



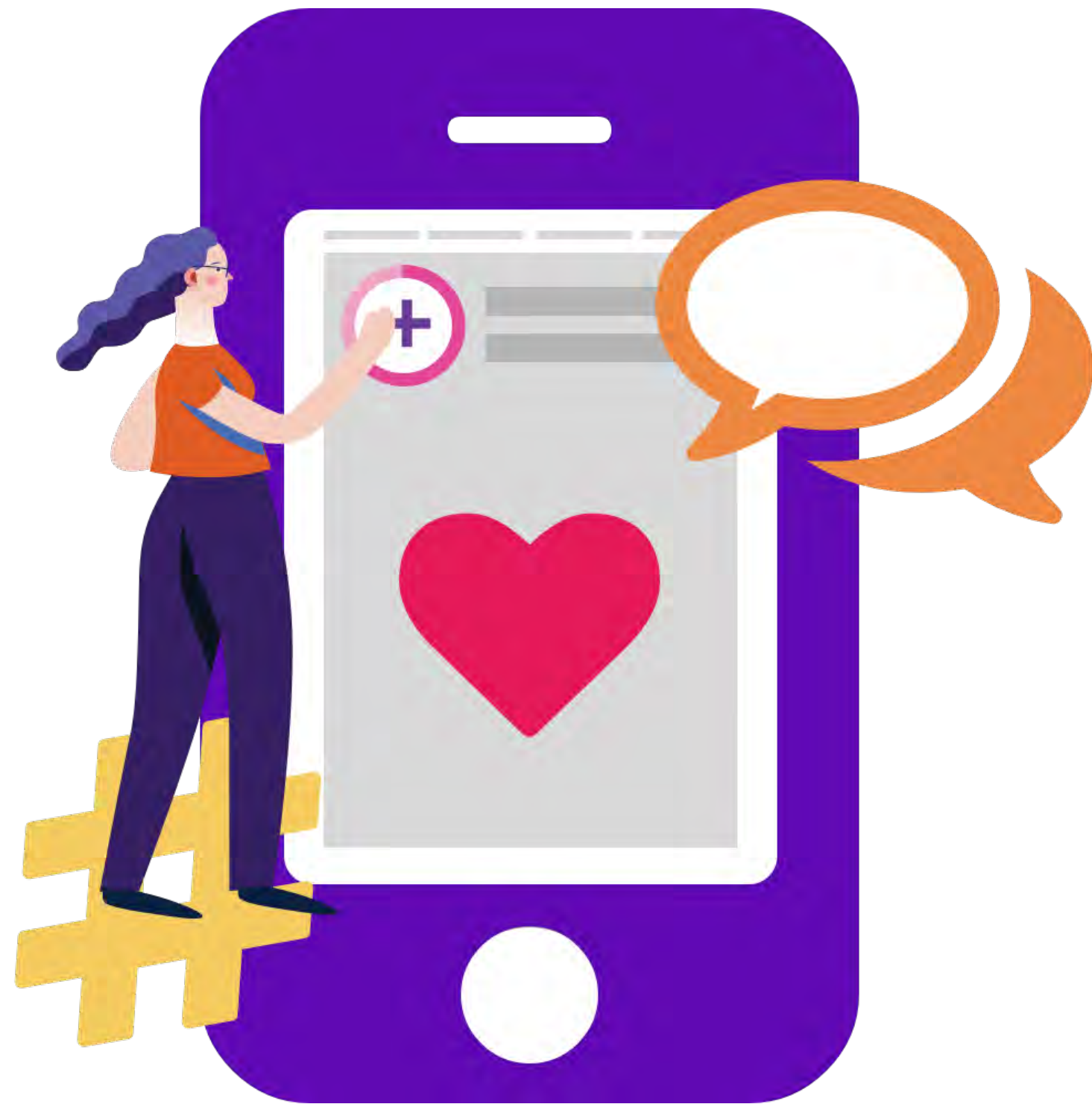
2022 Instagram Stories Benchmark Report

THE ULTIMATE GUIDE TO INSTAGRAM STORIES METRICS



Questions to Answer with The Instagram Stories Benchmark Report

Instagram Stories continue to grow in relevance to your social media marketing efforts, but it can be tough to know how your brand stacks up against competitors.



- What kind of Stories engagement are my competitors seeing?
- How frequently should I be posting Stories?
- What kind of Stories engagement (taps, replies, and exits) should I expect?
- How might my Stories engagement change if I published more often or grew my followers?
- How do my Stories stats stack up to my Post stats?

DATA SET INCLUDES

— **783** —
HANDLES

IN 2021 BETWEEN THE MONTHS OF

JUN > JUL > AUG > SEPT > OCT > NOV

COMPRISING

— **128K** — **60K** — **258K** —
POSTS **STORIES** **FRAMES**

The Metrics: Definitions

Engagement: Measurable interaction on Instagram Stories and posts, including likes, comments, replies, and shares.

Exit Rate: The percentage of your impressions that exit your Stories by swiping right, swiping down, or closing Stories.

Frame: A single photo or video posted to your Instagram Story.

Impressions: The total number of views of a frame in your Story.

Post Engagement per Impression: The number of likes, comments, and saves per impression on a post.

Post Reach Rate: The reach of a post expressed as a percentage of your followers.

Reach: The total number of unique people that saw a frame in your Story or your post.

Reply Rate: The percentage of your Story Viewers that replied to your Story on any given day.

Replies per 1K Impressions: The number of replies per 1,000 story impressions.

Retention Rate: The percentage of viewers that have stuck around through any given frame of a Story.

Stories Reach Rate: Your Story Viewers on any given day divided by your follower count, expressed as a percentage.

Story: The set of frames posted to your Story within a single 24-hour day.

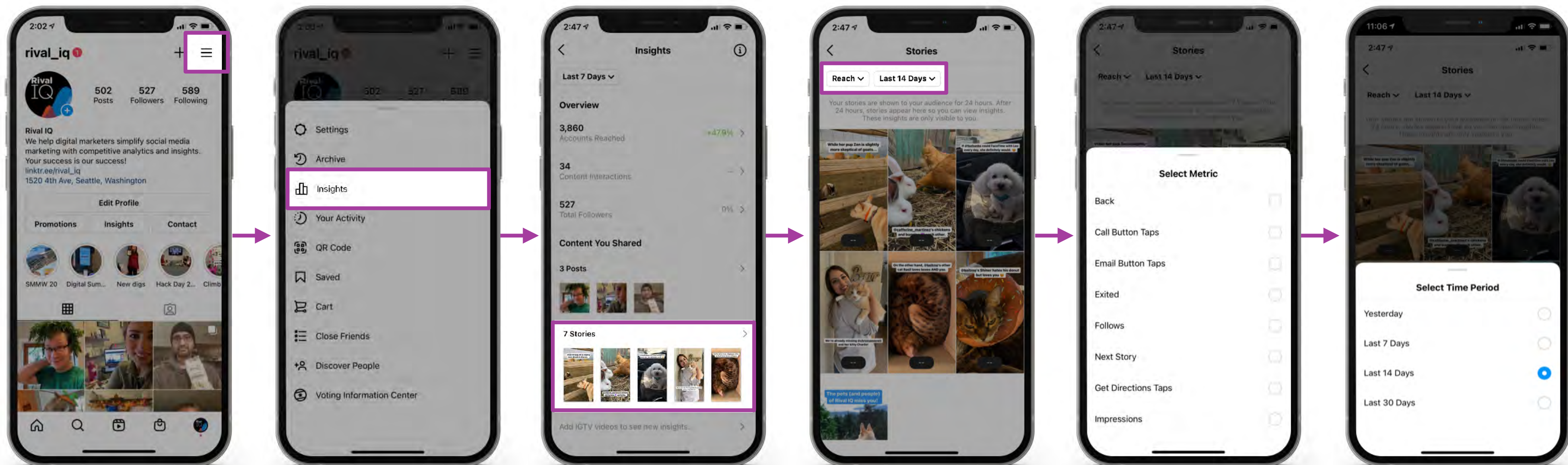
Story Viewers: The number of people who saw your Story on a given day.

Tap-Back Rate: The percentage of your impressions that have a tap backward to see the previous photo or video again.

Tap-Forward Rate: The percentage of your impressions that have a tap forward to see the next photo or video.

Where can I see my data in Instagram?

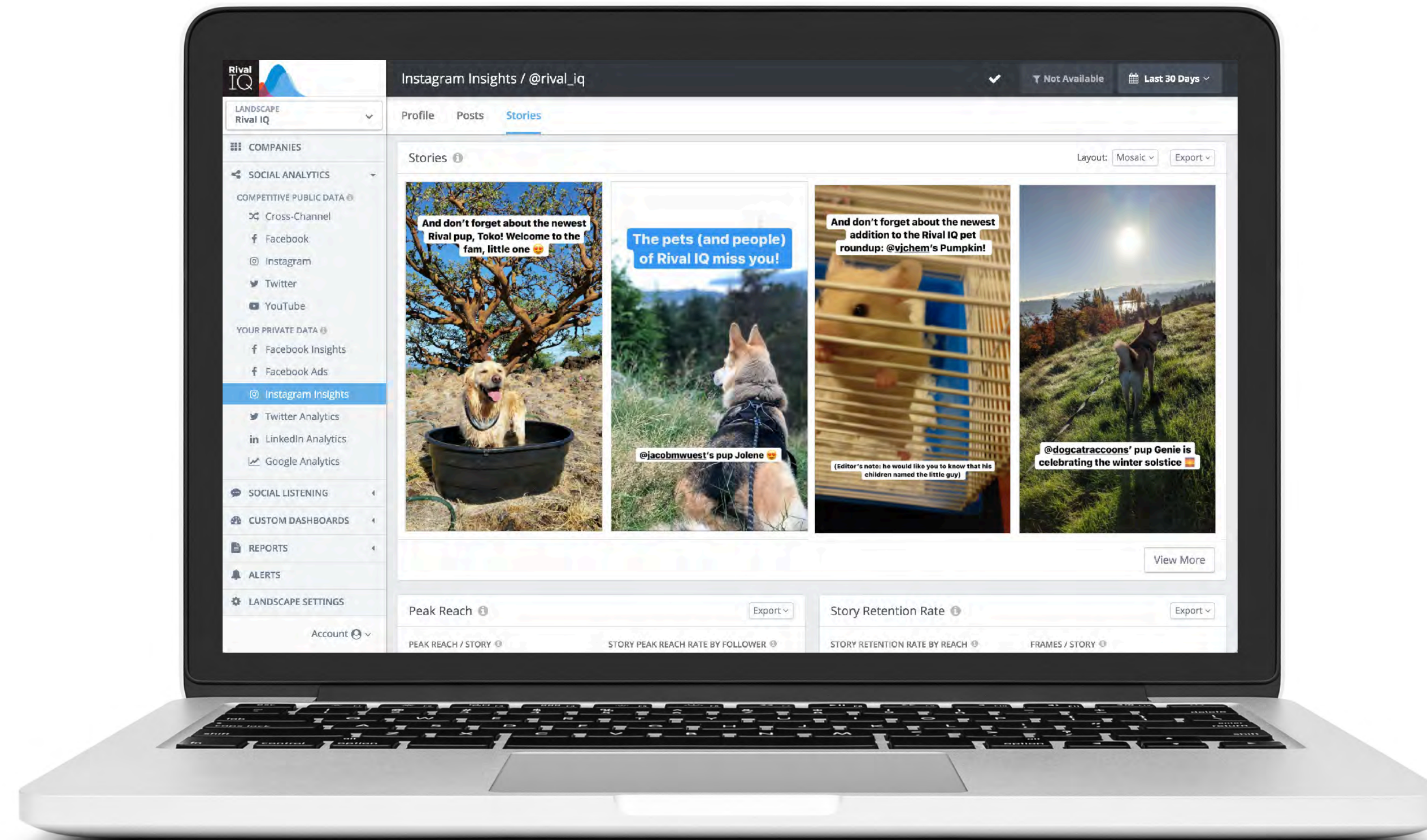
Looking in the Instagram app? Here's where to find your stats.



Using Rival IQ to supercharge your Stories

Track and measure your Instagram Stories performance right inside Rival IQ using our Instagram Insights Reports.

GET YOUR FREE TRIAL



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Key Findings

Key Findings and Takeaways



Brands are posting more Stories than ever

Brands of all sizes increased their Story frequency this year, leading to more stellar content (and also more competition).



Retention Rates are flat

Retention rates on Stories decreased just 1% this year. Brands saw gains in tap-back rates and reply rates but losses in tap-forward rates and reach, which kept retention rates from growing.



Reach Rates continue to fall

Your Stories (and posts!) are reaching a smaller percentage of your followers compared to last year. Stories are competing with Instagram posts *and* YouTube and TikTok for eyeballs.



Posts reach more than Stories

Instagram posts continue to see a much higher reach rate. Hook viewers with posts and deepen their engagement with Stories.

Days with a Story

What is Days with a Story?

The number of days per month a handle published to their Story.

There are two main ways to measure Story activity levels:

1. How often do brands publish to Stories?
2. How many frames are typically published in a day?

Days with a Story answers the first of these questions.

S	M	T	W	T	F	S
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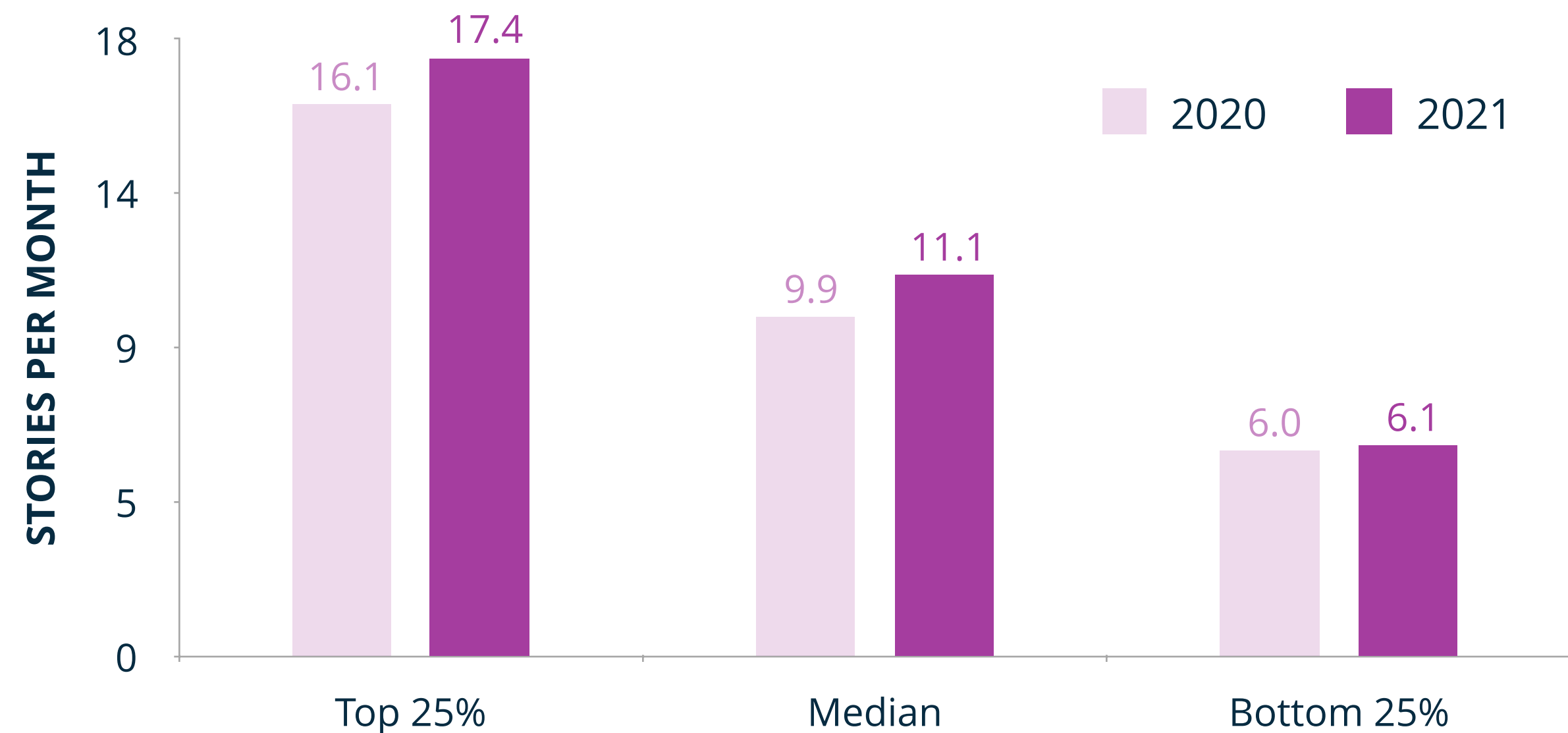
DAYS WITH A STORY

Days with a Story

The number of days per month brands published Stories.

Story frequency is up across the board, with the average brand posting an Instagram Story 11 times per month.

- The top 25% most active brands publish Stories at least 17 times a month—roughly every other day.
- The least active 25% of brands publish just over 1 Story per week.



RIVAL IQ INSIGHT

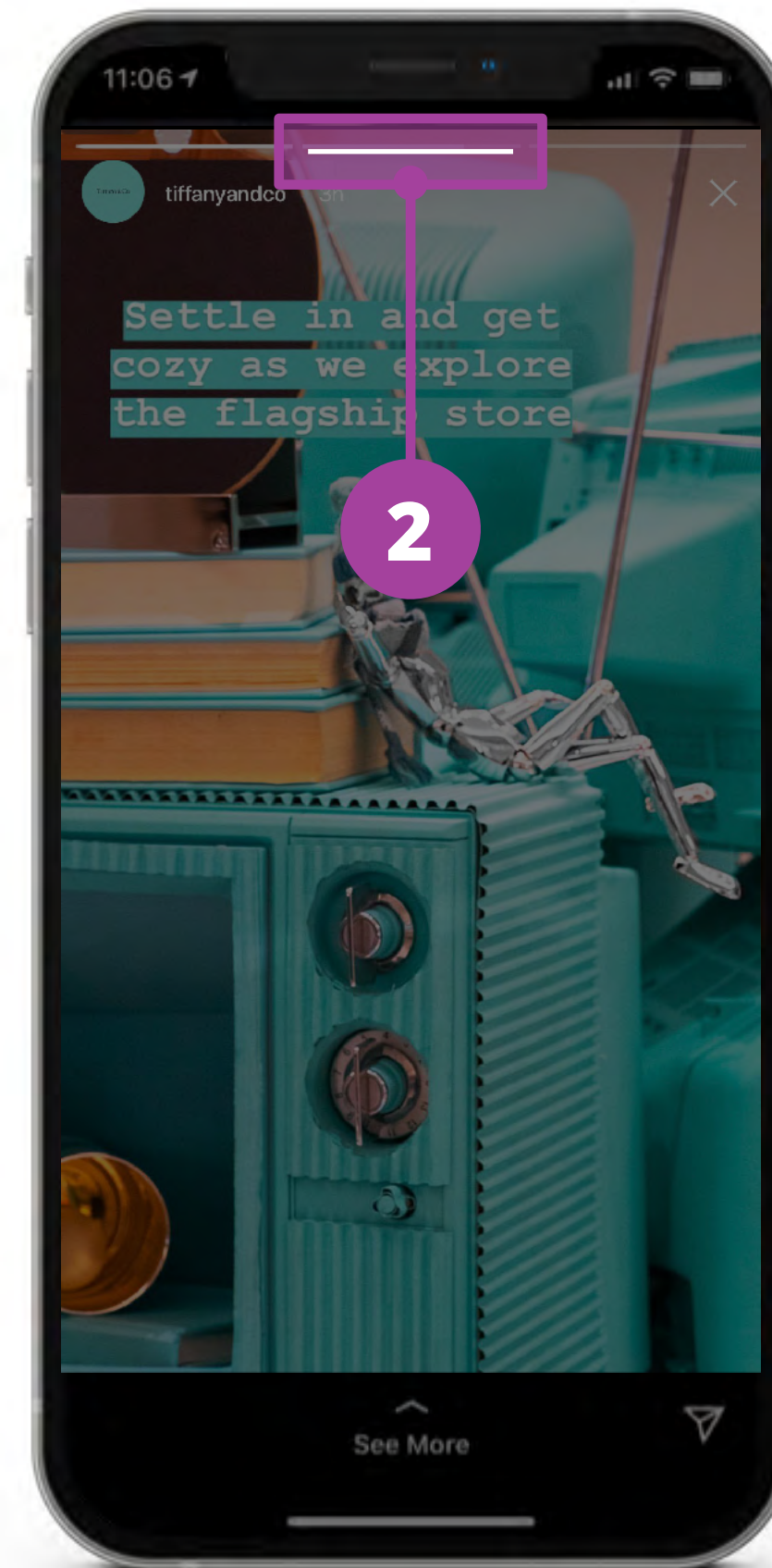
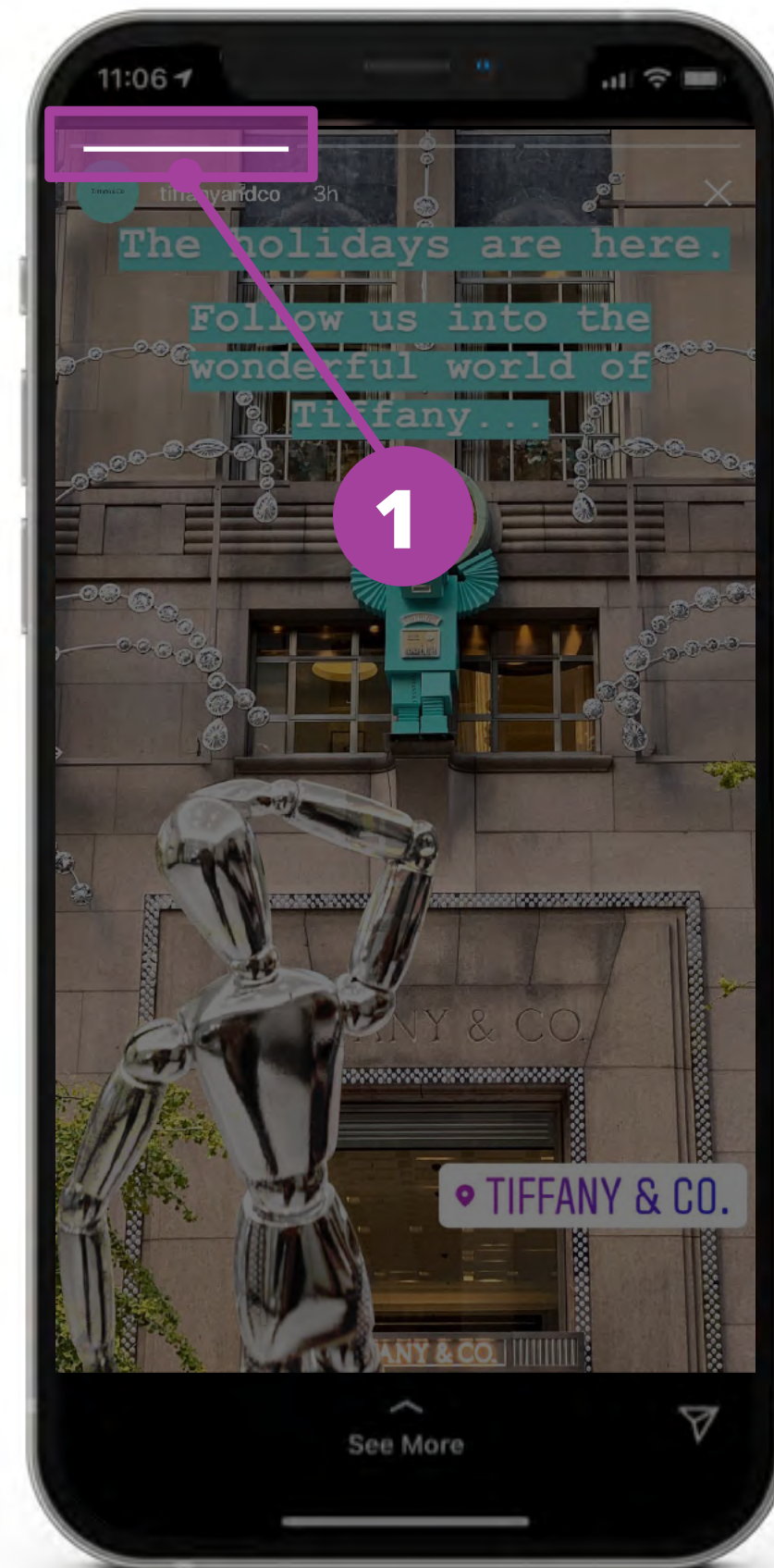
Story posting per month hasn't changed much over the last few years: everyone is posting a little more frequently than they used to. This consistency means the majority of brands still post Stories just over twice per week.

Frames per Day

What is Frames per Day?

The number of individual photos or video frames posted to Stories within a 24-hour period.

In this example, Tiffany & Co. posted **three frames per day**.

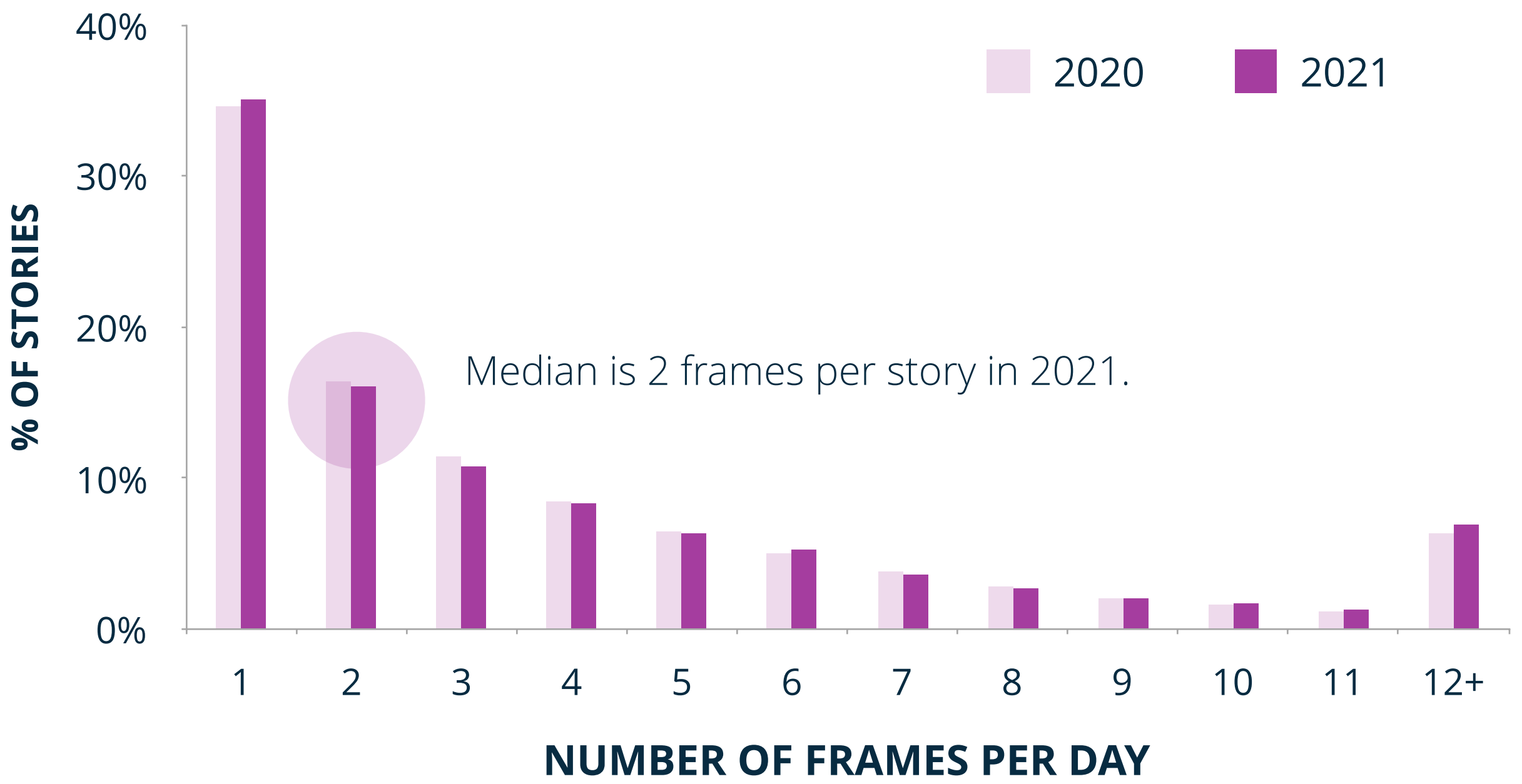


Frames per Day

The number of individual photos or video frames posted to Stories within a 24-hour period.

Shorter Stories are more common than long ones.

- About 35% of Story activity comprises days with only one frame.
- 1-3 frames account for about 60% of brand activity.
- Almost 20% of Stories have 7 or more frames.



RIVAL IQ INSIGHT

More brands are using Stories in their marketing, but they're not posting significantly higher frame counts. Finding your own brand's average number of frames per day and factors that increase your retention rate can help fine-tune your frame frequency strategy.

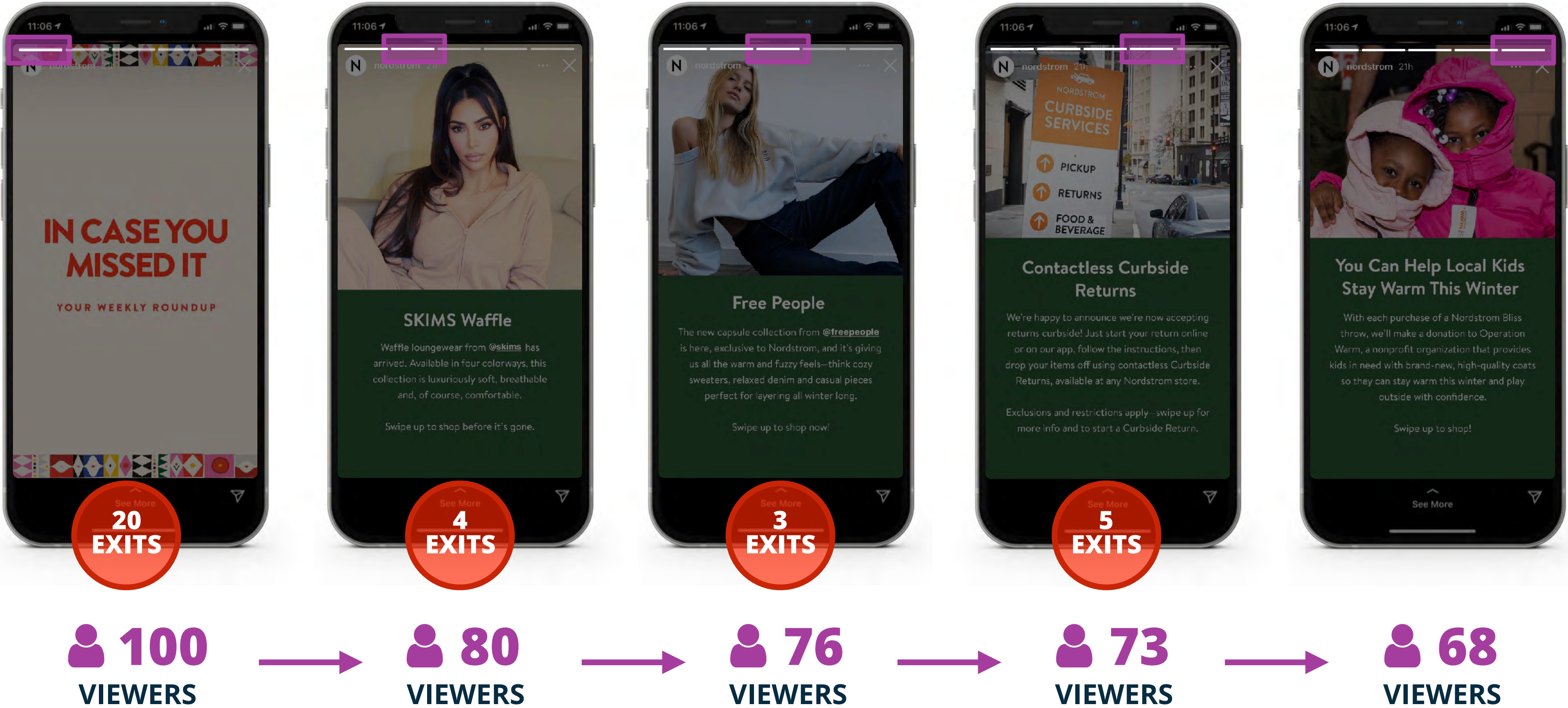


Retention Rate

What is Retention Rate?

The percentage of viewers that have stuck around through any given frame of a Story.

This is what **68% retention** looks like.

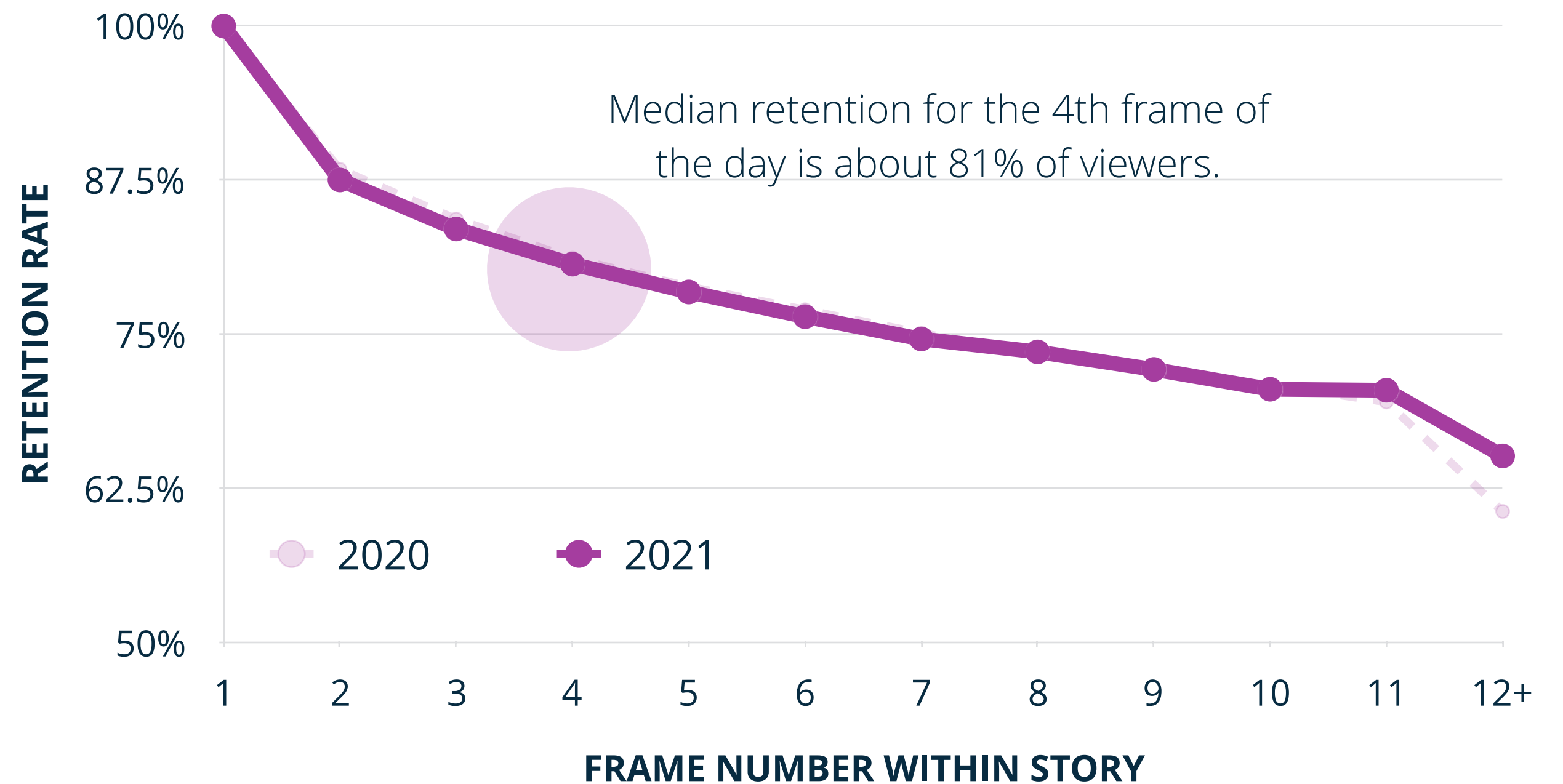


Retention Rate

The percentage of viewers that have stuck around through any given frame of a Story.

The average retention rate was pretty flat this year for the 4th frame of the day, with just a 1% decrease from 2021.

- As always, the biggest dip is from 1 to 2 frames a day as users swipe past the Story.
- After that big initial drop-off, the retention decline slows down and stays above 75% through 6 Stories per day.



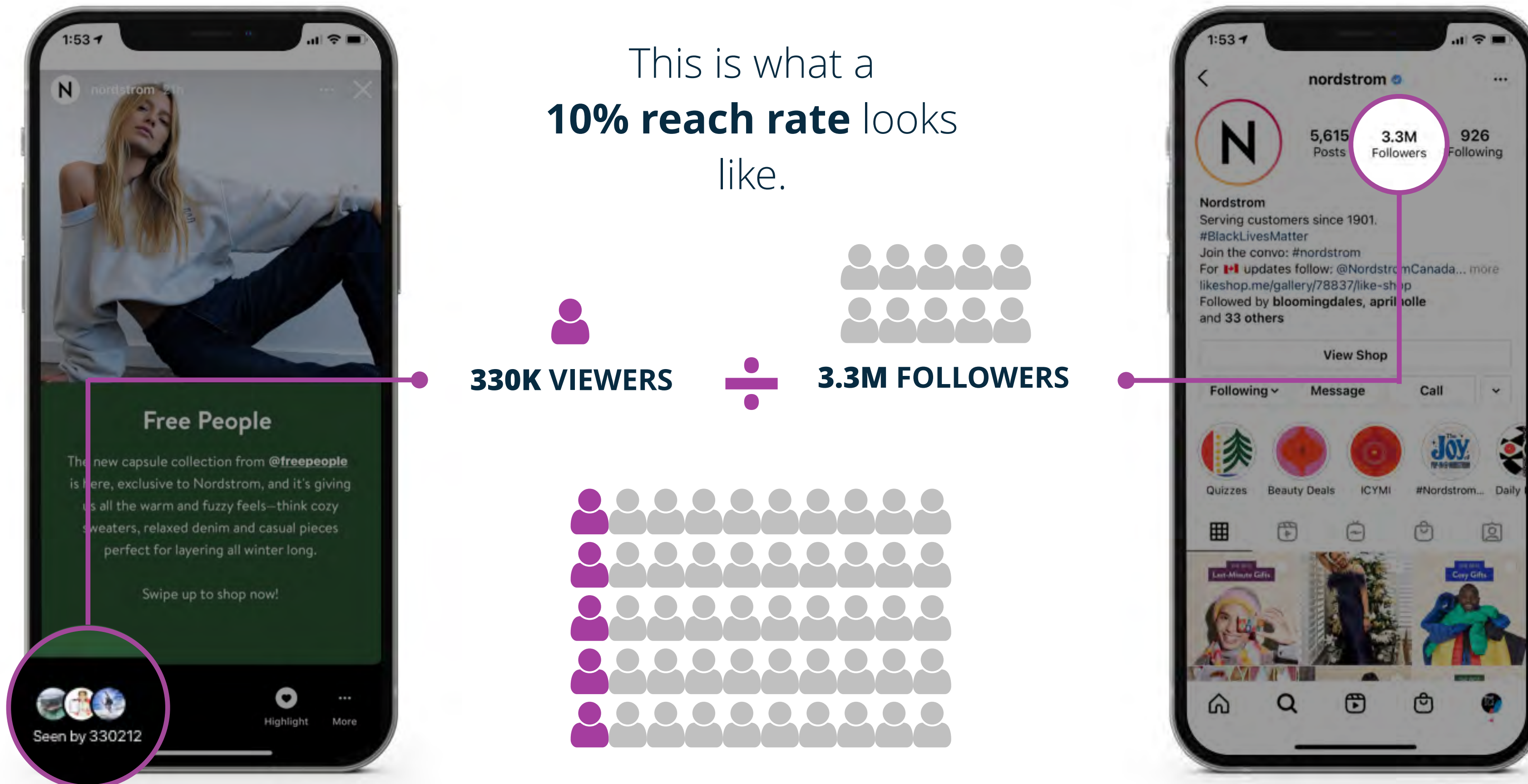
RIVAL IQ INSIGHT

In our experience, retention is one of the best measures of Instagram Story success. Focus on a first frame that hooks viewers, and then don't be afraid to say everything you need to say: retention drops but doesn't flatline with more frames.

Reach Rate

What is Story Reach Rate?

Story Viewers on any given day divided by follower count, expressed as a percentage.

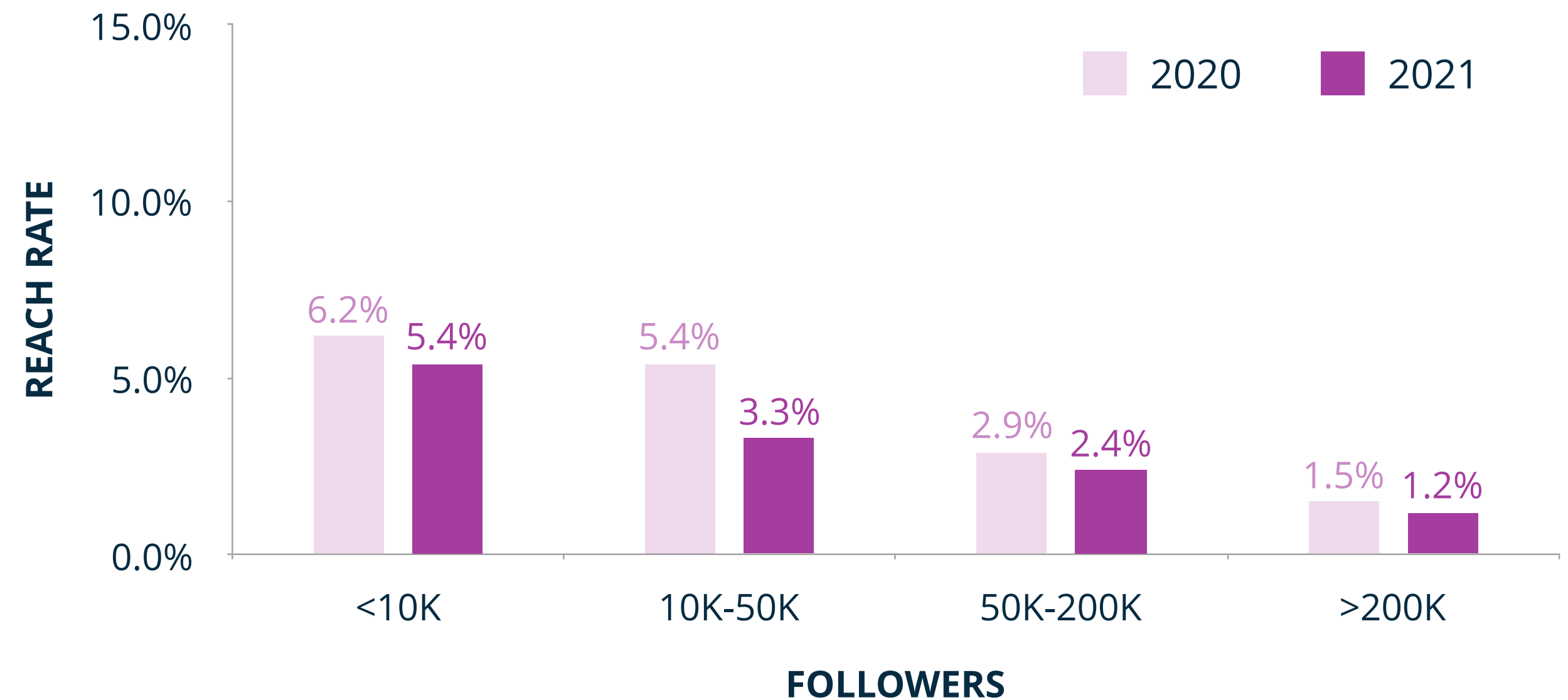


Story Reach Rate

Story Viewers on any given day divided by follower count, expressed as a percentage.

Brands saw reach rates decline in 2021 no matter their follower count.

- Brands with follower counts below 50K saw a sharper drop than larger brands.
- Mid-size brands with 10K-50K followers were hit the hardest.



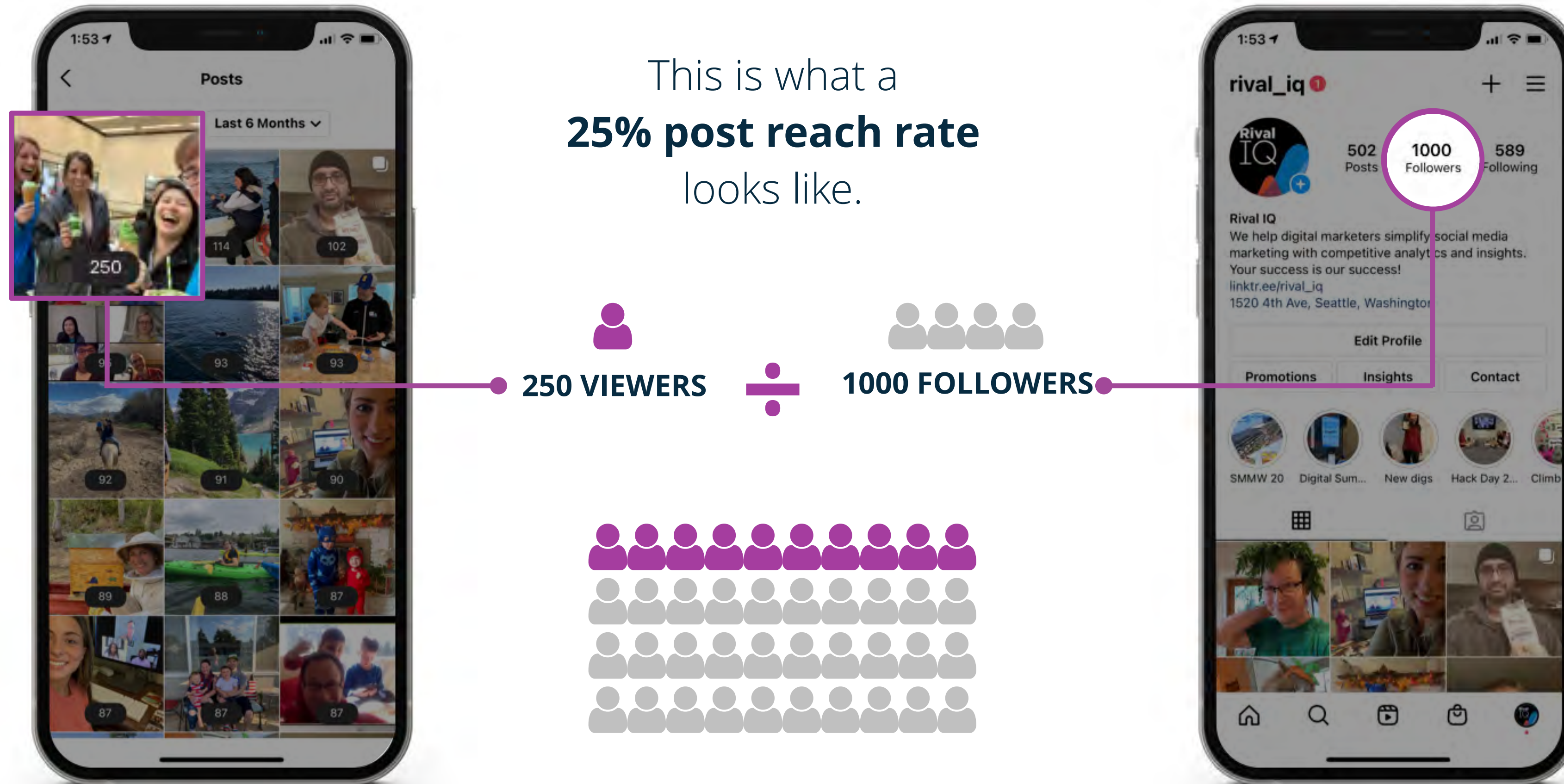
💡 RIVAL IQ INSIGHT

As we saw earlier in this report, brands are posting more and more Stories, so the competition for views has never been higher. Strong first frames are a marketer's best tool for encouraging retention and notice from the Instagram algorithm.

Post Reach Rate

What is Post Reach Rate?

The reach of a post expressed as a percentage of followers.

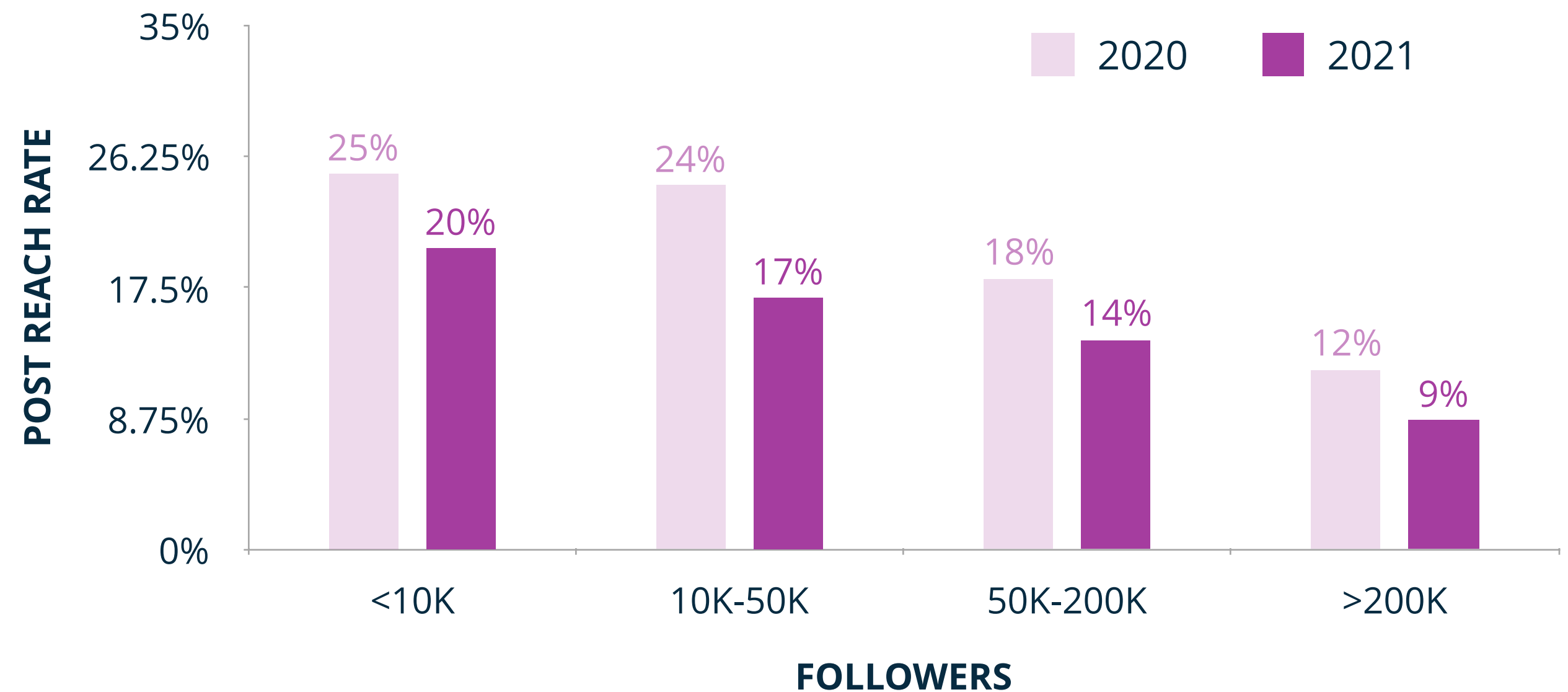


Post Reach Rate

The reach of a post expressed as a percentage of followers.

Brands saw their post reach rates decline across the board in 2021.

- Just like with Story Reach Rate, handles with between 50K-200K followers saw the sharpest Post Reach Rate declines in 2021.
- As usual, the larger your follower count, the smaller your reach rate.



💡 RIVAL IQ INSIGHT

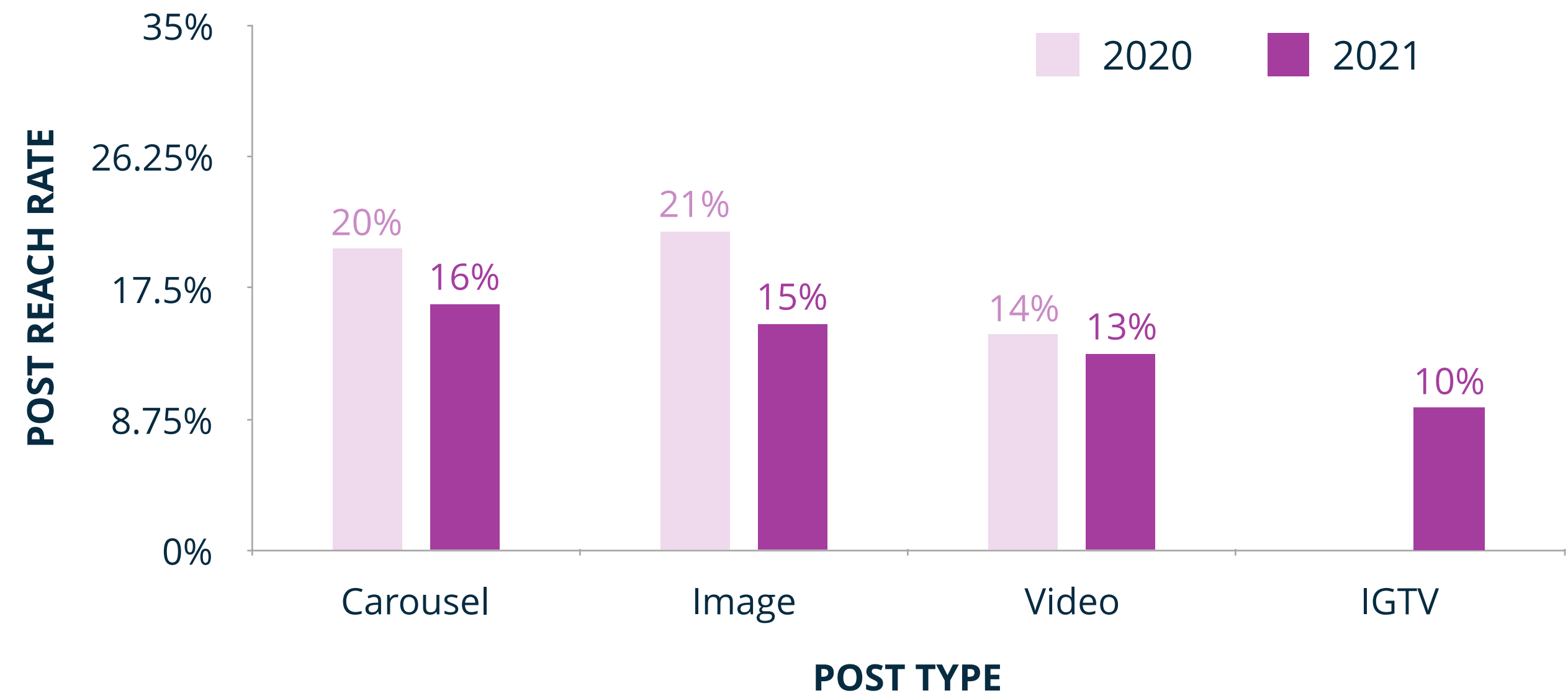
Post reach rate has declined every year we've studied it as Instagram adds more ways for users to consume content (like IGTV and Reels) and therefore further divides attention.

Post Reach Rate by Media Type

The reach of a post expressed as a percentage of followers.

Brands saw their post reach rates decline for every media type in 2021.

- Images were hit especially hard with a 29% decline in reach rate.
- Video posts managed to almost hang onto their 2020 reach rate.
- IGTV stats weren't available in 2020 through Instagram's API, so the cheese stands alone here.

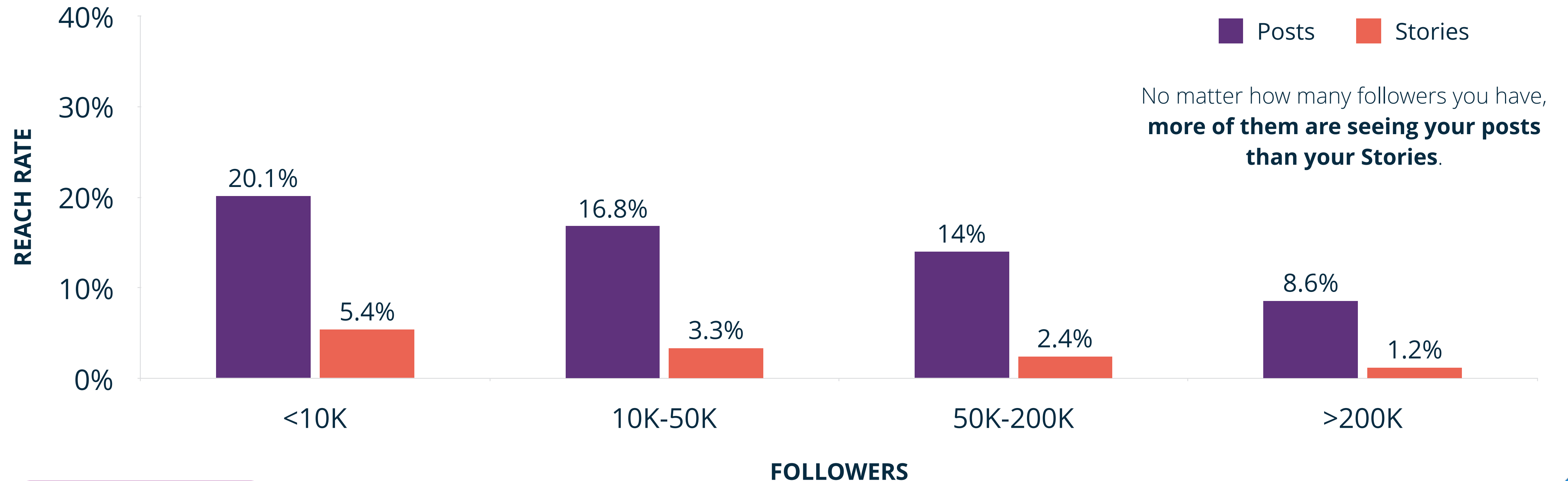


RIVAL IQ INSIGHT

Instagram is working hard to incentivize more video content to compete with YouTube and TikTok, so this is a good area to invest in in 2022 to engage both followers and the algorithm.

Reach Rate: Stories vs. Posts

The reach of a post expressed as a percentage of followers.



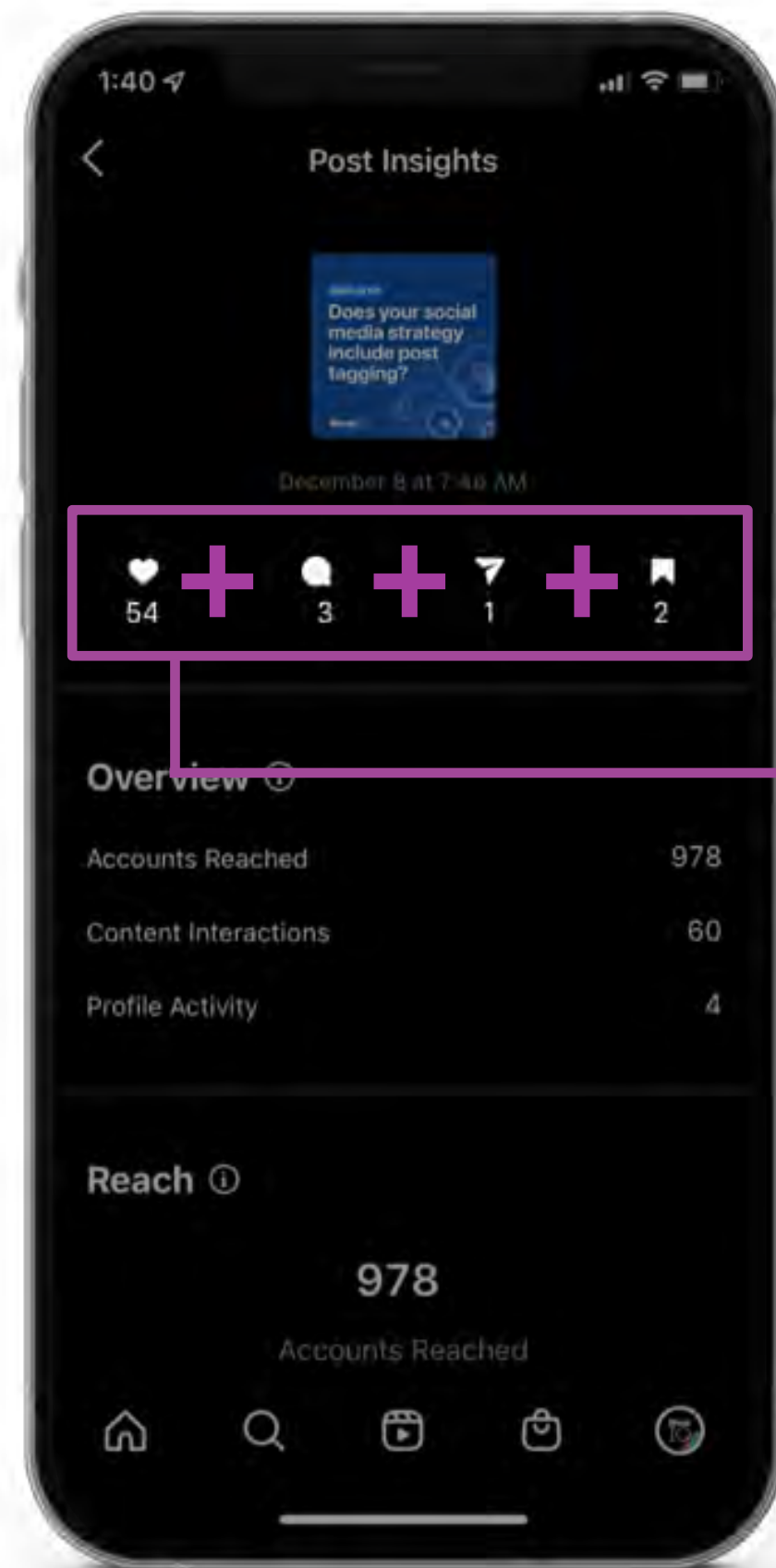
💡 RIVAL IQ INSIGHT

Stories continue to have a lower reach rate than posts for brands, but does that mean your brand should stop creating Stories? The short answer is no: Story impressions can be a great tool for engaging with followers and developing relationships over time.

Post Engagement per Impression

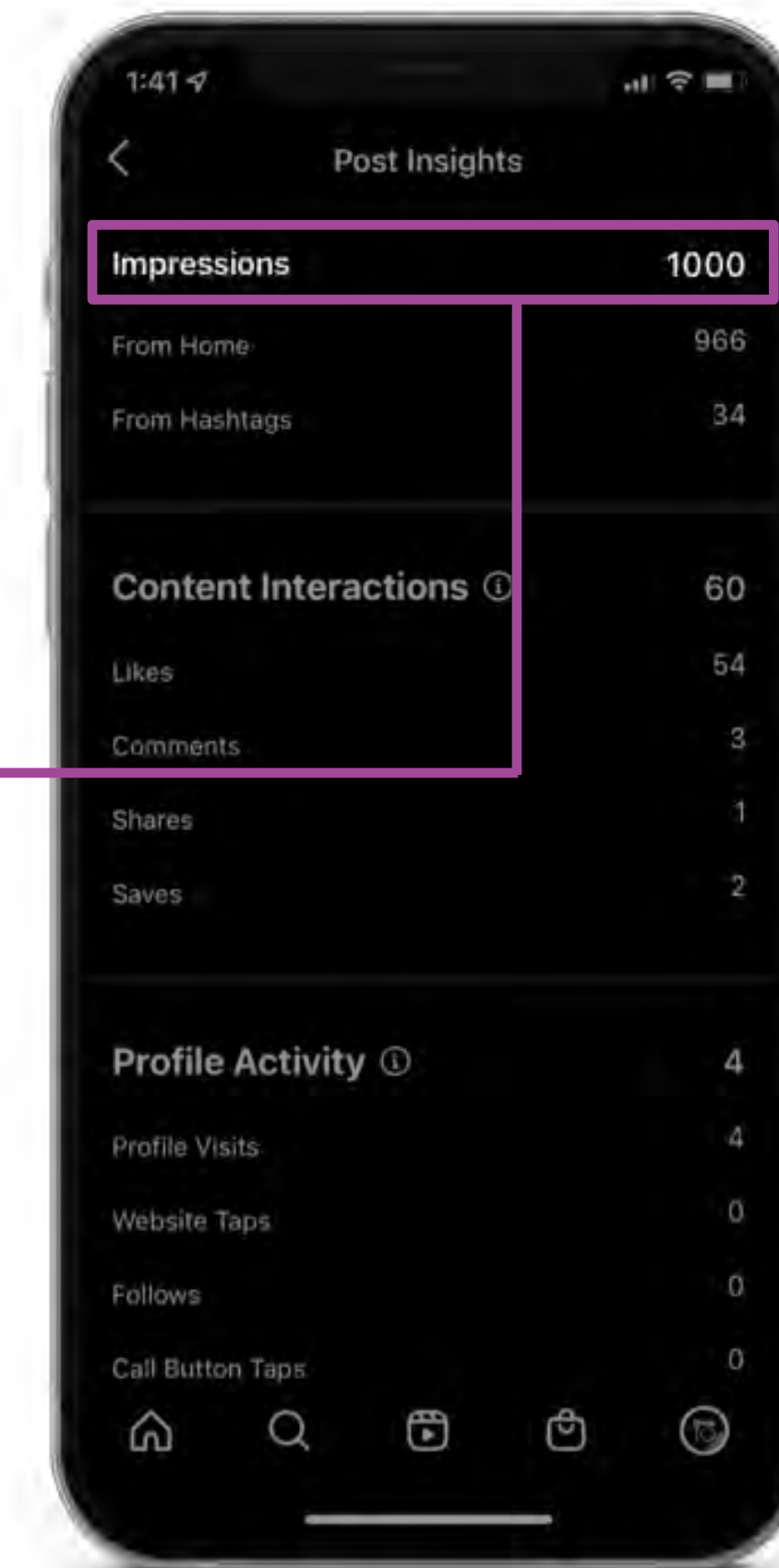
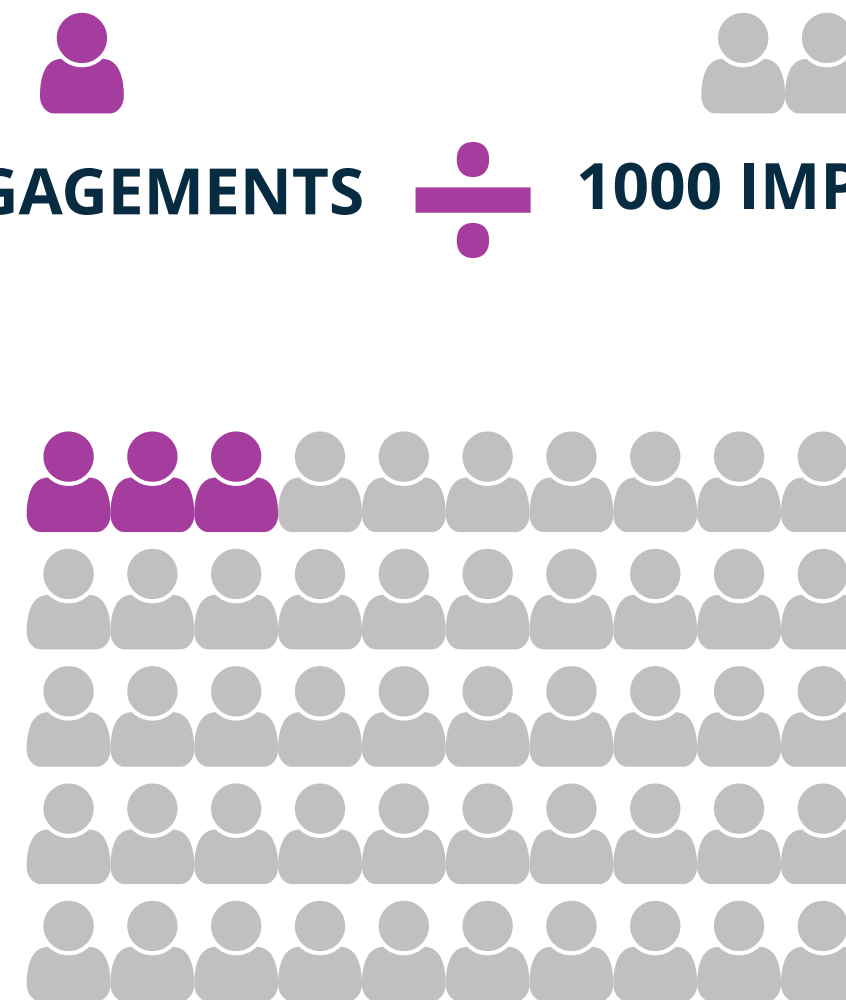
What is Post Engagement per Impression?

The number of likes, comments, and saves per impression on a post.



This is what a **6% post engagement/ impression** looks like.

60 ENGAGEMENTS ÷ **1000 IMPRESSIONS**

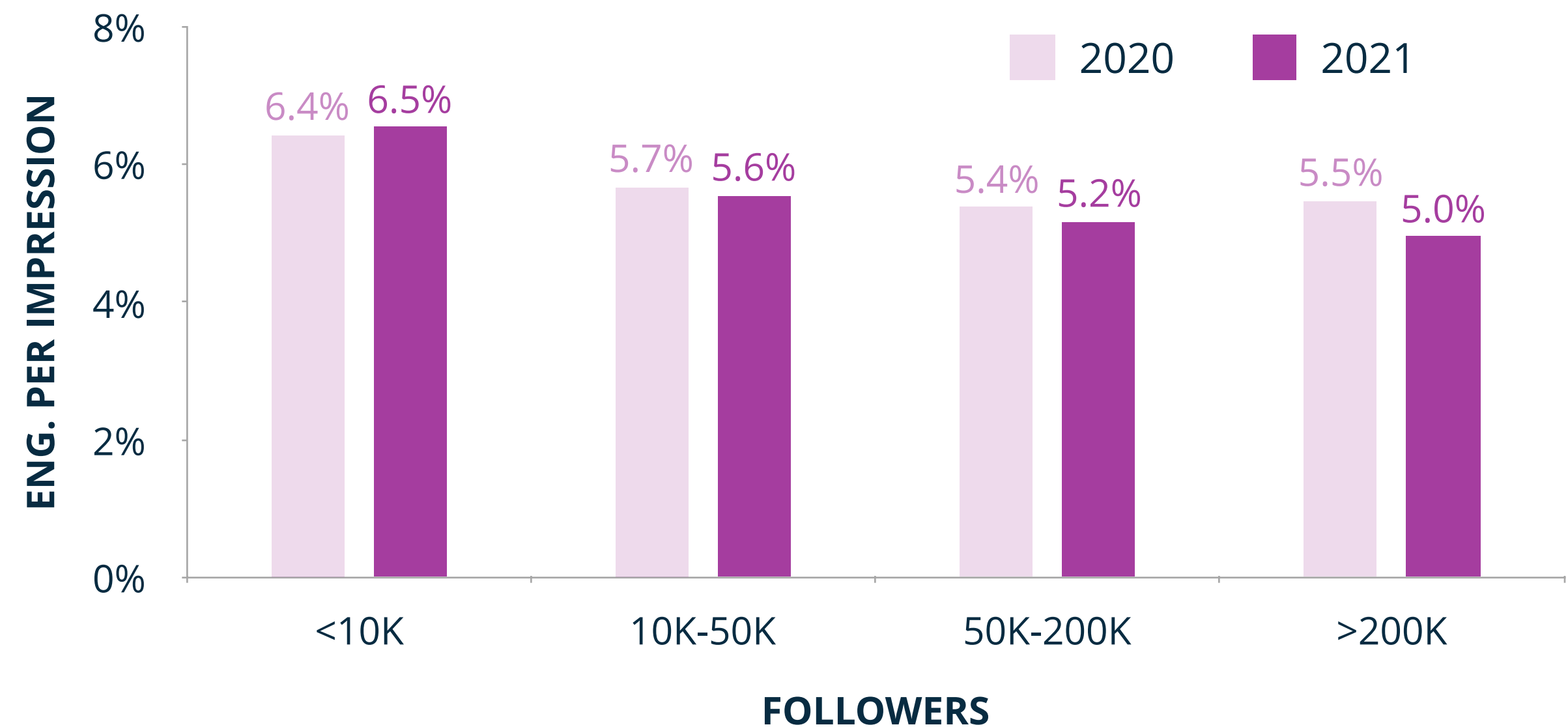


What is Post Engagement per Impression?

The number of likes, comments, and saves per impression on a post.

Post engagements per impression were slightly up or flat for most brands in 2021.

- Handles with fewer than 50K followers retained post engagement per impression best this year.
- Larger brands fared worse, with handles with more than 200K followers seeing a 10% drop.



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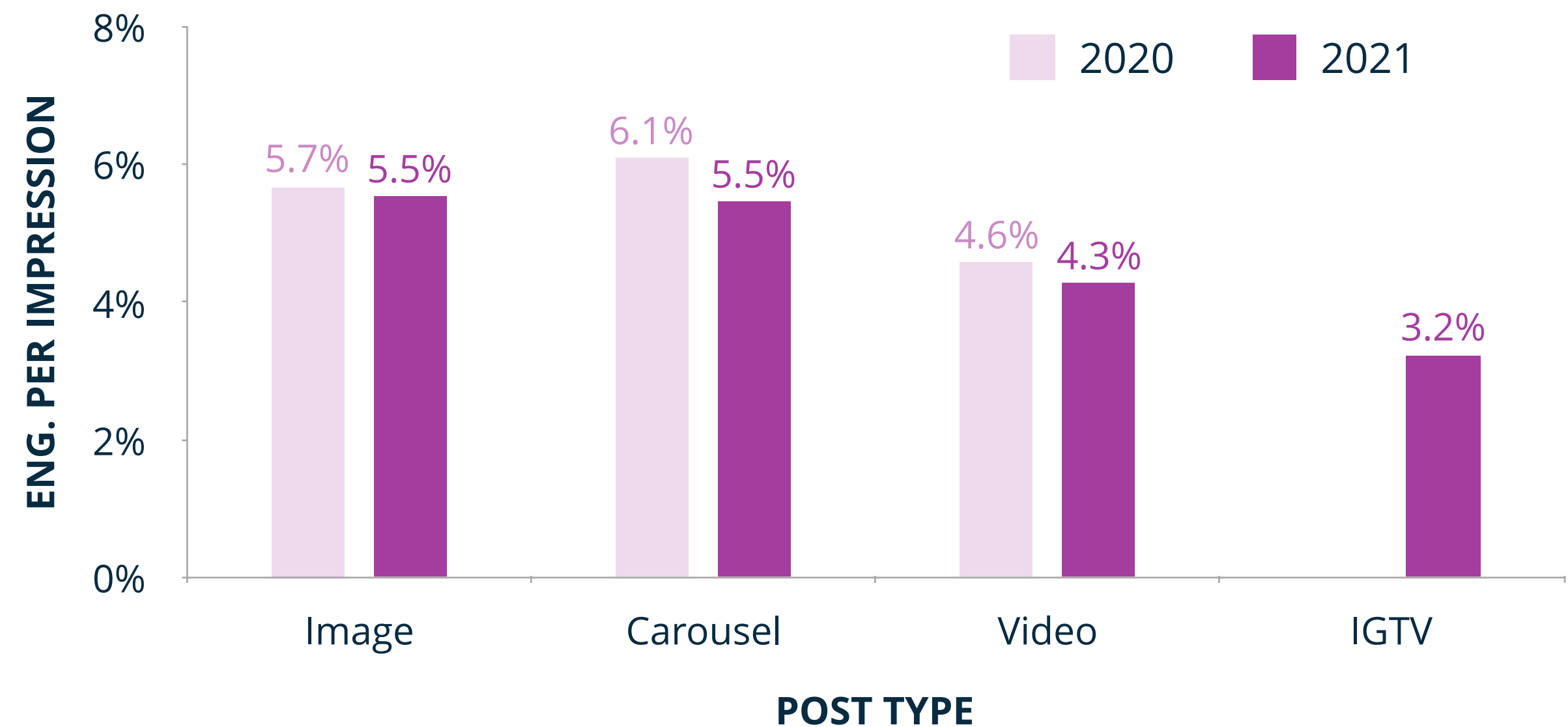
These drops in post engagement rate per impression are part of a larger trend of decreased engagement on Instagram as the platform battles for attention in the era of YouTube and TikTok.

Post Engagement per Impression by Media Type

The number of likes, comments, and saves per impression on a post.

Post engagement per impression decreased across every media type in 2021.

- Instagram's favorite post type, carousels, took the strongest hit of all media types this year, but are still the most engaging post type.
- Image and video posts also saw decreased post engagement per impression.



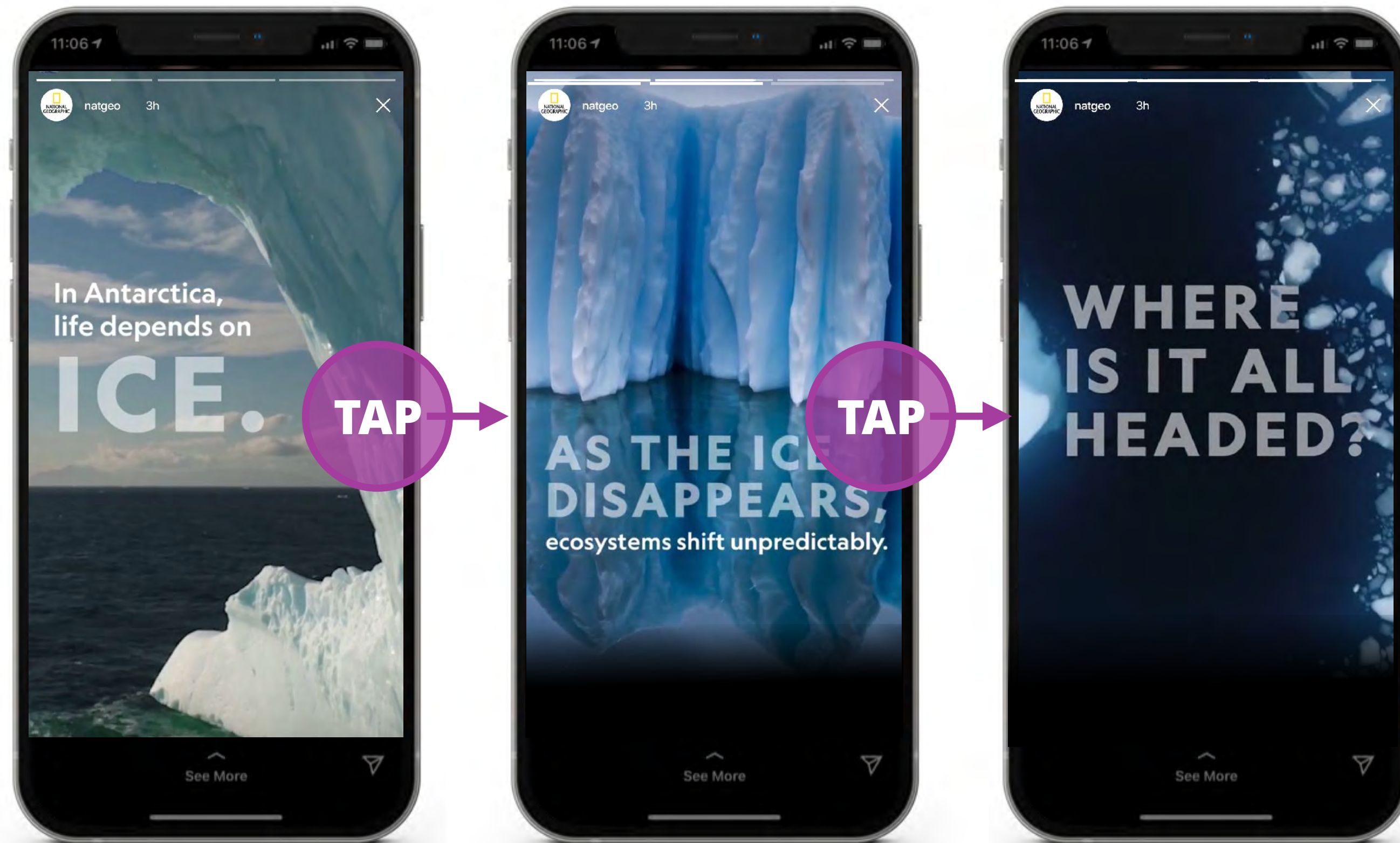
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IGTV stats weren't available in 2020 through Instagram's API, so there's no comparison available here.

Tap-Forward Rate

What is Tap-Forward Rate?

The percentage of Story viewers that have a tap forward.



25 TAPS ON
30 VIEWERS



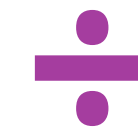
10 TAPS ON
15 VIEWERS



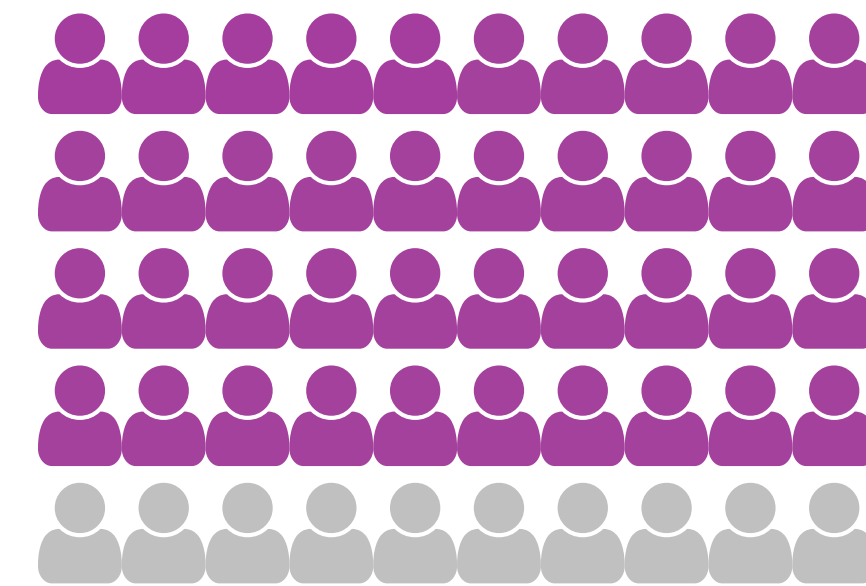
5 TAPS ON
5 VIEWERS

This is what a
80% tap-forward rate looks like.


40 TAPS




50 VIEWERS

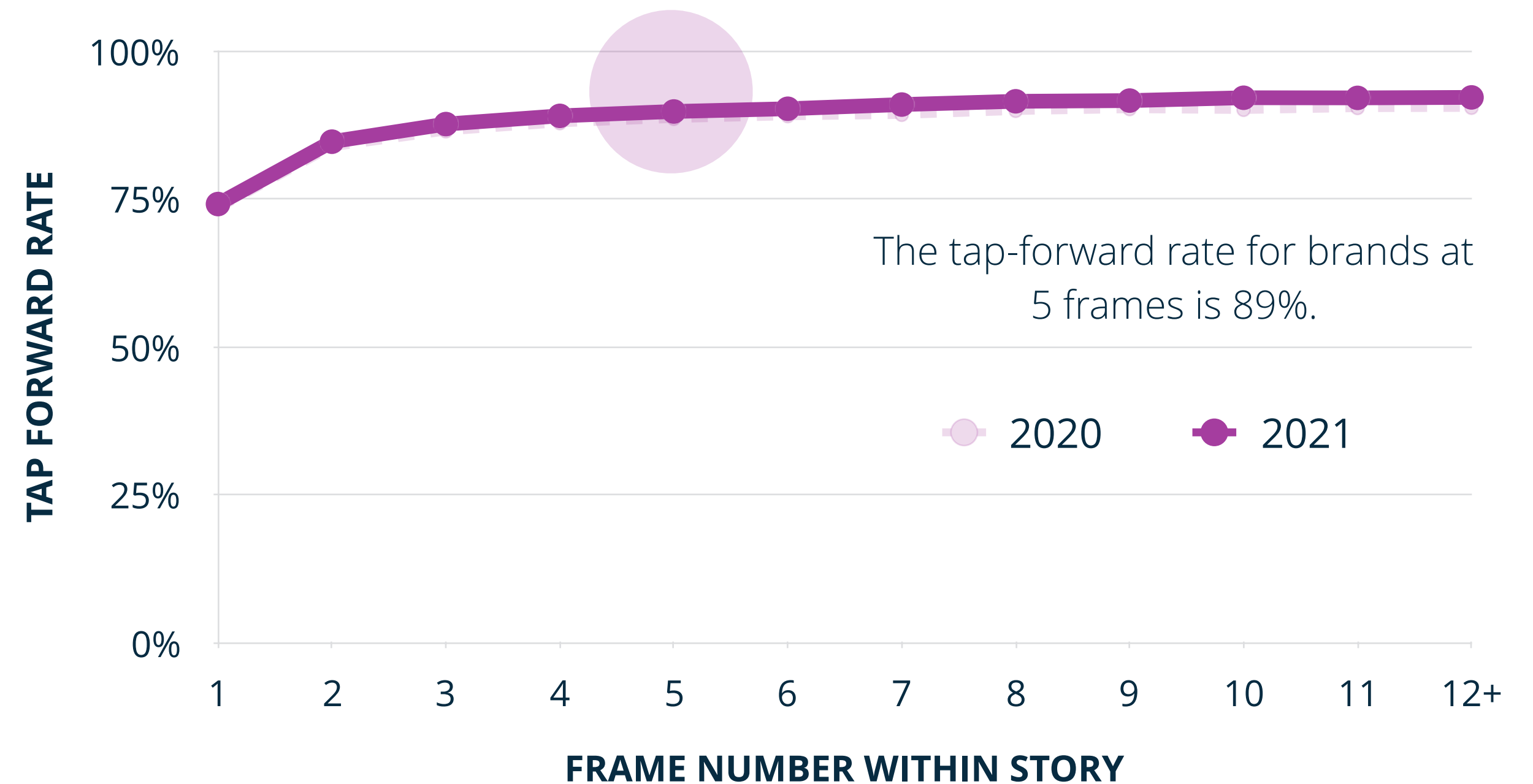


Tap-Forward Rate

The percentage of Story viewers that have a tap forward.

The more frames in your Story, the more likely followers will tap forward.

- The median tap-forward rate at 5 frames per day is nearly 90%.
- Tap-forward rates stayed flat this year, suggesting attention spans haven't decreased too much.
- As viewers tap past frame 12 of your Story, they're tapping forward about 90% of the time.



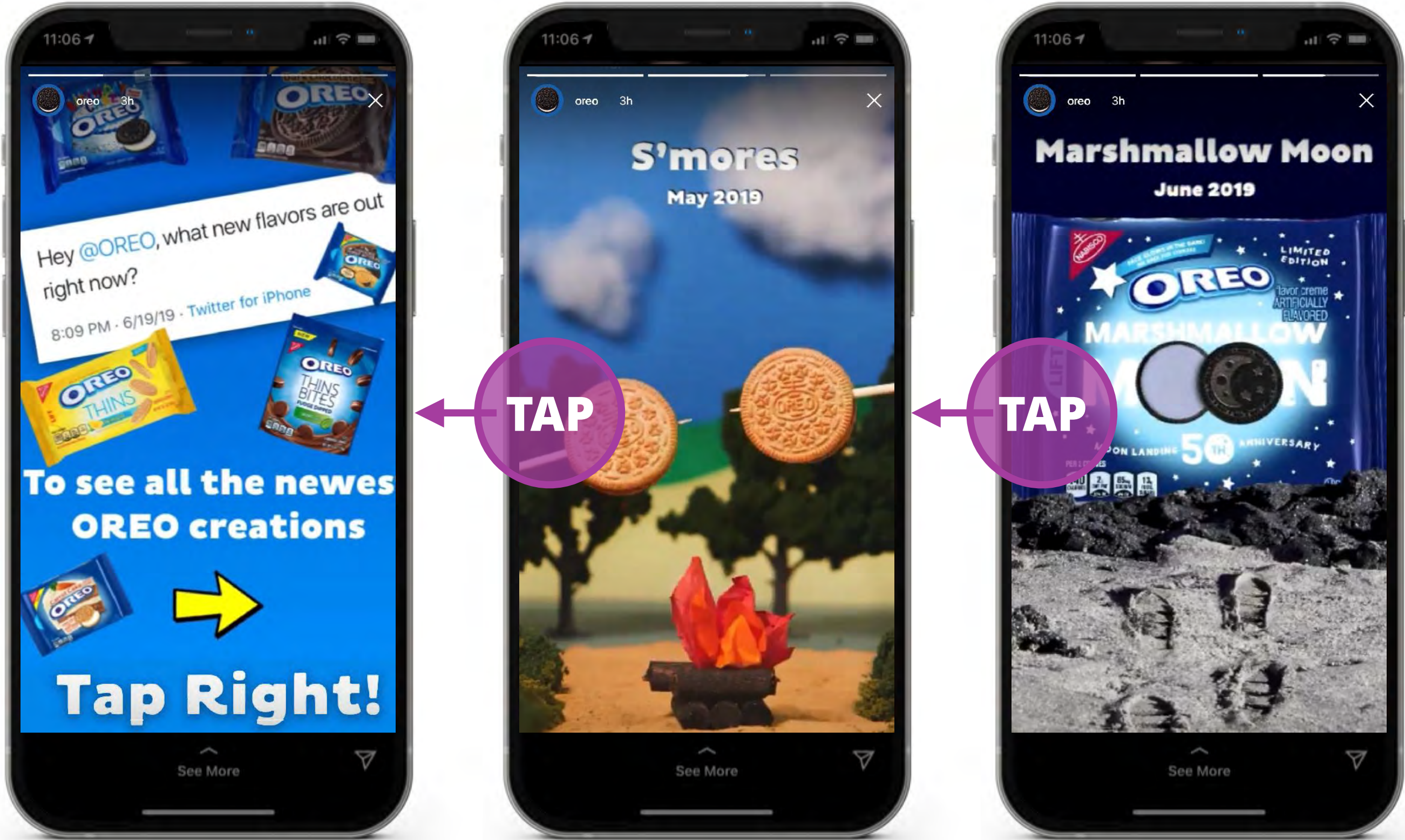
💡 RIVAL IQ INSIGHT

Tapping forward isn't necessarily a bad thing, but it does indicate that the viewer has either seen enough of the content or wasn't interested in the first place. Keep your frames engaging and experiment with video to maintain your viewers throughout the entire Story.

Tap-Back Rate

What is Tap-Back Rate?

The percentage of Story impressions with a tap backward.



0 TAPS ON 30 IMPRESSIONS



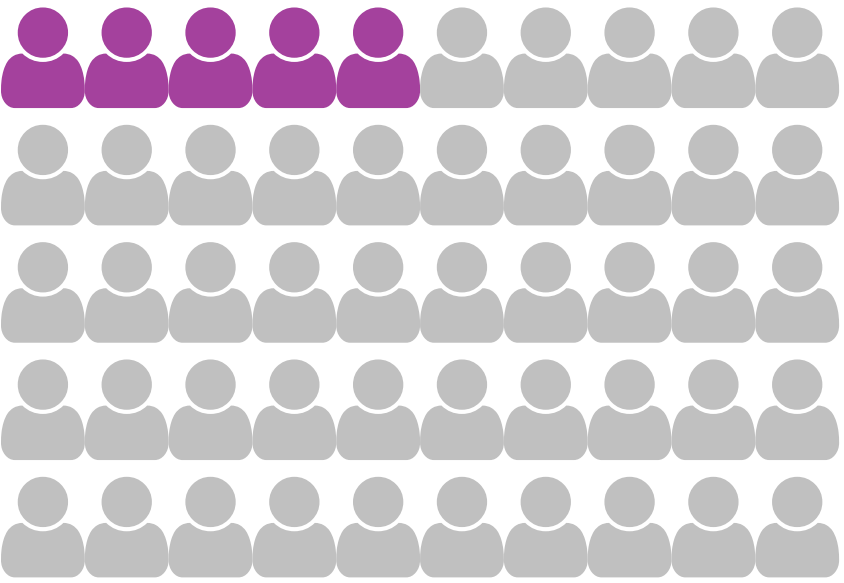
3 TAPS ON 15 IMPRESSIONS



2 TAPS ON 5 IMPRESSIONS

This is what a **10% tap-back rate** looks like.

5 TAPS ÷ 50 IMPRESSIONS

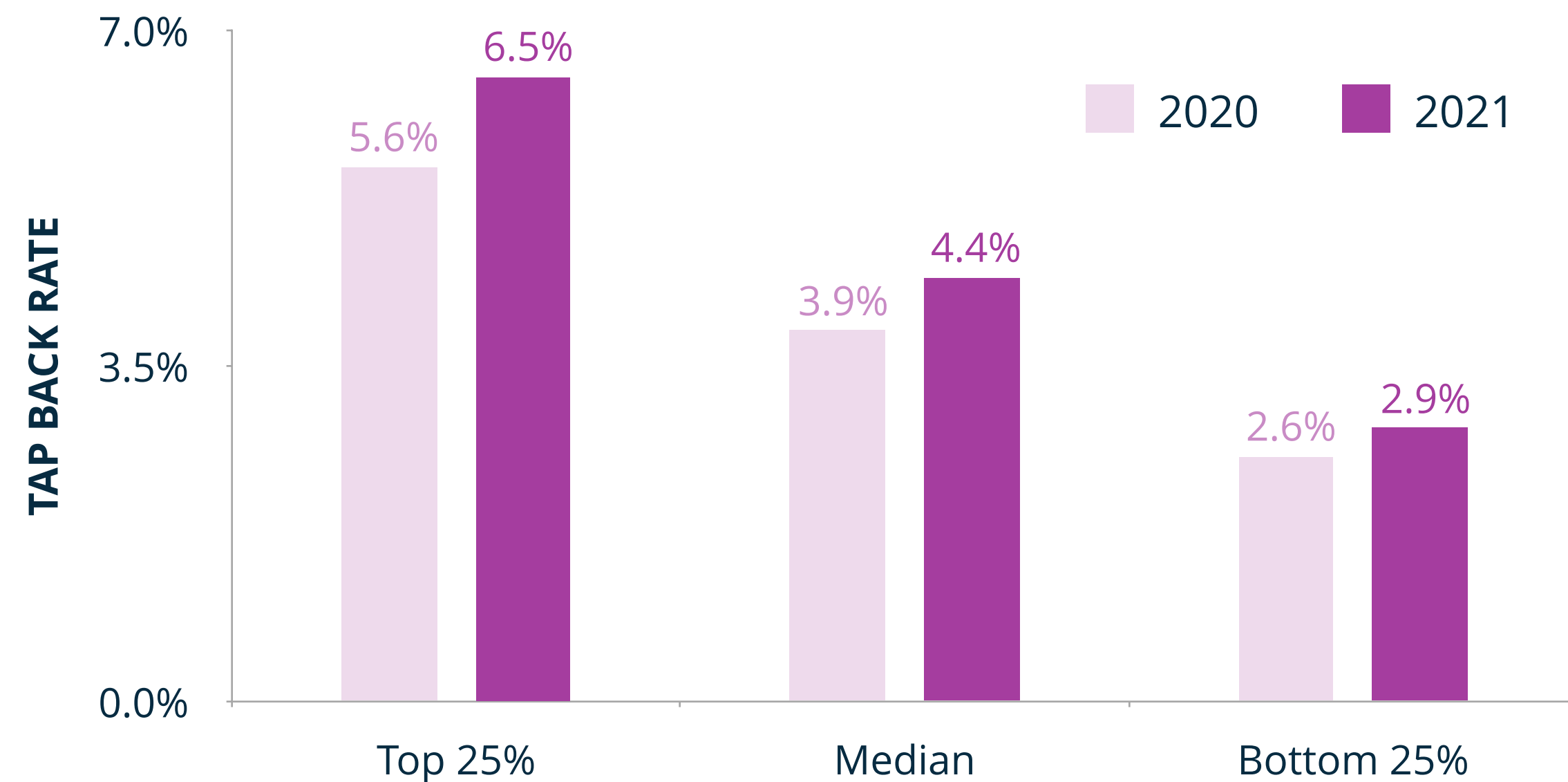


Tap-Back Rate

The percentage of Story impressions with a tap backward.

Tap-back rates have increased across the board in 2021.

- The median tap-back rate is 4.4%, but the top 25% of brands see tap-back rates closer to 6.5%.
- Taps back are a great indication of content that your followers want to consume more of.



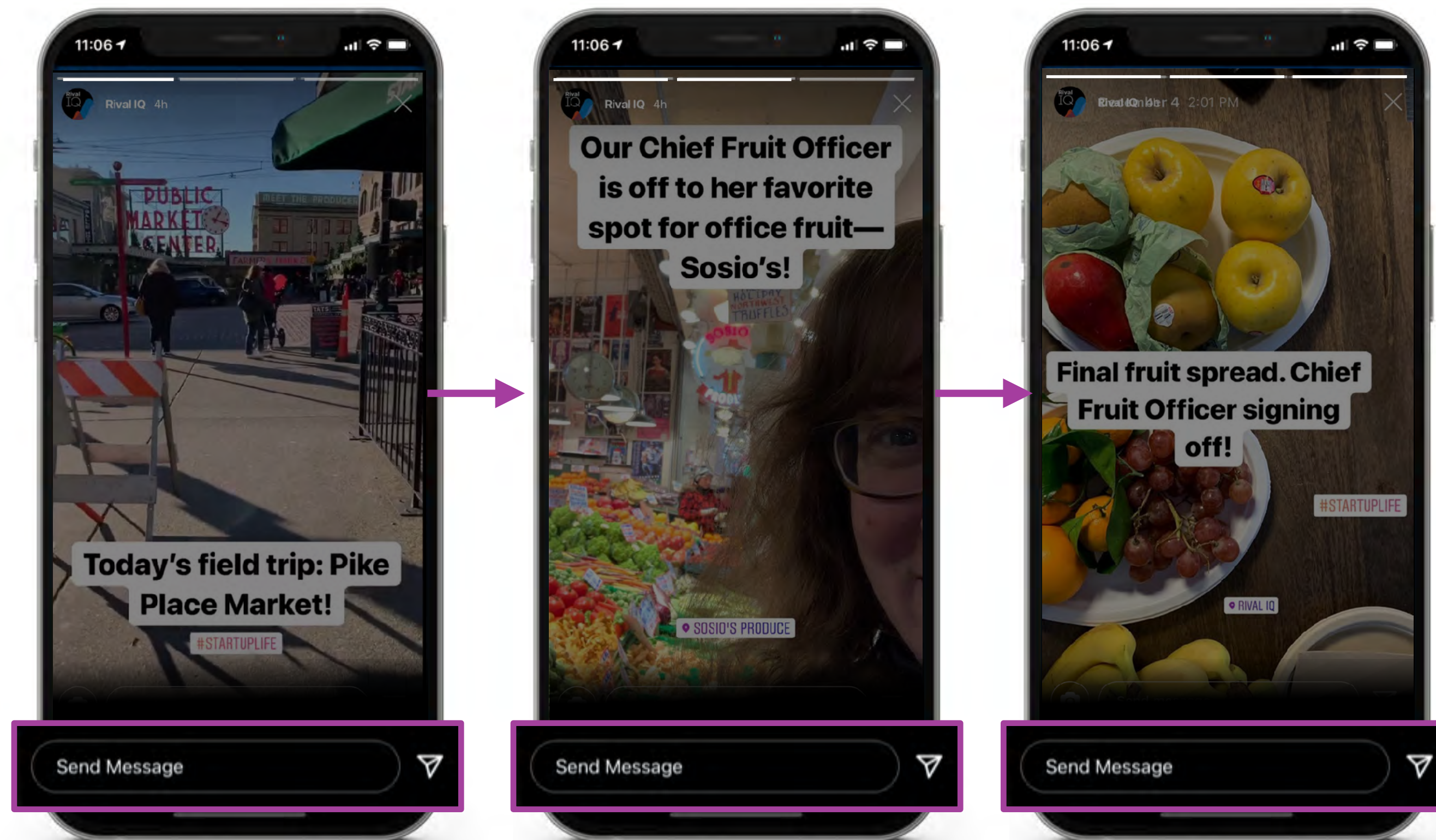
💡 RIVAL IQ INSIGHT

Tap-backs mean a viewer was eager to reengage with your content, which is always a good thing. Tap-backs have increased slightly as brands grow savvier about posting engaging frames that merit a second look.

Reply Rate per 1K Impressions

What is Replies per 1K Impressions?

The number of replies per 1,000 story impressions.



3 REPLIES



2 REPLIES



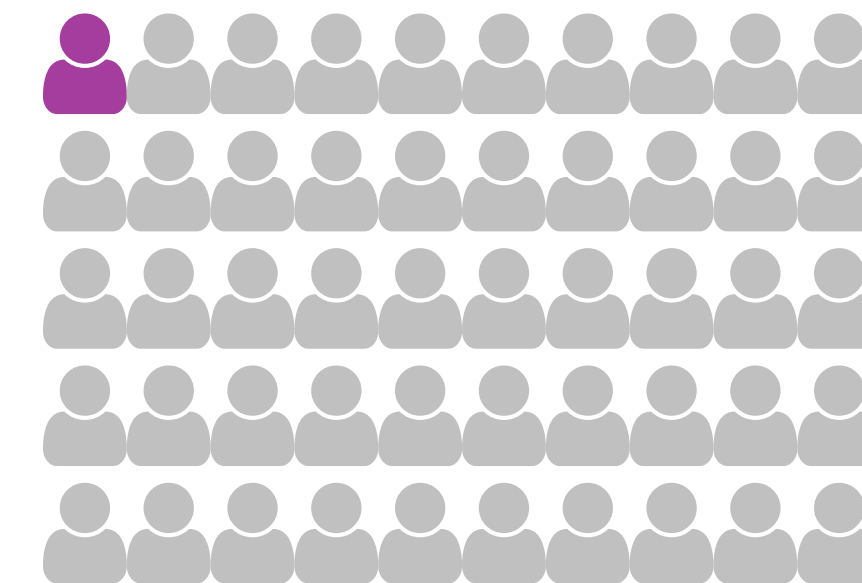
0 REPLIES

This is what **5 replies per 1K impressions** looks like.

5 REPLIES



1K IMPRESSIONS

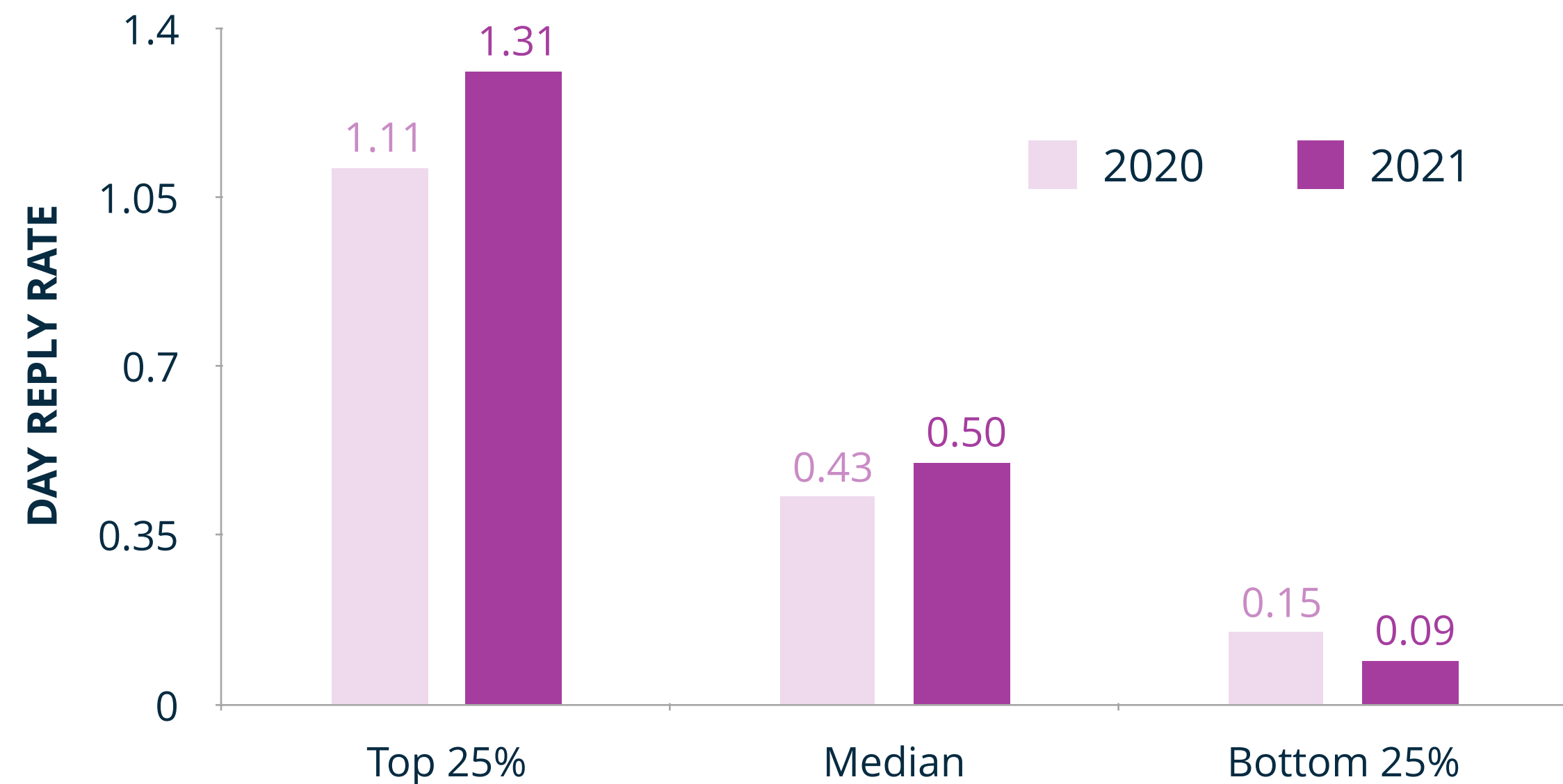


Replies per 1K Impressions

The number of replies per 1,000 story impressions.

Replies per 1K Impressions increased for most brands in 2021.

- The top 25% of brands in this study saw an 18% increase in replies/1K impressions, while median reply rates increased by about 15%.
- These reply rates are tiny because users mostly don't reply—particularly in the bottom 25%, which has a 0.09% average reply rate.



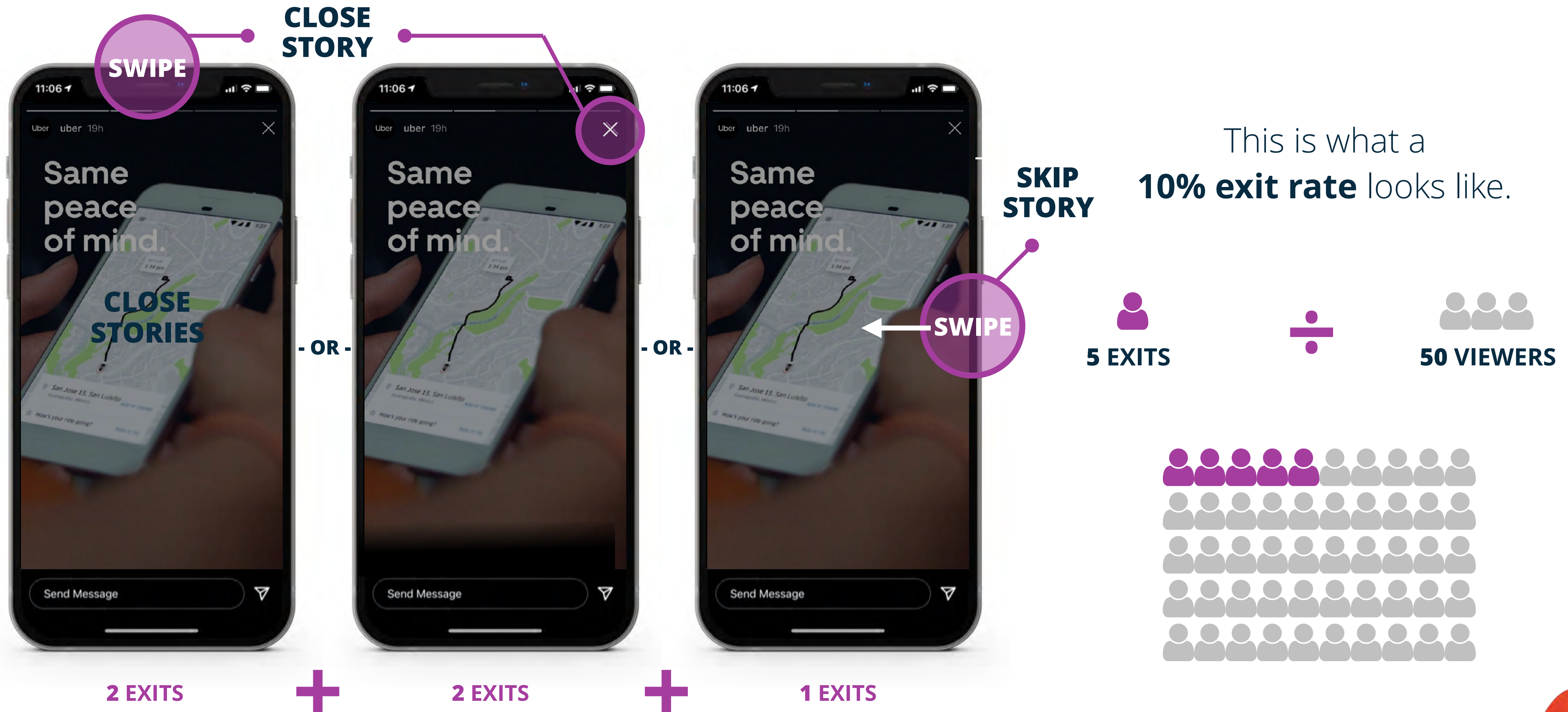
💡 RIVAL IQ INSIGHT

The best way to score an elusive reply is to ask for one by asking a question. Unfortunately, Instagram's API continues to limit data from in-frame engagement stickers like polls and quizzes.

Exit Rate

What is Exit Rate?

The percentage of impressions that exit your Story.

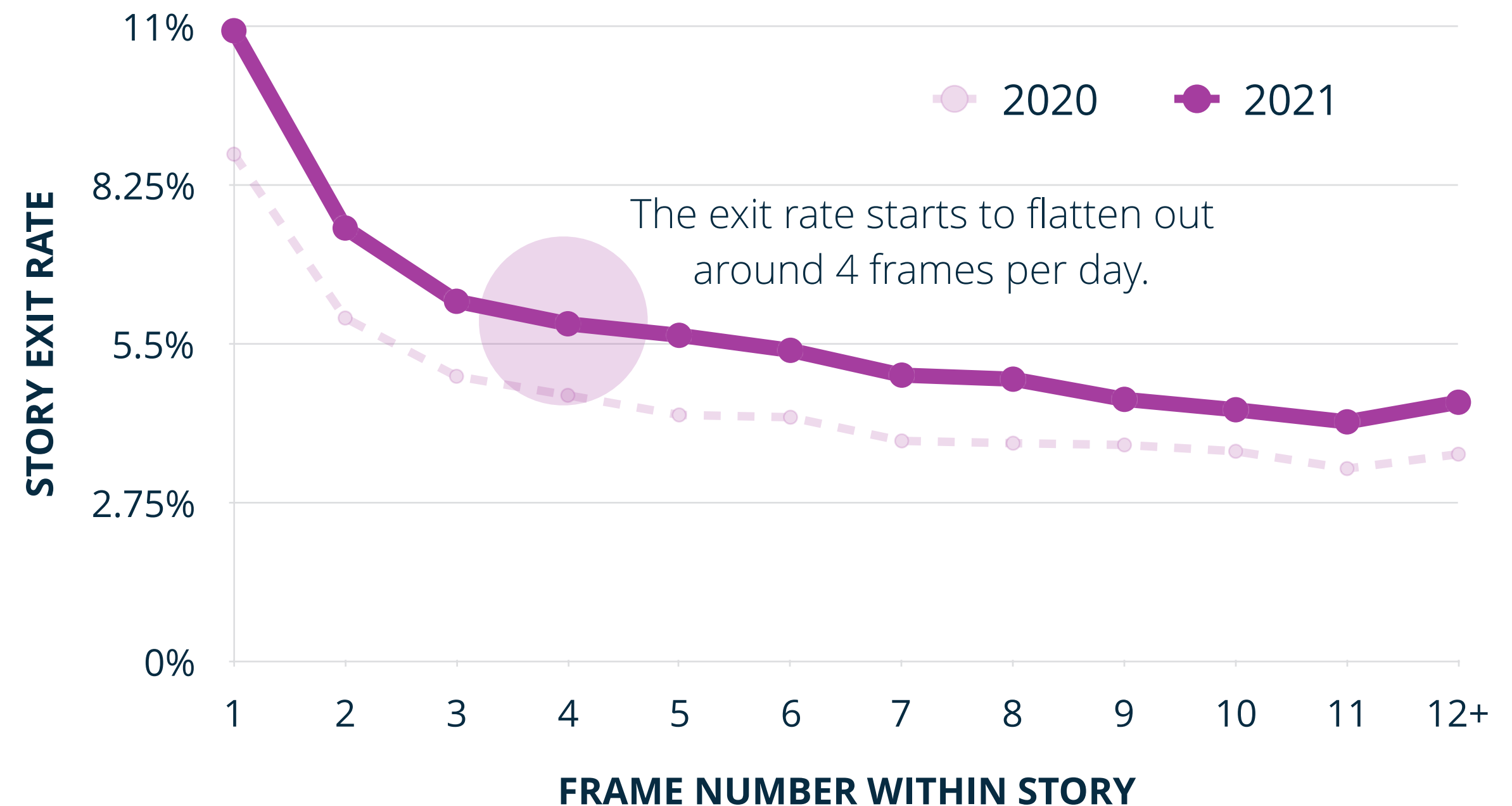


Exit Rate

The percentage of impressions that exit your Story.

Exit rates saw a slight increase in 2021.

- Brands saw exit rates increase by about 26% this year, which means viewers are more likely to bail on a Story than they were last year.
- Exit rates start at about 11% for Stories with a single frame.
- The rate begins to really tail off at 5 frames per day and flattens out in the 4% range.



💡 RIVAL IQ INSIGHT

Exit rates increased a little across all frame per day counts this year, which indicates viewers were less engaged with Story content this year. Focus on strategic and engaging content, and try to do more of what worked for you in 2021 next year.

About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for **you and your competitors**.

Stay ahead of the competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate and respond to competitor activity before the market shifts.

Do more with your data

Dive deeper into your social media analytics for Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok with boosted post detection, hashtag analysis, and so much more.

The Rival IQ logo is displayed in white text on a black square background. The word "Rival" is in a bold, sans-serif font, and "IQ" is in a larger, stylized font with a circular element around the "Q".

Rival
IQ

GET YOUR FREE TRIAL ►