

# Instagram Stories grown to more than 150 million daily users in five months

In the last five months, Instagram Stories has grown to more than 150 million daily users (up from 100 million in October), with one in five stories getting a direct message from its viewers. This has led to businesses and people engaging with one another, with one-third of the most viewed stories coming from businesses.



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To build on this conversation, Instagram is rolling out two new tools to help businesses connect and engage with their customers in a new, ephemeral way. First, it is launching insights for Stories within Business Tools globally that will include reach, impressions and replies.

Secondly, it is unveiling an initial test of immersive, full screen ads in Stories with targeting, reach and measurement capabilities to enable businesses to make intimate and personally relevant ads for the people who watch them. The test includes 30+ clients from around the world, including Capital One, General Motors, Buick, Nike, Yoox, Netflix and Shiseido.

Amy Cole, head of brand development, EMEA at Instagram, says, "The Instagram community has embraced Instagram Stories with creativity and there are now more than 150 million people using it every day. From today, business will be able to use ads in Instagram Stories to communicate with a global audience, in an immersive experience we know people love. We're excited to see how businesses in South Africa respond to this new format over the coming months."

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