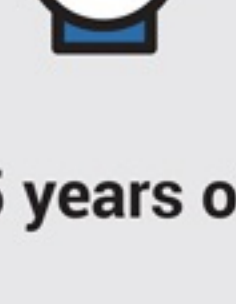


WHY SNAPCHAT MATTERS TO MARKETING

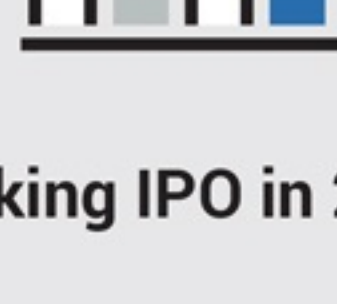
Snapchat is fundamentally different from other digital ad options. Here's how you can use it to promote your business.



SNAPCHAT INFORMATION



5 years old



Seeking IPO in 2017

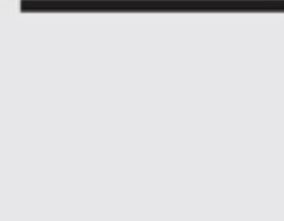


150 million daily active users



100% of user content is mobile

Estimated value of Snapchat:



\$16 billion

GROWTH

Estimated Revenue **\$935.46 million**

\$366.69 million

\$50 million

\$3 million

2014 2015 2016 2017

USERS

150 million daily active users

70% Women

73% Millennials

71% Younger than 25

16 heads of state use Snapchat

40% visit Snapchat Discover monthly

45% post Snapchat Stories

60% contribute content every day

9000 Snaps every second



Average user session: **30 minutes**



10 billion daily views

ADVERTISING

Only 1% of marketers use Snapchat

Snapchat has **3 TYPES OF ADS**

1 Snap Ads
10-second vertical video ads

3 Sponsored Lenses
Photo modifications users "play" with

2 Sponsored Geofilters
Unique photo filters only available at locations you specify

BRAND SUCCESSES

(RED)

Sponsored Geofilter

2.8x more brand awareness than other mobile marketing results

2.5x better brand favorability than other mobile marketing results

87% of users "enjoyed" the ad

GATORADE

Sponsored Lens

Average 30 seconds "play time" per user

8 point increase in purchase intent

165 million total views

SHOCK-TOP
BELGIAN WHITE
BELGIAN STYLE WHEAT ALE

Snap Ads

15 point increase in brand awareness

19 point increase in message association

22% increase in purchase intent

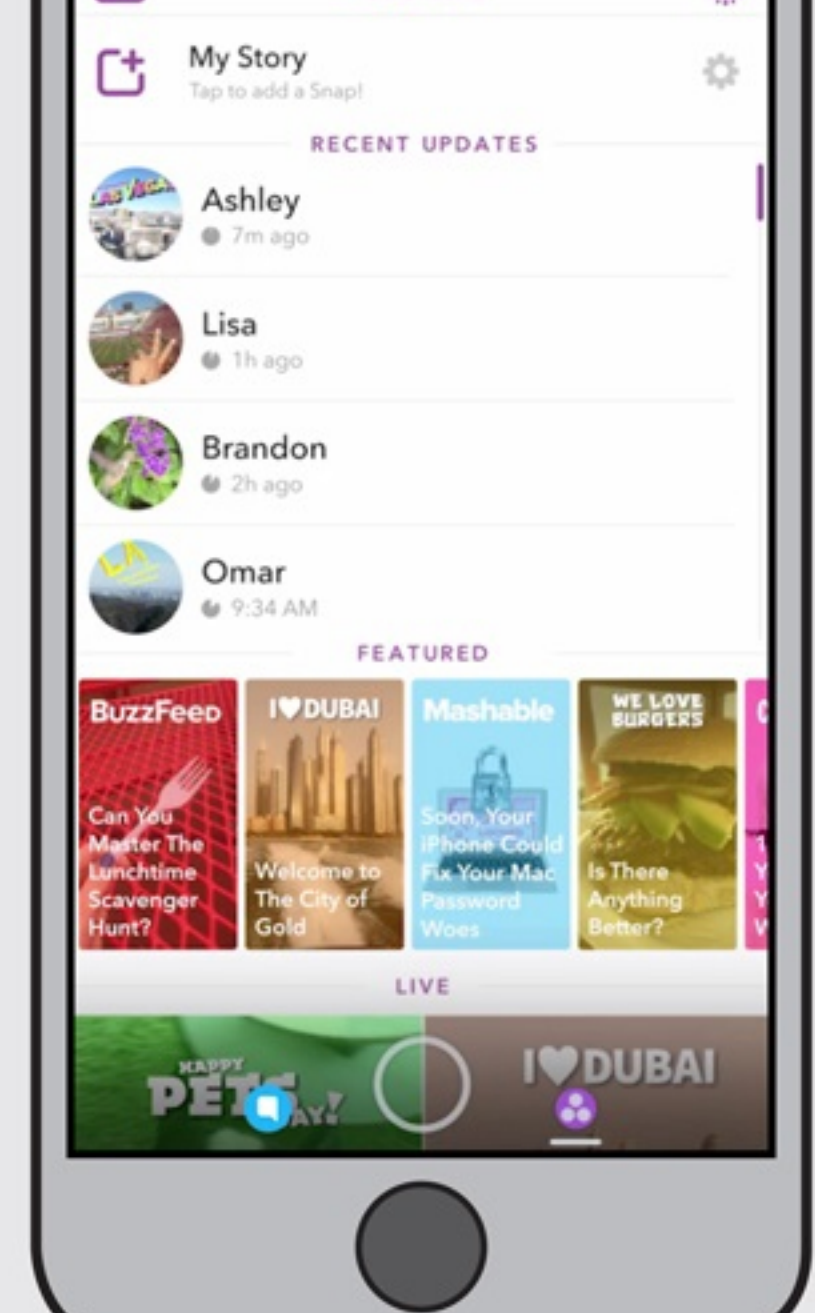
UNPAID PROMOTION OPTIONS

SNAPS

Short photos or videos sent to followers you specify

STORIES

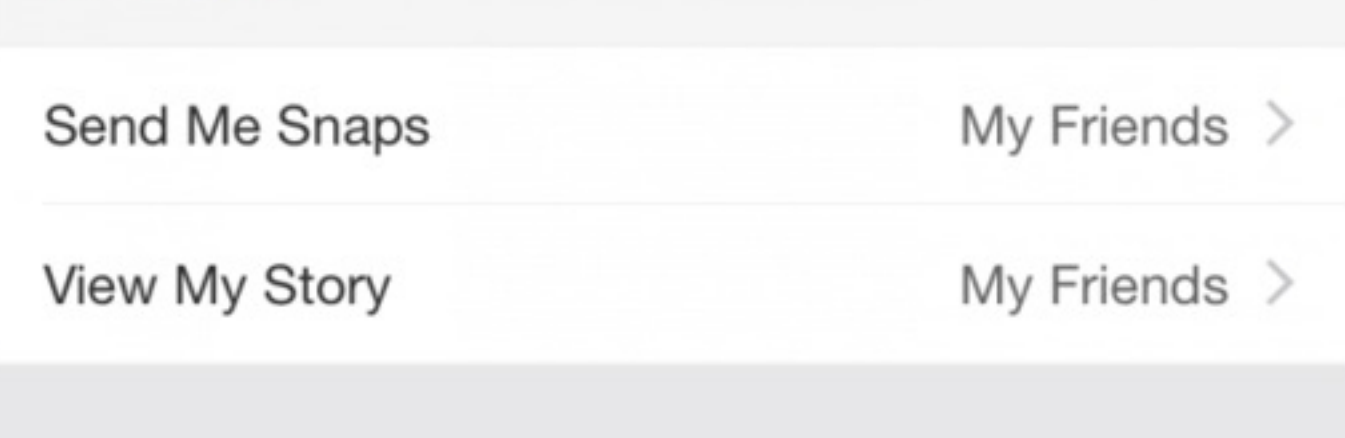
Longer videos any follower can view



BEST PRACTICES

1

Set your profile to Public



Change "My Friends" to "Everyone"

2

Customize your Snapcode



Your Snapcode is a specialized QR code that lets users add you as a friend with their phone cameras

3

Brands use Snapchat for



- Contests
- Sneak peeks
- Coupon codes
- Behind the scenes
- Employee introductions



4

Optimal length

5-15 sec



1-2 min

Snap: 5-15 seconds
Story: 1-2 minutes

5

Talk during snap or story



6

Film & photograph vertically



7

Use Snapchat's messenger



to privately speak with other users

8

Use text



9

Use emojis



10

Be creative

