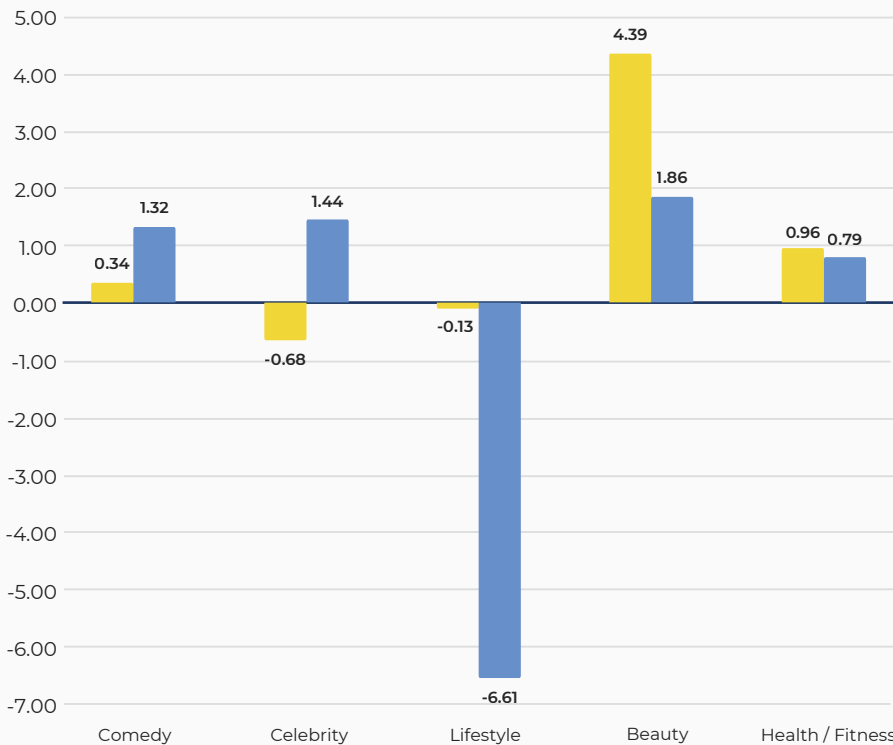


# Q3 STORIES WAR

Snapchat's recent moves to engage with creators are starting to pay off. In August, they began verifying accounts for Influencers even though they historically only did this for traditional celebs.

The quarter daily usage by Top Creators on Snapchat increased by 23%; a big improvement from the drop it experienced from Q1 to Q2.

Average Posts per Day by Top Creators, Q2 to Q3



Snapchat Stories



Instagram Stories

## Comedy

Instagram is used more by Influencers in the Comedy, Lifestyle and Health category. Those within the traditional celebrity and Beauty category continue to favor Snapchat.

## Instagram Wins

While Instagram continues to draw more usage from creators (an average of 6.4 posts per day vs 5.44 on Snapchat), we are seeing that gap lessen this quarter vs Q2.

## Lifestyle

The Lifestyle category saw a decrease in usage on both platforms quarter over quarter and was down over 6 posts per day on Instagram.

## Videos

Video posts dominate usage; 70% of content posted was a video.