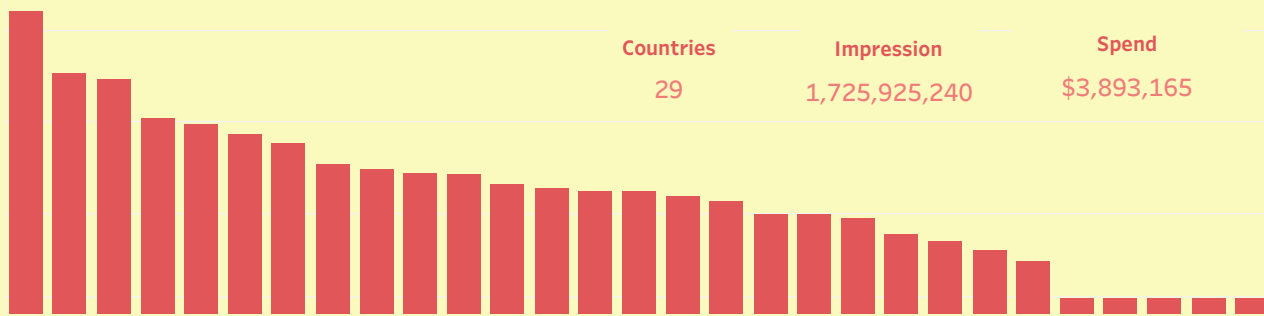


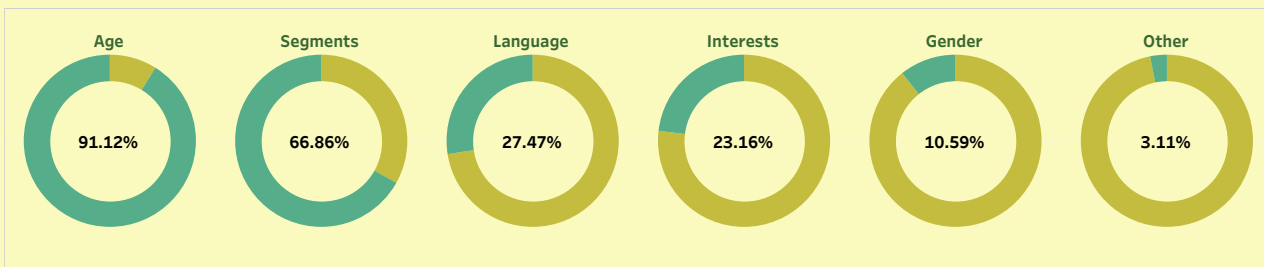


How are the Snapchat political ads targeting you?

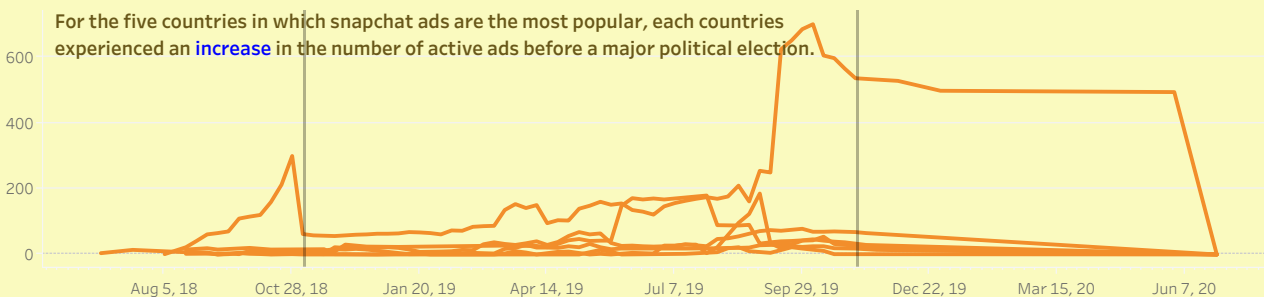
In the past few years, "microtargeting" from social media has become controversial when it comes to targeted political ads. Let's take a look how Snapchat launched its political marketing based on the demographic of their users.



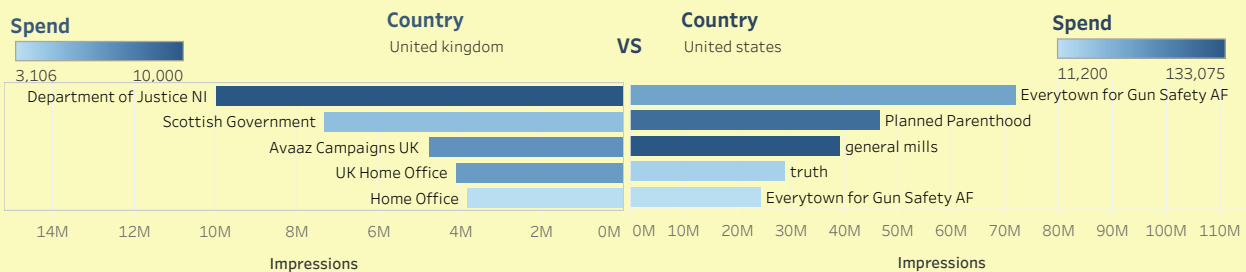
How are the ads targeting you?



When were they targeting you?



Who were paying to target you?



Does social media increase political participation?

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

