

# Snapchat Performance Evaluation - Data Point List



## Data Points

## Importance Level

1 = most important

**Geo-filter/ Lens**

- Number of times a geo-filter/ lens used
- Length of time user spent on playing it

1

**Screenshots/ Forwarded Messages**

- Rate of snaps forwarded by the viewers
- Rate of screenshots taken

1

**Subscriber**

- Number of subscription

2

**Total Views**

- Number of views per snap

2

**Active Viewer**

- Percentage of views from active viewers
- Demographic of active viewers

3

**Story Completion**

- Rate of story completion

3

**Swipe Ups**

- Rate of swipe ups per story

3

**Story Updates**

- Frequency of story updates

4

**Username**

- Number of times username is searched

4

**SnapCode**

- Number of times snap code is scanned

4

**Notification**

- Percentage of subscribers who switched on the notification for the channel

5

# Geo-Filter/ Lens



Snapchat users, compared to other social media such as Instagram, tend to look for a connection between the user's tight group of friends rather than a general exposure to a large pool of acquaintances. It's about discussing what's on trend, what's fun, and what's of their common interest. Filters are one of the most prominent features among Snapchat. Users might not subscribe to the brand's channel but uses the filter since it is a hit at the moment. This is a good way of exposing to a large group of potential audience.

Here are a few statistics that show the popularity of geo-filter and lens:

- A Geo-filter delivered to a national audience will typically be seen by 40% to 60% of daily Snapchatters (Hootsuite)
- Snapchat's Sponsored Lenses are forecasted to reach 16 million viewers daily (Hootsuite)
- Taco Bell's lens, as shown in the picture was viewed 224 million times and the average Snapchat user played with it for around 24-seconds before sending it on to their friends. (Business Insider)

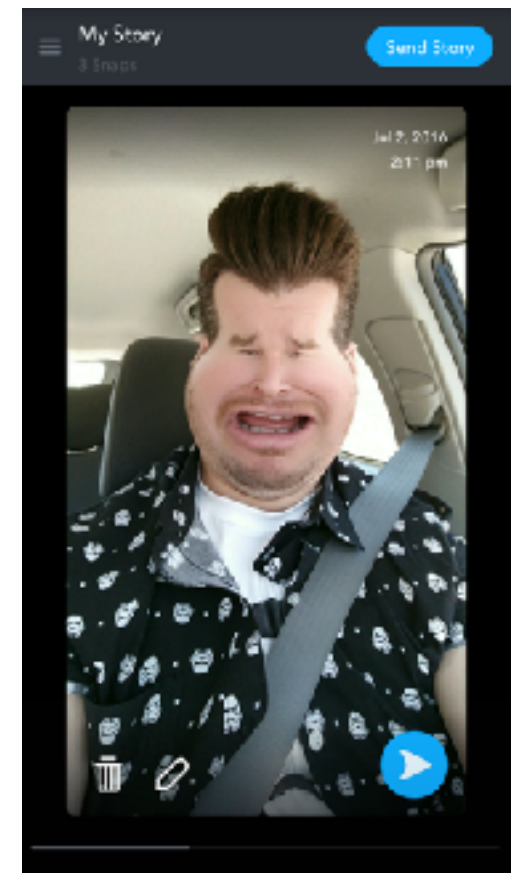


## Forwarded Messages/ Screenshots

Forwarded messages are of high value. It shows that the viewers are not only interested in the story but also believe it is "cool enough" to send to a friend. The story is believed to be able to connect the community and spark conversations. Screenshots also show that the user is very likely to show the shot with his/ her friends.

One of the marketing strategies from brands is that the brand posts a coupon to its Snapchat Story and encourage the audience to take a screenshot of it or send a Snap of a coupon to users individually.

According to Hootsuite, 58 percent of college students would be likely to purchase a brand's product or service if they were sent a coupon on Snapchat.



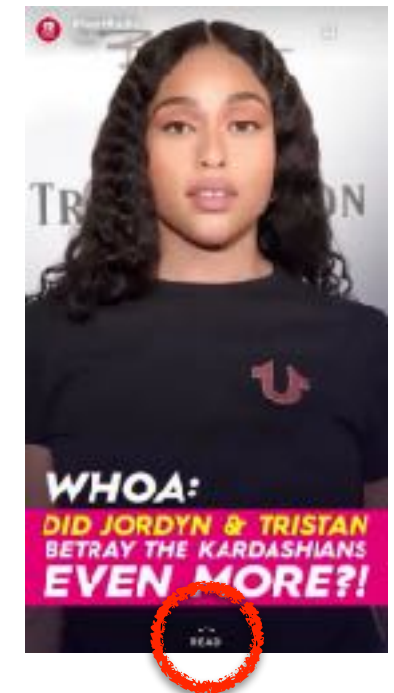
# Swipe Ups!



This indicator can help the company understand what kind of snaps/ stories trigger a viewer to swipe up and learn more information about the brand. If a company has a good average rate of swipe ups, the company are good at generating stories that spark viewers' further interest in general.

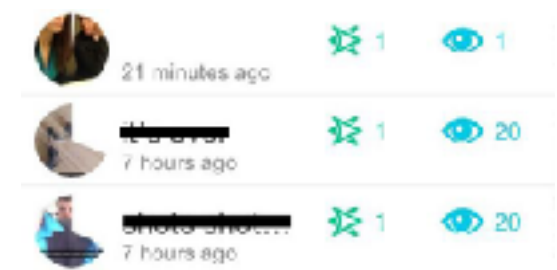
## Story Updates

The stories displayed at the user's subscription section on the discover page is sorted by which was most recently updated. (Snapchat) Hence, if the brand is not updating the stories frequently, its channel might fade to the end of the subscription list.



## Subscriber/ Total View/ Active Viewer

The total view and number of subscriptions are indicators of the interest from the general public. The brand can use this number to gauge the popularity of its snap content.



The percentage of views from active viewers is a two-sided indicator. If the percentage is high, it means the brand is able to grab a stable group of audience. This shows good loyalty. Yet if the percentage is high to a point where there are little inactive/ random viewers, then the brand may be limited to serving an exclusive group of the audience as opposed to accessing new potential viewers.

\*Assume the brands are able to get the user ID or a series of numbers that represent user ID so that the brand can identify different viewers/ subscribers.

A comparison of the demographics of its active viewers with its original targeted audience can help the brand review whether their business strategy is aligned with actual results. Further adjustment of business strategy can be made after the review.

