

# Connect to Life's Reallest Moments on Snapchat



## 3M+ MAU

People in Sweden use  
Snapchat every month.<sup>1</sup>

Cutting through the clutter during the busiest time of year can be a challenge for brands. On Snapchat, you can be part of friends and family conversations as they start gearing up for the Q4/Q5 Shopping Season.

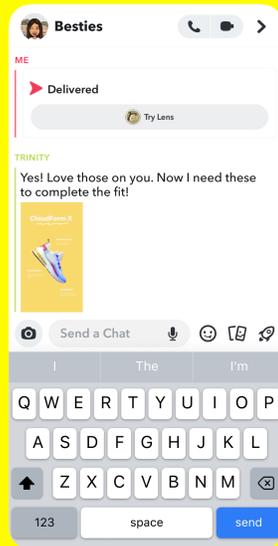
## THE SNAPCHAT CELEBRATION CYCLE

### Seeking Inspiration



Awareness

### Making Lists



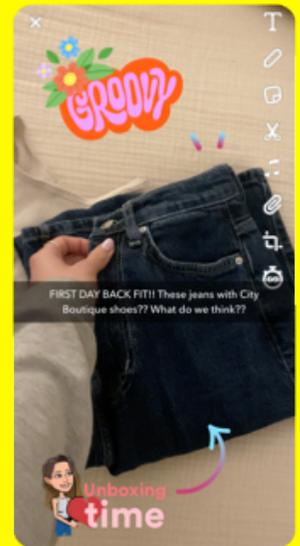
Consideration

### Shopping In-App



Purchase

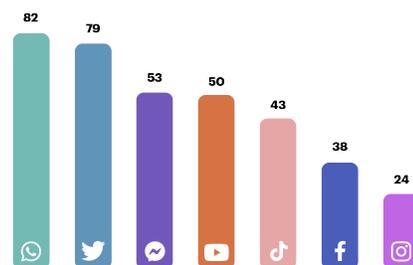
### Sharing the Joy



Retention

## Daily Snapchat audience is unique to Snapchat

Exclusive daily reach  
of Snapchatters.<sup>2</sup>



<sup>1</sup>Snap Inc. internal data Q4 2022. See Snap Inc. public filings with the SEC. <sup>2</sup>GWI Q3 & Q4 2022. Sample Size: 1,561 Snapchatters aged 16-64 who use the platform daily. Market: Sweden



**SHARING REAL MOMENTS**

**MAKES PEOPLE HAPPY**

**91%**

of Snapchatters are happy when using the app.<sup>1</sup>



**THE HAPPY, REAL RELATIONSHIPS**

**ON SNAPCHAT FOSTER MORE**

**TRUST AND MORE SHARING**

**77%**

Snapchatters in Sweden go to Snapchat to get advice from friends on what to shop for.<sup>2</sup>

**MORE ENGAGEMENT LEADS TO HIGHER,**

**LONGER-LASTING AD RECEPTIVITY**

**Snapchat Average Ad Engagement Scores**

**1.6X**

higher than Facebook

**1.5X**

higher than TikTok

**1.5X**

higher than Instagram<sup>3</sup>



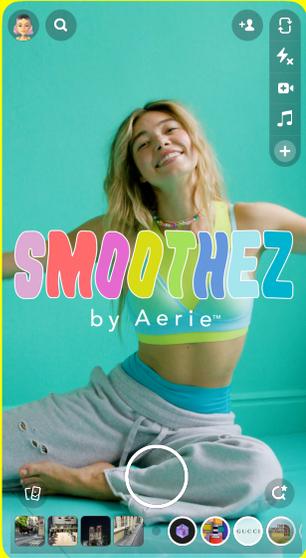
<sup>1</sup>2022 Global Alter Agents research commissioned by Snap Inc. <sup>2</sup>Internal Snapchat Celebration - SE Report. <sup>3</sup>-value <0.05 Source: Neuro-Insight SST™ n=60 Snapchatters per platform.



# How to Harness the Magic of Celebratory Moments

**70%** of consumers in Sweden are interested in using AR to interact with a product before buying.<sup>1</sup>

## Grab Their Attention with Video Ads



Full-format video not only gets consumers' attention, but keeps it.

## Encourage Shopping with AR Try-On



AR allows you to try a product on your body or in your space without going to a store.

## Combine Ad Formats for the Best Results



Snap Ads & Sponsored AR Lenses combined deliver increased lower-funnel metrics.<sup>2</sup>

## Capture Maximum Attention at the First Moment



First Story, First Lens, and First Commercial maximize influence when Snapchatters are paying attention.

Snapchatters are **34%** more likely to purchased products advertised.<sup>3</sup>



<sup>1</sup>Snap Augmentality Shift SE Report

<sup>2</sup>When compared to Snap Ads alone. 2022 Kantar Country-Level and Tentpole Moments Meta-Analysis commissioned by Snap Inc.

<sup>3</sup>2022 Neuro-Insights study commissioned by Snap Inc.