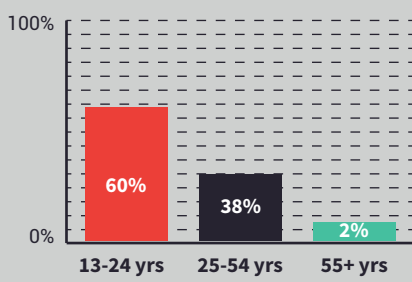
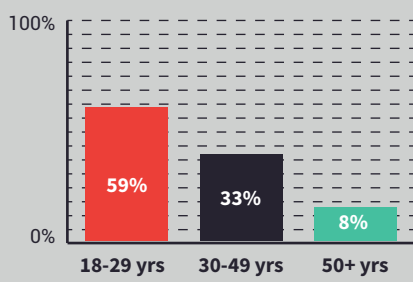
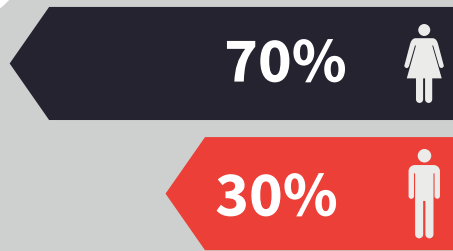
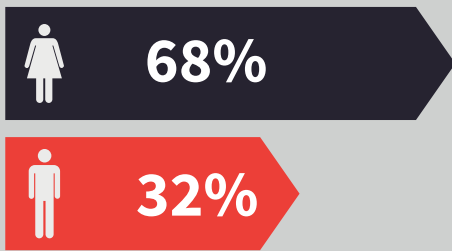


Instagram Stories ads or Snap ads?



300
Million Global Daily
Active Users (DAU)

173
Million Global Daily
Active Users (DAU)



- reach
- traffic
- conversions
- app installs
- leads
- video views

- branding
- clicks to the website
- app installs
- long form video



€1 average*

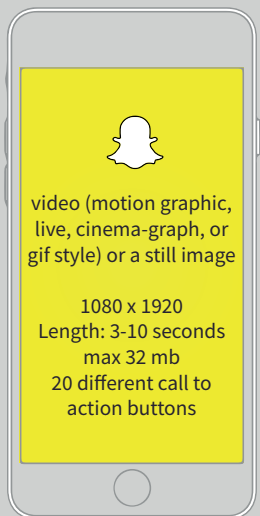
*Facebook advertising account

€1,70 average**

**own snapads account



<https://www.facebook.com/business/ads-guide/video/instagram-story/app-installs>



<https://businesshelp.snapchat.com/en-US/article/top-snap-specs>



More advanced targeting, you can use all the available Facebook targeting, including:

- remarketing
- email custom audience
- lookalike audiences
- engagement audiences
- demographics
- interests

- demographics
- 300 predefined audiences
- audience list
- lookalikes (not: remarketing)

Sources.

- <https://www.omnicoreagency.com/instagram-statistics/>
- <https://www.omnicoreagency.com/snapchat-statistics/>
- <https://www.statista.com/statistics/545967/snapchat-app-dau/>
- <https://www.statista.com/statistics/730315/instagram-stories-dau/>
- <https://www.facebook.com/business/ads-guide/video/instagram-story/app-installs>
- <https://forbusiness.snapchat.com/audiences>