Conviva: Instagram Stories Reach Rates Are Rising

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Global streaming media intelligence company Conviva released its third annual Instagram Stories Benchmark Report, which analyzed “publishing and user engagement trends” on the Instagram Stories platform across four different verticals: sports, media, entertainment and brands.

Conviva analyzed more than 920 “top” Instagram profiles and 28,700 individual Stories posted in Q1 of 2020. It then compared this data to that from Q1 2019.

The report found that “sports” accounts had the highest Story completion rate, at 90%. Accounts in the “entertainment” vertical experienced the most improvement in this area, going from 81% to 88%.

At the same time, Conviva found that the average number of Stories posted per week across all four verticals decreased in 2020. In addition, the average number of frames per Story also decreased across every vertical except for “Brands,” which increased from 5.2 to 5.5 frames per Story.

Finally, when looking at an average of all four verticals, Conviva found that overall reach rate increased from 6.7% in 2019 to 7% in 2020. Brands, entertainment and sports saw an increase in average reach rates during this time period, while the media reach rate decreased by 1.1%, from 5.4% to 4.3%.

You can view the full report, here.

https://www.adweek.com/digital/conviva-instagram-stories-reach-rates-are-rising/