



INSTAGRAM ADS COSTS

*The Complete Resource
for 2018*



Instagram Ads Cost: The Complete Resource for 2018

In the past few years, Instagram has evolved from being just a novelty alternative to other social media platforms to one of the most valuable assets for modern marketers.

Today, the platform has [800 million monthly active users and 500 million daily active users](#), making it **the second-most popular social media platform in the world**, next to Facebook.

Currently, there are more than 85.5 million [Instagram users in the United States](#) and experts project this figure to surpass 118 million users in 2021.

In 2018, the social network's estimated **net mobile advertising revenues are projected to reach 6.84 billion U.S. dollars**, up from 1.86 billion U.S. dollars in 2016.

Instagram stands out as one of the most lucrative visual networks for modern marketers. The audience is more engaged and more likely to click-through and interact with a brand, long after a promotion is over.

As of February 2017, [the Top Five brands \(by number of followers\) on Instagram](#) are: National Geographic (83,4M followers), Nike (75,4M), Victoria's Secret (58M), Real Madrid C. F (54,1M). and FC Barcelona (53,4M).

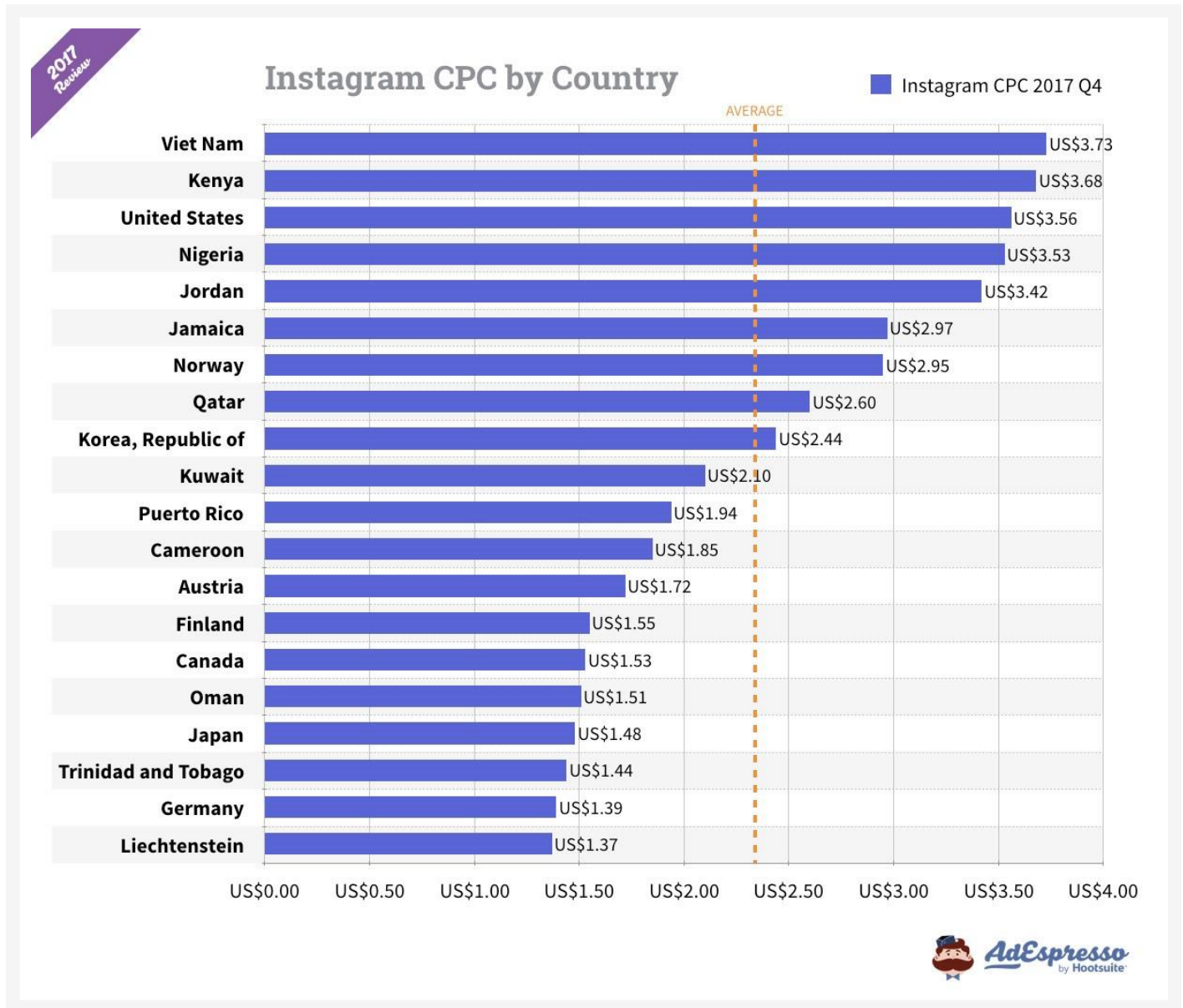
Do you wish you had a better way to forecast your Instagram ads spend before jumping on board?

We analyzed **12 months** and almost **\$300 million** of ad spend data in 2017, which will give you an excellent **reference point to estimate the costs of advertising on Instagram in 2018!**

Instagram Ads Cost 2017 Benchmarks is an incredible resource for when you're placing bids, setting your budget, and whittling down your target audience.

Instagram Ads Cost 2017 Benchmarks

CPC by Country

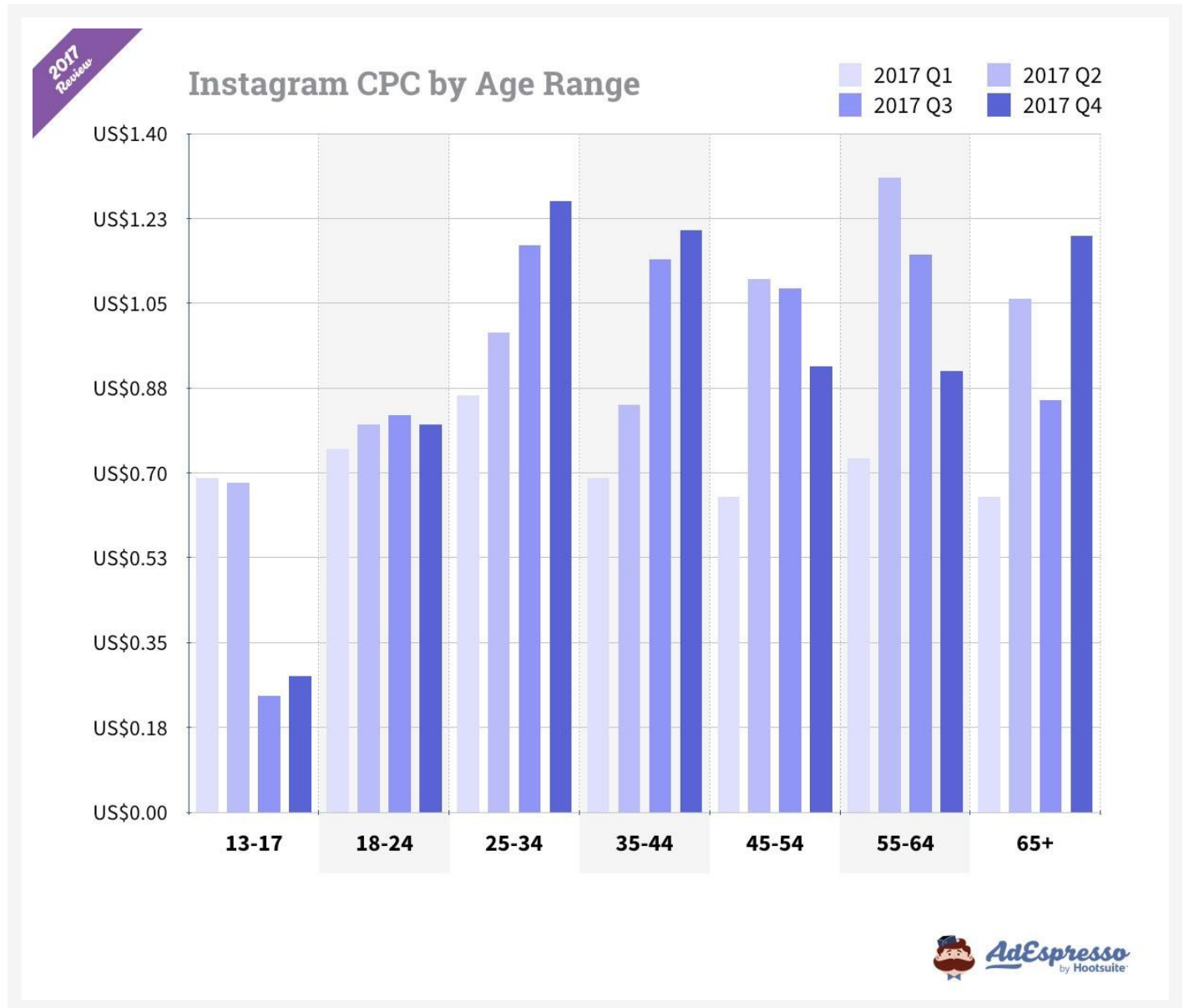


While CPC by country data was only available in October 2017, this Q4 sample packs a lot of findings! We discovered that average CPC by Country in 2017 was approximately \$2.40. Vietnam took the lead with \$3.73; the U.S. had the third most expensive CPC at \$3.56. The cheapest CPC country in Q4 2017 was Liechtenstein with \$1.37. Surprisingly, Canada had a relatively low CPC of \$1.53, along with Japan at \$1.48 and Germany with \$1.39.

Key takeaway:

To cut costs, consider active online shopping audiences in lower CPC nations.

CPC by Age Range



In general, we see that **CPC across all age increased as the year progressed.**

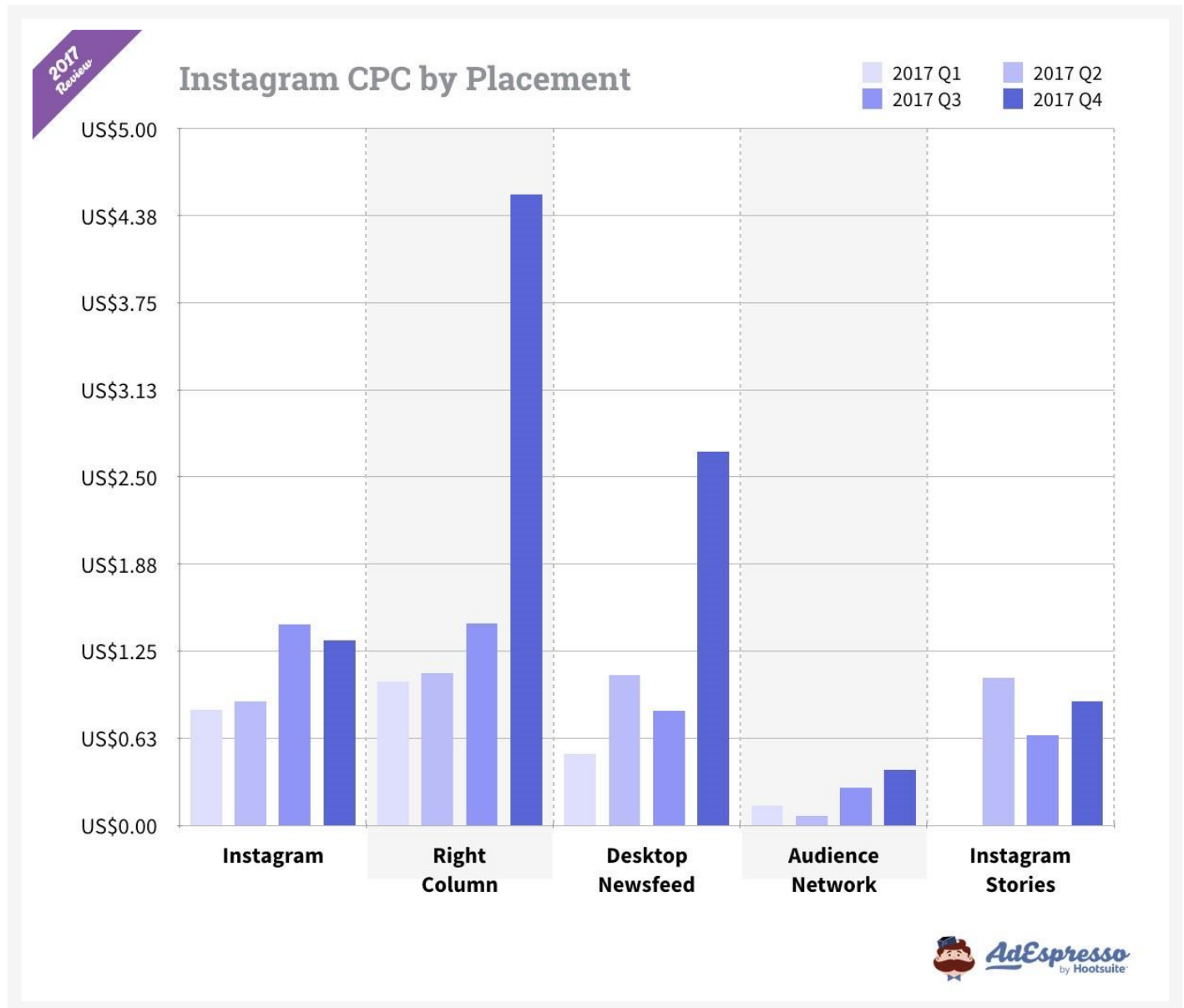
The highest CPC was in the 25-34 age bracket, with an average CPC of approximately \$1.07, followed by the 55-64 age bracket, with an average CPC of \$1.03.

Third and fourth place age brackets, **35-44** and **45-54**, respectively, weren't far behind with **average 2017 CPC of \$0.97 and \$0.94.** In the last position, we find the **13-17** age bracket with an **average CPC of \$0.47.**

Key takeaway:

Don't discount older shoppers! Even if 41% of users, worldwide, are 24 years of age or younger ([2017 data](#)) teenagers and young adults might not be as valuable as their wealthier elders

CPC by Ad Placement



As with age range, CPC increased in all formats as the year progressed.

Q4, in particular, saw an enormous CPC spike for right column and desktop news feed placement, correlating with the holiday uptick in e-commerce.

Desktop feed outstripped the other placements by about **\$0.80 for average CPC in 2017.**

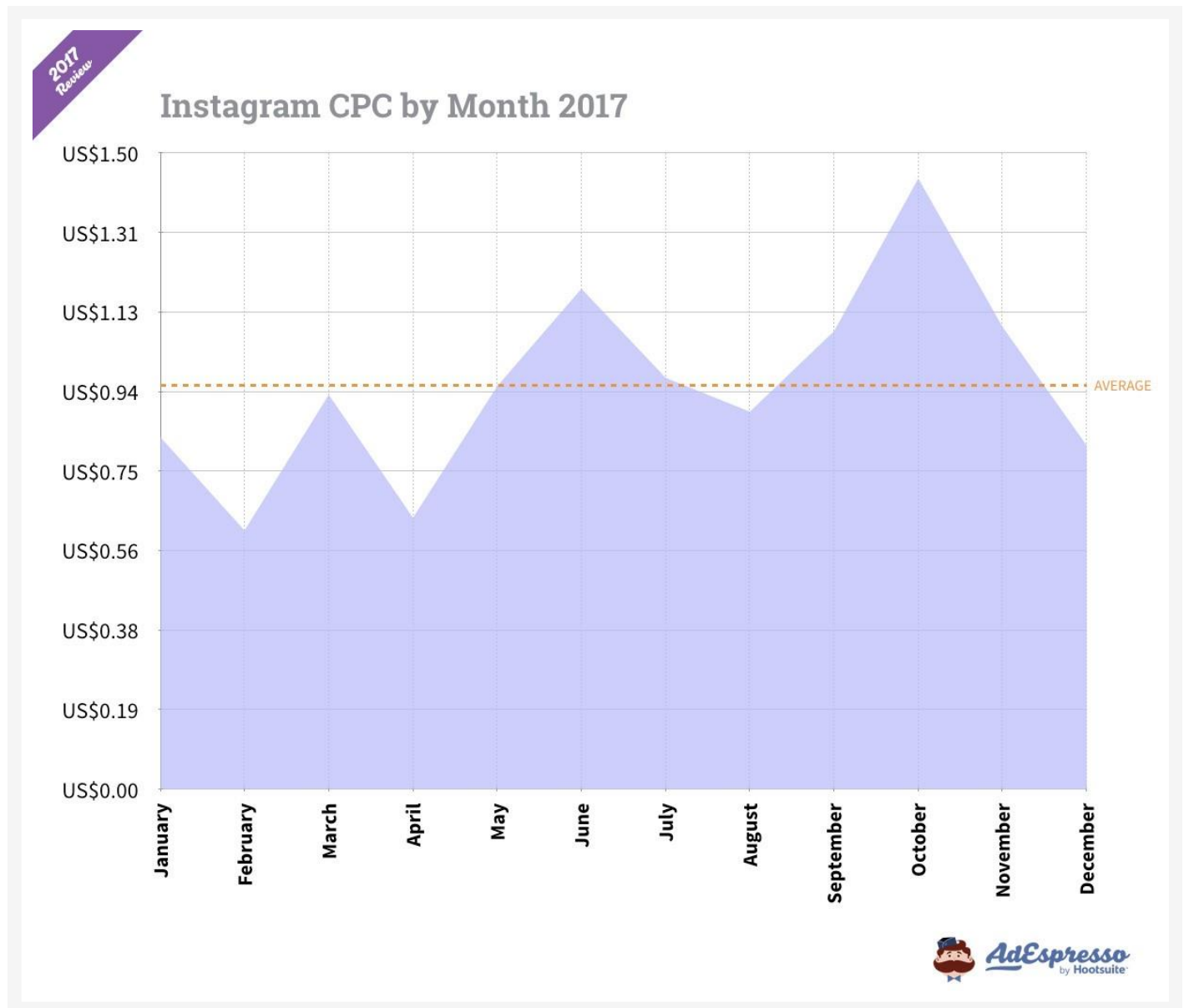
The **right column and main mobile feed** had similar 2017 average CPCs of approximately **\$1.20**, along with **Instagram Stories (\$0.75 approx).**

Audience network brought up the rear with an **average 2017 CPC of \$0.25.**

Key takeaway:

Placement isn't as significant of a factor as the time of year. Also, placement in Instagram Stories is still relatively cheap (and has a high level of engagement), making Stories one of the most cost-effective ad formats you can select!

CPC by Month



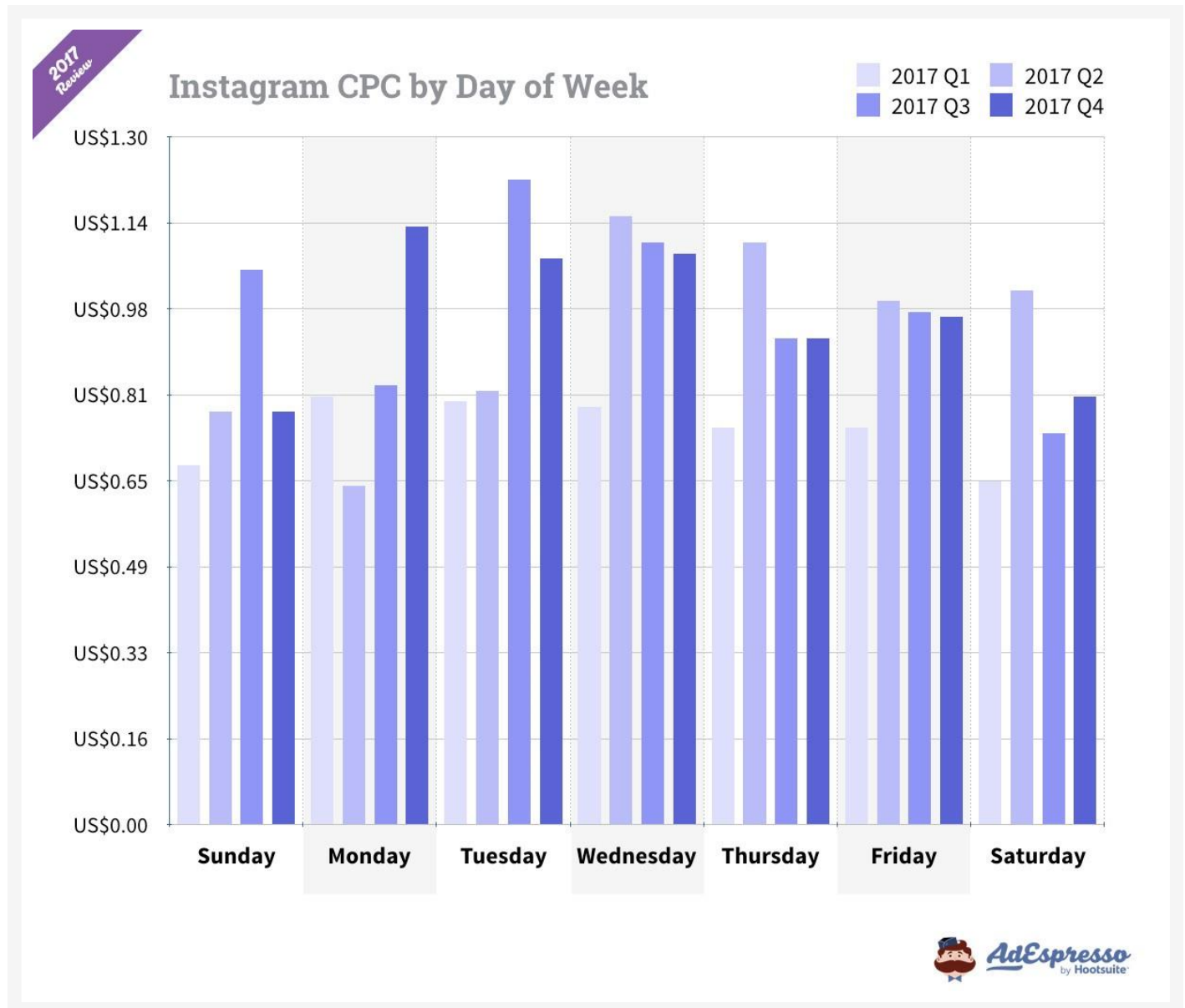
The trend is clear: **as the year progresses, CPC increases!**

Average **CPC in Q4 is approximately \$1.10** a +6% from **Q3's average** CPC of **1.04** and a +40% jump from **Q1(\$0.80)**. It's clear that **it's cheapest to advertise in January-March**; however, you could reap the greatest conversions October-December.

Key takeaway:

A sweet spot for ROI during the year is May-July. This could be a great opportunity if you're a real estate marketer as the best season to sell property falls in Q2.

CPC by Day of the Week



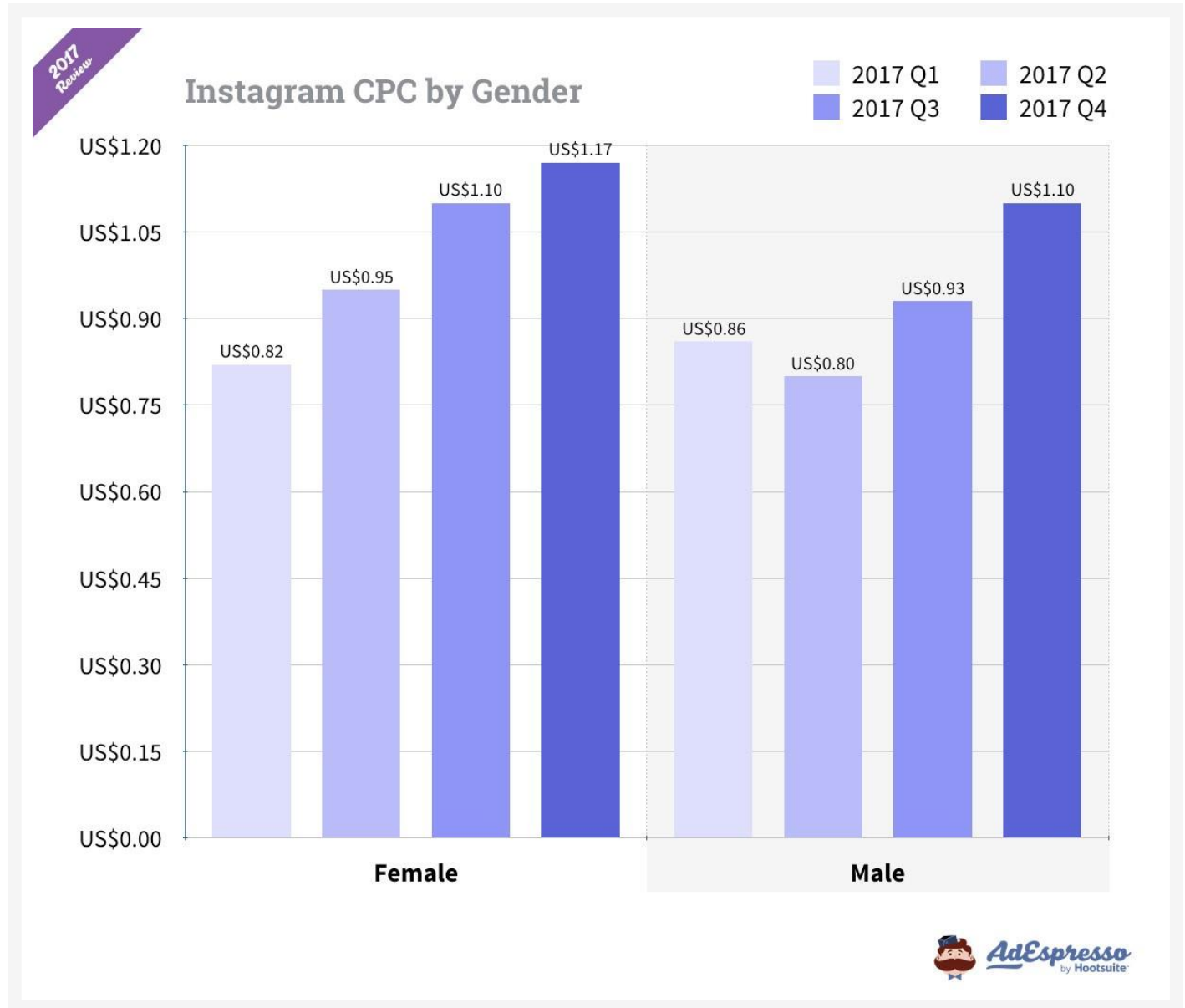
Weekdays see higher levels of engagement (and thus are more expensive).

The **most expensive day** to post on Instagram is **Wednesday**, with an **average 2017 CPC of \$1.03**. **Tuesday** is a close second with an **average CPC for the year of \$0.98**. **Thursday and Friday** aren't far behind (respectively) with **tied CPCs of \$0.92**.

Key takeaway:

Balance the higher cost of posting during the week with the potential reward for increased reach and engagement, depending on your company type.

CPC by Gender



More women than men use Instagram. That's a fact. Or is it?

In 2018 **50.7% of Instagram users** worldwide were female, while 49.3% were male.

It's not a huge difference, but it does impact CPC.

Targeting **women in Q4** produced the **highest CPC** in 2017 at **\$1.17**. While **women in Q3** and **men in Q4** were tied for second-highest **CPC** at **\$1.10**.

The **lowest CPC** in this category were **men in Q3** with **\$0.80**.

Key takeaway:

If you're worried about an expensive ad campaign that targets women, you might be in for a nice surprise in 2018, as CPC becomes more level between the genders.

Instagram Ad Costs Data Wrap-Up

There's no single answer to the question, "How much is my Instagram ad going to cost?"

There are so many factors – audience targeting, bidding type, ad quality – that affect how much marketers will pay for their Instagram ad, so costs are going to vary.

Although these data are not everything you need to create an optimal Instagram ad campaign, they should give you a **reasonable idea of what costs to expect for 2018**, broken down by key categories. These figures should help you estimate where your ads will fit in with the averages throughout the year and which factors are most relevant to you, as you determine **how to create the most reward for the least amount of money!**

With 12 months of data and a total of \$281 million in ad spend, we gained some key findings for readers to take with them into 2018:

- **Don't discount users over 35** in your targeting. Although they might be more costly to reach, they have more spending power to boost your sales.
- **As the year progresses, CPC increases!** Plan your Instagram strategy accordingly.
- **Instagram Stories still has a relatively low CPC compared to the main mobile feed format**, keeping the ROI of this highly engaging feature very attractive!
- **Tuesday and Wednesday have the highest CPCs** during the week.
- **CPC remains higher for females than males** —but by a narrower margin.

Familiarizing yourself with our provided 2017 data about CPC for Instagram ads will undoubtedly give you an idea of the costs to expect when launching your next Instagram ad campaign.

Be aware, though, that these **Instagram ad cost 2017 benchmarks are only meant to be reference points, not exact predictors of what your campaigns will cost.**

Use This Data to Set Your Own Parameters, and remember that **every ad campaign will be unique**, since every marketer has his or her own budget, goals, and constraints.

Still, these benchmarks are valuable resources, equipping marketers with clear cost range expectations for their Instagram ad campaigns instead of going in empty-handed.

Do you want to dig deeper? You'll find our present and past findings, plus a guide to the key factors that determine how much your Instagram ad is going to cost, in this article:

[Instagram Ads Cost - The Complete Resource for 2017](#)

Data Collection AdEspresso - Analysis by Animalz Team

