

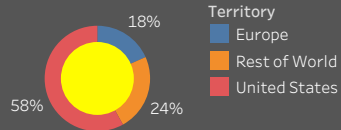
Political Ads on Snapchat

over the last 2 years



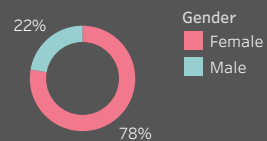
\$3.9M

Spent on Ads

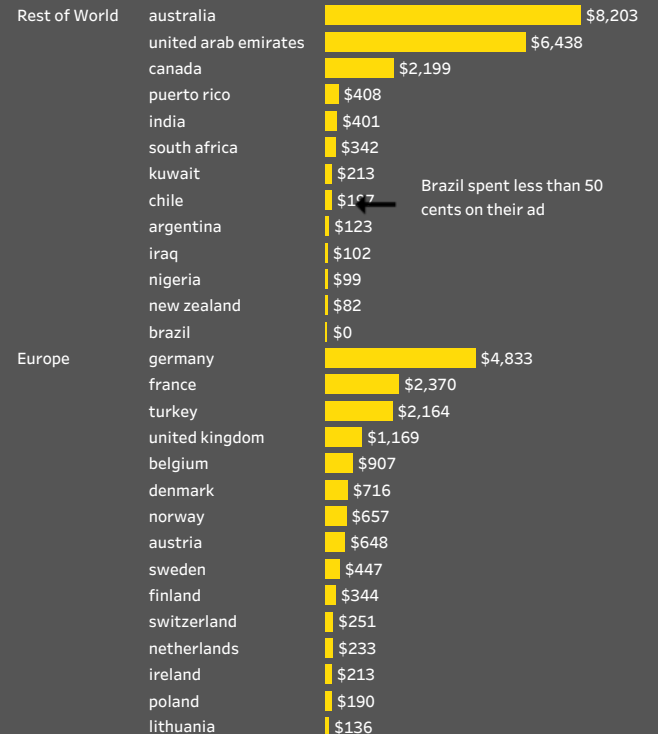


310

Ads targeted specifically to males or females



Which country is the most **expensive** to target per ad?



2927

Ads from 29 countries



Does spending **more** on ads reach a larger audience?

