**Instagram Seen Leading Ad Revenue For Facebook**

Ad revenue on Instagram will rise 52% this year and will make up 52.6% of ad revenue for parent Facebook, eMarketer predicts. This would be Instagram's first time breaking 50%, and eMarketer expects the trend to continue, forecasting that 60.9% of 2023 Facebook ad revenue will come from Instagram.

***eMarketer 11.1.21***

[*https://www.emarketer.com/content/instagram-contributes-over-half-of-facebook-us-ad-revenues*](https://www.emarketer.com/content/instagram-contributes-over-half-of-facebook-us-ad-revenues)