



# Snapchat Ads





# Welcome to your Snap Starter Pack!

this kit to help guide you through the process.

Remember, ever get lost or need more information, you can visit **[businesshelp.snapchat.com](https://businesshelp.snapchat.com)** or reach out to your friendly Snapchat Partner.

**First thingsfirst — setting up your account.**





# Account Setting

## Step 1

### Creating Your Account and Manage Access

First you will need to [create a new organization](#) on Snapchat

Then [create ad accounts](#).

Once done, please [add your members to access](#) to your ad accounts.

As part of your account setup you need to create a Public Profile for Business - this is required to run campaigns on Snapchat.

[Click here to learn how to set up yours.](#)

## Step 2

### Set Up a Credit Line

To run ads on Snapchat, you will need to set up a credit line. You can ask our Snap representative for the setting, and also need to [follow up these steps](#).



### Feeling Lost? Don't Worry!

You can set time with your Snap partner so that you can go through account settings step by step.

Our TAM (Technical Account Manager) will share their screen to help you go through each step and complete account setting on site.

## Step 3

### Set The Measurement

If you are running a web based business, please [set up Snap Pixel](#).

If your business is based on apps, you may have a measurement partner.

If you are an app advertiser, don't forget to share [your MMP dashboard](#) with our Partner Manager and Account Manager, so that both parties are looking at the same campaign results while optimising campaigns.

Confirm you are properly set up to pass install events to Apple for SKAdNetwork measurement, either directly from your app or through your Mobile Measurement Partners (MMP) SDK. Talk to your MMP and learn more [here](#).

MMP-specific set up documentation for SKAdNetwork:

[Adjust](#)[Branch](#)[Singular](#)[AppsFlyer](#)[Kochava](#)[Tenjin](#)

Learn more about SKAdNetwork Set-up and Campaign Management on Snapchat [here](#)

Lastly, Snap's Conversions API is a structured, privacy-centric interface that allows you to directly pass key marketing events to Snap via a Server-to-Server (S2S) integration. We recommend setting this up from the start - [click here](#) to find out more about CAPI and the set up process.



### If You Completed Step 3, Well Done!

You are ready to set up campaigns, so on to Campaign Setting – again, please reach out if you need help ensuring your campaign set up aligns with your KPIs.





# Campaign Setting

## Step 1

### 2 Weeks of Learning Period Campaign Before the Main Campaign

As it's the first time you run a campaign on Snap, our system attempts to deliver the right ad to the right person with minimal conversion data.

This is why 2 weeks of learning phase is recommended to deliver the best results with scale in your main campaign period. As conversion volume increases over time, our system will be able to more reliably predict who will convert in the future.

While setting the campaign, please refer to [Snapchat Ad Formats](#), [Ad Specs](#) to achieve best results on Snap. [Insights Portal](#) is a great place to get all insights you will need from audience insights, global market insights, and benchmarks. You can also find our [Case Studies](#) to refer to.

Don't forget to set up time with your Snap partners to make sure your campaign setting is aligned with our best practices!

### Main Campaign. Game Starts!

During this period, our Account Managers will check in:

Day 1

Day 3

Day 7

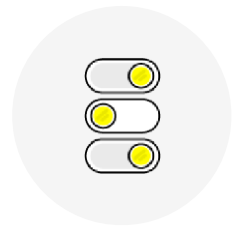
This is to monitor campaign trends and give you further suggestions if any.

## Step 2

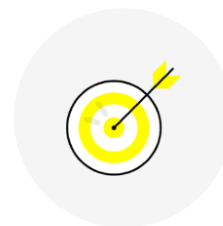
You optimised your campaigns well during the first 2 weeks of the learning phase. Now the main campaign starts. A few good tips to win your campaign – think bid, budget, targeting and creative.



### Bid



### Budget



#### Auto Bid

This bidding strategy allows Snapchat to set the bid on your behalf to get the most goal actions given the budget and target audience.



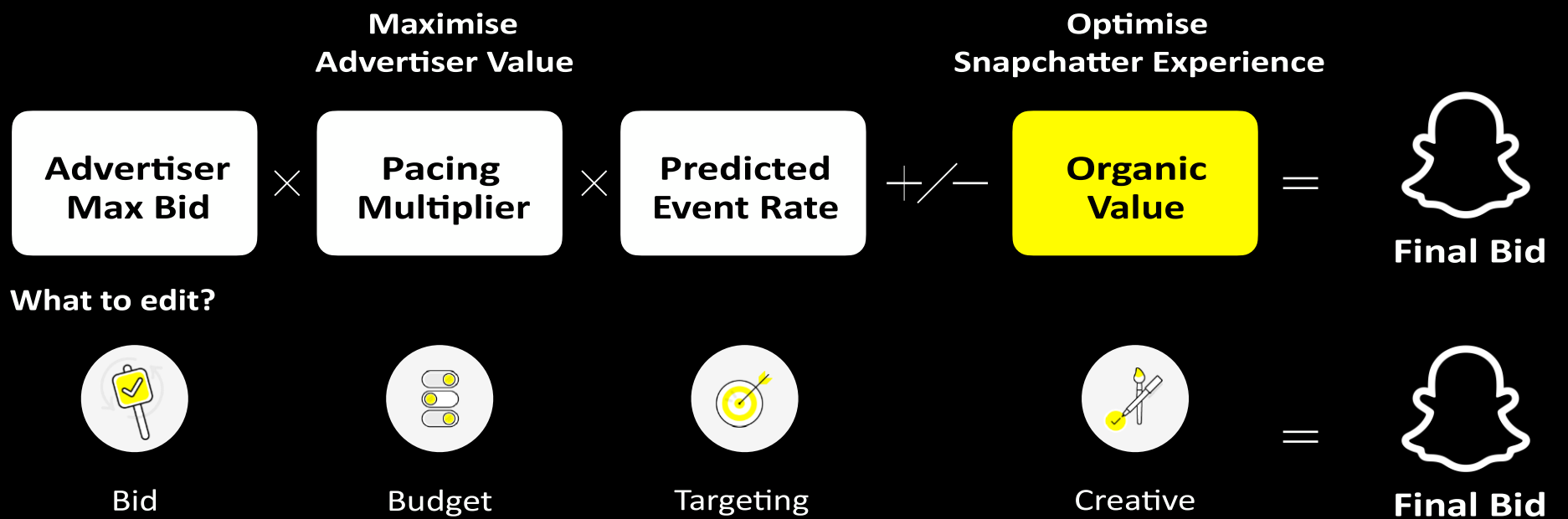
### Targeting

### Creative





## These are your levers to play with



### Bid

We recommend using Auto-Bid for starters as it aims to ensure full budget delivery and does not have strict cost per action objectives.

#### Target Cost

This bidding strategy tells Snapchat to make our best effort to keep your average CPA at or below the amount set by the ad set end date.

#### Max Bid

This bidding strategy tells Snapchat the maximum amount we can bid for you while we try to achieve the most efficient CPA possible.

A suggested bid range will appear below your bid amount, if available. This suggested range is based on many factors, including current auction dynamics and targeted audience. This is intended to give you a reference point when setting your max

#### For More Information on Bidding Strategies, You Can Read Here.

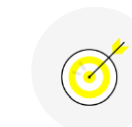
Have a look at your bids! If you are performing better than your KPI, try to reduce your bid by 10% to see if you can maintain scale, whilst still achieving the same performance. Alternatively, if you aren't performing as well, your bid may not be competitive enough for the auction at that time. We'd suggest increasing your bid by 10% to see if that boosts performance and scale.

Your daily budget is the average amount you are willing to spend on a specific ad set per day, while your lifetime



### Budget

budget is the amount you're willing to spend during the campaign's lifetime.



### Targeting

Do you have targeting applied? Using our [Audience Insights dashboard](#) you can see what audiences are performing best for your campaign. Ensure you have a balance of broad audience for scale, with a niche audience for performance. Overall you should be able to achieve performance at scale!



### Creative

Use [Creative Library](#) to upload your creatives

**Creative is the key to win campaigns.** The best way is to find out your competitors and industry benchmarks.

**Learn about** some of the creative best practices to get the most out of your Snapchat advertising:

Single Image or Video Best Practices

Filter Creative Best Practices

Lenses Creative Best Practices





### Step 3

#### Always On!

After 2 weeks of the learning phase, our focus is to sustain and further grow your campaign as always-on. Your Snap Partners will regularly monitor your campaigns, provide analysis and suggestions on how to improve further.

Snap is proudly promising to provide strong support from your onboarding and during your always-on campaign on us.

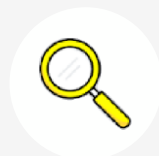
#### Our Support Includes:



Step-by-step run through during the onboard and test & learn process.



Establish regular meeting to discuss progress, optimisations and opportunities.



Provide insights into key seasonal moments to help advertisers unlock scalable opportunities.





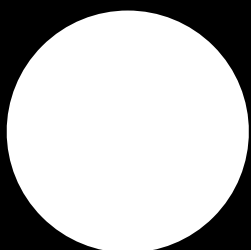


## One more thing...



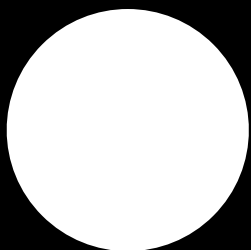
### Head to Business Help Center

Our one stop shop, linked throughout this guide will help you with almost any and every question you have, from setting up campaigns, to implementing the Snap pixel to specs and more, we have you covered.



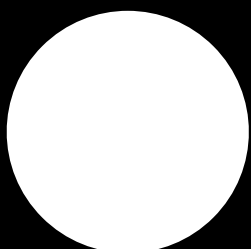
### Access Instant Chat Tech support

Use the question mark icon in the bottom corner of Ads Manager for instant support.



### Check out what's trending

Find out what's trending on Snap here and tap into short term trends to stay relevant with your core audience.



### Get Ads Manager Certified with Snap Focus

