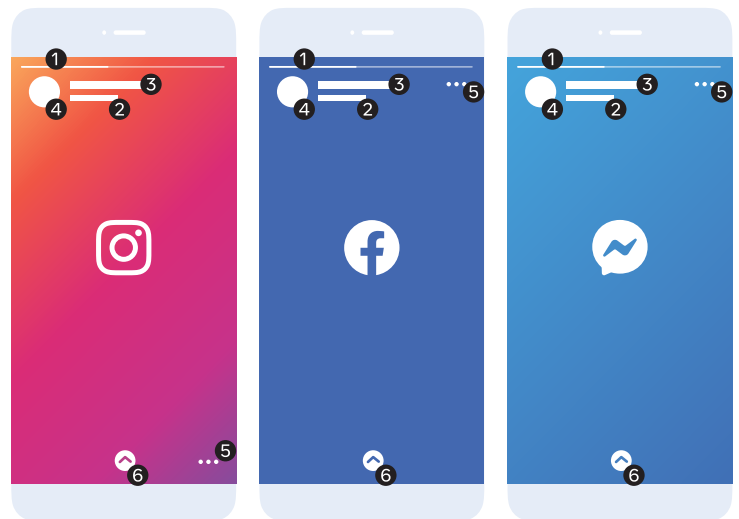


Stories Specs and Features

Stories ads on Instagram, Facebook, and Messenger let you reach your audience in a fullscreen, immersive environment and drive business results. To help you get the most out of your creative work, here is a quick, comparative look at the ad details by platform.



Discover more resources on the [Agency Hub](#)

Spec/Feature	Instagram Stories Ads	Facebook Stories Ads	Messenger Stories Ads
1 Ad persistence in sessions The ad will be there if a user taps/swipes backwards. A new ad will be placed if the user starts a new session.	✓	✓	✓
2 Sponsored label Showcased in top left	✓	✓	✓
3 Advertiser handle Showcased in top left	✓	✓	✓
4 Clicking on advertiser profile Goes to advertiser's Instagram business account or Facebook page if no Instagram business account	✓	✓	✓
Clicking on advertiser profile Goes to advertisers' Facebook page		✓	✓
5 "More info" option Located on the bottom right	✓		
"More info" option Located on the top right		✓	✓
6 Link/deeplink capability Available via swipe up or click	✓	✓	✓