**[Facebook, Instagram power major gains in social network ad revenue](http://r.smartbrief.com/resp/gZqPDwljfjbbBbkIaraYnwalUbYM?format=standard" \t "_blank)**

Facebook is the main driving force behind a surge in social network ad revenue globally, a market that eMarketer projects will top $25 billion this year. More than $16 billion of that sum will go to Facebook, with Instagram accounting for $600 million.

***eMarketer 9.23.15***

<http://www.emarketer.com/Article/Social-Network-Ad-Revenues-Accelerate-Worldwide/1013015>