

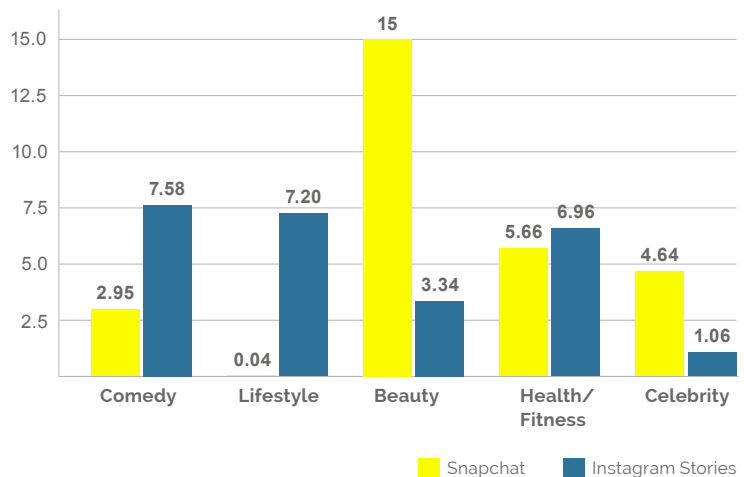
Captiv8™

STORIES WAR: INSTAGRAM VS SNAPCHAT

After Snapchat's disappointing first earnings report, many in the industry are making predictions on where its' future stands. In this report we take a look at one of the most vital parts of the social landscape, the ones that drive us to open, the creators. How has Snapchat done to attract the influencer group? How has Instagram Stories changed the game? What should marketers look for ahead of the big day?

57% of influencers post on Instagram Stories more than Snapchat on a daily basis

Avg # Influencer Posts per Day



The only categories that **use Snapchat more** than Instagram Stories are **Beauty and Traditional Celebrities**

Video posts dominate both Instagram Stories and Snapchat, accounting for 76% of influencer posts

WHAT MARKETERS NEED TO KNOW ABOUT SNAPCHAT'S FUTURE

1. DAILY ACTIVE USER GROWTH SLOWING

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One of the big stories in the months leading up to Snapchat's debut as a public company was the rapid rise in the number of users returning to its app each day. But thanks to a concerted push by Instagram to replicate many of Snapchat's most popular features, like its "Stories" tool, there are concerns that Snapchat's growth has leveled off. These concerns proved true, where in their first earnings report they shared slower-than-expected user growth numbers. Daily active users grew to 166 million for the quarter, a 36% year-over-year increase which is just slightly better than what they did in 2016.

2. WHAT ARE THE NEXT STEPS FOR PRODUCT INNOVATION?

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With Instagram "nipping at its heels," Snapchat will need to make new consumer product features as well as advertiser-facing tools central to its strategy to make sure brands continue to flock to the service. That means the company will need to build on promising product ideas like its Spectacles product and augmented reality to ensure it stays at the front of the pack with consumers, boosting user engagement and growth. For advertisers, the launch of a new self-serve ad manager tool and new measurement tools like its Nielsen partnership are a good start, but marketers should watch for new features for reassurance regarding the company's plans.

3. WHAT DO CREATORS THINK ABOUT SNAPCHAT?

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In addition to a growing user base and a continued rollout of new products, Snapchat needs to make sure it keeps its audience of influential creators happy. After all, these well-known users help keep consumers engaged with Snapchat content while also offering partnership opportunities for marketers looking to make high-quality sponsored content. The problem, however, is that there have been signs in 2017 that some creators are getting tired of using Snapchat to reach their followers. Instead, many are turning to Instagram or YouTube. This could prove to be a problem for marketers looking to get the best possible return on influencer campaigns.



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HAVE QUESTIONS?
WANT TO LEARN MORE?
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ABOUT CAPTIV8

Captiv8 helps brands and creators connect to impact audiences around the world.

It is the only platform that allows influencers to own, promote and monetize their audience, and gives brands social empowerment through analytics, campaign management, and competitor benchmarking.

Advanced social analytics platform for Facebook, Instagram, YouTube and Snapchat.
