



2+
Billion

video views
every day on
Snapchat.

Why 13 to 34 Year-Olds Love Snapchat

Get Perspective

Snaps provide a personal window into the way you and your friends see the world.

Be Here, Now

Stories are updated in real-time and expire after 24 hours.

Express Yourself

Snaps are a reflection of who you are in the moment – there is no need to curate an everlasting persona.

Why Brands Love Snapchat



The Best Mobile Video Platform

"The whole notion of turning your phone on its side to watch a video is awkward and a bit of a hassle.... Our findings have convinced us that we need to move even more aggressively to develop vertical content."

 [Lee Manning, CNN Chief Met](#)

Snapchatters

"They have a massive audience that's passionate and engaged, but it's not one that CNN is reaching on a day-to-day basis."

 [Andrew Stone, CNN Digital Content Manager](#)

Curated Context

"[Snapchat] offers something unique in the world of mostly-broadcast, feed-centric social media—intimacy at scale."

 [M. Lynn, The Points, Addict](#)

Ads that Work

Furious 7

The biggest April
opening of all time.

93%
of Snapchatters
approved to
see an ad about or
used it.



3X likelihood
that a
Snapchatter who
watched the ad
saw the movie

(As opposed to non-Snapchatters of the same demo.)

[www.snapchat.com/ads](#)



Made for Mobile



Vertical

Up to 9x completion rate
compared to horizontal mobile video

FAQ

Why doesn't Snapchat offer ad targeting?

We offer targeting in a way that also promotes the privacy of Snapchatters. Depending on an advertiser's campaign goals, ads on Snapchat can be targeted by Live Story program, Discover Channel, location, and/or gender. For example, you could target the Cosmopolitan Discover Channel or the Father's Day Live Story.

What kind of metrics does Snapchat offer on the effectiveness of ads?

In addition to a robust set of first-party post-campaign metrics, we work closely with industry-leading measurement partners to help advertisers understand where their ads are reaching and what impact they are having. We are continuing to invest in deepening these partnerships and expanding our capabilities.

Where do 3V ads appear?

3V ads appear inside premium and curated contexts. On Discover, 3V ads appear in the context of rich media content from our partners. In Live, 3V ads appear in the context of exciting Snaps submitted by our community, curated by members of the Snapchat team. 3V ads are not just about views, they are about great video ads made for your phone that are 100% viewable.

So I have to re-cut my ad for Snapchat?

We realize re-cutting your ads is an investment, but it's worth it. 3V ads can perform up to nine times better than letterboxed mobile ads.

Who is the Snapchat audience?

Nearly 100 million Snapchatters use the app every day -- and they are super engaged. Over 60% of people who use Snapchat daily create content every day!

**Snapchat is the best way
to reach 13 to 34 year-olds.**



More than
60%
of U.S. 13 to 34
year-old
smartphone
users are
Snapchatters.



Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2010 to 2040; comScore mobileLens February 2015; Snapchat internal data.



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Source: Snapchat Internal Data

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 --Jon Steinberg, CEO Daily Mail

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 --Andrew Morse, CNN Digital General Manager

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"[Snapchat] offers something unique in the world of mostly-broadcast, feed-centric social media—intimacy at scale."

 --Victor Pineiro, AdAge

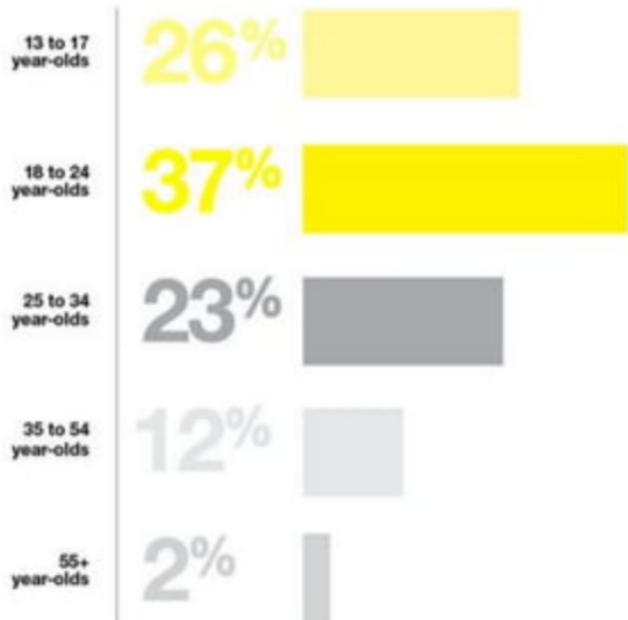


Nearly
100 Million
daily active Snapchatters
and growing.

Source: Snapchat Internal data

A young audience.

Snapchat Monthly U.S. Users



Source: Snapchat internal data

Ads that Work Furious 7

The biggest April
opening of all time.

93%
of Snapchatters
exposed to
the ad liked or
loved it.



3X likelihood
that a
Snapchatter who
watched the ad
saw the movie

(as opposed to non-Snapchatters of the same demo).

Source: Millward Brown Digital in partnership with Snapchat



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Source: Unacademy Internal data

Video



Immersive Video,
Curated Context, No Pre-Roll

SPONSORED



Snapshot



Competition*

Views

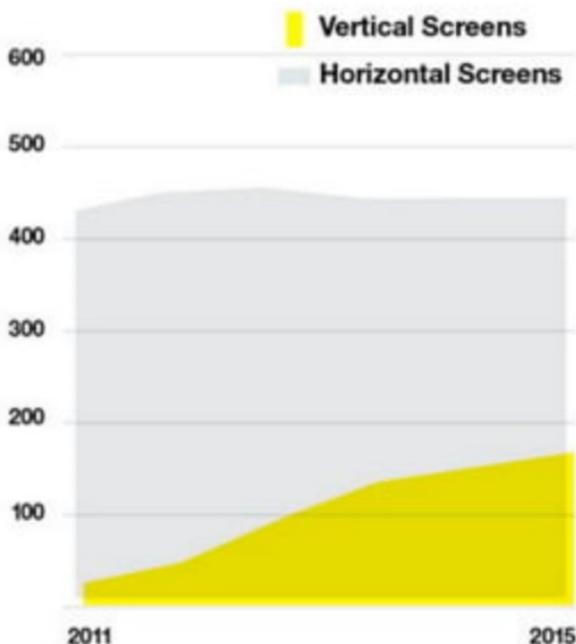
**100% Viewable,
Full-Screen, with Full Attention**

*Simulated environment



Vertical ads for vertical screens.

Daily Minutes Spent on Screens
(in the U.S.)



Source: eMarketer April 2015; Statista analysis. Definition of horizontal: TV, computer, other connected devices including game consoles, connected TVs and OTT devices. Definition of vertical: mobile devices.

3V Guarantee



Snapchat

Facebook*

YouTube*

Always
Full-Screen



Always
User Choice



Always
Made for Mobile



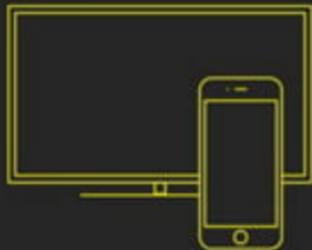
Always
Plays with Sound**



*Unrelated content **When video audio is turned on

Up to
8X U.S. 13 to 34
year-olds view
Live Stories vs. TV
for similar events

Source: Snapchat Internal Data, Nation: U.S., Age: 13-34, Q1 2014 - Q3 2015



Geofilters

Dynamic art for different places.



ECHO
PARK

The logo for Echo Park features the word "ECHO" in a bold, blocky font with a color gradient from green to orange, and "PARK" below it in a similar style with a color gradient from blue to green.

Lark
City
Arts

The logo for Lark City Arts features the word "Lark" in a stylized, outlined font, "City" below it in a similar style, and "Arts" in a smaller font at the bottom.

VENICE

The logo for Venice features the word "VENICE" in a highly stylized, colorful font where each letter is filled with intricate patterns and designs.

MADRID

The logo for MADRID features the word "MADRID" in a stylized, colorful font where each letter is filled with intricate patterns and designs.

MUSICAL DAY

The logo for MUSICAL DAY features the words "MUSICAL DAY" in a stylized, colorful font where each letter is filled with intricate patterns and designs.

SAGENE

The logo for SAGENE features the word "SAGENE" in a stylized, colorful font where each letter is filled with intricate patterns and designs.

FREMONT

The logo for FREMONT features the word "FREMONT" in a stylized, colorful font where each letter is filled with intricate patterns and designs.

Los Feliz

The logo for Los Feliz features the words "Los Feliz" in a stylized, cursive font.

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