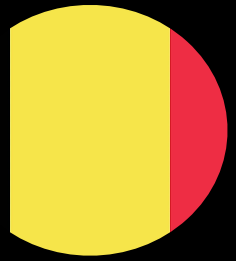


Introducing Commercials in Belgium



Non-Skippable Video Within Snapchat's Curated Discover Content

Time spent watching Snapchat Shows is higher than ever.

Drive awareness with Commercials in Belgium

Snapchat reaches
more than
3.5M
users in Belgium

35%
YoY increase in total
daily time spent by
Snapchatters watching
Discover content

40%+
Of Belgium
Snapchatters spend
time in Discover each
month

Reach an engaged audience

- Full Screen, Sound On
- Within Shows and Games

Easy to launch

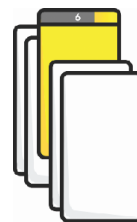
- Non-skippable video up to 6 seconds or Extended Play (skip after 6 seconds)
- Optional swipe up to website

High impact results

- Efficient CPCV
- 71% average completion rate

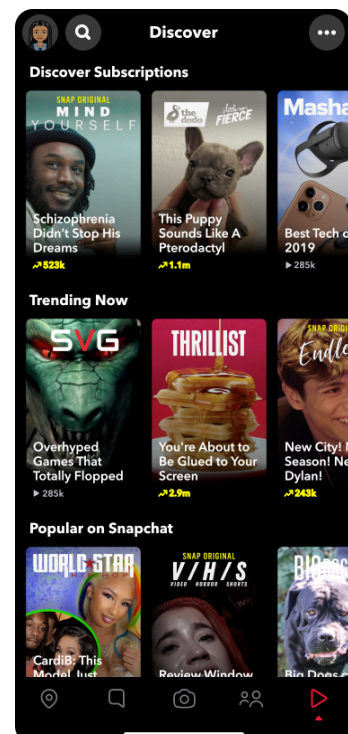
Recommendations

- Measure impact with Brand Lift Study
- Commercials and Snap Ads drive efficacy



Your Ad Here

Snapchat Shows



Introducing Commercials in Belgium



Non-Skippable Video Within Snapchat's Curated Discover Content

Snap Ads and Commercials work better together

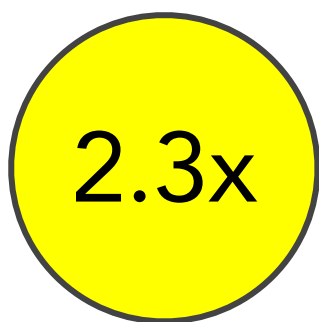
Adding Commercials to your campaign can...

Boost your campaign impact

Snap Ads and Commercials work better together

The combined exposure and reach drives significantly better outcomes for Ad Awareness and Brand Awareness

Ad Awareness



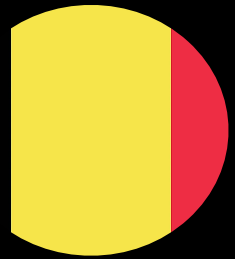
Higher lift for a Snap Ads
and Commercials campaign
vs. a Snap Ads only
campaigns

Brand Awareness



Higher lift for a Snap Ads
and Commercials campaign
vs. a Snap Ads only
campaigns

Introducing Commercials in Belgium



Non-Skippable Video Within Snapchat's Curated Discover Content

Snap Ads and Commercials work better together

Adding Commercials to your campaign can...

Grow your brand by leading with Commercials

Snap Ads and Commercials work better together

The combined exposure and reach drives significantly better outcomes for Ad Awareness and Brand Awareness

