With Lengow, optimise your presence on Instagram
INSTAGRAM ON A GLOBAL SCALE

+ 800 million active members every month
+ than 500 million active users per day

80% of accounts follow a business on Instagram
+ 300 million accounts use Instagram stories every day

FOR YOUR BUSINESS

› If you’ve already set up Facebook ads, you’re already 75% of the way there. All the settings, budgeting, planning, and creating is done on the Facebook platform.

› You can then choose to pay per number of impressions or per clicks on the link.

Target internet users according to their interests, affinities, location ...
INSTAGRAM SPECIFICITIES

› **Cross-Device**

These ads are adapted to all devices: desktop, mobile, tablets, and apps.

› **Your product display**

You can choose to present your products in video, photo, carousel format (up to 5 photos or videos) or stories.

They will appear on the Instagram news feed in the same way as normal posts, for a less invasive style of advertising.

› **Choose your objectives**

To appear on Instagram, you need to choose from a list of objectives for your ads: to boost a post, to generate traffic on your site, to improve conversions on your site, to increase downloads of your app, etc.

› **A multi-product format**

In the same ad, you can advertise multiple products, each with their own image, description and URL.

› **Targeting**

Your ad targeting can be done manually or automatically. You can reach users that have visited your site and/or app before via retargeting.

Above all, targeting works by considering their main interests and their location.

› **Instagram Shopping**

Simplify the shopping experience on Instagram by allowing your audience to learn more about your products with a single tap, taking users directly to your store to make a purchase.

To use the feature, brands need only to push their inventory to Facebook.
OUR ADVICE

TO MANAGE YOUR ADS

› Update your inventory so that any products that are out of stock are not published.

› Take advantage of the multi-product option for displaying your ads: highlight several aspects of the same product or a range of different products, as well as promotional offers etc.

FOR BEST TARGETING RESULTS

› Use all available types of targeting in Instagram.

› Manually target specific audiences for specific products (most browsed or bestselling products on your site), or automatically let Instagram suggest products tailored to specific audiences.

TO USE INSTAGRAM SHOPPING

› Be located in the US, UK, Australia, Canada, Germany, France, Italy, Spain, or Brazil.

› Have the Facebook channel installed in your store with an approved Facebook Shop.

› Have an Instagram Business account (which you can set up after connecting to your Facebook Page).

TO TRACK YOUR AUDIENCE

You can use the Custom Audience feature of the Facebook pixel with Instagram to keep track of what your audience clicks on and which ads are performing best.

With an even more personalised approach to advertising, Instagram has become a key social network in encouraging customers to buy.
Create a well organised and structured product feed using:

- Field Matching
- Category Mapping

Manage your catalogue and create rules and filters based on performance for each product.

To send your feed to Instagram, it’s best to have already set up a Facebook Business Manager account. You can then create your ad campaigns using Facebook.

Instagram has become a key social network in encouraging customers to buy.
Lengow is the e-commerce automation solution that helps brands and distributors improve their performance, automate their business processes, and grow internationally. The Lengow platform is the key to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, comparison shopping engines, affiliate platforms and display/retargeting platforms. Since 2009, Lengow has integrated more than 1,800 partners into its solution to provide a powerful platform to its 3,600 retailers in 45 countries around the world.

Sources: Instagram, Facebook, Hubspot