

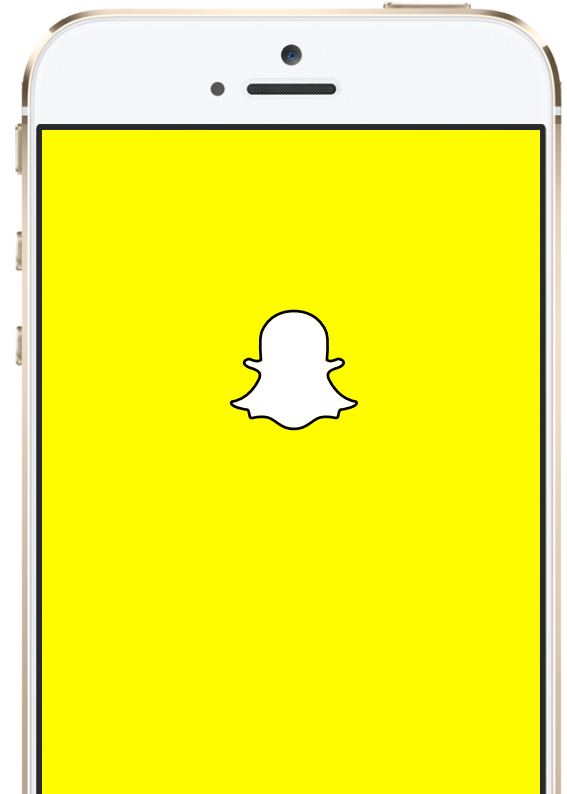
The Best Damn Guide Ever Written About Snapchat Advertising.

Why brands should allocate budget to Snapchat, what's available,
and how to create winning Snapchat advertisements.

Introduction

Snapchat: a tiny little ghost that means big opportunities for advertisers. Not sure what those opportunities are? You're in the right place.

Once you've made room in your heart (read: budget) for Snapchat, **how do you create ads that translate into dollars?** Get ready for the best freaking guide out there... Dare we say it, the best guide ever written about Snapchat advertising.



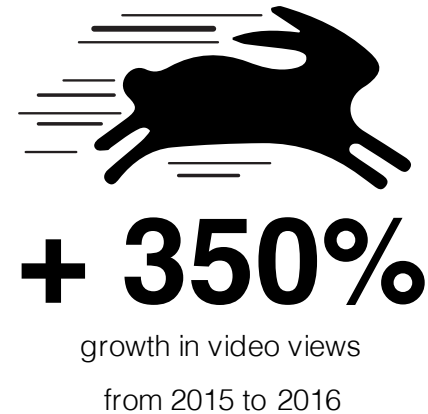
Contents

- 2** Intro
- 4** Snapchat Fast Facts
- 9** Audience Fast Facts
- 13** Snapchat Ad Formats
- 20** Targeting Options
- 29** Snap Ad Best Practices
- 37** Ad Cheat Sheet

Snapchat Fast Facts

Snapchat not only has an incredibly valuable audience, it also has **momentum** and **scale**.

Between 2015 and 2016, **Snapchat video views grew 350%**, and the platform became the most used social media app among US consumers aged 12 to 24 years-old.



Over **10 Billion**
daily video views

Over **1 Billion**
daily Snaps

Over **150 Million**
daily active Snapchatters

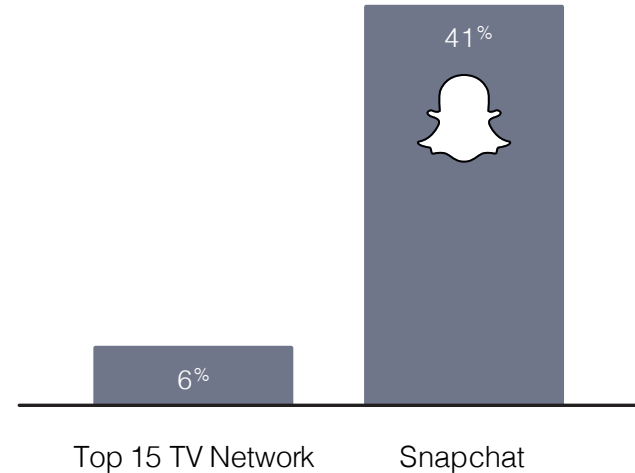
#1 in Social
among US consumers
aged 12-24

Audience Fast Facts

Highly-engaged **millennials and college students are the prime audience on Snapchat**. Beyond the demographics, what advertisers should really pay attention to is the **level of engagement**.

The vast majority of users not only log in every day, but also create content. They also pay significantly more attention to Snapchat than to TV!

Average daily reach of
18 - 34 year-olds in the US



60% of US smartphone
users between 13-34
are Snapchatters

2/3 of daily users
create content every day

50% male
50% female

Snapchat Ad Formats

Snapchat has **three distinct ad formats**:

Sponsored Geofilters, Sponsored Lenses, and Snap Ads.

When it comes to Snap Ads, there are two things to keep in mind; the actual format, and the **attachments that can be used to extend the ads**.



Filters



Lenses



Snap Ads

Snapchat Ad Formats — Snap Ad

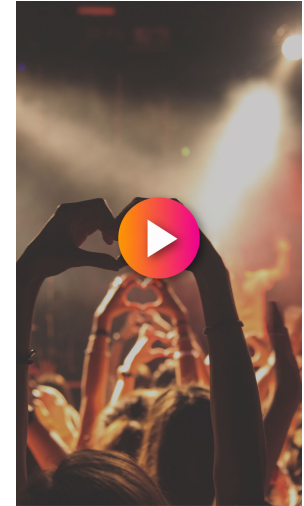
Snap Ads offer the choice to add an interactive element. Snap Ads always begin with an **up to 10-second vertical, full screen video ad** that appears in the context of other Snaps.

You can give Snapchatters the choice to swipe up and see more, just like they do elsewhere on Snapchat. Swiping up reveals extended content like a long form video, article, app install ad, or mobile website.



Snapchat Ad Formats — Snap Ad into Long Form Video

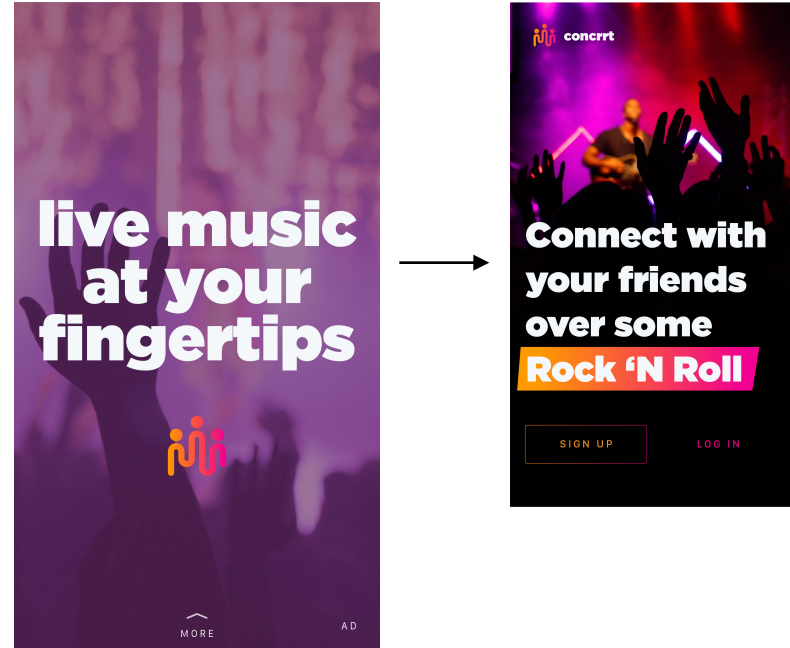
A Snap Ad long-form video ad (LFV) is an expanded version of the standard Snap Ad that provides the capability to **swipe up to view video** up to 1 hour in length.



Snapchat Ad Formats — Snap Ad into Web View

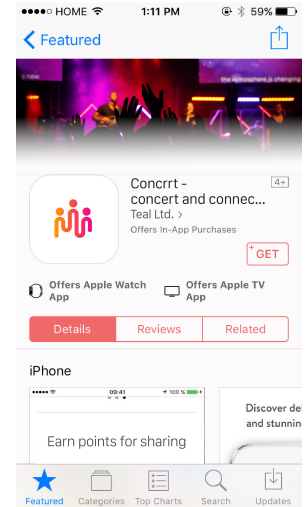
A Snap Ad Web View ad is an expanded version of the standard Snap Ad that provides the capability to **swipe up to view a mobile web page**.

The web view is contained within the Snapchat app and is automatically downloaded in the background while the ad plays so that it loads instantly if the user swipes up.



Snapchat Ad Formats — Snap Ad into App Install

A Snap Ad App Install ad is an expanded version of the standard Snap Ad that provides the capability to **swipe up and perform a one-click install** without ever leaving the Snapchat app!



Snapchat Ad Formats — Sponsored Geofilters

Sponsored Geofilters are **overlays for users' snaps**. When Snapchatters in the location(s) of your choice take a Snap, they'll be able to see your Geofilter and use it to explain where, when, and why they took the Snap.

Geofilters uniquely allow brands to take part in the hundreds of millions of Snaps sent between friends each day on Snapchat. In the US, a single National Sponsored Geofilter typically reaches **40% to 60% of daily Snapchatters**.

* Sponsored Geofilters can only be purchased directly through Snapchat

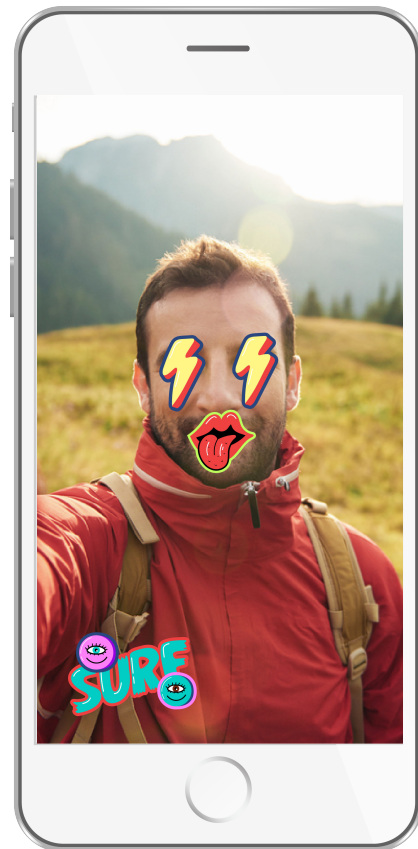


Snapchat Ad Formats — Sponsored Lenses

Sponsored Lenses offer a **completely interactive ad experience**. To activate Lenses, Snapchatters simply press and hold on their faces.

Lenses offer a massive number of Snapchatters a unique way to view your message and send it to their friends. On average, Snapchatters play with a Sponsored Lens for **20 seconds**.

* Sponsored Lenses can only be purchased directly through Snapchat



Targeting Options — Demographics



Age

13 – 17
18 – 20
21 – 24
25 – 34
35 +



Gender

Female
Male
Other



Language

English
Spanish



Geolocation

Country
State
Metro

Targeting Options — Audiences



Snap Audience Match



Lookalikes



DLX Segments

Targeting Options — Device



OS

iOS

Android



Connection

WiFi

Cellular Service

Targeting Options — Device Carriers

AT&T

T Mobile

O2

Fido

Boost Mobile

US Cellular

Three

Mobilicity

C Spire

Verizon

Videotron

SaskTel

Cellular One

Orange

MTS

Wind Mobile

Cricket Wireless

Lycamobile

Eastlink

Bell-Virgin

MetroPCS

Vodafone

Rogers Wireless

Optus

Sprint

Vectone Mobile

Telus - Koodo

Vodafone

Telstra

Targeting Options — Lifestyle Categories

Adventure Seekers	Fashion & Style Gurus	Fast Food Junkies	Concert & Festival Goers
Arts & Culture Mavens	Film & TV Fans	Gamers	Country Music Fans
Automotive Enthusiasts	Comedy Fans	Serious Gamers	Dance & Electronic Music
Beachgoers & Surfers	Cordcutters	Green Living Enthusiasts	Fans
Beauty Mavens	Reality TV Fans	Hipsters & Trendsetters	Indie & Alternative Music Fans
Bookworms & Avid Readers	Sci-fi & Fantasy Fans	Home Decoristas	Pop Music Fans
Clubbers & Nightcrawlers	Fitness Enthusiasts	Investors & Entrepreneurs	Urban & Hip Hop Music Fans
Collegiates	Running Enthusiasts	Math & Science Enthusiasts	News Watchers
Comics & Animation Fans	Foodies	Men's Lifestyle	Business News Watchers
Do-It-Yourselfers	Cooking Enthusiasts	Music Fans	Celebrity News Watchers
			Political News Watchers

Targeting Options — Lifestyle Categories Continued

Outdoor & Nature Enthusiasts	Golfers	Children's Apparel Shoppers	Crossover Vehicle Shoppers
Parents & Family-Focused	Hockey Fans	Children's Product Shoppers	Full-size SUV Shoppers
Pets & Animal Lovers	Motor Sports Fans	Jewelry Shoppers	Full-size Sedan Shoppers
Photographers	Snow Sport Enthusiasts	Luxury Apparel Shoppers	Luxury SUV Shoppers
Sports Fans	Soccer Enthusiasts	Men's Apparel Shoppers	Mid-size Car Shoppers
American Football Fans	Street Sport Enthusiasts	Women's Apparel Shoppers	Minivan Shoppers
Baseball Fans	Techies & Gadget Fans	Automotive Shoppers	Motorcycle Owners
Basketball Fans	Travel Enthusiasts	Compact & Economy Vehicle Shoppers	Pickup Truck Owners
College Football Fans	Women's Lifestyle	Hybrid & Alternative Vehicle Shoppers	Pickup Truck Shoppers
Fight & Wrestling Fans	Apparel Shoppers	Small & Mid-size SUV Shoppers	Sports Car Shoppers

Targeting Options — Lifestyle Categories Continued

Baby Product Buyers	Beer Buyers	Salty Snack Shoppers	Car Insurance Shoppers
Toy Shoppers	Wine Buyers	Soft Drink Shoppers	Investment Service Shoppers
Eco-Conscious Shoppers	Liquour & Spirits Buyers	Sports Drink Shoppers	Mortgage Shoppers
Entertainment Shoppers	Coffee Consumers	Vegetarian & Organic Shoppers	Movers
Cable & Satellite Subscribers	Energy Drink Shoppers	Home & Garden Shoppers	New Movers
Casual & Mobile Game Shoppers	Frozen Food Shoppers	DIYers	Pre-Movers
Console Game Shoppers	Health Food Shoppers	Home Improvement Shoppers	Personal Car Shoppers
Movie Theater Goers	Household Supply Shoppers	Home Owners	Hair Care Product Shoppers
Streaming Media Spenders	Low Fat Food Shoppers	Home Renters	Men's Grooming Product Shoppers
Grocery Shoppers	Meat & Seafood Shoppers	Moneyminders	Skin Care Product Shoppers

Targeting Options — Lifestyle Categories Continued

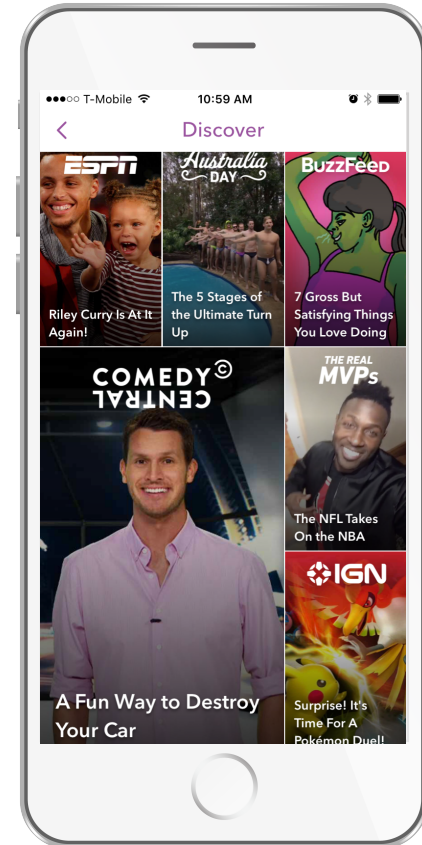
Pet Owners	Deal & Value Shoppers	Frequent Travelers
Car Owner	Department Store Shoppers	Leisure Travelers
Dog Owner	Discount Store Shoppers	Luxury Travelers
Philanthropists	Gift Shoppers	
Restaurant-Goers	Luxury Shoppers	
Casual Diners	Online Shoppers	
Fast Food Diners	Travelers	
Retail Shoppers	Budget Travelers	
Big Box & Superstore Shoppers	Business Travelers	
Consumer Tech Shoppers	Cruise Seekers	

Snap Ad Best Practices

If you're new to Snapchat, or just need a boost of inspiration, go to the Discover section on Snapchat.

This is a proving ground for good and bad content, and you need to **think of your ads as exactly that: content.**

Already a pro? Read on!



Snapchat Best Practices: **6 Rules to Live By**

Create content
not advertisements

Keep it simple
to keep things 'real'

Be insanely bold
or be ignored

Use attachments to deepen engagement

Use humor
liberally

Don't open with a logo
(but show one within
2 seconds)



Bonus

**Encourage users
to respond**
and reply with incentives
like promo codes

Design Cheat Sheet — Snap Ad

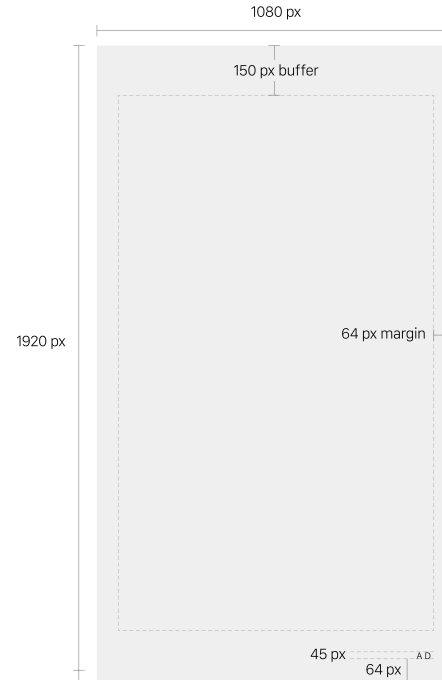
Length: 3 to 10 seconds

File Size: 32 MB or less

Canvas: 1080px X 1920px (9:16 aspect ratio)

Audio: 2 channels only | PCM or AAC codec
192 minimum kbps | 16 or 24 bit only | 48 KHz
sample rate

File Format: .mp4 or .mov; H.264 encoded



About AdParlor

AdParlor's advertising solutions and strategies use deep expertise and unique data-driven approaches to get the best performance from social and video advertising for over half of the Fortune 1000.

We provide proprietary solutions like Intel Tags to make advertisers smarter by providing them with micro-level insights about what creative elements are working across their entire ad library; including things like background colors, gender, and facial expressions.

Our partnerships run deep, and we work directly with the most valuable digital platforms, including:



rmartin@adparlor.com

facebook.com/adparlor

twitter.com/adparlor

adparlor.com