

# HOW BUSINESSES USE

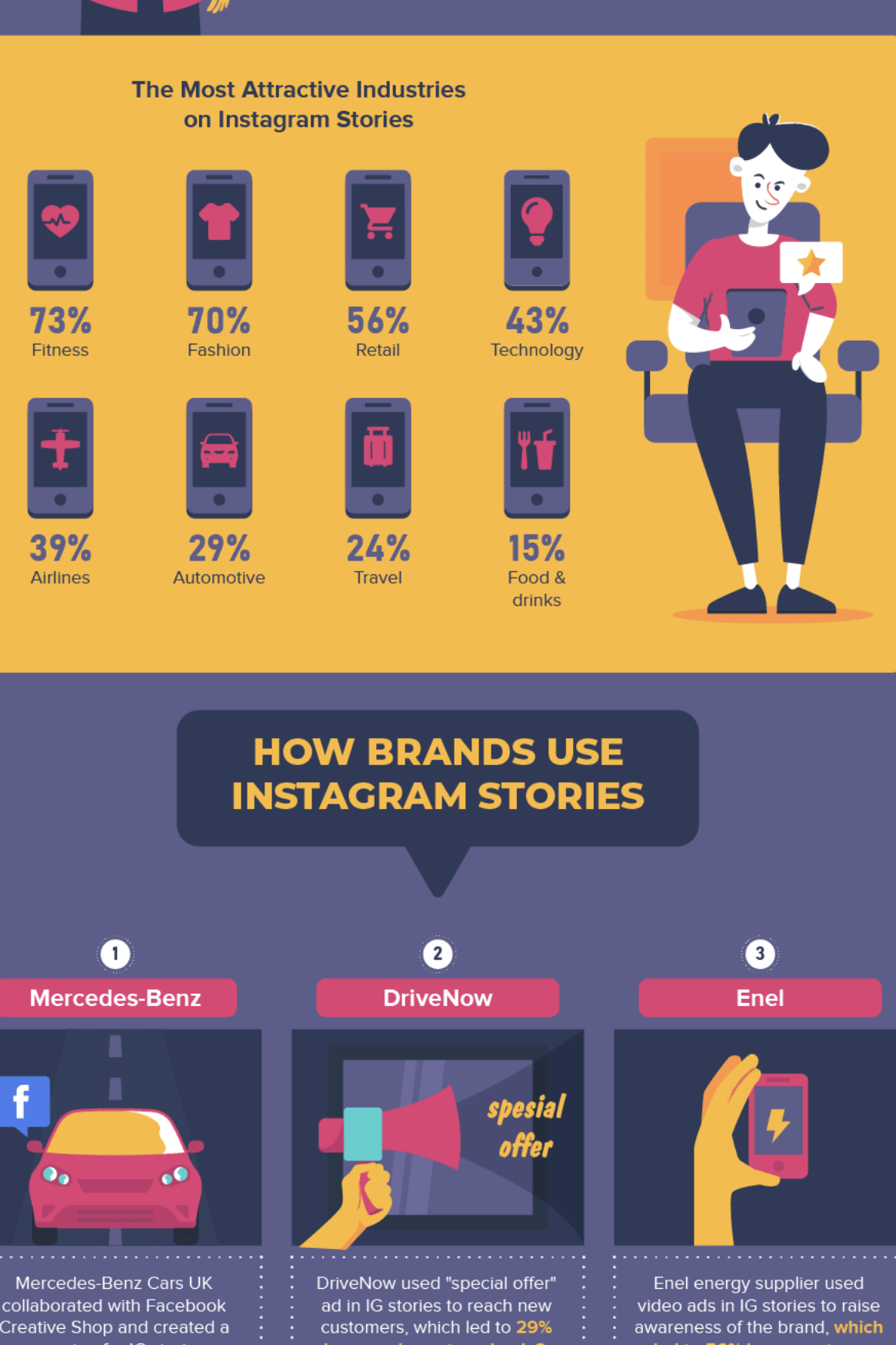
# Instagram Stories

## 30 CASE STUDIES

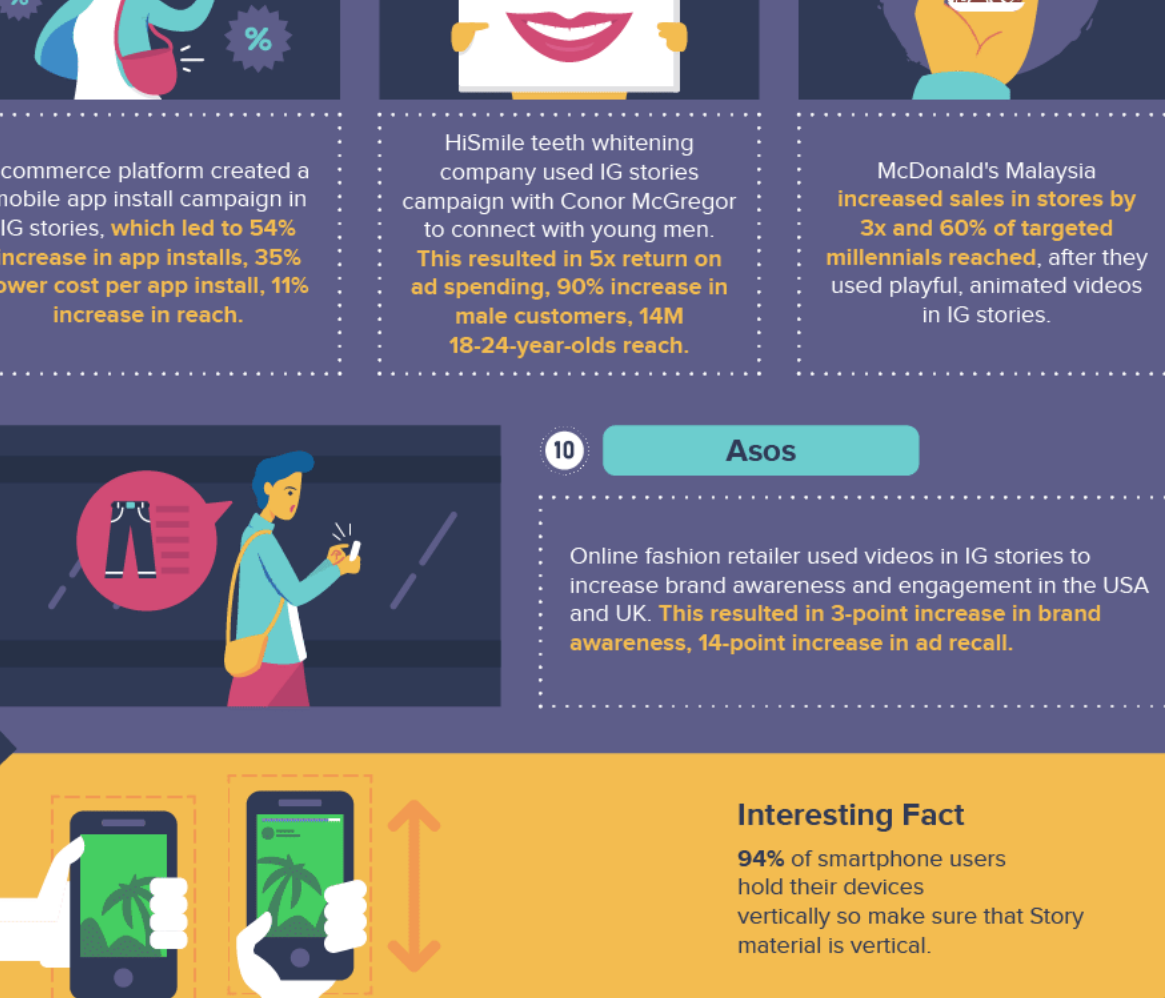
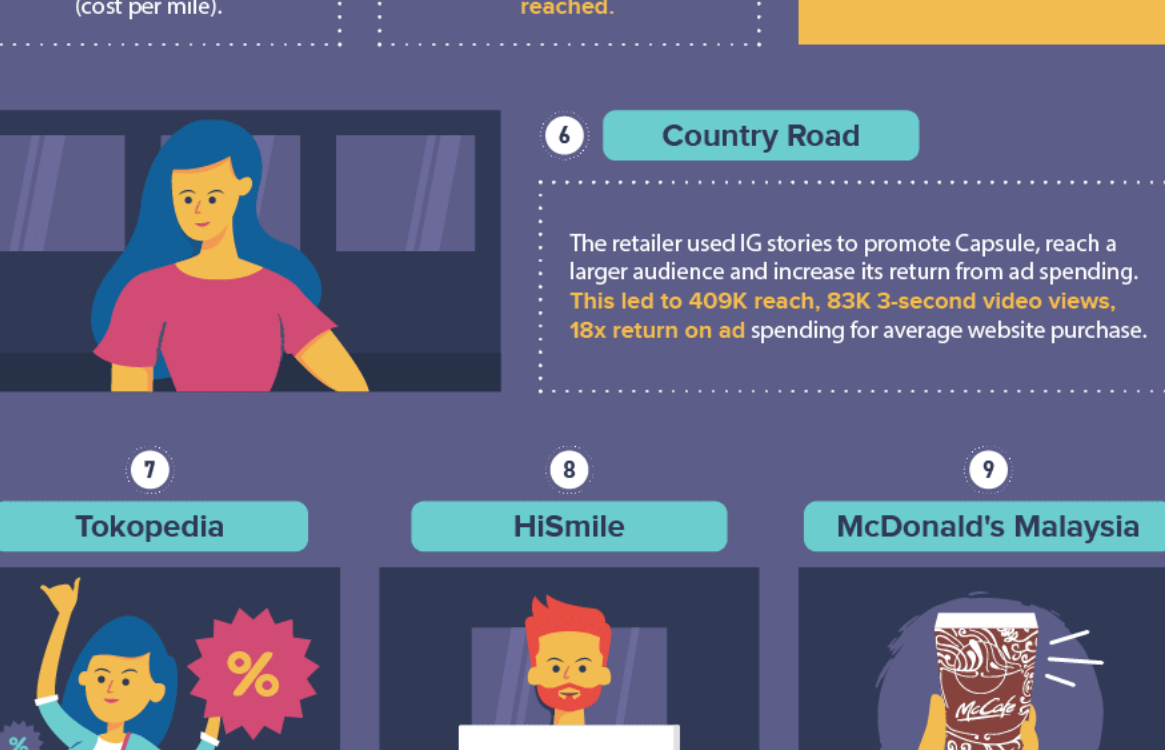


Instagram Stories allow you to take your community behind the scenes for a sneak peek at new products, services and events. Find out how the most popular brands use their Instagram Stories to engage customers and build loyalty.

### WHY INSTAGRAM STORIES SHOULD BE PART OF YOUR BUSINESS?



### INSIDE INSTAGRAM STORIES



### The Most Attractive Industries on Instagram Stories



### HOW BRANDS USE INSTAGRAM STORIES

**1 Mercedes-Benz**

Mercedes-Benz Cars UK collaborated with Facebook Creative Shop and created a campaign for IG stories. It resulted in 2.6M reach, 9-point increase in ad recall.

**2 DriveNow**

DriveNow used "special offer" ad in IG stories to reach new customers, which led to 23% decrease in cost per lead, 3x increase in leads and 10% decrease in cost per click ads.

**3 Enel**

Enel energy supplier used video ads in IG stories to raise awareness of the brand, which led to 56% lower cost per click.

**4 AirPay**

AirPay mobile payment service made stories to drive app installs among millennials, which led to 17% increase in app installs, 52% decrease in CPR and 35% decrease in CPM (cost per mile).

**5 Ticket.com**

The Indonesian online travel company used IG stories to reach a younger audience and increase app installs. This led to 253K app installs (10% growth) and 26M Indonesians reached.

**Interesting Fact**

User engagement levels are highest on Monday and Thursday between 7-9pm.

**6 Country Road**

The retailer used IG stories to promote Capsule, reach a larger audience and increase its return on ad spending. This led to 409K reach, 83K 3-second video views, 18x return on ad spending for average website purchase.

**7 Tokopedia**

Ecommerce platform created a mobile app install campaign in IG stories, which led to 54% increase in app installs, 35% lower cost per app install, 1% increase in rate.

**8 HisMile**

HisMile teen whitening company used IG stories campaign with Conor McGregor to connect with young men. This resulted in 5x returns on ad spending, 90% increase in 18-24-year-olds reach.

**9 McDonald's Malaysia**

McDonald's Malaysia increased sales in stores by 3x and 60% of targeted millennials reached, after they used playful, animated videos in IG stories.

**10 Asos**

Online fashion retailer used videos in IG stories to increase brand awareness and engagement in the USA and UK. This resulted in 2-point increase in brand awareness, 14-point increase in ad recall.

**Interesting Fact**

94% of smartphone users hold their devices vertically so make sure that Story material is vertical.

**11 CoverGirl**

CoverGirl achieved a 5x higher lift in message association than industry norms, 7-point lift in ad recall, 30M reach on IG and FB, after they posted video ads on IG stories.

**12 Lego**

Lego used Canvas ads in IG stories to increase awareness and sales. This resulted in 58% lower cost per click, 45% lower CPM.

**13 Michael Kors**

Fashion house used custom IG stories for its millennial audience, promoting smartwatches among young women. This led to 24-point lift in ad recall and 8.8-point increase in favorability.

**14 El News**

El News uses Instagram Story for a series of best headlines taken from their magazine with pictures and clear, bold text overlay.

**Interesting Fact**

Businesses have boosted engagement by nearly 20% when using an employee or influencer of their Instagram Story for a few days.

**15 Maybelline New York**

Maybelline New York used Instagram Story to promote new products through influencers because the face of an influencer sells always better than a simple image of a product.

**16 Twitter**

Twitter's Instagram Stories are full of social causes, news, sports and celebrities and each video prompts users to swipe up to learn more, i.e., swipe up to go to Twitter.

**17 Nordstrom Rack**

Nordstrom Rack uses professional photos on Instagram Stories to show shoppers how the clothes look in action.

**18 Brunch Boys**

Brunch Boys uses both the "swipe up" function for verified users and a call-to-action on their Instagram Stories.

**19 NASA**

NASA uses Stories to share behind-the-scenes footage & to go behind the scenes of their information or research and more visuals.

**Interesting Fact**

Posts with geotagged location hashtag get 79% more engagement.

**20 Buffer**

Buffer uses Stories to share social media stats, discuss blog posts and take its Instagram community behind the scenes.

**21 Airbnb**

Airbnb uses Stories to ask post influencers orjournalists destination to share their favorite destination through the poll feature.

**22 MSNBC**

MSNBC news cable TV uses Instagram Stories to react to questions asked by followers using this as an opportunity to deliver reports on several subjects.

**23 Furthermore**

Furthermore is using a series of images and a call-to-action on their Instagram Stories.

**24 Glossier**

Glossier is using one of their Instagram Stories Highlights to feature a specific product, Cloud Paint, and the swipe up at the end of the story leads to the online shop where you can buy it.

**25 IBM**

IBM has used geo-targeting of Instagram Stories to their advantage in the past by creating special filters for their industry events. Stories have garnered around 246K unique viewers with an average completion rate of 46%.

**26 Whole Food**

Whole Food has started using Instagram Stories to share images of popular items on sale overlaid with the hashtag #WholeFoodFaves and the dates when the items are on sale.

**Interesting Fact**

Hashtags can increase the engagement by 12%.

**27 Spy Valley Wines**

Spy Valley Wines used ads in Instagram Stories to capture the attention of a new part of the US market. This decreased their Cost Per Post Engagement by 23%, and increased people taking action by 32%.

**28 MAC Cosmetics**

MAC Cosmetics uses Instagram Stories to show a step-by-step process on how to apply lipstick, eyeshadow, and pencil lining so their customers can take even better selfies.

**29 Brit + Co**

Each day the company posts their "NEWSYS AT NOON" which highlights the most popular news from their website, with a redirecting link.

**30 National Geographic**

National Geographic has been using Instagram Stories to take their followers behind the scenes of their awesome photographs, and the content couldn't be more compelling.

**31 Reebok**

Reebok creates Instagram Stories ad that uses FOMO - "fear of missing out". It used five video clips showcasing 2 new Reebok Pump Supreme styles in 2017.

**32 Adidas**

Adidas built a tap-to-reveal Instagram Story that included over 120 images and reached the maximum upload limit of Instagram Stories. The 2 Stories by Adidas resulted in 3M opens, and 50K viewers swiped up to be taken to adidas.com.

**33 Aldo**

Aldo is using IG stories to declare 10 winners which created the best selling in Aldo shoes per week.

**34 Ulta**

In 2014-2016, Ulta's Instagram stories were created by 82,159 contributing users that resulted in 84,916,466 likes & comments.

**35 Sephora**

In 2014-2016, Sephora's Instagram stories were created by 487,034 contributing users, resulting in 15.25 swipe rates, brands publishers 200275 https://www.influencerdb.net/blog/top-five-brands-demonstrate-the-successful-use-of-instagram-stories/

**36 Lowe's**

Lowe's took DIY projects to Instagram Stories, fitting a makeover for a tiny room into the dimensions of an Instagram Story in 2017.

**37 American Eagle**

American Eagle completed a Pride campaign that involved influencers such as Orion Carlotto, Levi Jackman Foster, Max Emerson, and Andrés Camilo and total mentions using the hashtag #WEAllCan increased by 225% in June 2017.

**38 Old navy**

Old navy is using IG stories to post influencers orjournalists photos and tag their names in the story.

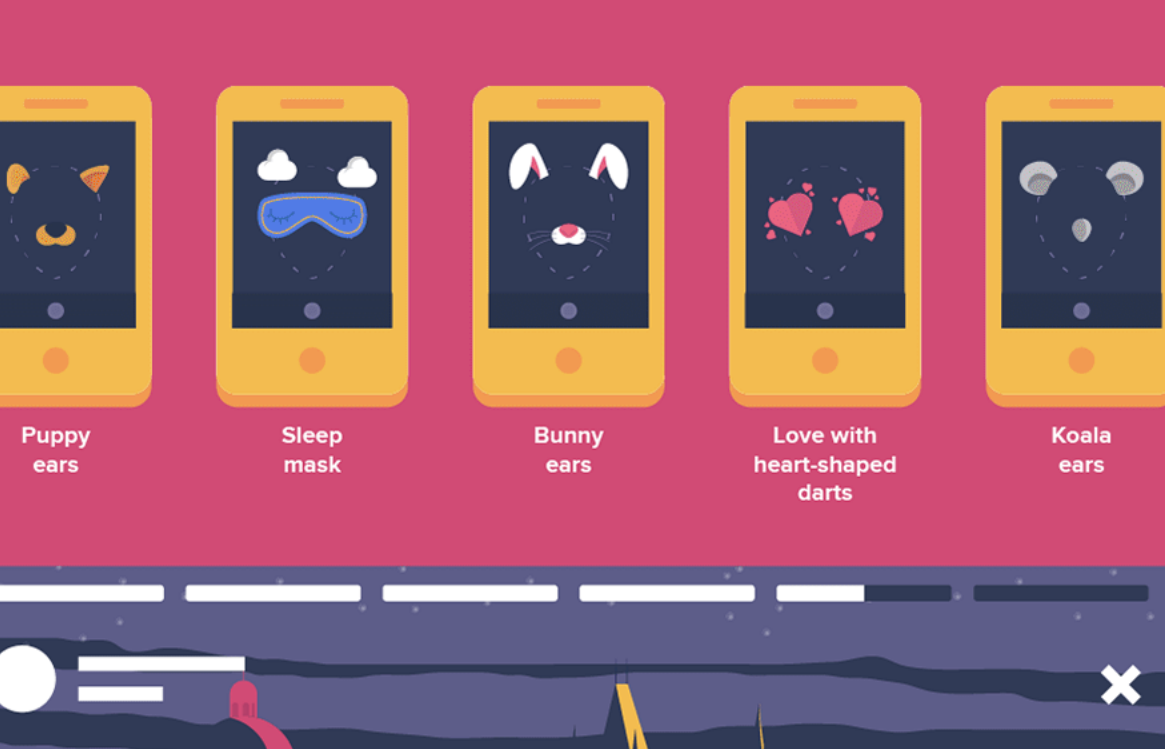
**39 Gap**

Gap is tapping into Carousel Ads for Instagram Stories to incorporate native elements - like pinning and drawing tools - and using the additional space to highlight more of their campaign.

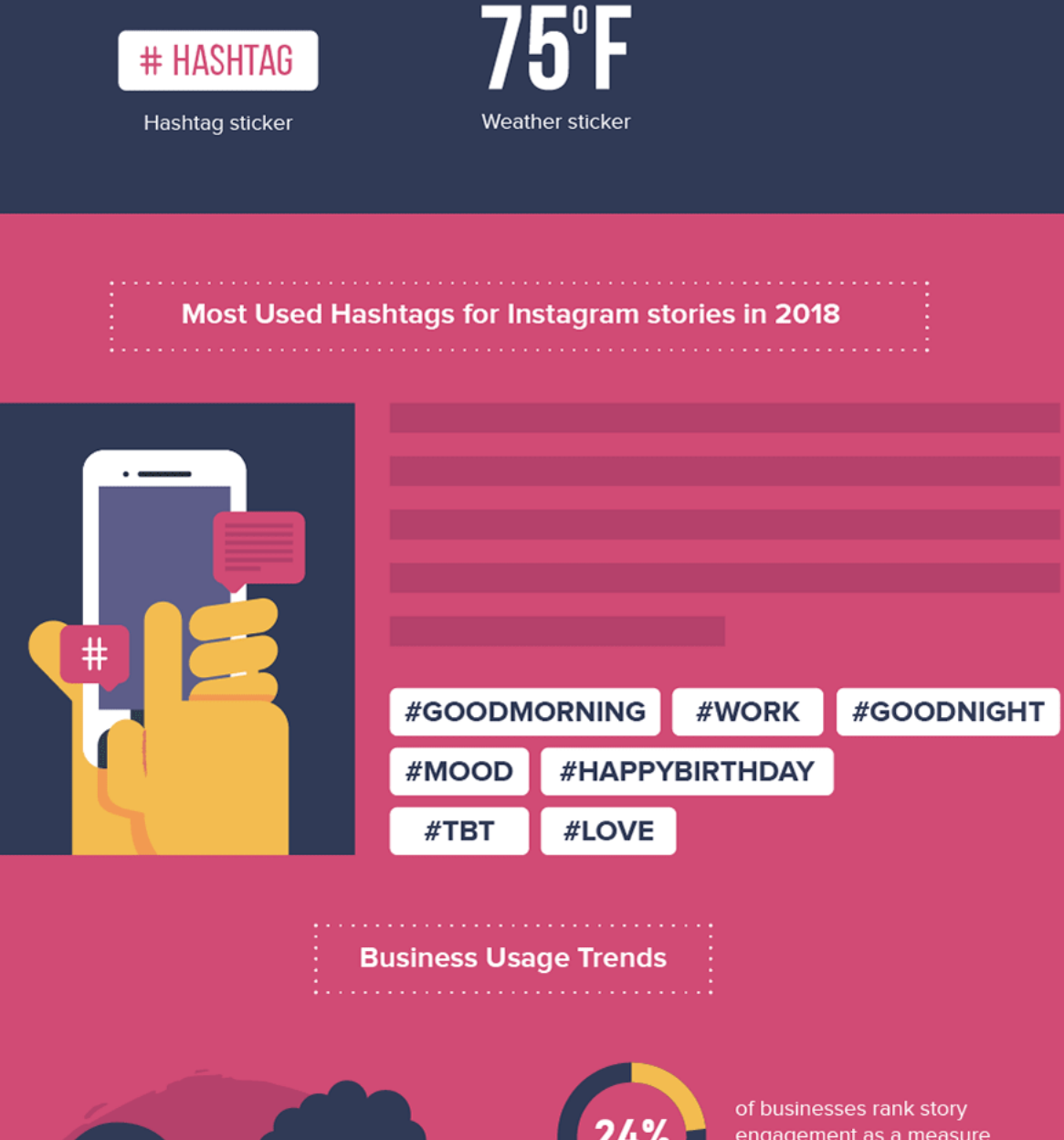
**Interesting Fact**

120M users have engaged with businesses after seeing an Instagram Ads.

### Instagram Stories Statistics 2018



### Business Usage Trends



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