



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 a consumer through targeted advertisement of products. However, it is important that the public are aware of biased political ads that may target them...



Country

29

Impressions

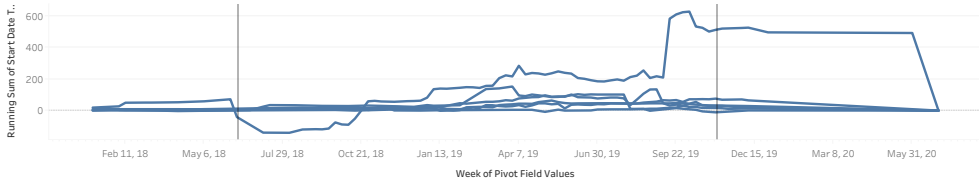
1,725,925,240

Spend

\$3,893,165

How Ads targeting you?

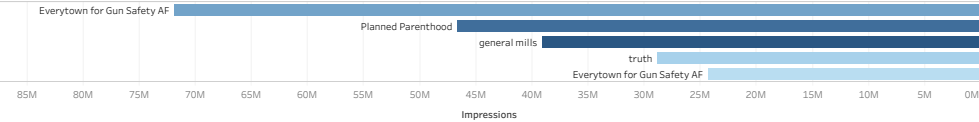
When are they targeting you?



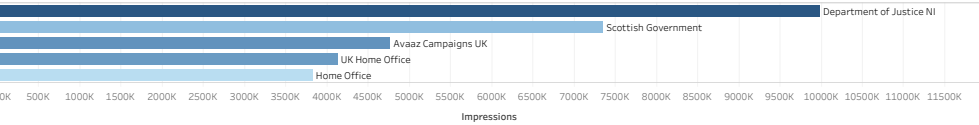
For the five countries in which snapchat ads are most popular, eah country experiences an *increase* in the number of active ads before a major political election

v

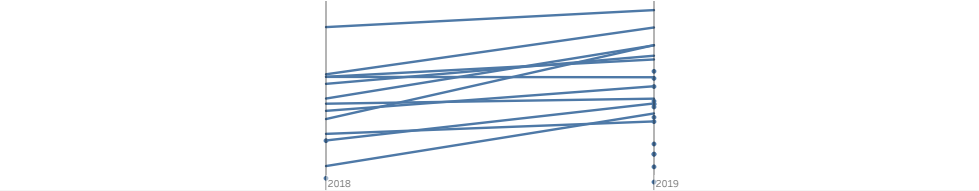
Country
United states



Country
United kingdom



Slope



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

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