



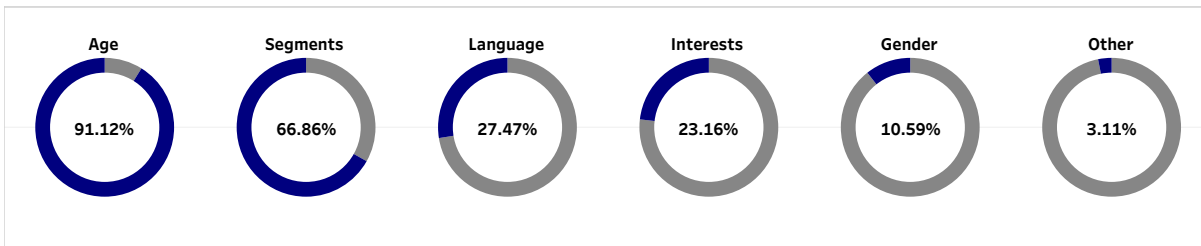
Spend Analytics of Social Media

Are Snapchat Ads targeting ads?

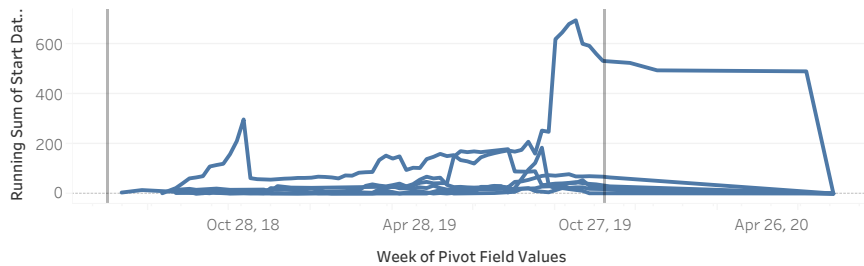
In recent years there has been a growing public concern to the amount of personal data that social media sites collect. This data can benefit us as a consumer through targeted advertisement of products. However, it is important that the public are aware of biased political ads that may target them...



How are ads targeting you?

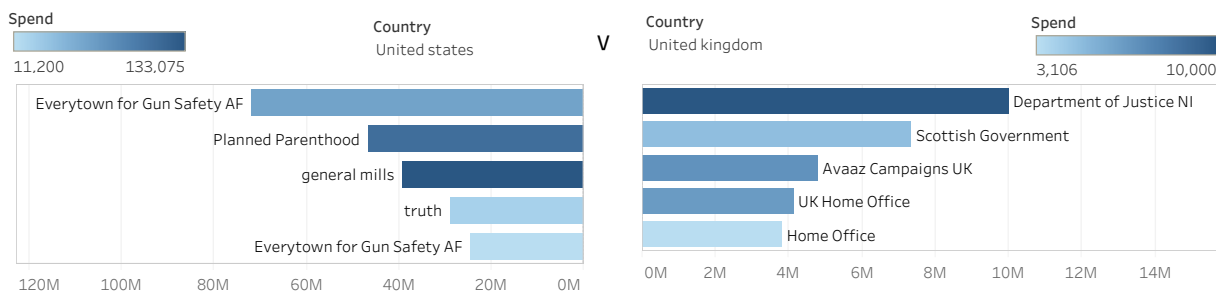


When are they targeting you?

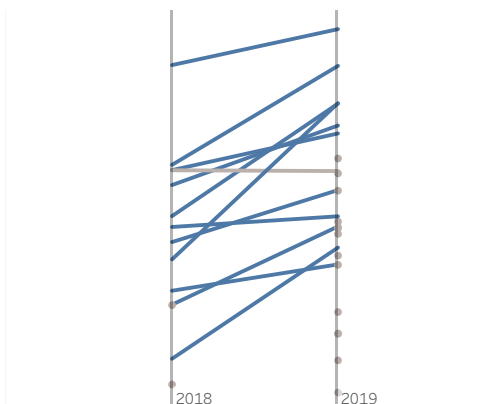


For the five countries in which snapchat ads are most popular, each country experienced an **increase** the number of active ads before the major political election.

Who is paying to target you?



Should we concerned?



Of the 29 countries in the dataset, only **Denmark** and **Iraq** have shown a **decrease** in spending on snapchat ads whilst all the other countries have shown **increase** in spending.

The younger generation must be particularly careful on the influence we allow political ads to have on our decision. As an **18 year old**, **75%** of these ads are targeting you and some ads are targeting individuals as young as **14 year old**.

We should also be more mindful of the influence advertisements may have on us we reach election dates to ensure we are not influenced by biased ads, the same way we try and avoid being influenced by biased news sources.