Political Advertising on Snapchat
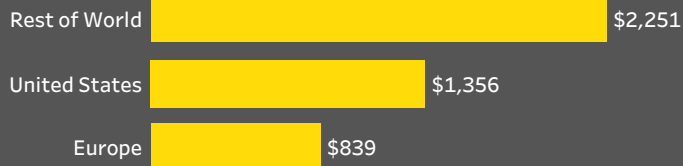
over the last 2 years

$3.9M
Spent on Ads

2927
Ads from 29 countries
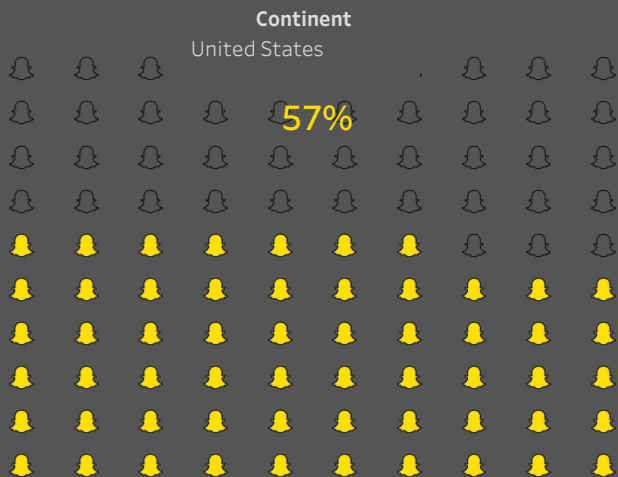
310
Ads targeted specifically to males or females

18%

24%

58%

World

Continent

United States

57%

World

22%

78%

Gender
Female
Male

Which continent spends more per ad?

Rest of World	$2,251
United States	$1,356
Europe	$839
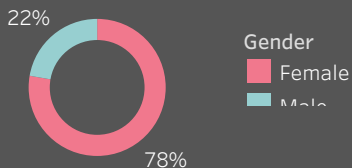
Does having your ad out for longer leave a bigger impression?

Paramilitary ad - ending the harm

Number of days ad was up for

300

200

100

0

Ad about gun control

0M 10M 20M 30M 40M 50M 60M 70M
Number of people who saw the ad
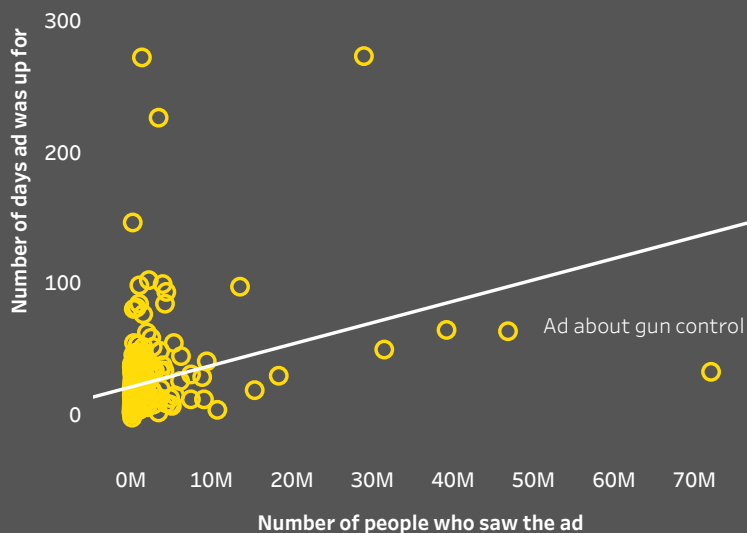
Does spending more on ads reach a larger audience?

Honey nut cheerios

Amount spent ($)

150K

100K

50K

0K

-10M 0M 10M 20M 30M 40M 50M 60M 70M 80M
Number of people who saw the ad