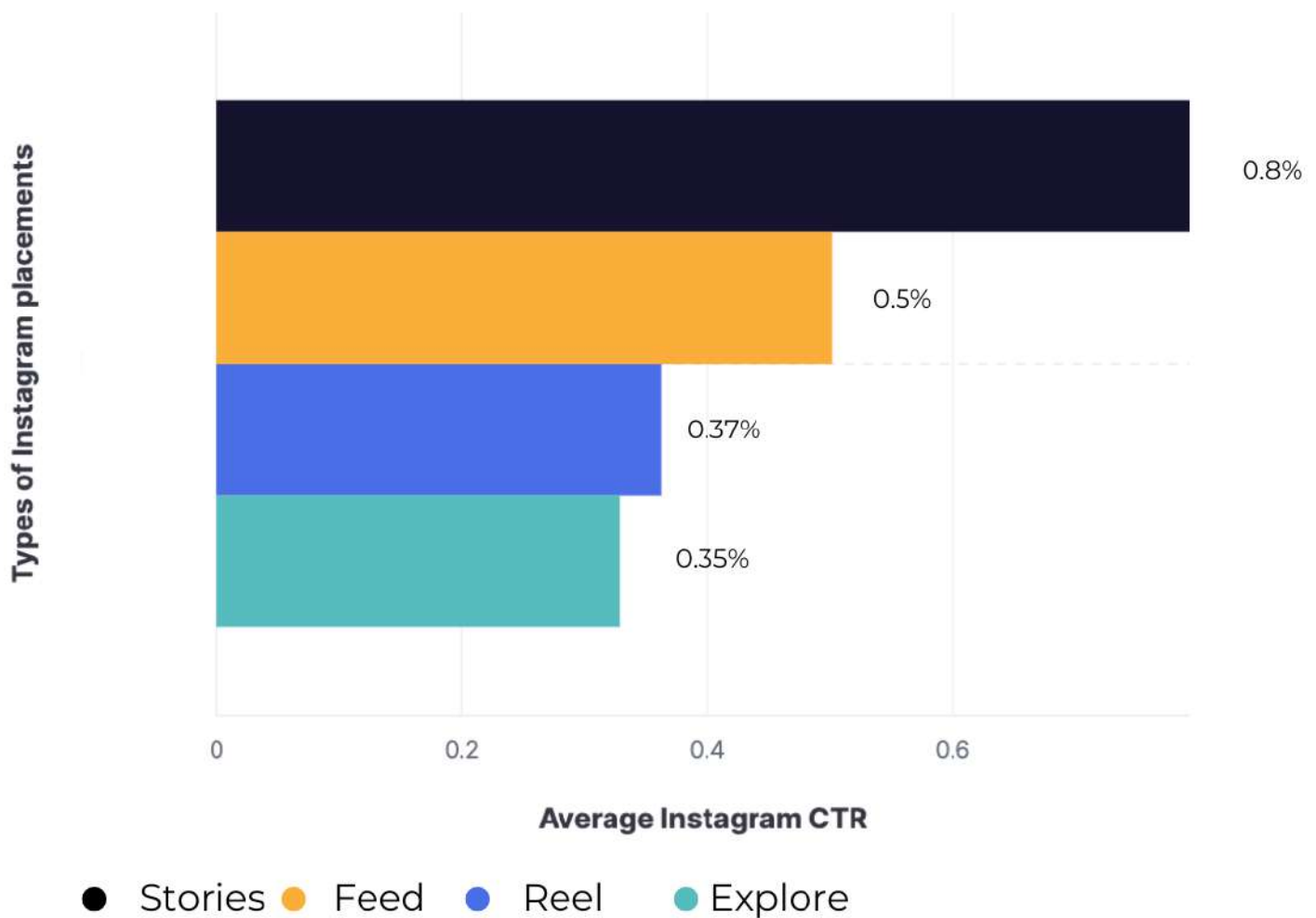


Instagram - Average CTR (%) by ad placement



Source: Socialinsider data
Data range: January 2022 - December 2022