# Instagram Ad Raters

Instagram uses data from the Insta-Ads program to:

- Get precise metrics for ads quality.

- Get user feedback about ads (raters provide text explanation why they like/don't like given ad).

- Compare backend/model changes with production - in order to measure gains.

How to start rating ads

- Always ensure that you have the most current, updated version of the Instagram app on your smartphone, by visiting the App Store or Play Store.

- In the Instagram app on your smartphone, go to Profile -> Options
- **You may not rate on any device other than a smartphone for this project**

- Click **Rate ads**:
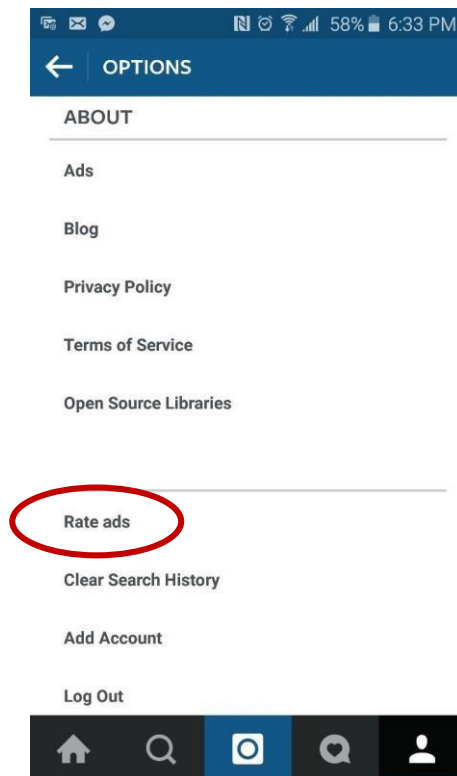
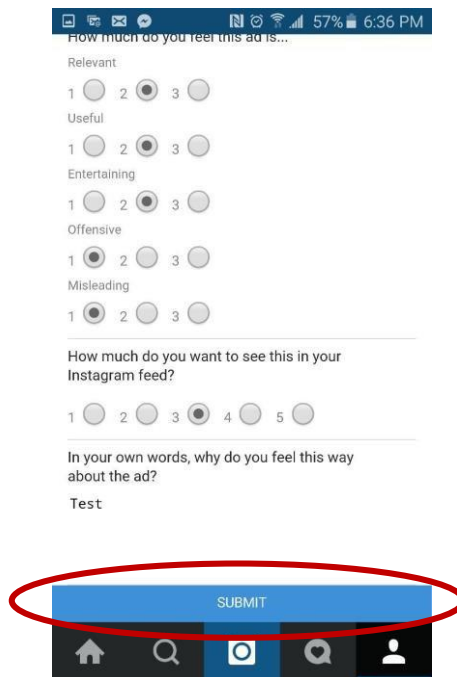- Clicking **Rate ads** displays the ad and the survey:
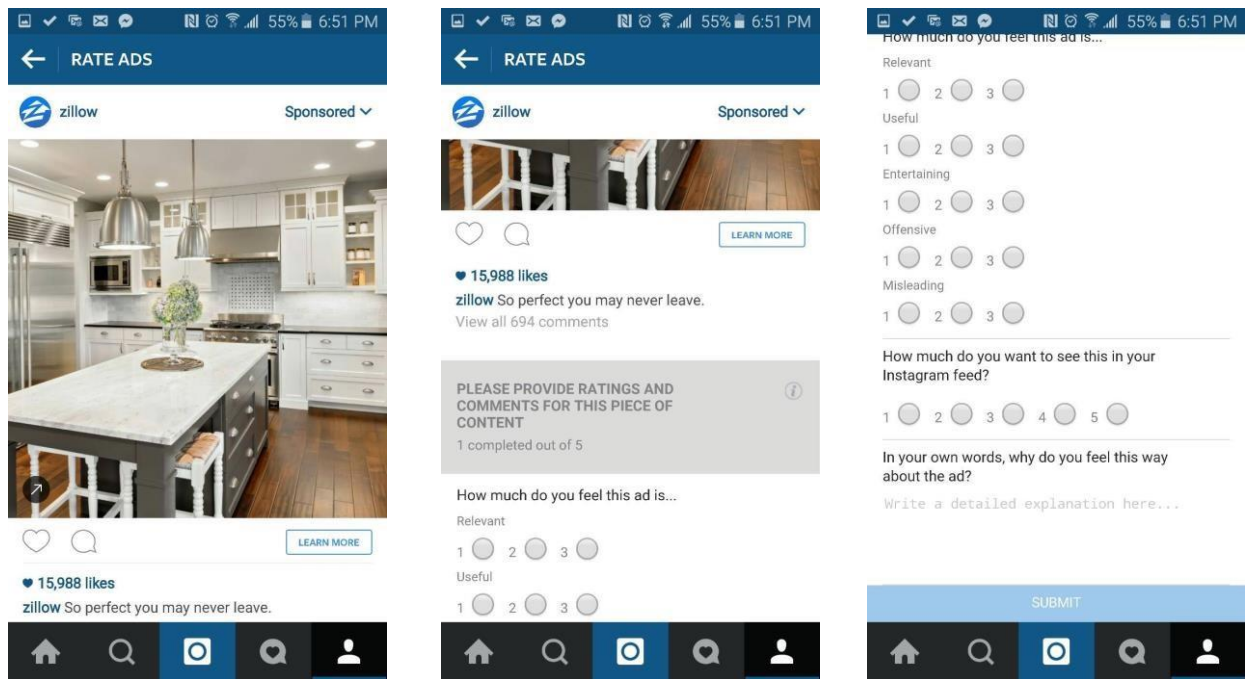
- You may click on (i) information icon to get more information about how to rate ads.
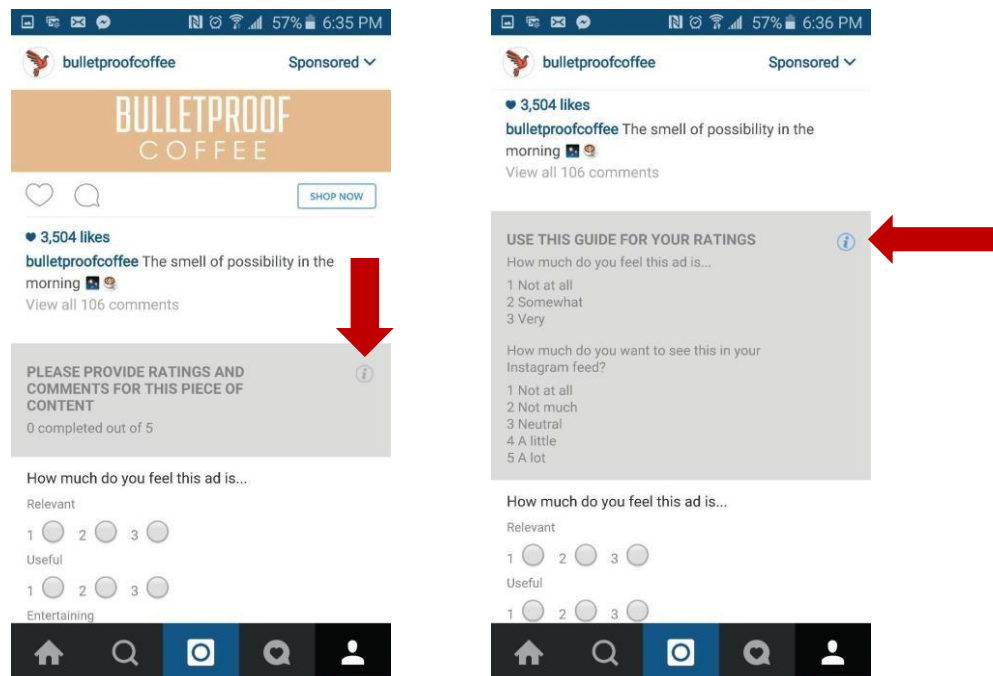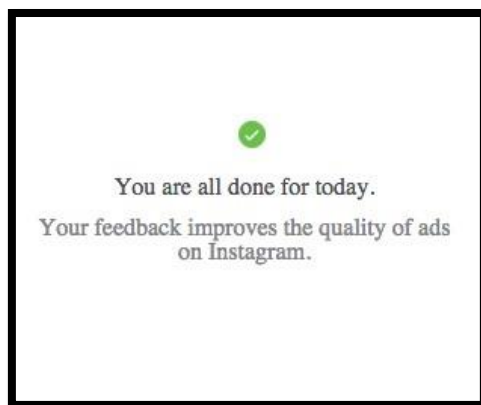

- Once you fill in all of the ratings and your comment, the Submit button becomes clickable (and more bluish), and you will be moved to the next ad.

o We strongly recommend using speech-to-text or Swype keyboard technology for entering your comments, in order to continue moving quickly through the ads.

- When you have completed reviewing all of the ads for the day, the 'all done' screen is presented.

TOOL ISSUES

Skipping an ad that is not rendering or loading:

If an ad is not rendering or loading even after refreshing the page or closing the app, you can skip it by clicking the "Skip" option as shown below. This should allow you to rate the next ads and complete the batch.