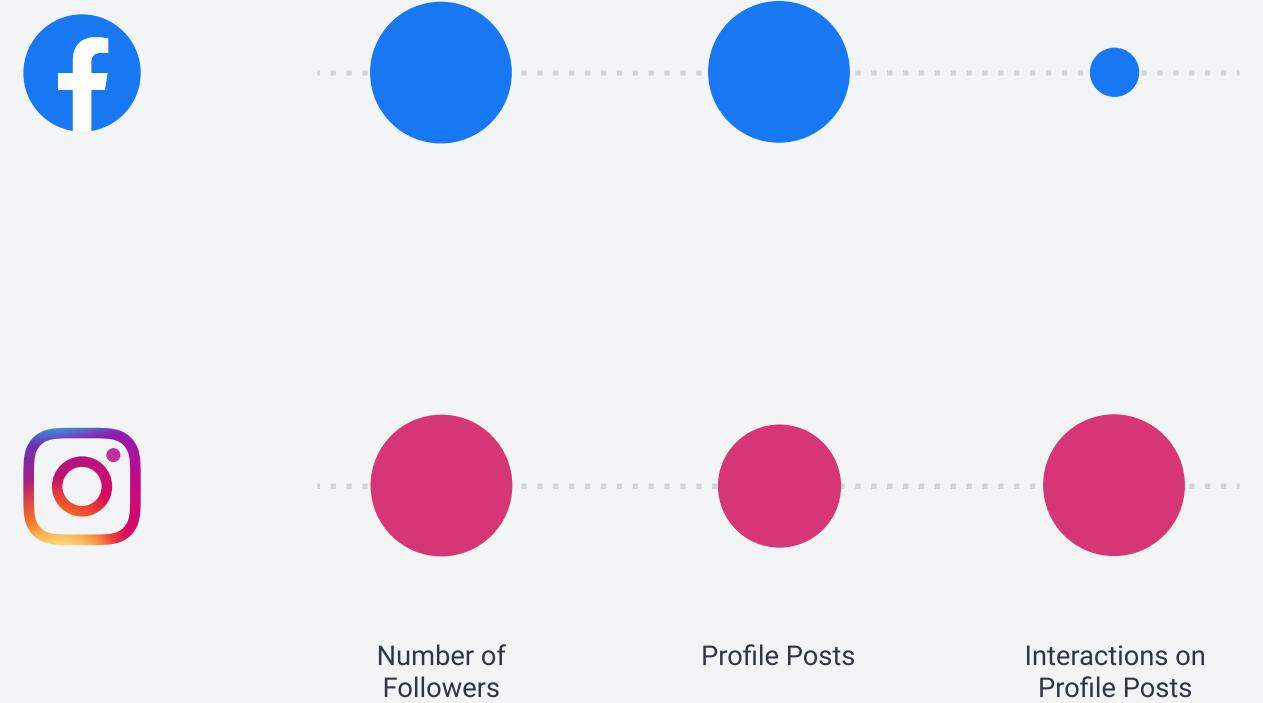
Organic Followers, Posts, Interactions – Top 50 Brands

Q3 2019

Looking at the world's 50 biggest brand profiles on Instagram and Facebook, Instagram continues to have more interactions on profile posts than happens on Facebook, which was also the trend in Q2 2019.

The number of followers for the 50 largest worldwide brands on Instagram and Facebook are very similar. However, despite a similar audience size and much higher engagement on Instagram, brands tend to publish more posts on Facebook.

Instagram now offers both large audience size and high engagement, which pulls more ad spend to the platform as well ([see page 23](#)).





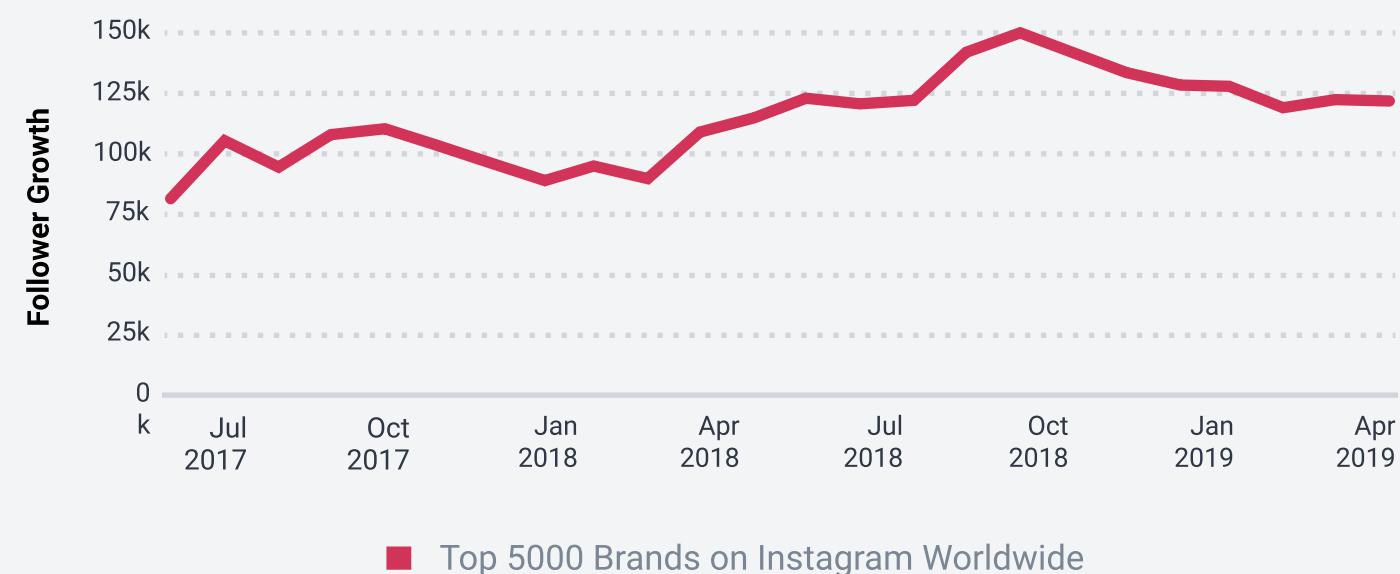
Brand Followers on Instagram Are Increasing

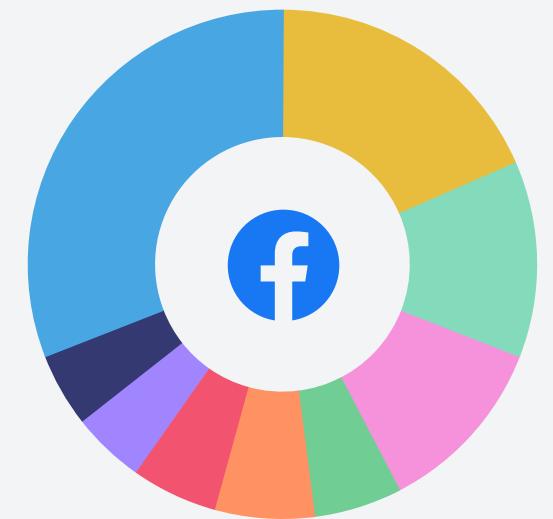
Followers of Instagram brand pages have been continuously rising over a recent two-year stretch. For the top 5,000 Instagram brands with the largest numbers of followers, the biggest growth of followers was at the end of 2018 when median follower growth increased by almost 50% from the beginning of the period.

Median follower growth is calculated based on the follower growth of the page that is in the middle of the 5,000 Instagram brands benchmark, and shows the difference in total followers for each month.

Top Brands' Follower Growth on Instagram over Time

Median Follower Growth Aggregated by Months





Distribution of Interactions Across Industries

Ecommerce has grown significantly on both platforms. On Instagram, **Ecommerce now makes up 15.8% of total interactions on the platform** – a 13.7% increase from Q2 2019.

Meanwhile, on Facebook, Ecommerce remains the top category. In Q3 2019, it increased to 17.8% from the 17.4% of interactions it had in Q2 2019.

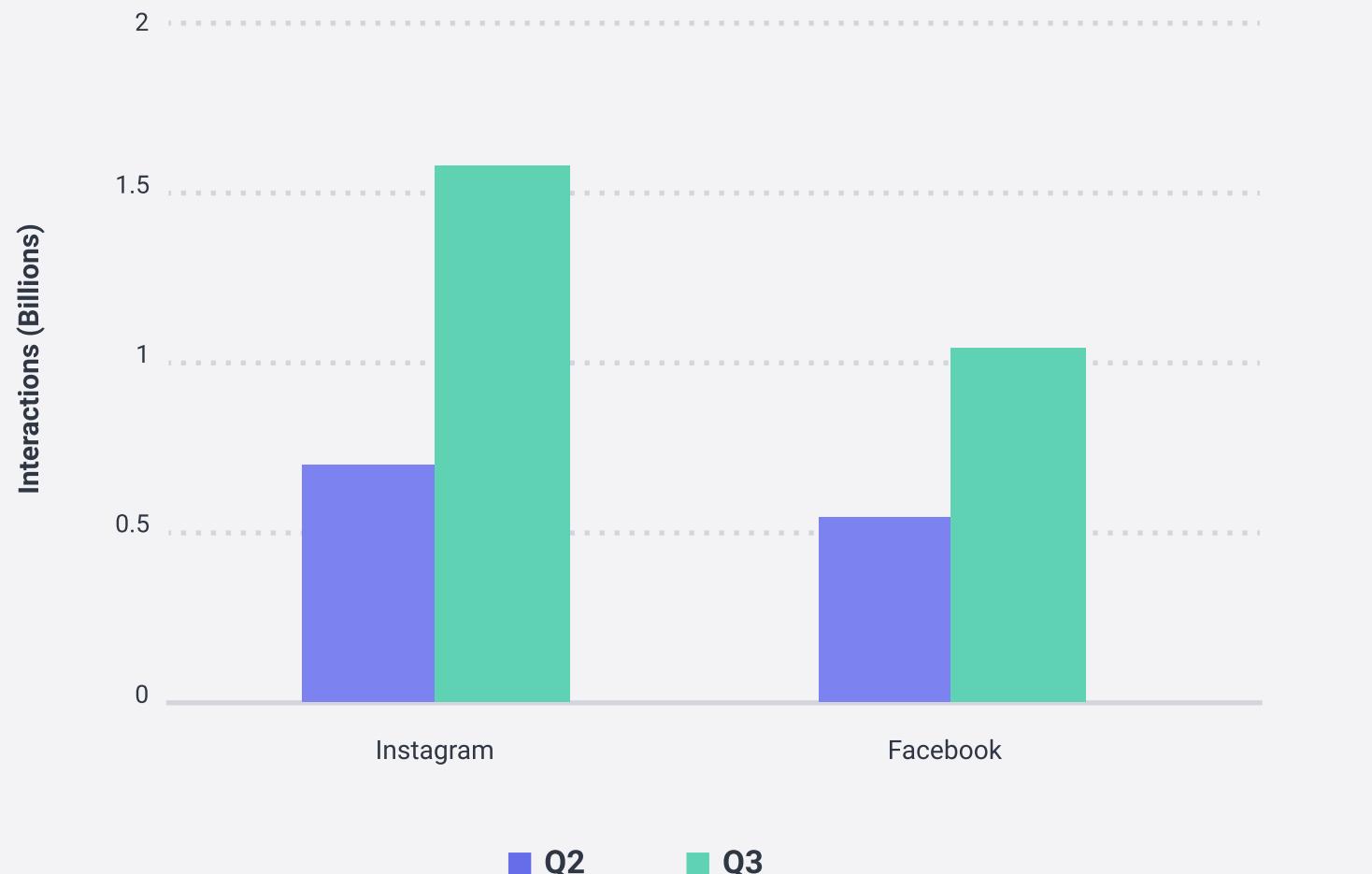
The category that has grown the most in the share of overall interactions is the Fashion industry. The Fashion industry's engagement increased from 27.8% in Q2 to nearly a third of all interactions on the platform at 31.9% in Q3.

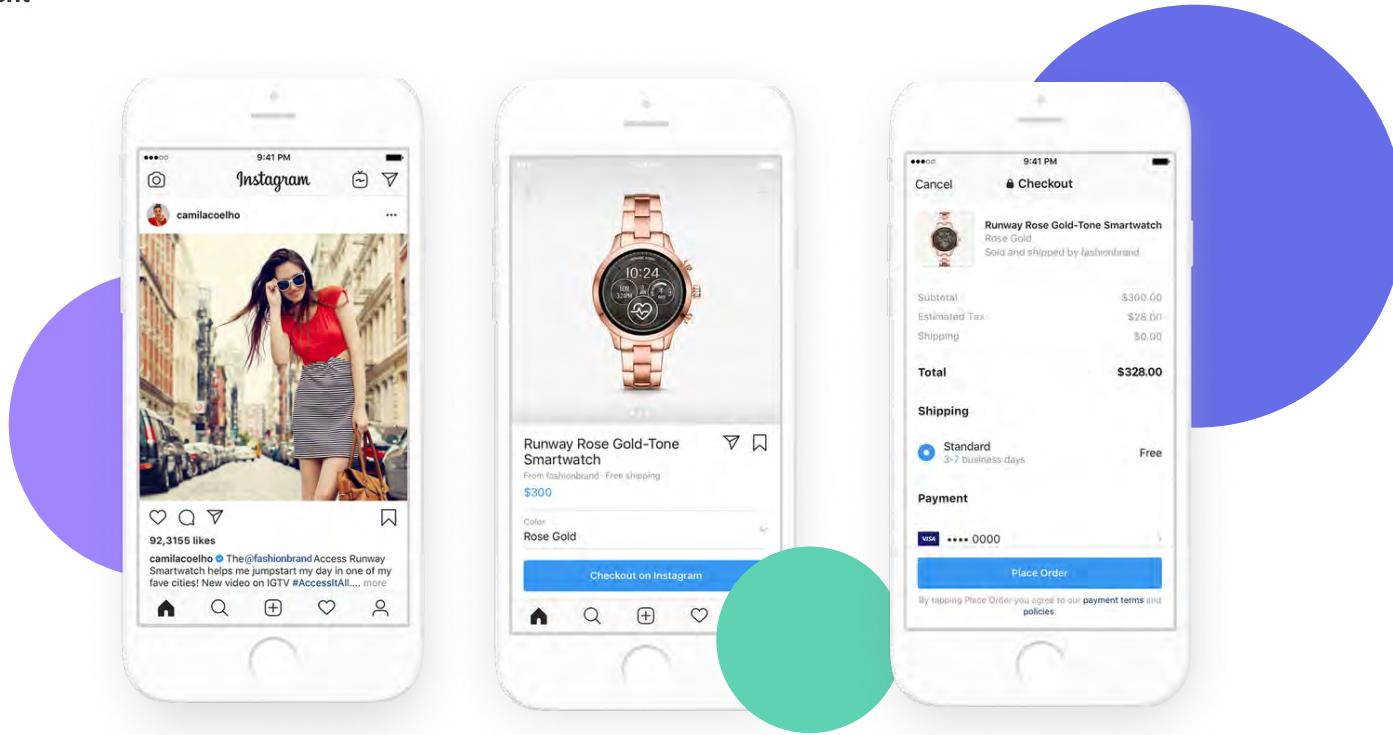


Ecommerce Engagement on Instagram Grows 118%

The Ecommerce category has grown significantly since Q2, increasing by 118.3% on Instagram and 91.4% on Facebook. In Q3 2019, Ecommerce ranked first on Facebook (17.8%) and second on Instagram (15.8%) in total interactions.

The growth in the engagement of the Ecommerce industry on the two social platforms is likely correlated to the adoption of Social Commerce (next page). The Q4 data will reveal whether this is a trend that will keep growing further.





'Social Commerce Will Take Over Ecommerce'

As social media platforms innovate to create a seamless shopping experience for their users, the growing online commerce trend will only continue.

"We don't need a crystal ball to predict that Social Commerce will take over Ecommerce as we know it today," Socialbakers' CEO Yuval Ben-Itzhak said.

"Moving into 2020, we will see more and more Ecommerce features being added to the social media platforms."

In September, Facebook started testing its Dynamic Ads feature, in which brands use data to target users with relevant products while users can more easily make in-app purchases.

Similarly, Instagram's Checkout on Instagram feature, which was launched earlier this year, allows users to purchase items displayed via Shopping Tags without having to leave the app.

As the options increase and the experience improves, Social Commerce will continue to grow on both platforms.

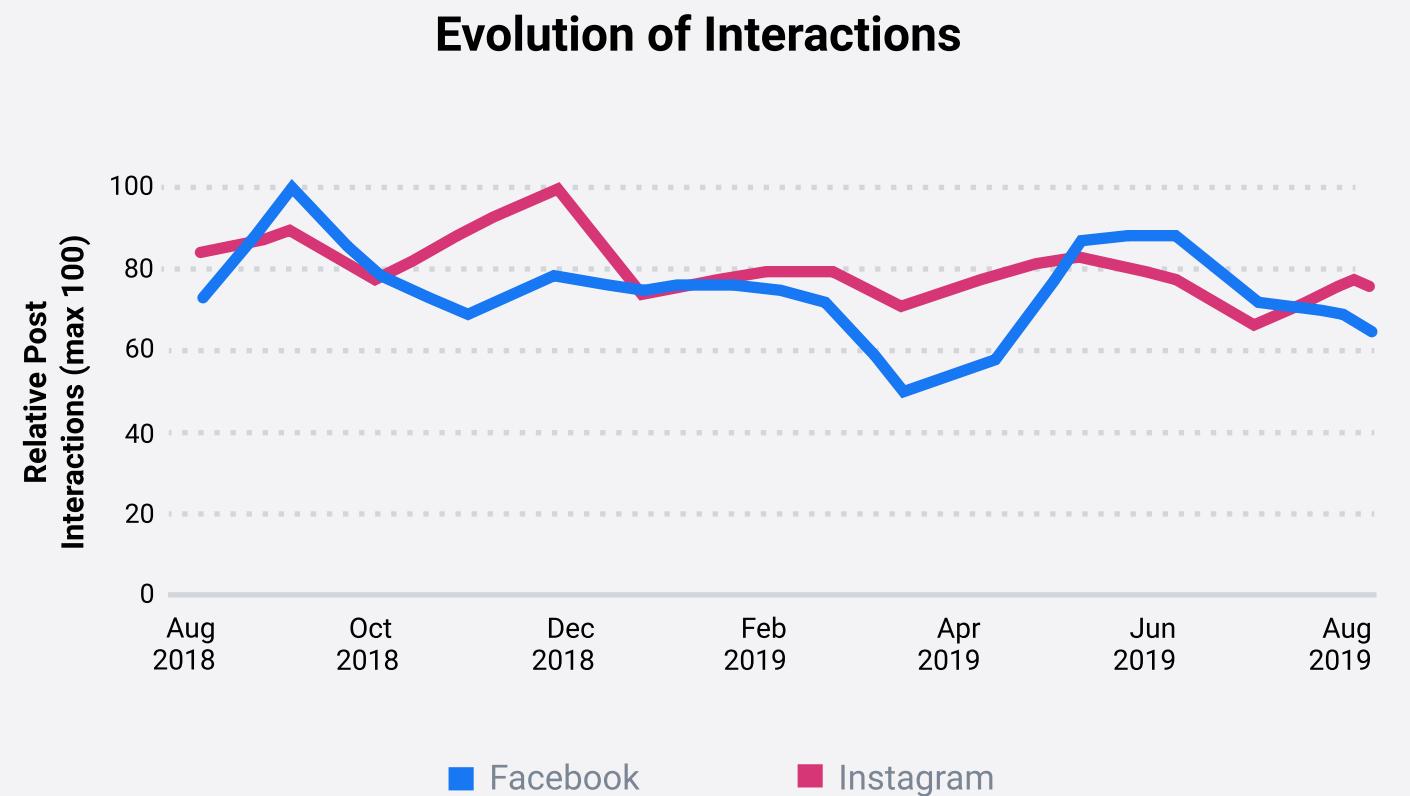
"Very soon it will be possible to run the entire marketing funnel from discovery to post-purchase customer care via social media," Ben-Itzhak said.



Evolution of Interactions

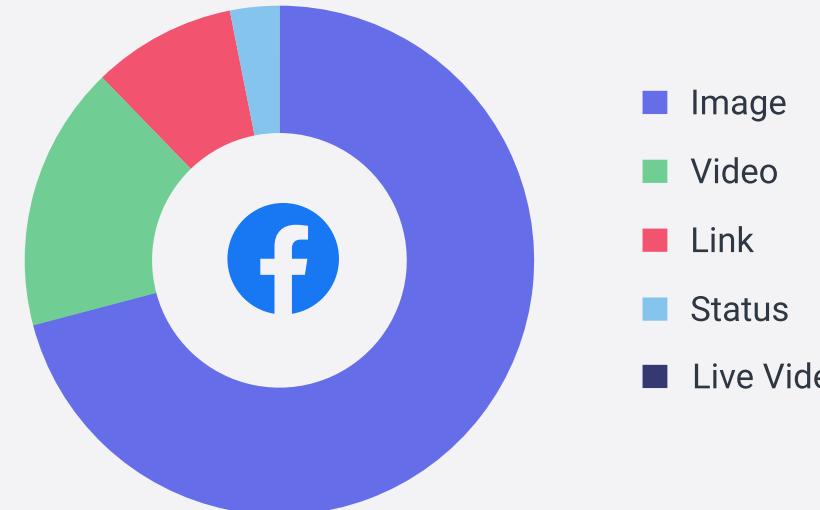
Looking at the evolution of interactions over the course of 15 months for the top 50 brands profiles on Facebook and Instagram, the data shows seasonal volatility. In Q3 2019, median interactions on Facebook decreased while on Instagram it fluctuated only slightly.

We can see that a decreasing trend also occurred in Q3 2018, and similar to the Q4 2018 trend, we can expect an increase in engagement heading into the holiday season of Q4 2019.



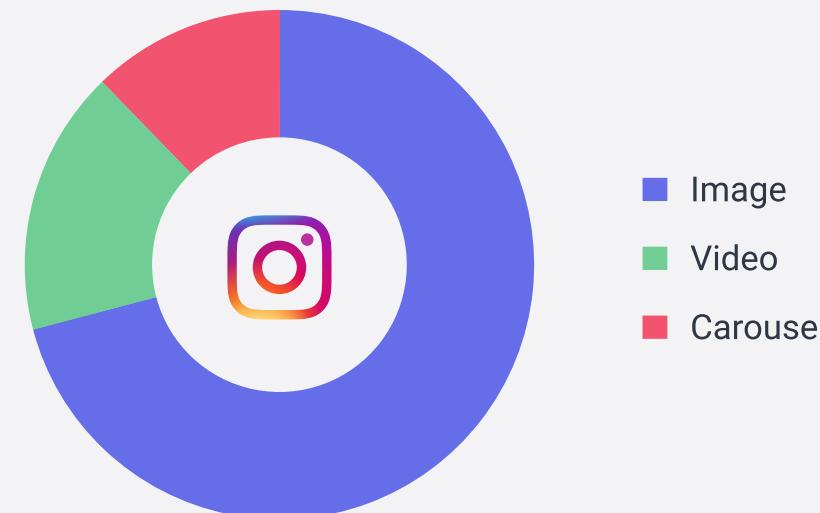


Distribution of Post Types on Facebook and Instagram



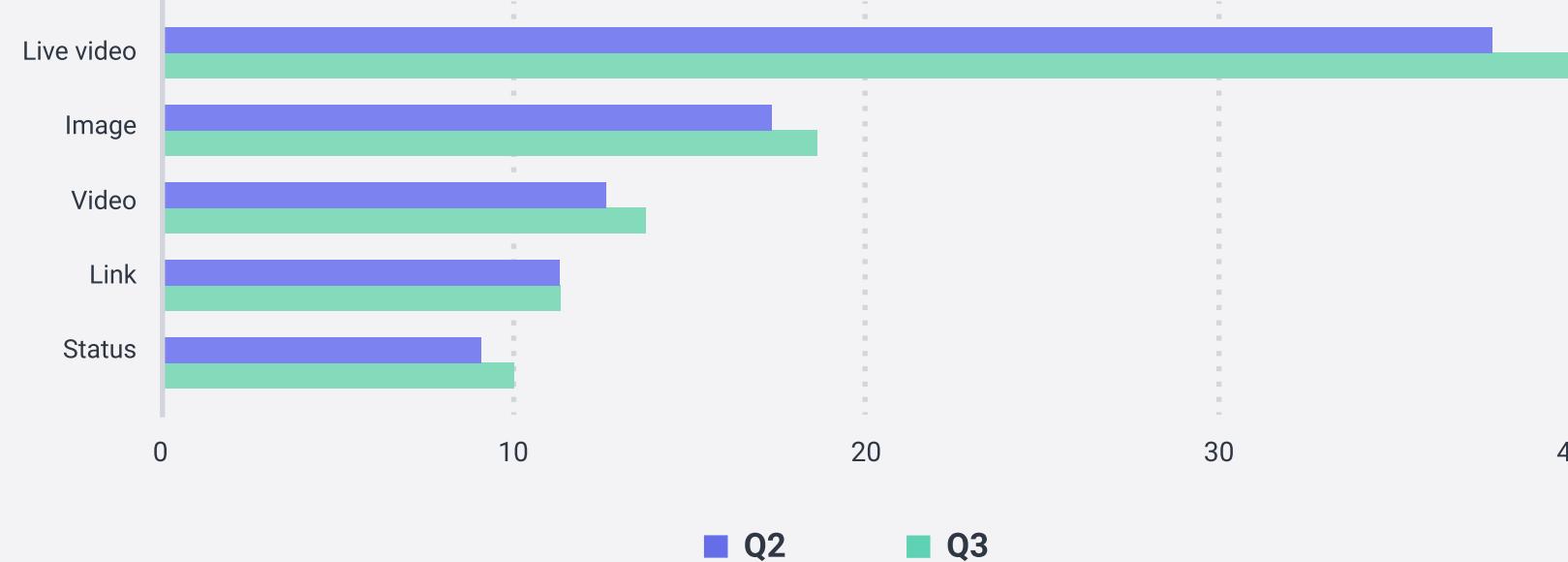
Images remain the most commonly used content format on both Facebook and Instagram, with video content being a distant second.

Since Q2, the only kind of substantial change was a 9.4% increase for carousel posts on Instagram – the most engaging format on the platform (see next page). Otherwise, the distribution of post types has shifted little since Q2 2019.

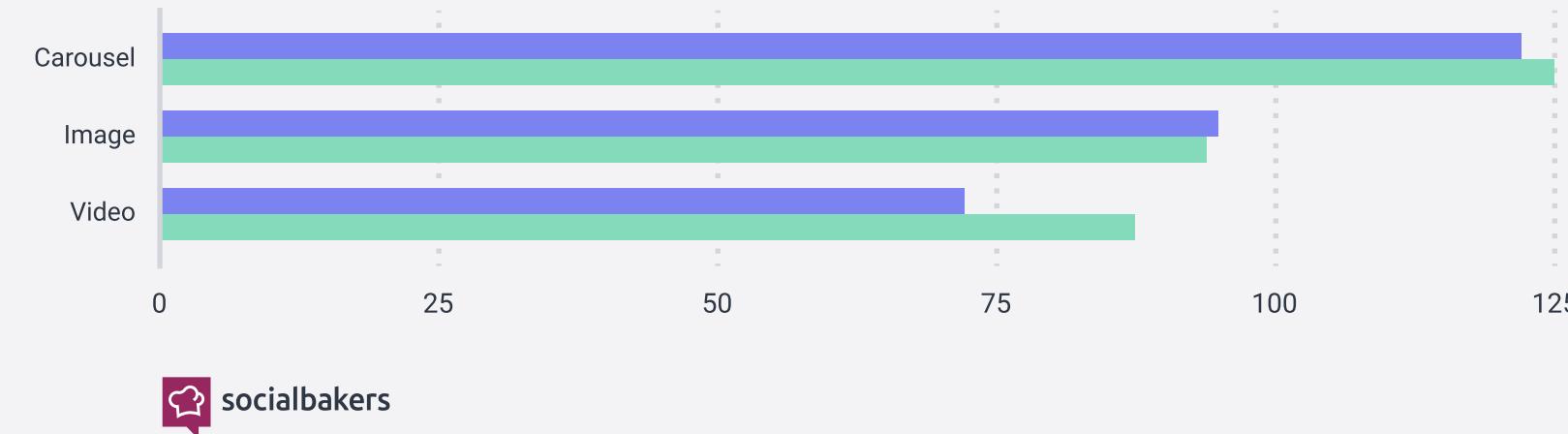




Facebook Organic Interactions by Post Type



Instagram Organic Interactions by Post Type



Content Performance

Compared to Q2 2019, videos on Instagram had a significant increase in number of median interactions and nearly caught up with image posts.

The Live Video format remained the leading performer on the Facebook platform with more than twice as many median post interactions (40) as the second-closest post type.

On Instagram, carousel continues to draw the most engagement with 125 median post interactions.



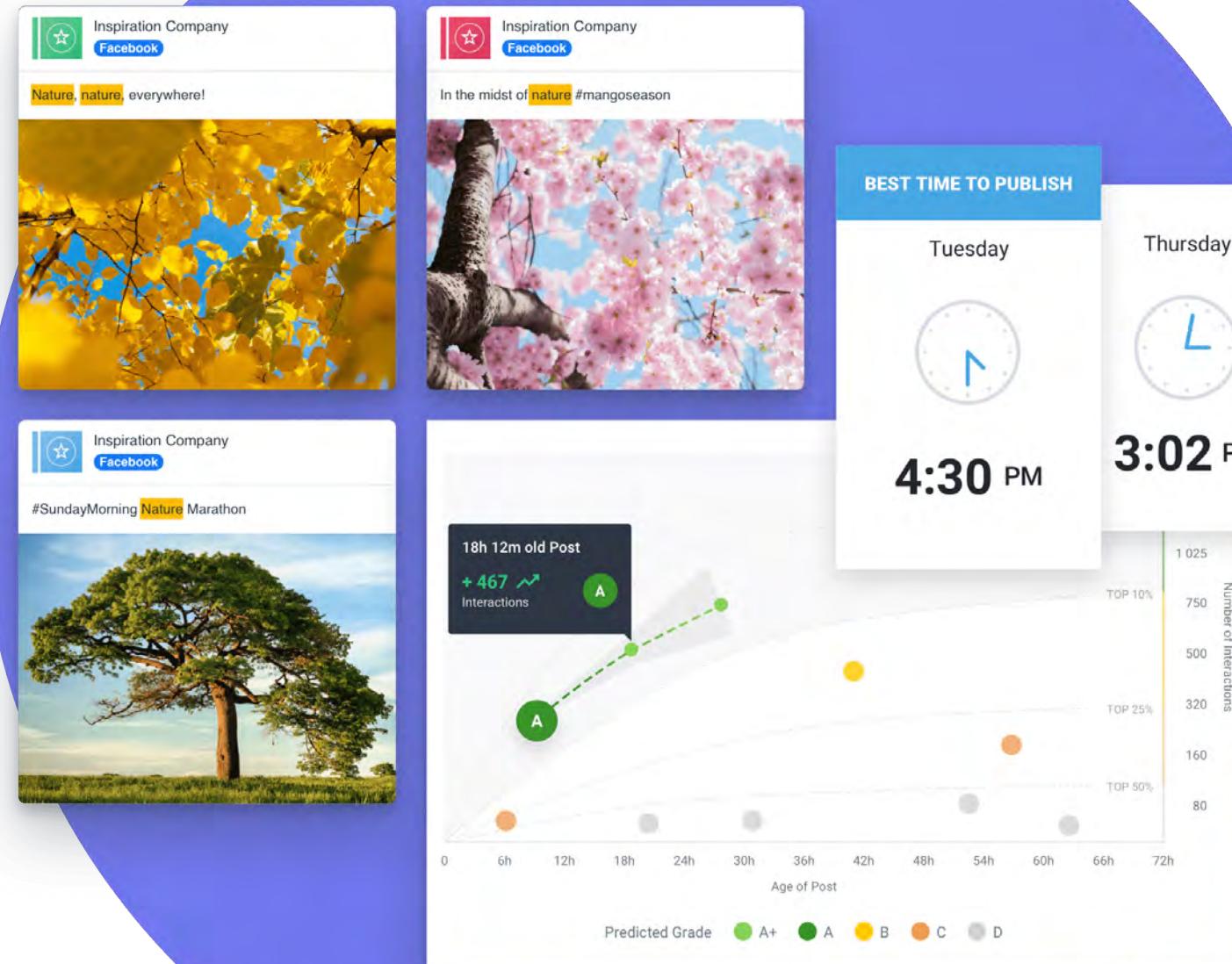
Video Content Engagement Grows

The popularity of video on social media has been exploding over the last few years. Facebook and Instagram have both added new formats for using video content such as Facebook Live, IGTV, or interactive and moving add-ons for Instagram Stories.

Based on the data from the last slide we can see that different versions of video perform well and have grown. Facebook Live and regular video both had increases in interactions from Q2 to Q3, ranking first and third in median post interactions on the platform.

On Instagram, the surge of video content engagement in Q3 2019 is a trend that's required marketers to pay far closer attention to the format on the platform.

With Socialbakers you can access the industry's largest library of proven-to-work content examples to uncover what the best videos really look like.

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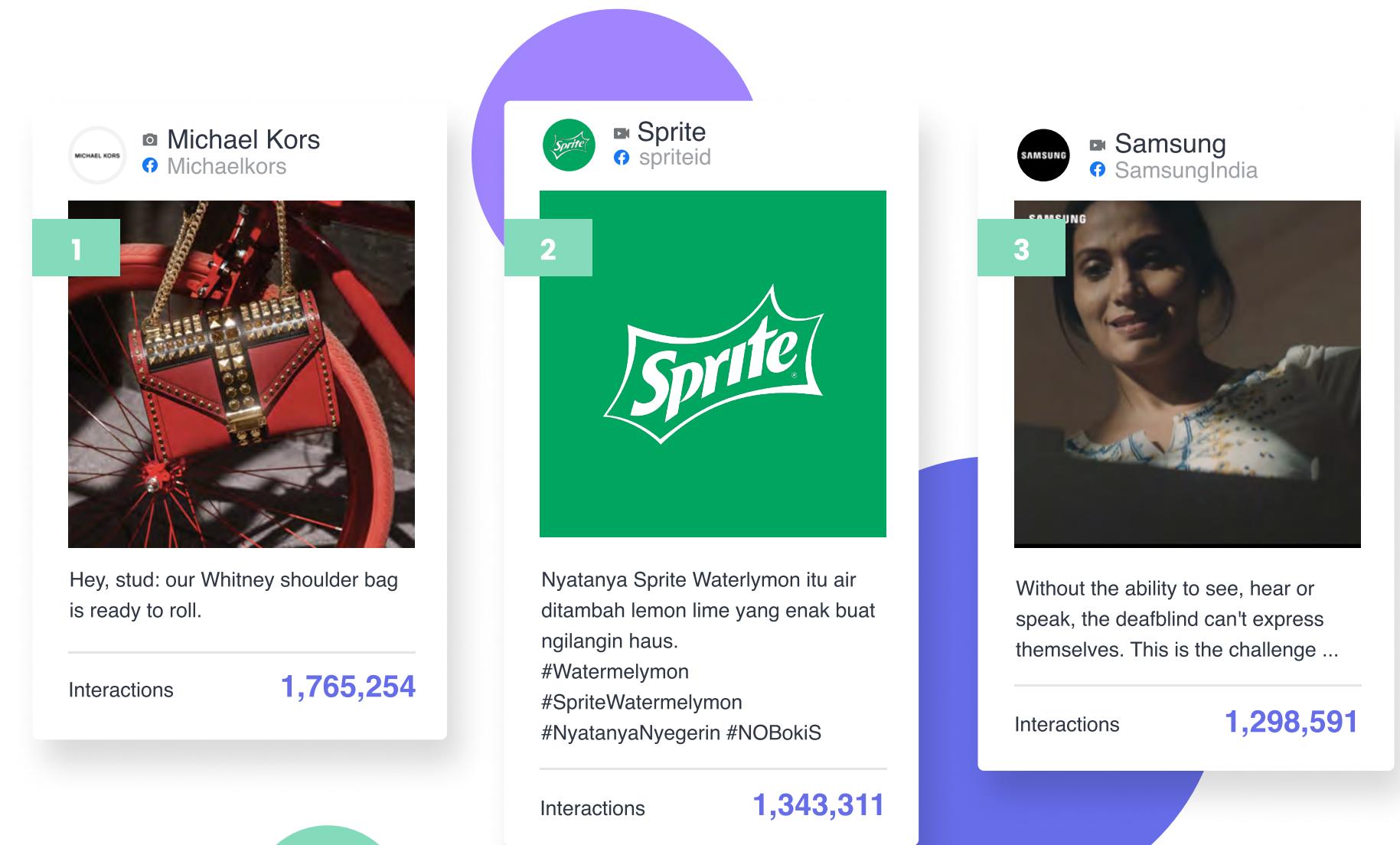


The Most Engaging Facebook Posts

Fashion brand Michael Kors had the top post in Q3 with a photo of one of its products, while soft drink company Sprite's Indonesian page reached the second spot with a video post promoting a new version of their drink.

Electronics company Samsung's page in India used the video format for compelling emotional storytelling to achieve the third top post.

Two of the top three Facebook posts in Q3 2019 featured videos, further showing the potential to generate engagement through this format.



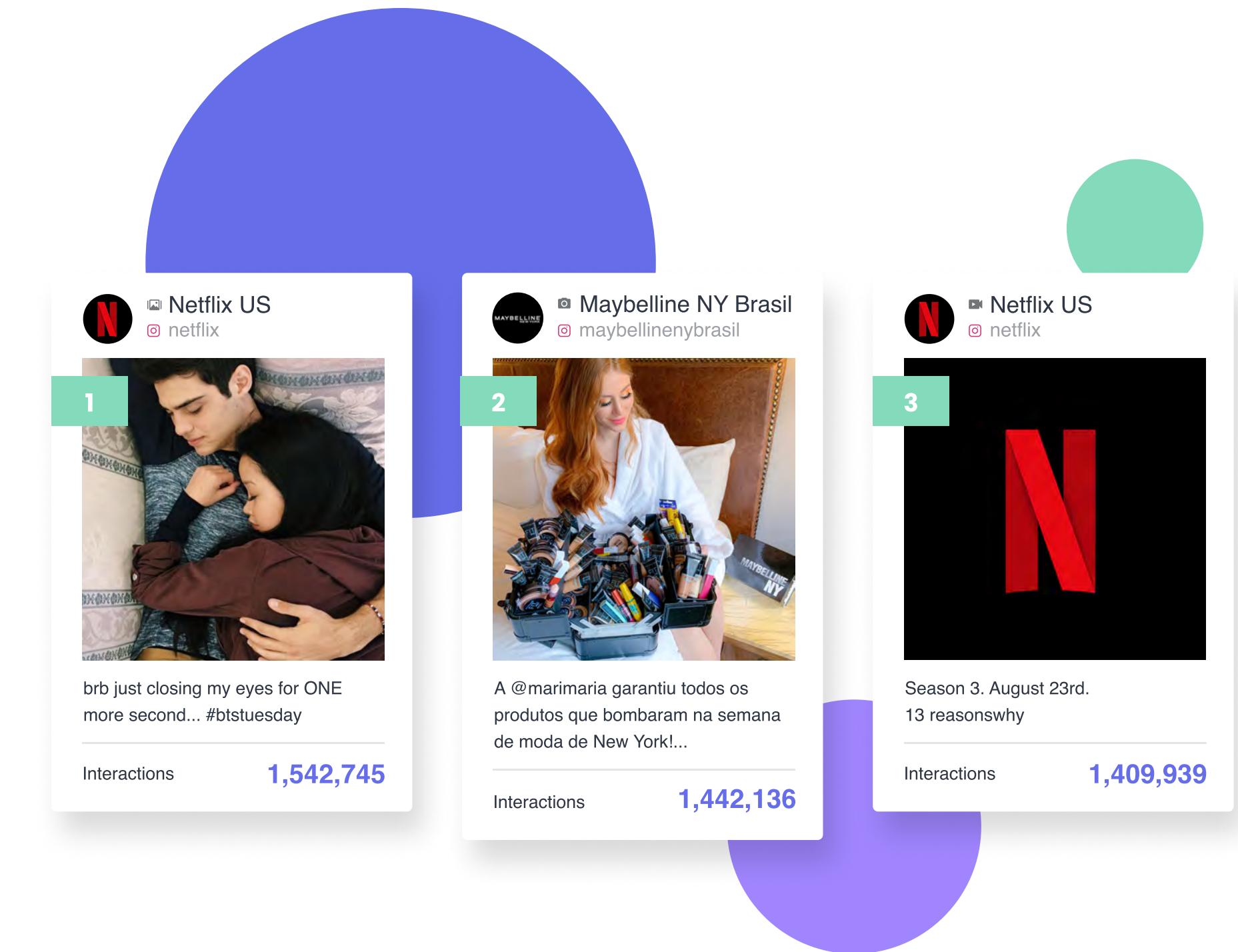


The Most Engaging Instagram Posts

Netflix earned two of the highest performing posts on Instagram in Q3 2019, utilizing carousel and video for its brand promotion.

The top post was a behind-the-scenes slideshow of various cast members sleeping on set, and the third top post was a video preview for a new season of one of its shows.

The second top post of the quarter was from beauty brand Maybelline's Brazil account that partnered with influencer @marimaria for the promotion of their product line.



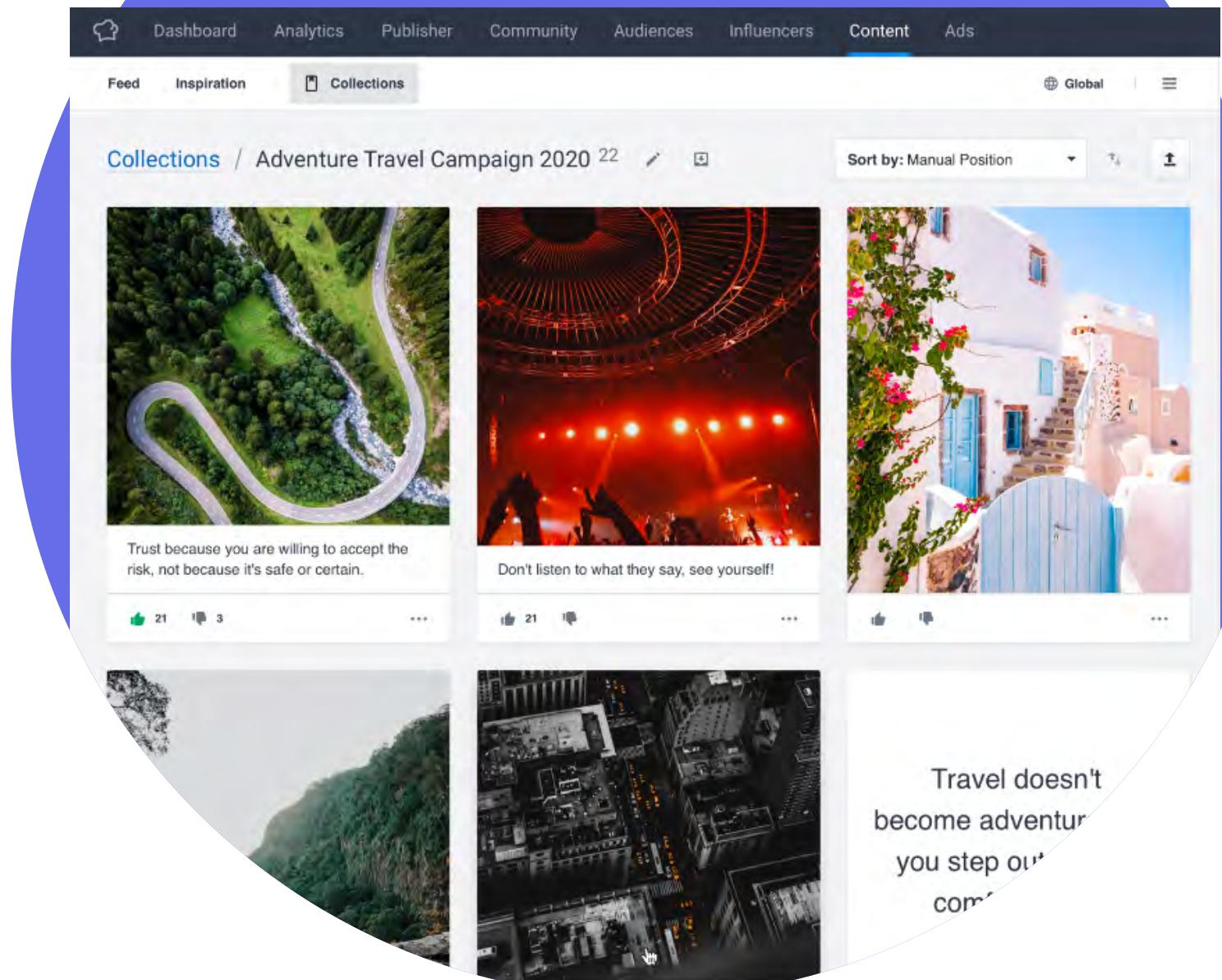


All Your Content - One Place

- Instantly save content assets into easy-to-navigate collections
- Upvote or downvote assets you love and let everyone know why
- Upload your best ideas and screenshots with a click
- Avoid losing comments or frustrating feedback loops
- Effortlessly connect Socialbakers to your favorite cloud storage apps

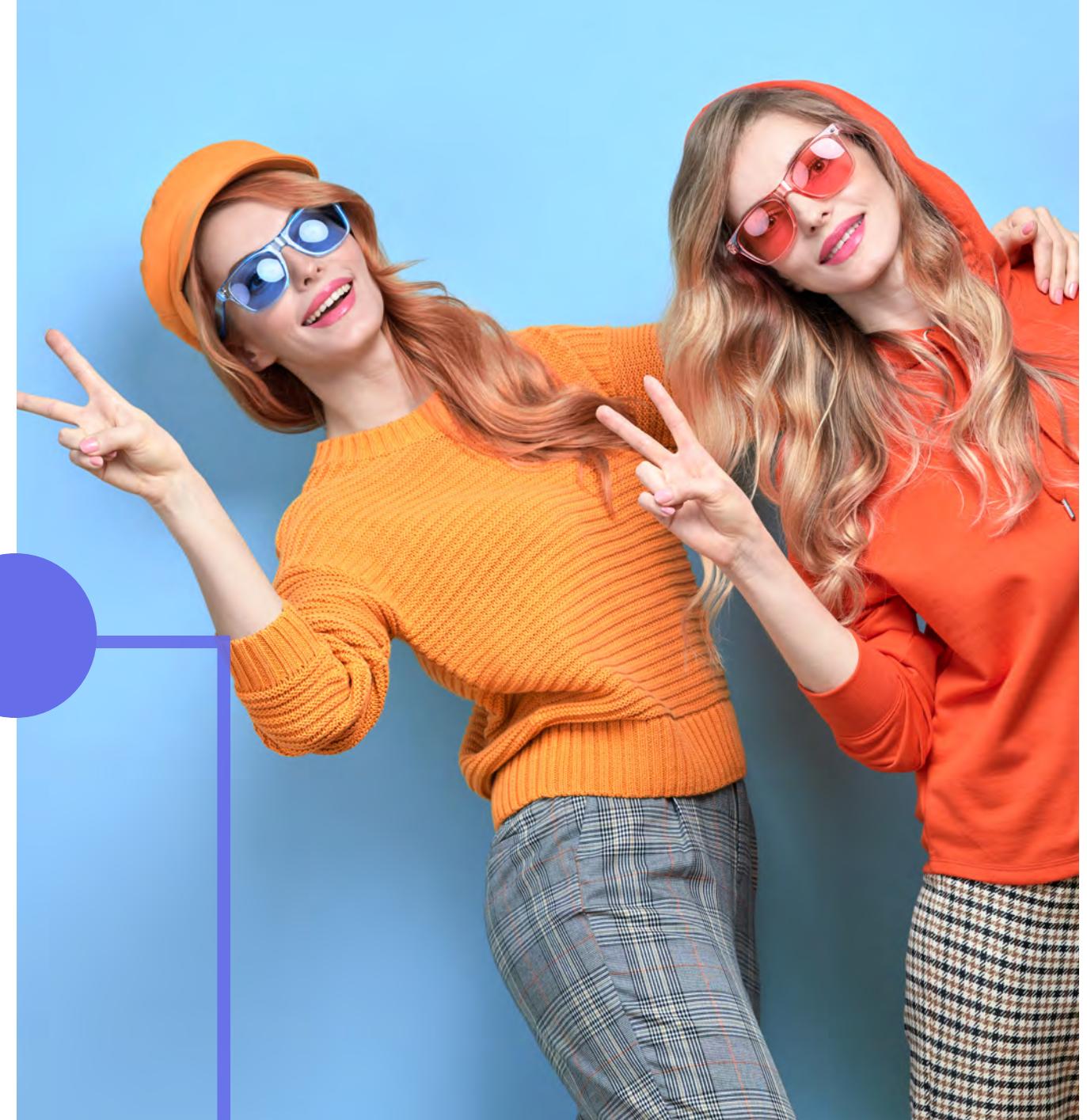
With Socialbakers, it's so easy to keep all your content organized in one place. There's no confusion - nothing gets lost.

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Stories





Instagram Stories Exit Rate: What You Need to Know

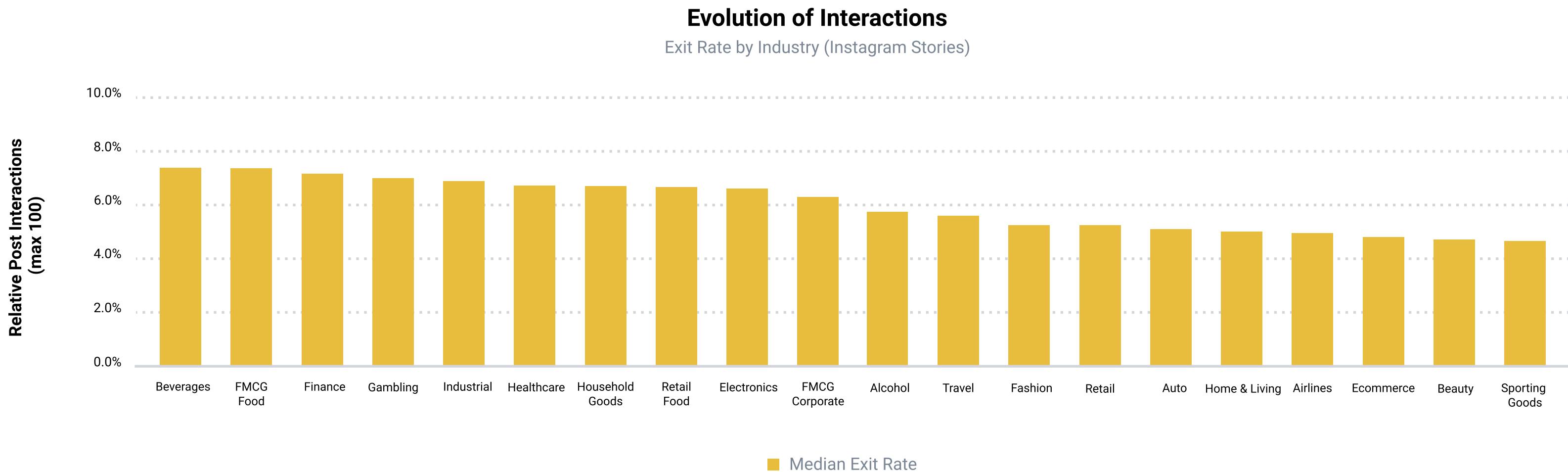
Instagram Exit Rate or “swipe away” is measured by taking the number of people who leave or skip an Instagram story divided by the total number of times that story was seen. On Instagram this could happen by swiping left, clicking on “X” in the top-right corner, closing Instagram while watching a story, or by swiping down and returning to the feed.

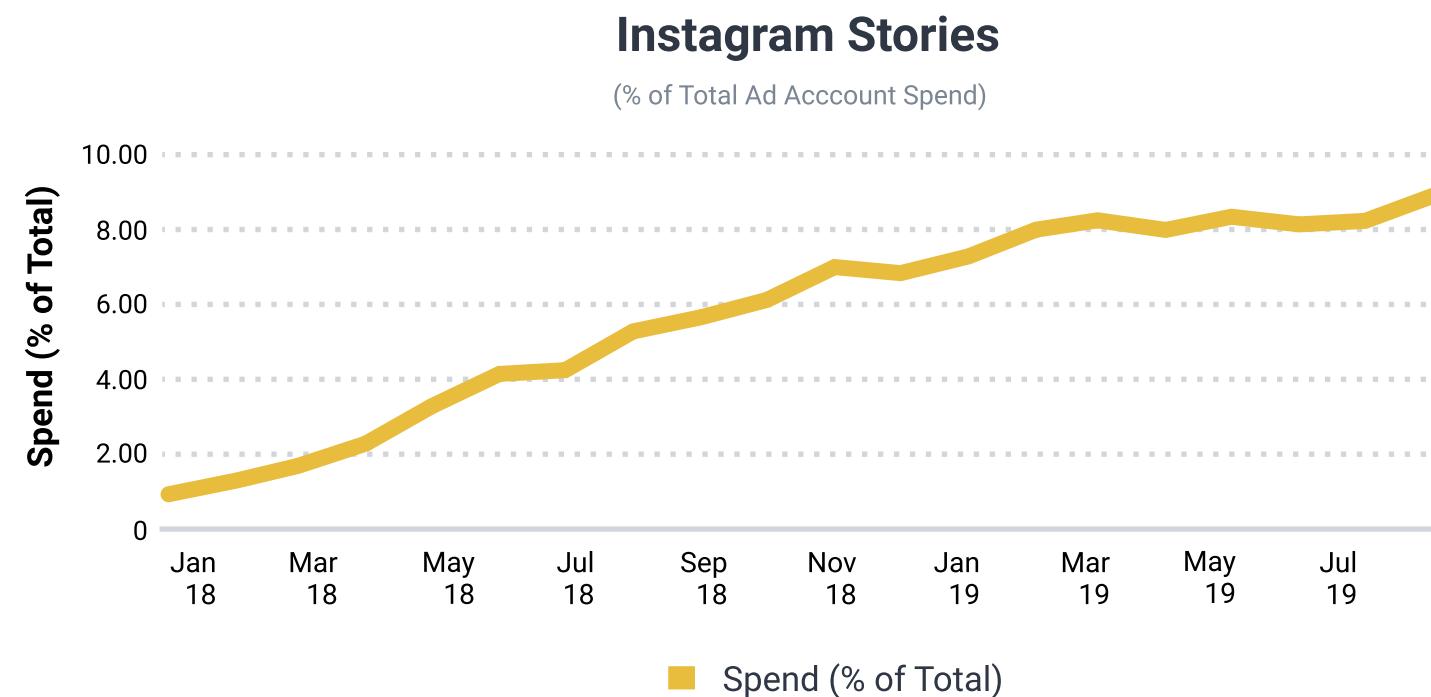
The median exit rate on Instagram Stories across all industries is 5.9%. The lowest exit rate was achieved by brands in Sporting Goods, Beauty, and Ecommerce. On the contrary, the highest Instagram Story exit rates were found in Beverages, FMCG Food, and Finance.





Exit Rates for Instagram Stories





Ad Spend on Instagram Stories

Since January 2018, when only about 1% of total ad spend went into Instagram Stories, the format has grown to almost 10% of total spend share.

Instagram is the most engaging platform for brands, and Instagram Stories has been an immensely popular format among its users. It's likely that in Q4 more budget will shift to this ad placement.



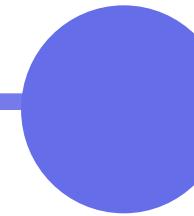
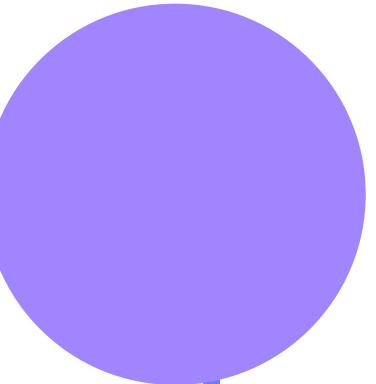
Ad Spend on Facebook Stories

Since its inception in July 2018, Facebook Stories have risen to a high of 0.3% of total spend at the end of Q3 2019.

While the spend in Facebook Stories is growing at a steady pace, the format still has room for growth and is significantly behind the spend on Instagram Stories.



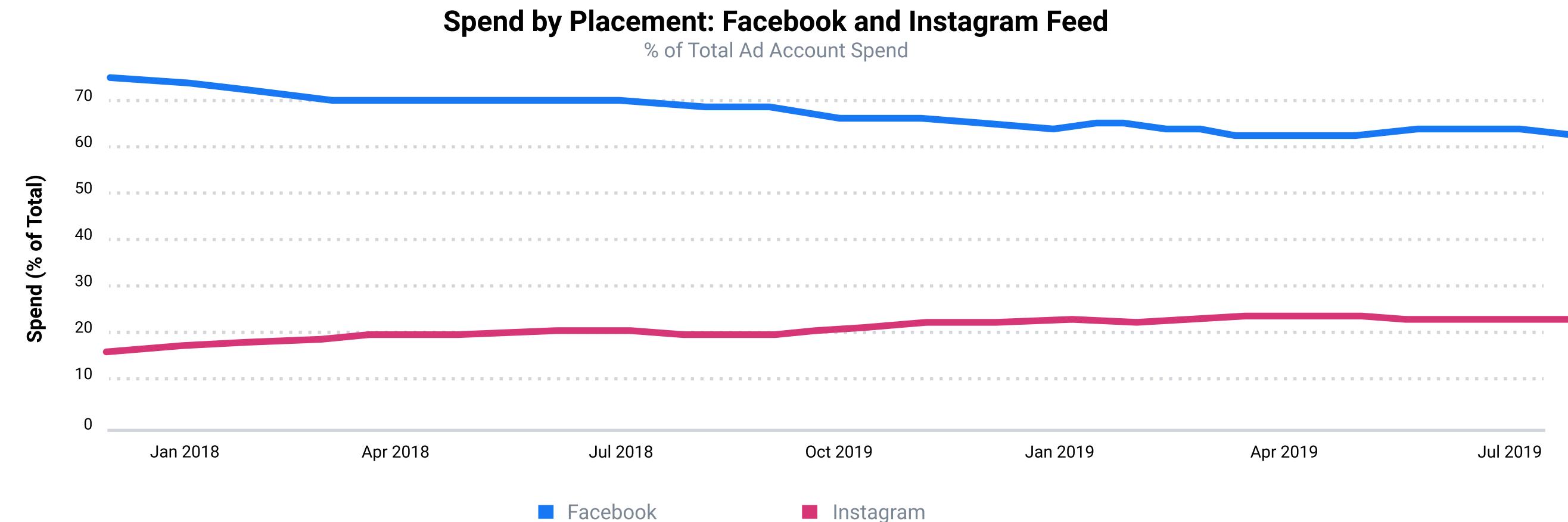
Advertising





Share of Ad Spend: Instagram vs. Facebook

While the majority of advertising investment still goes towards the Facebook Feed (62.3%), marketing budgets are shifting towards Instagram. From September 2018 until September 2019, the spend on Instagram feed grew from 18% to 21% of the total share of spend.





Share of Ad Impressions: Mobile vs. Desktop

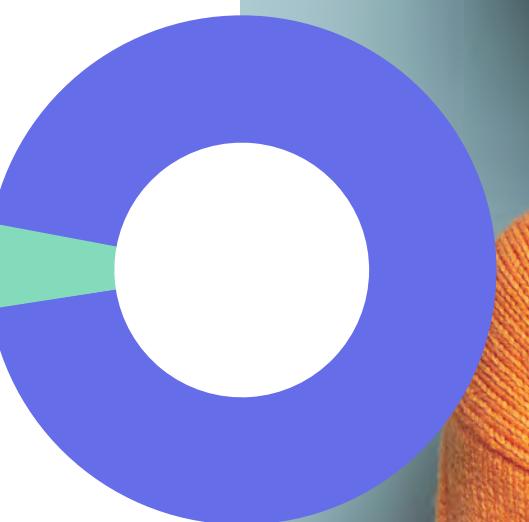
95.8% of paid ads are served on mobile devices compared to just 4.2% of impressions that happen on desktops.

This is a slightly bigger disparity than we saw in Q2 2019 (95.1% vs. 4.9%) and reinforces the fact that mobile needs to be a priority for all marketing teams.

Share of Ad Impressions
Mobile vs. Desktop

■ Mobile	95.8%
■ Desktop	4.2%

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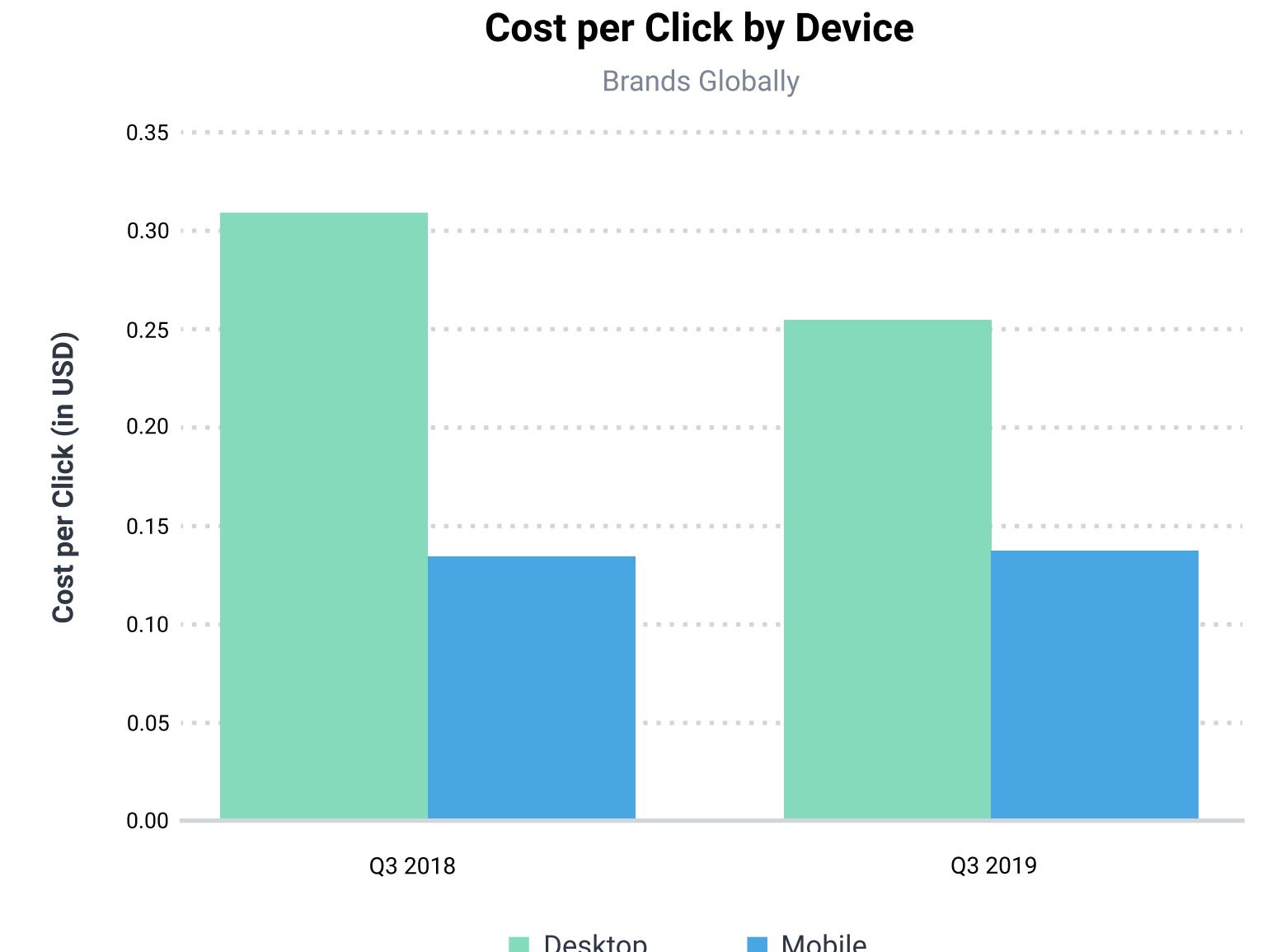


Desktop CPC Decreases 17.5%, but Mobile Remains Cheaper

Looking at Facebook ad accounts analyzed in the report, the cost per click is nearly double for users engaging via desktop (0.25 USD) than via mobile (0.13 USD).

On desktop there was a 17.5% drop YoY in CPC costs; however, only 4.2% of ad impressions happen on desktop (see previous page). In Q3, mobile saw a slight 2% increase in CPC.

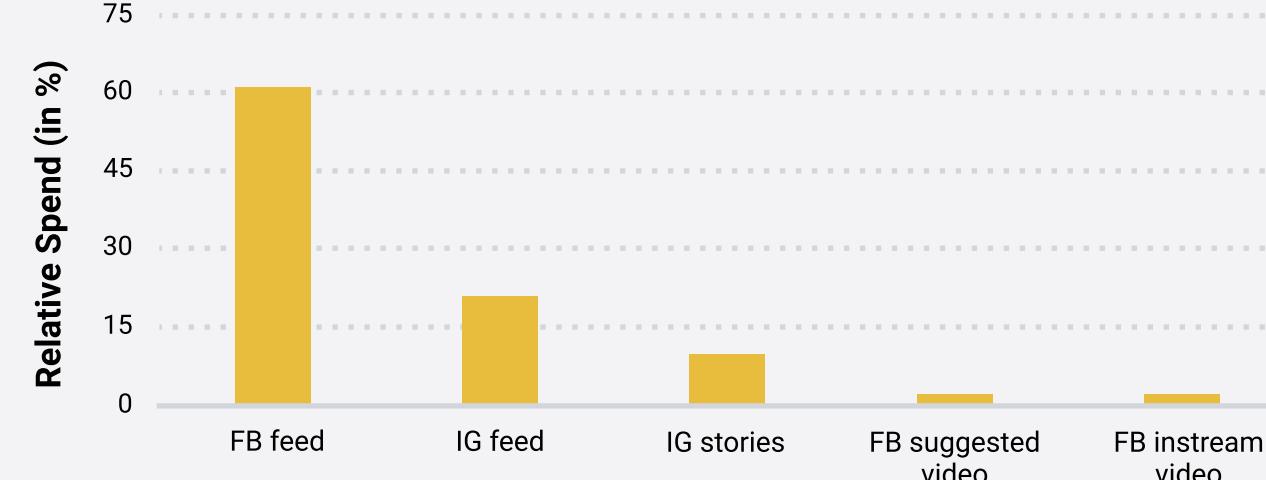
Based on the high ad impressions on mobile devices, it's recommended that advertisers take advantage of the lower CPC and incorporate mobile-first thinking in their campaign strategies.





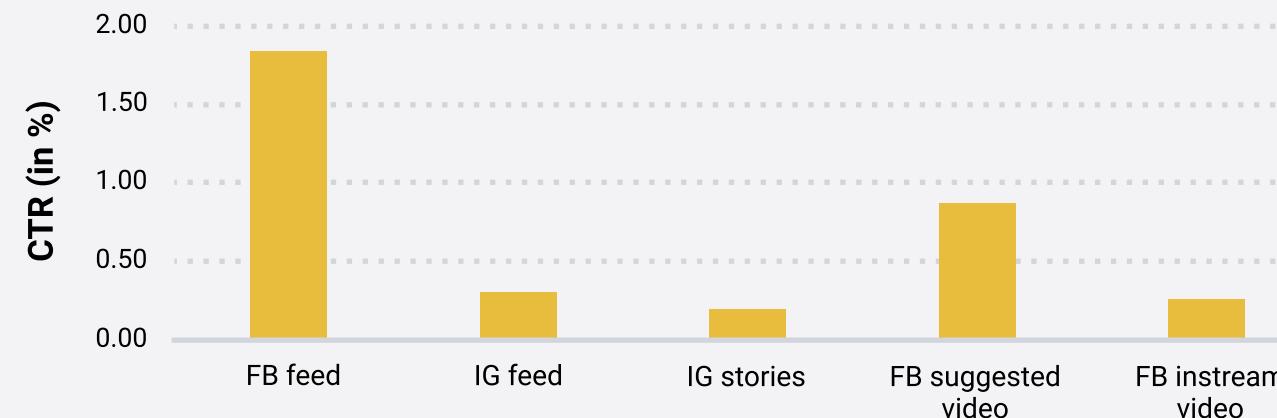
Ad Placement With Most Spend

Top 5 by Relative Spend



Click-Through Rate (CTR) by Ad Placement

Top 5 by Relative Spend



Highest Converting Ad Placement Types

When looking at the distribution of spend between ad placements, according to Socialbakers data, 62.3% of the total spend (for the top 5 placements by relative spend) is allocated to the Facebook News Feed, the placement that also has the best click-through rate.

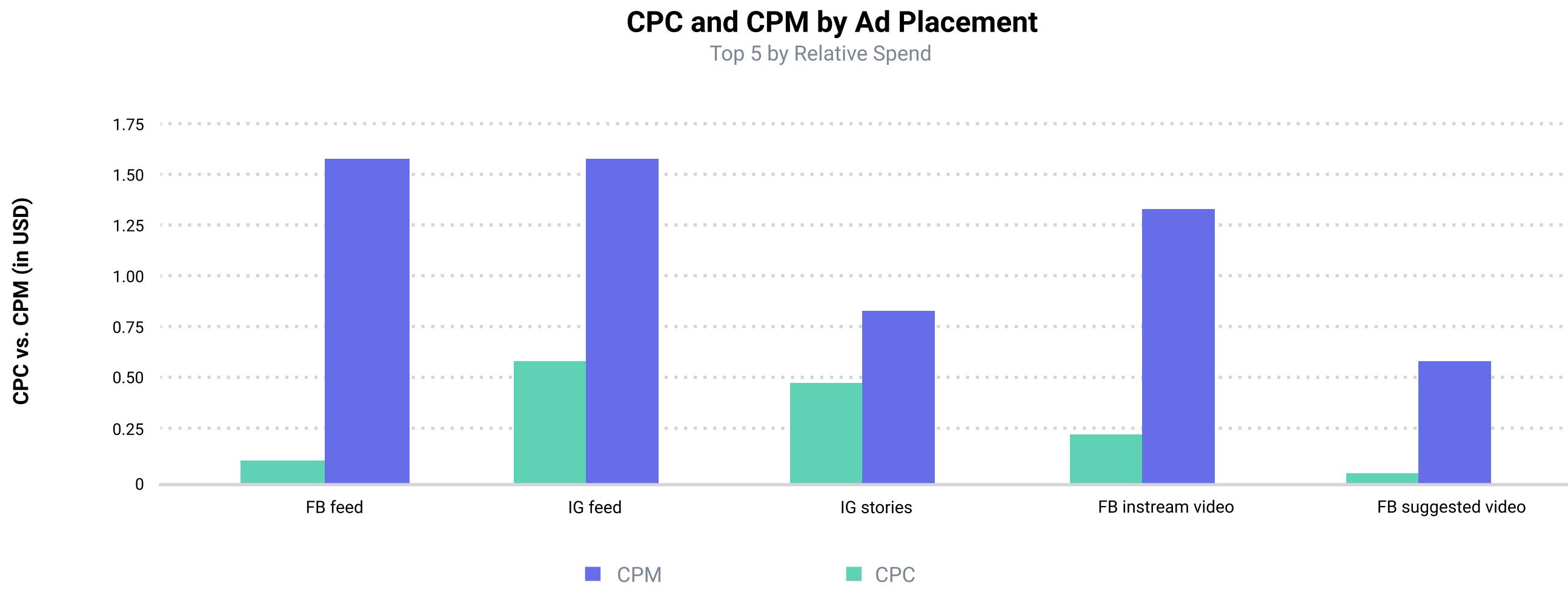
The contrast between ad spend and CTR reveals areas where there is value for marketers to be gained.

For example, despite the low relative spend, the data shows that Facebook's Suggested and Instream Videos convert better than Instagram Feed or Instagram Stories. They rank second (0.8%) and third (0.32%), respectively, in CTR percentage, but the relative ad spend on both combined (4%) is less than half of Instagram Stories (9.4%).



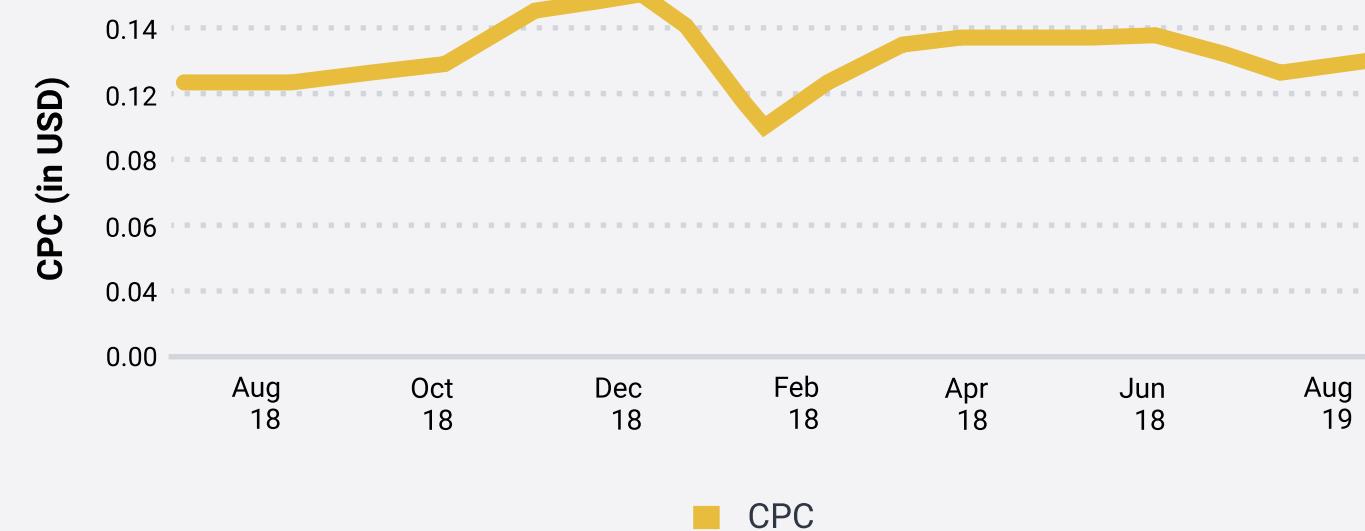
| Cost per Click and Cost per Thousand

In Q3 2019, Instagram Feed (1.57 USD) slightly surpassed Facebook Feed (1.56 USD) in cost per thousand. Nearly every CPC and CPM cost dropped slightly in comparison to Q2 2019. Only CPM for Facebook Instream Video went slightly up by 0.02 USD. The most inexpensive CPC is still for Facebook Suggested Video (0.078 USD), followed by Facebook Feed (0.1 USD). However none of the changes are significant enough to create a trend.

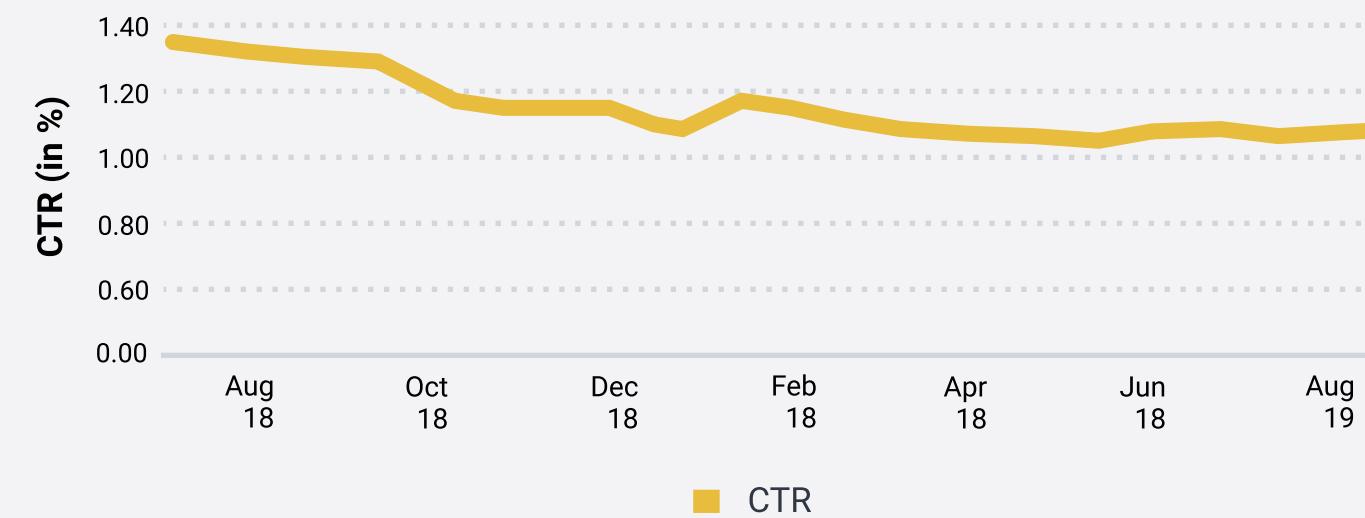




Cost per Click on Facebook and Instagram



Click-Through Rate on Facebook and Instagram



The Evolution of Cost per Click and Click-Through Rate

The highest cost per click in the last year was during the 2018 holiday season. The current trend line suggests that upcoming holiday campaigns will push the CPC towards that figure (0.149 USD). Same as the previous year, as the CPC rises through the holidays, marketers can also expect it to decrease in January 2020.

While the click-through rate has been on a decline over the last year, **in Q3 2019 it flattened at 1.10%**, and ended up at **1.14%** in September.



MarTech Driving Budget Optimization

Looking at the quality of content, 46.5% of all promoted content is graded as A+. That's the same percentage as Q2 2019, and overall there is little change.

Importantly, more than a fifth of all promoted posts are graded as D content (21%). This could be easily improved by using MarTech or AI to help choose the right posts for boosting.

Ad Spend by Post Quality



A+	46.5%
D	21.0%
A	16.2%
B	8.9%
C	7.4%



The Socialbakers' Post Grading AI

The Socialbakers AI automatically grades all Facebook and Instagram content based on a number of engagement indicators and scores the post quality ranging from A+ to D.

The variance in boosting an A+ vs. a D grade post is significant. According to Socialbakers data, promoting A+ posts leads to 50% lower CPC, 20% lower CPM, and 2.3X more interactions with the same reach.

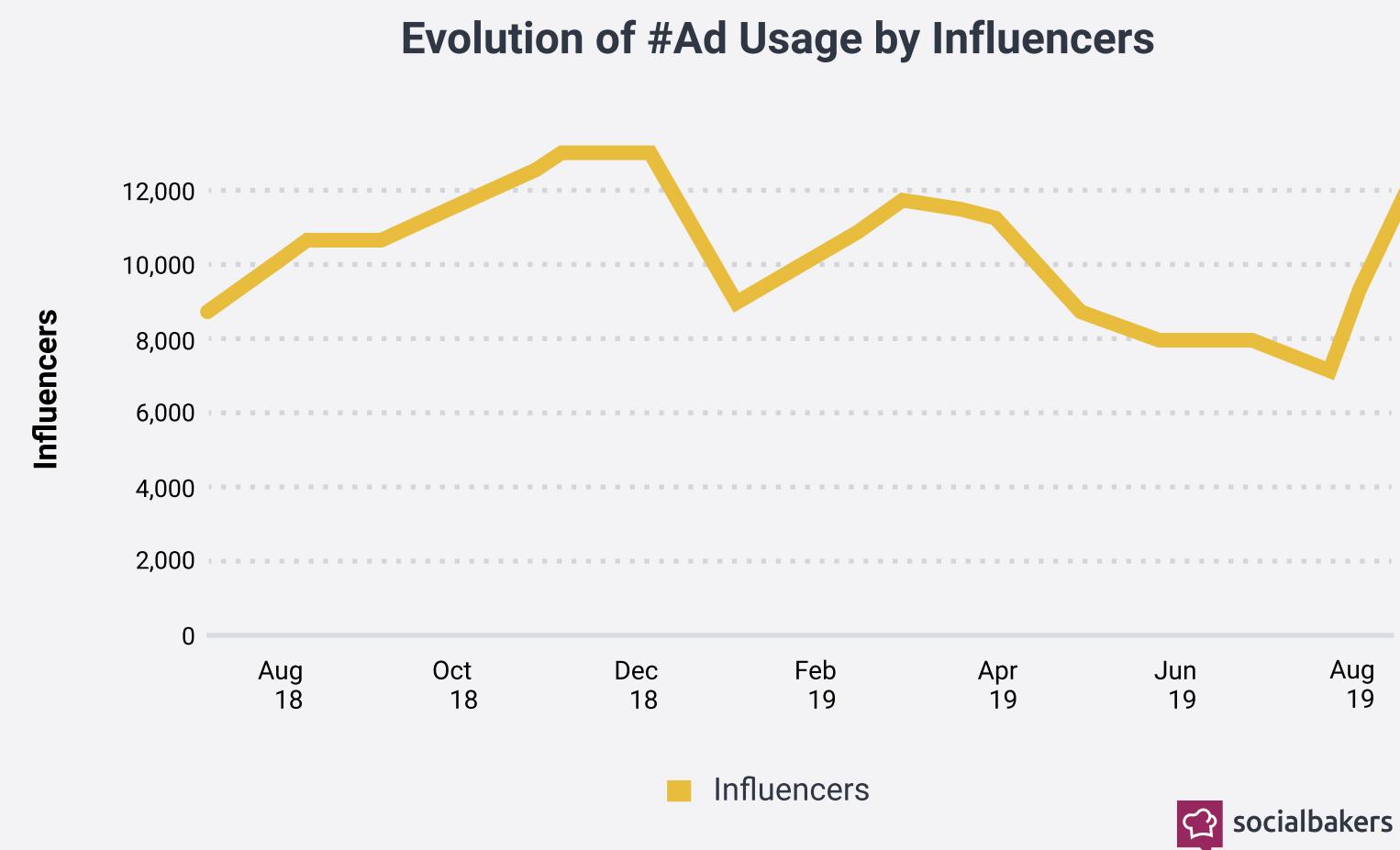
[Discover How the Socialbakers AI Grades Your Content](#)

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Influencer Marketing





#Ad Mentions Increase 60%

In Q3 2019, influencer marketing proved in a big way that it's still a popular marketing tool. Reversing an overall downward trend, the use of #Ad by influencers on Instagram spiked at the end of Q3 2019, jumping up 60% by the end of the quarter.

This will likely continue as holiday campaigns ramp up in Q4 2019 and the use of #Ad is expected to soar over the previous high of 12,300 in December 2018.



Influencers With the Highest Effectiveness Scores

Worldwide, the top influencers mentioning brands on Instagram include @svomiah, @iblancaj, and @sadiealdis. All six of the top influencers are young women, and all scored a complete 100 points from the Socialbakers platform.

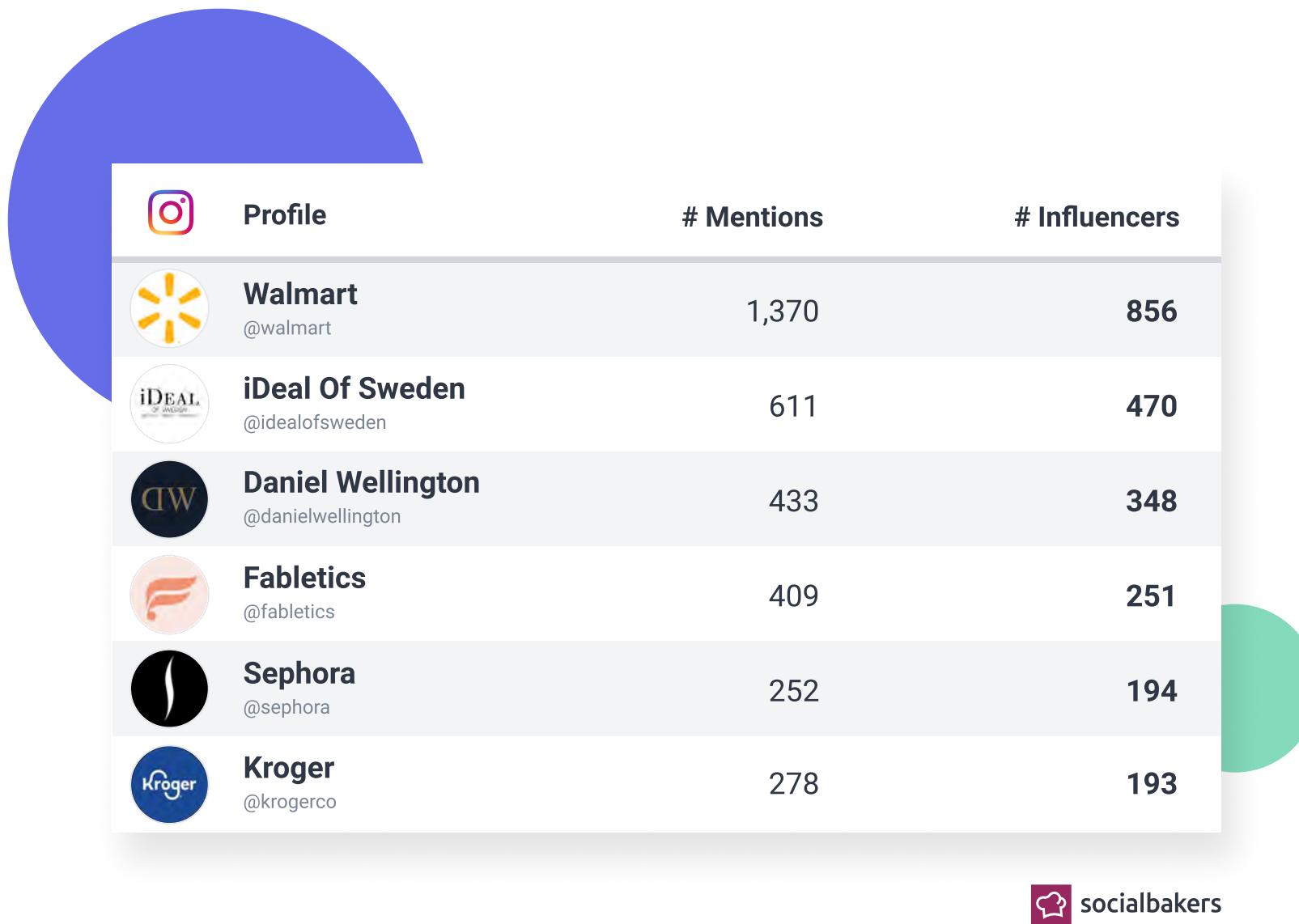
The Socialbakers influencer score measures their effectiveness based on their interactions per 1,000 followers, authenticity, and the strength of their interests. These influencers' interests include fashion, beauty, entertainment, and family.

Check any influencer's score
using the Socialbakers AI platform

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Profile	Followers	Interactions	Scores
amiah lynn @svomiah	55,363	484,342	100
blancaj 😊 @iblancaj	114,486	819,141	100
sadie 😺 @sadiealdis	119,879	1,179,875	100
melanie_locke @melanie_locke	62,193	761,347	100
Caroline Manning @officialcarolinemanning	95,521	865,825	100
ashley alexander @aaashleyk	93,636	925,060	100



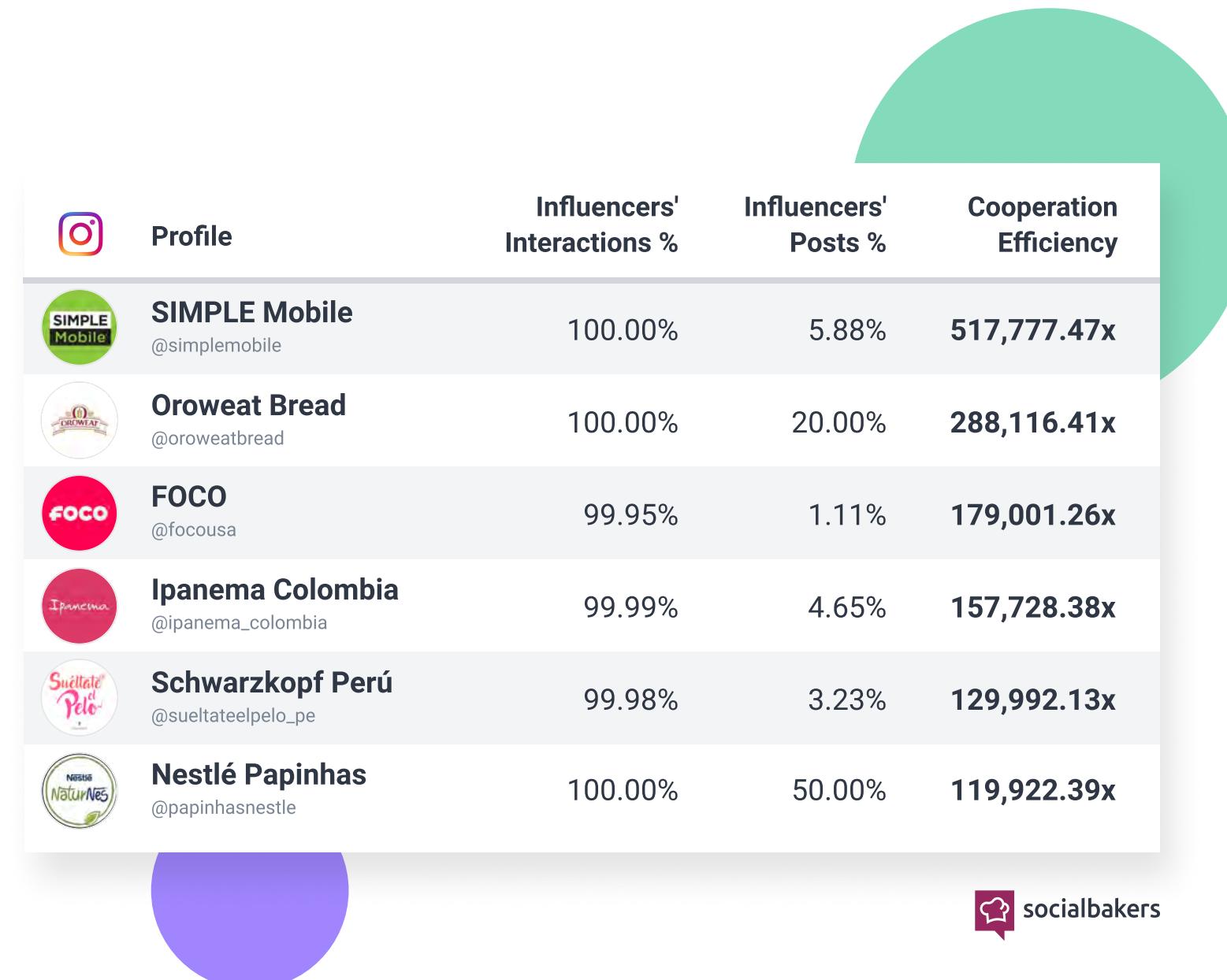


Brands Mentioned by the Most Influencers

Walmart is the top brand profile associated with Instagram influencers, amassing 1,370 mentions from 856 influencers. Other profiles mentioned by influencers in Q3 2019 include iDeal Of Sweden, Daniel Wellington, and Fabletics.

Find influencers for your industry in seconds with the Socialbakers platform

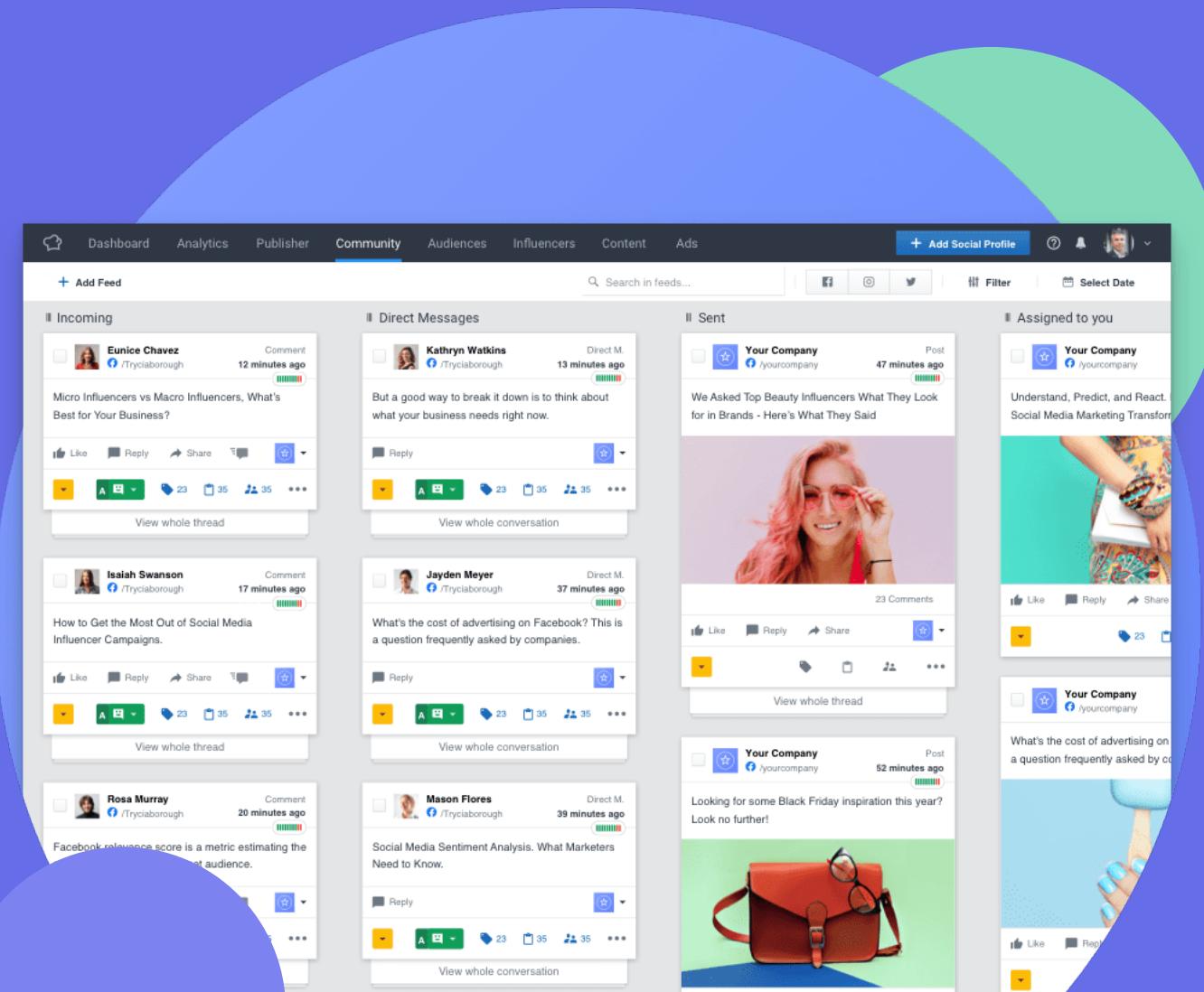
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Effective Influencer Campaigns

The brand profile worldwide that has the best influencer marketing efficiency is SIMPLE Mobile, which has a cooperation efficiency of **517,777.47x** and only 5.88% of the overall posts featured by influencers. Other profiles excelling in this area include Oroweat Bread, FOCO, and Ipanema Colombia.

Cooperation Efficiency is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.



Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media data-set in the industry, Socialbakers' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform. Socialbakers has been a Facebook Marketing Partner since 2011, a Pinterest Marketing Partner since 2017 and a LinkedIn Marketing Partner since 2017.

Socialbakers was named in the 2018 Inc. 5000 list of the fastest-growing private companies in Europe.

www.socialbakers.com



Methodology and Glossary

The Socialbakers quarterly trends report reflects the state of the Socialbakers database during the quarter analyzed in the report (or if an extended period is used - the state during that period). The data is collected only once for the defined period.

The minimum threshold for the report to be generated is 50 Profiles on Instagram and 50 Pages on Facebook for any given category.

Additional thresholds are applied for specific data sets:

- Total interactions distribution at a minimum of 300
- Internal Ads-Benchmarks at a minimum of 200 active benchmarks for a region or industry
- #AD hashtags at a minimum of 10 #AD hashtags per month in the influencer section

**Reactions:**

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median interactions in time:

Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

SOCIAL MEDIA LANDSCAPE**Audience size:**

Sum of all Followers (or Fans) of the profiles in the sample

Activity volume:

Sum of all posts published in given time period (stories are not included)

User engagement:

Sum of all interactions on posts published in a given time period.

The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

ADS

Organic means not promoted (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) or Impressions by Device Platform:

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.

**Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:**

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Post grade:

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS**Influencer:**

Instagram business profile of a person followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.



Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% Comments: the percentage of total interactions on comments

% Reactions: the percentage of total interactions on reactions

% Shares: the percentage of total interactions on shares

% Live Video: the percentage of all posts on live video posts

% Other Than Like: shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% Paid Media: percentage of all posts on promoted posts

Activity:

Average posts published by a profile on the platform in a given time period.

Community Size:

Average Fans/Followers/Subscribers count on the platform

Interactions:

Average Interactions per page received on posts published in the given time period

#AD Usage:

The total number of influencers who used #AD (or available local equivalent) in Instagram posts Extended glossary available on [Socialbakers website](#)



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**Have a question regarding any
of the data in the report?**

Contact us at ask@socialbakers.com

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