4 Million Advertisers Are Using Stories Across Instagram, Facebook, Messenger

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Facebook said at CES 2020 Tuesday that 4 million advertisers are now using Stories ads across Instagram, Facebook and Messenger.

The company's Stories advertiser total topped 3 million last May.

The social network also highlighted recent Stories campaigns by two brands.

Direct-to-consumer brand Grove Collaborative—which makes eco-friendly household products in areas including cleaning, personal care, babies, kids and pets—created full-screen vertical video ads for immersive mobile viewing.

Facebook said the style of the videos was "personal and casual," making it seem like actual customers were sharing videos of Grove Collaborative products being used in their homes, adding that viewers were able to swipe up to access the company's online store.

Grove Collaborative said 37% of its new customers came via Stories, and the campaign resulted in a 25% lower cost per acquisition compared with all of its placements and a click-through rate 2.1 times higher than all of its other placements.

Skin care product manufacturer Clinique used its global #FindMyiD campaign to leverage data from Facebook's platform and identify the top three concerns around skin.

In what the social network called a "great demonstration of personalization at scale," Clinique then delivered personalized ads based on consumer signals, driving conversions online and in-store.

The campaign delivered a 114% lift in offline conversions in Malaysia, a 13-point lift in brand awareness (compared with the luxury benchmark of four points) in France and ad recall in 14 out of 20 markets that was two times the norms.

https://www.adweek.com/digital/4-million-advertisers-are-using-stories-across-instagram-facebook-messenger/