


Instagram Fast Facts for Businesses

63% 
of Americans use Instagram daily

for an average of
28 min 

Instagram Stories

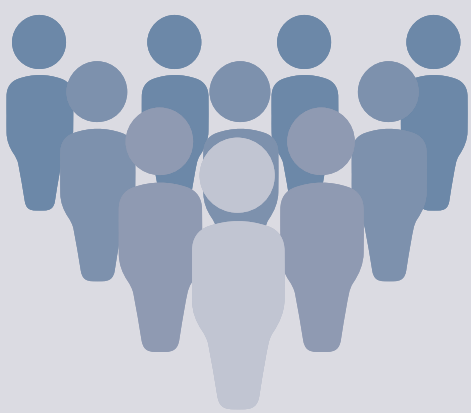
1/3 of the most viewed stories are business profiles

31% of marketer's Instagram ad budget is spent on stories

52%
of users are female 



48%
of users are male



Instagram's potential ad reach is

849.3 million users

80%

of users follow at least one business

200

million users view at least one business profile a day

72%

of people have bought something they saw on Instagram