

# Back to School on Snapchat



# 75%

of Snapchatters use the app when back to school shopping.<sup>1</sup>

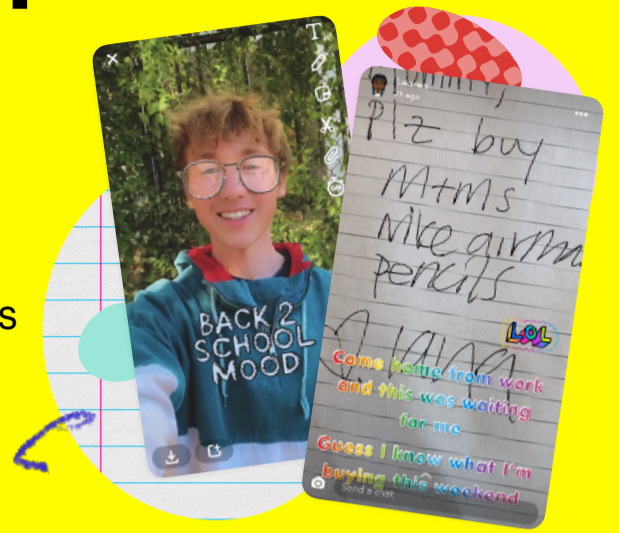
Snapchat reaches...

# 90%

of 13-24 years-old in the UK.<sup>2</sup>

# 37%

of Snapchatters in the UK are parents.<sup>3</sup>



The most influential audience is never further away than the back pocket.

Snapchatters are

# 2x

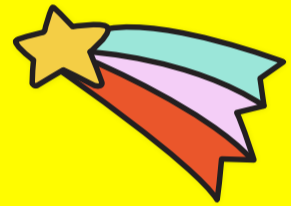
more likely to be influenced by friends and family than influencers for back-to-school purchases.<sup>4</sup>



Nearly

# 48%

of Snapchatters told their friends/family about their back to school purchases.<sup>5</sup>



Purchase recommendations are taken seriously.

# 84%

of children influenced their parents' total back-to-school spend.<sup>6</sup>

# 72%

of Snapchatters would check out a new brand if their friends are talking about it.<sup>7</sup>

Embrace e-commerce and AR — back-to-school shoppers certainly have.

AR drives conversion efficiently and at scale — it's what shoppers crave.

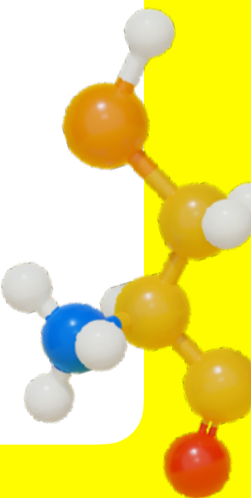


# 94%

Interactions with 3D/AR products showed a **94% higher conversion rate** than products without.<sup>8</sup>

# 71%

of student Snapchatters are interested in using AR to "try on" products before buying.<sup>9</sup>



<sup>1</sup>2021 Crowd DNA research, Back to School, commissioned by Snap Inc. Base: N=1200 Snapchatters T2. And now we would like to show you some different ways in which people might use Snapchat when shopping for back to school. Please select the ways in which you are likely to use Snapchat. <sup>2</sup>Data from Snap Ads Manager Q4 2020. Percentages calculated by dividing addressable reach by relevant census figures. <sup>3</sup>Global Web Index Data 2021 Base: Snapchatters in the UK Base n=32500 <sup>4</sup>2021 Crowd DNA research, Back to School, commissioned by Snap Inc. 2021 Crowd DNA research, Back to School, commissioned by Snap Inc. Base: Snapchatters who used communication platforms in the celebration cycle (n=203) D5. What elements of communication platforms or apps helped you the most when discovering the [INSERT PRODUCT]? C3. What elements of communication platforms or apps helped you the most when researching detailed information and comparing [INSERT PRODUCT]? P3. What elements of communication platforms or apps helped you the most when making your final decision to purchase the [INSERT PRODUCT]? <sup>5</sup>E1. Which of the following have you done since you purchased the [INSERT PRODUCT]? Base: Parent Snapchatters (n=400) Student Snapchatters (n=800) <sup>6</sup>2a/b/c/d. Please let us know whether you have bought any of the following in the past 6 months. Please keep in mind that we are only interested in items that were specifically bought for back to school. V2a/b/c/d. Please let us know whether you have bought any of the following in the past 6 months. Please keep in mind that we are only interested in items that were specifically bought for back to school. V3. For which of the following products you have purchased were you the primary decision maker? By 'primary decision maker' we mean that you were in charge of choosing and buying the product. V9. How much did you spend on your purchase of the [INSERT PRODUCT] (excluding shipping costs)? Base: Snapchatter students (n=800). Non-Snapchatter students (n=270). <sup>7</sup>2019 "New Brand On The Block" UK Cassandra Study commissioned by Snap Inc. <sup>8</sup>Harvard Business Review & Shopify, "How AR Is Redefining Retail in the Pandemic," October 7, 2020. <sup>9</sup>Snap Inc. survey of Collegiate & High School Snapchatters. UK & US, February 8 - February 13, 2020, SA, April 24 - April 28, CA, February 16 - February 19, 2020. High schoolers are defined as users ages 13-18 who are planning on attending high school or secondary school in Fall 2020. Collegiate defined as users ages 18-25 who are attending college in Fall 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "Are you interested in 'trying' new products using augmented reality before buying (makeup, clothes, etc)?" UK= 1467 respondents SA =1319 respondents US= 720 respondents, CA=1925 respondents.

# Back to School Checklist



## 1 Leverage a Video and AR Strategy



**31%**

incremental reach when adding a Lenses AR Experience to a Snap Ad campaign.<sup>1</sup>

**2x**

more effective than Snap Ads alone.<sup>2</sup>

**2**

Become a part of the conversation by driving brand discovery through the Snapchat Camera and video.

**3**

Leverage AR to efficiently drive conversion through product trial.

**4**

Drive conversion through action to your website or app.

**5**

Create brand advocates during the post-purchase celebration moment.