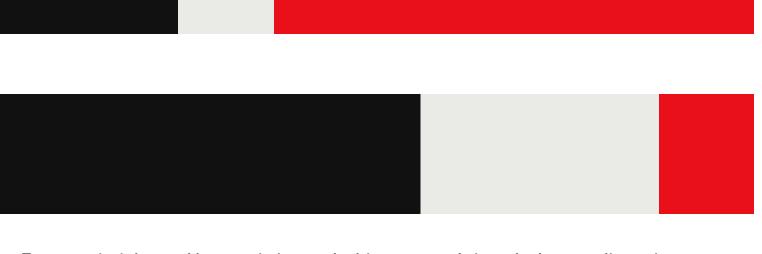
In-feed ads and Stories reel in revenues at Instagram

Article

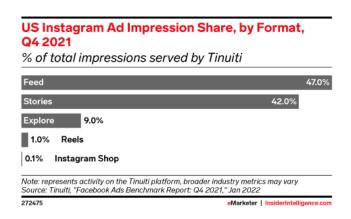


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US **Instagram** ad impressions are split mostly between two formats. For the US clients of performance marketing firm Tinuiti, **47.0**% of impressions came from the **feed** and **42.0**% from **Stories** in Q4 2021. These formats generated the bulk of the social platform's **\$26.46**



billion in US ad revenues last year, helping Instagram overtake its sister app **Facebook** by this measure.



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