



Documentation

Getting Started

- What is Segment?
- [How Segment Works](#)
- Getting Started Guide
- A Basic Segment Installation
- Planning a Full Installation
- A Full Segment Installation
- Sending Data to Destinations
- Testing and Debugging
- What's Next
- Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

☐ Mobile

☒ Mobile

☐ Server

☒ Server

The [Snapchat Ads](#) product provides a way to target advertisements to a global audience and drive meaningful results.

Segment's integration with Snapchat Ad's Snap Audience Match (SAM) enables Segment customers to sync audiences created in Engage with Snapchat Advertising

For more information about advertising with Snapchat:

[SAM Audiences](#)

[Snap Audience Match](#) (for developers)

Details

Requirements

[Access to Engage](#)

- A Snapchat Ads account with permission to create audiences

Supported identifiers

- email
- phone number
- iOS IDFA
- Android IDFA

Connection type

- Server-side

Set up

The Snapchat Audiences destination syncs audience data from Engage to Snapchat Ads. To begin:

- 1 In your Segment workspace, click Engage in the left navigation bar, and select your Space.
- 2 Click **Engage Settings** and select the **Destinations** tab.
- 3 Click **Add Destination**.
- 4 Search for **Snapchat Audience** and click **Configure**.
- 5 On the Snapchat Audiences configuration screen, click **Connect to Snapchat Audiences**. Log in to Snapchat with an account that has access to Ads Manager. Once authenticated, confirm the connection to Segment.
- 6 Select the Snap Ads account that will receive audience data. This accounts represents an advertising entity or business, and not your personal Snapchat user account. You may belong to several Ad Accounts; make sure to select the correct account here. After the Ad Account is specified, the destination is active.
- 7 Add the Snapchat Audiences Destination to an existing Engage Audience.
 - 1 Navigate to the Engage Space that contains the audience, and select it from the Audiences tab.
 - 2 Click **Add Destination**.
 - 3 The configured Snapchat Audiences destination should appear in the *Send as User List* category of available destinations.
 - 4 Click the destination and confirm the identifier: **Email**, **Phone**, or **Mobile ID**. Click **Save**.
 - Segment sends hashed `email` or `idfa` values to Snapchat so that they can match those identifiers against Snapchat users.
 - Segment also supports `phoneNumber` if it is present on the user's profile. Please make sure you pass phone numbers in a format that Snapchat supports. Read more in Snapchat's documentation regarding [Normalizing and Hashing](#).

NOTE: [Protocols](#) customers can use [Transformations](#) to change `phoneNumber` values to meet Snapchat's requirements.
 - 5 Click **Add Destination** to activate the destination for your Engage Audience

The initial synchronization of audience data may take several hours, depending on the size of the audience. Once the initial sync occurs, you'll notice a new Audience in the Snap Ads dashboard.

FAQ

I'm passing phone number as the identifier to Snapchat, why doesn't the audience populate?

Verify the following:

- You're collecting user phone numbers when users are added to the Engage Audience, and that you have configured the destination to send `Phone`.
- You're collecting phone numbers in a format that Snapchat supports. For more information, see Snapchat's documentation regarding [Normalizing and Hashing](#).

Why can't I select our Ads Account during the destination setup?

Ensure the following criteria are met:

- Your personal Snapchat login has appropriate permissions within your business. Snapchat Account Admin or Data Manager permissions are required to configure and add audiences.
- Your Snap Ads account is in `Active` status.

How do I view the sync status?

Status will be shown in the Event Delivery tool. When you view the audience, you can open the side bar which directs you to [Event Delivery](#).

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



Real-time to batch destination sync frequency

Real-time audience syncs to Snapchat Audience may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
account (required)	<code>string</code> . Choose your Snapchat Ads Account.

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