



THE ULTIMATE GUIDE TO SNAPCHAT ADVERTISING



Vision

This guide was created to give you a comprehensive run down of how to be successful with Snapchat Advertising. Reach the most valuable audience on the hottest platform out there.

Mission

We want to set you on the road to success on Snapchat.

That's what this guide is all about. You can reach the audience you want without the headache of sifting through all of the information out there.

A note on Tap Artists:

We help businesses grow with Snapchat. Enter your email at tapartists.com to get Snapchat creative and advertising services.



OVERVIEW

Snapchat Audience Targeting

The raw data. Get acquainted with the Snapchat audience, why they're valuable, and why you can see high ROI on Snapchat.

Snapchat Creative

A look at Snapchat's unique ad units and the creative you need to be successful on the platform.

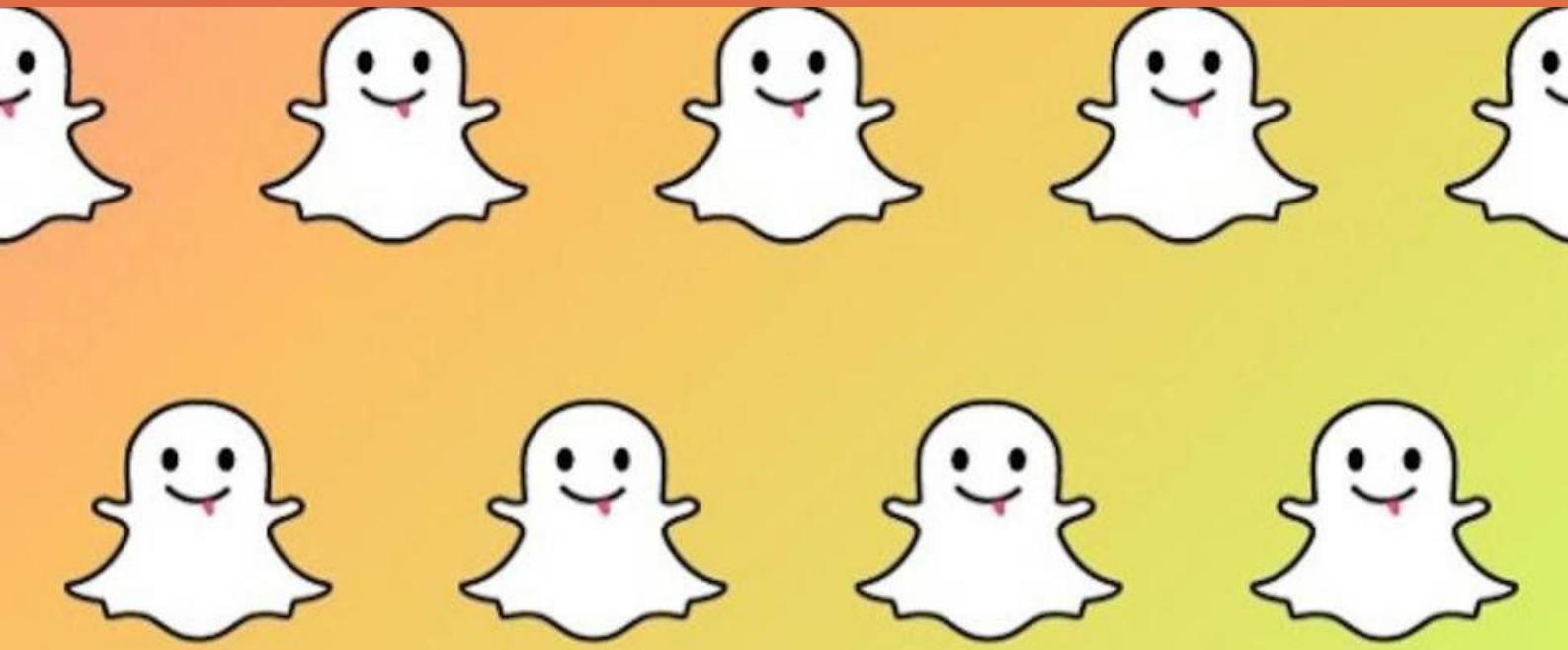
Snapchat Campaigns

Everything you need to know about campaign creation, bidding and setting your accounts up for success and great returns.





SNAPCHAT AUDIENCE



SOME STATISTICS - THE BIG PICTURE

ACTIVE USERS: Over 300 Million

SNAPS SENT EVERY DAY: Over 400 million

DAILY ACTIVE USERS: 160 Million

REACH: Snapchat reaches 41% of 18-34 year olds in the US daily

YOUNG: 71% of Snapchat users are under 35 years old

ENGAGED: The average snapchat user under 25 visits snapchat over 20 times per day.

Snapchat users are highly engaged and the average user spends 30 minutes on the platform every day.

Snapchat also dominates in the audience of customers that most advertisers find highly valuable due to the difficulty reaching them: 18-34.

Getting in front of these users at this age sets a brand up for future success with those consumers.



ADVERTISING STATISTICS

**WHY SNAPCHAT?
SNAPCHAT IS MADE UP OF HIGH VALUE, HIGHLY
ENGAGED USERS THAT INTERACT WITH BRANDS**

QUICK STATS TO KNOW ABOUT SNAPCHAT ADVERTISING AND BRAND ENGAGEMENT

ADS:

On average 60% of Snap Ads are watched with the sound turned on

Total spend on Snapchat ads is expected to grow to \$767 billion by 2020

A Geo-filer ad delivered nationally will be seen by 40-60% of Snapchats daily users

BRANDS:

Users spend an average of 24 seconds playing with a branded lens on snapchat

55% of Snapchat users report that they follow one or more brands or businesses on the platform

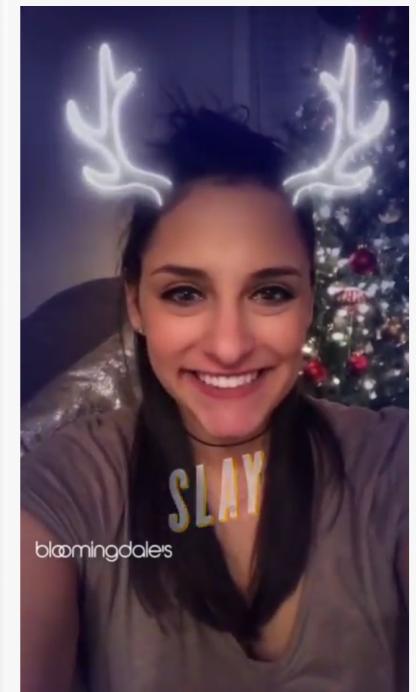
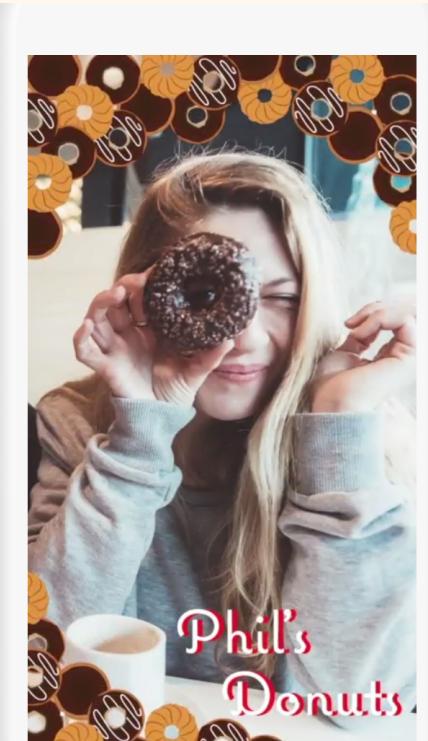
More than 50 percent of Snapchat users will open a brand's story, and more than 85 percent of them will watch the entire story

64 percent of new brand followers will search for brands by the username, while approximately 25 percent will use Snapcodes and less than 10 percent will use deep links



SNAPCHAT CREATIVE

Snapchat creative can be confusing and overwhelming for new advertisers on the platform. Let us break it down for you:



SNAP ADS

Snap Ads are full-screen, 100% viewable, and have audio on by default. You can drive traffic to your website, drive installs for your mobile app, or drive viewers for your long-form video content with these ads. Generally these videos are short clips or animations that accentuate your product.

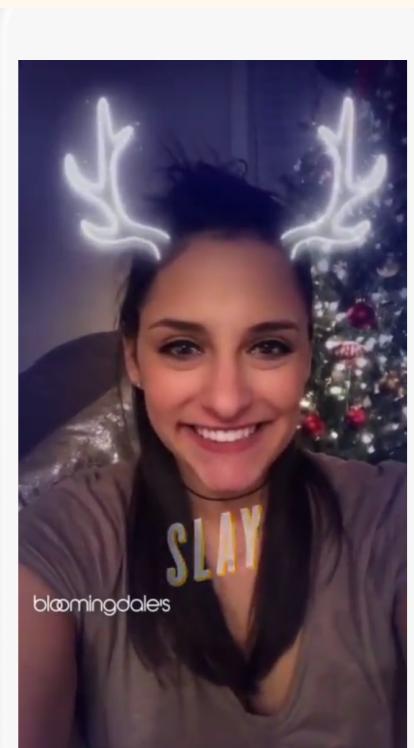
FILTERS

Filters are overlays that can be placed over Snapchat photographs in specific locations. They can drive action as well, but are better suited for brand awareness in specific locations that you pre-determine. These filters are still image overlays (they are not animated/moving)



SNAPCHAT CREATIVE

Continued



LENSES

Lenses are interactive and animated filters that can be played with in real time while users are taking videos or pictures within Snapchat. These placements are largely made to build awareness.



WHICH AD UNIT IS FOR YOU?

Being the most effective on Snapchat

So what is the right ad unit for you? The ideal strategy incorporates all of these ad units to maximize awareness. But if you are limited by budget, the main ad unit to focus on is the 'Snap Ads' ad unit. If you are trying to drive traffic to your mobile app or mobile website, then 'Snap Ads' is a no-brainer.

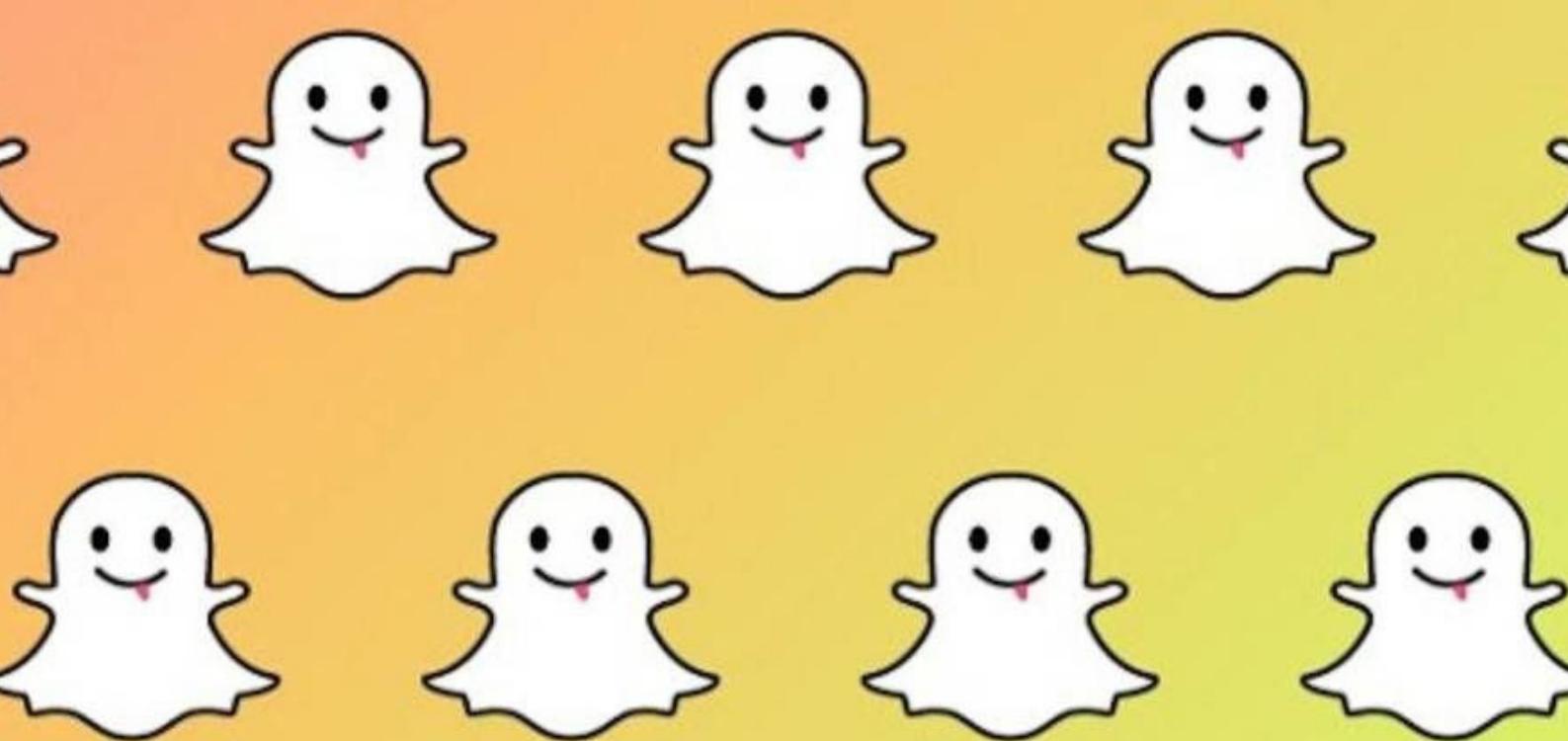
Snap Ads is also great for e-commerce, as Snapchat allows you to integrate with their platform and have users land directly on your product page as soon as they swipe on the ad.

If you are a larger brand, or are working around events that have specific significance to your business, then Snap Filters and Lenses can boost awareness and drive indirect sales. The only negative to these ads, is that they are harder to quantify returns with their use.

NEED SNAPCHAT CREATIVE?

Check out Tap Artists: tapartists.com

We make Snapchat creative that converts.

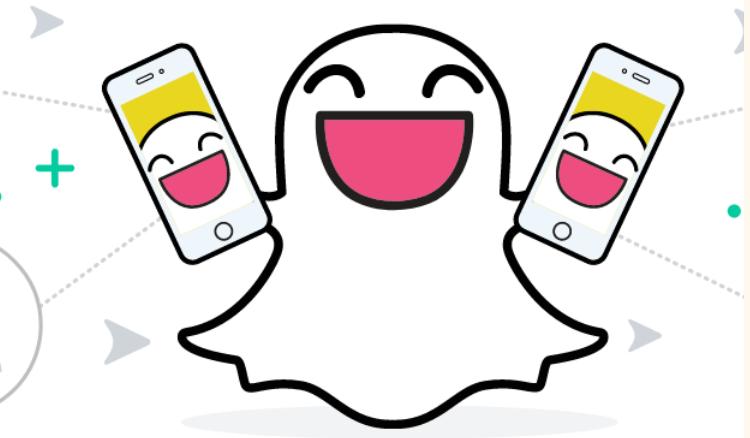




SNAPCHAT CAMPAIGNS

the people you care about

Use your customer data like emails or mobile advertising IDs to effectively reach Snapchat



Match

ance

Lookalike

Get Started

TAP ARTISTS

LAUNCHING SNAPCHAT CAMPAIGNS THAT WORK

Not long ago, if you wanted to advertise on Snapchat, you had to use a minimum of \$50K/month in order to launch even a basic advertising test.

Now, Snapchat has a fully functioning self serve tool that resembles Business Manager for Facebook. The tool allows you to launch campaigns and upload creative.

TARGETING:

Targeting methods include location, age, gender, language, demographics (like household income), age restrictions (to ensure certain products like alcohol and gambling related items don't get shown to minors), placements and devices.

In addition, Snapchat has pre-created audiences like "Comedy Fans" and "Adventure Seekers" you can target. You can also upload audiences that you can target directly or make look-a-like audiences from.

BIDDING:

You are allowed to bid on impressions, swipe ups (essentially clicks), and installs.

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CONCLUSION

Future success with Snapchat

The ultimate key to Snapchat success is gripping and varied creative and continued optimization of bidding and targeting.

The quickest and most effective way to achieve success on Snapchat is to use Tap Artists, the one stop shop for Snapchat advertising. We create beautiful video creative and animations that potential customers will love, and then implement that creative to launch the most impactful campaigns on Snapchat.

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