

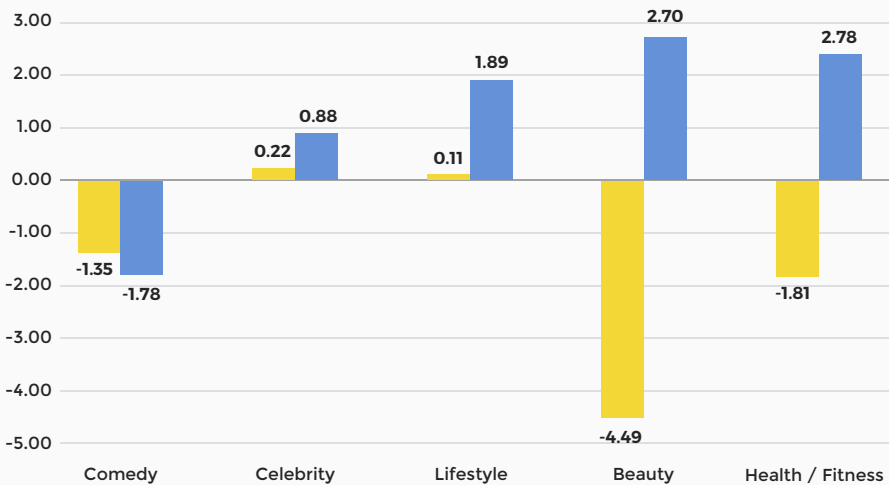


Q2 STORIES WAR

This quarter Instagram took the crown and proved to be the favorite of Top Creators.

This doesn't come as a surprise as Snapchat has been known to not invest in building and nurturing its creator community, leading them to spend less time on the platform.

Snapchat usage by top creators declined from q1 to q2 with the # of story posts per day dropping by 20%. While Snapchat usage went down, **Instagram Stories saw growth with 11% more story posts being published by top creators**



Growth of Average Posts per Day by Top Creators, Q1 to Q2



SNAPCHAT STORIES



INSTAGRAM STORIES



Traditional Celebrity

Daily Instagram stories growth was 4X higher than daily Snapchat stories growth from Q1 - Q2



Health/Fitness

Fitness creators posted 1.8X less Snapchat stories per day in Q2 than Q1, while posting 2.4X more stories on Instagram per day



Lifestyle

Daily Instagram stories growth was 16X higher than daily Snapchat stories growth from Q1 - Q2



Comedy

This is the only category where top creators posted less on both platforms in Q2 than Q1; Snapchat's decrease was slightly less with 0.8X than Instagram



Beauty

Beauty creators posted 4.5X less Snapchat stories per day in Q2 than Q1, while posting 2.7X more stories on Instagram per day