

DATA DRIVEN

INSTAGRAM STRATEGIES

infobae

Victor Rottenstein

Director de Innovación

ABRIL 2019







Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's

SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight Monday so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more. Take a look at the [books we recommend](#) in over 20 categories... Check out our [customer favorites](#), the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are



categories

- [Automotive](#) NEW!
- [Antiques](#) (71865)
- [Books, Movies, Music](#) (433477)
- [Coins & Stamps](#) (117638)
- [Collectibles](#) (978255)
- [Computers](#) (101086)
- [Dolls, Figures](#) (59138)
- [Jewelry, Gemstones](#) (128668)
- [Photo & Electronics](#) (55292)
- [Pottery & Glass](#) (191042)
- [Sports Memorabilia](#) (345439)
- [Toys, Bean Bag Plush](#) (298114)
- [Miscellaneous](#) (311770)
- [all categories...](#)

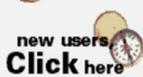
[Shop by photos in the Gallery](#)

[home](#) | [my eBay](#) | [site map](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

what are you looking for?

Find it! [tips](#)



welcome

- [What is eBay?](#)
- [How do I bid?](#)
- [How do I sell?](#)
- [Register, it's free!](#)

fun stuff

[cool happenings...](#)
[Joe DiMaggio](#)

featurEd

- [New State Quarters Album - Low Shipping](#)
- [Softest Leather Passport Wallet! Msrp 34.95!](#)
- [LEWIS v HOLYFIELD \\$2000 face value tickets](#)
- [M Jordan Basketball*From The Restaurant* Pic](#)
- [Gorgeous Genuine Sapphire 1 Carat Nice Blue](#)
- [Ernie Els' Omega Constellation Two-Tone Watch](#)

more! [see all featured...](#)



eBay
Visa

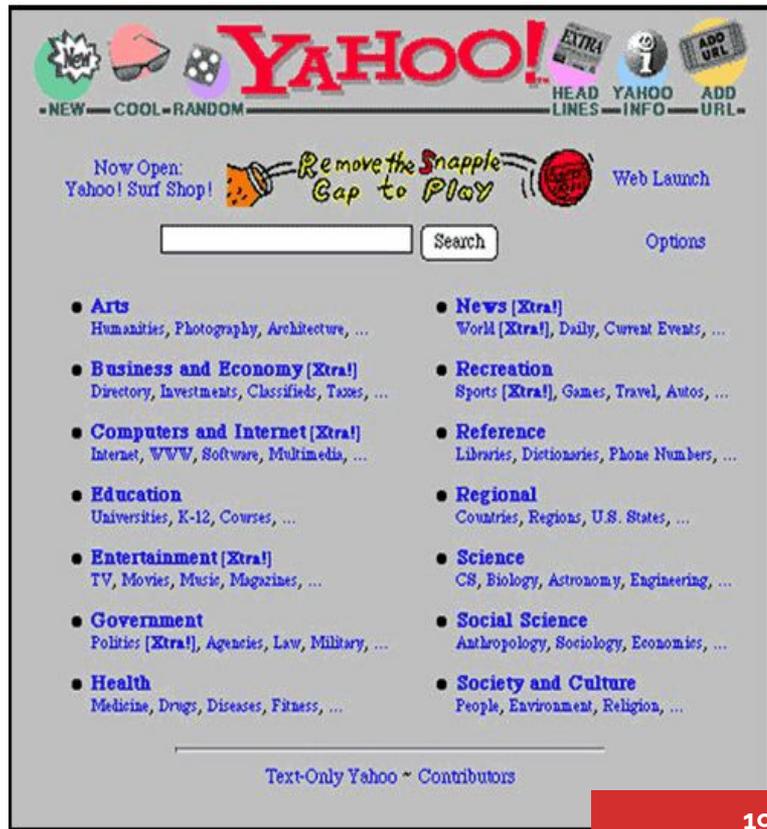
Apply
now!

Welcome back Rosie!
Bid on items to benefit the For All Kids Foundation.

Hot off the press - eBay Magazine!
Get your subscription now!

Go Local! Now you can

1994 / 1995 COMERCIO ELECTRÓNICO





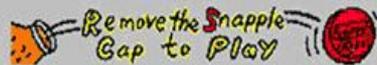

YAHOO!





•NEW• COOL•RANDOM

HEAD LINES YAHOO! INFO ADD URL

Now Open:  Web Launch

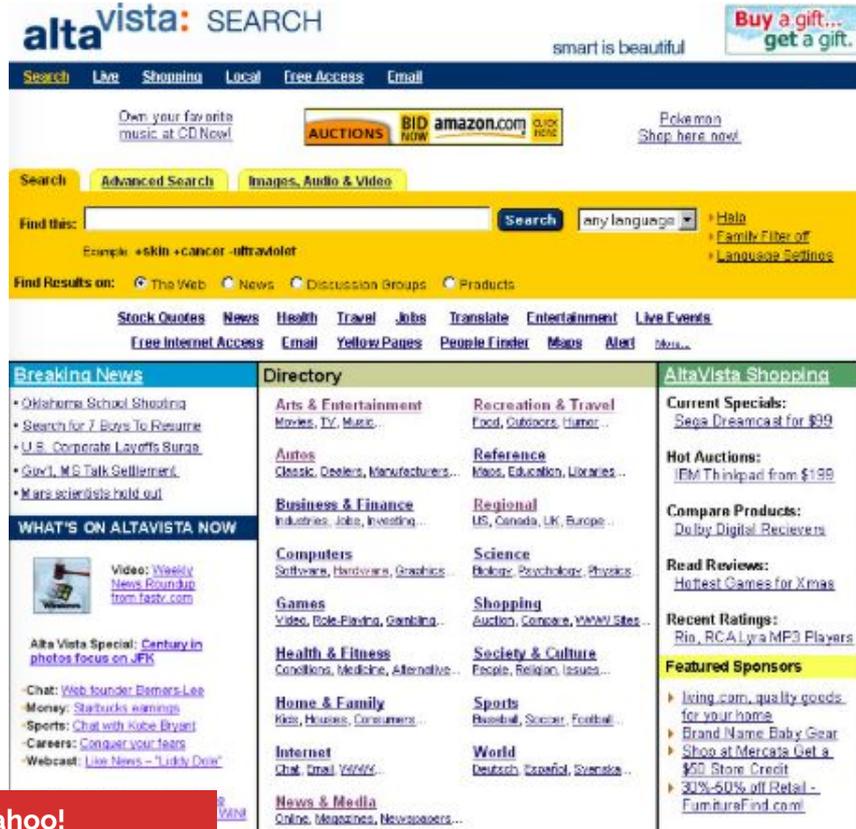
Yahoo! Surf Shop!

[Options](#)

- Arts**
 Humanities, Photography, Architecture, ...
- Business and Economy [Xtra!]**
 Directory, Investments, Classifieds, Taxes, ...
- Computers and Internet [Xtra!]**
 Internet, WWW, Software, Multimedia, ...
- Education**
 Universities, K-12, Courses, ...
- Entertainment [Xtra!]**
 TV, Movies, Music, Magazines, ...
- Government**
 Politics [Xtra!], Agencies, Law, Military, ...
- Health**
 Medicine, Drugs, Diseases, Fitness, ...
- News [Xtra!]**
 World [Xtra!], Daily, Current Events, ...
- Recreation**
 Sports [Xtra!], Games, Travel, Autos, ...
- Reference**
 Libraries, Dictionaries, Phone Numbers, ...
- Regional**
 Countries, Regions, U.S. States, ...
- Science**
 CS, Biology, Astronomy, Engineering, ...
- Social Science**
 Anthropology, Sociology, Economics, ...
- Society and Culture**
 People, Environment, Religion, ...

[Text-Only Yahoo](#) • [Contributors](#)

1994 Yahoo!



alta vista: SEARCH
smart is beautiful
Buy a gift... get a gift.

[Search](#) [Live](#) [Shopping](#) [Local](#) [Free Access](#) [Email](#)

Own your favorite music at CD Now!

[AUCTIONS](#)
[BID NOW](#)
[amazon.com](#)
[BUY HERE](#)

[Pokemon Shop here now!](#)

[Search](#) [Advanced Search](#) [Images, Audio & Video](#)

Find this:
any language ▾
+ Help
+ Family Filter off
+ Language Settings

Example: +skin +cancer -ultraviolet

Find Results on:
 The Web
 News
 Discussion Groups
 Products

[Stock Quotes](#)
[News](#)
[Health](#)
[Travel](#)
[Jobs](#)
[Translate](#)
[Entertainment](#)
[Live Events](#)

[Free Internet Access](#)
[Email](#)
[Yellow Pages](#)
[People Finder](#)
[Maps](#)
[Alert](#)
[More...](#)

Breaking News <ul style="list-style-type: none"> • Oklahoma School Shootings • Search for 7 Boys To Resume • U.S. Corporate Layoffs Surge • Gov't, MS Talk Settlement • More scientists hold out 	Directory <ul style="list-style-type: none"> Arts & Entertainment Movies, TV, Music... Autos Classic Dealers, Manufacturers... Business & Finance Industries, Jobs, Investing... Computers Software, Hardware, Graphics... Games Video, Role-Playing, Gambling... Health & Fitness Conditions, Medicine, Alternative... Home & Family Kits, Houses, Consumers... Internet Chat, Email, WWW... News & Media Online, Magazines, Newspapers... 	AltaVista Shopping <ul style="list-style-type: none"> Recreation & Travel Food, Outdoors, Humor... Reference Maps, Education, Libraries... Regional US, Canada, UK, Europe... Science Biology, Psychology, Physics... Shopping Auctions, Concepts, WWW Sites... Society & Culture People, Religion, Issues... Sports Baseball, Soccer, Football... World Deutsch, Español, Svenska...
WHAT'S ON ALTAVISTA NOW <p>  Video: Weekly News Roundup from fastv.com </p> <p> Alta Vista Special: Century in photos focus on JFK </p> <p> - Chat: Web founder Bowers-Lee - Money: Starbucks earnings - Sports: Chat with Kobe Bryant - Careers: Conquer your fears - Webcast: Live News - "Lucky Draw" </p>	Current Specials: Seas Dreamcast for \$99	Hot Auctions: IBM Thinkpad from \$199
Compare Products: Daily Digital Receivers	Read Reviews: Hottest Games for Xmas	Recent Ratings: Rio, RCA Lyra MP3 Players
Featured Sponsors <ul style="list-style-type: none"> ▶ living.com... quality goods for your home ▶ Brand Name Baby Gear ▶ Shop at Mercata Get a \$50 Store Credit ▶ 30%-50% off Retail - FurnitureFind.com! 		

Google!

Search the web using Google!

10 results

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

[About Google!](#)

1998 Google!

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

your e-mail

Subscribe

[Archive](#)

Copyright ©1997-8 Stanford University



BLOGGER™



YOUR THOUGHTS: ON THE WEB

Blogger is the quickest and easiest way to post to you

Over 750,000 people have started. Isn't it *your* turn to

[Start Now!](#) (It takes 3 minutes!)

FRESH BLOGS

2000 BOOM DEL BLOG

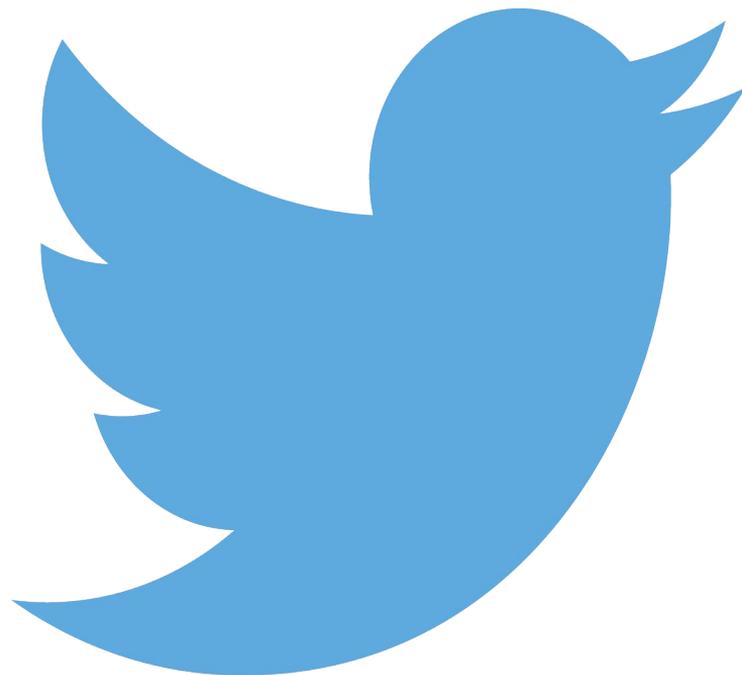
logs:

12:18 AM [Zette's Crazy Writing](#)

WHAT'S HOT



2004 SOCIAL WEB 2.0





2010



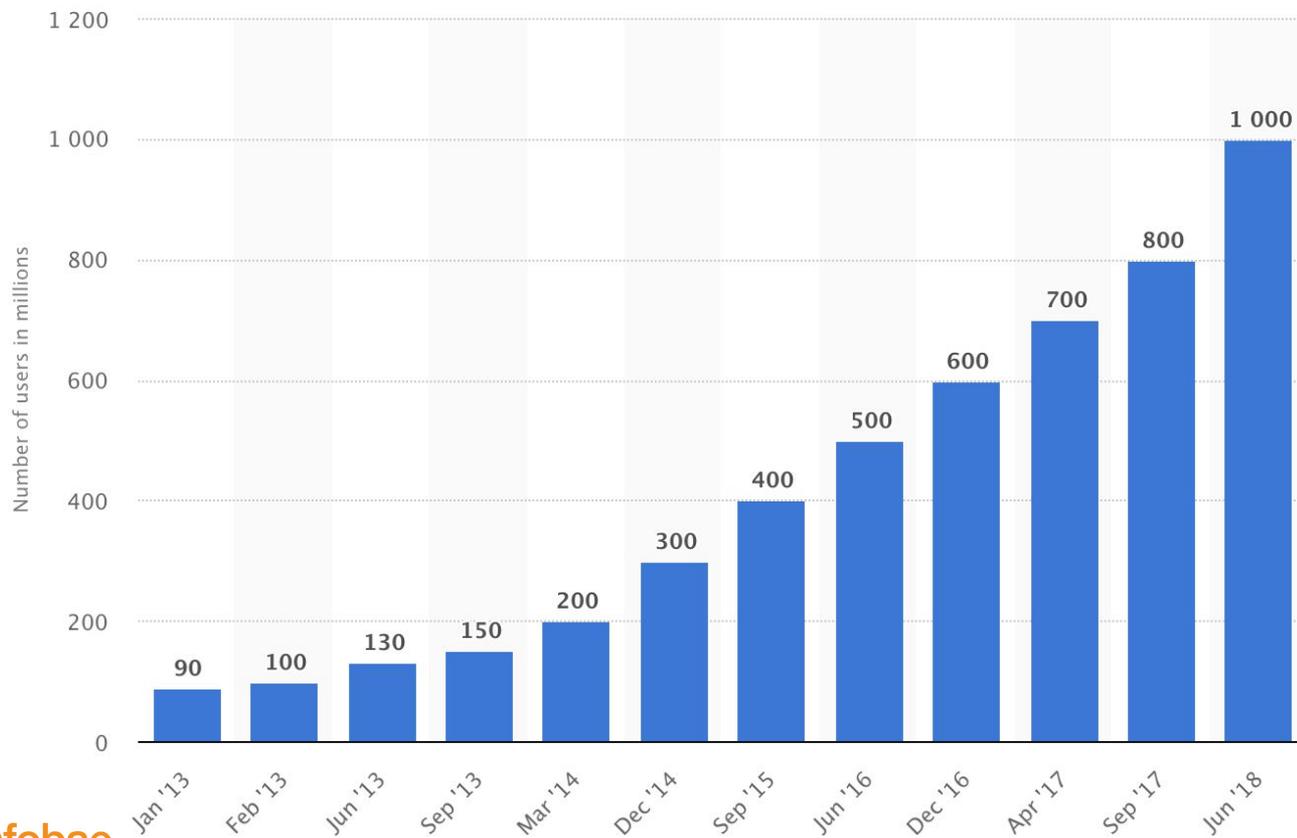
MOBILE FIRST



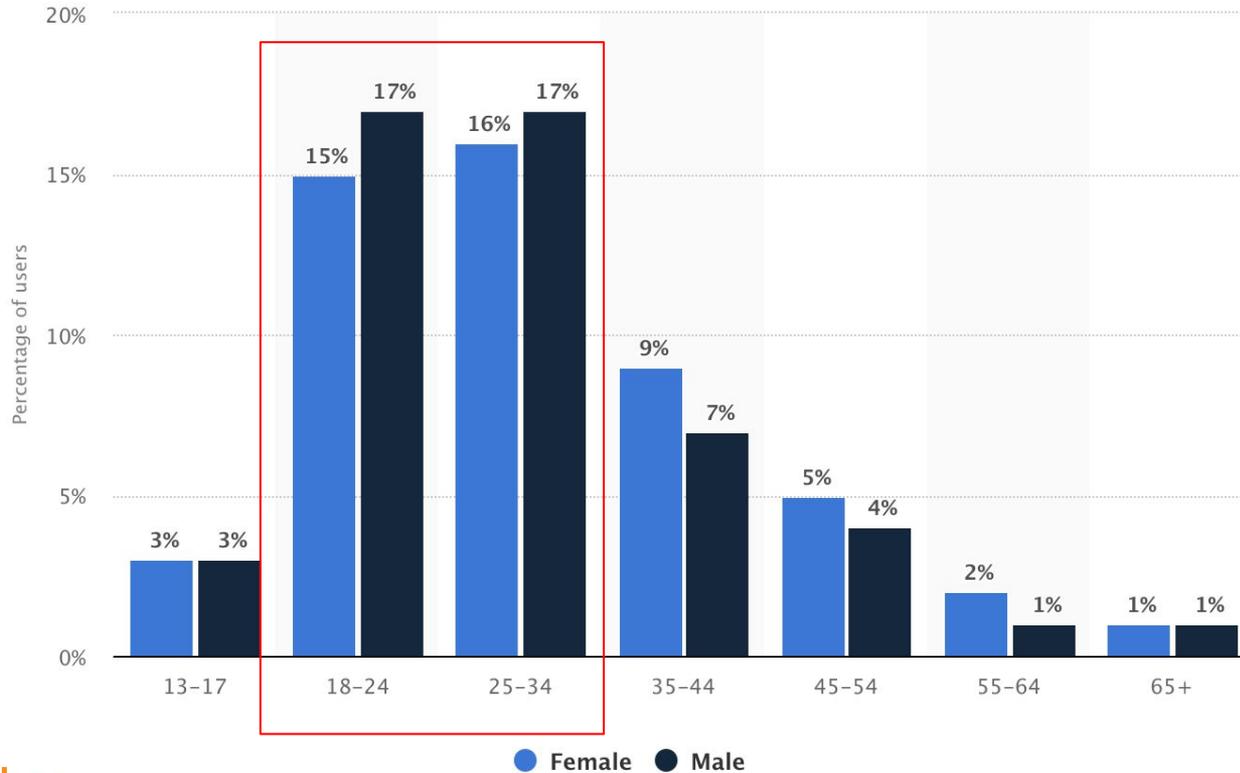
Mark Zuckerberg:
*“Our Biggest Mistake
Was Betting Too
Much On HTML5”*

***En 2012 Facebook
compra Instagram.***

Instagram users worldwide



Instagram users worldwide as of January 2019, by age and gender



Statista,
Enero 2019

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



16.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



45%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



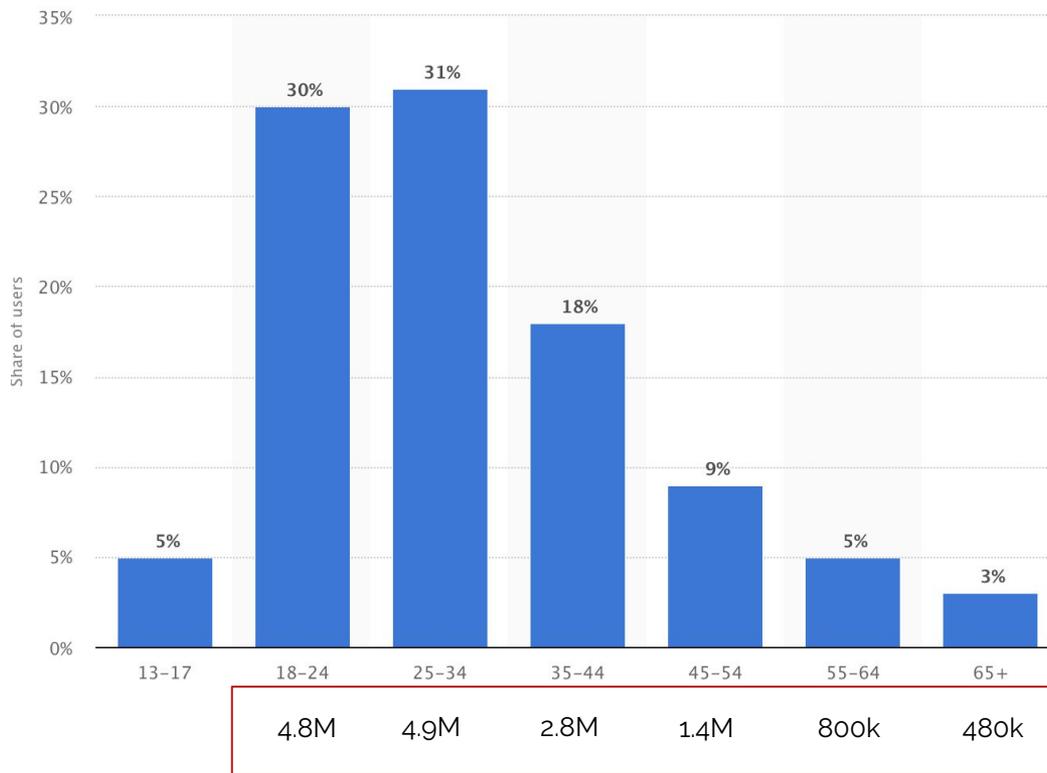
55%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*

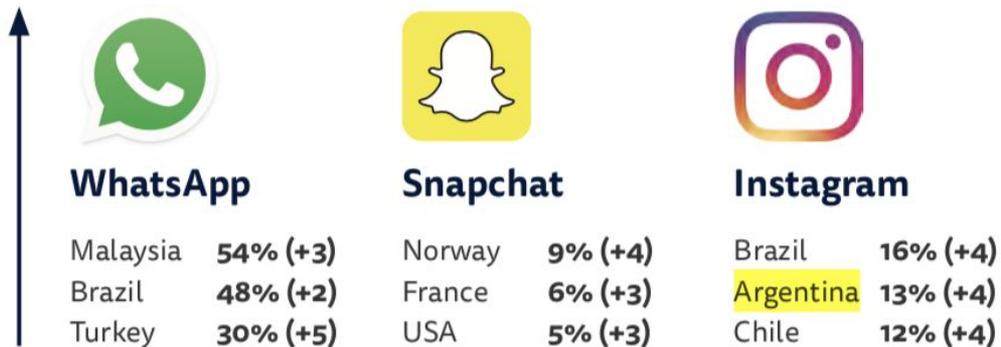


45%

Distribution of Instagram users in Argentina as of December 2018

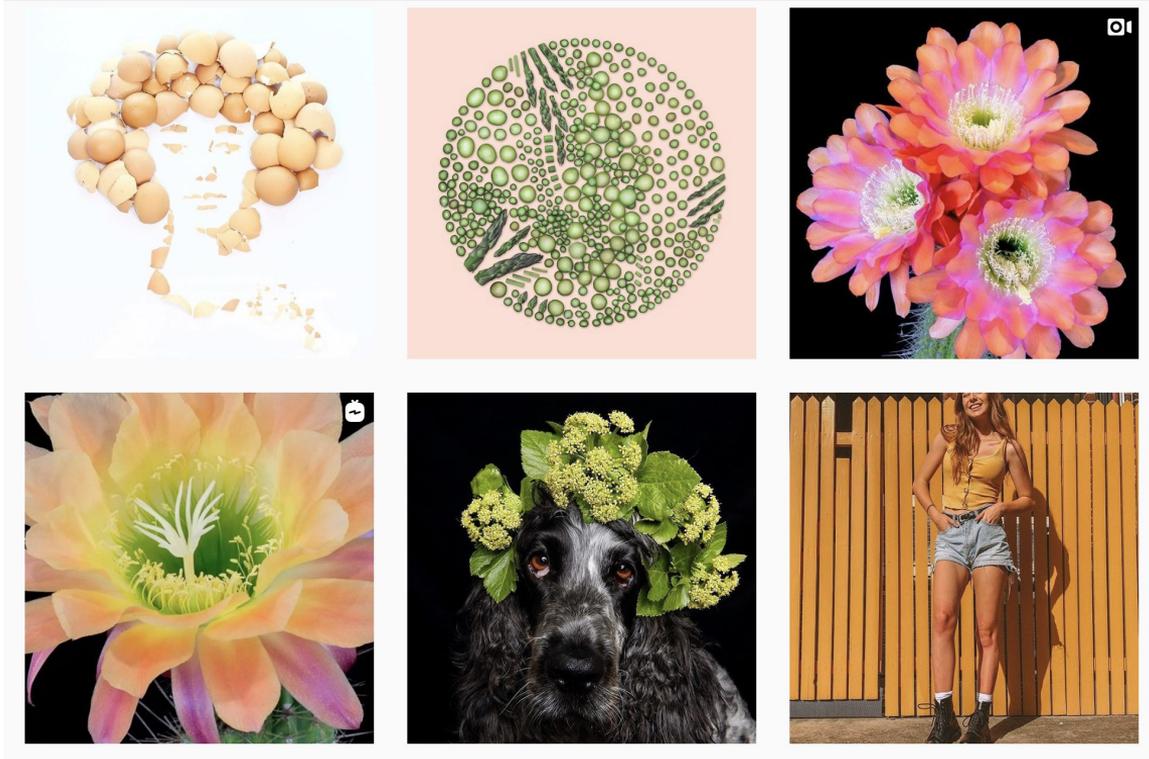


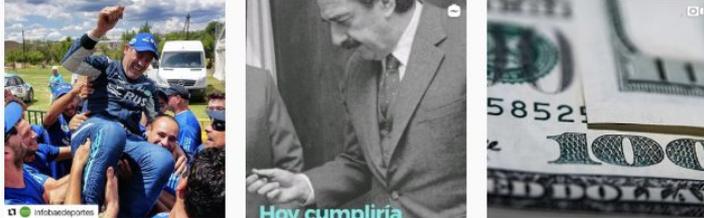
PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK – SELECTED MARKETS



fuentes: Reuters 2018

QUÉ PODEMOS HACER?





CONECTAR CON NUESTRA AUDIENCIA



infobae
Infobae.tv



87.297 reproducciones · Le gusta a [kablan.pedro](#)
infobae Un héroe argentino recuperó el casco que le salvó la vida en Malvinas: "Gracias a él estoy acá". A 37 años de la guerra, Jorge "Beto" Altieri entró al estudio de Infobae nervioso, sin saberlo a ciencia cierta, pero sospechando que podía ser el día en el que volviese a sostener el casco que en 1982 se despedazó en el frente al contener las esquirlas del

infobae



infobae
Obelisco De Buenos Aires, Argentina.



81.458 reproducciones · Le gusta a [tinaklix](#)
infobae Racing celebra el título en el Obelisco: las imágenes desde [#EIDroneDelInfobae](#) 🇨🇵

@rottdj



el_pais 10h
Ver más

Por eso, los personajes
LGTBI+
se han vuelto
invisibles
en libros,
películas o
campañas de
publicidad



time 19h
Ver más

The Brief

CONGRESS IS
INVESTIGATING
JARED KUSHNER'S
SECURITY CLEARANCE

@christopher_vii—@vliphoto / @reduxpictures



guardian 22h

The Guardian presents

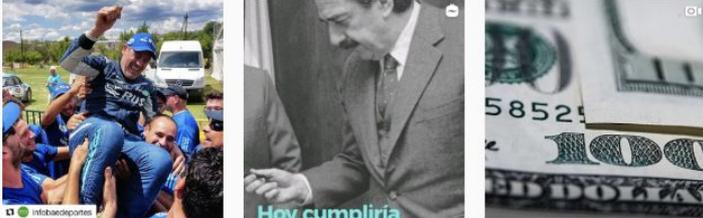


6sem
Ver más

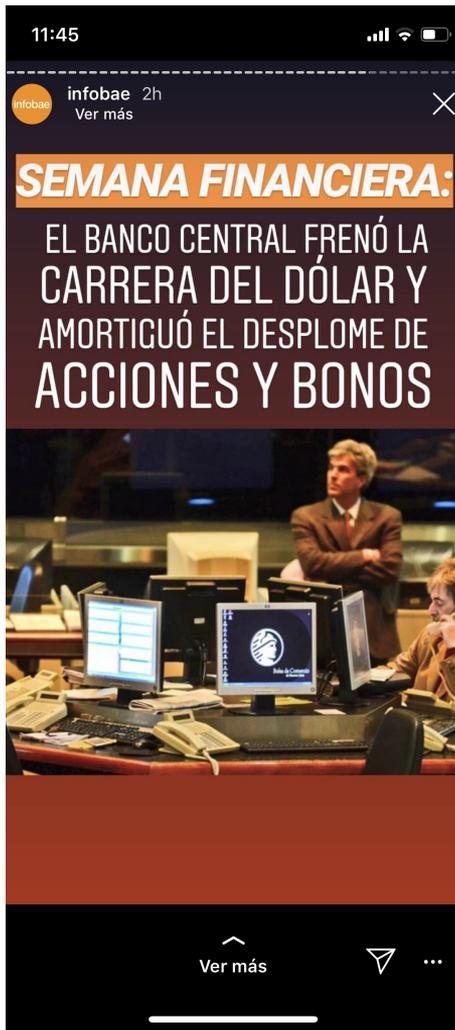
Business

“It was the most
perfect sky
I’ve ever seen.”

No lights allowed
under this part of
Idaho’s sky.



QUÉ FUNCIONA MEJOR?



VS.



@rott dj

Lo más importante es entender a la audiencia.

- 1- Quiénes son? que edad? de que ciudades?
2. Cómo reaccionan al contenido? qué es lo que más les gusta? y lo que más enoja?

Comprender a la audiencia

siguiente historial	Abandonos	Clicks	Shares
6,46%	2,68%	0,14%	0,02%
4,73%	2,64%	0,24%	0,06%
2,07%	2,62%	0,23%	0,00%
3,84%	2,61%	0,13%	0,01%
2,83%	2,60%	0,14%	0,00%
5,56%	2,59%	0,09%	0,04%
4,24%	2,55%	0,11%	0,01%
3,99%	2,51%	0,19%	0,00%
3,02%	2,51%	0,31%	0,04%
4,01%	2,50%	0,12%	0,00%
4,97%	2,49%	0,31%	0,00%

siguiente historial	Abandonos	Clicks	Shares
3,72%	15,44%	15,90%	0,00%
3,33%	14,08%	6,07%	0,19%
7,73%	12,43%	11,27%	0,01%
5,96%	11,97%	11,22%	0,06%
7,70%	11,12%	10,12%	0,00%
4,00%	10,85%	11,18%	0,04%
11,77%	10,70%	7,24%	0,06%
3,31%	10,66%	12,10%	0,01%
4,06%	10,61%	11,82%	0,00%

Comprender a la audiencia

Stories

Swipes

Abandonos

Siguiente historia

Key Learnings

- La consistencia de marca es importante.
- No se requiere una calidad audiovisual en video exagerada para lograr captar la atención.
- La historia en sí misma gana.



Comprender a la audiencia

infobae infobae



Les gusta a tinaklix y 3.618 más

infobae Día de la Memoria: multitudinaria marcha a 43 años del último golpe de Estado

En un nuevo aniversario del inicio de la última dictadura militar, habrá actos y manifestaciones en todo el país. En la Ciudad de Buenos Aires el acto central será en la Plaza de Mayo

Posts (anual)

1. Comentarios
2. interacciones
3. Vistas al perfil

Key Learnings

- Los posts que generan más comentarios son distintas de las que generan interacciones
- Cuanto más genérica la imagen, menos interacciones tenemos.
- El tráfico referido no es importante.

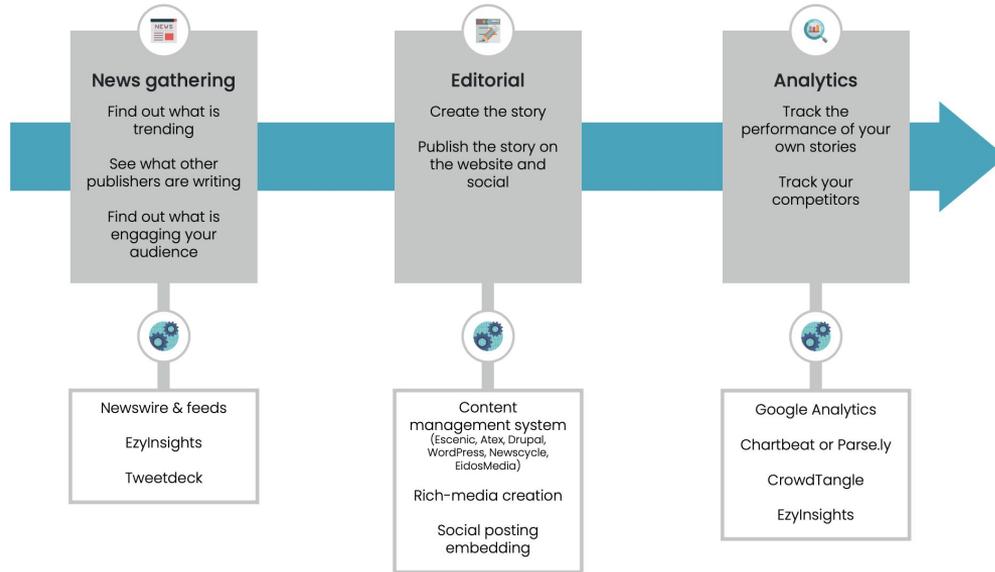
WORKFLOW EDITORIAL

**Cada red social debe tener
una agenda propia.**

No utilizar Instagram solo para destacar las noticias importantes, identificar qué es lo que valora nuestra audiencia.

WORKFLOW EDITORIAL

Mapping the most important tools to the editorial workflow



"We check EzyInsights every morning, to keep up to date with what competitors are doing."

"We mostly look at what's trending in the Netherlands."

"With EzyInsights, it's interesting to see where we are heading in the long run."

"The list of publishers' leaderboard is the main thing we use in CrowdTangle."

"We are using Chartbeat but only one of us really uses it, to keep track of the numbers."



infobae

Editar perfil



10,941 publicaciones

808k seguidores

264 seguidos

Infobae

+1 786 557 7697

En el día de su cumpleaños, Juliana Awada visitó una escuela de Banfield
ibae.am/2Ud4J6D



Malvinas



ISIS



Parlaman...

PUBLICACIONES

IGTV

GUARDADO

ETIQUETADAS



Muchas gracias!

Victor Rottenstein
Director de Innovación