**Report: Older Consumers More Receptive to Instagram Ads**

Consumers between 65 and 74 years old are the most likely to search for an item after seeing it in an Instagram ad, followed by those between 45 and 54 years old, Influence.co reports. Fashion ads on the site were rated as the most persuasive, followed by those touting department stores, electronics, and TV shows or movies.

***Adweek 3/20/17***

[***http://www.adweek.com/digital/older-users-are-most-influenced-by-ads-on-instagram-report/***](http://www.adweek.com/digital/older-users-are-most-influenced-by-ads-on-instagram-report/)

***Image source:***

[***https://www.immersionactive.com/wp-content/uploads/2016/01/1.jpg***](https://www.immersionactive.com/wp-content/uploads/2016/01/1.jpg)