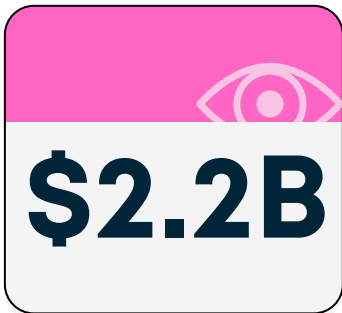




Getting Started with

Instagram Partnership Ads

A Marketer's Must-Read Guide



U.S. marketers invest more in Instagram influencer marketing than on TikTok, YouTube, or Facebook

Source: Hootsuite



Key Benefits for Media Buyers

Partnership ads (formerly Branded Content Ads) let advertisers scale authentic, creator-driven campaigns. They combine signals from both advertiser and partner accounts for stronger performance and a broader reach.



Greater Authenticity

It signals from both brand and creator accounts, driving stronger performance and more authentic messaging



Extended Reach

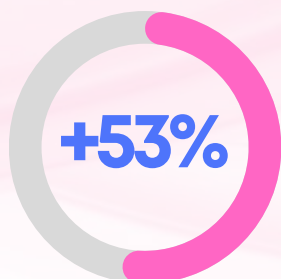
Access influencer audiences to scale beyond traditional paid media, tapping into highly engaged communities.



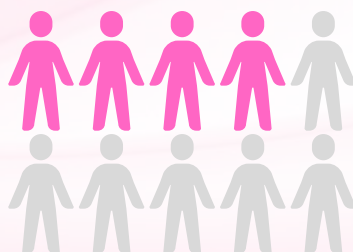
Efficient Performance Insights

Measure and optimize campaigns directly in Ads Manager, refining targeting and creative for ongoing improvements.

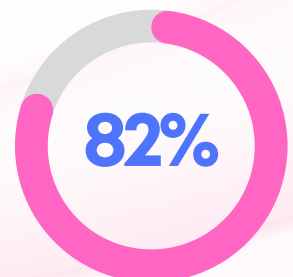
In Numbers



Higher CTR



4 in 10 consumers regularly find new products via influencer content, driving incremental conversions and sales.



influencer marketing leads are better quality than other campaign types



Instagram Partnership Ads

Setting Up Guide

How it Works

When a creator grants permission, their content can be promoted directly by the advertiser's account.

Both the advertiser and partner handles appear in the ad header, leveraging combined signals for better ranking and performance.

Account Requirements

- To serve ads on Instagram only: Must have a professional Instagram account.
- To serve ads on both Instagram and Facebook: Must also have a Facebook Page or a Facebook account in professional mode.



Placements

Placement options depend on your conversion location. Available placements include:

Instagram

- Feed
- Explore Feed
- Stories*
- Reels

Facebook

- News Feed
- Stories
- Reels
- Marketplace

***Note:** Instagram Stories placement is unsupported for partnership ads created with Advantage+ catalog ads.



Instagram Partnership Ads

Creating a partnership ad with an ad code

- 1 Open Ads Manager and click + Create
- 2 Choose an objective: Awareness, Traffic, Engagement, Leads, App Promotion, or Sales
- 3 Set a conversion location based on your objective
- 4 Complete Budget & Schedule, Audience, and Placements sections > Next
- 5 In the Audience section, you can select the creator's engaged audience
- 6 At the ad level, toggle on Partnership ad
- 7 Click Enter partnership ad code > Paste your code > click Done
- 8 Finalize your ad by selecting a CTA and destination
- 9 Click Publish





Creating a partnership ad

Without an ad code

1 Follow steps 1–6 (page 3)

2 Under Identity, choose the second account to display in the ad header. Your account will automatically appear as the first identity.

3 You can reorder the identities or filter content by identity once selected.

4 Choose Your Content:

Use Existing Post

- Ad setup section > Use existing post
- Ad creative section > Select post to boost
- If you can't find the post you need, try adjusting the second identity or using the Select identity filter
- Note: For Instagram Stories, only active stories can be selected; archived or highlighted stories are not eligible

Create New Ad

- Ad setup section > Create ad
- Under Format, choose (e.g., single image, video, carousel)
- Click Add media to upload your image or video
- Crop and optimize as needed > Done

5 Submit



Instagram Partnership Ads

Supported Objectives & Conversion Locations

| Objective Category | Sample Objectives | Supported Conversion Locations | Supported? |
|--------------------|--|---|---|
| Awareness | Brand Awareness, Reach, Video Views | a. On your Ad b. Messaging apps (Messenger, Instagram, WhatsApp for IG placements) | a. Yes b. Yes |
| Traffic | Link Clicks, Landing Page Views | a. Website b. App c. Messaging apps d. Calls | a. Yes b. Yes c. Yes d. No |
| Engagement | Video Views, Messages, Post Engagement | a. On your Ad - Video Views b. On your Ad - Post Engagement c. On your Ad - Event Response d. Messaging apps e. Website f. App g. FB Page h. Calls | a. Yes b. Yes c. Yes d. Yes e. Yes f. Yes g. Yes h. No |
| Leads | Instant Forms, Messages, Calls, Sign Ups | a. Website b. Instant Forms c. Messenger d. Instant Forms + Messenger e. Instagram f. Calls g. App | a. Yes b. Yes c. No d. No e. No f. No g. Yes |
| App Promotion | App Installs, App Events | a. App automatically selected | a. Yes |
| Sales | Conversions, Catalog Sales, Messages | a. Website b. Website + Shop c. Messaging apps d. App e. Website + App f. Calls | a. Yes b. Yes c. Yes d. Yes e. Yes f. No |

***Note:** Some objectives automatically select the conversion location





Instagram Partnership Ads

Advantage+ Shopping Campaigns

For Sales objectives, you can run Advantage+ shopping campaigns, leveraging Meta's machine learning to reach valuable audiences efficiently.

The following conversions and campaign types are supported:

| Conversion Location | Campaign Types | Supported? |
|---------------------|---|------------------|
| Website | a. Advantage+ Shopping b. Manual Sales | a. Yes b. Yes |
| Website + Shop | a. Advantage+ Shopping b. Manual Sales | a. Yes b. Yes |
| App | a. Advantage+ Shopping b. Manual Sales | a. Yes b. Yes |
| Website + App | a. Advantage+ Shopping b. Manual Sales | a. Yes b. Yes |

Advantage+ Catalog Ads

Advantage+ catalog ads (previously dynamic ads) recommend products based on user interests and actions.

For partnership ads, you can use the Collection ad format with Advantage+ catalog ads. Carousel and single image formats are currently unsupported.



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We cut unnecessary spend and make each dollar work harder

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