**Marketers Can Now Track Video View Count on Instagram**

Instagram is extending its video metrics, and marketers will be able to track video view counts in addition to "likes." Internal Instagram data show the amount of time viewers spend watching ads has increased by more than 40% in the past six months.

***VentureBeat 2/11/16***

[**http://venturebeat.com/2016/02/11/instagram-starts-rolling-out-view-counts-for-videos/**](http://venturebeat.com/2016/02/11/instagram-starts-rolling-out-view-counts-for-videos/)