

FOR BUSINESS

GET TO KNOW US

OUR HISTORY

Snapchat was created in 2011 by Evan Spiegel and Bobby Murphy — two close friends who wanted a more fun and personal way to communicate on mobile. Their solution was Snapchat, an ephemeral photo-messaging app. Soon they added captions, doodles and video to the platform and usage exploded to over 50 million Snaps viewed a day by the end of 2012, growing to over 700 million today.

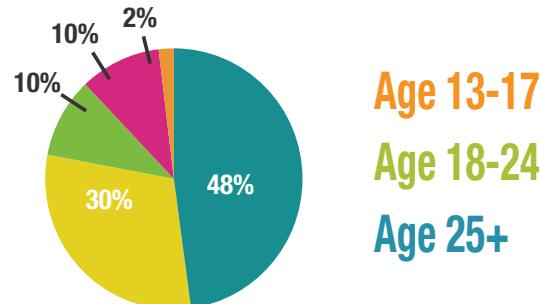
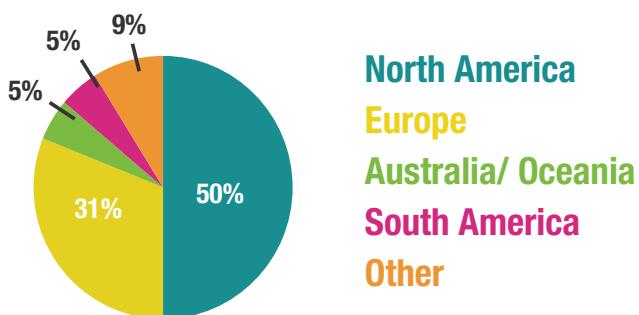
In 2013 the team introduced Stories, Snaps threaded together to form a rolling flipbook of moments with each Snap living 24 hours before it disappears. Users and brands quickly took to this new feature and today people view Stories over 1 billion times a day.

Every piece of content a user views is triggered by pressing and holding the screen, meaning they consciously choose to engage with content. When people share, recipients pay attention, knowing all Snaps will eventually disappear.

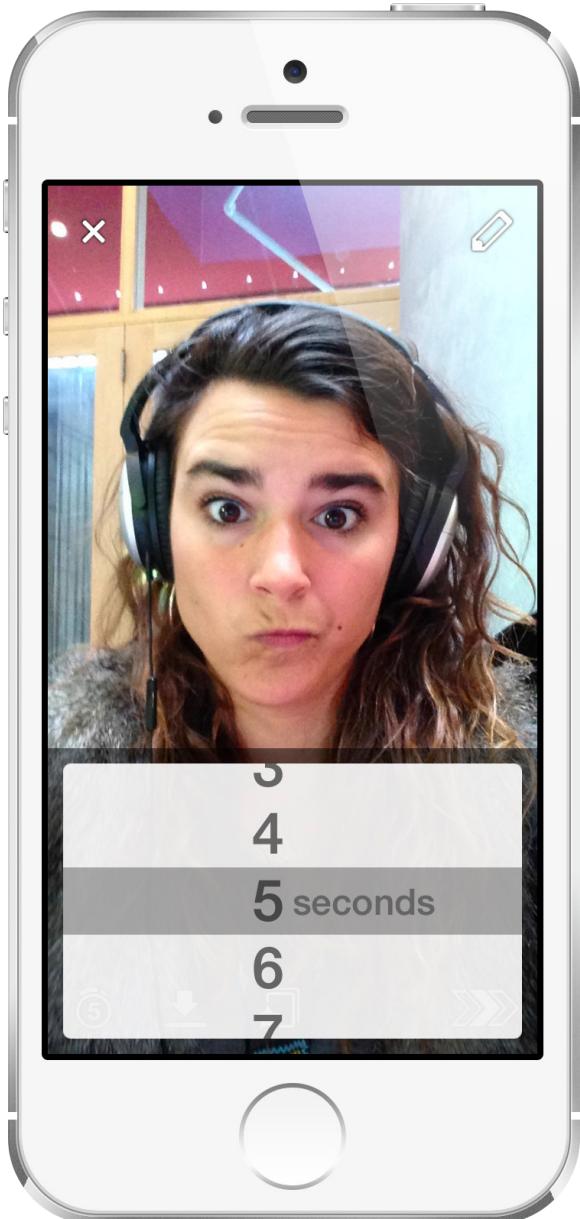
In May 2014 Chat and Here were released. They make one-to-one communication even more seamless via direct messages and face-to-face video. In July 2014, Our Story launched. Our Story is a location-based collaborative Story that throws users into the crowd at a certain event.

At Snapchat, we're bridging the gap between the digital and real-world, and we're just beginning

OUR STATS



PHILOSOPHY



DELETE IS OUR DEFAULT

We have many products within Snapchat, but there is one key feature that they all share: deletion.

We believe in the integrity of conversation — personal, unguarded, and of the moment.

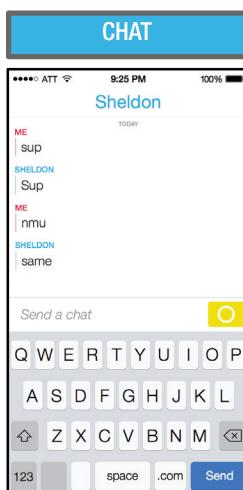
That's how it is with in-person conversations, and that's how we think it should be with mobile conversations as well.

Our default is delete. Conversations are ephemeral unless someone chooses to save or screenshot them. And if they do, we do our best to make the sender aware. Just like a face-to-face conversation content stays impermanent unless someone goes out of their way to record it.

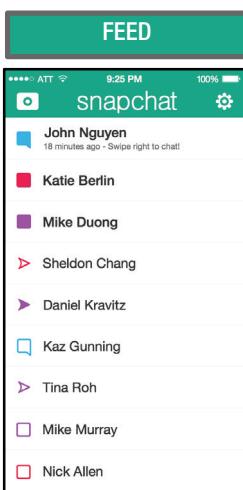
PRODUCT OVERVIEW

Snapchat is one app with several functions. People use it to communicate one-to-one, one-to-few, and one-to-all. They share moments, not just pretty pictures, through stills and videos with added with captions, doodles, or filters to make them even more fun and personal.

APP OPENS HERE



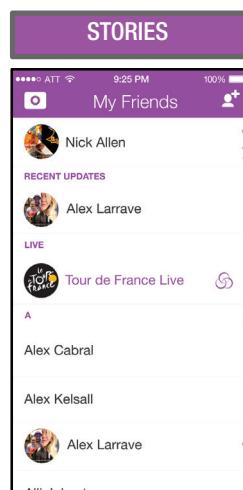
One-to-one messaging
and live video



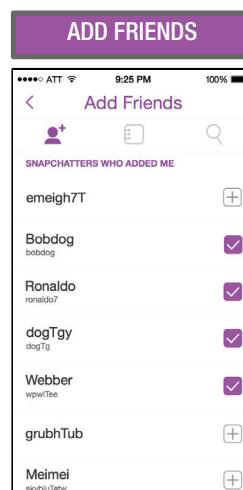
Feed of directly sent
Snaps and messages



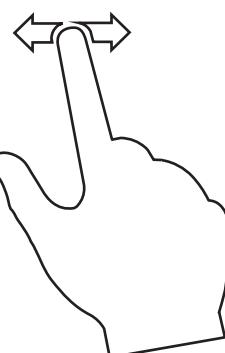
Photo and video capture
with optional filter, doo-
dles and captions



Story feed — Mix of
your own, your friends,
brands, celebs and
events



Friend and follower
management



SWIPE BETWEEN SCREENS

SNAP

DEFINITION

A 1- 10 second photo or video sent to one or a few friends that disappears after viewing.

WHAT USERS SNAP

People send Snaps of their morning commute, late night nachos, and everything in between.

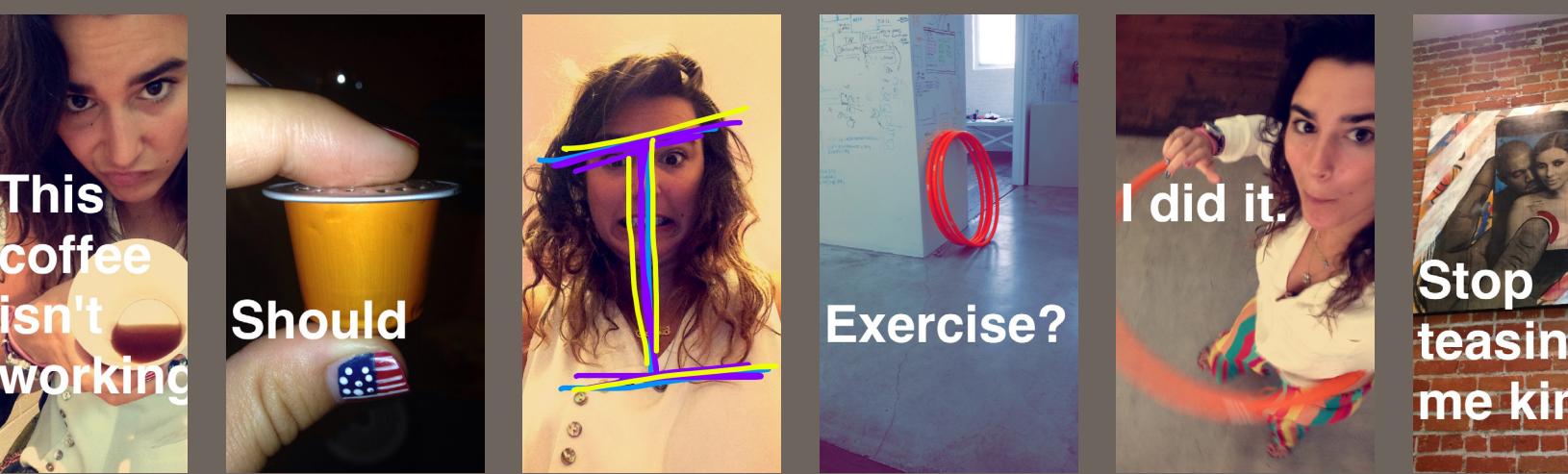
Some Snaps are crazy, some more mundane, but all Snaps are personal — raw moments, not just pretty pictures.



STORY

DEFINITION

Snaps threaded together to create a flipbook of moments for all your friends to see. Each individual Snap lives for 24 hours before it disappears. There is no limit to the number of Snaps you can add to your Story, and no rules for what you post. Anything goes.



WHAT USERS STORY

Your Story is a place for the Snaps you want all your friends to see. Some have cohesive narratives with beginning, middle, and ends. Others are collages of moments from the past 24 hours. Some make sense, others don't, but they're all a collection of personal moments that reflect your unique experiences and emotions.

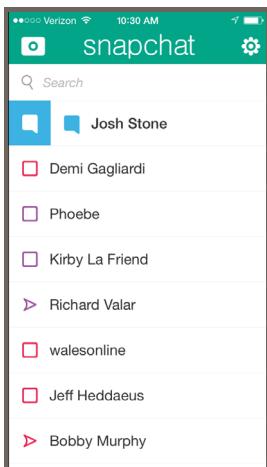
When a friend views your Story, they view it the way you lived it, not in reverse like most social feeds. A friend's Snap is not mixed in with your aunt's or that sorority sister that shares a bit too much. Instead, her content is tied together in one single Story, allowing you to catch up on what's happening in her life all at once.

CHAT

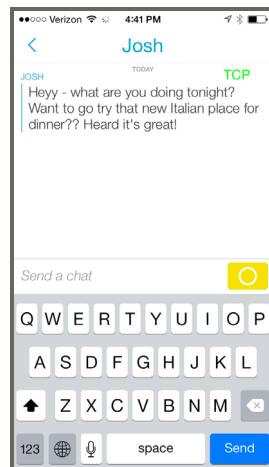
DEFINITION

One-to-one conversation with text and images.

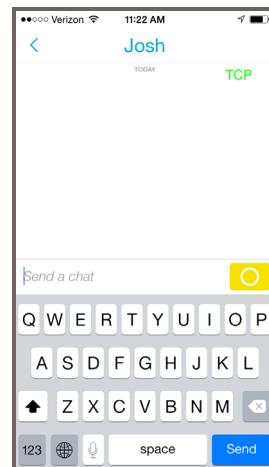
1. SWIPE RIGHT TO OPEN A CHAT



2. SEND TEXT AND PHOTOS



3. LEAVE TO DELETE MESSAGES



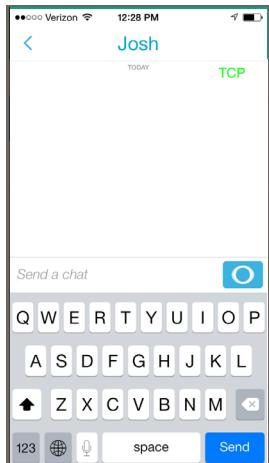
NOTE: Either party can tap or screenshot to save for later.

HERE

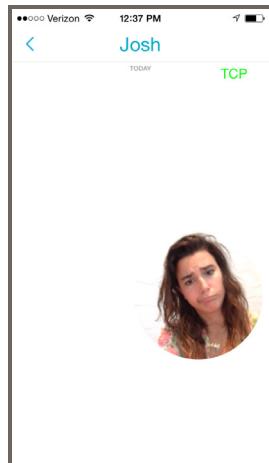
DEFINITION

Real-time face-to-face video chat.

1. BUTTON TURNS BLUE WHEN BOTH PARTIES PRESENT



2. PRESS AND HOLD BUTTON TO INITIATE HERE



3. CHAT IN REAL-TIME WHEN BOTH PARTIES HOLD



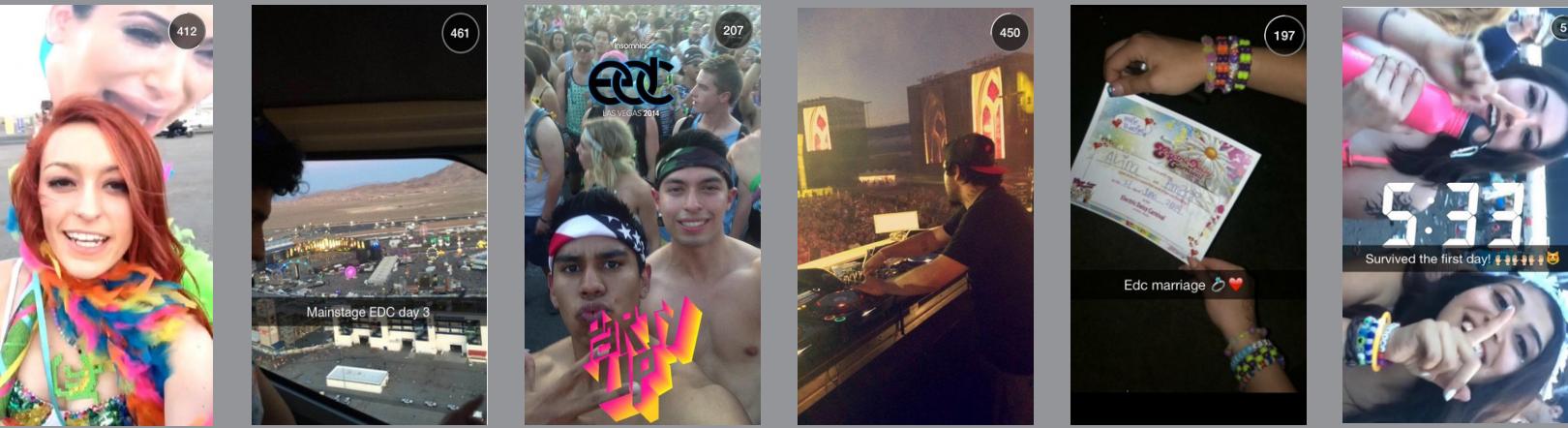
OUR STORY

DEFINITION

A location-based collaborative Story that doesn't just cover a live event; it throws a viewer into the experience itself.

EDC LIVE (33 HR. EVENT)

Viewers saw Snaps of jumping crowds, DJs, tasty grilled cheeses, and even couples



80 HOURS

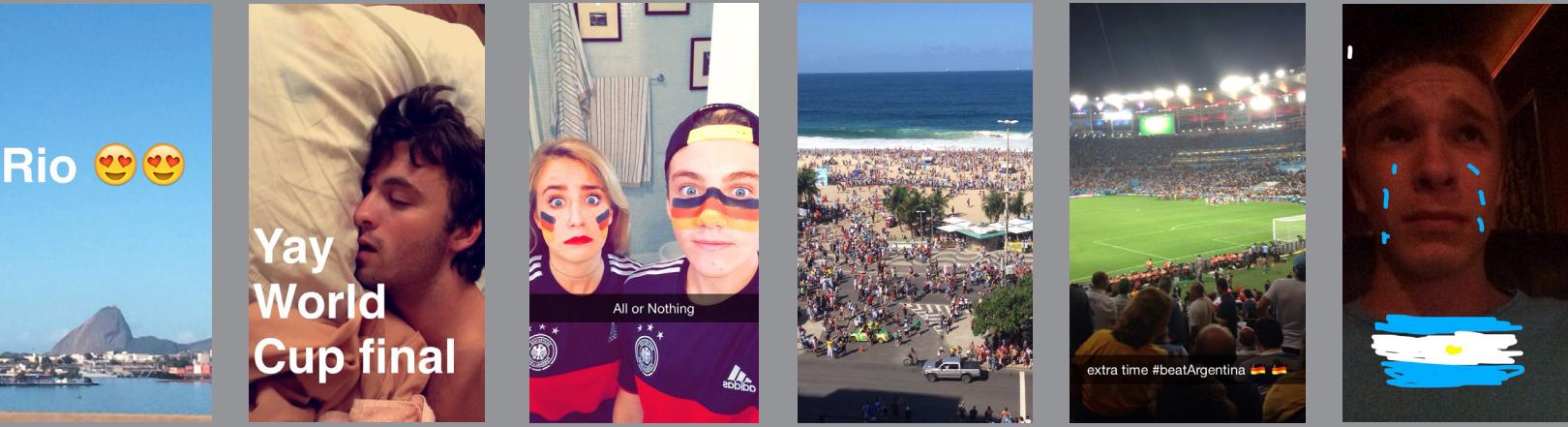
of Snaps submitted

3 X 8 MIN. STORIES

created from submissions

RIO LIVE (12 HR. EVENT)

During the World Cup finals, viewers were brought into the stadium, onto the vibrant beaches, and even into the homes of those celebrating.



45 HOURS

of Snaps submitted

1 X 5 MIN. STORY

created from submissions

PHILOSOPHY

Our Story uses hours of user-generated content from an event to tell a story through varying points of view. Snaps are submitted with distinct perspectives, contrasting emotions, and diverse faces. We sift through them to make a sharp and immersive Story.

We curate to throw users into an event, not to editorialize it. We make viewing entertaining and effortless by cutting the inappropriate, extraneous, and repetitive, while staying unwaveringly true to the on-the-ground experience.

HOW IT WORKS

1. SNAP LIKE THIS



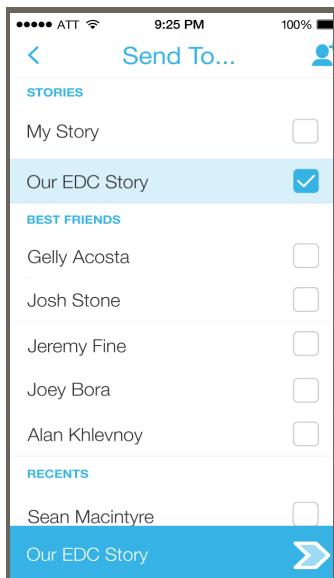
OR LIKE THIS...



BASICALLY, ANYTHING GOES

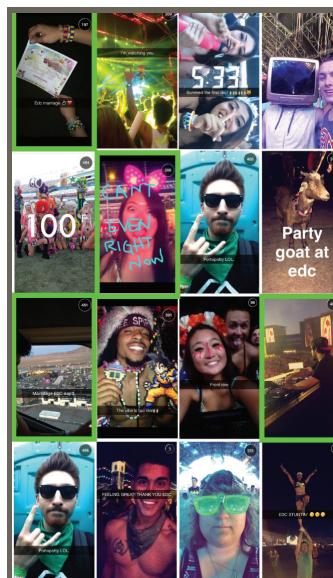


2. ADD TO "OUR STORY"



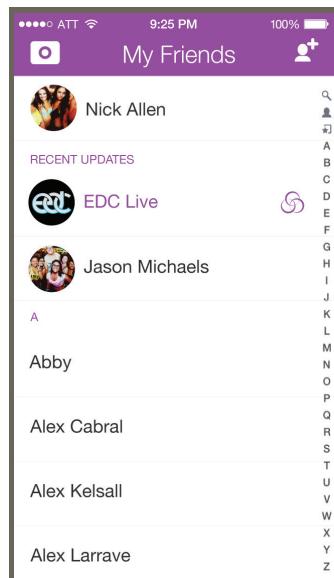
Only available in the event's geo-fence

3. SNAPS ARE CURATED



Snapchat team curates in real-time

4. ALL USERS CAN VIEW



Users view the "Our Story" alongside their friend's Stories

NOW IT'S YOUR TURN



'nastygal'



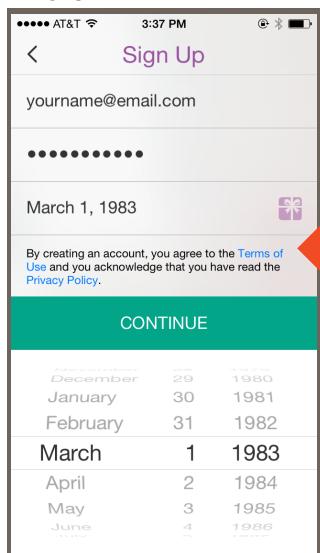
'tiesto'

Brands, sport teams, celebrities, and more are utilizing Snapchat to connect with fans. By using Snapchat just as individuals do, they are connecting in an entirely new way. And the more they use it, the better they are becoming at this new form of storytelling.

We recommend experimentation. Learn what it's like to create, what Stories fans find most compelling, and ultimately, what your Snapchat voice is.

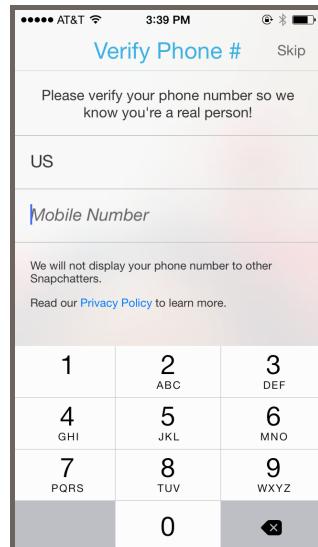
TIPS ON CREATING A BUSINESS ACCOUNT

1. FOR APPROPRIATE FUNCTIONALITY, ENTER YOUR ACTUAL BIRTHDAY



NOTE: To honor our obligations under federal law, we do not let users who indicate they are under 13 years old create a Snapchat account.

2. SKIP VERIFYING YOUR PHONE NUMBER



WHAT DO I SNAP?

Stories are a blank canvas, so have fun, experiment, and see what works. Here are a few tips:

PERSONAL

MTV snapped from dinner with Austin Mahone



EXCLUSIVE

HBO 'Girls' snapped from their red carpet premiere



IN THE MOMENT

The New Orleans Saints snapped from their pregame huddle



CELEBRITY TAKE OVERS

Pro surfer, Nat Young, took over ASP's account for two hours to snap back to fans



PROMO CODES

Karmaloop doodles promo codes over their quirky videos



TEASERS

McDonalds built excitement the day before they snapped from a commercial shoot



GET THE WORD OUT

Promote your Snapchat username on your websites, television broadcasts, in store signage, and on social media platforms.

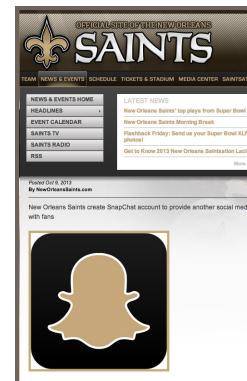
TWITTER



INSTAGRAM



WEBSITE



ON AIR



ORGANIC GROWTH



A tweeted screenshot from 'girlshbo'

PRO TIP: When you first promote your account, have a Story waiting for fans. This will excite them for what's to come.

EXAMPLES

Learn from our early adopters.

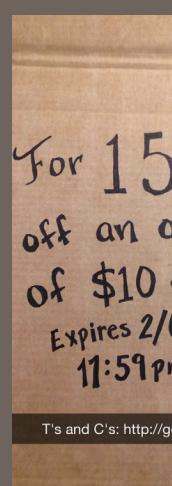
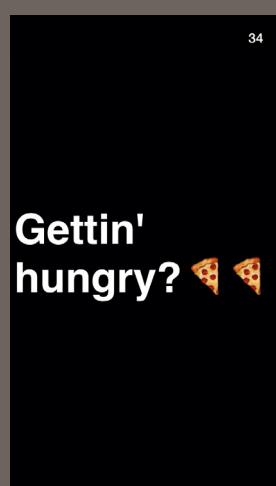
username: girlshbo

People experienced the exclusive 'Girls' Season 3 red carpet premier in real time. By the end of the night 'girlshbo' had a 220 second story of videos and stills. People experienced the fun, whimsical character of 'Girls' straight from the red carpet.



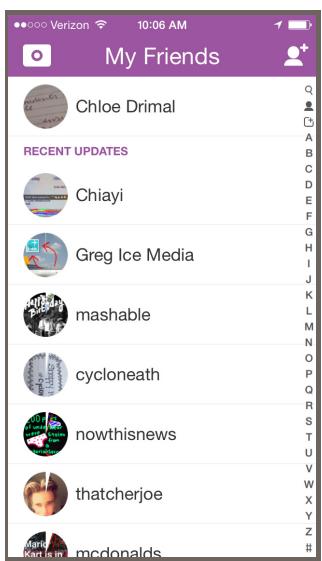
username: grubhub

GrubHub posts tasty food sequences that ultimately unveil a promo code. They are quick and fun and leave a fan hungry.

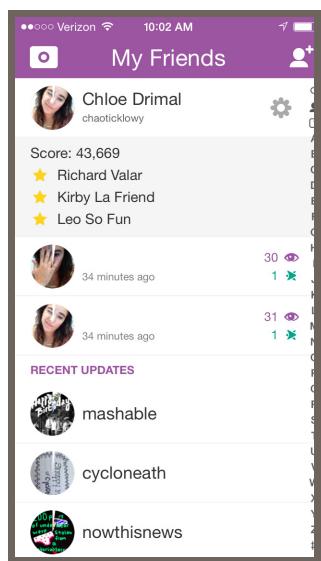


HOW TO SEE YOUR STATS

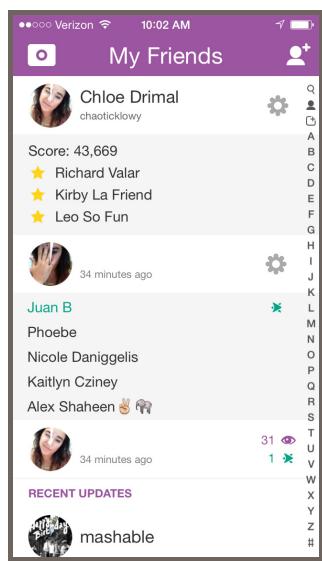
1. TAP YOUR STORY



2. # NEXT TO PURPLE EYE = # OF VIEWS



3. # NEXT TO GREEN ARROW = # OF SCREENSHOTS



ACCOUNTS TO CHECK OUT

SPORTS

- 'mlb'
- 'nba'
- 'saints'
- 'thedallasmavs'
- 'washcapitals'
- 'sportingkc'
- 'aspworldtour'
- 'washwizards'
- 'whitesox'

MUSIC

- 'tiesto'
- 'beckygoofficial'
- 'rixtonofficial'
- 'clmdmusic'
- 'theglitchmob'
- 'goldroom'
- 'dj3lau'
- 'hoovaq'

FASHION

- 'vspink'
- 'nastygal'
- 'karmaloop.com'
- 'freepeople'
- 'whowhatwear.com'
- 'alexandani'

ENTERTAINMENT

- 'nbcthevoice'
- 'mtv'
- 'summerbreaksnap'
- 'girlshbo'
- 'easports'
- 'directv'

FOOD

- 'tacobell'
- 'mcdonalds'
- 'redbull'
- 'grubhub'
- 'cocacola'
- 'stridegumsnaps'
- 'sourpatchsnaps'
- 'dunkindonuts'

INFLUENCERS

- 'loganpaul'
- 'shonduras'
- 'ryanseacrest'
- 'jeromejarre'
- 'sampepper'

NEWS

- 'nowthisnews'
- 'mashable'