



Instagram Study

Q1 2015

Table of Content

1 Introduction

2 Methodology

3 General Stats

4 Metrics

5 Sources

6 About quintly

Methodology

This study analyzes the average Instagram account in the first quarter of 2015 (1st January - 31st March 2015). To draw learnings from the stats being shown in the following pages, some Instagram statistics are compared to Facebook, a network which is far more familiar to numerous marketers. The analysis is based on over 5000 profiles, to share reliable data with the readership. By clustering the profiles in the following six individually sized groups, every user is able to benchmark the own profiles against the average:

- | | | | |
|----|-----------------|----|----------------|
| 1. | 1 - 1k Fans | 4. | 100k - 1m Fans |
| 2. | 1k - 10k Fans | 5. | 1m - 10m Fans |
| 3. | 10k - 100k Fans | 6. | 10m Fans + |

The purpose of sharing these insights is to educate the market and give marketers the possibility to enhance their understanding and be able to back up the decision making process in the social sphere.

Instagram General Stats

300M monthly actives

70%+ outside U.S.

2.5B likes daily

70M average photos per day ¹

“Instagram reaches
83 percent of U.S.
teens in wealthy
households” ²

1. Instagram. (2015). Available: <https://instagram.com/press/>. Last accessed 21st April 2015.

2. Blattberg, E. (2015). *Inside The New York Times Instagram strategy*. Available: <http://digiday.com/publishers/nytimes-instagram-strategy/>. Last accessed 21st April 2015.

General Stats Discussed

These stats show how Instagram was able to utilize the mobile trend since it was founded in 2010 and the growth of the social network continues. Instagram was able to increase its users by 36% in 2014 and is still the third fastest growing network (overtaken by Tumblr and Pinterest). Even more attractive for marketers and brands active on the network is the growth rate of 64% of monthly active users in 2014 (second highest growth rate)³. As the number of global smartphone users will continue to grow and sim cards become affordable for more people around the world, Instagram will further benefit from the “mobile-first” approach.

Taking monetization to the next level, Instagram has now introduced sponsored posts. According to the company's press releases, these posts should not appear in an advertising manner, preventing the alienation of users through obtrusive ads. At the moment, Instagram is testing its new approach on sponsored posts in Europe, by partnering with the following three pre-selected companies: Porsche, Samsung and Zalando.

Metrics Instagram compared to Facebook

Number of Posts:

The frequency how often Facebook Fan page admins and owners of Instagram profiles post on their accounts is a controversial topic. From these stats marketers try to get information on the “ideal” frequency, getting the most interaction per post. First, it is interesting to see on which channel, Facebook or Instagram, admins tend to publish more posts. During the analyzed time period (in Q1 2015) we were able to identify the following numbers:

- Facebook \approx 1.5 posts / day
- Instagram \approx 1 post / day

With this study, we have found out that in higher clustered groups (more than 100k fans) numbers are higher than on smaller pages. This fact might allow us to say, that “more successful” accounts tend to post with a higher frequency.

The number of posts did not vary significantly in the analyzed time, from January to March 2015.

Metrics Instagram compared to Facebook

Avg. Number of posts per page in January 2015:

Page Bucket	Facebook	Instagram
1-1k Fans	7	8
1k - 10k Fans	21	20
10k -100k Fans	47	41
100k - 1m Fans	106	57
1m - 10m Fans	166	90
10m Fans +	107	95

Data Source: quintly avg. Facebook and Instagram page performance Q1 2015

Metrics Instagram compared to Facebook

Interaction Rate:

To calculate the interaction rate we used the following formula:
$$\frac{\text{Avg. Interactions per Post}}{\text{Follower}} \times 100$$

Note:

What is considered to be an interaction, depends on the individual social media network. For example, Facebook's interactions are measured by the amount of Likes, Comments and Shares. As users don't have the ability to share on Instagram, the formula is slightly different just taking Likes and Comments into consideration. Therefore, for an accurate interpretation of this metric, it is important to keep this information in mind.

On Instagram, the amount of followers tend to be lower than on Facebook, indicating that the calculated rate is higher consequently. Nevertheless, the interaction rate on Instagram remains higher than on Facebook:

- Instagram Average \approx 4.80
- Facebook Average \approx 0.72

Data Source: quintly avg. Facebook and Instagram page performance Q1 2015

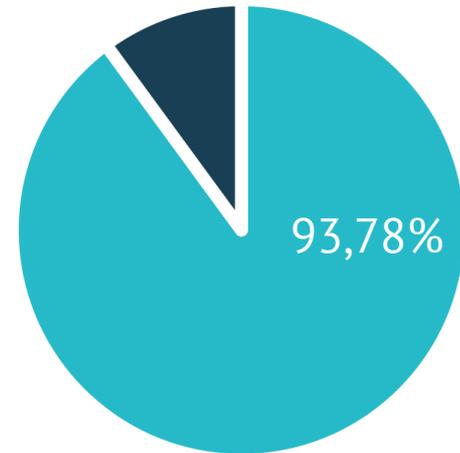
Metrics Instagram specific

Image / Video Distribution:

As shown in the chart, videos do not seem to play a crucial role in the average user Instagram strategy. As we are talking about the average, for some profiles it makes sense to cut 15 seconds videos and try to utilize the power of moving images. For example, the New York Times travel channel (@nytimestravel) did profit from the possibility of uploading videos resulting in higher interaction rates.

Looking at the average, both image and video posts get a very similar amount of likes and comments.

Avg. Image / Video Distribution
on Instagram in March '15



■ Images ■ Videos

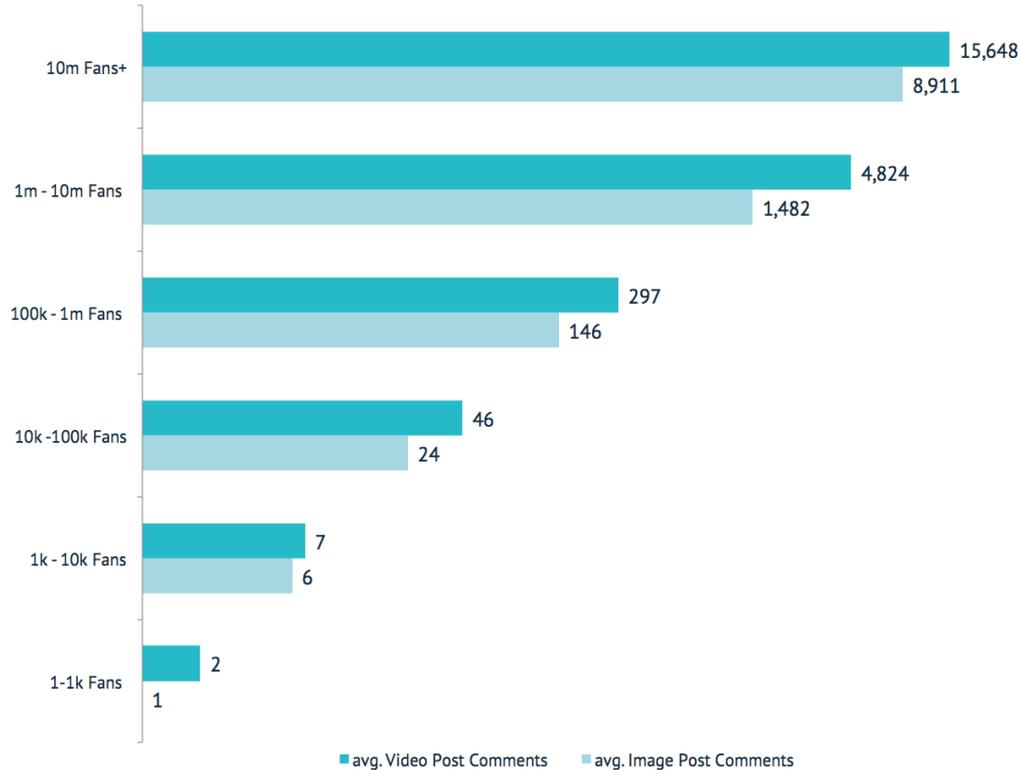
Metrics Instagram specific

Average Likes per Post in Q1 '15:

Page Bucket	Avg. Image Post Interactions	Avg. Video Post Interaction
1-1k Fans	26	26
1k - 10k Fans	148	137
10k -100k Fans	999	1205
100k - 1m Fans	9152	8363
1m - 10m Fans	79303	67662
10m Fans +	406922	343069

Data Source: quintly avg. Facebook and Instagram page performance Q1 2015

Metrics Instagram specific



Data Source: quintly avg. Facebook and Instagram page performance Q1 2015

Comments by Post Type:

This study showed that videos and image posts receive a similar amount of interactions. Especially in smaller sized groups (1-10k fans), these two post types do not differ a lot in likes, comments and shares on average.

Looking closer at comments, it is seen that bigger Instagram profiles are able from benefit of video posts, receiving significantly more comments.

About quintly

quintly is a web-based **social media analytics tool** that helps users track, benchmark and optimize social media performance against their competitors'. By using quintly, users can steadily improve their social media performance and derive an optimal social media strategy.

quintly's clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. Based in Cologne, and with offices in San Francisco and São Paulo, quintly serves users in **176 countries** and has paying clients in 56 countries. After three years in business, quintly expanded internationally last year and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team and an excellent customer service, quintly strives to share its analytics expertise and help clients excel their social media strategies.





Professional Social Media Analytics

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Happy Analyzing.