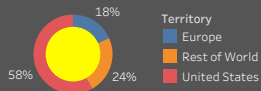


Political Ads on Snapchat

over the last year



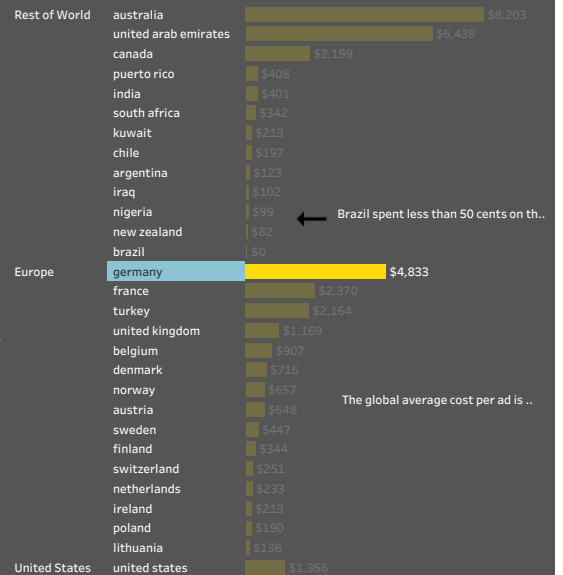
\$3.9M
Spent on Ads



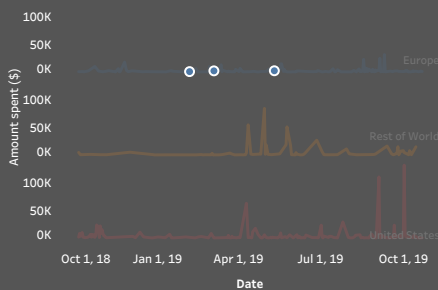
2927
Ads from 29 countries



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



Has spending **increased** over time?



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

