



# INSTAGRAM INNOVATION ROADMAP

Instagramにおけるイノベーションと今後の展望

BRINGING YOU CLOSER TO THE  
PEOPLE AND THINGS YOU LOVE

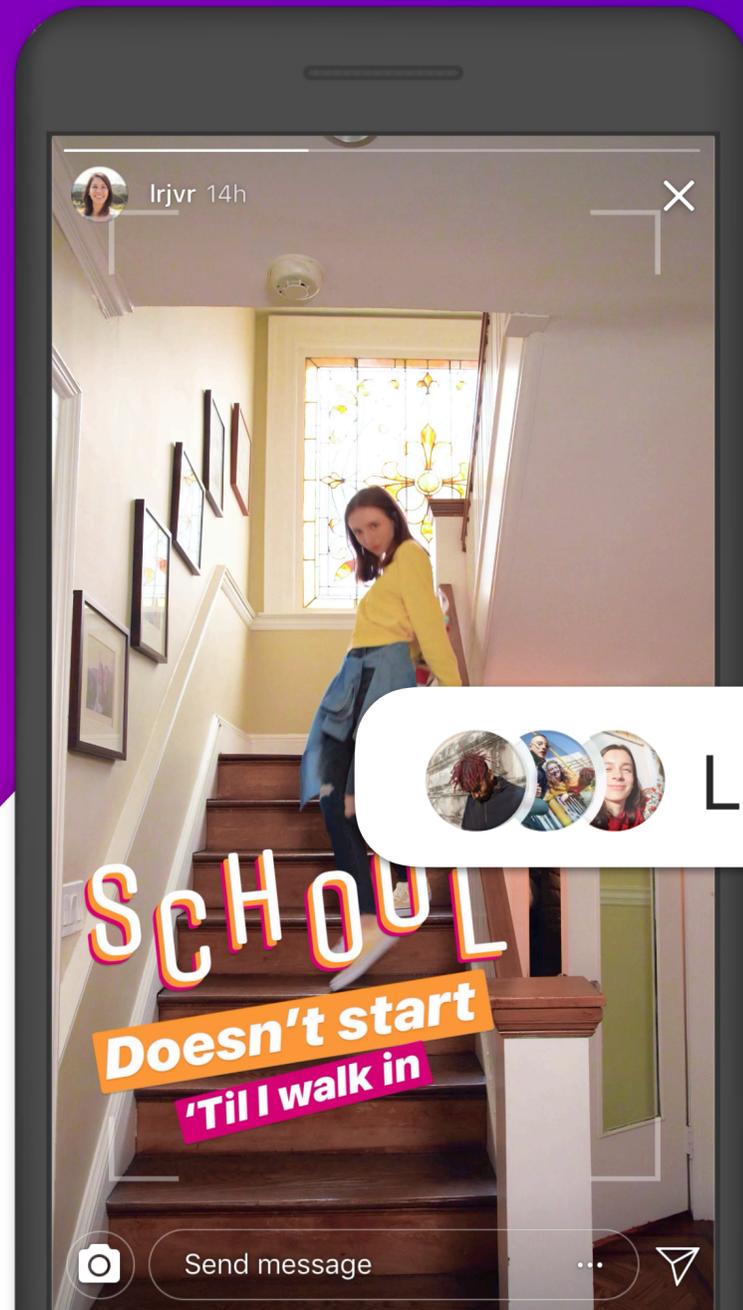
大切な人や大好きなことと、あなたを近づける



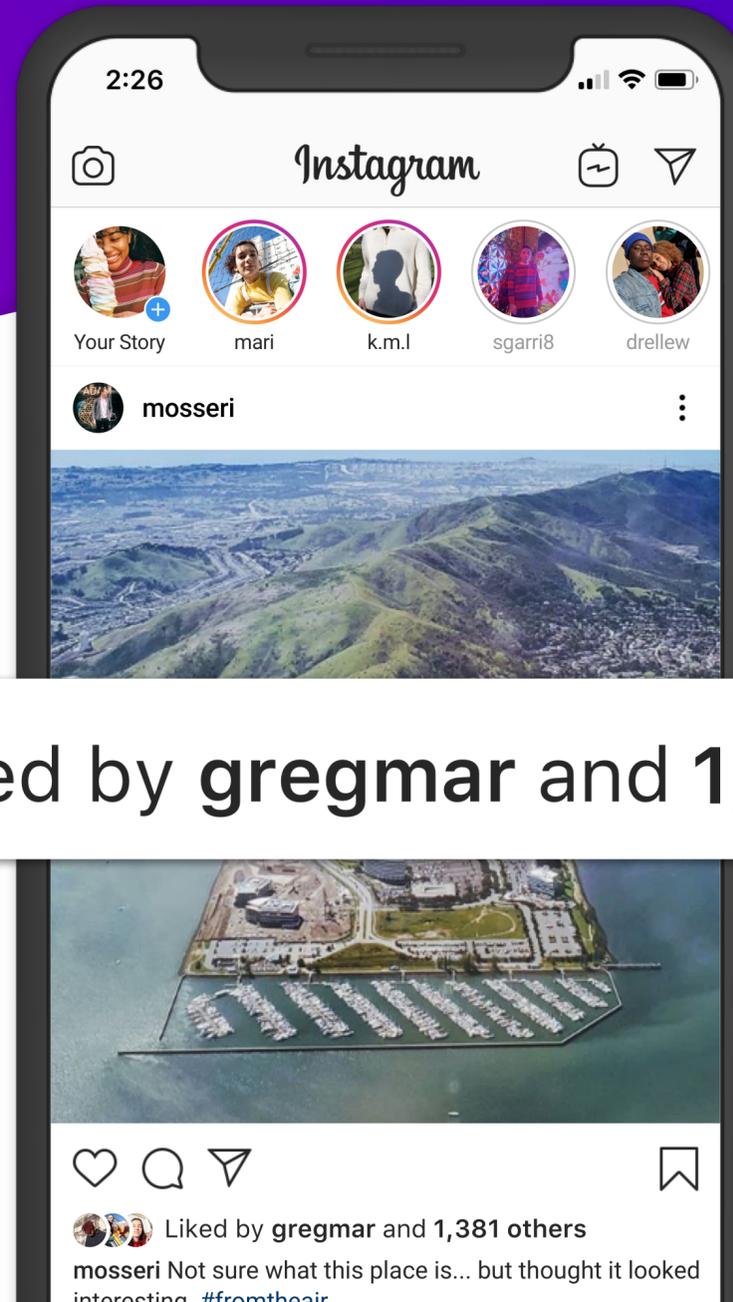
# "MY" INSTAGRAM

## "私の" Instagram

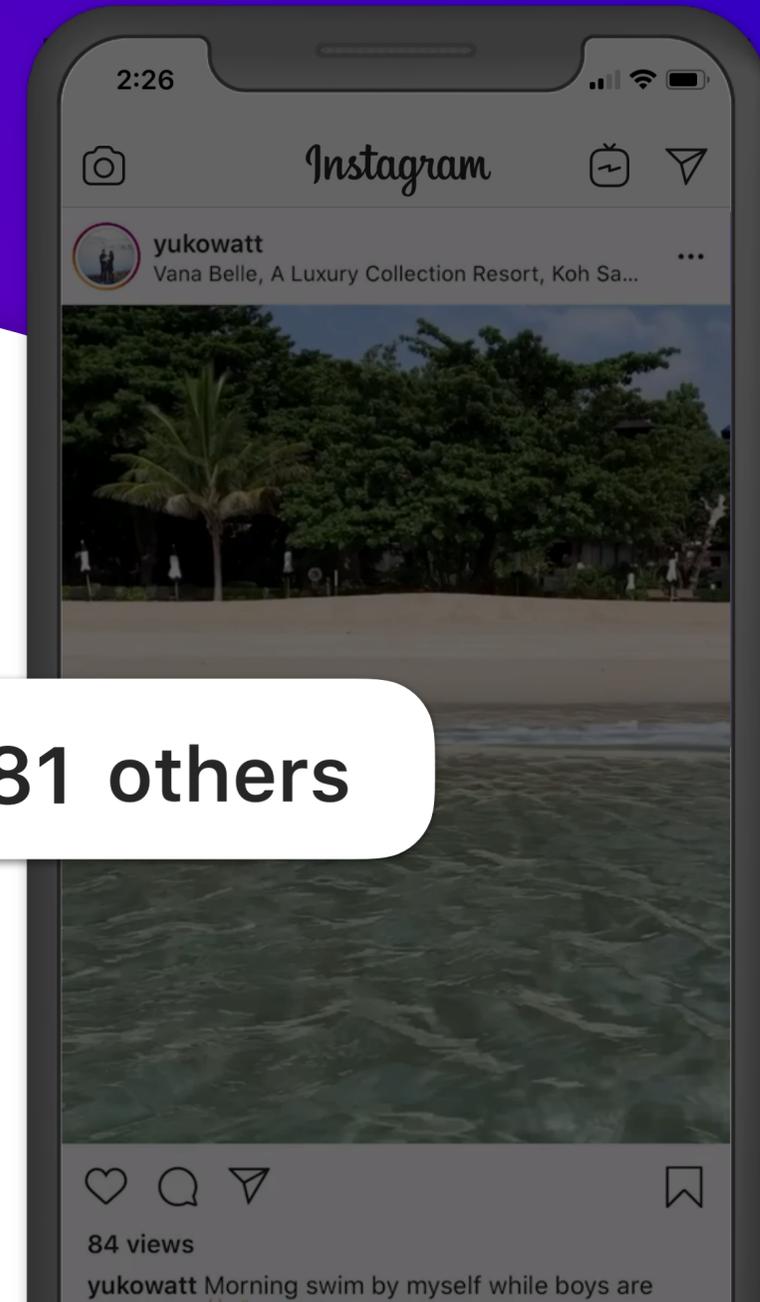
EXPRESSION  
自己表現を楽しむ



SUPPORT  
安全なプラットフォーム



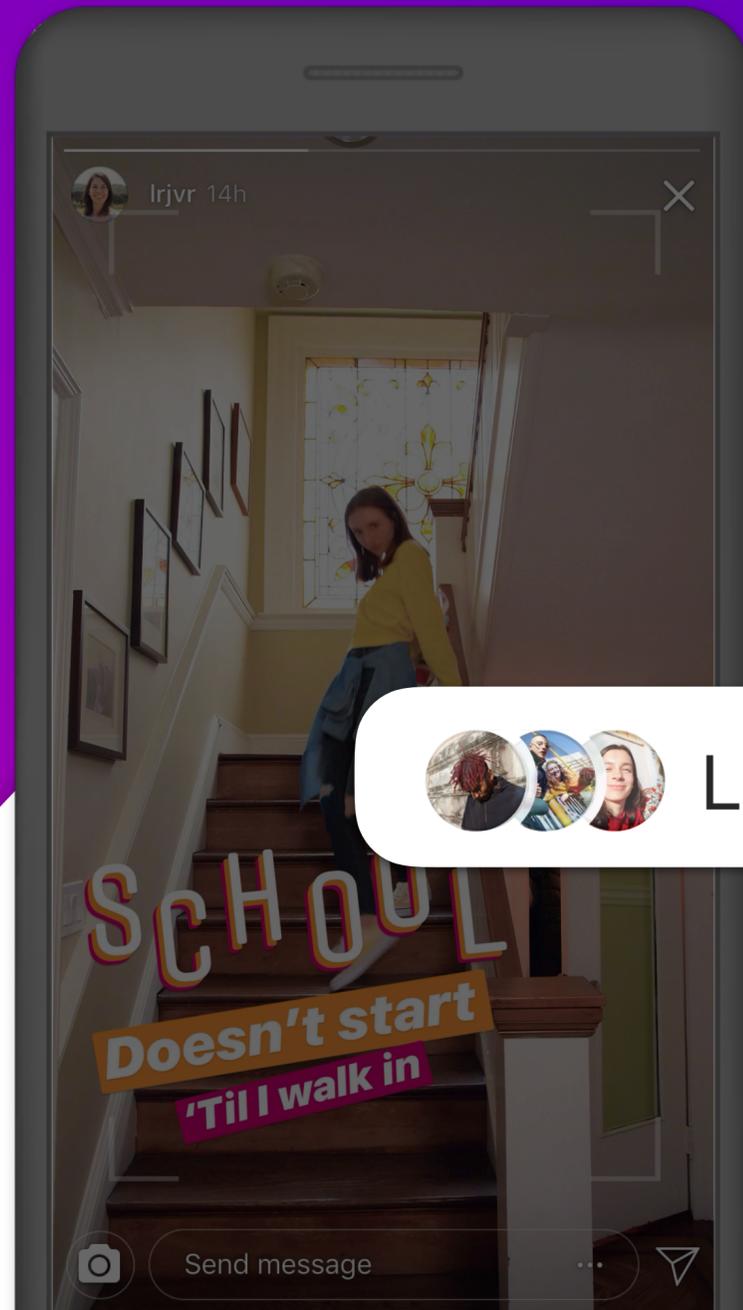
INTERESTS  
興味関心とつながる



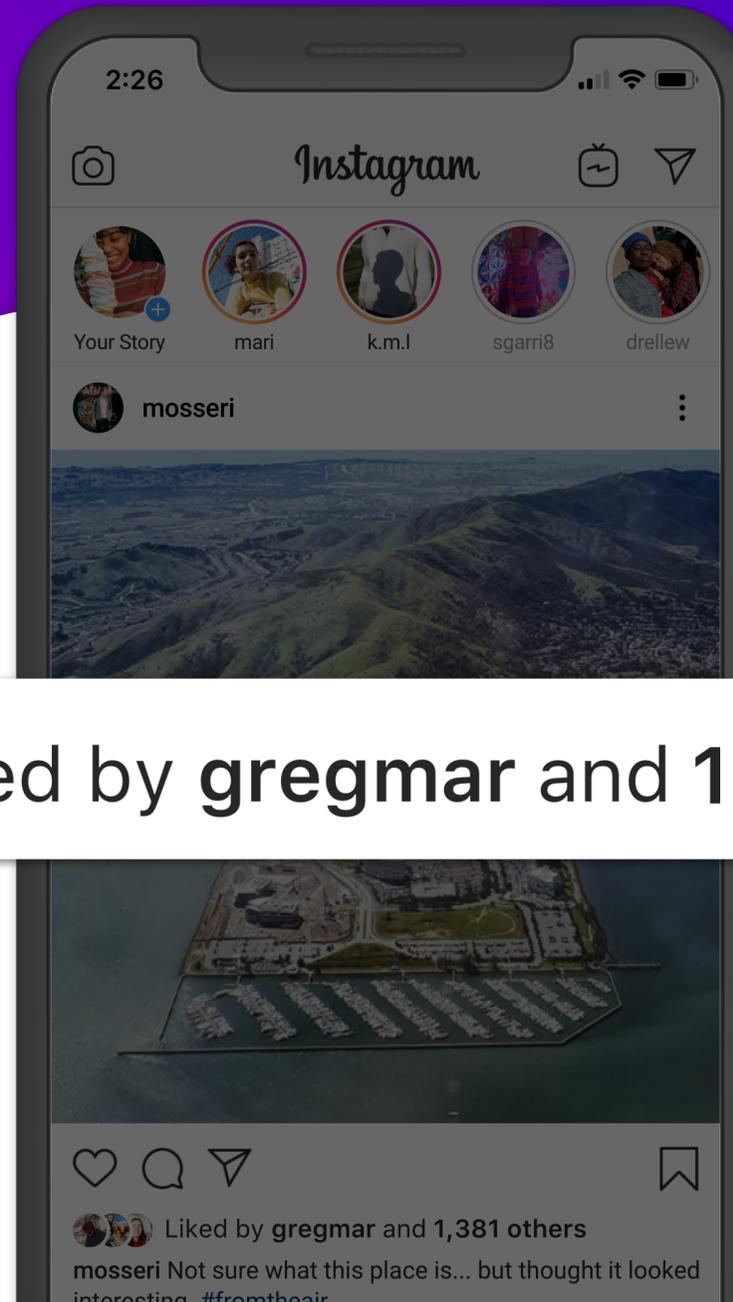
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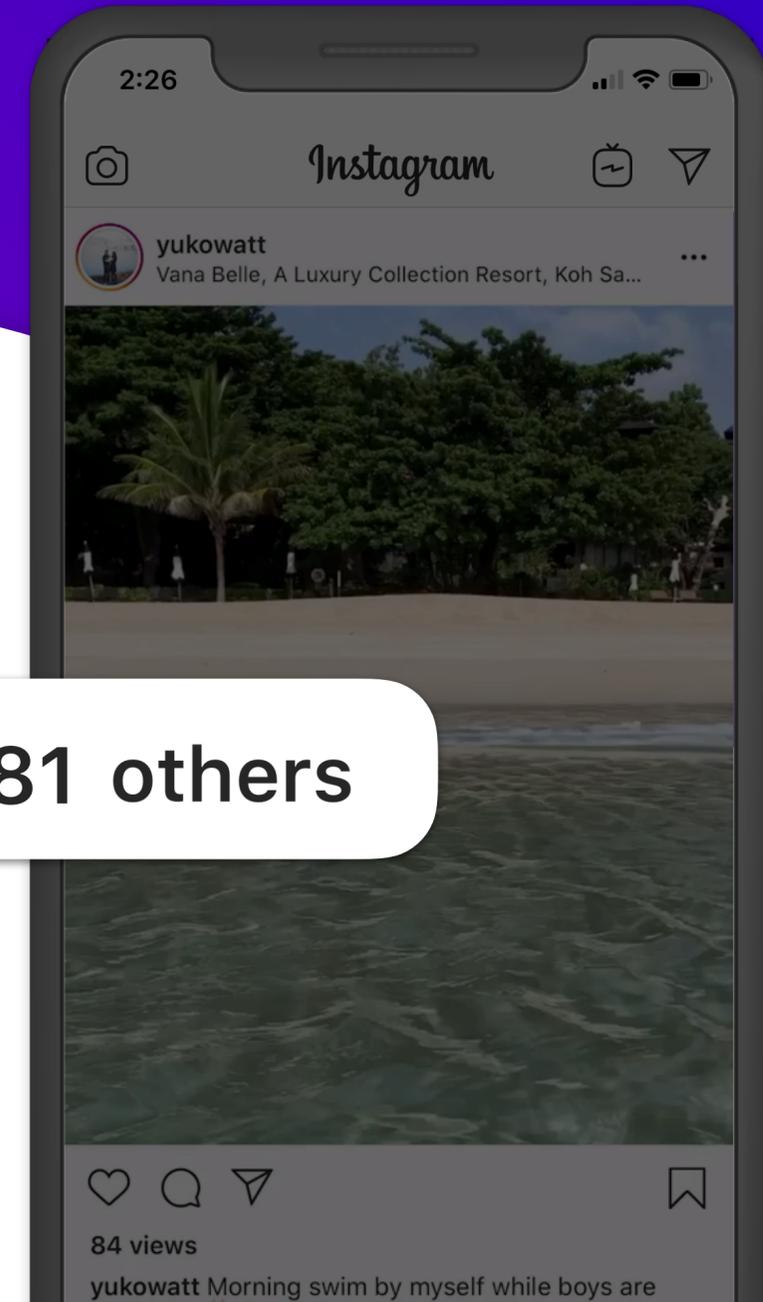
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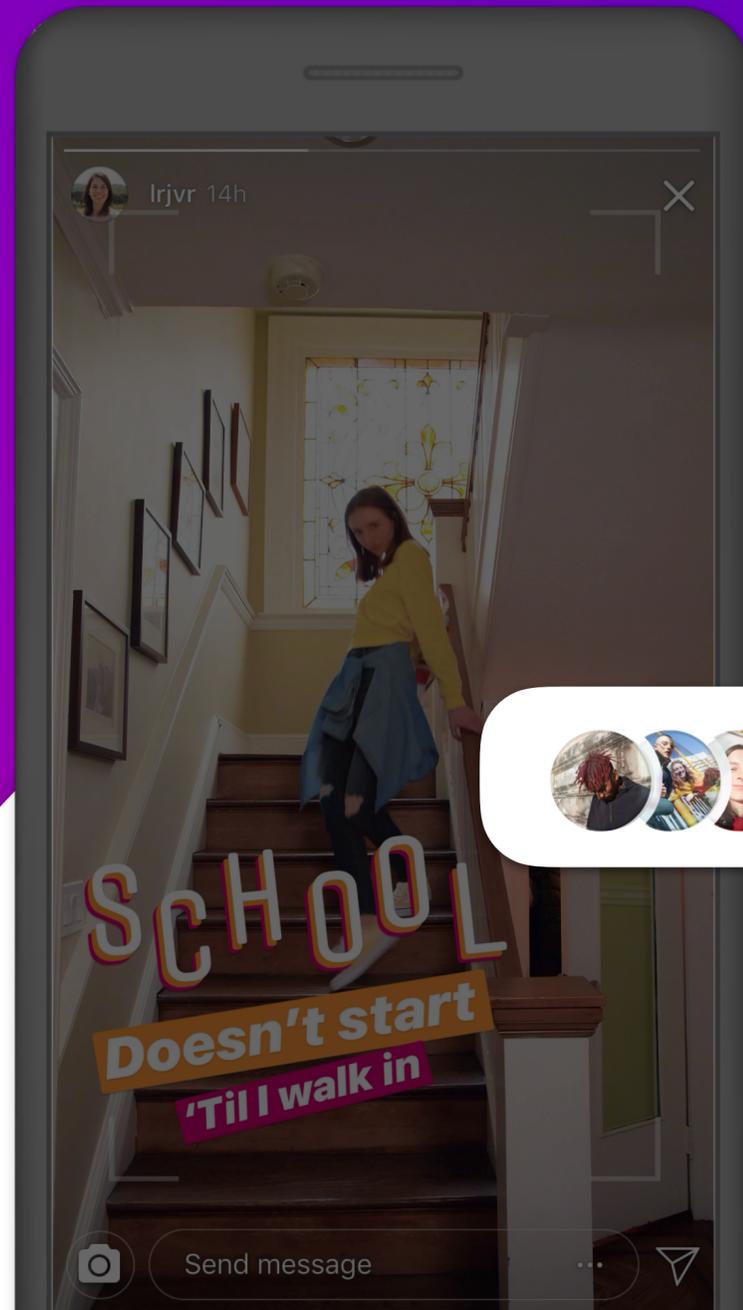
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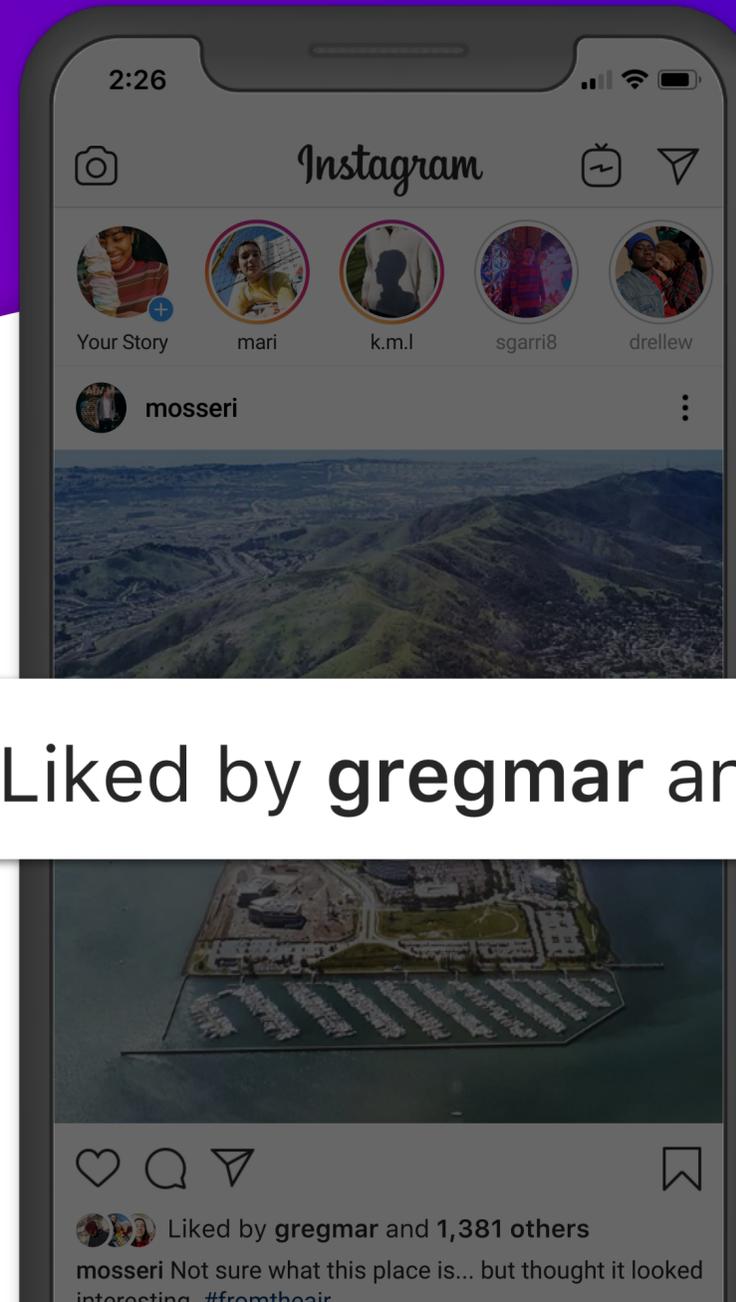
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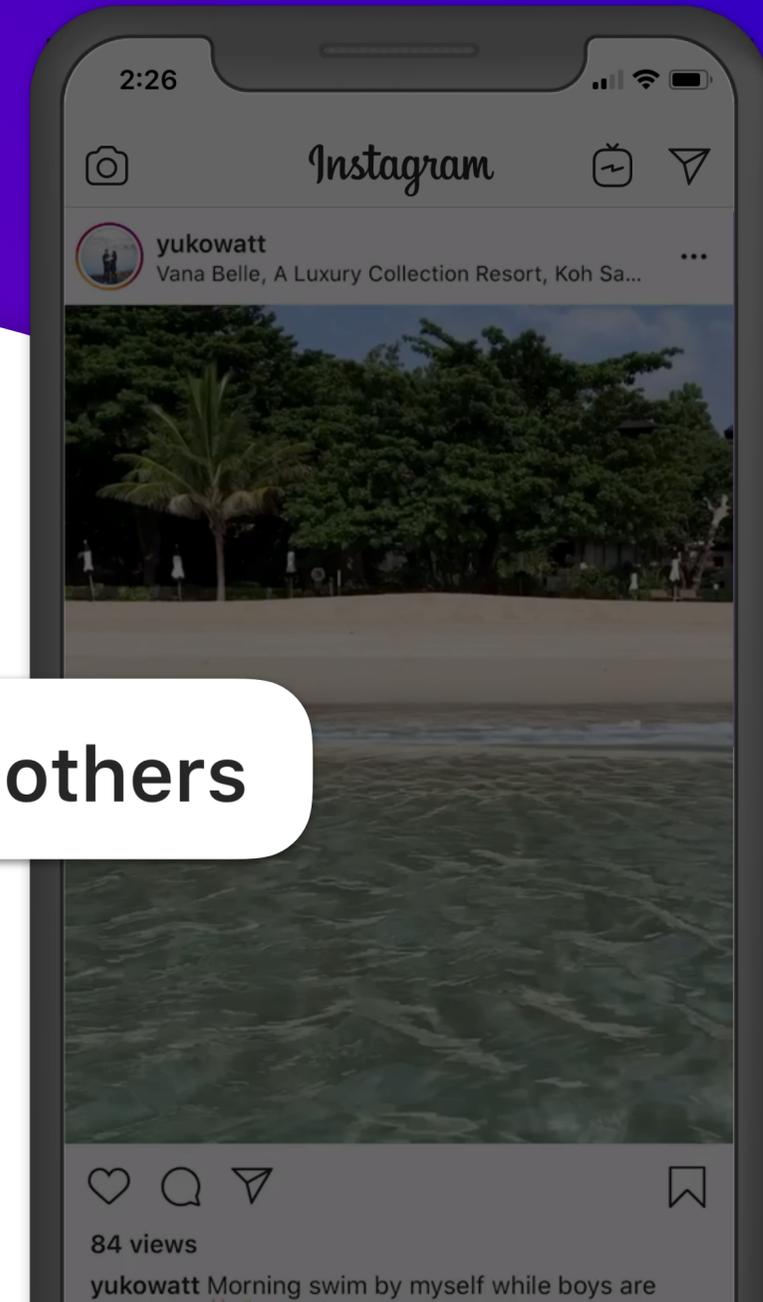
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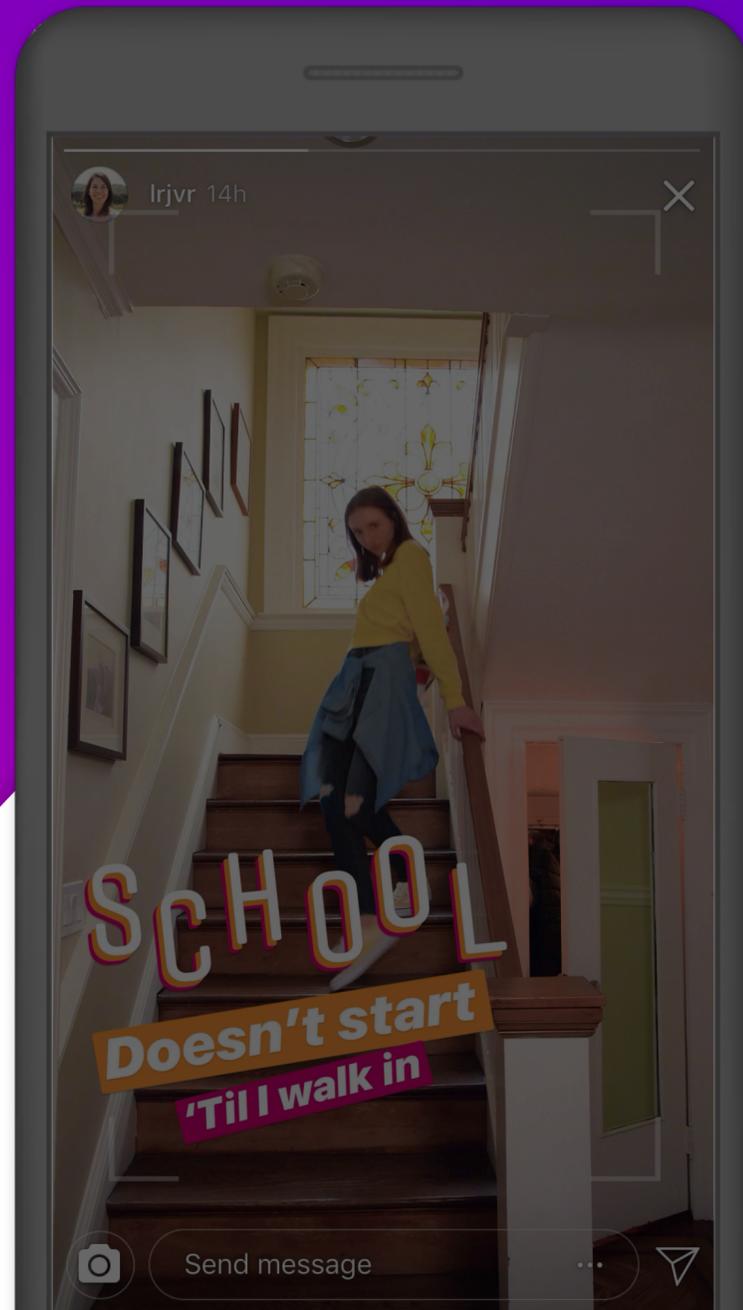
INTERESTS  
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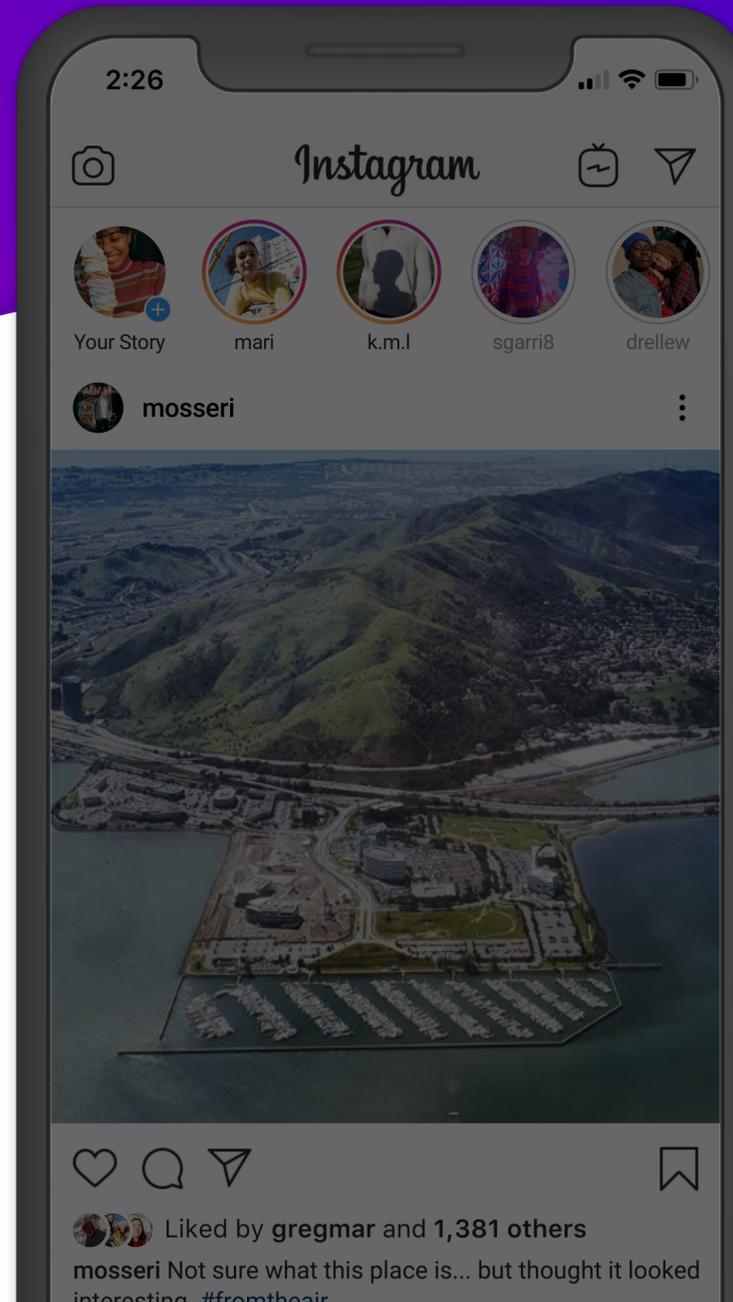
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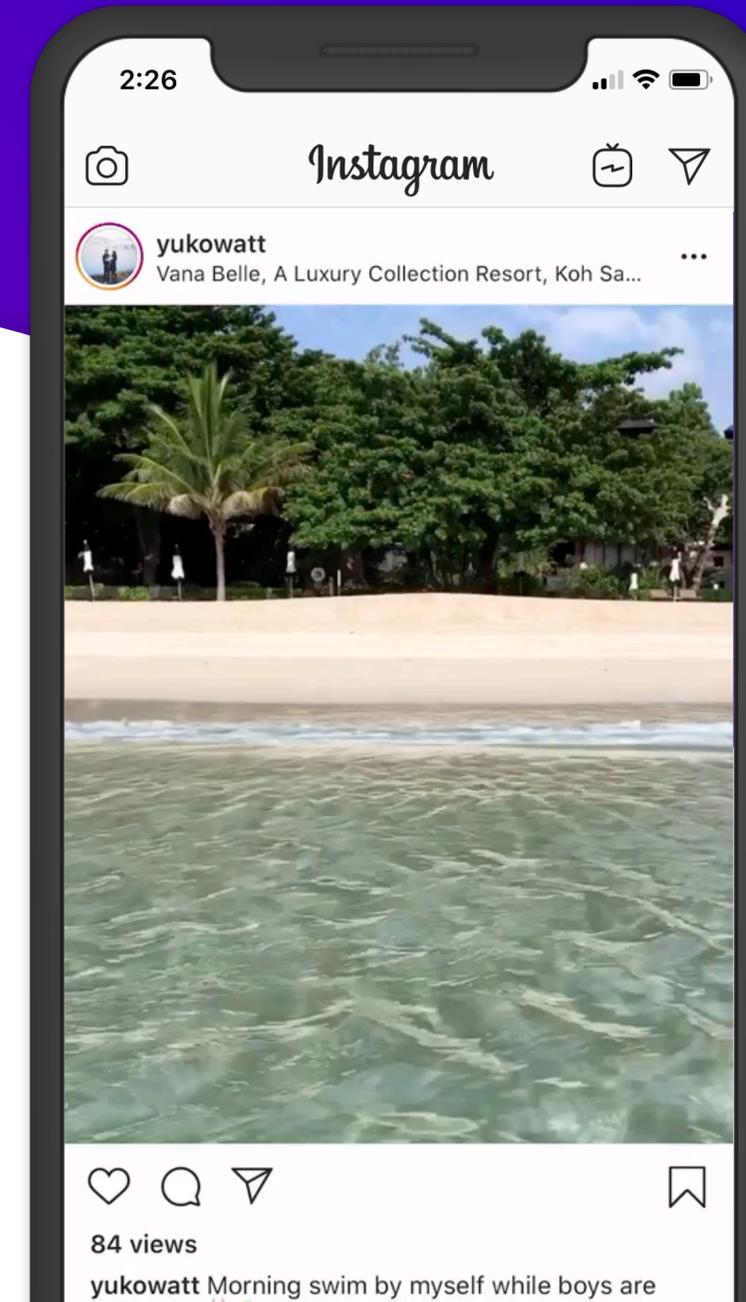
EXPRESSION  
自己表現を楽しむ



SUPPORT  
安全なプラットフォーム



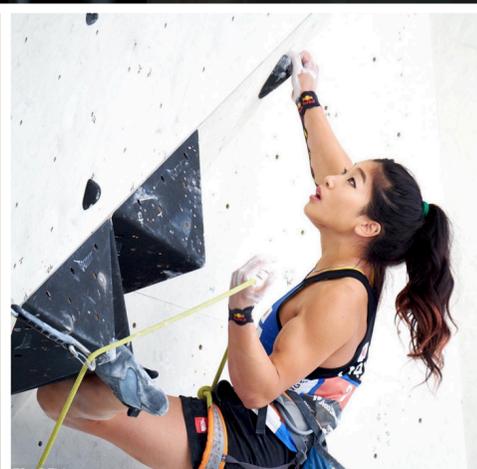
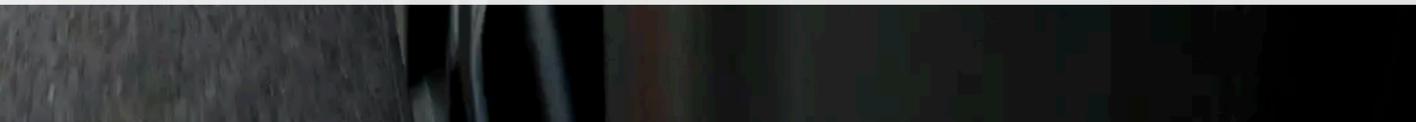
INTERESTS  
興味関心とつながる





# INTERESTS INSPIRES ACTION

興味関心が消費者の行動を喚起する



# 83%

TOOK ACTION IN THE MOMENT

投稿を見てすぐに行動を起こした  
日本の利用者の割合

Source: IPSOS Japan 2018



# PEOPLE COME TO INSTAGRAM TO DISCOVER THE NEW

利用者は新しい発見のためにInstagramを訪れている

83%

discover product/service  
on Instagram

Instagramで  
商品やサービスを見つける

61%

think Instagram keeps me  
up to date on trends

Instagramで  
最新トレンドを把握する

Source: IPSOS Japan 2018

50%

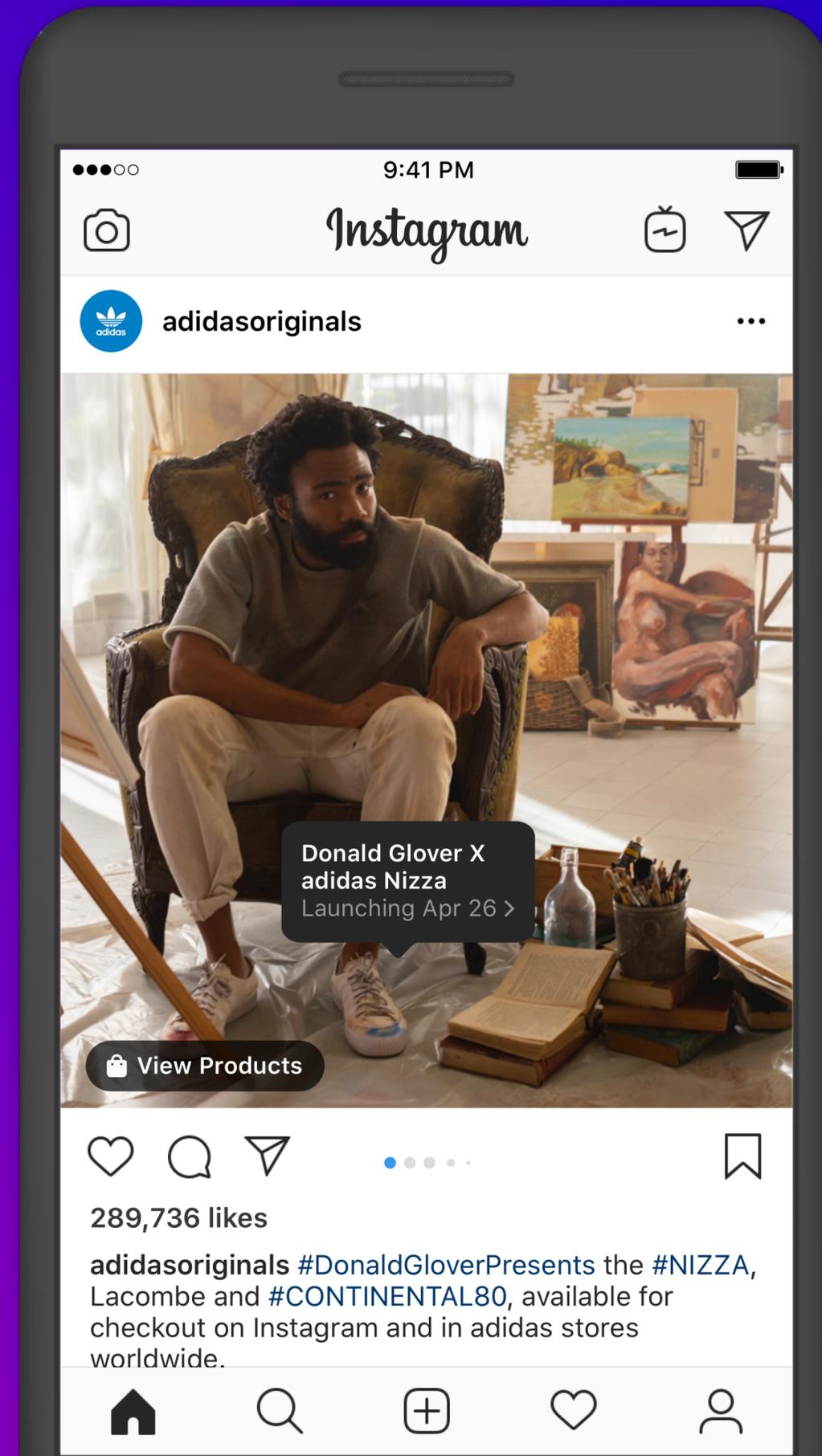
think Instagram is a  
source of inspiration

Instagramで  
インスピレーションを受ける



# INNOVATING FOR BUSINESSES

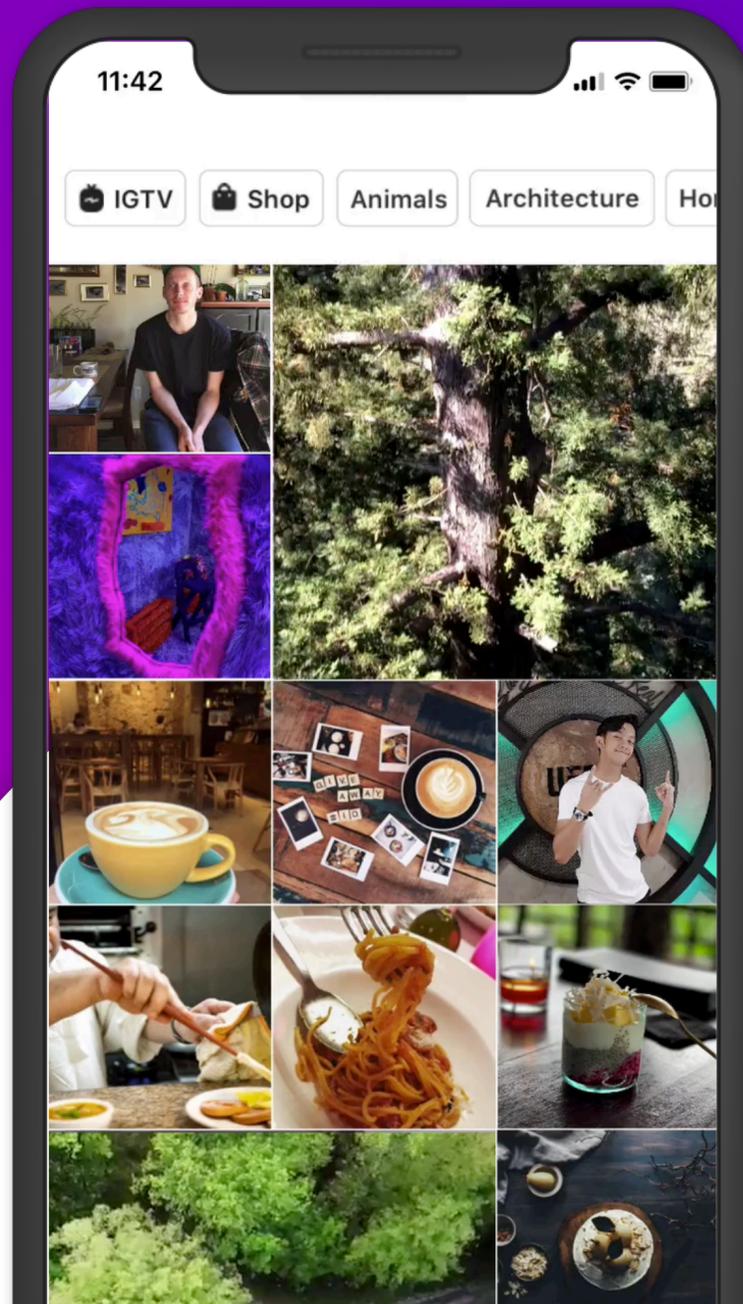
ビジネス成長に貢献するイノベーション



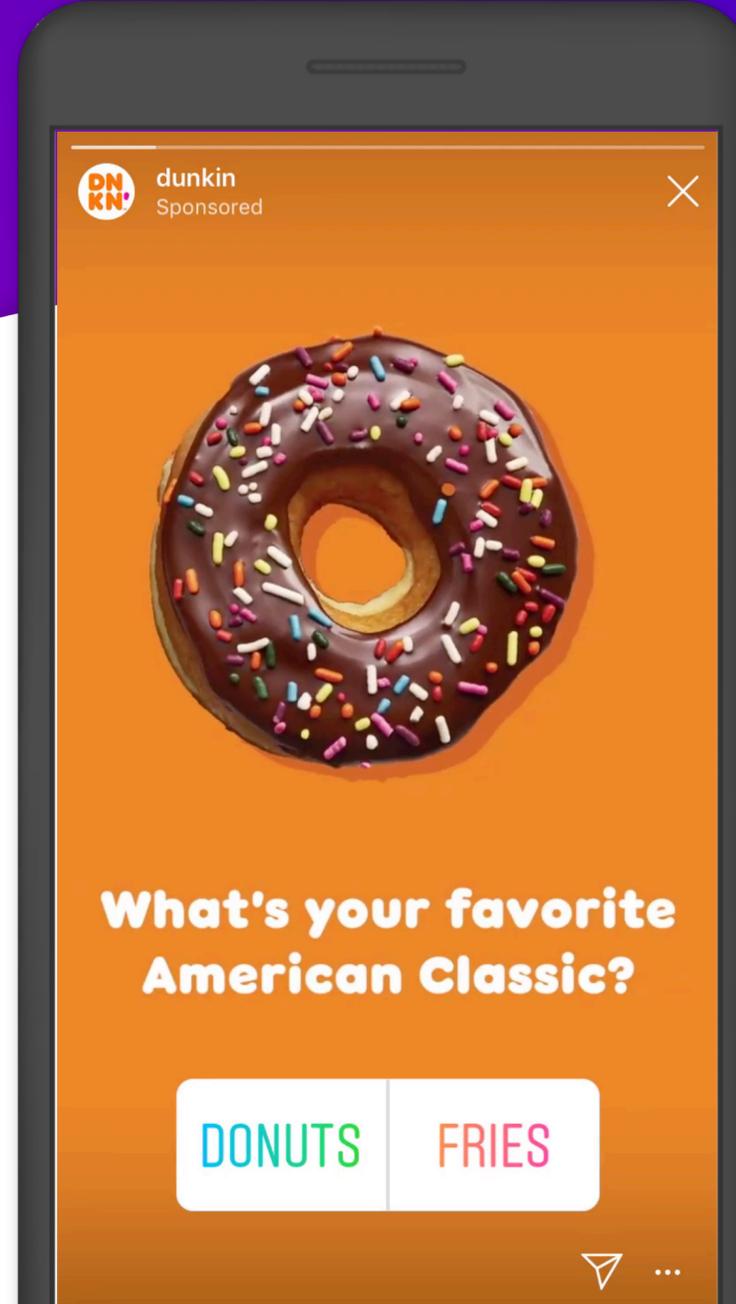
# AN ECOSYSTEM OF DIFFERENT EXPERIENCES

多様な体験を可能にするエコシステム

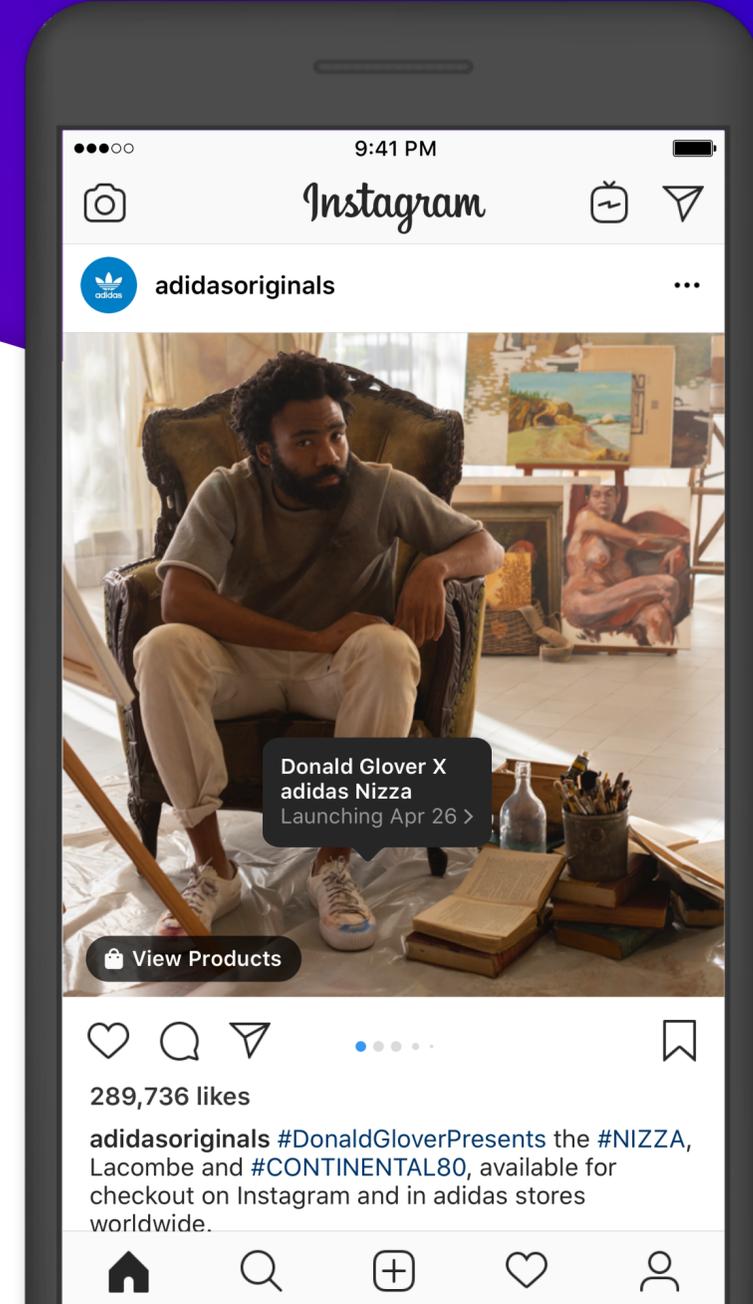
EXPLORE  
発見タブ



STORIES  
ストーリーズ



SHOPPING  
ショッピング



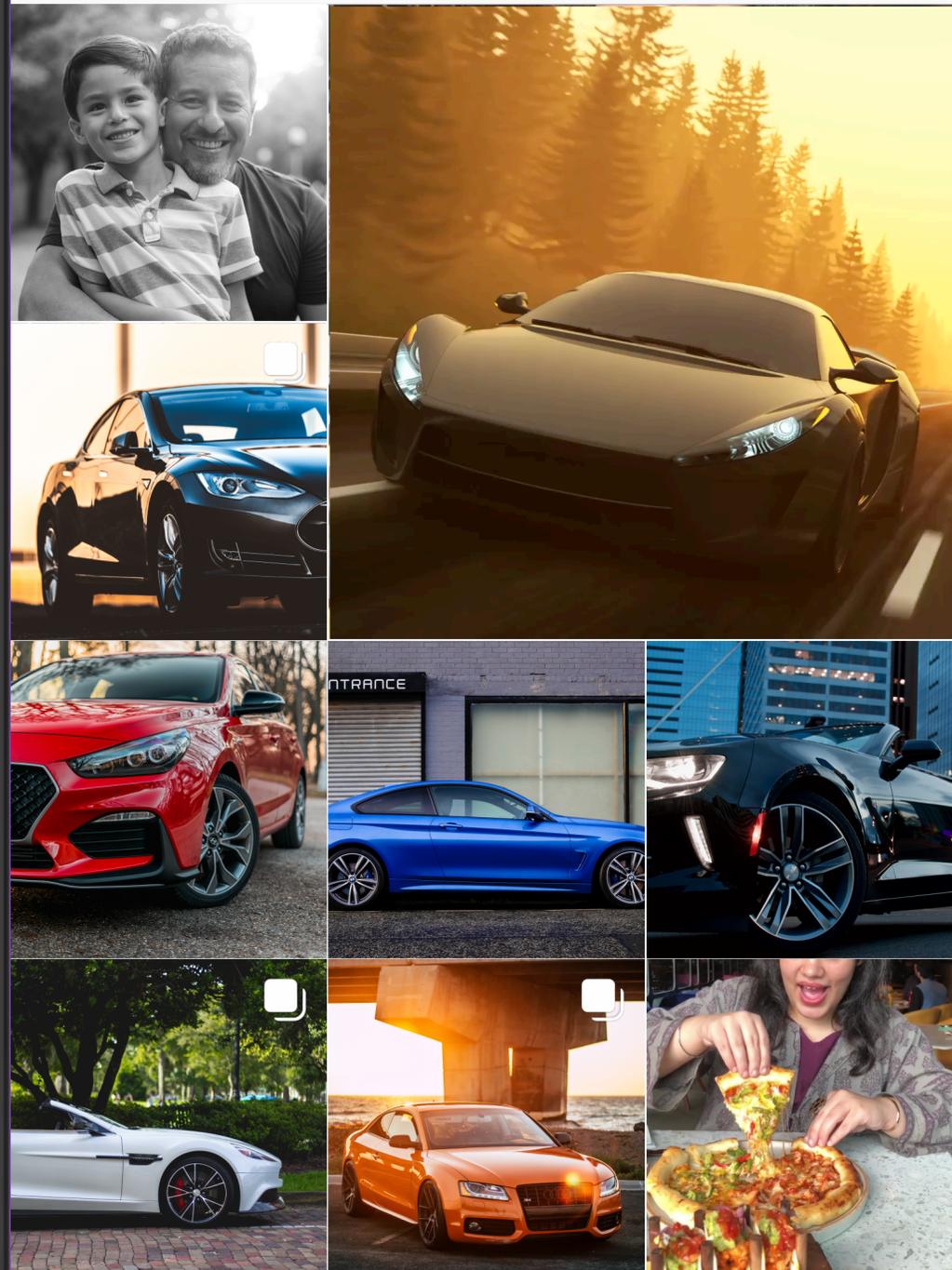
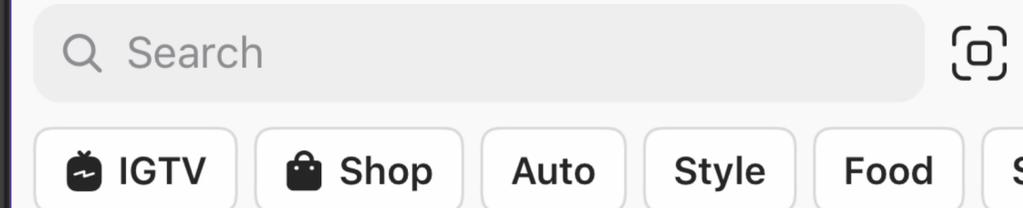
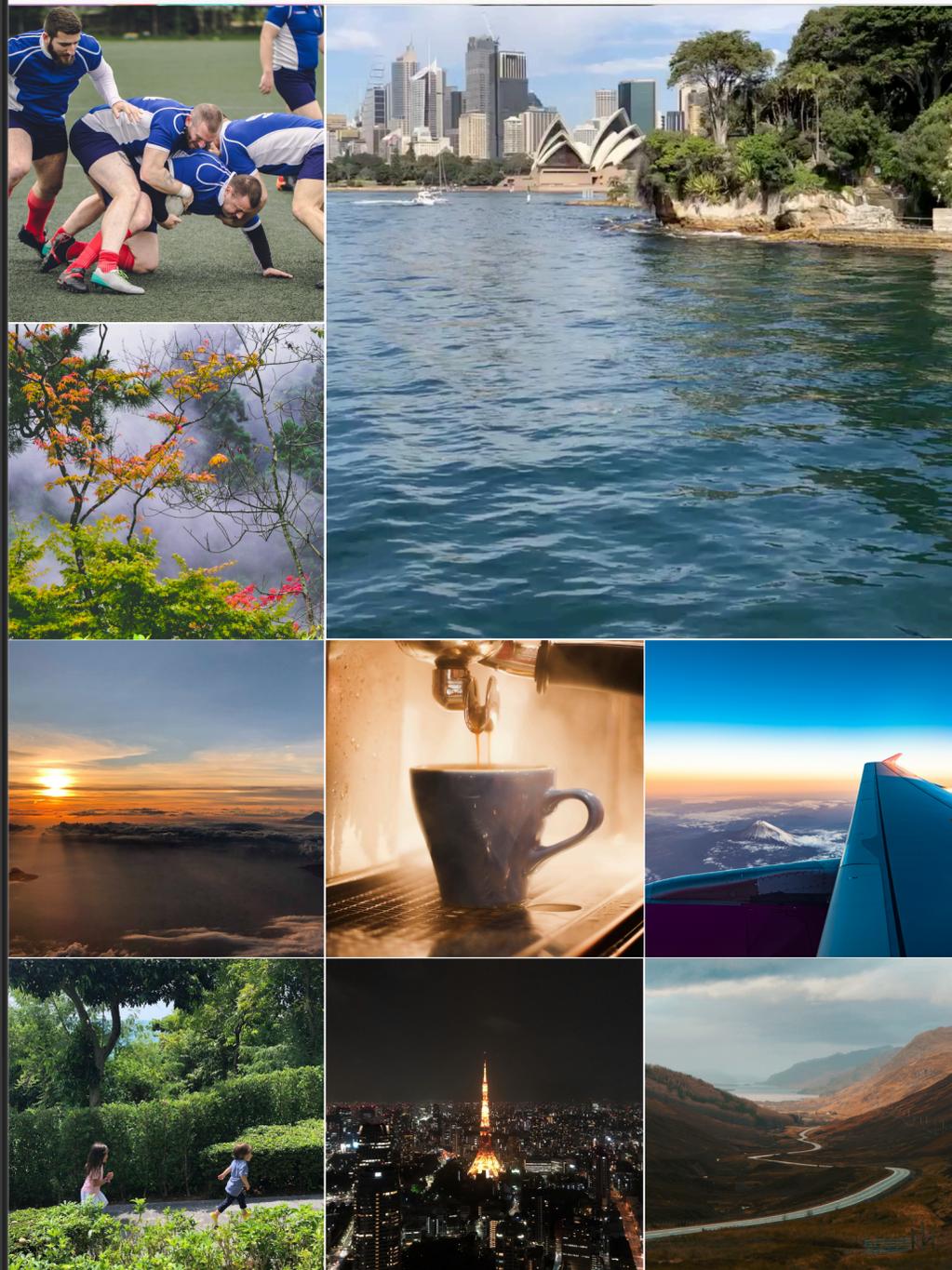


発見タブ

EXPLORE

Discovery is better  
when it is  
personalized

利用者の  
興味関心に合わせて  
パーソナライズ



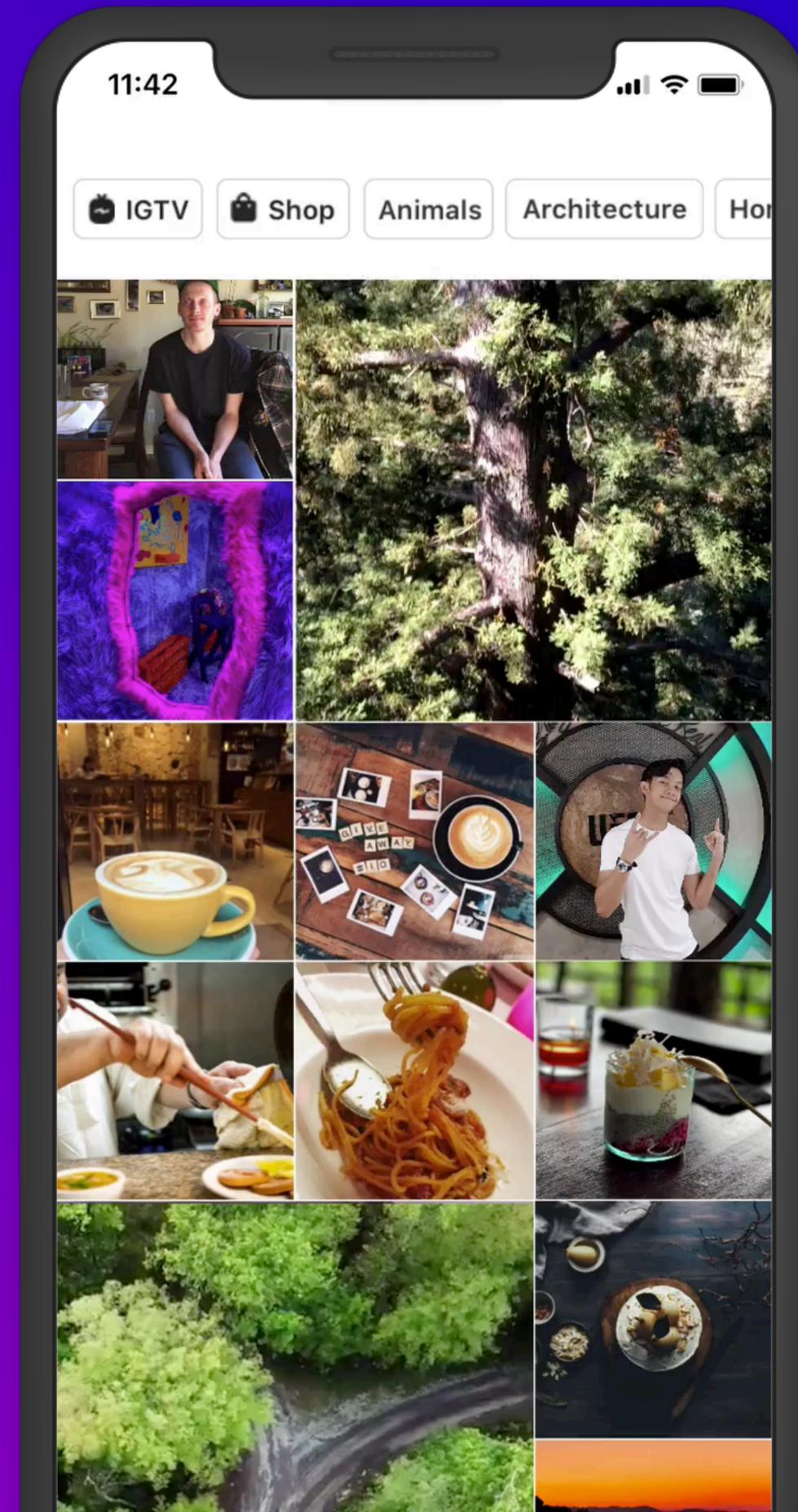


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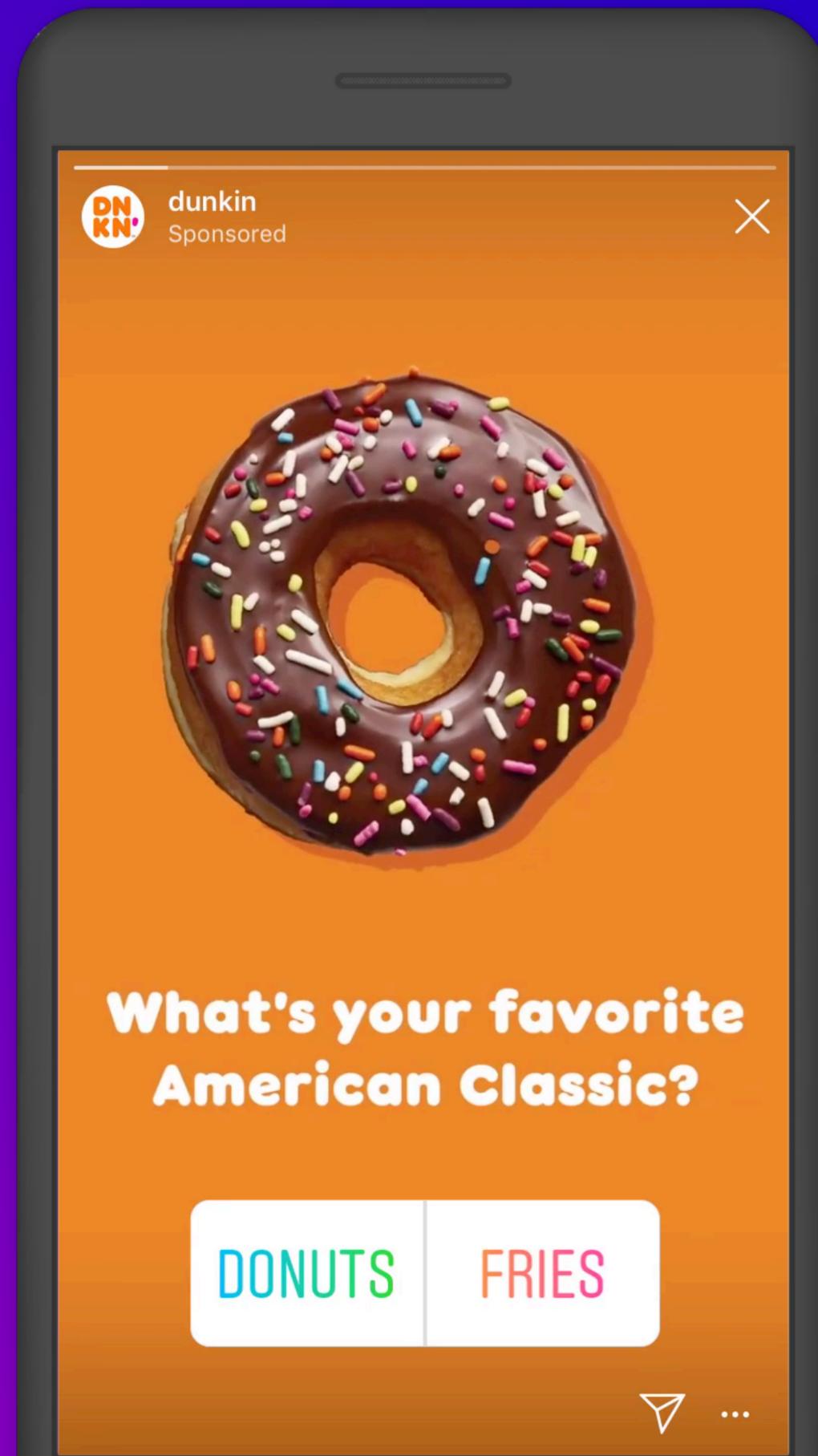
利用者の  
興味関心に合わせて  
パーソナライズ





# STORIES CAN DO IT

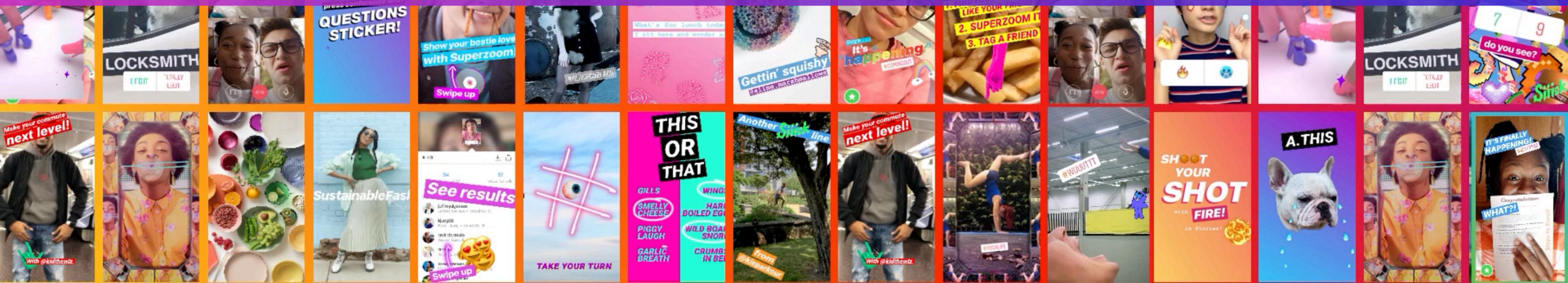
ストーリーズで可能性を広げる





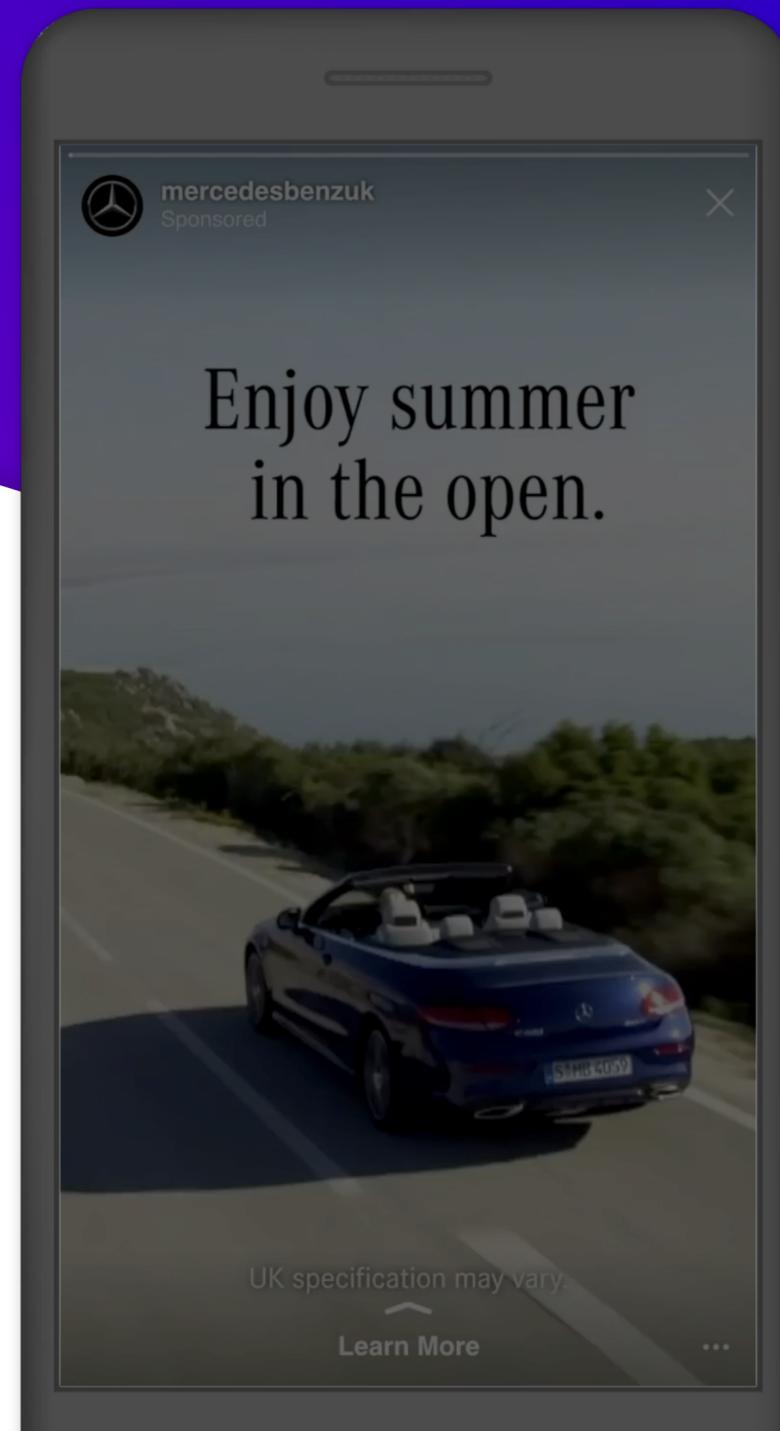
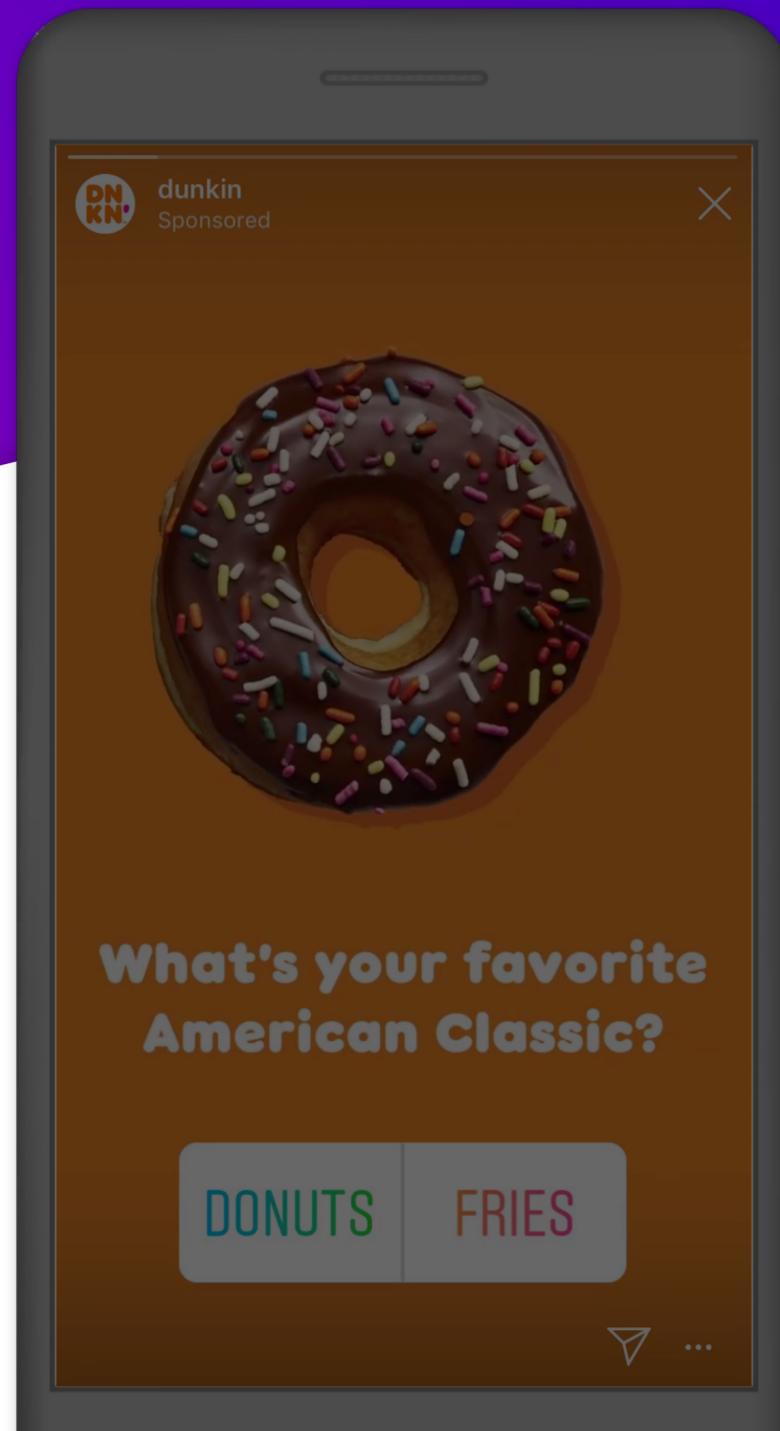
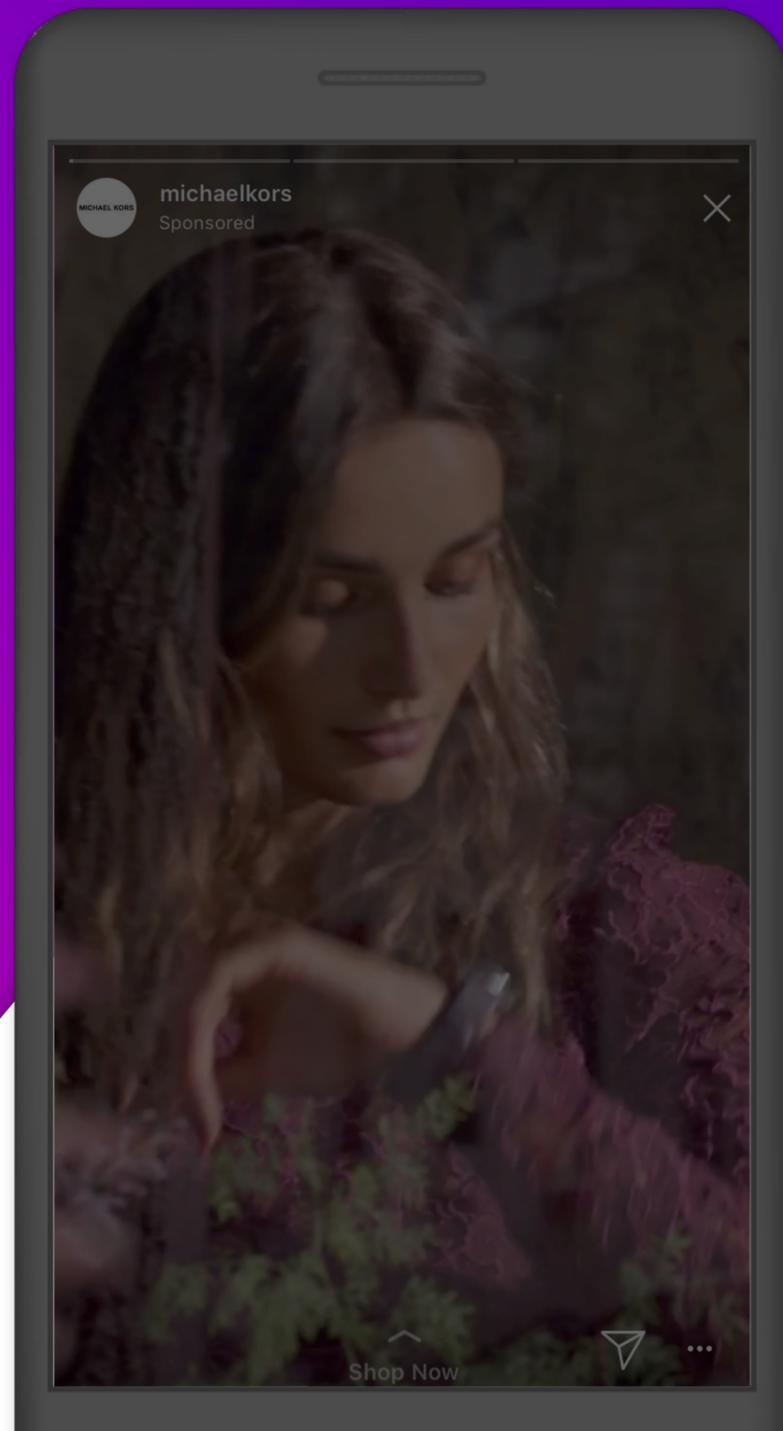
# 500M ACCOUNTS USE STORIES EVERY DAY WORLDWIDE

毎日5億のアカウントが利用するストーリーズ



# STORIES CAN DO IT

ストーリーズで可能性を拓ける





# INSTAGRAM IS BECOMING THE NEW WAY TO SHOP

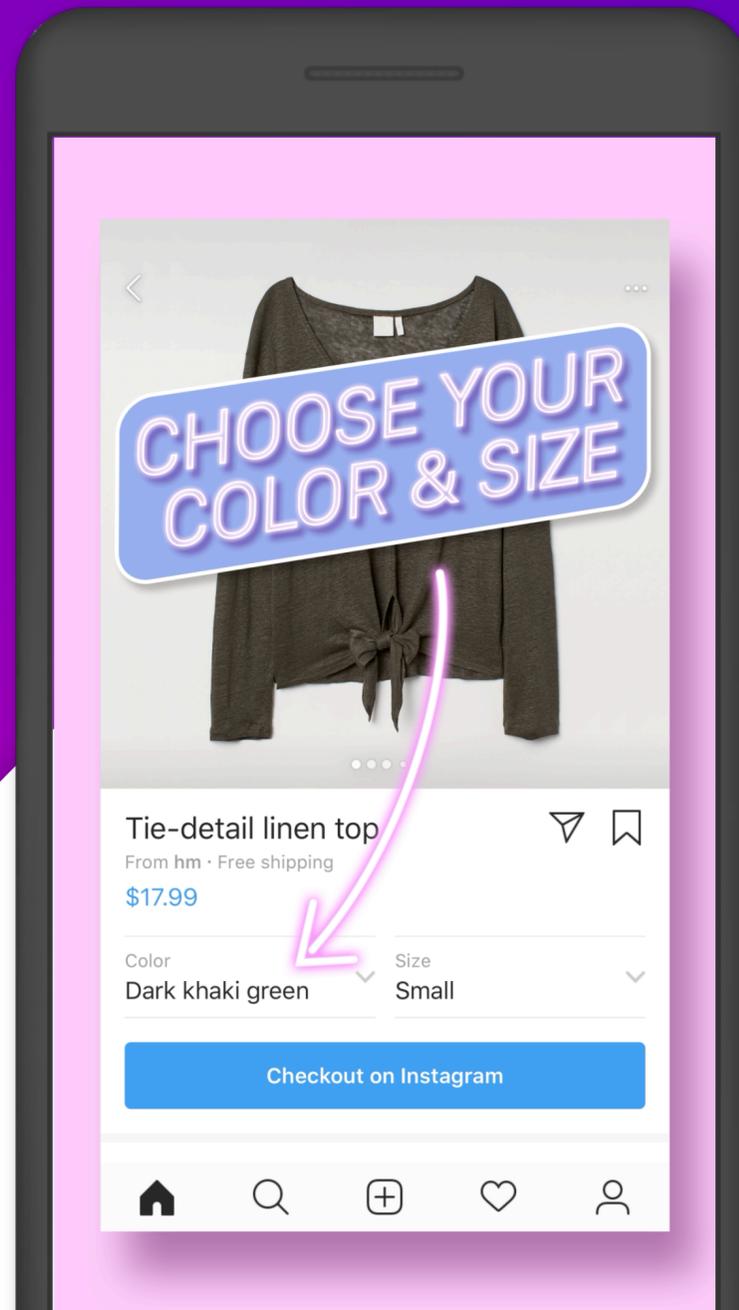
Instagramで進化する新しいショッピング体験

# INSTAGRAM IS BECOMING THE NEW WAY TO SHOP

## Instagramで進化する新たなショッピング体験

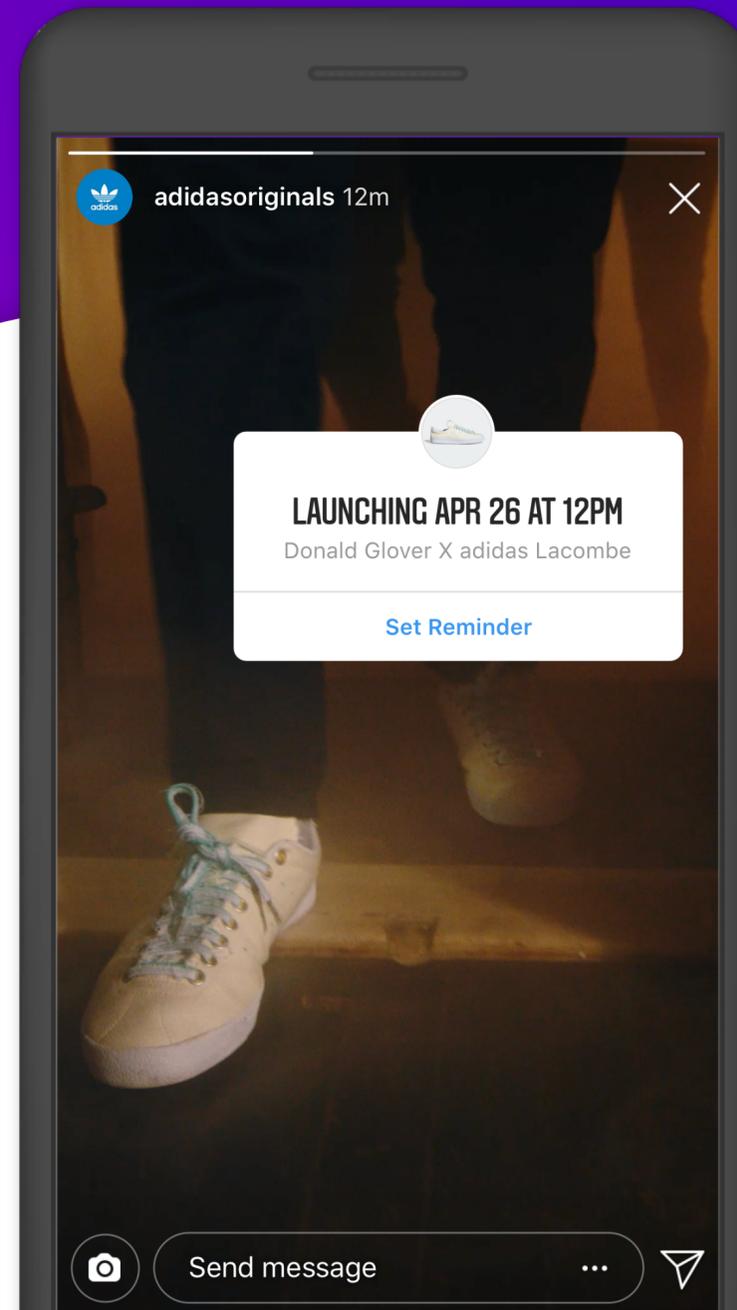
SELL

商品を販売



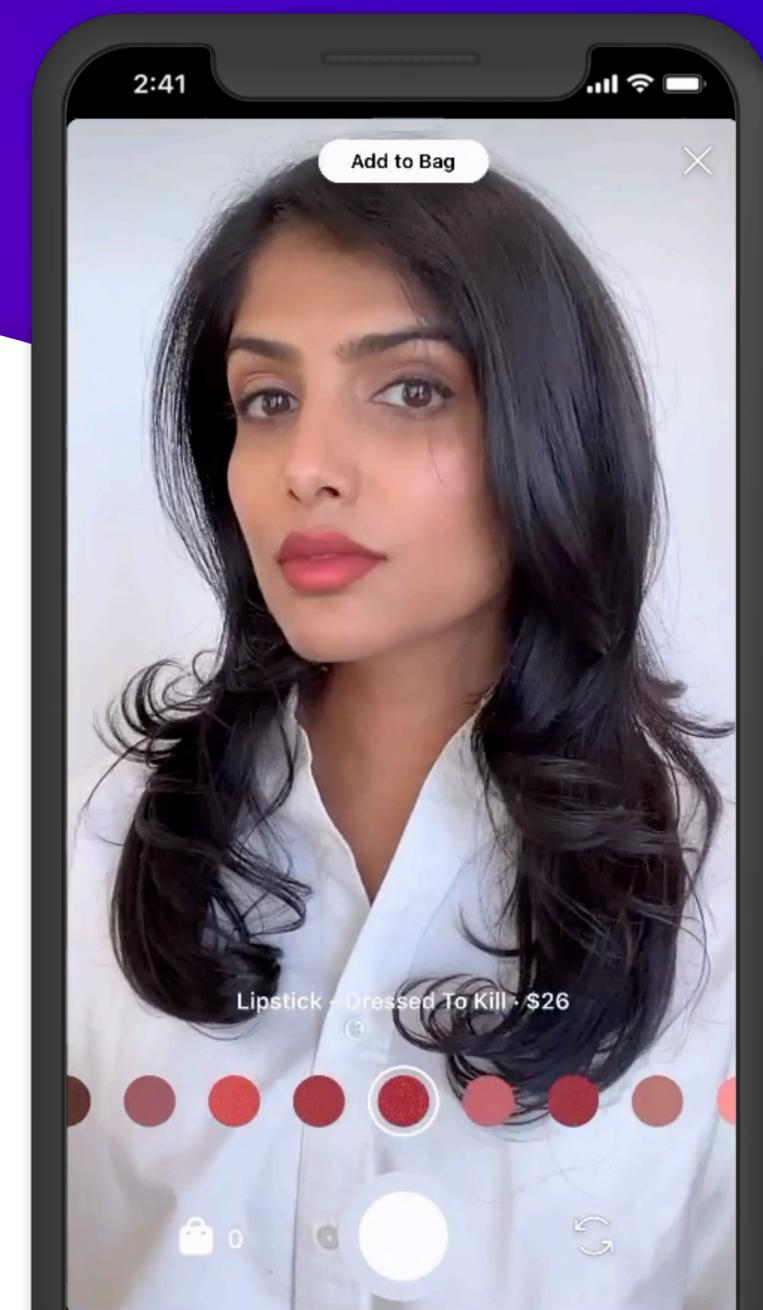
LAUNCH

商品をローンチ



ENGAGE

顧客とつながりを深める



80%

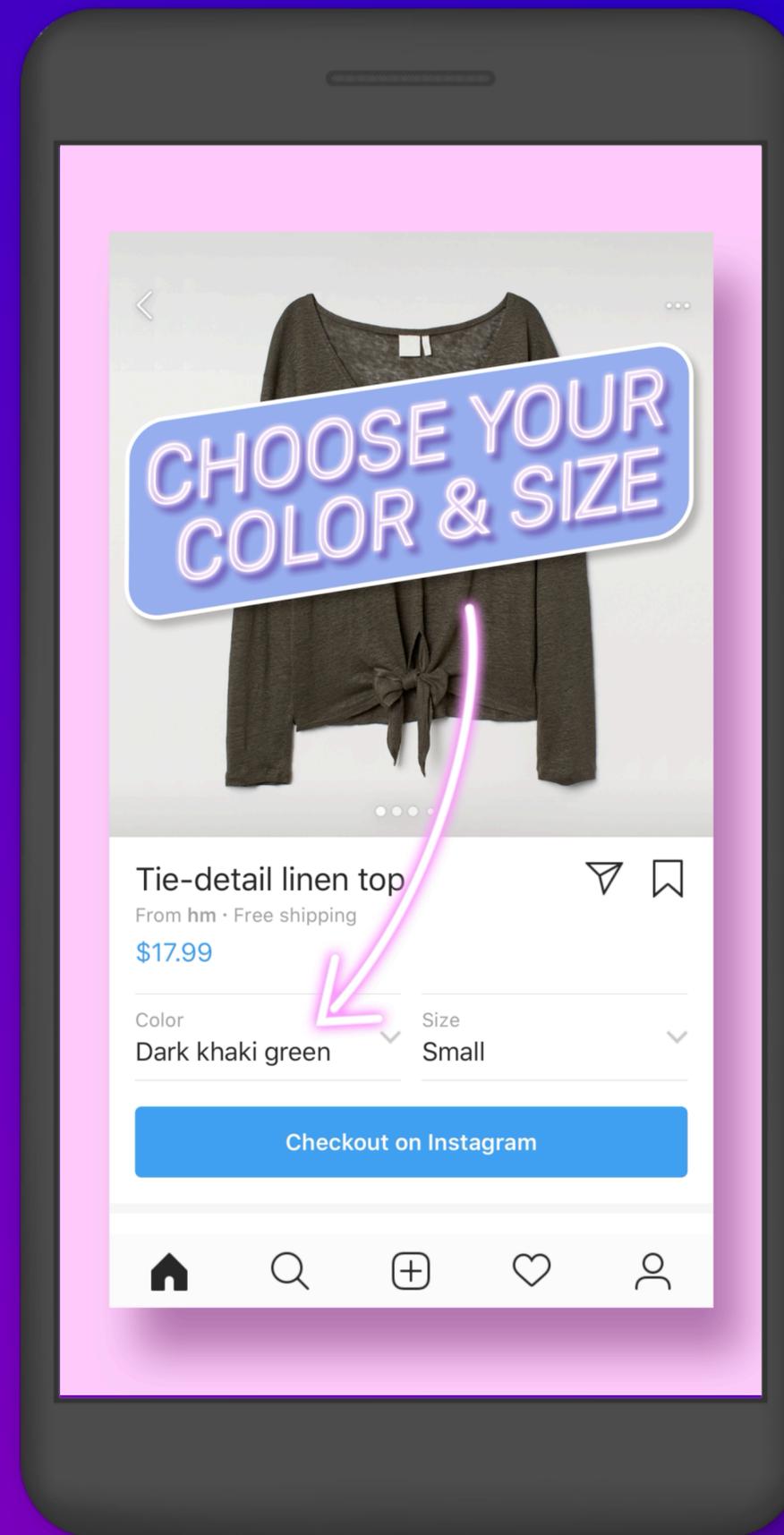
COME TO INSTAGRAM TO  
DECIDE WHETHER TO PURCHASE  
PRODUCTS/SERVICES

商品やサービスの購入を決めるために  
Instagramを訪れる国内利用者の割合



# NEW WAYS TO SELL

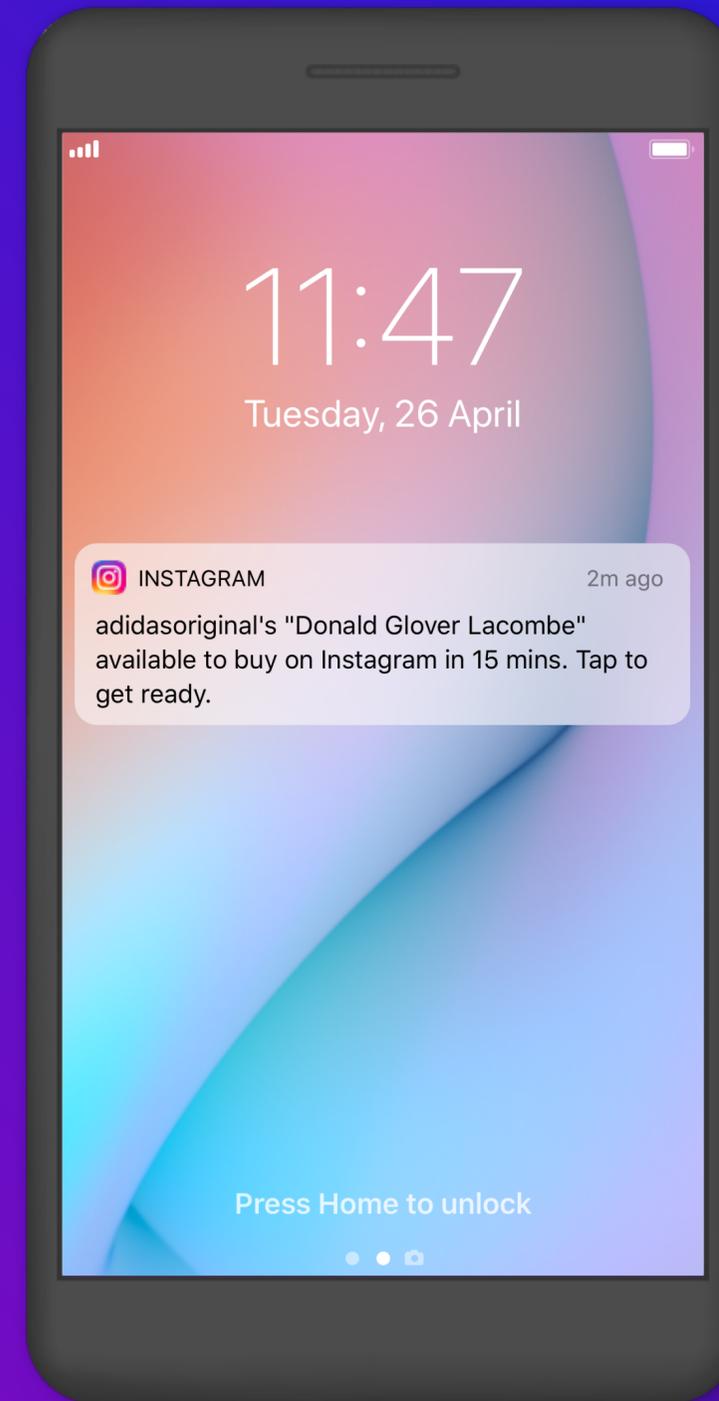
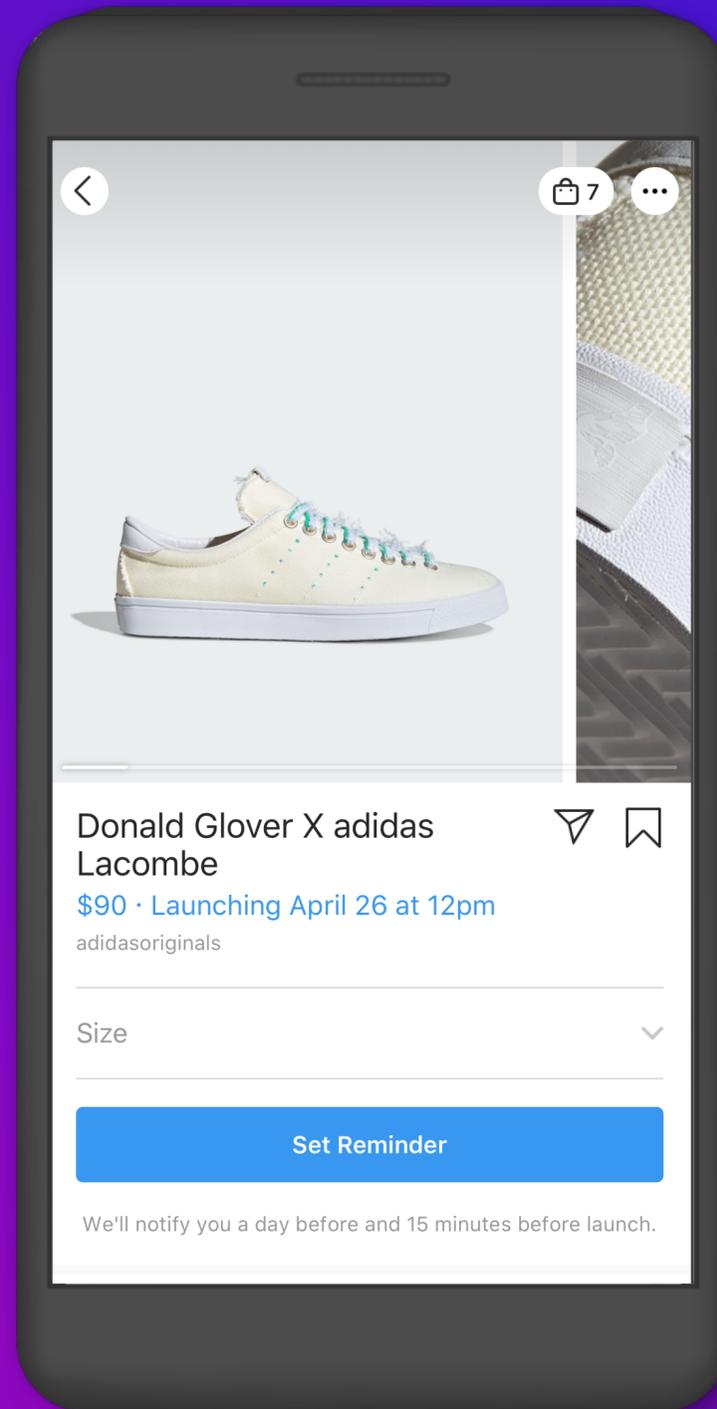
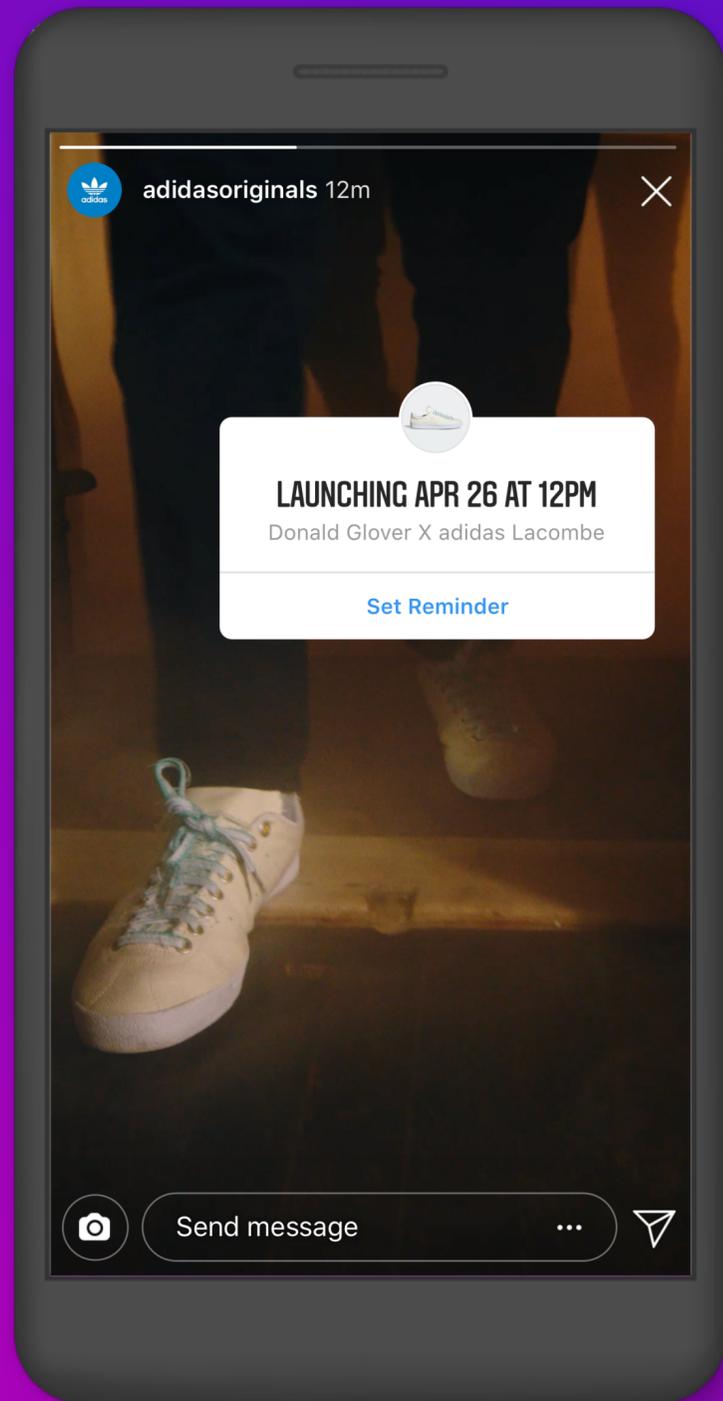
商品を販売する新しい方法





# NEW WAYS TO LAUNCH

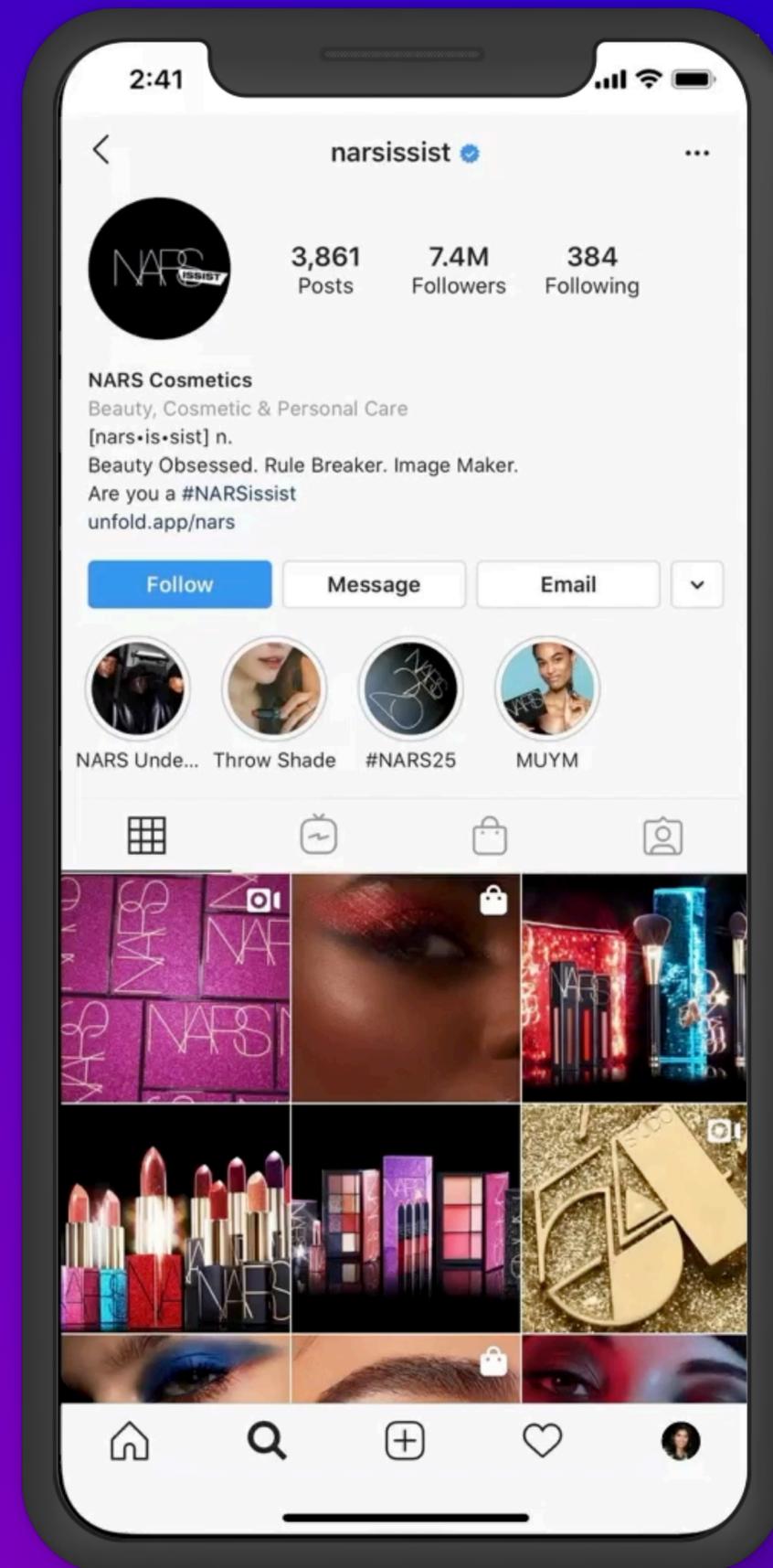
商品をローンチする新しい方法





# NEW WAYS TO ENGAGE

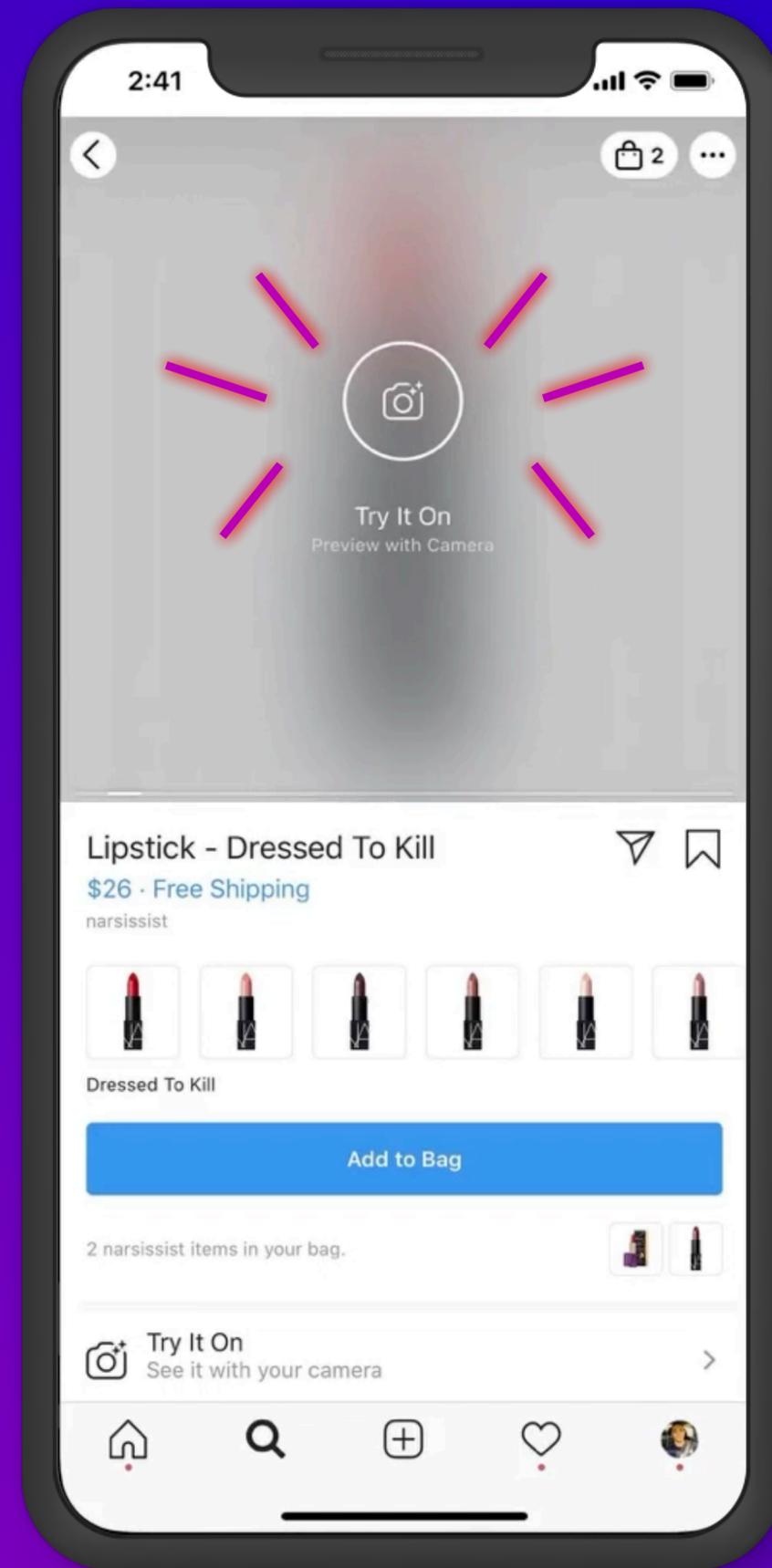
顧客とのつながりを深める新しい方法





# NEW WAYS TO ENGAGE

顧客とのつながりを深める新しい方法



# MOVING FORWARD

今後の展望



 JAPAN



大切な人や大好きなことと、あなたを近づける



THANK YOU



