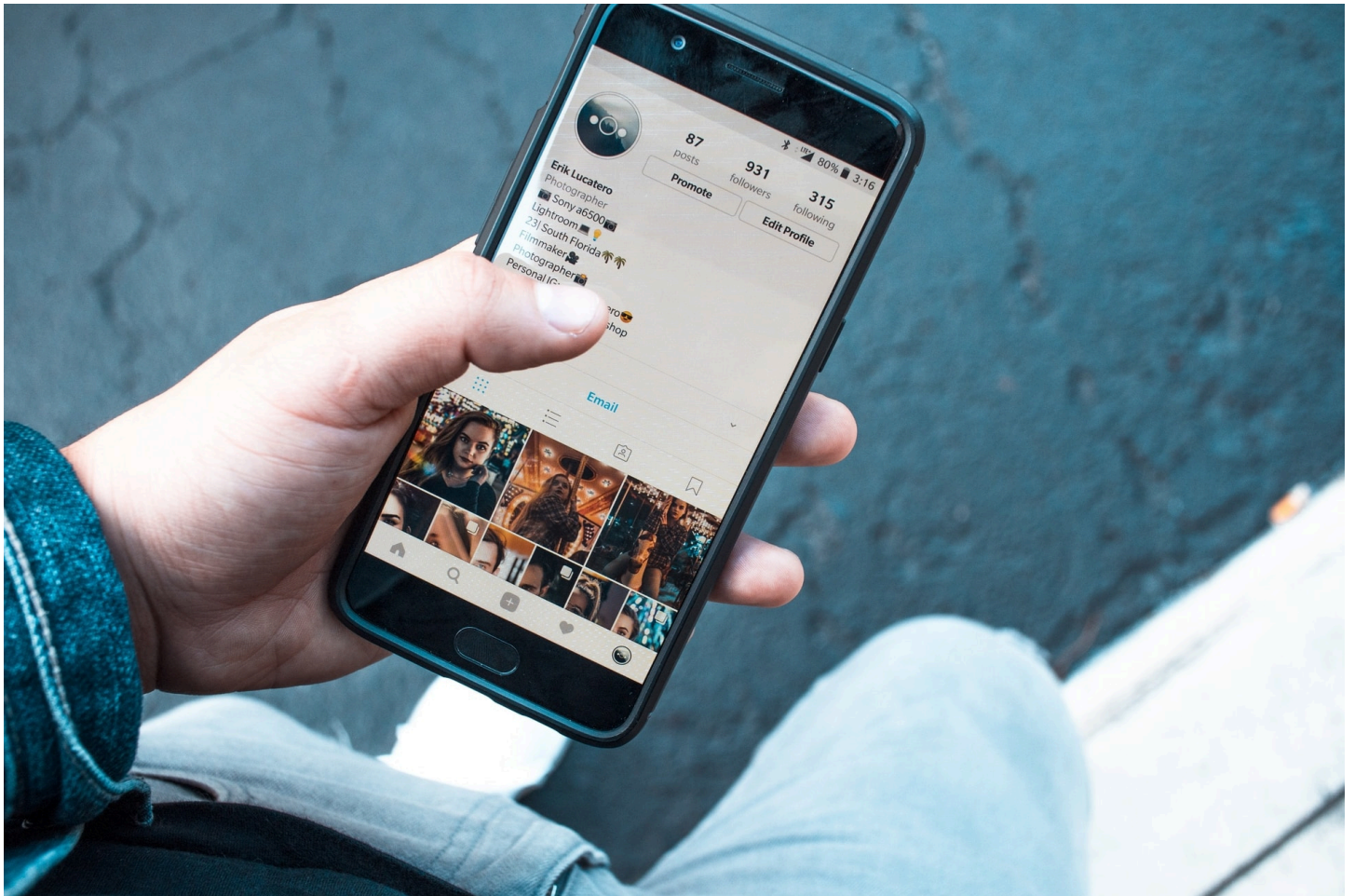# How Much Does It Cost To Advertise On Instagram? SFWPExperts

Most of the markets and businesses think that Instagram ads use the same model as Facebook ads and both platforms cost the same. But in reality, the Instagram advertising cost is very much dependent on your target audience, age group, gender, and many other factors. So before we highlight the factors that decide the Instagram advertising cost. Let's get small on average how much it costs to run an ad on Instagram.

The average Instagram advertising cost ranges between $0.50 to $6.70 depending on what bidding model you select for your campaign. The average CPC ranges between $0.50 to $2 per click (the CPC is very much dependent on the demographics you are targeting. On the other hand, the CPM (cost per impression) is about $6.70 per 1000 impressions.

All the above-estimated costs may not be the same for your campaign, there are chances that you might get high ad cost or low ad cost. SO let's take a look at some of the important factors that induce Instagram advertising cost.

Different Factors That Determines Instagram Advertising Cost

As mentioned earlier Instagram Advertising cost is dependent on various factors. On the internet, you will come across various numbers but to know the exact cost you need to first understand what determines the Instagram advertising cost. There are chances that your campaign might be costing you higher than you expected. So let's take a look at some of the common factors that determine Instagram ads cost:

1. Instagram Advertising Cost determined using Ad relevance

When it comes to deciding the Instagram advertising cost then ad relevance and quality will play a major role in increasing or reducing the wild campaign cost. Depending on the ad relevance score one can determine how relevant your ad is to the user. Instagram and Facebook both want their users to see ads that relate to them.

Because all the social media platforms look to offer an optimized user experience but if the user starts to come across irrelevant ads then it may frustrate and annoy them. That's the reason why Instagram and Facebook have started to offer multiple options that allow users to hide the ad and mark them irrelevant. These types of practices send negative feedback to the platform and reduce the relevancy score.

On the other hand, if you are targeting the right set of audiences then it will send positive feedback about your ad which will help you to improve your ad relevance score. Some of the actions that determine the relevance of your ads are like getting users to like your post, comment, take action, and more.

Remember getting too much positive feedback will help your ad to get placed over an ad with low relevance. Apart from that if you are creating quality and relevant ads then your ad campaign amount will be as low as possible (if you are competing in a less competitive environment).

Read More: [How Much Does It Cost To Advertise On Instagram?](#)

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