

Vans & Social.Lab take flight with carousel beta in Instagram Stories



Founded in 1966 in California, Vans is a world-famous manufacturer of **skate shoes** and other apparel.



Social.Lab is a leading agency in social media marketing, serving international clients in ten major markets including the US, UK, France and Belgium. Social.Lab is always striving to improve their clients' performances and with MakeMeReach's innovative features and access to Facebook betas, they can offer their clients optimized results.

INSTAGRAM STORIES CAROUSEL ADS BETA (by MakeMeReach)

Social.Lab recently started testing a **new beta made available to them by MakeMeReach**: carousel ads in Instagram Stories. **This new ad format allows advertisers to have up to three pieces of media per Instagram story**, where only one was previously available.



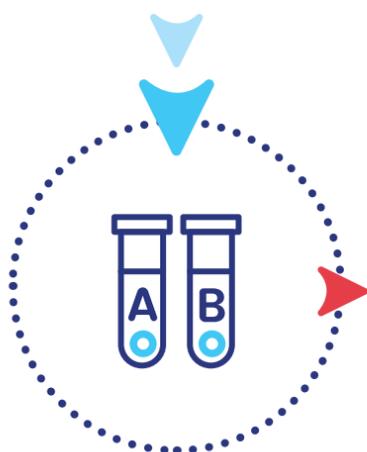
Social.Lab proposed a test of this new ad format to their client Vans, who was more than happy to take them up on the offer!



Vans chose to incorporate the test into their 'Girls Skate India' campaign. The branding campaign creates an **emotional narrative** that shows female skateboarders inspiring and empowering the next generation through skating - an activity not often associated with girls. The creatives for the test of the carousel beta included **a video first and then a static image second**. All ads carried the CTA 'Learn More', where users who swiped-up would be redirected to a special campaign landing page on the Vans website.

IMPRESSIVE RESULTS

Social.Lab and Vans were keen to run an **A/B test** to see whether this beta ad product delivered better results than a regular ad in Instagram Stories. And **they were amazed by the results - a swipe-up-rate close to double for the new carousel format and a 42% cheaper cost-per-swipe-up**.



SWIPE-UP-RATE

x2

COMPARED TO REGULAR ADS IN INSTAGRAM STORIES

COST-PER-SWIPE-UP

42%

CHEAPER

Vianney Poncelet, Social Media Strategist, Social.Lab Brussels

"Both ourselves and our client Vans, have been very impressed by the results of the test we did with carousel ads in Instagram Stories. We appreciate that our relationship with MakeMeReach means we get the opportunity to test innovative beta solutions like this."

