

# 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 Tinniti, **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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### US Instagram Ad Impression Share, by Format, Q4 2021

% of total impressions served by Tinuiti

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Note: represents activity on the Tinuiti platform, broader industry metrics may vary  
Source: Tinuiti, "Facebook Ads Benchmark Report: Q4 2021," Jan 2022

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