

# Snapchat Advertising Procedures & Information

Updated by Faith – 5/24/23

## Overview

- Marketing campaigns typically have budget allocated for social advertising. Reach out to Kristen and Andrea to determine the budget for each campaign or ad. \*Note: you will typically have to allocate parts of the total budget to multiple different social ad platforms. (Ex. \$50 Total Budget-- \$25 Lifetime on Snapchat, \$25 Lifetime on Facebook)
- Advertising on Snapchat helps us to reach audiences beyond the people that currently follow us who see our unpaid, organic posts.
- Marketing campaigns on Snapchat typically use reel videos for the creative deliverables.
- Best Practices to Keep in Mind:
  - Snapchat recommends keeping videos on snap short—5-6 seconds is the ideal time frame for a snapchat ad
  - Keep in mind that most users watch snapchats with the sound on—ensure that the sound on the ad is working properly before publishing

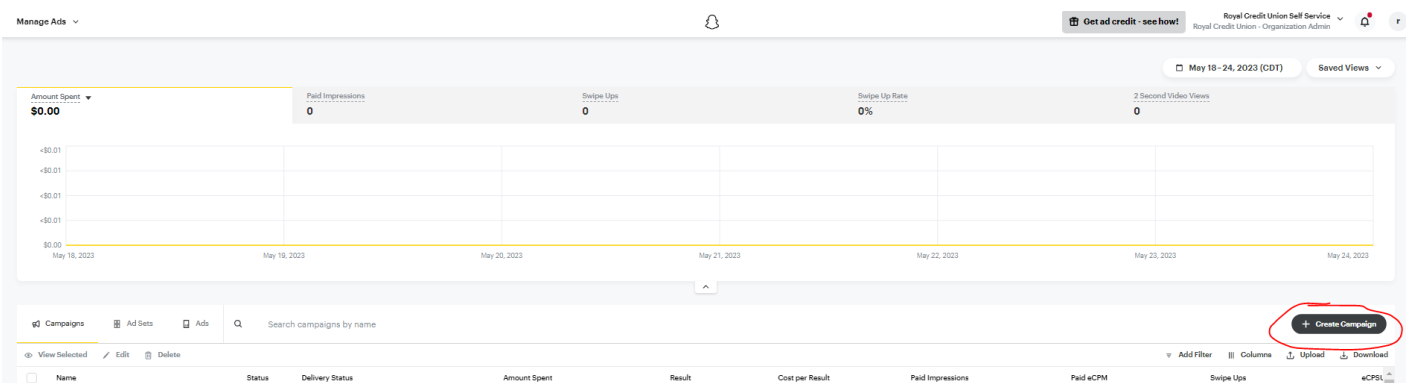
## Objective

- Our goal with Snapchat advertising is to drive traffic to rcu.org.
- Secondary goal is to increase awareness of Royal.

Addie – add Simple Ads process

## Process

- Create a **Campaign**. Within this campaign, you will set up the Ad Set and the Ad.



- When you click Create Campaign, you will be taken to “Build Your Campaign. In the Campaign setup area, you will have the option to set a special ad category, set the ad objective, name the ad, set the status, create a split test and set a start and end date. You may also set a daily or lifetime spend cap, however we do not typically use this option because we use a daily or lifetime budget with an end date, and not a continuous budget.
  - If the ad is related to our products for housing, credit, or employment, ensure you check the box for “housing, employment and credit ads”. Note: Checking this box does take

out some of the targeting options such as objective options and gender/age targeting—this ensures that we are following all compliance advertising discrimination practices correctly.

## Build Your Campaign

Load Existing Campaign

### Housing, Employment, and Credit Ads ⓘ

☒ This campaign will be used for housing, credit, or employment advertising

### Select Your Objective

Awareness	Consideration	Conversions
<div>Awareness ⓘ</div>	<div>App Installs ⓘ</div>	<div>App Conversions ⓘ</div>
<div>Promote Places <b>New</b> ⓘ</div>	<div>Drive Traffic To Website ⓘ</div>	<div>Website Conversions ⓘ</div>
	<div>Drive Traffic To App ⓘ</div>	<div>Catalog Sales ⓘ</div>
	<div>Engagement ⓘ</div>	
	<div>Video Views ⓘ</div>	
	<div>Lead Generation ⓘ</div>	

- Next, you will have the option to set the objective for the ad. If you checked the special ad category box, then the only objective option will be “Awareness”. If the ad is not related to any of the special ad category options, then you will have many objective choices related to Awareness, Consideration, and Conversions. These options are as follows:
  - Awareness: Awareness, Promote Places
  - Consideration: App Installs, Drive Traffic to Website, Drive Traffic to App, Drive Traffic to App, Engagement, Video Views, and Lead Generation
  - Conversions: App Conversions, Website Conversions, Catalog Sales
- If our ad is not a special category ad, then we will typically choose the Consideration objective, “Drive Traffic to Website”. If the campaign does have a special ad category, then your only objective option will be Awareness, therefore you will choose that.

## Build Your Campaign

Load Existing Campaign

### Housing, Employment, and Credit Ads ⓘ

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<div>Awareness ⓘ</div>	<div>App Installs ⓘ</div>	<div>App Conversions ⓘ</div>
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	<div>Engagement ⓘ</div>	
	<div>Video Views ⓘ</div>	
	<div>Lead Generation ⓘ</div>	


- Scroll down to Campaign Setup. This is where you will set the Campaign Name, status, and start and end date. You also have the option to create a split test—this option is new and has not yet been tested by our team. You may also set a daily and/or lifetime spend cap, however we do not typically use this option because we use a daily or lifetime budget with an end date, and not a continuous budget.
  - Campaign Name: Name the Ad using the Month, Year, Topic Format. (Ex. 0523 Certificates for a Certificate campaign running in May of 2023.)
  - Status: Ensure the status is set to “Active”.
  - Create Split Test: The split test option is new, and we have not yet tested it. Split testing gives you the ability to test different variables like creatives or audiences, to see which strategy performs best.
  - Starts & Ends: set the start date with the corresponding start time and check the box for “set an end date (optional)” to set the end date with the corresponding end time.
    - Note: I will typically set the end time to 11:59 PM so that the ad runs the whole timeline.
  - Daily/Lifetime Spend Cap: The Daily spend cap allows you to set a cap on the amount spent per day, and the lifetime spend cap allows you to set a cap on the total amount

spend during the lifetime of the campaign. Since we set a start and end date, and typically will choose a daily and/or lifetime budget, this setting is not necessary for us to use.

**Campaign Setup**

Draft Actions ▾

**Objective**

**Awareness**  
Increase awareness of your brand or product. [Learn more.](#)

**Campaign Name**

0523 Certificate 4.35%

**Status** ⓘ

☒ Active

**Create Split Test** ⓘ New

☐ Disabled

**Starts & Ends**

May 24, 2023

9:05 AM

Central Time

☒ Set an End Date (Optional)

May 31, 2023

11:59 PM

Central Time

**Daily Spend Cap** ⓘ

No Cap

**Lifetime Spend Cap** ⓘ

No Cap

- Scroll to the bottom of the page and click “Next” in the bottom right corner to go to the ad set setup.
- In the Ad Set setup area, you have the option to set the Ad Set details, Budget and Schedule, Placements, Locations, Demographics, Audiences, Devices, and Delivery.
  - Ad Set Details: In this section, you will set the Ad name, and will turn on or off our Snap Pixel and Snap App ID Tracking.

- Ad Set Name: Name the Ad using the Month, Year, Topic Format. (Ex. 0523 Certificates for a Certificate campaign running in May of 2023.)
- Snap Pixel: Our Snap Pixel allows us to measure website actions that users take after clicking on our ad. Ensure that this toggle is turned ON and says “attached”.
- Snap App ID Tracking: This option allows you to measure actions that users take on your mobile app after seeing the ad. Since we do not lead users to our mobile app, we do not use this option. Ensure that this is checked OFF.

Ad Set Details

Draft Actions ▾

Ad Set Name

0523 Certificate 4.35% ...

Snap Pixel ⓘ

☒ Attached

Snap App ID Tracking ⓘ

☐ Disabled

- Budget & Schedule: You may either set a daily or lifetime budget. If you are not sure about budget information for the campaign, check with Andrea or Kristen. Ensure you click the box for “Set an End Date” and set the start and end date for the timeline of the campaign.
  - I will typically set the start time at 12:01 if the campaign is not starting the day that I create it (Ex. Creating an ad on 5/1 that starts on 5/15) and will set the end date at 11:59 PM. If I am creating a campaign that will start running the same day it is created (Ex. Creating an ad on 5/1 that starts on 5/1), I usually set it for the time I predict I will be finished setting up the ad so that it starts running right away.
  - Note: The Daily and Lifetime Ad Budget minimum is \$5 per day on Snapchat.

## Budget & Schedule

### Budget ⓘ

\$100.00

Lifetime Budget



### Starts & Ends

May 24, 2023



11:05 AM



Central Time

May 31, 2023



11:59 PM



Central Time

### Ad Scheduling ⓘ

☒ Run ads all the time

☐ Run ads on a schedule Ads are scheduled based on the time zone of the person seeing it.

- Next, set the placement setting. You may either choose Automatic Placement, or you may manually Edit Placement.
  - Automatic Placement: This runs your ads across all of snapchat and gives more flexibility to improve results and maximize reach. We typically choose Automatic placements and will use this placement option for our ads.
  - Edit Placement: Using the Edit Placement option, you can choose a specific place for your ad to be placed within Snapchat. These options include Content placements, In-Stream placements, and Camera placements. You may only choose one of these placement options.
    - Content: You may choose for your ad to be placed between content including user stories, publisher and creator stories, and spotlight, within content, or within the discover feed. We have not yet tested this option and do not have a recommendation for Royal ads now.
    - In-Stream: You may choose for your ad to play in-stream for All Shows, or to be excluded from News Shows. We have not yet tested this option and do not have a recommendation for Royal ads now.
    - Camera: We do not have any details about this option and do not know how it works. We have not yet tested this option and do not have a recommendation for Royal ads now.

## Placements ⓘ

☒ Automatic Placement (Recommended)

Run your ads across all of Snapchat. This gives more flexibility to improve the results of your campaign and maximize your reach.

☐ Edit Placement

- Next, scroll down to set up the Location targeting. Snapchat allows you to target by State or DMA (Designated Market Area). Depending on the ad, we will typically use our three main DMA areas or states to target.
  - Three main DMAs: Wausau-Rhineland, La Crosse-Eau Claire, Minneapolis-St. Paul
  - States: Minnesota, Wisconsin

The screenshot shows the 'Locations' section of a Snapchat ad targeting interface. At the top left is the title 'Locations' with an information icon. At the top right is a button labeled 'Target Locations on Map'. Below this is a section titled 'Your audience is located in:' with two links: 'Reset' and 'Upload Locations in Bulk'. A large dropdown menu is open, showing 'United States' with a downward arrow, and below it, '> DMA 3 included'. At the bottom of this section is a search bar labeled 'Search Locations...' and a button labeled 'Select Country'.

- Next, scroll down to set the Demographic targeting. In this section, you may set age restrictions, ages, Languages, and advanced demographics.
  - Regulated content: Royal will never post regulated content that has age restrictions, so this option is not relevant to us.
  - Ages: If you have selected a special ad category, you may not adjust the age ranges and must keep it set at 13-50+. If you do not have the special ad category selected, you can adjust the age range to target specific ages.
  - Languages: Select English for the language so that our ad is more likely to run on devices of those who speak English.
  - Advanced Demographics: This option allows you to target users by education, income, marital status, parental status, or language. We have not yet tested this option and do not have recommendations for Royal ads now.

## Demographics

### Regulated Content ⓘ

☐ Age restrictions required

### Ages

13 ▼ - 50+ ▼

### Languages ⓘ

Select Language... ▼

✓ English

### Advanced Demographics ⓘ

Select Category ▼

- Next, scroll down to set Predefined and Custom audiences.
  - **Predefined Audiences:** Snapchat has built predefined audiences, which include interests for specific audiences such as Lifestyles (Crypto Enthusiasts, Fast Food Junkies) and Visitors (Financial Services, Sport & Recreation). We have not yet tested this option and do not have any specific recommendations for Royal ads now.
  - **Custom Audiences:** This option allows you to create your own custom audience to use for targeting. We do not currently use custom audiences, and have not yet tested this option, therefore do not have any specific recommendations for Royal ads now.

## Audiences

### Predefined Audiences ⓘ

Select Category... ▼

### Custom Audiences ⓘ

Select Audience... ▼



- Next, scroll down to set the Device delivery settings. This option allows you to choose the operating systems, device makes, connection types, and carriers that your ad is allowed to run on.
  - Operating Systems: Ensure that All is selected. This will run our ad on Android and iOS devices.
  - Device Makes: You are able to target an ad to a specific type of device (Ex. Apple iPhone 14 Pro). We want our ads to run in as many places as possible, ensure that no specific device make has been selected.
  - Connection type: Ensure that All is selected. This will run our ad on devices that use cellular data or Wifi.
  - Carriers: You may select a carrier such as AT&T. We want our ads to run in as many places as possible, ensure that no specific carrier has been selected.

The screenshot shows the 'Devices' settings section. It contains four sub-sections: 'Operating Systems' with three buttons ('All', 'Android', 'iOS'), 'Device Makes' with a dropdown menu, 'Connection Type' with three buttons ('All', 'Cell', 'Wifi'), and 'Carriers' with a dropdown menu. The 'All' buttons are highlighted with a yellow border.

**Devices**

Operating Systems

All Android iOS

Device Makes ⓘ

Select Device Makes... ▼

Connection Type

All Cell Wifi

Carriers

Select Carrier... ▼

- Finally, scroll down to set up the Delivery options. In this section, you can set the ad status, goal, bid, frequency cap, and third-party tagging.
  - Status: Ensure that the status of the ad is checked to be Active.
  - Goal: There are 2 different goal options—Impressions or Swipe-ups. If the ad is for an awareness-related campaign, we will typically choose Impressions. If the ad is for a campaign that we want people to visit the website, we will choose Swipe-Ups.
  - Bid: There are 3 bid strategy options—(1) Auto Bid, which maximizes the budget and chooses the best bid strategy, (2) Target Cost, which helps to achieve the largest volume while keeping average cost per action below a specific set cost, or (3) Max Bid, which bids conservatively at or below your desired bid. We

recommend using the Auto-bid strategy, as we have not yet tested the Target Cost or Max Bid Strategies.

- Third-Party tagging: We have not yet tested this option and do not recommend any third-party tagging for Royal's Ads.

**Delivery**

Status ⓘ  
☒ Active

Goal ⓘ  
Swipe Up

Bid ⓘ

☒ Auto-Bid (Recommended)  
Makes best effort to spend your budget. Try this strategy if you want to learn what cost per action you can achieve on Snap.

☐ Target Cost  
Achieves the most volume while aiming to keep your average cost per action below your target cost.

☐ Max Bid  
Bids conservatively at or below your desired bid.

Third Party Tagging ⓘ


☐ Moat ⓘ

☐ DoubleVerify ⓘ

- When you are finished with the ad setup, scroll to the bottom of the page and click Next in the bottom right corner.
- Next, you will be taken to the actual ad setup. Please note that your ad options may vary depending on if you selected a special ad category or not. If you selected a Special Ad Category, you may either create a Single Image or Video ad or a Collection Ad. If you did not Select a special ad category, you may create a Single Image or Video ad, Story Ad, Collection Ad, or AR Lens Ad.
  - We have never tested Collection Ads or AR Lens Ads.
  - Single Image or Video Ad: We recommend using this ad format if you have a special ad category selected.
    - To set this ad up, name the ad using the month, year, topic format. Ensure that our Royal Credit Union snapchat account is showing for “Public Profile”. Do not change the Brand Name, as we would like users to see Royal Credit Union as our public profile. Create a headline for the ad (Ex. 4.35% APY 12-Month

Certificate!). Ensure that “Shareable” is selected, so that users can share our ad. Click Upload under “Topsnap Media” to add your creative, this will take you to your computer files and you can choose the creative from there—you may need to download it to your computer from Widen beforehand. Once your content is uploaded, click the Attachment dropdown, and select Website. Once you choose website, you will see a dropdown for the Call to Action, a placeholder to insert the website link, and an option for Autofill and Smart Prefetching. For the Call To Action, we typically choose “more”, however there are many other call to actions available. For the website URL, create a UTM code using the [Royal UTMs Spreadsheet](#), then copy and paste it into the website URL box. We have not yet tested the Autofill or Smart Prefetching options and do not have any recommendations for Royal ads now.

Public Profile ⓘ



**Royal Credit Union**  
Member-owned credit union in Wisconsin and Minnesota.  
800-341-9911

Brand Name (Optional) ⓘ

Replace Profile name32


Headline ⓘ

4.35% APY 12-Month Certificate!3


Shareable ⓘ

☒ Enabled

Topsnap Media ⓘ

b20f0599-ba5a-476a-a678-8d0882a271dd.mp4

Attachment ⓘ

Website ⓘ

Call To Action ⓘ

More

Website URL ⓘ

https://www.rcu.org/promos/new-certificate-special?  
utm\_campaign=2023+05+12+month+4.35+certific  
ate&utm\_source=snapchat&utm\_medium=cpc&ut

Build a URL Parameter


Autofill ⓘ

☒ Disabled

Smart Prefetching ⓘ

ⓘ To help your URL load more quickly for Snapchatters, we recommend turning on Smart Prefetching. [Learn more.](#)

☒ Disabled



- Story Ad: We recommend using this ad format if you do not have a special ad category selected.
  - To set this ad up, first name the ad using the month, year, topic format. Ensure that the Public Profile is set to our Royal Credit Union Snapchat account. Do not replace our Brand Name, as this will change the public profile name to say something different. Name the Headline to match the topic of the ad (Ex. 4.35% APY 12-Month Certificate!). Ensure that Shareable is enabled, as this lets snapchat users share the snap with one another. Set the Play Style to loop each snap—this will loop our video so that users must click the skip button to go to the next story.

Ad Details

Upload a Catalog

Load Story

Draft Actions ▾

Single Image or Video

Story Ad

Collection Ad


Commercial

AR Lens

Name ⓘ

0523 Certificate 4.35|

Public Profile ⓘ



**Royal Credit Union**  
 Member-owned credit union in Wisconsin and Minnesota. 800-341-9911

● Public Profile updated based on Public Profile of loaded creatives

Brand Name (Optional) ⓘ

Replace Profile name

32

Headline ⓘ

Headline to display in ad

34

Shareable ⓘ

✓

Enabled

Play Style ⓘ

Loop Each Snap


Auto Advance

- Scroll down to upload the media for the Story snap. Click Upload under Topsnap Media, this will take you to your computer files and you can choose the creative from there—you may need to download it to your computer from

Widen beforehand. Once the media is uploaded, you should be able to preview the snap. Click the Attachment dropdown and select Website. Once you choose website, you will see a dropdown for the Call to Action, a placeholder to insert the website link, and an option for Autofill and Smart Prefetching. For the Call To Action, we typically choose “more”, however there are many other call to actions available that you may also choose if they are relevant to the ad. For the website URL, create a UTM code using the [Royal UTMs Spreadsheet](#), then copy and paste it into the website URL box. We have not yet tested the Autofill or Smart Prefetching options and do not have any recommendations for Royal ads now.


### Story Snaps

Drag to re-order





+


Topsnap Media ⓘ



2e2405f2-d01c-44bd-b59a-3f6af6bb925c.mp4



Attachment ⓘ

 Website ⓘ

Call To Action ⓘ

More

Website URL ⓘ

https://www.rcu.org/promos/new-certificate-special?utm\_campaign=2023+05+12+month+4.35+certificate+&utm\_source=snapchat&utm\_medium=cpc&utm\_content=12+month+4.35+certificate

Build a URL Parameter

Autofill ⓘ

☒ Disabled

Smart Prefetching ⓘ


To help your URL load more quickly for Snapchatters, we recommend turning on Smart Prefetching. [Learn more.](#)

×

☒ Disabled

Placement Preview

Between Content



- Story Ads also have the option for a Discover Tile, however we have not tested this option and instead choose to deselect the tile from the ad.

**Discover Tile**

Discover Tile ⓘ

☒ Attached

Headline ⓘ

Tile Headline 55

Background ⓘ

Upload Browse

Logo ⓘ

Upload Browse

**Discover Tile**

Discover Tile ⓘ

☐ Not Attached

- Finally, scroll down to the Delivery settings. Ensure that the status is set to Active. You do not need to add any Impression Tags or Swipe up tags.

**Delivery**

Status ⓘ

☒ Active

Impression Tags ⓘ

Add Another

Swipe Up Tags ⓘ

Add Another

- When you are finished with the ad setup, click “Review & Publish” in the bottom right corner to review the ad. Once you have checked that everything is set up correctly, you can hit publish!

## After Publishing

- The ads will go to review. Typically, later in the day, you'll get an email that your ad is scheduled or running, meaning it's out of review. If your ad does not get published, fix the errors, and resubmit the ad.
- Continue to watch the numbers at least every few days to see if the ads are performing as expected. This will be especially important if you are trying something new.