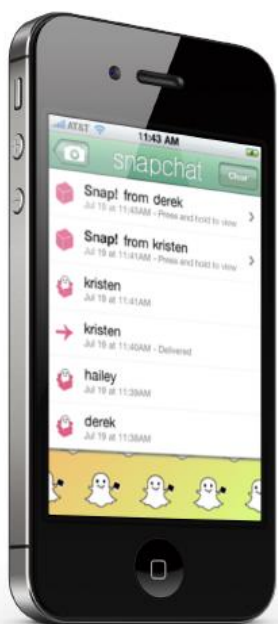


# Media Kit 2021

# INTRO TO SNAPCHAT

## A Camera for Talking with Your Real Friends



Snapchat, 2012

Snapchat isn't about capturing the traditional Kodak moment. It's about communicating with the full range of human emotion – not just what appears to be pretty or perfect.

Evan Spiegel, May 2012

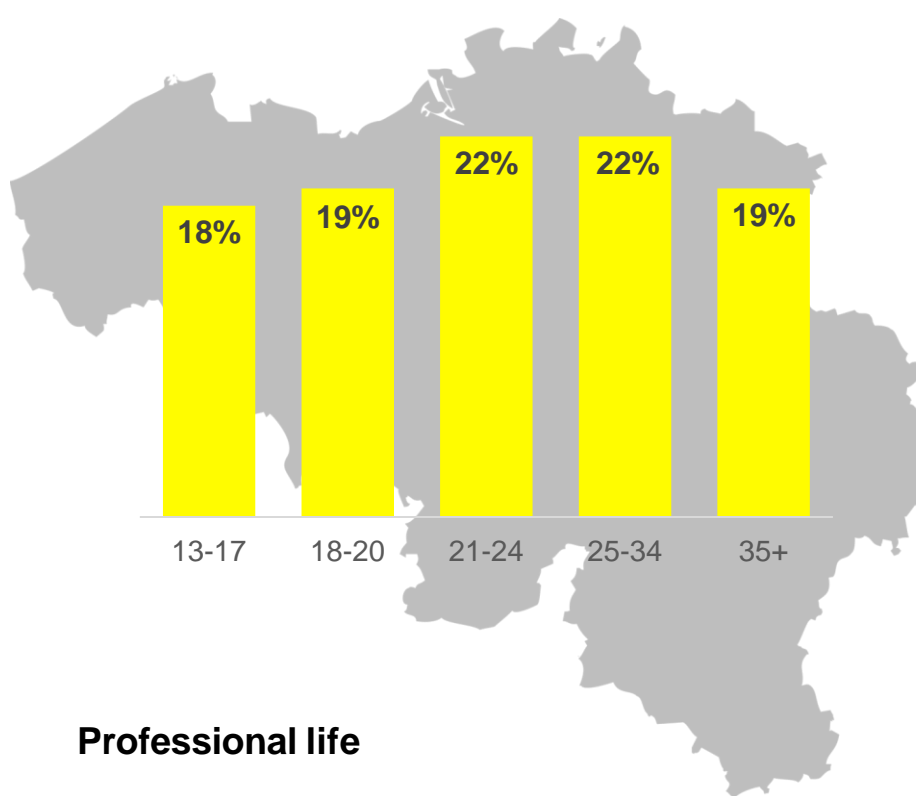
## 4 Billion Snaps

are created with the Snapchat camera every day. That's more than the total number of pictures taken on all other smartphones and digital cameras every day on average.



# REACH YOUR AUDIENCE

## Our Belgian Community is growing



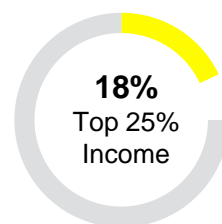
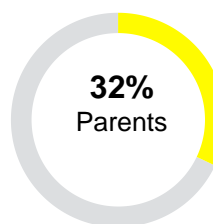
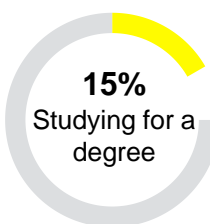
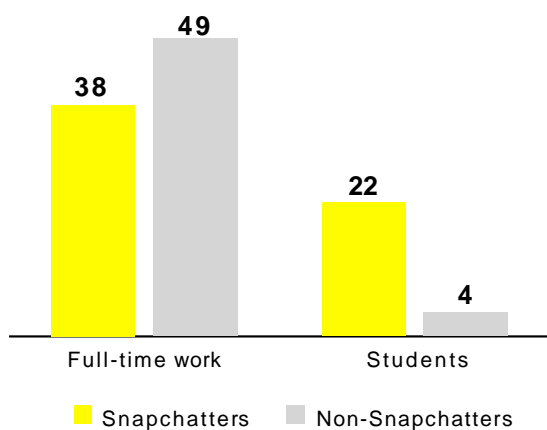
**Belgium**

**3,2 MIO**  
Monthly Unique Users

**1,5 MIO**  
Daily Unique Users

54% 46%

### Professional life



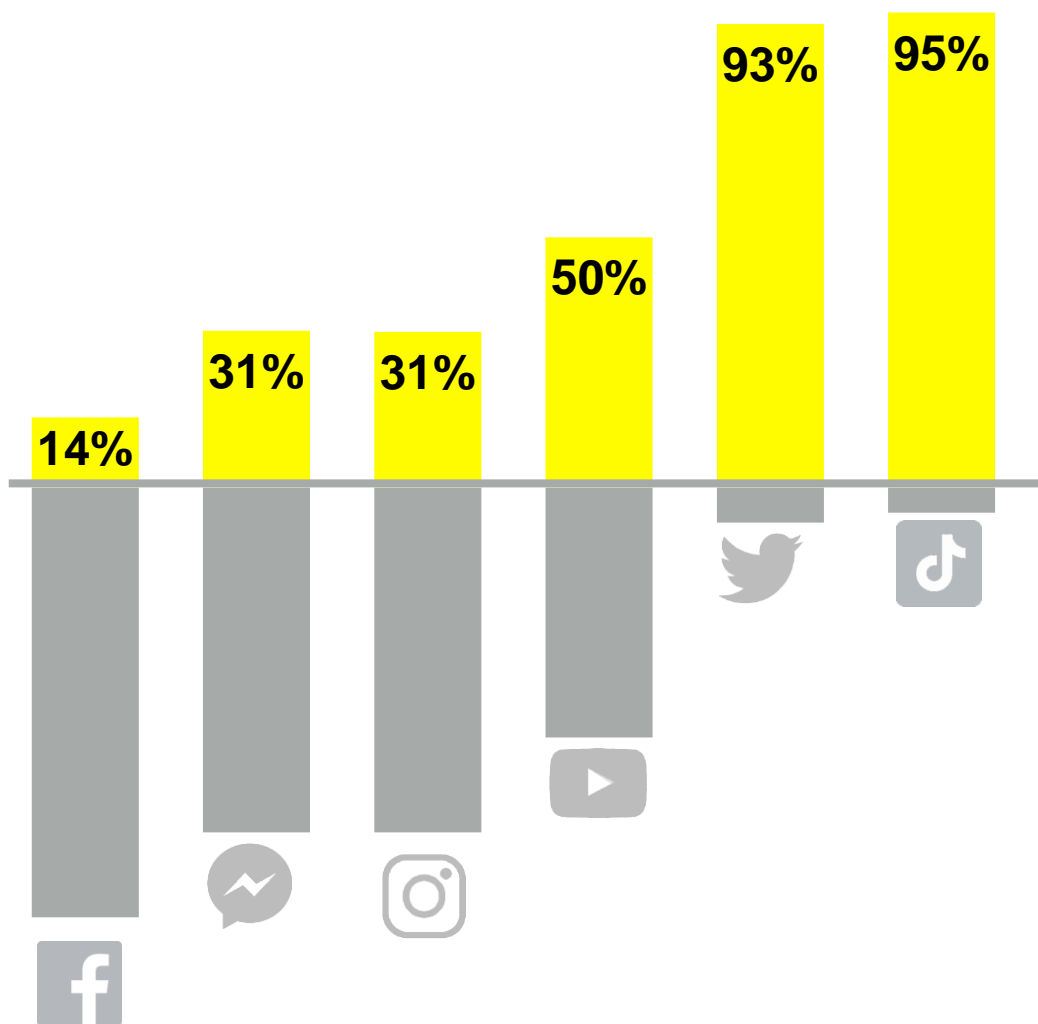
Snapchatters in Belgium are over 5x as likely as Non-Snapchatters to be students. Almost 4 in 10 are in full-time work, and a third are parents.

# SNAPCHAT AUDIENCE EXCLUSIVITY

## They're unique to Snapchat



Exclusive daily reach of Snapchatters 18+



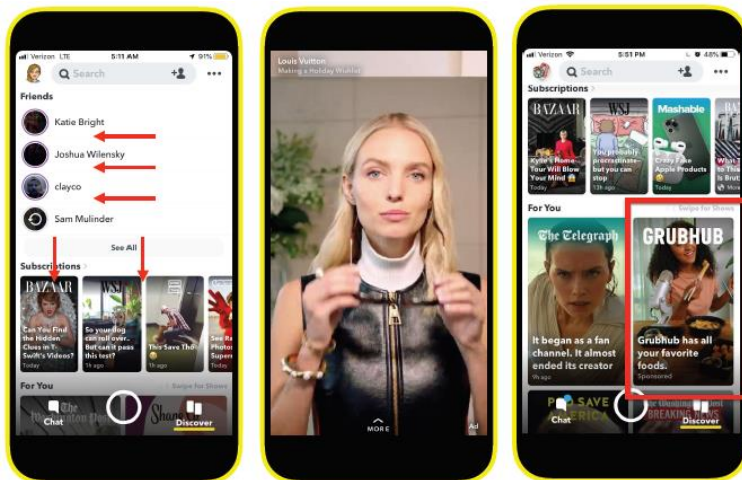
% of Snapchatters who use Snapchat and also use other platform in any given day



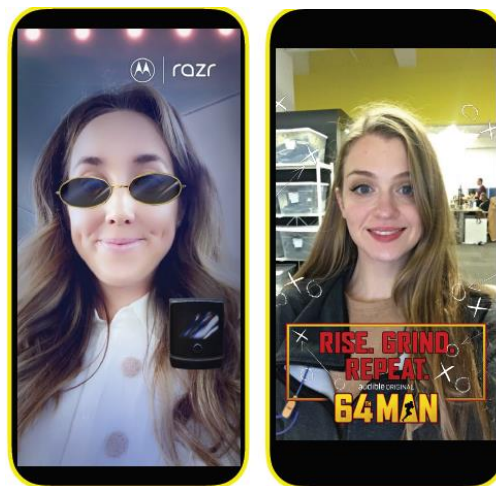
% of Snapchatters who do not use other platform in any given day

# AD PLACEMENTS IN SNAPCHAT

## Content Ads



## Camera Ads



### FORMATS

Snap Ads, Story Ads, Collection Ads

### WHERE

- Snap Ads appear between Friend's stories and within Publisher content.
- Story Ads appear as tiles along with Publisher content and Shows.

### HOW TO BUY

All ad products in Discover can be bought through the Auction.

### FORMATS

Filters, Lenses

### WHERE

- Filters available post photo capture
- Lenses available in Lens Carousel

### HOW TO BUY

**Lenses:** IO (National Lenses only) or in Self-Serve by choosing Reach & Frequency or in auction based on a biddable CPM.

**Filters:** IO (National buys only) or through the Self-Serve Auction by choosing Awareness as the campaign goal

# FORMATS

## Content Ads

### Snap Ads



Drive Snapchatters to your website, app, video, AR Lens, or app store page - all in a single swipe.

- Instant impact with display or allow viewers to watch your full screen video
- Ability to swipe up to attachments
- Minimum 3s, can be up to 180s

**Service Model :** Self -Serve

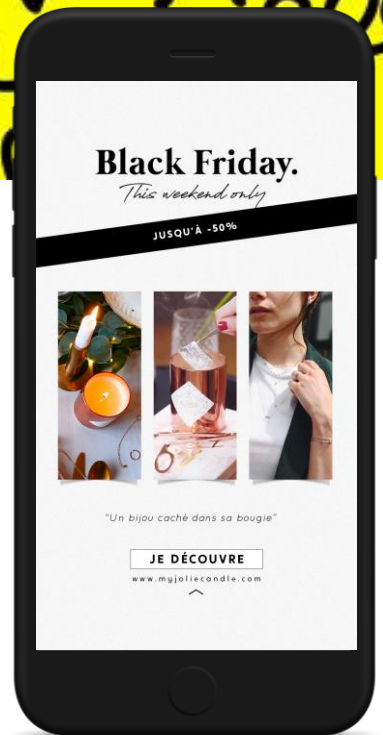
**Delivery Guarantee:** Non -guaranteed auction

**Pricing :** Bidded CPM

**Estimated CPM:** €1,50 - € 3,00

**USP :** Reach

**Used for:** Awareness & Traffic Building



Campaigns with Snap Ads  
**60% more likely**  
to drive significant brand awareness

## Specs & Best Practices



Main message, CTA  
(if there is an  
attachment) &  
branding in first 2s



Singular, clear  
message



Build with KPI  
in mind



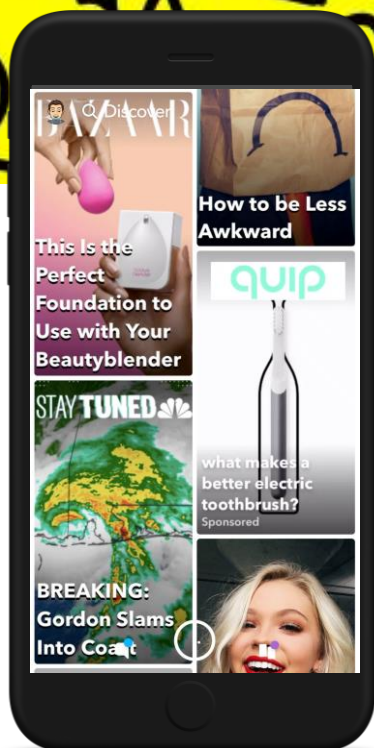
Sound On

**BEST  
PRACTICE**



# FORMATS

## Content Ads



## Story Ads

Draw Snapchatters into a series of Snaps with a sponsored discover tile that lives alongside popular content tailored to their preferences.

- Longer storytelling or product showcase unit
- 3-20 snaps from 3-10s (vids, gifs, stills, cinemagraphs) OR 15s – 200s video.
- Ability to swipe up to attachments

**Service Model :** Self -Serve

**Delivery Guarantee:** Non -guaranteed auction

**Pricing :** Bidded CPM

**Estimated CPM:** €1,50 - € 3,00

**USP :** Reach

## Specs

### Tile:



Build curiosity  
- strong  
headline &  
image



Clearly  
visible logo

### Snap Content:



Consider UX of  
tapping, full screen,  
various creative  
formats

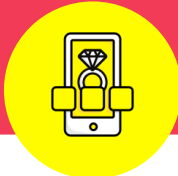


Digestible length  
to prioritize  
engagement

# FORMATS

## Content Ads

### Collection Ads



Showcase a series of products and give Snapchatters a tappable, frictionless way to shop and buy.

- Showcase more products in a single Snap
- Plug in product feed for easy creation
- Optimize for online conversions w/ the Snap pixel

**Service Model** : Self -Serve

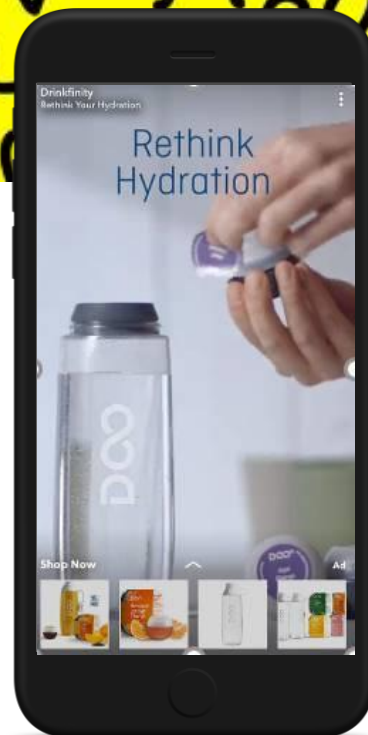
**Delivery Guarantee**: Non -guaranteed auction

**Pricing** : Bidded CPM

**Estimated CPM**: €1,50 - € 3,00

**USP** : Reach

**Used for**: Awareness & Consideration



### Specs



Short creative (gifs, stills, cinemagraphs, simple vids)



Simple creative to draw attention towards tiles



Relevant creative to tiles, strong CTA

# FORMATS

## Camera Ads

### Filters



Take part in Snapchatters' conversations with creative overlays they can add to photo and video messages.



#### NATIONAL 1 DAY

no specific targeting (broad message)

**Service Model :** IO

**Delivery Guarantee:**

Non -guaranteed volume

**Pricing :** € 8.000 per day



#### AUCTION

targeting can be added

**Service Model :** Self -Serve

**Delivery Guarantee:**

Non -guaranteed auction

**Pricing :** Bidded CPM

**Estimated CPM:** ± € 4,00

### Specs



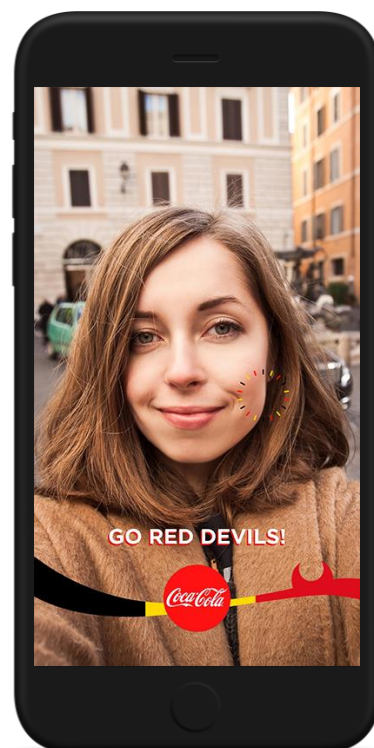
Include copy that can be easily applicable - avoid taglines



Context is key - consider the location and mindset of the user



Keep creative design simple - avoid middle



# FORMATS

## Camera Ads

### Lenses



Create memorable, interactive moments with augmented reality experiences  
Snapchatters can play with and send to friends.



#### NATIONAL 1 DAY

no specific targeting (broad message)

**Service Model :** IO

**Delivery Guarantee:**

Non -guaranteed volume

**Pricing :** € 17.000 per day



#### REACH & FREQUENCY

targeting can be added

**Service Model :** Self -Serve

**Delivery Guarantee:**

Guaranteed volume

**Minimum reach:** 250.000

users per language

**Pricing :** Fixed CPM

**CPM:** € 11,00



#### BIDDABLE

targeting can be added

**Service Model :** Self -Serve

**Delivery Guarantee:** Non -guaranteed volume

**Pricing :** Bidded CPM

**Estimated CPM:** ± € 7,00 - € 9,00



### Specs

#### Shares:



Simple  
creative



Try w/ a  
friend



Music /  
Sound

#### Playtime:



Multiple  
interaction  
touchpoints



Multiple  
Trigger



Gamification

# FORMATS

And where they work best

## Awareness & Consideration



### Snap Ads

Snap Ads to communicate your message in many ways



### AR Lenses (National)

For campaigns with Known IP, Use national AR products to drive large scale awareness

## Intent



### Snap Ads

Drive users to stream directly from a swipe up



### Story Ads

Deploy story ads to deliver multiple value propositions in a series of 3-20 snaps



### Filters

Use Filters to empower Snapchatters to share on your behalf



### AR Lenses (Audience)

Deploy AR Lenses among affinity & retargeting audiences

**More info?**

**HEY HEY HEY**



**Laura VARGA**



**Svooike DEMUNTER**

**[snap@adsanddata.be](mailto:snap@adsanddata.be)**