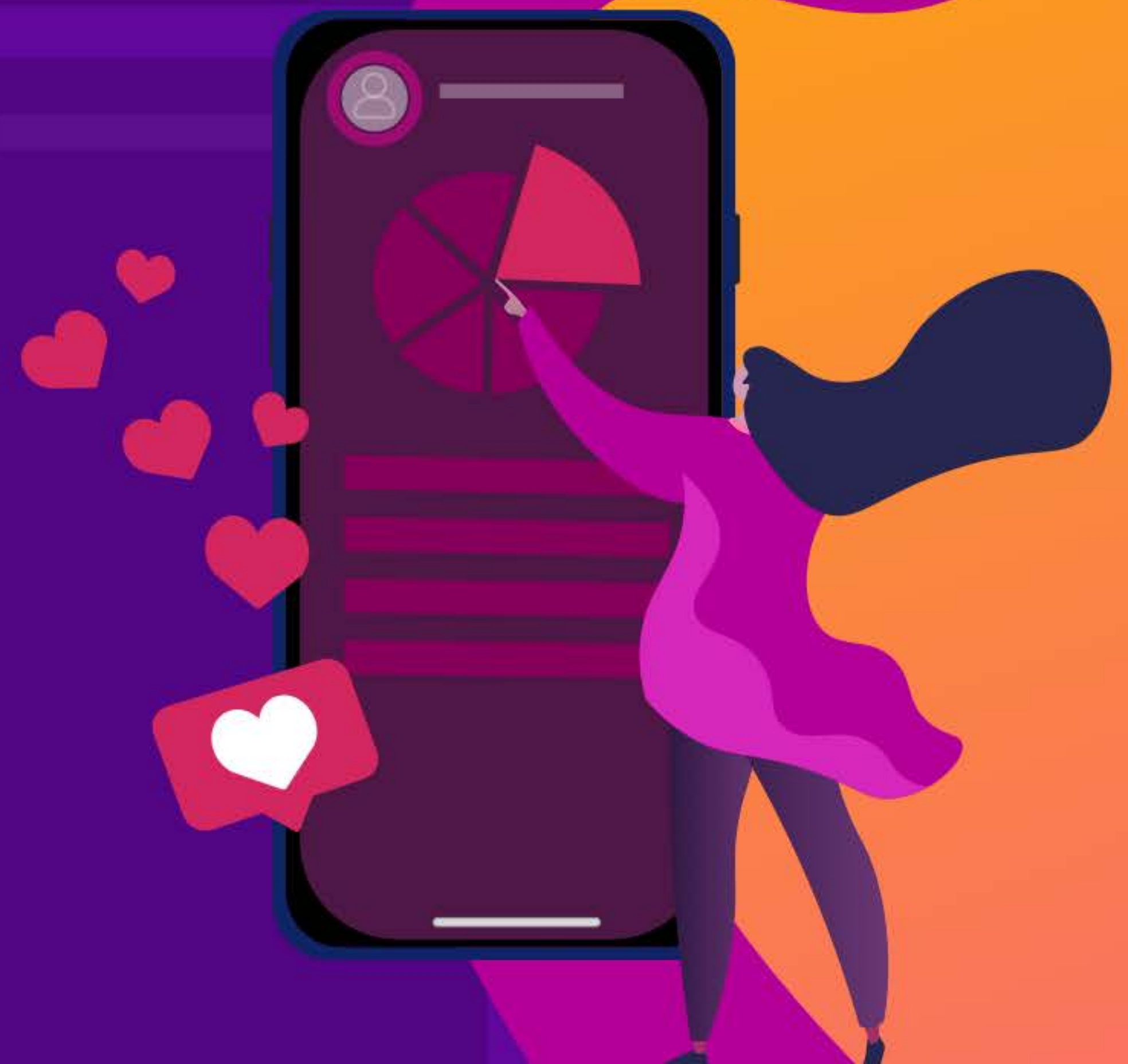


2024

Instagram Stories Benchmark Report

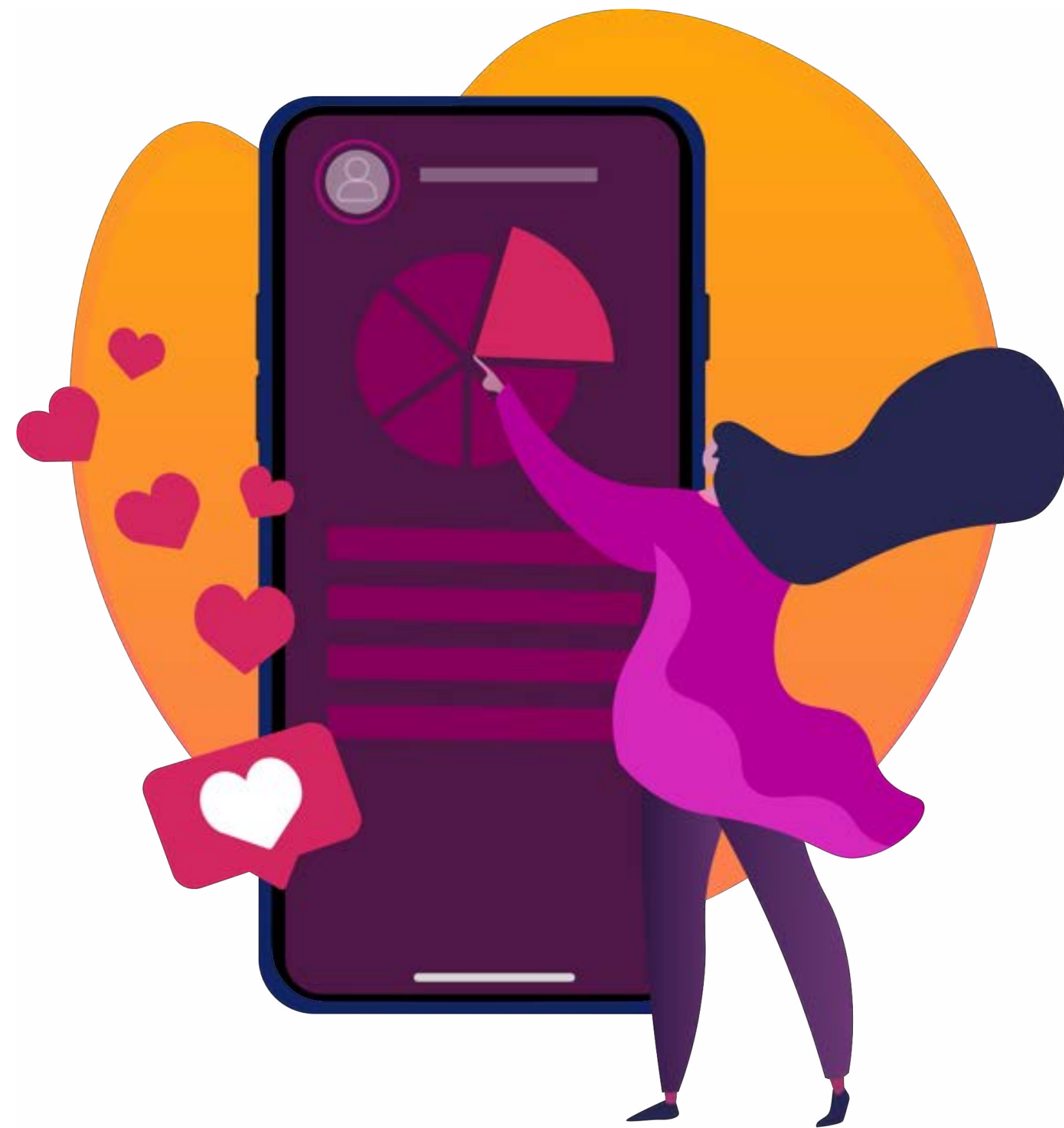
THE ULTIMATE GUIDE TO INSTAGRAM STORIES METRICS

RivalIQ | A QUID COMPANY



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

— **1470** —
HANDLES

IN 2023 BETWEEN THE MONTHS OF

JUN > JUL > AUG > SEPT > OCT > NOV

COMPRISING

— **309K** — **125K** — **539K** —
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 numbers 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 your Story Viewers on any given day that see all your frames.

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.

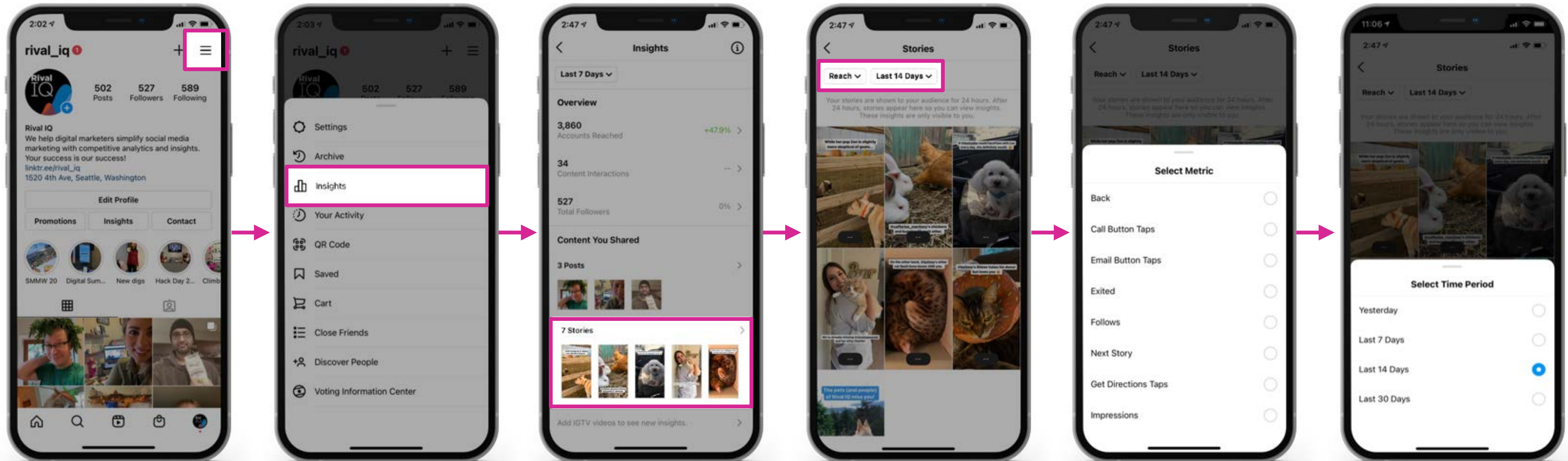
Story Viewers: The number of people who saw your Story on a given day.

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?

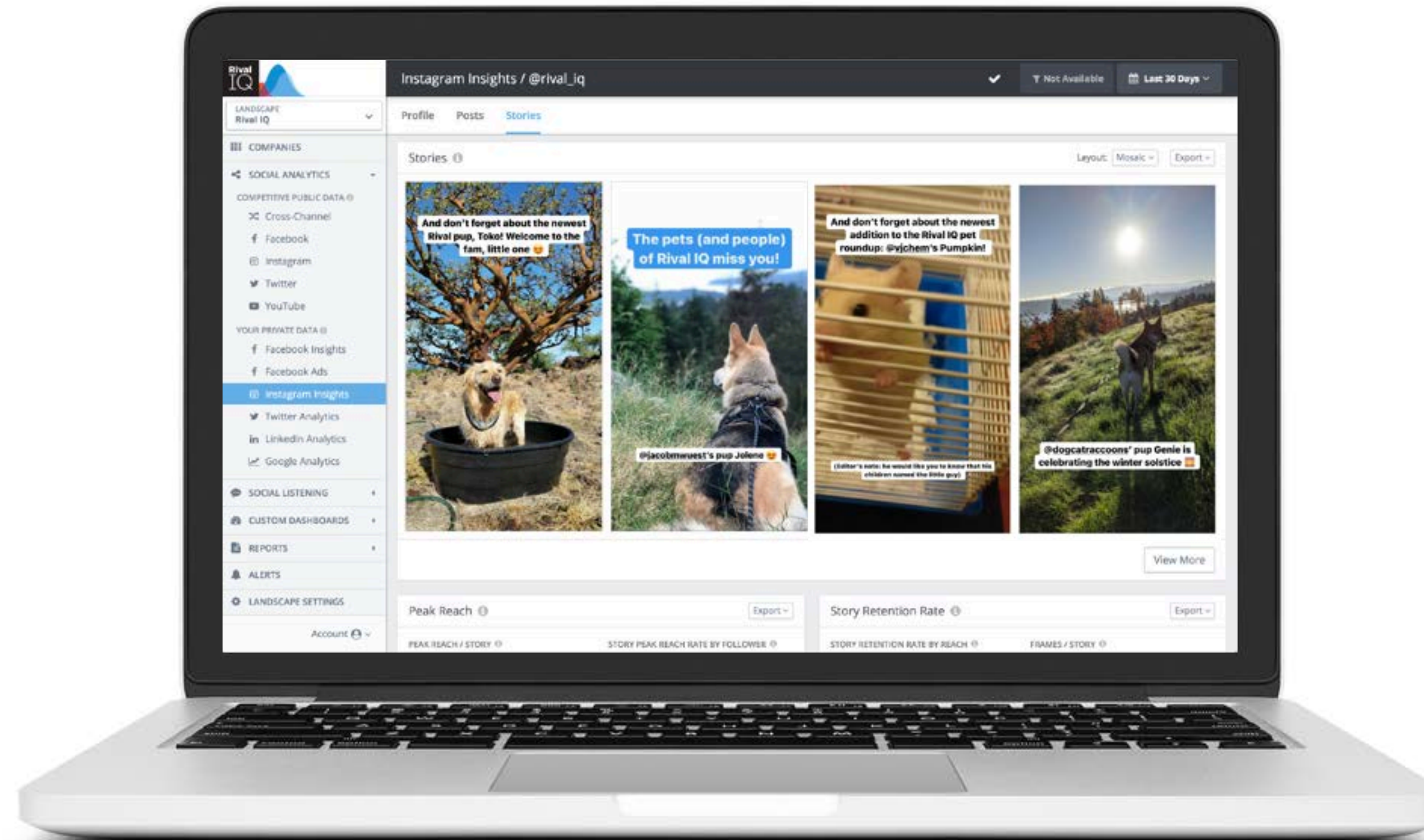
Looking in the Instagram app? Here's where to find your stats.



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



Key Findings



Key Findings and Takeaways



Story frequency is up this year

Brands doubled down on Stories creation this year and actually published more Stories than ever before.



Retention rates are flat

Low tap-back and reply rates detracted from retention rates this year, but increases in reach balanced those successes to keep this critical metric flat for brands across the board.



Reach rates are on the rise

Your Stories (and posts!) are reaching a larger percentage of your followers compared to last year, which is great news for hardworking content creators everywhere.



Posts reach more than Stories

Instagram posts continue to see a much higher reach rate than Stories. 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

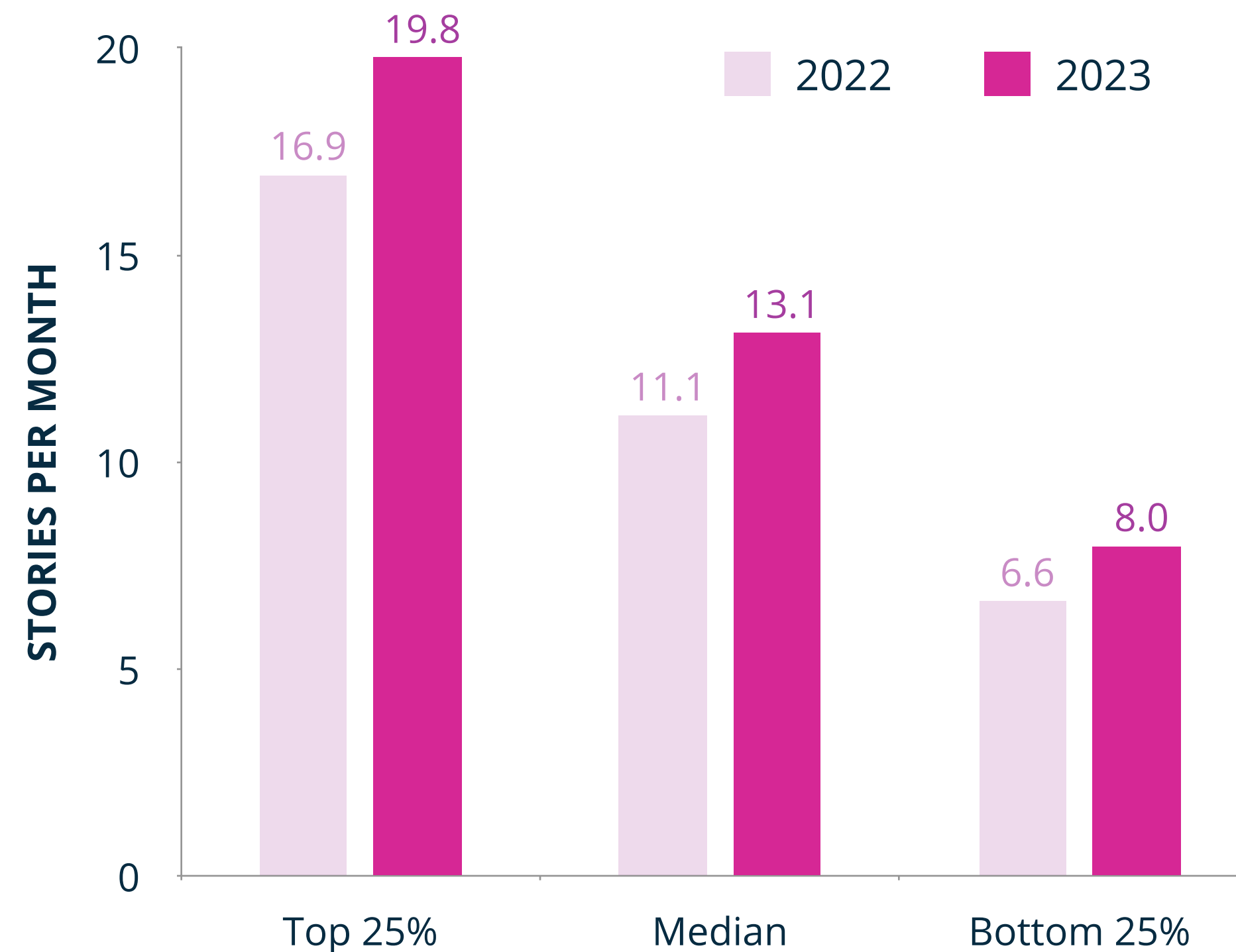


Days with a Story

The number of days per month brands published Stories.

Story frequency increased a little this year, with the average brand posting an Instagram Story 13 times per month.

- The top 25% most active brands publish Stories about 20 times a month.
- 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, so it was nice to see a slight increase this year. Brands are still posting about once every other day on average.

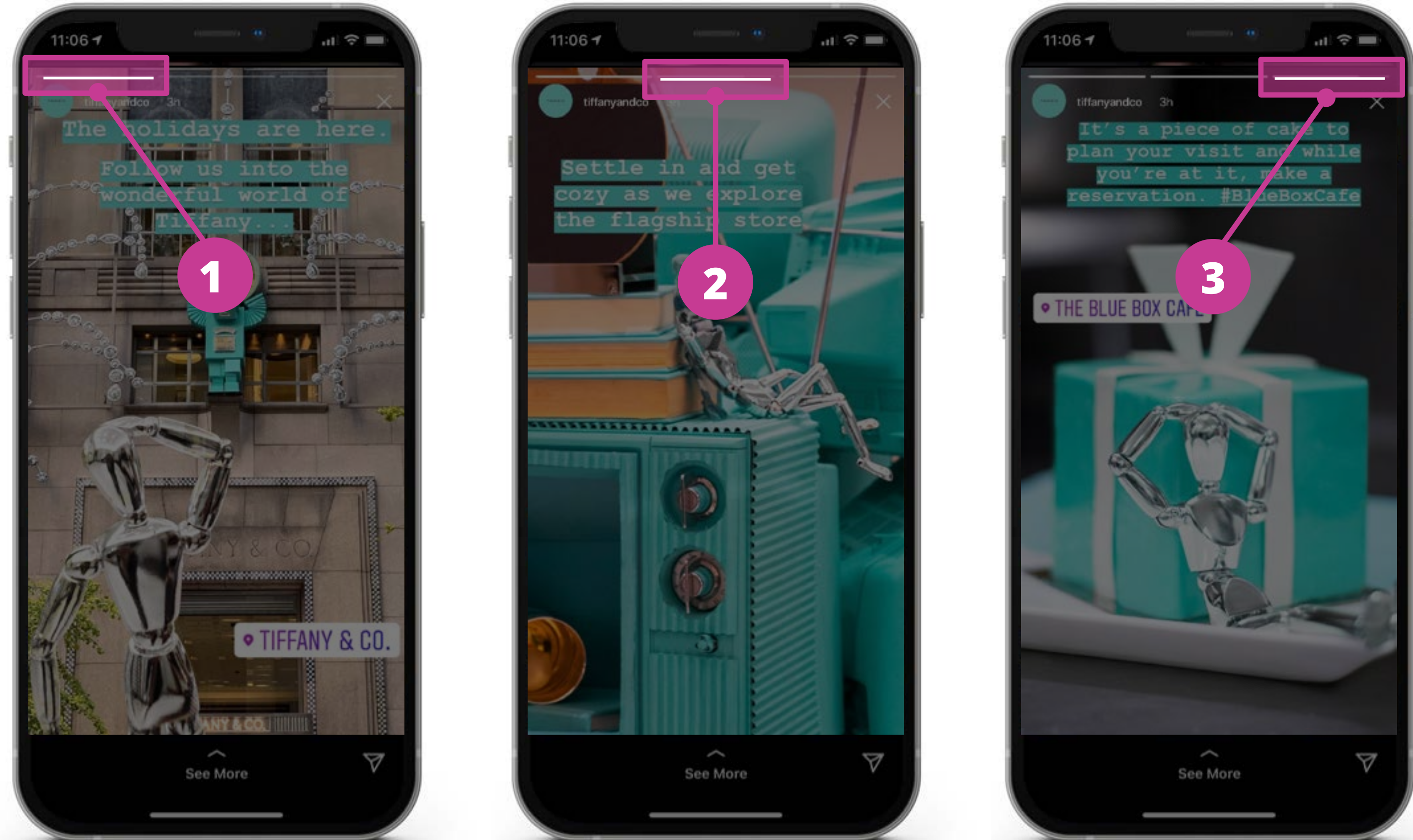
Frames per Day



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**.

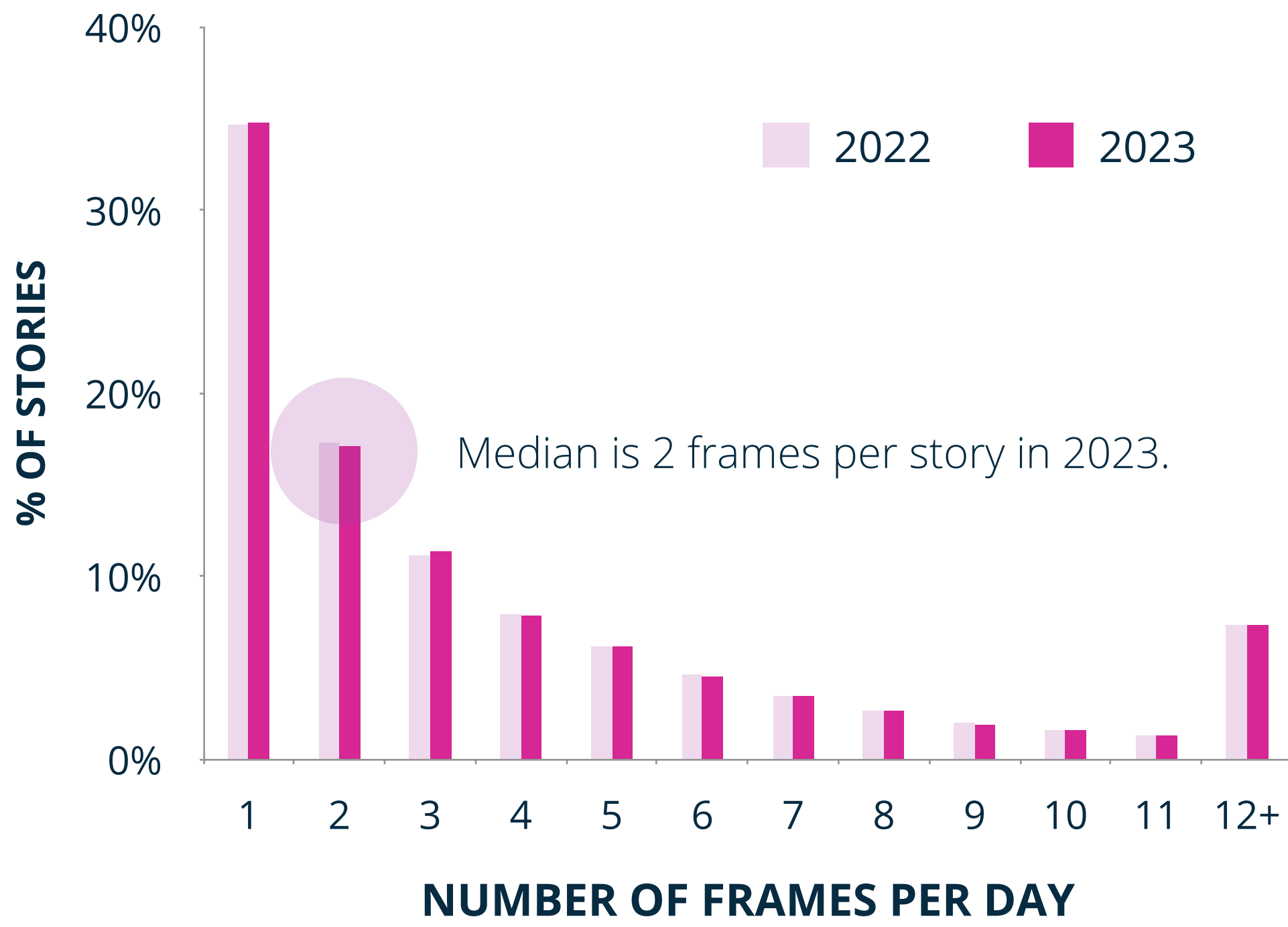


Frames per Day

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.
- About 10% of Stories have 7 or more frames, which is down from last year.



💡 RIVAL IQ INSIGHT

You don't need to post Stories all day, every day to effectively engage with your followers.

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.



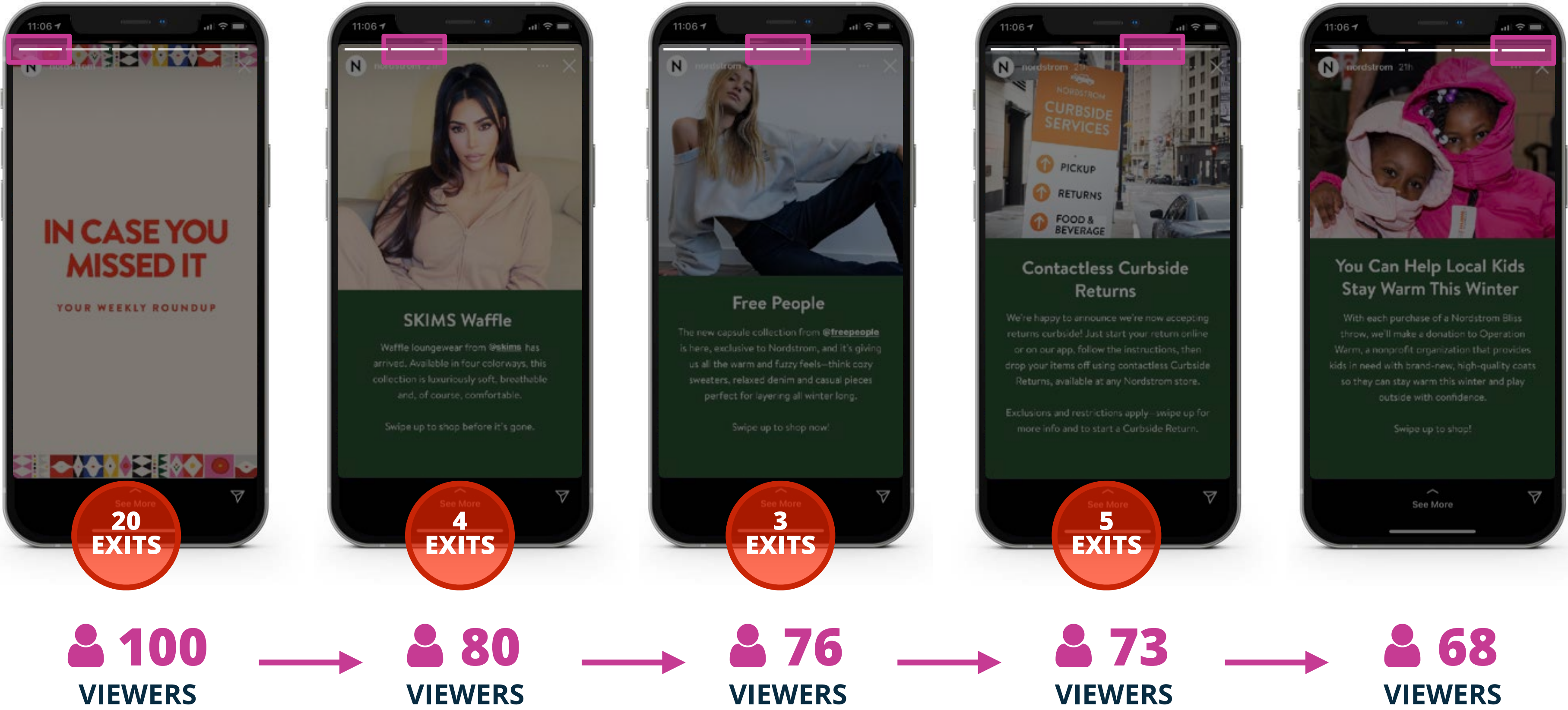
Retention Rate



What is Retention Rate?

The percentage of Story Viewers on any given day that see all posted Story frames.

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

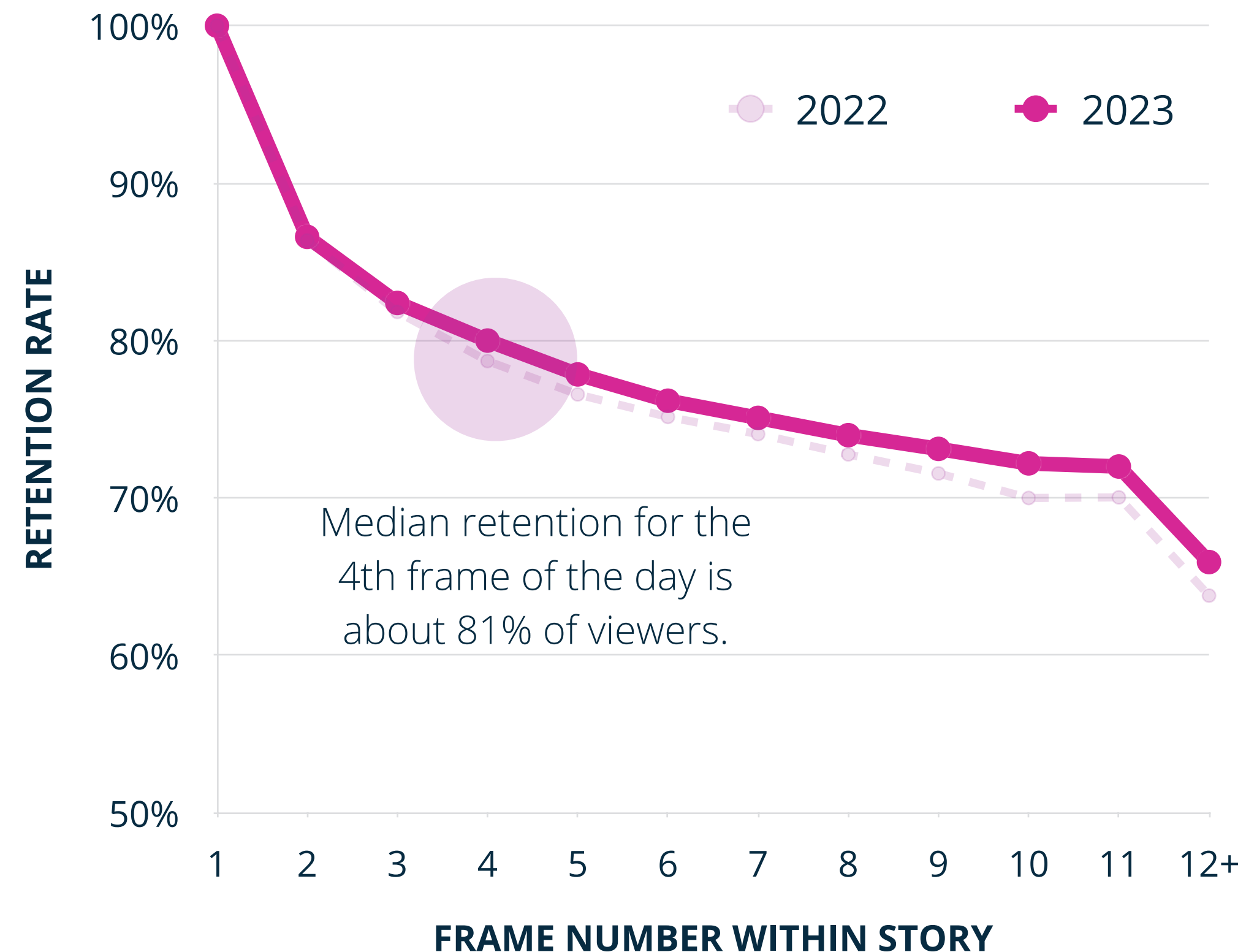


Retention Rate

The percentage of Story viewers on any given day that see all Story frames.

The more frames you publish, the lower your retention rate.

- Average retention rate was pretty flat this year.
- 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 7 frames per day.



RIVAL IQ INSIGHT

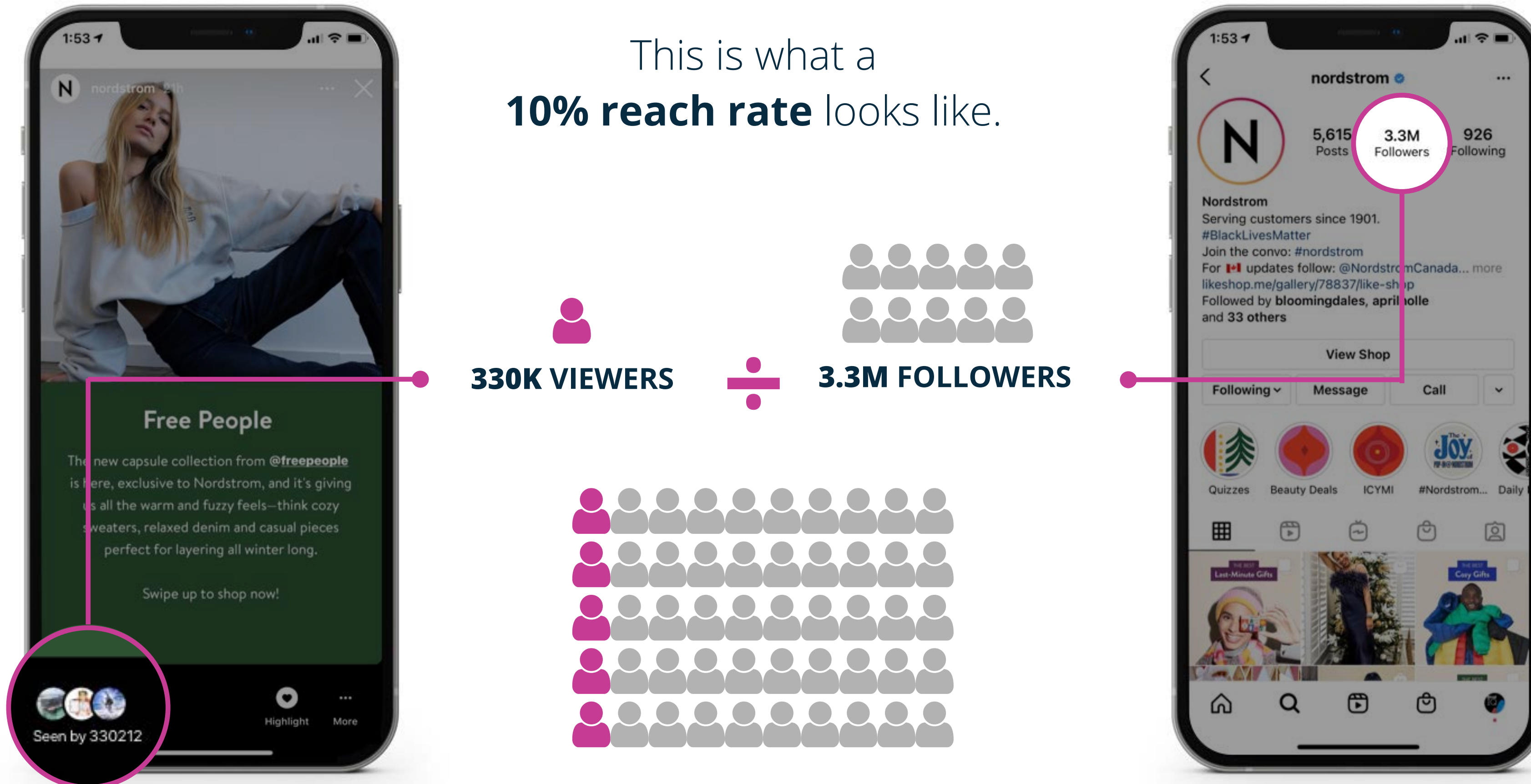
In our experience, retention is one of the best measures of Instagram Story success. Focus on a first frame that hooks viewers, and then don't be afraid to say everything you need to say: retention drops but doesn't flatline with more frames.

Reach Rate



What is Story Reach Rate?

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

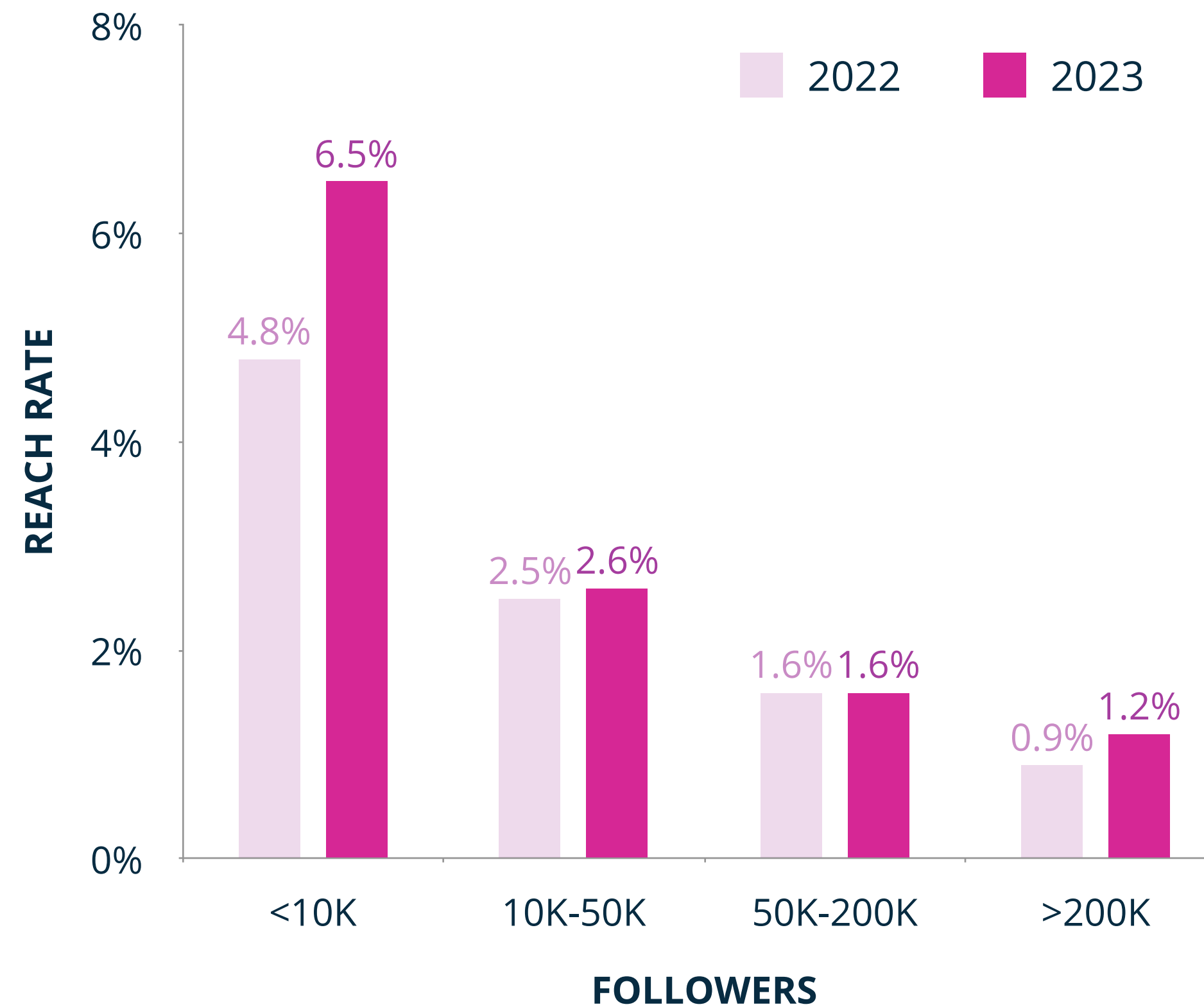


Story Reach Rate

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

Story reach rates increased or stayed flat for creators in 2023.

- Smaller brands with under 10K followers saw a 35% increase in Story reach rate this year.
- Mid-size brands between 50K-200K followers were the only group to stay flat this year at 1.6%.



💡 RIVAL IQ INSIGHT

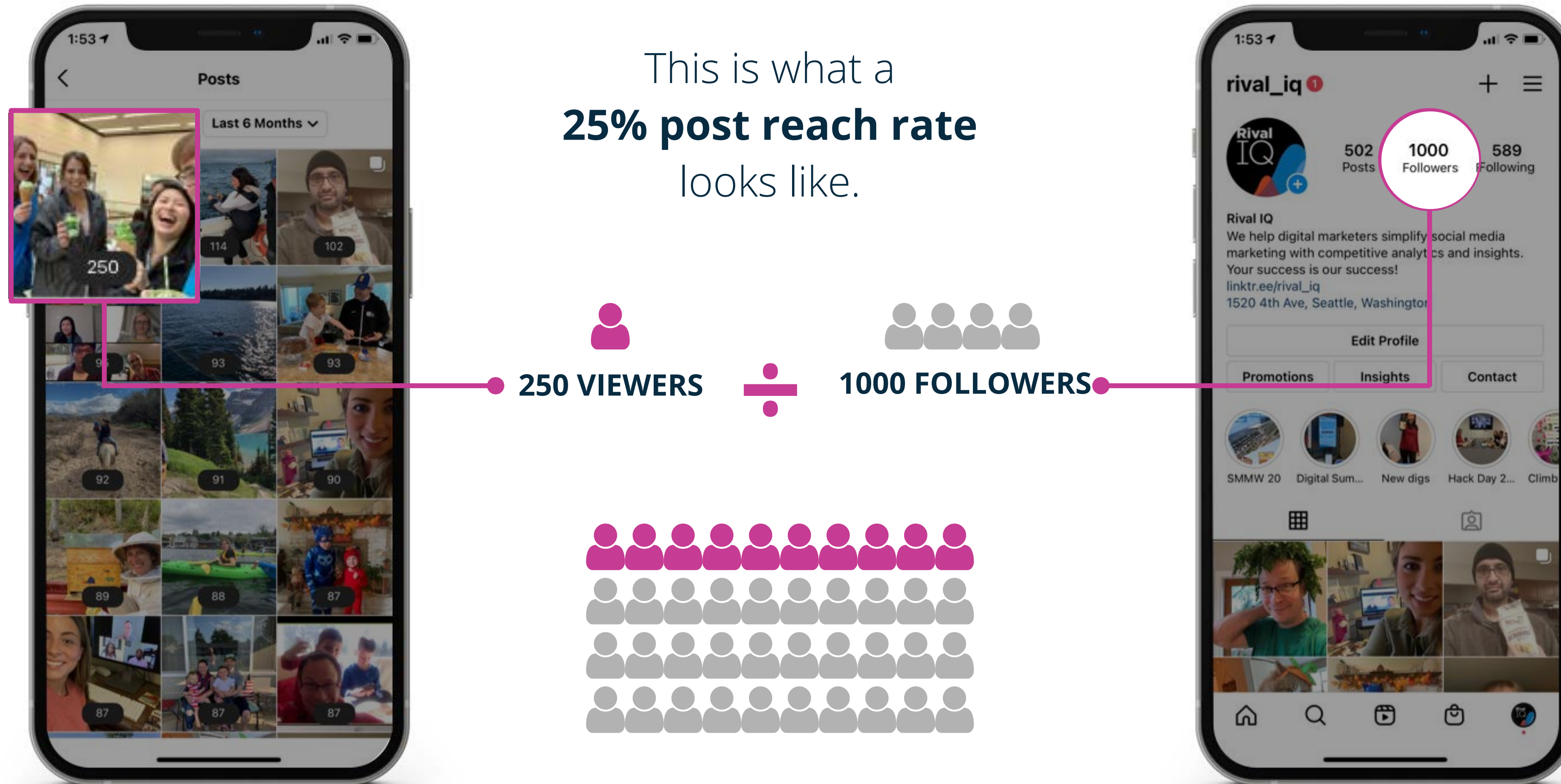
Brands are working harder than ever to create dynamic content that grabs attention and keeps it, so a slight uptick in reach rate feels especially heartening.

Post Reach Rate



What is Post Reach Rate?

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

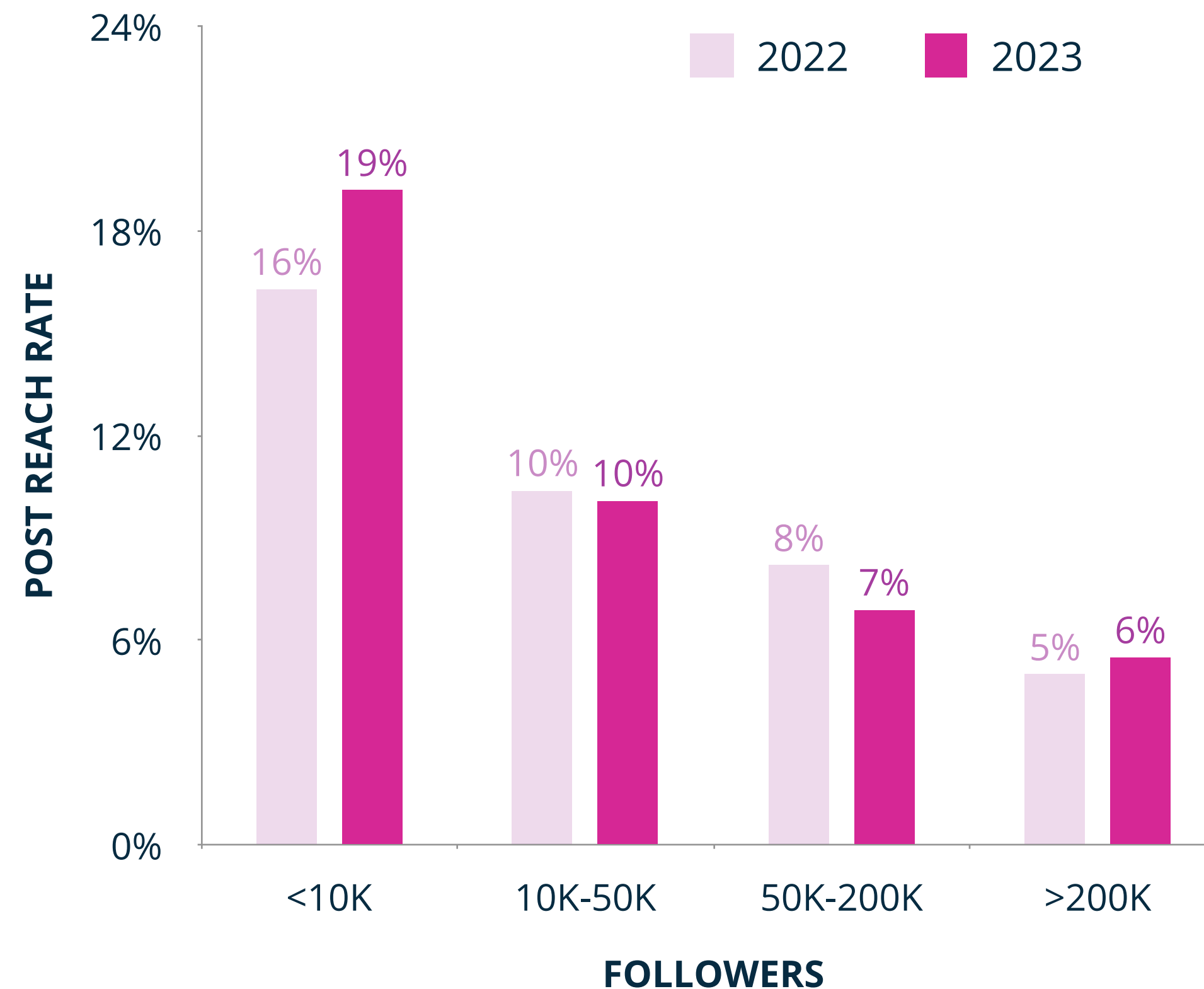


Post Reach Rate

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

Post reach rates were a little up or flat this year, just like they were for Story reach rates.

- Small handles with fewer than 10K handles saw a 17% increase in post reach rate.
- Mid-sized brands with between 50K-200K followers saw the only post reach rate decline of the year of 15%.



💡 RIVAL IQ INSIGHT

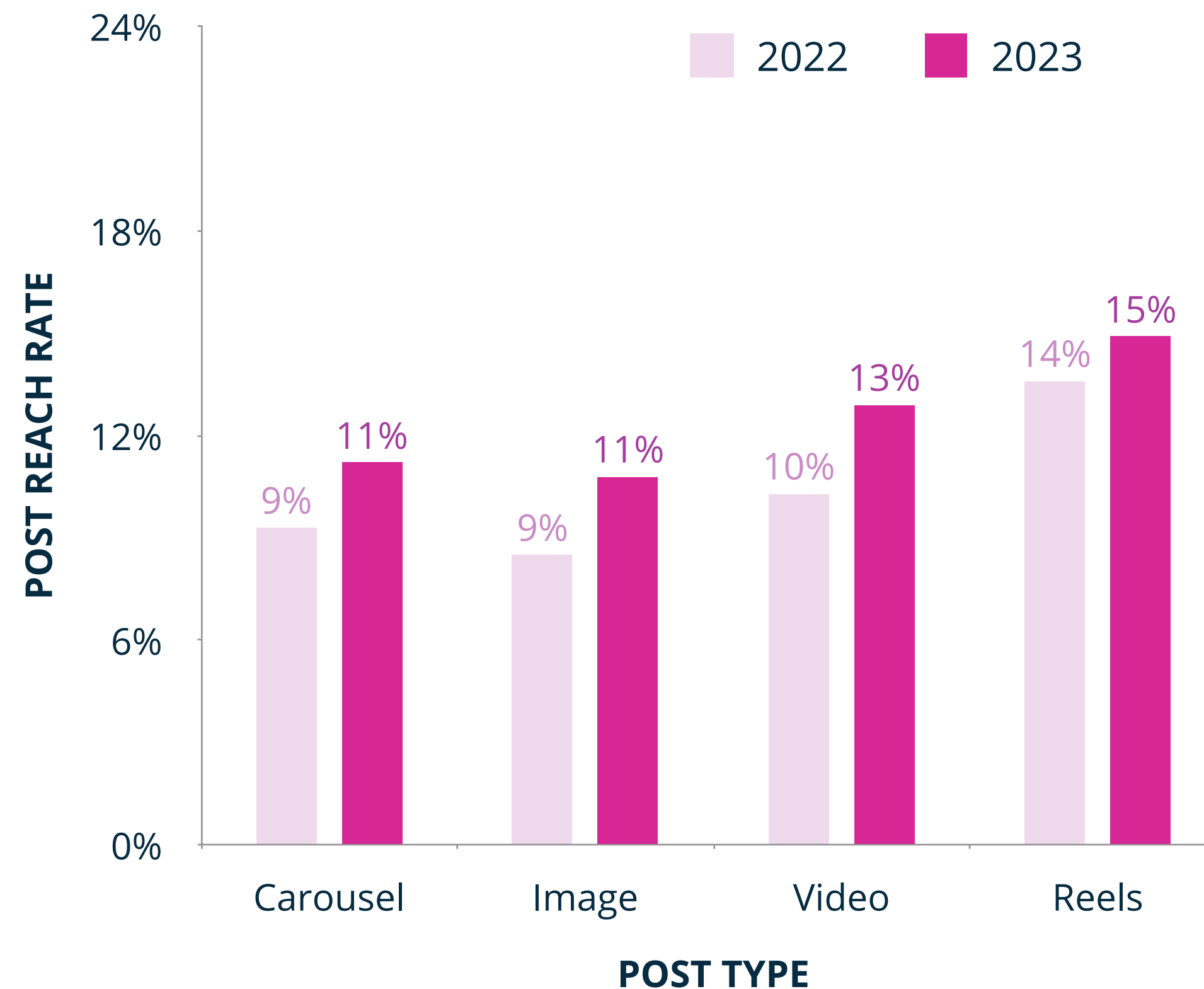
Post reach rate has been on the decline for a few years running now, so we love to see it on the rise (or flat) for all the brands we studied this year.

Post Reach Rate by Media Type

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

Brands saw their post reach rates increase for every media type in 2023.

- Images saw the biggest post reach rate increase of 27% over last year.
- Reels saw the smallest increases in reach this year but still showed improvement.

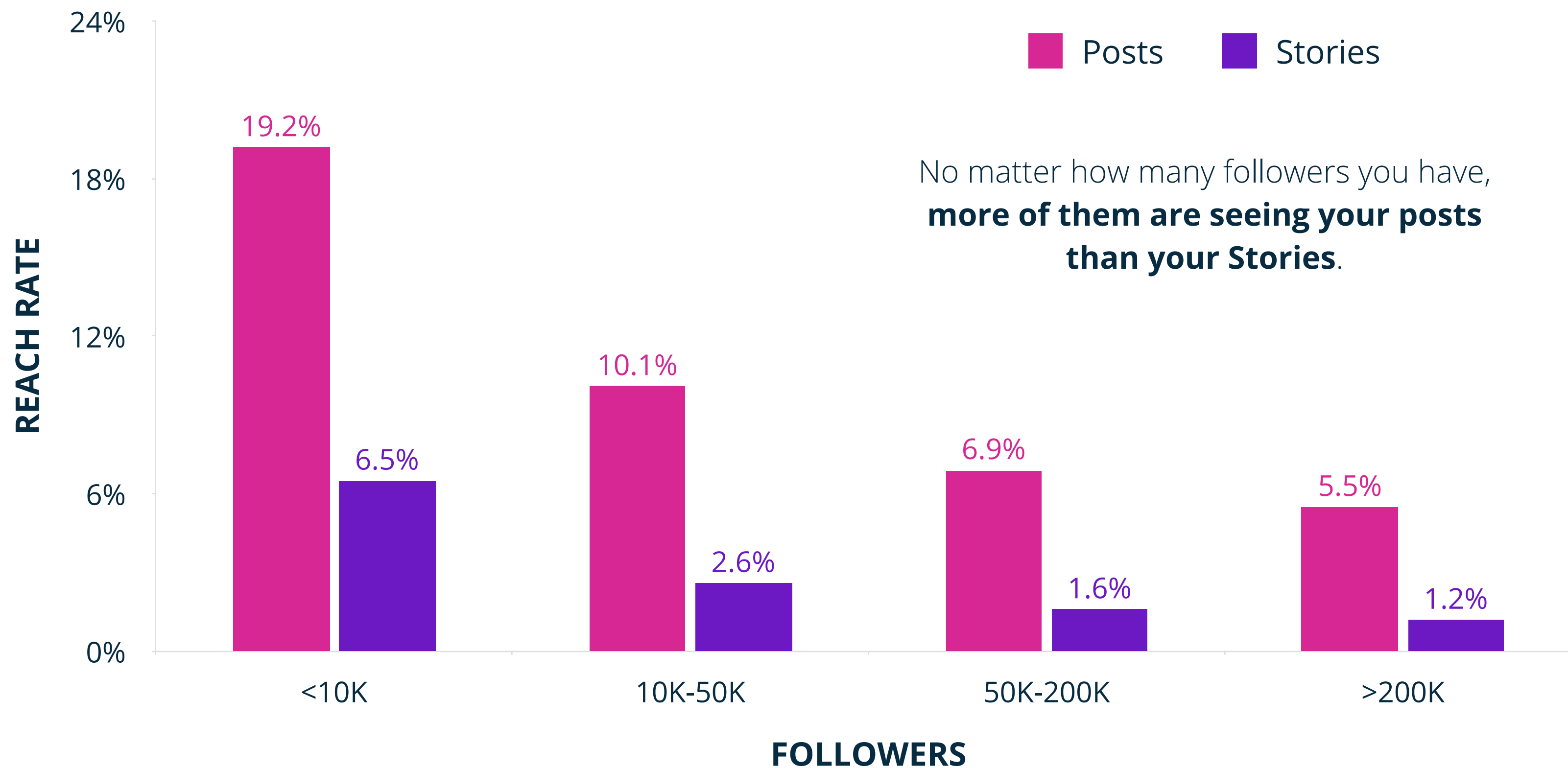


RIVAL IQ INSIGHT

Is Instagram back on top? We won't know for sure until our 2024 Social Media Industry Benchmark Report comes out, but post reach rate increases across all media types should give creators confidence in investing in the 'gram in 2024.

Reach Rate: Stories vs. Posts

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



No matter how many followers you have, **more of them are seeing your posts than your Stories.**

💡 RIVAL IQ INSIGHT

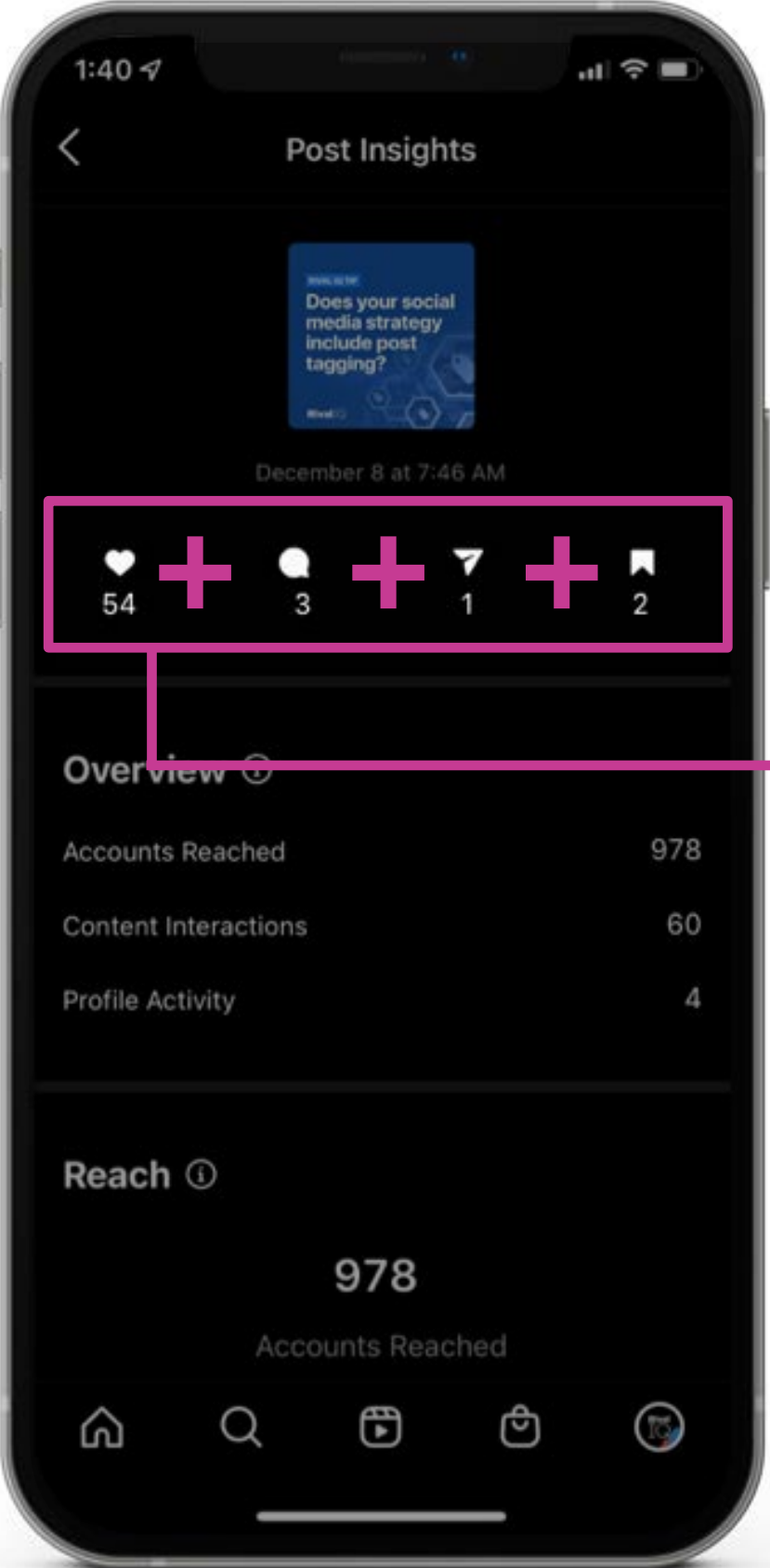
Stories continue to have a lower reach rate than posts for brands, but does that mean your brand should stop creating Stories? The short answer is no: Story impressions can be a great tool for engaging with followers and developing relationships over time.

Post Engagement per Impression



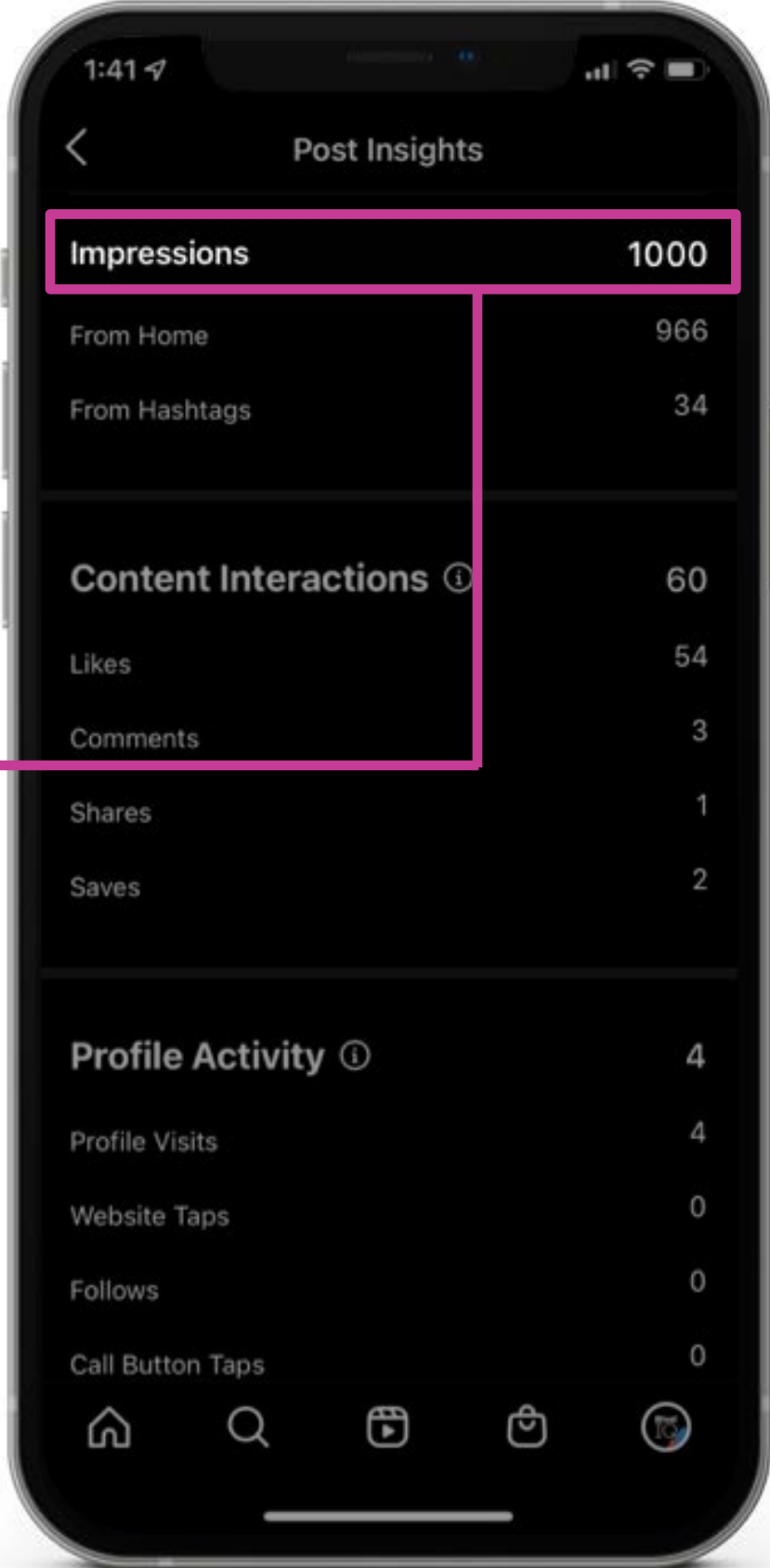
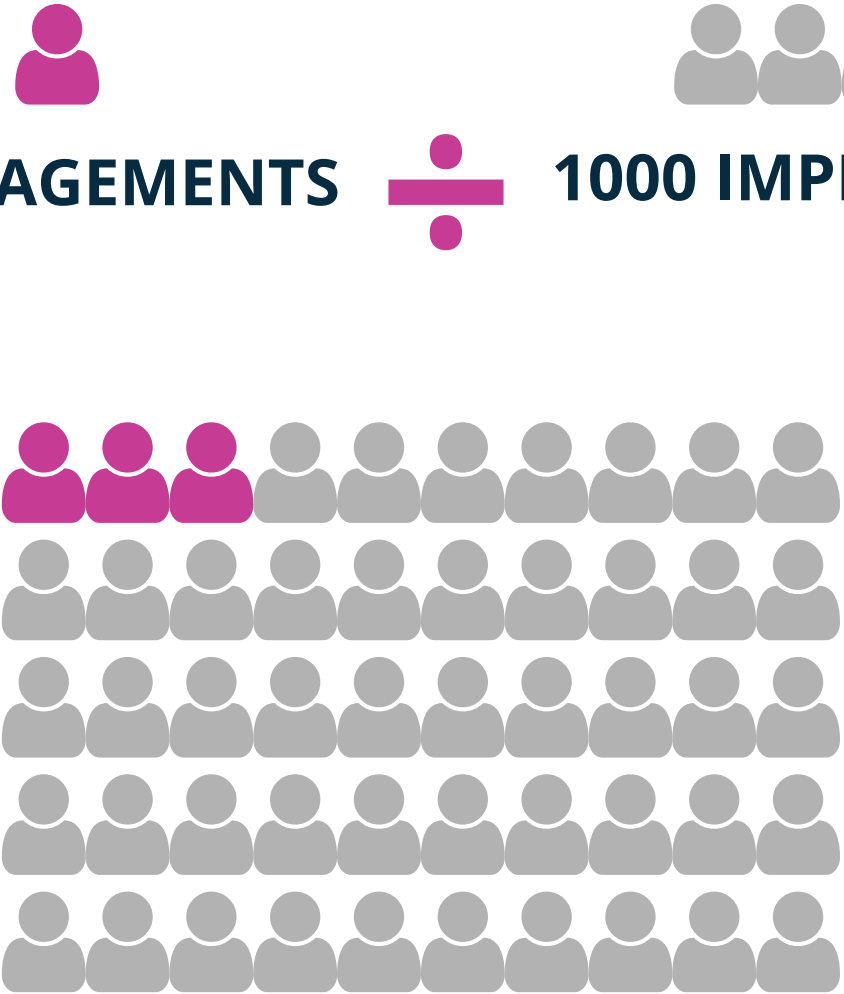
What is Post Engagement per Impression?

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



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

60 ENGAGEMENTS ÷ 1000 IMPRESSIONS

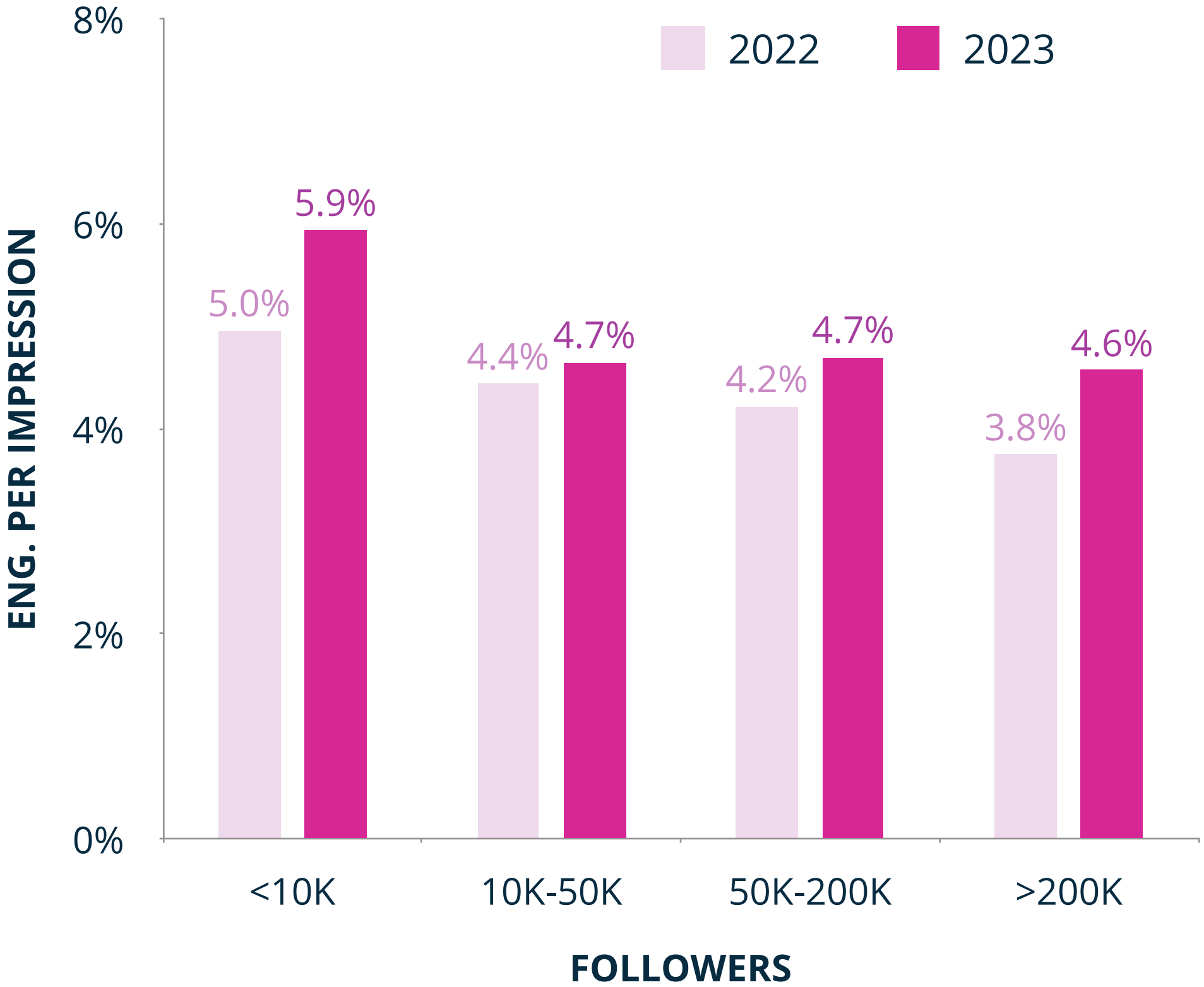


Post Engagement per Impression

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

Post engagements per impression increased for all follower counts this year.

- The smallest and largest brands fared the best, with handles in both groups seeing about a 20% increase.
- Small handles with between 10K-50K followers saw their post engagement per impression climb a little less at just 5%.



💡 RIVAL IQ INSIGHT

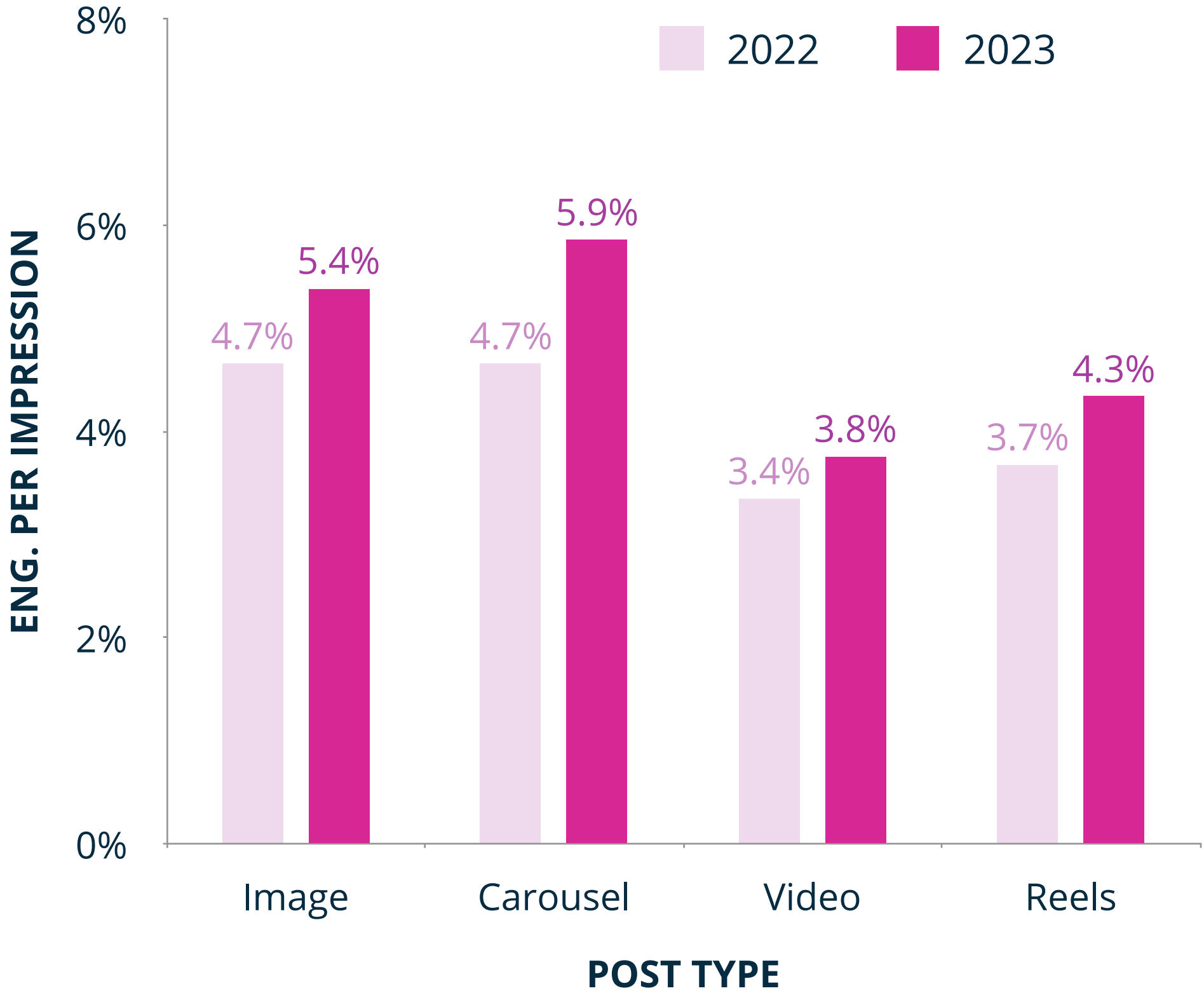
The rise of post engagements per impression signals a larger trend we're seeing of Instagram holding onto its relevance in 2024 and beyond.

Post Engagement per Impression by Media Type

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

Post engagement per impression increased across every media type in 2023.

- Carousel posts saw the biggest jump in post engagement per impression of more than 25%.
- Video posts held the steady, increasing 12% from 2022 in engagement per impression.



RIVAL IQ INSIGHT

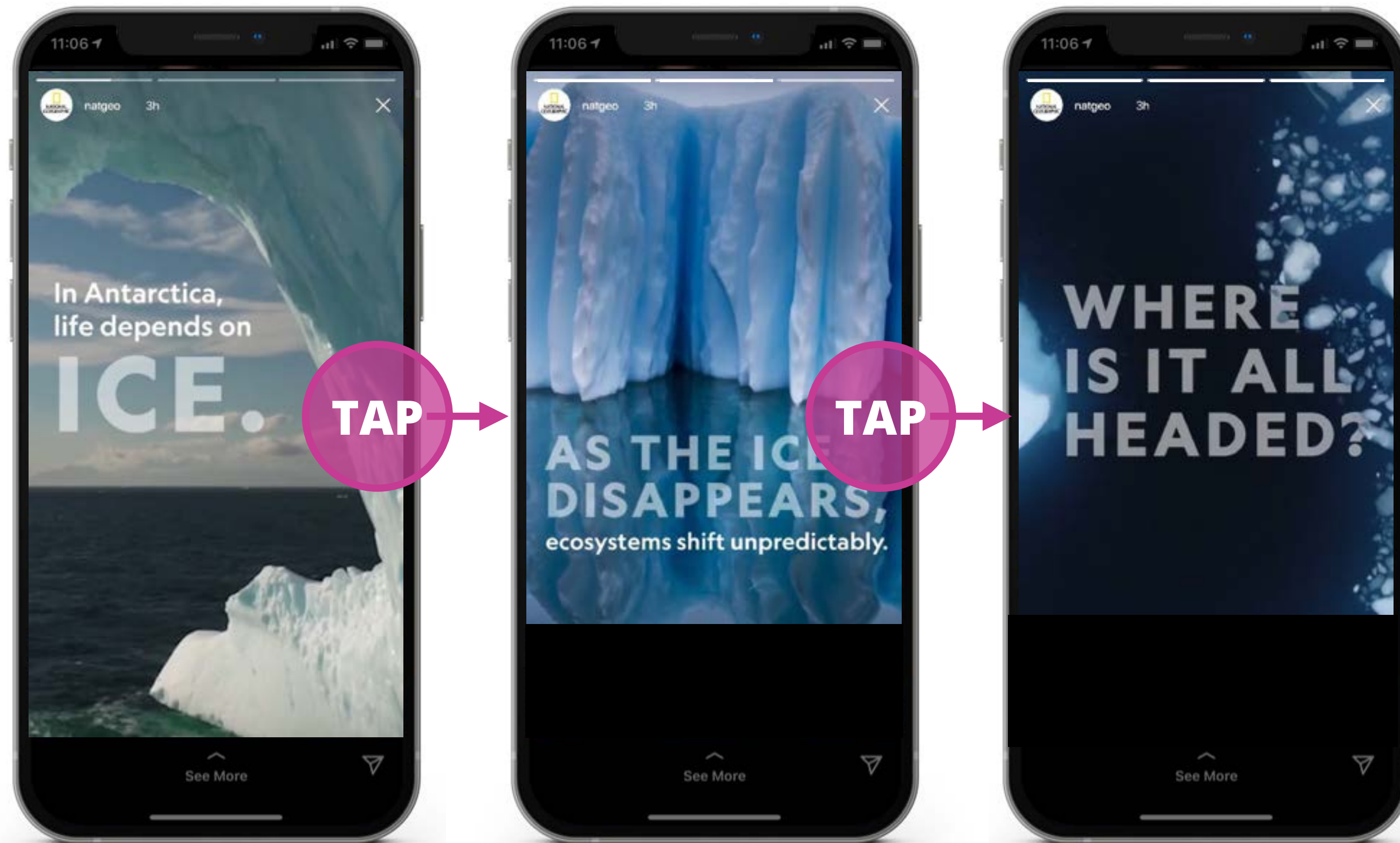
Static post types like images and carousels are still outpacing videos and Reels despite Instagram's big investments in video this year.

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



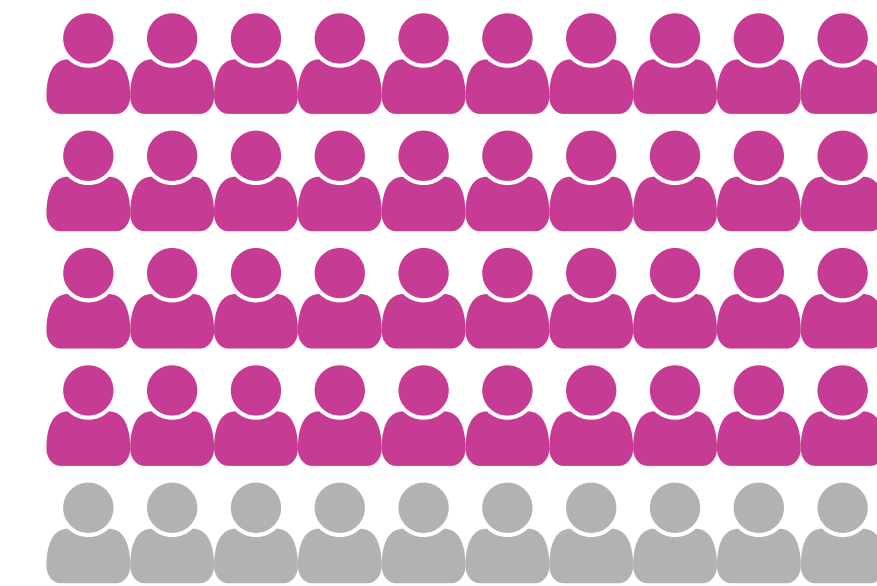
5 TAPS ON
5 VIEWERS

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


40 TAPS




50 VIEWERS

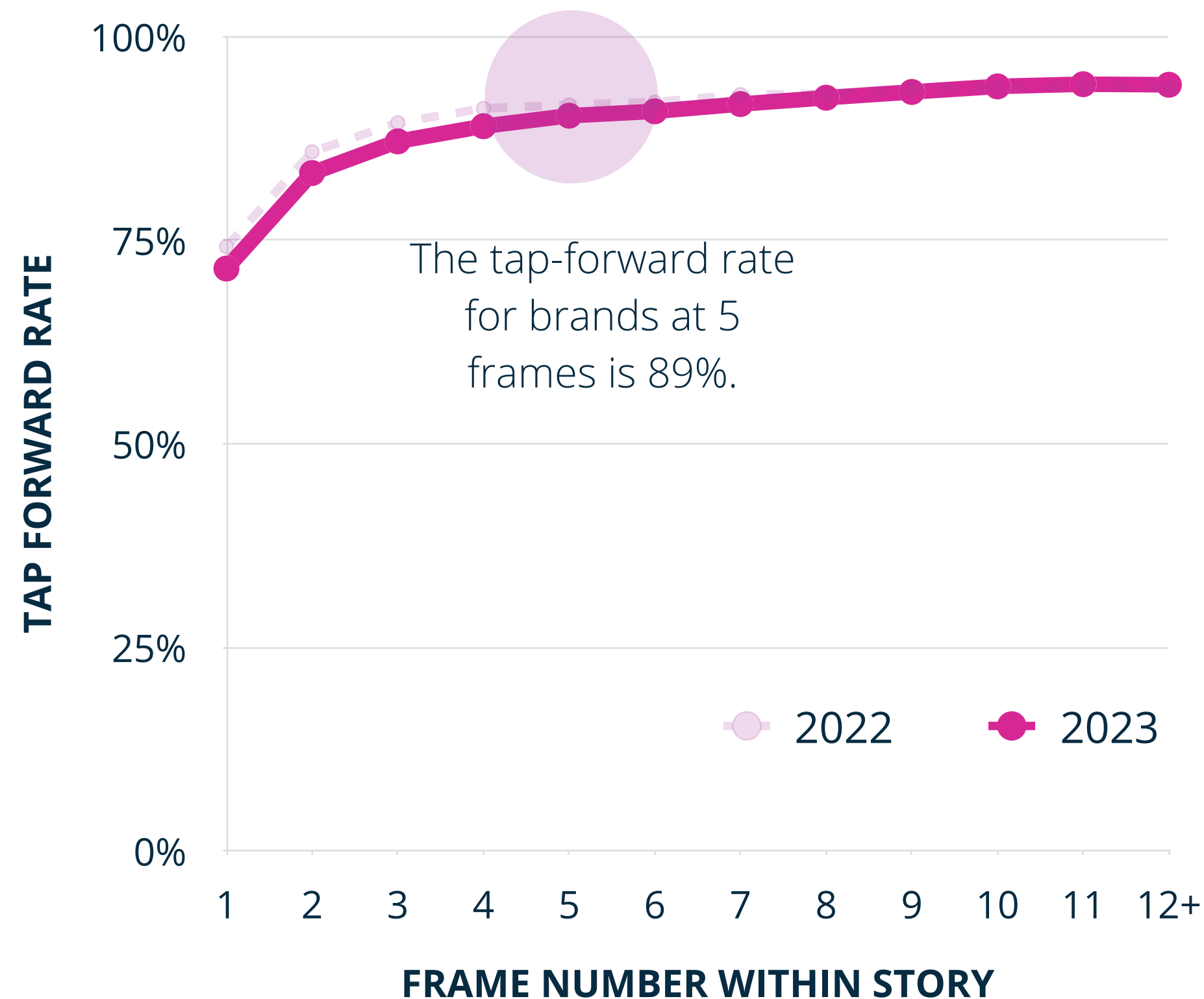


Tap-Forward Rate

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.
- If your Story contains more than 6 frames, more than 90% of your viewers are tapping forward to advance to the next frame.



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



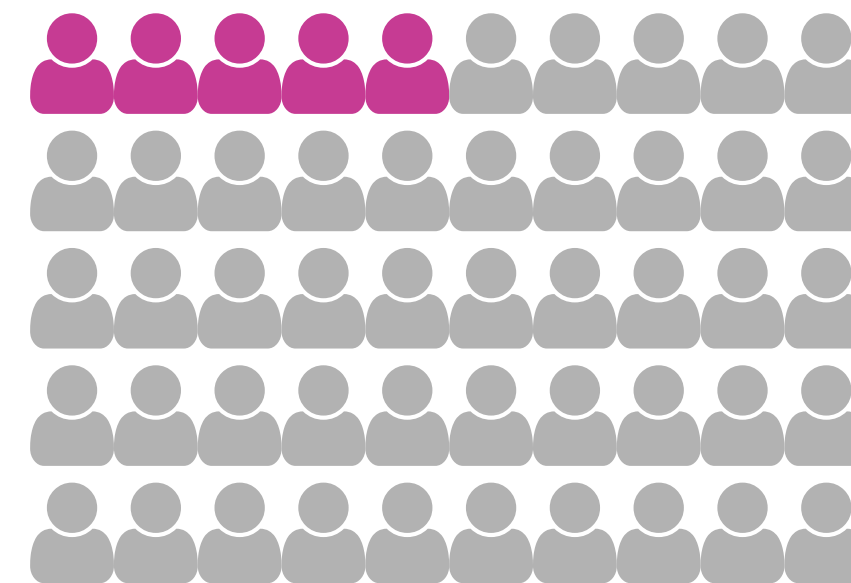
3 TAPS ON
15 IMPRESSIONS



2 TAPS ON
5 IMPRESSIONS

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

5 TAPS ÷ 50 IMPRESSIONS

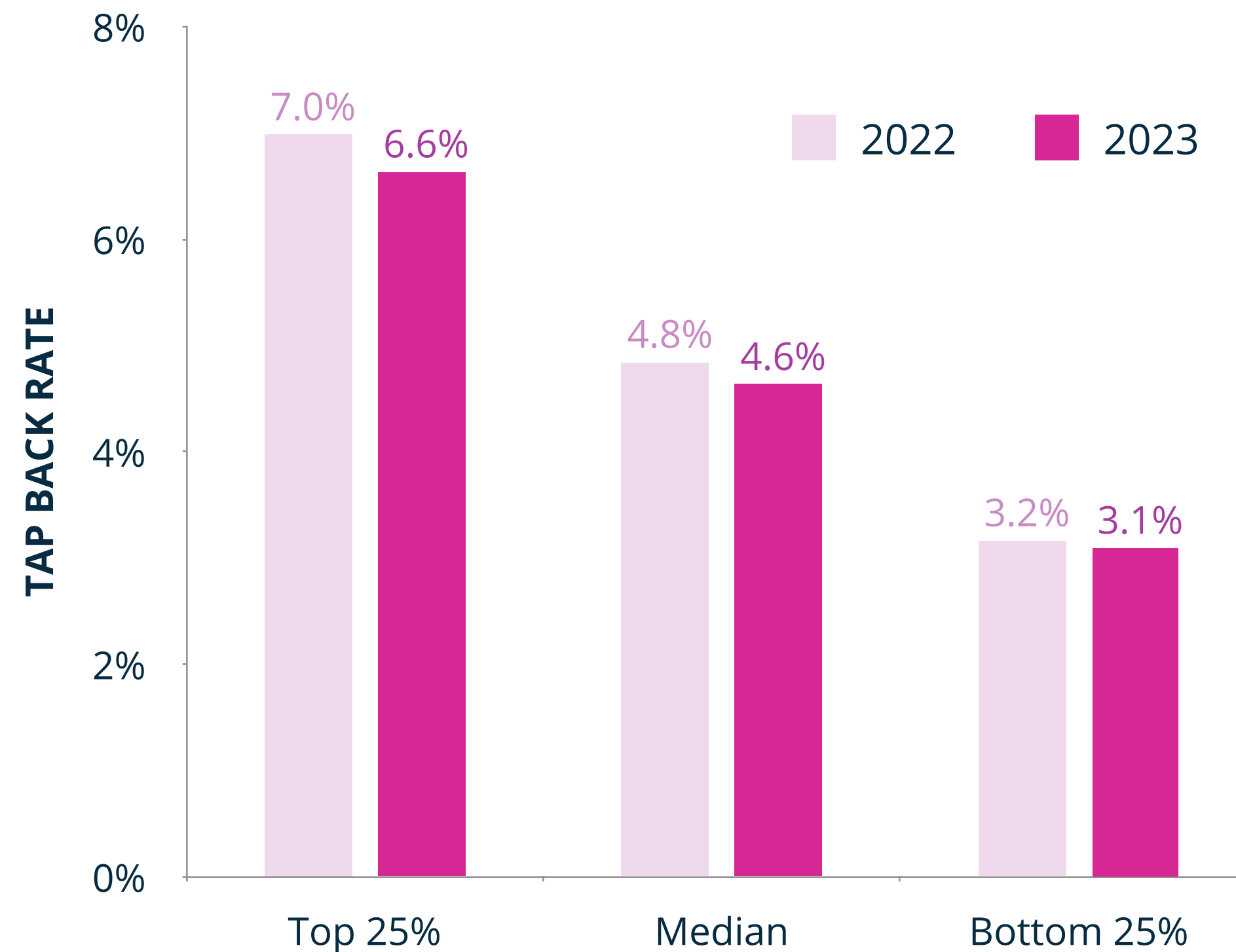


Tap-Back Rate

The percentage of Story impressions with a tap backward.

Tap-back rates declined this year (but only by a little).

- The median tap-back rate is 4.6%, 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

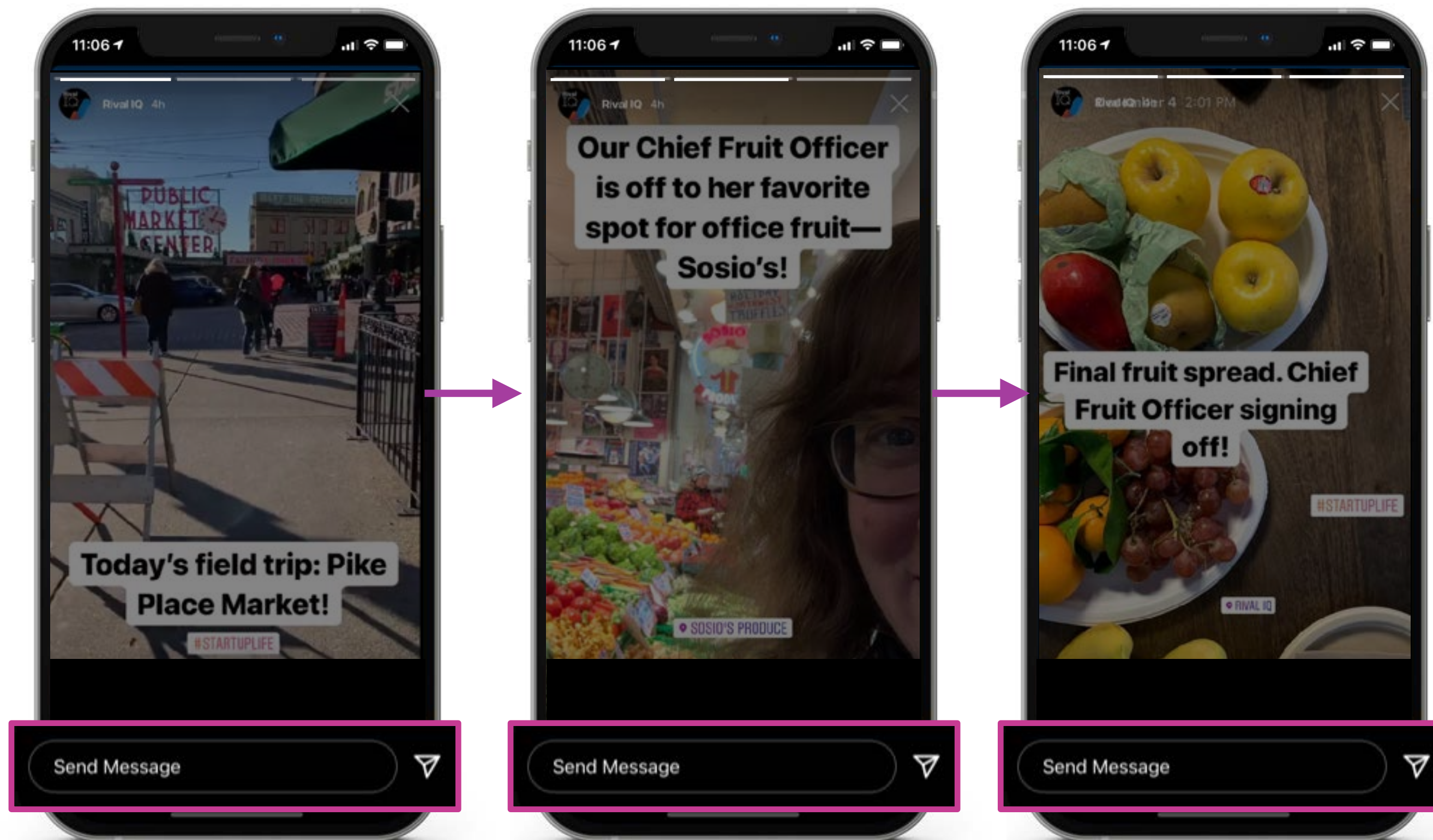
Taps back mean a viewer was eager to reengage with your content, which is always a good thing. These declines are pretty minimal and not worth losing sleep over.

Reply Rate per 1K Impressions



What is Replies per 1K Impressions?

The number of replies per 1,000 Story impressions.



3 REPLIES



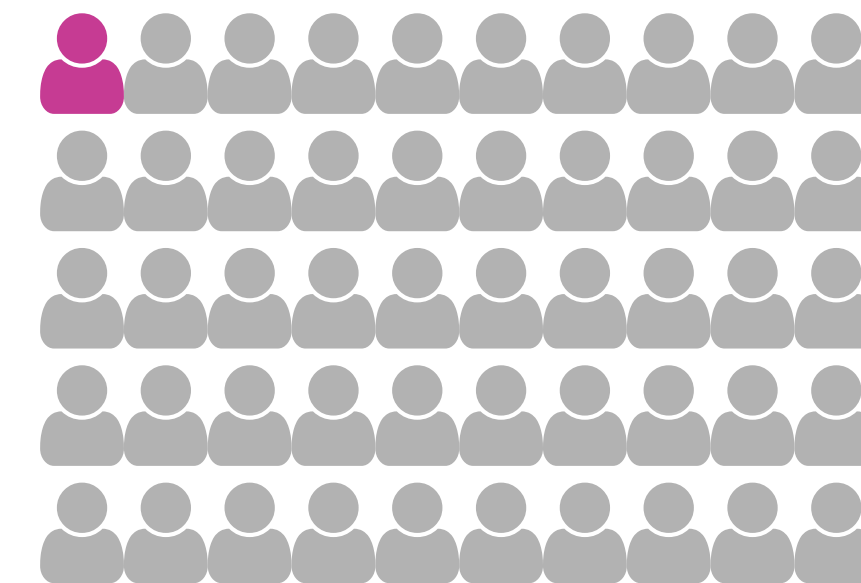
2 REPLIES



0 REPLIES

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

5 REPLIES ÷ 1K IMPRESSIONS

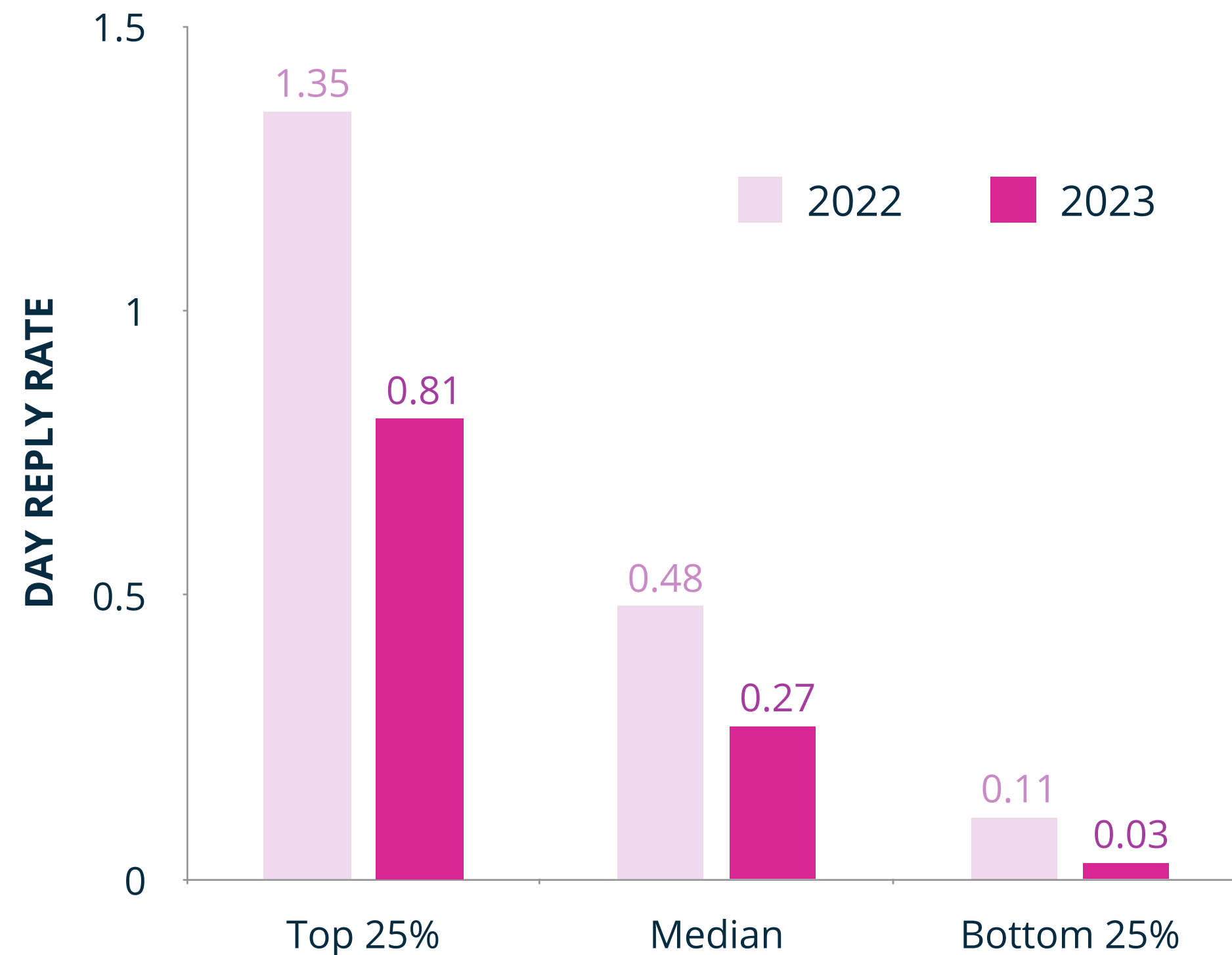


Replies per 1K Impressions

The number of replies per 1,000 Story impressions.

Replies per 1K impressions fell a lot this year.

- Median reply rates were about half of what they were last year, suggesting people have less to say to the brands they're following on Instagram.
- These reply rates are tiny because users mostly don't reply—particularly in the bottom 25%, which has a teeny average reply rate close to 0%.



💡 RIVAL IQ INSIGHT

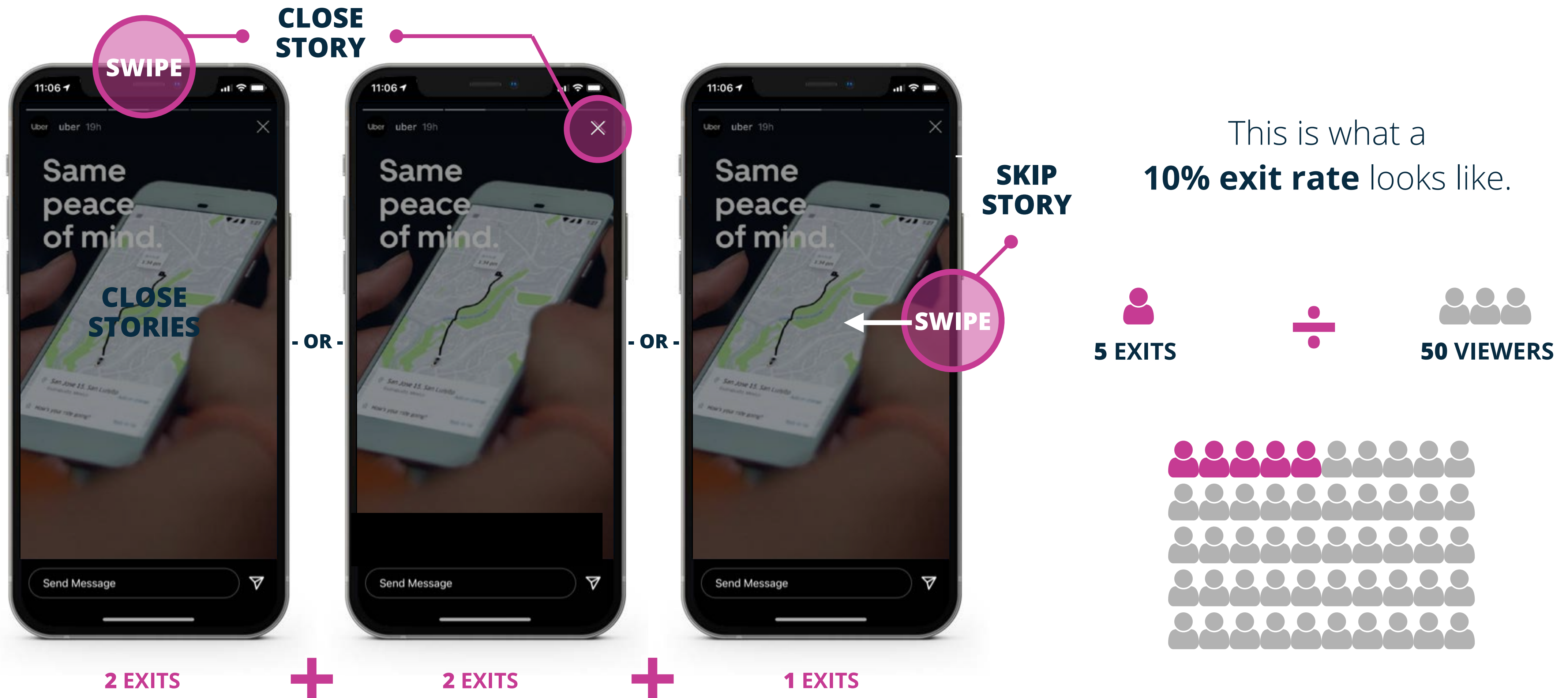
The best way to score an elusive reply is to ask for one by asking a question. Unfortunately, Instagram's API continues to limit data from in-frame engagement stickers like polls and quizzes, so it's tough to measure the impacts of these interactive elements on your engagement and reply rates.

Exit Rate



What is Exit Rate?

The percentage of impressions that exit your Story.

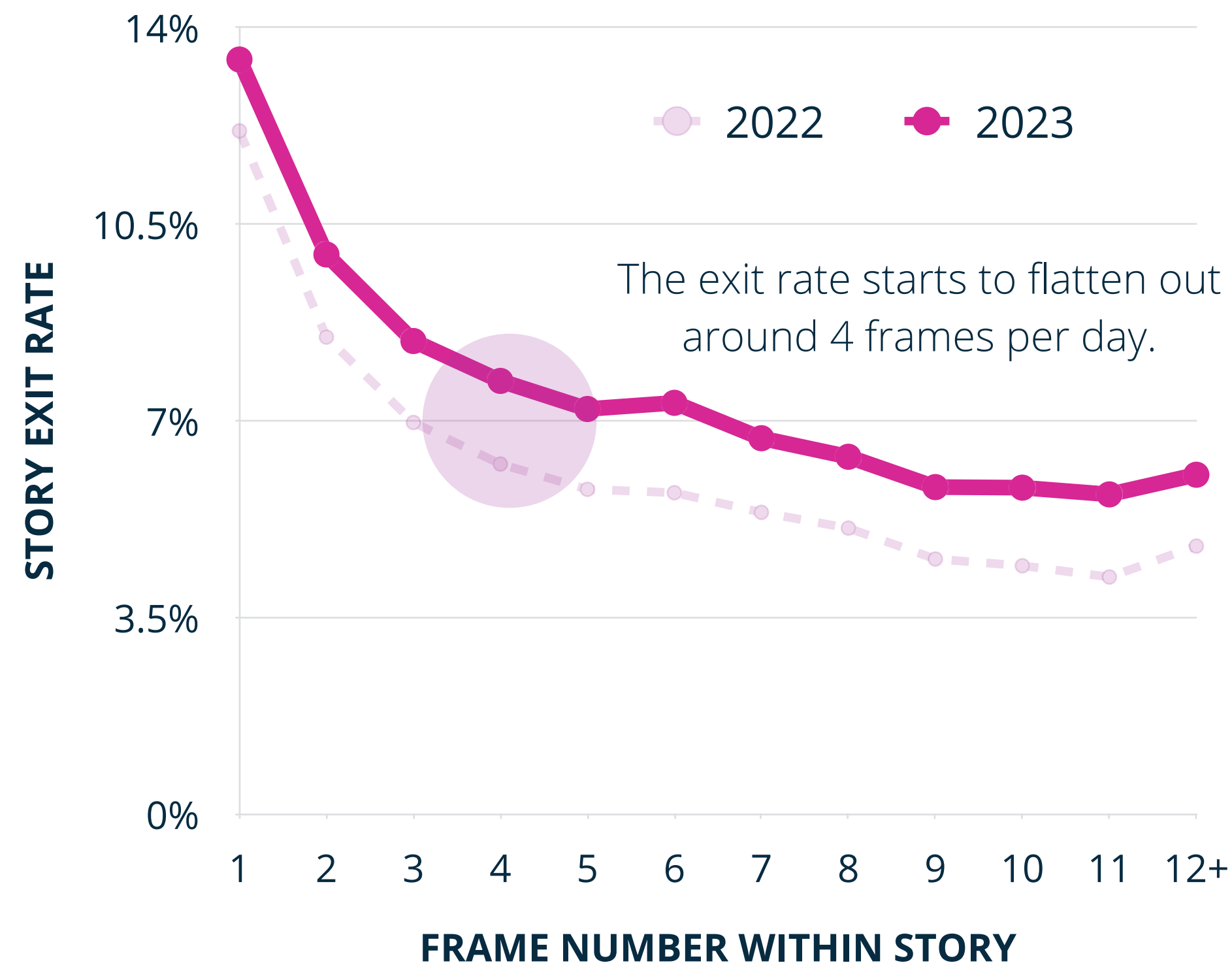


Exit Rate

The percentage of impressions that exit your Story.

Exit rates were fairly flat this year.

- Brands saw exit rates increase just slightly this year, which means viewers were about as likely to bail on a Story as they were last year.
- Exit rates start at about 14% for Stories with a single frame.
- The rate begins to really tail off at 5 frames per day and flattens out in the 5% range.



RIVAL IQ INSIGHT

Exit rates increased a little across all frame per day counts this year, which indicates viewers were slightly quicker to bail on Story content this year. These exit rate numbers are pretty small, so don't get discouraged.

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 competitor activity in time to respond before the market shifts direction.

Do more with your data

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

[GET YOUR FREE TRIAL ►](#)

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