GoGlobal
with Snap

Optimise with Snapchat:
Commerce Campaign

Measurement, Bidding Strategies, Creative Tips and Attribution
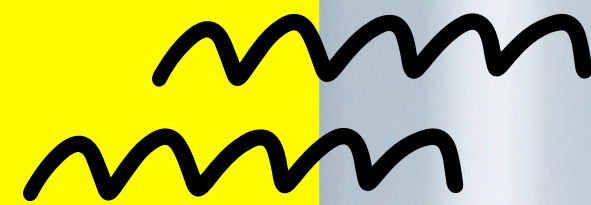
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Implementation and how it works

Creative Tips and Tricks
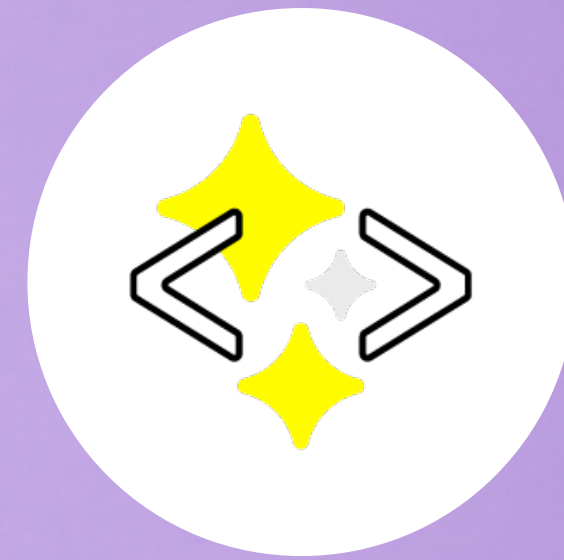What works for DR

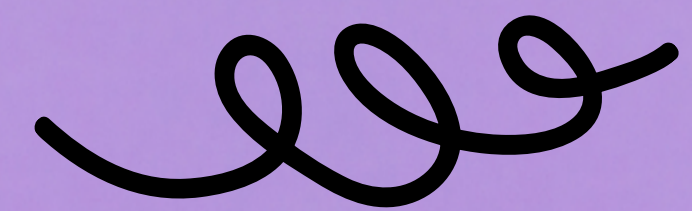**Auction & Biddings**
How it works - Types of bids

Attribution
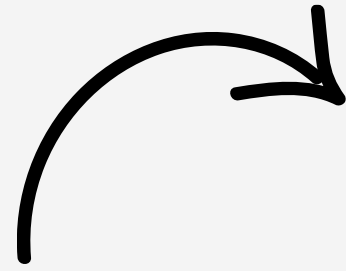Finding your clients Attribution Model

Optimisations
Campaign setup - Creative Best practice

Intro to
Snap Pixel

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What is the
Snap Pixel?

The Snap Pixel is a piece of JavaScript code that helps advertisers measure the cross-device impact of campaigns. Advertisers will be able to see how many Snapchat users take action on their website(s) after seeing their ad.

Set Up Your Snap Pixel

Your Pixel ID

```
e911365d-e5c4-4556-ab6b-e8bcd64c2010
```

Add the Pixel to your Website

Find the <head></head> tags near the top of your website. If you are using a CMS or web platform try looking for header template.

```
<!-- Example -->
<!DOCTYPE html>
<html lang="en">
    <head>
        put_pixel_code_here
    </head>
```

Copy the Pixel snippet below and paste it into the <head></head> of your website.

```
<!-- Snap Pixel Code -->
<script type='text/javascript'>
(function(e,t,n){if(e.snaptr)return;var
a=e.snaptr=function()
{a.handleRequest?
a.handleRequest.apply(a,arguments):a.queue.push(arguments)};
a.queue=[];var
s='script';r=t.createElement(s);r.async=!0;
r.src=n;var u=t.getElementsByTagName(s)[0];
u.parentNode.insertBefore(r,u);})(window,document,
'https://sc-static.net/scevent.min.js');

snaptr('init', 'e911365d-e5c4-4556-ab6b-e8bcd64c2010', {
'user_email': '__INSERT_USER_EMAIL__'
});

snaptr('track', 'PAGE_VIEW');

</script>
<!-- End Snap Pixel Code -->
```

Read Our Documentation

Please read our documentation to learn more about items such as event types, optional event parameters, advanced matching, triggering the pixel on inline events, and placing your pixel in a Container Tag.

```
<script type="text/javascript">
    (function(win, doc, sdk_url){
      if(win.snaptr) return;
      var tr=win.snaptr=function(){
        tr.handleRequest? tr.handleRequest.apply(tr, arguments):tr.queue.push(arguments);
      };
      tr.queue = [];
      var s='script';
      var new_script_section=doc.createElement(s);
      new_script_section.async=!0;
      new_script_section.src=sdk_url;
      var insert_pos=doc.getElementsByTagName(s)[0];
      insert_pos.parentNode.insertBefore(new_script_section, insert_pos);
    })(window, document, 'https://sc-static.net/scevent.min.js');

    snaptr(
      'init', 'a5172a0d-0d3f-4e99-889d-52a7fb35eff6', {
        'user_email': '',
        'user_phone_number': '',
      }
    );
    snaptr('track', 'PAGE_VIEW');


    $(document).ready(function() {
      $('body').on('afterAddItem.ajaxCart', function(event, line_item) {
        snaptr('track', 'ADD_CART', {'currency': 'AUD', 'price': (line_item.line_price /
100).toFixed(2), 'item_category': '', 'item_ids': [line_item.variant_id],
'payment_info_available': 0});
      });
    });
</script>
```

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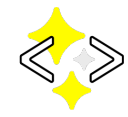
How does it
Attribute?

Using the users email and phone number, it'll pass back this information from the javascript code and match it to Snapchat.

User Parameter	Description	Example
user_email	Email address of currently signed in user	snaptr('init', 'xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx', {'user_email':user.email});
user_phone_number	Only digits with country code, area code and number. No other formatting characters (ie. not 1+815-483-4610)	snaptr('init', 'xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx', {'user_phone_number:user.phone_number});
user_hased_email	SHA2556 hash of lower cased and white space removed email address	snaptr('init', 'xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx', {'user_hased_email:user.sha256_email});
user_hashed_phone_number	SHA256 hash of lowercase and white space removed phone number	snaptr('init', 'xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx', {'user_hased_phone_number:user.sha256_phone_number});

Event **Types**

Apply event types to relevant pages.
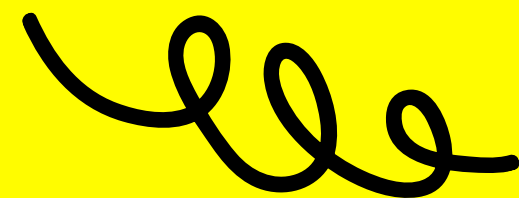
| Event Type	Description	Example
PURCHASE	Track purchases	snaptr('track','PURCHASE')
SAVE	Track add to Wishlist events of specific items	snaptr('track','SAVE')
START_CHECKOUT	Track checkout events	snaptr('track','START_CHECKOUT')
ADD_CART	Track add to cart events of specific items	snaptr('track','ADD_CART')
VIEW_CONTENT	Track content view events	snaptr('track','VIEW_CONTENT')
ADD_BILLING	Track payment info configuration status	snaptr('track','ADD_BILLING')
SIGN_UP	Track user registration methods	snaptr('track','SIGN_UP')
SEARCH	Track search events	snaptr('track','SEARCH')
PAGE_VIEW	Track webview pages	snaptr('track','PAGE_VIEW')
SUBSCRIBE	Track subscriptions	snaptr('track','SUBSCRIBE')
AD_CLICK	Track advertisement clicks	snaptr('track','AD_CLICK')
AD_VIEW	Track advertisement views	snaptr('track','AD_VIEW')
COMPLETE_TUTORIAL	Track tutorial completions	snaptr('track','COMPLETE_TUTORIAL')
INVITE	Track invitations	snaptr('track',' INVITE')
LOGIN	Track logins	snaptr('track','LOGIN')
SHARE	Track shares	snaptr('track','SHARE')
RESERVE	Track reservations	snaptr('track','RESERVE')
ACHIEVEMENT_UNLOCKED	Track achievement unlocks	snaptr('track','ACHIEVEMENT_UNLOCKED')
ADD_TO_WISHLIST	Track adds to a Wishlist	snaptr('track','ADD_TO_WISHLIST')
SPENT_CREDITS	Track credit spent	snaptr('track','SPENT_CREDITS')
RATE	Track rates	snaptr('track','RATE')
START_TRIAL	Track trials started	snaptr('track','START_TRIAL')
LIST_VIEW	Track viewership of lists	snaptr('track','LIST_VIEW')
CUSTOM_EVENT_1		snaptr('track','CUSTOM_EVENT_1')
CUSTOM_EVENT_2		snaptr('track','CUSTOM_EVENT_2')
CUSTOM_EVENT_3	Track up to 5 custom events	snaptr('track','CUSTOM_EVENT_3')
CUSTOM_EVENT_4		snaptr('track','CUSTOM_EVENT_4')
CUSTOM_EVENT_5		snaptr('track','CUSTOM_EVENT_5')

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Optional
Event
Parameters

Price only pulls through at the purchase event.

Transaction id - only needed at the the purchase event. System uses this to de-dupe.

Item_id's for Dynamic Product Ads.

User Parameter	Description	Value	Example
price	Value of the purchase	Float	snaptr('track','PURCHASE', {'currency':'USD','price':333.33, 'transaction_id':'11111111'));
currency	Standard ISO 4217 code, e.g., EUR, USD, JPY	String	
transaction_id	Specific ID to an order or transaction	String	All three fields are required for return on ad spend (ROAS) reporting
item_ids	International Article Number (EAN) when applicable, or other product or category identifier	List	snaptr('track','VIEW_CONTENT', {'item_category':'Shoes','Item_ids': ['097man','16span']});
item_category	Item or category	String	
description	A string description for additional info	String	snaptr('track','PAGE_VIEW', {descripton:'new_landing_page'});
search_string	The text that was searched	String	snaptr('track','SEARCH', {'search_string':'boots'});
number_items	Number of items	Int	snaptr('track','ADD_CART',{'number_items': 2 });
payment_info_available	Payment info available 1 for yes, 0 for no	0 or 1	snaptr('track','START_CHECKOUT', {payment_info_available:1}
sign_up_method	Facebook, Email, Twitter, etc.	String	snaptr('track',PAGE_VIEW', {sign_up_method:'Snapchat'}
success	Success 1 for yes, 0 for no	0 or 1	snaptr('track','SIGN_UP',{success:1}

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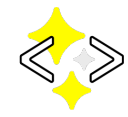
Events **Manager**

You'll see organic activity of the website but its not necessarily activity caused by Snapchat.
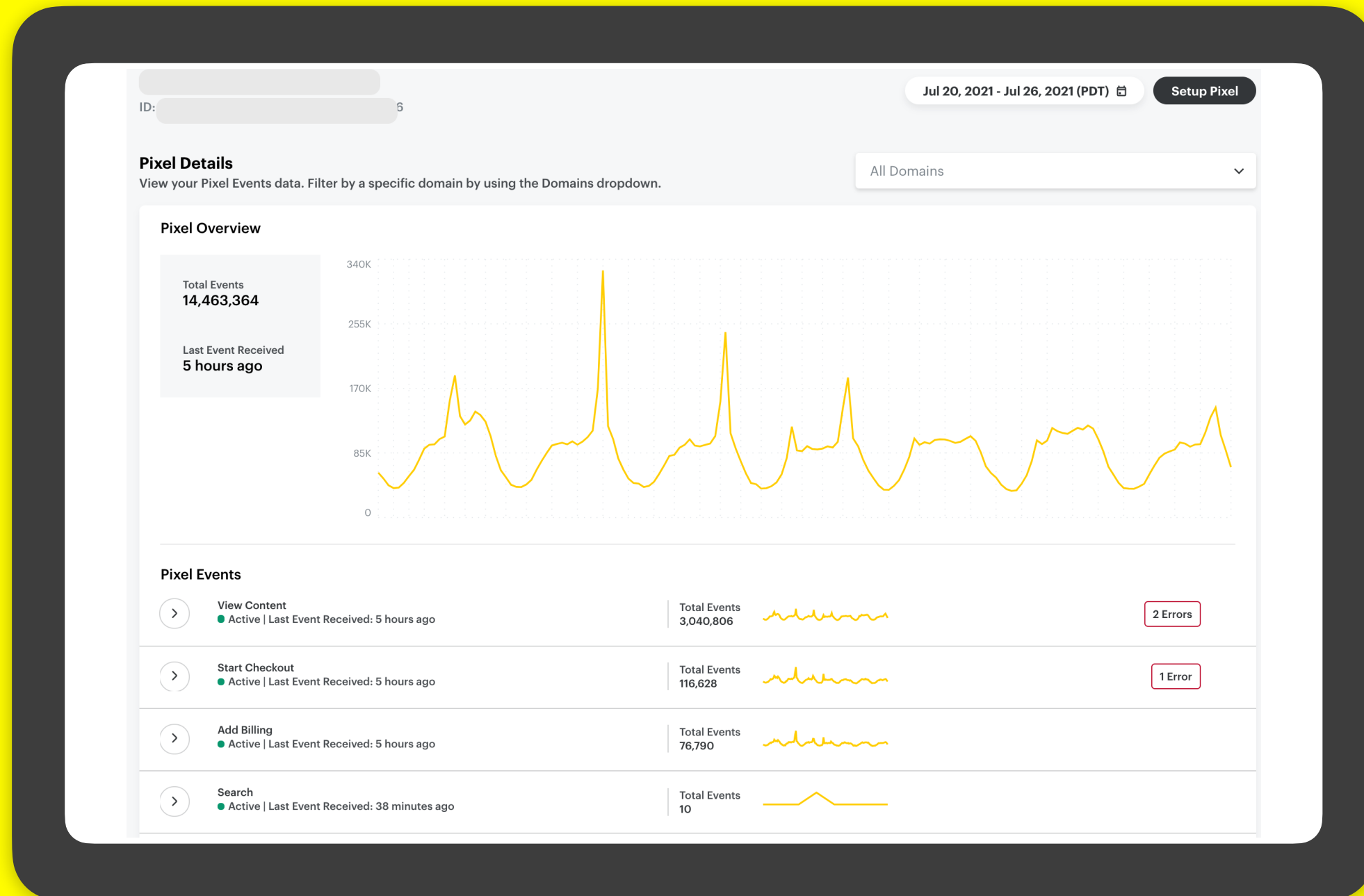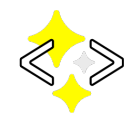
Conversion **Metrics**

Select conversions from customise columns to see the data attributed to Snapchat.

Ways to Integrate
Snap Pixel

Hardcode

Google Tag Manger GTM

Shopify

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Automated
Audiences

Audiences ⌄

Audience Library 72 Ready

View Insights

Name	Type	Status	Reach	Retention in Days	Created On
2 Customers - MAY	SAM	Too Few Users	0	9,999	17/05/2018
1 Customers - MAY	SAM	Too Few Users	0	9,999	17/05/2018
Snap Pixel - PURCHASE - Auto-created	Pixel	Ready	21,000	30	20/12/2017
Snap Pixel - PAGE_VIEW - Auto-created	Pixel	Ready	208,000	30	20/12/2017
Snap Pixel - ADD_CART - Auto-created	Pixel	Ready	30,000	30	20/12/2017
Snap Pixel - ADD_BILLING - Auto-created	Pixel	Ready	24,000	30	20/12/2017
Snap Pixel - START_CHECKOUT - Auto-created	Pixel	Ready	21,000	30	20/12/2017
Snap Pixel - VIEW_CONTENT - Auto-created	Pixel	Ready	121,000	30	20/12/2017
ALL EDM (Dec 17)	SAM	Ready	318,000	9,999	18/12/2017
Lifetime Loyal Customers	SAM	Ready	13,000	9,999	15/12/2017
Mega List	SAM	Ready	229,000	9,999	15/12/2017

Snap Audience Match Terms

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Implementation Checklist
to Maximise
Snap Attribution

#1   Implement the **Snap pixel**   ☑

#2   Confirm if everything is firing **correctly**   ☑

Ask your analyst to confirm proper setup of the following:

a. **Macro and Required**
   i. Hashed email
   ii. Purchase
   iii. Price
   iv. Currency
   v. Transaction ID (when implemented - can dedupe purchase events)
b. **Micro**
   i. Add To Cart, Sign Up
   ii. Item ID & Category (has become a requirement to run certain ad products)

Bidding
Strategy

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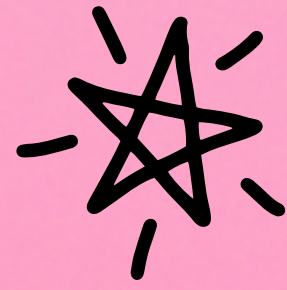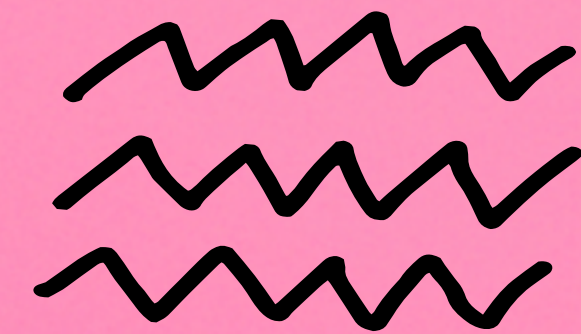
Pick the Right
Optimisation Goal

Awareness		Consideration					Conversion	
Awareness	App installs	Drive Traffic to Website	Drive Traffic to App	Engagement	Video Views	Lead Gen	Catalog Sales	Website Conversions
Impressions (CPM)	Install Install + Purchase Sign Up Add to Cart	Swipe up Page View	Swipe Up	Filter Shares Swipe Up Story Ad Open	2 Sec Video View 10 Sec Video View	Swipe Up Sign Up	Purchase App Purchase Story Opens	Page View Add to Cart Sign Up Purchase

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... and the Right
Bidding Strategy

Auto Bid

Recommended if you don't have any initial benchmark of what your CPA should be.

Max Cost

More defensive approach that guarantees a certain CPA even if that compromises delivery i.e. algorithm stops delivering ads if is not sure if it can meet the specified CPA.

Target Cost

Recommended for higher scalability whilst still aiming towards a specific CPA on average.

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Suggested Scaling Strategy
on Snap

Ad Set Estimates

Target Audience Size
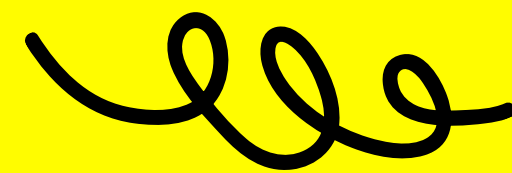87.1M - 90.7M

Weekly Results   Daily Results

Based on your lifetime budget of
$10,000.00, your estimated results are:

Reach
1.9M - 2.7M

Impressions
2.0M - 2.9M

Swipes
38K - 55K

#1   **Budget Estimator** - new ad sets
Ensure objectives align, branding prominent in first 2 seconds, etc. Get time with Creative Strategy (token for lower tiers) if creative does not meet best practices.

#2   **Exploration Phase**
When launching a new campaign or ad set, our system will undergo a 'learning phase' for anywhere from 1 - 4 days – depending on your targeted audience, bid, budget, and historical conversion volume. During this period, we are using machine learning to calibrate delivery at your desired bid amount and for a short window your delivered CPA may be higher than your bid amount. Over time, however, results will start to normalise as our prediction logic acclimates to your unique campaign criteria.

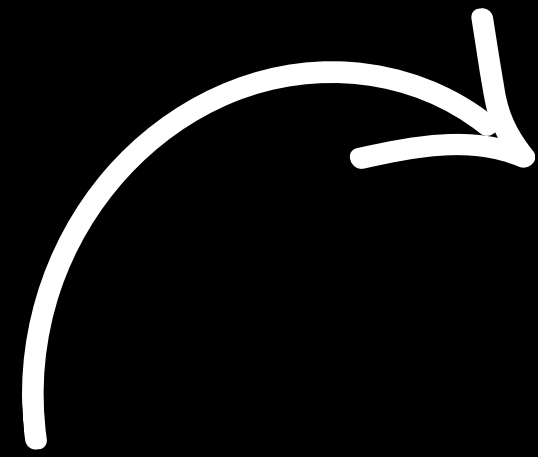**#3**   **Increase daily spends best performing ad sets by 25% every few days.**
This generally provides us with enough delivery and performance information to move through the exploration phase into a stable delivery state no matter the goal.

Creative

Tips

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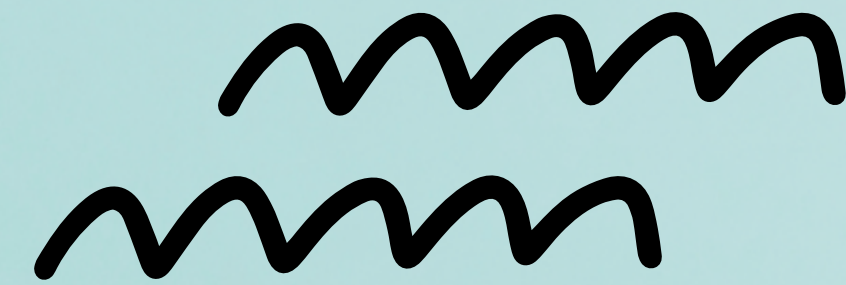
The 6 Rules
of Snap Creative

Short &
Concise
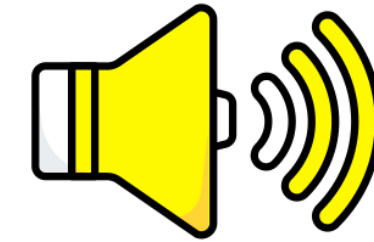
Use
Sound

Singular
Message

Play to
Strengths
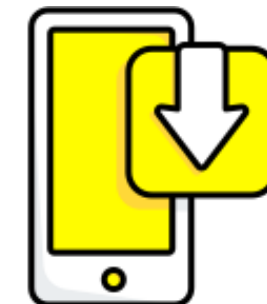
Call to
Action

Build
Templates

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YOUR AD
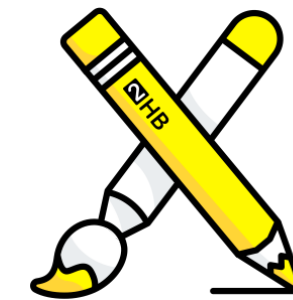
STORIES

Snap Ads

Drive brand or new product **awareness** and lead Snapchatters to purchase, watch video content or engage with an AR Lens - all in a single tap.

Snap Ad Golden Rules:

Design for Instant Impact
The first two seconds should include all of your weapons, including your brand logo and product.

Create Focus on One
Each asset should focus on one objective, one audience and one product.
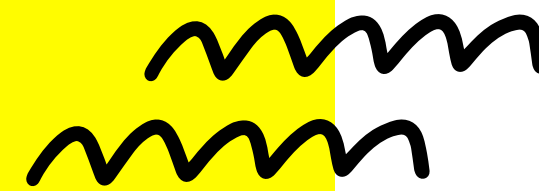
Creative **Best Practices**

Design for Second 0

First Frame and beyond should include all of your weapons.

Tell the User your Objective

Tell the User that you want them to SHOP NOW.

Focus on Number of Creatives

Ensure that you launch at least 6 different Snap Ads for each 6 week campaign to test and optimise.

COLONEL'S OFFERS.
ONLY ON THE APP
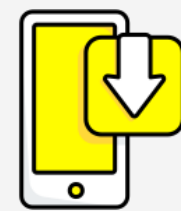
To Drive Install:
- Mention a promotion or offer if applicable
- Include a strong CTA that gives context to what you're offering
- Leverage multiple creatives to test and optimise

Insider Tip:
If you need to include a good amount of text, try stacking the copy so that it's easy to read - - - >

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Best in Class
Examples

DPA

Snap Ad

Story Ad

Attribution

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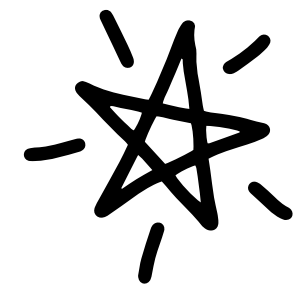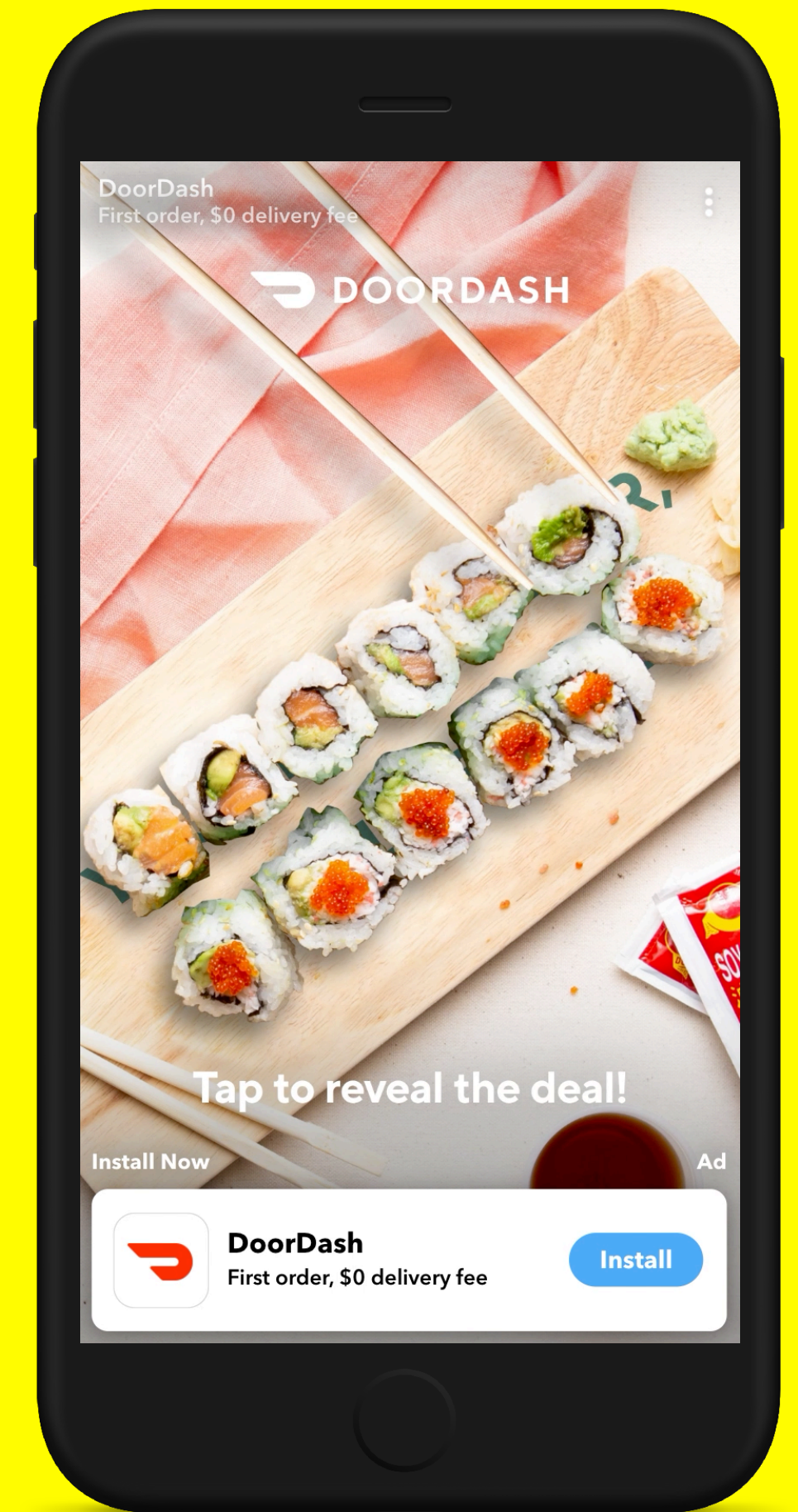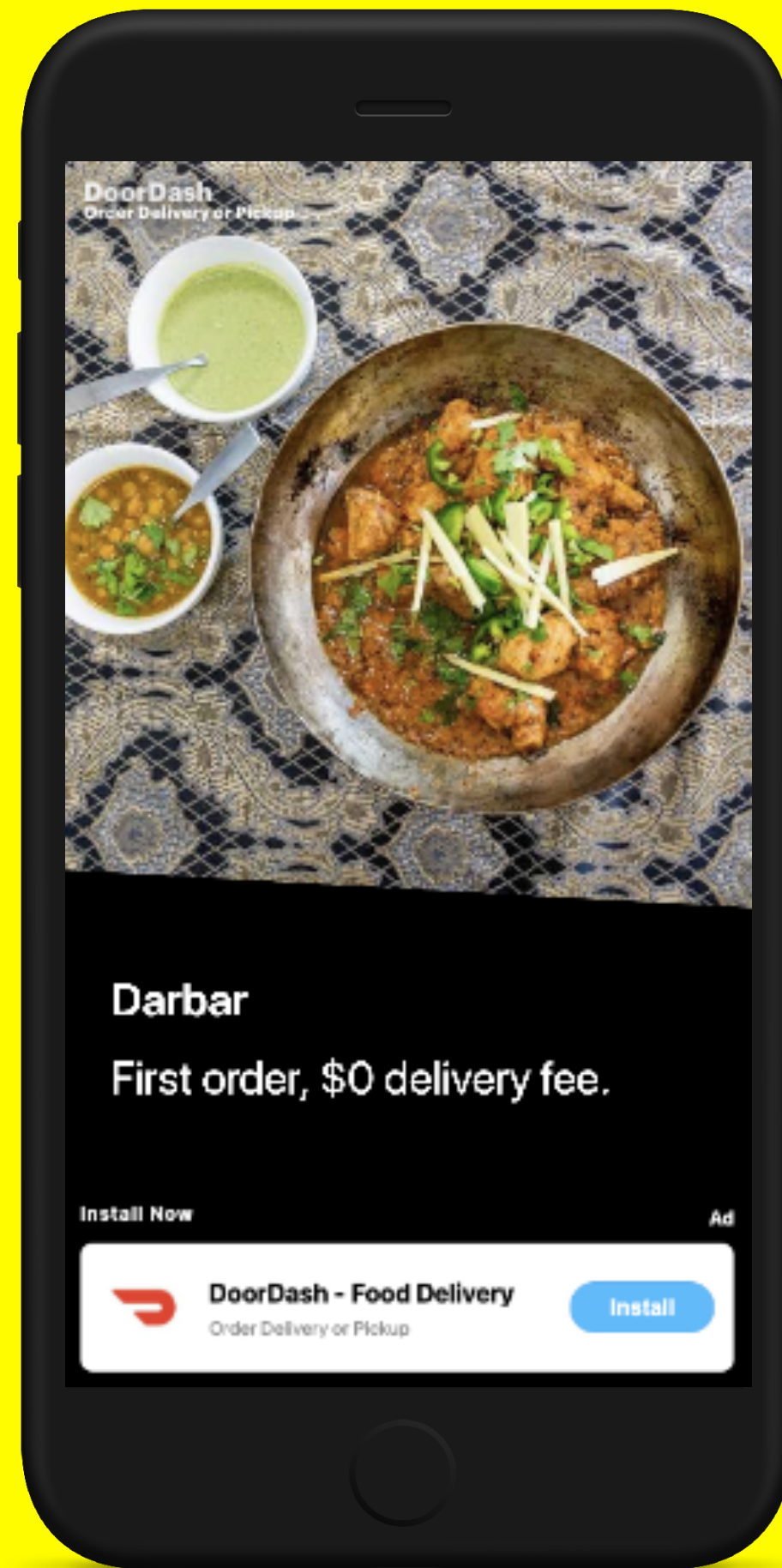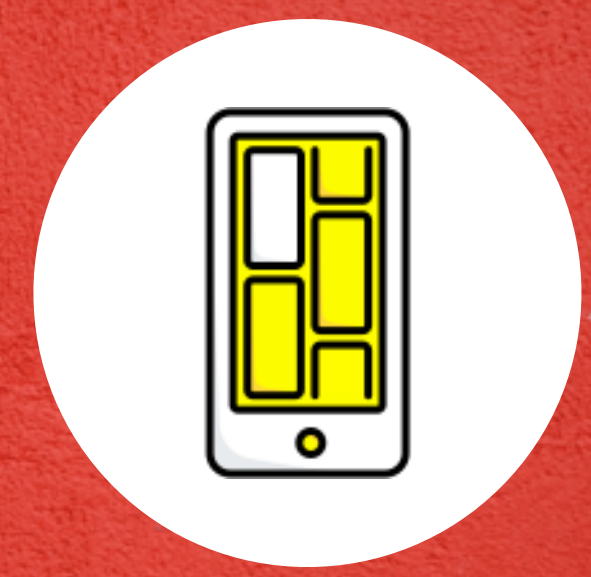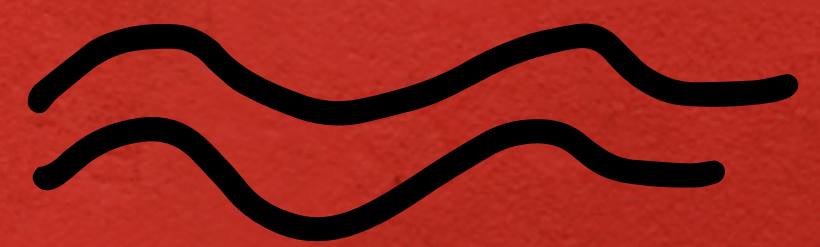
The Current
Attribution Conversation

Brett Bass · 1st
Account Executive at Snap Inc.
2mo · 🌐

"Last click attribution is like ordering 3 glasses of wine, 5 beers and a shot of whiskey and blaming your hangover on the whiskey".

I love analogies and conversations around attribution. Obviously there is no right or wrong attribution model but this gave me a good laugh. Happy Wednesday!

👍 🟢 ❤️ 670 · 51 Comments

Reactions
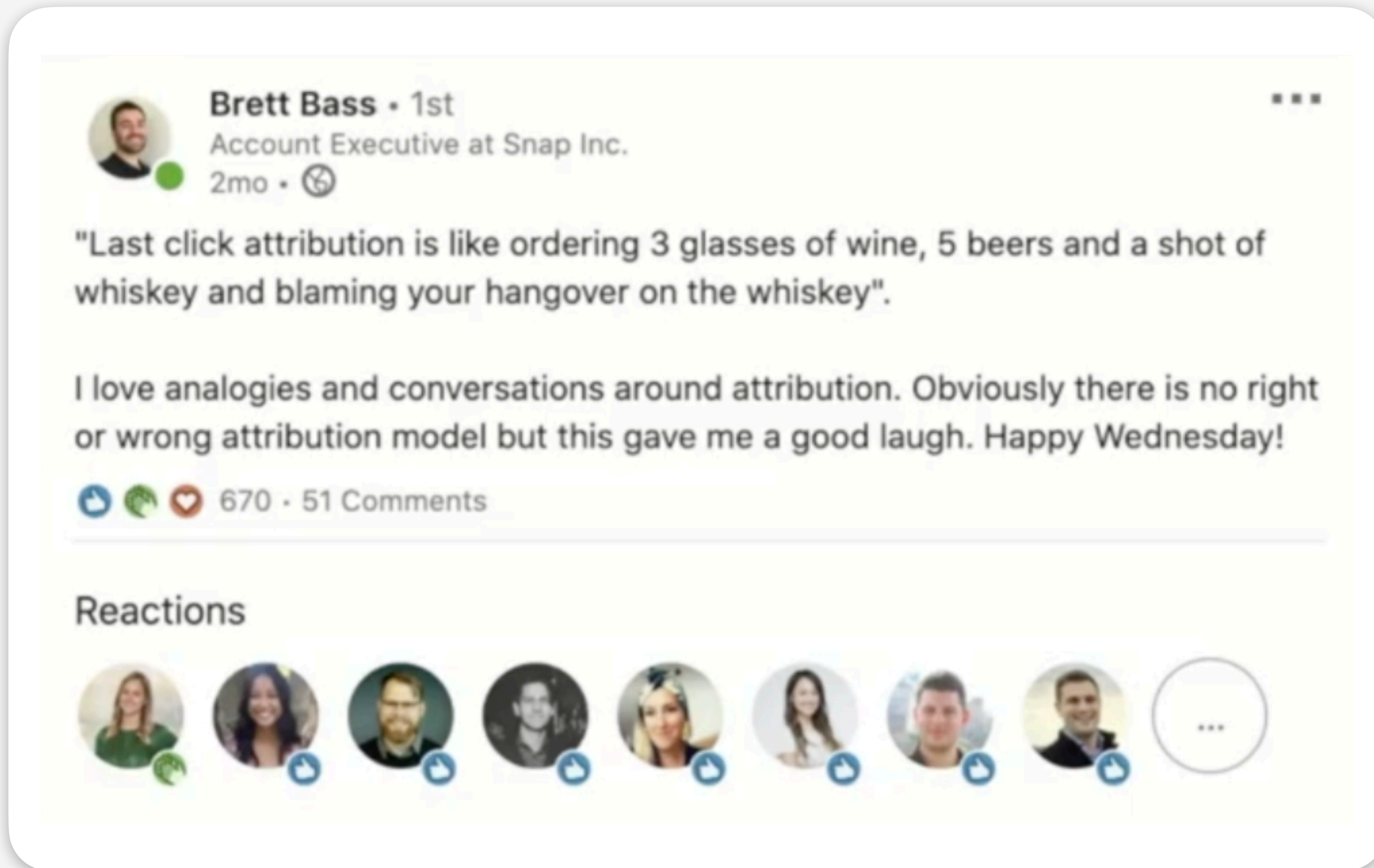
Swipe Conversion

User sees an ad
> they click/swipe up
and convert some point after

View Conversion

User sees an ad
> they DO NOT click/swipe up
and convert some point after

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Should all Impressions
be Viewed Equally?
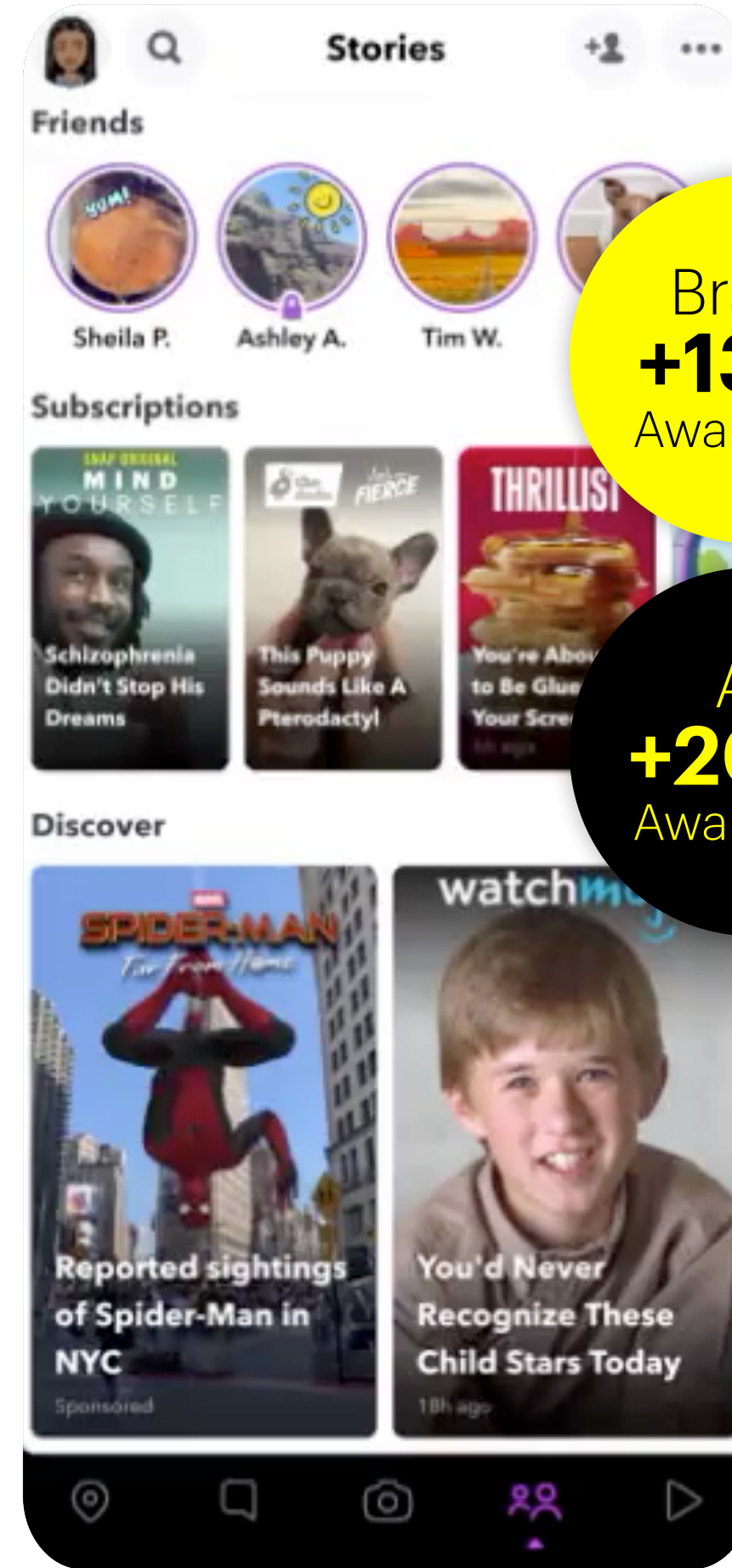
Snapchat

Brand
+13 pt
Awareness

Ad
+20 pt
Awareness

Others
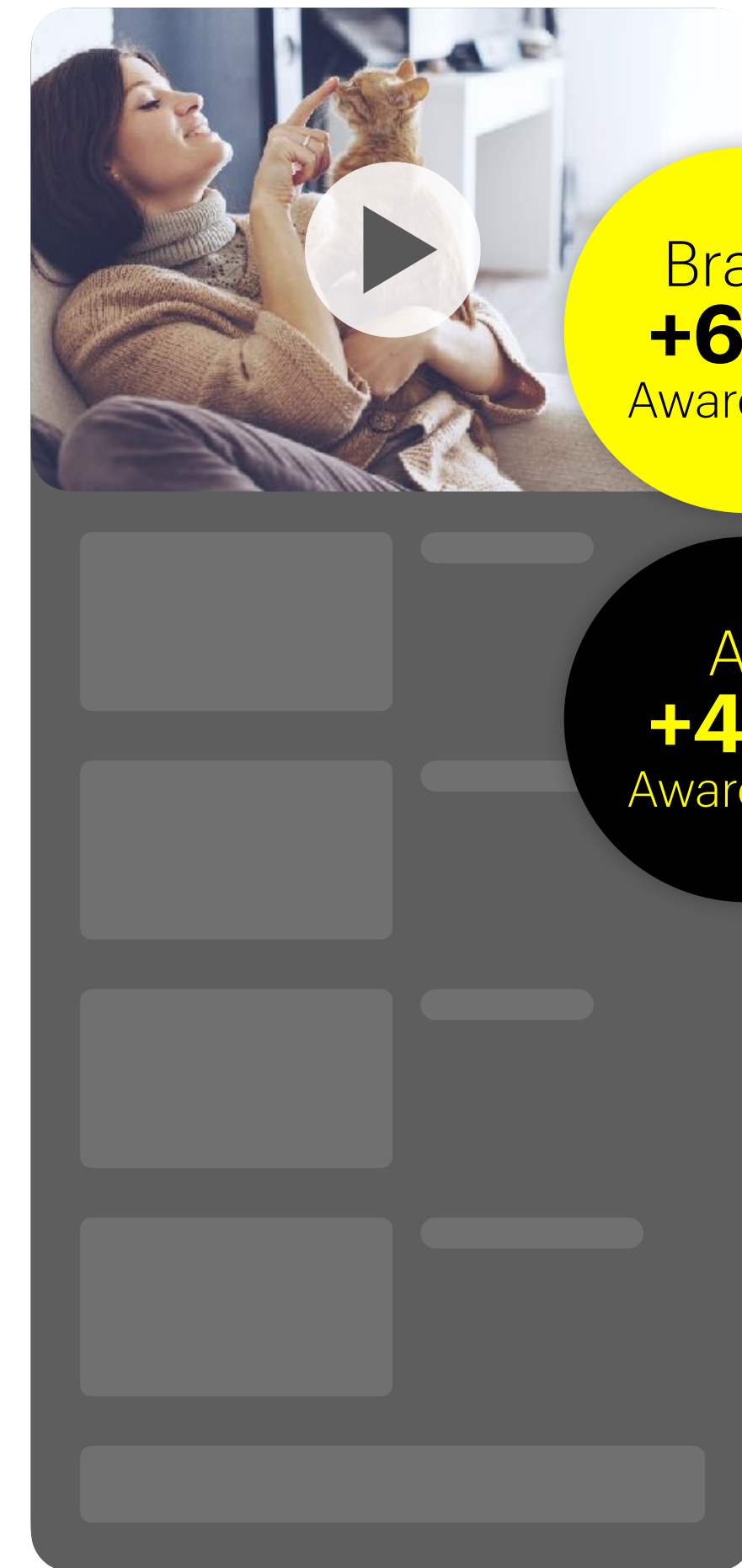
Brand
+6 pt
Awareness

Ad
+4 pt
Awareness

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with Snap
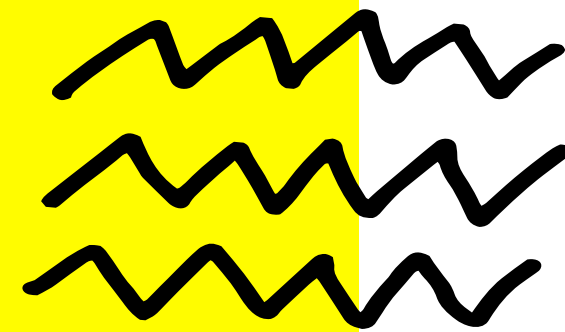
Snapchat vs.
Other Platforms

Snapchat is a place to create, consume, and discover.
Viewing is the natural behaviour — not clicking.

Other platforms are search-based with content interactions such as likes, follows, and clicks.
Clicking is the natural behaviour.

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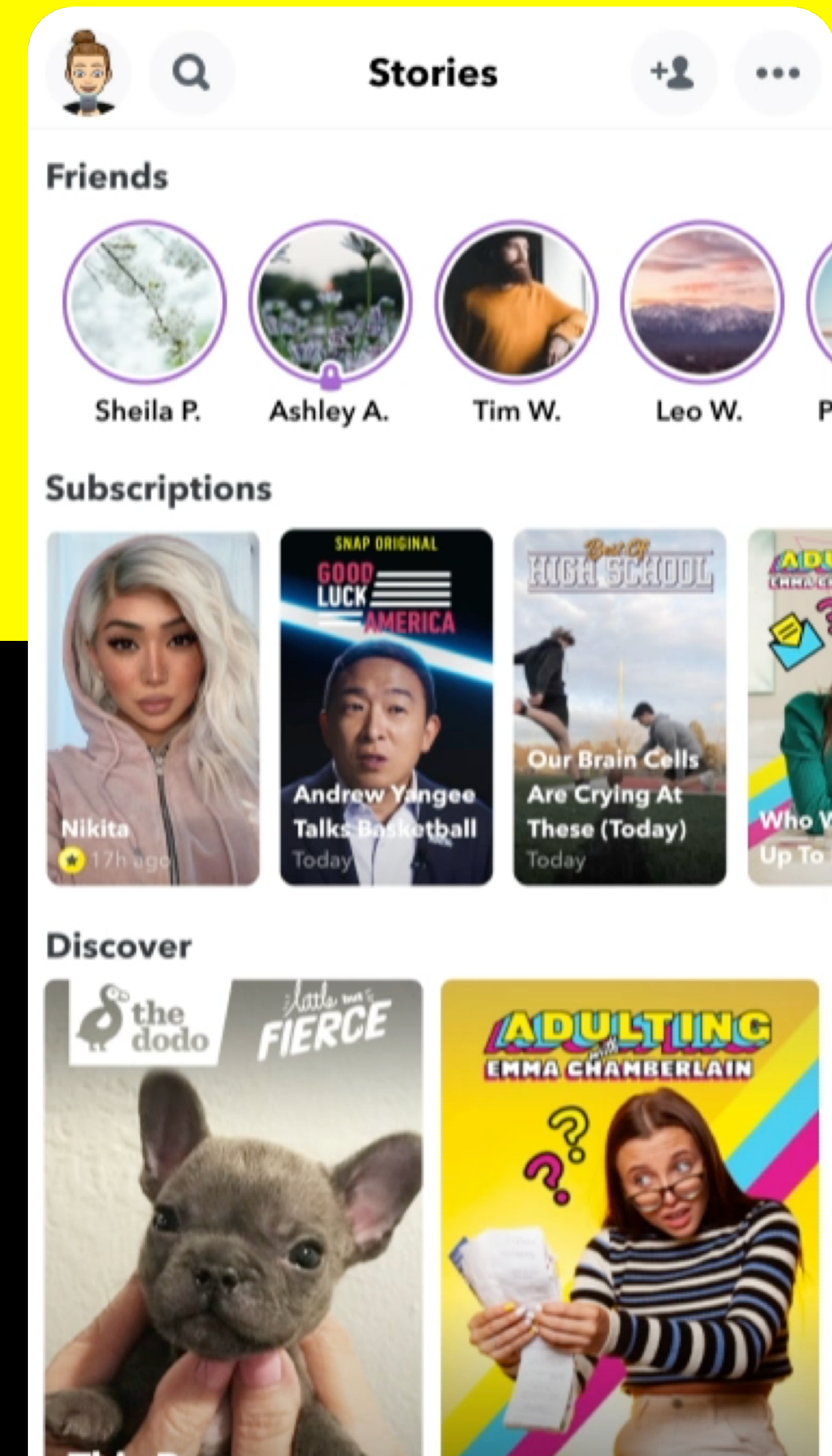
Snapchat vs.
Other Platforms

Snapchat's canvas is full screen and within stream,
meaning it's always viewable and has the user's full attention.

**Other platforms' canvases are within
the feed and among many elements,**
as opposed to having full ownership of the device.

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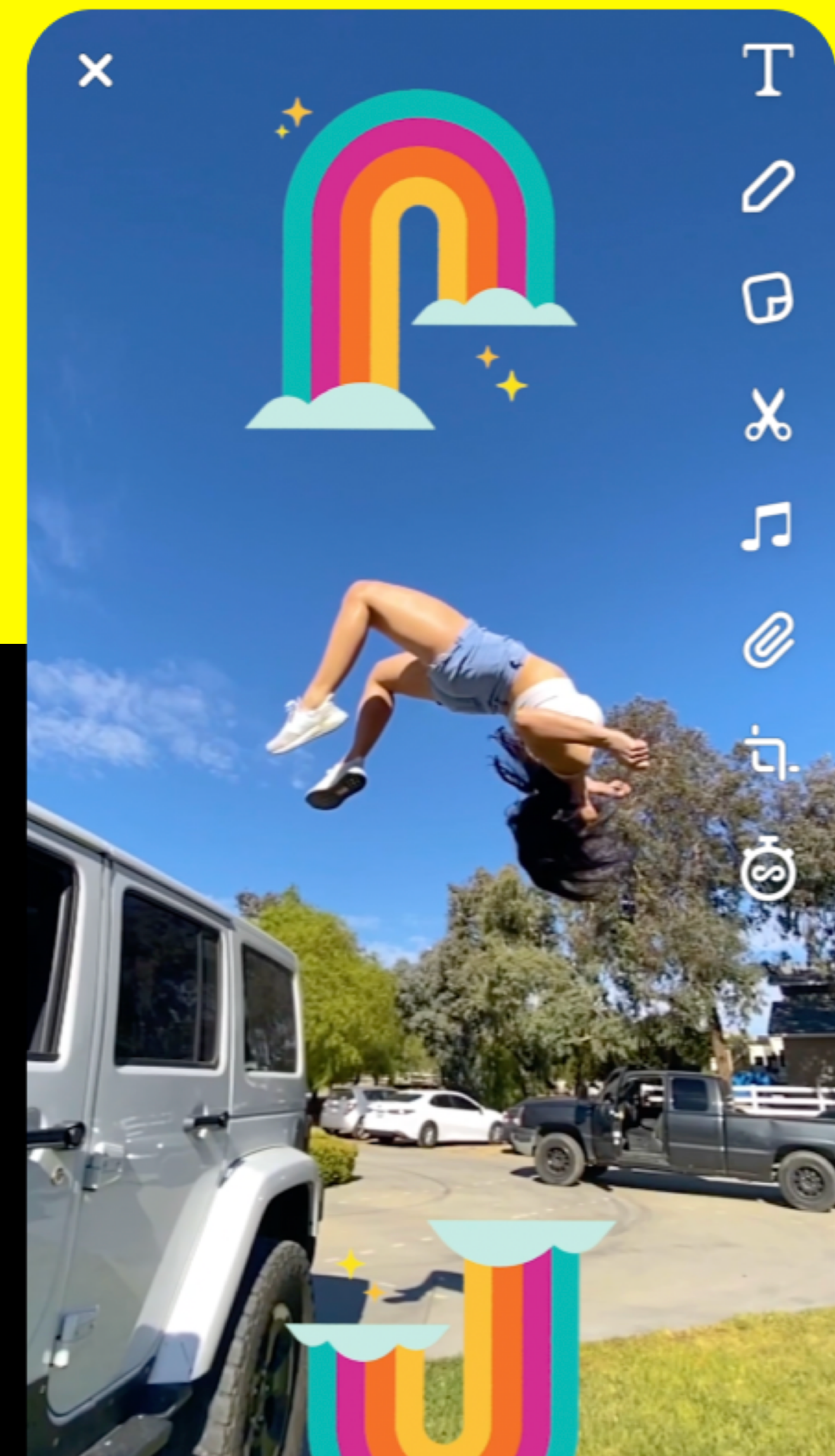
Snapchat vs.
Other Platforms

Nearly 70% of Snaps (and ads) are played **with sound on.**

Default is sound off on the majority of other platforms.

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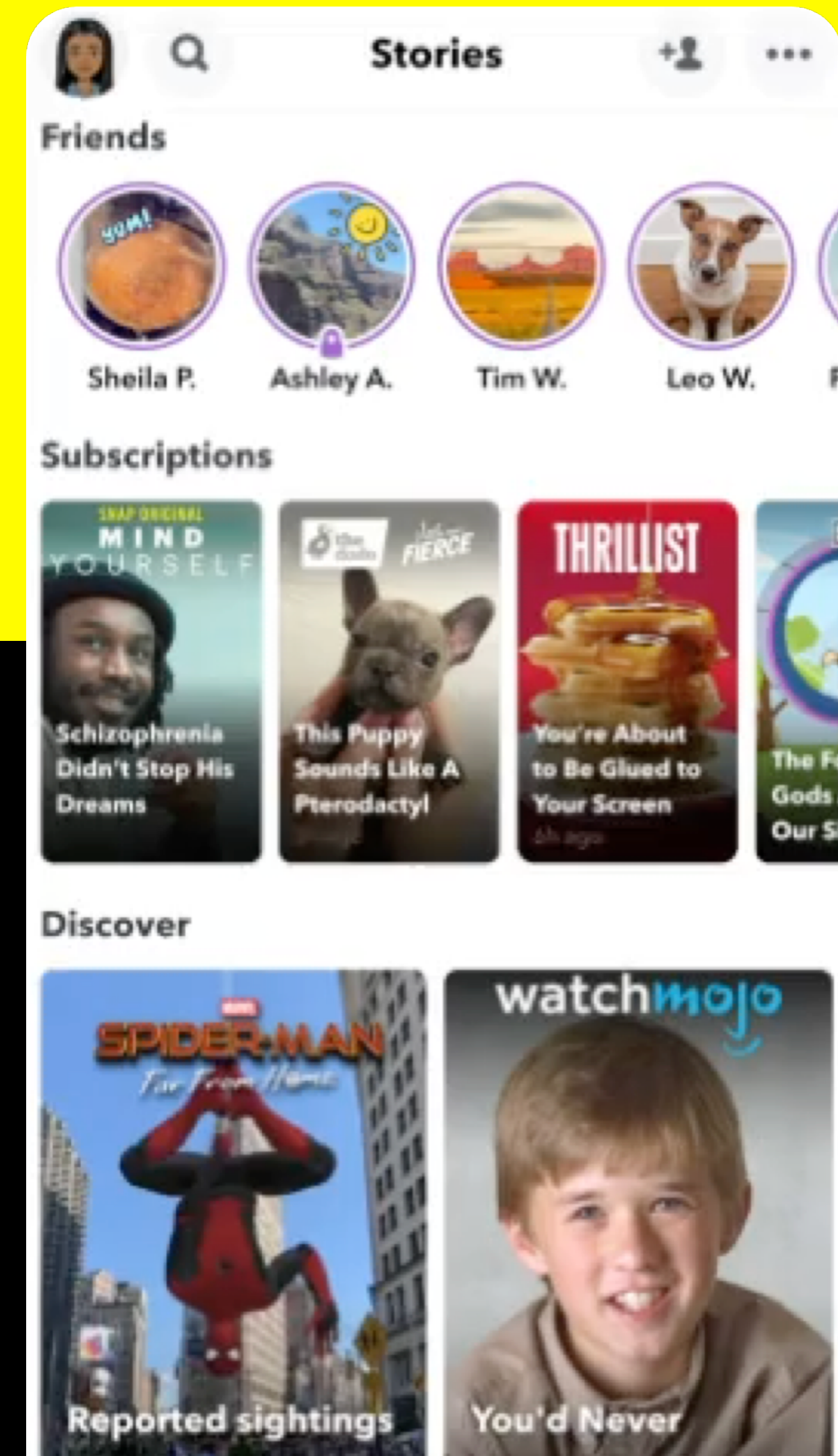
Scenario 1:
Same Session Conversion

Snap view and click attribution
activated for 28 days

GA and Snap both
record purchase

**Ad
Served**

**Swipe
Up**

**Sign Up
Flow**

**Conversion:
Add Cart**

**Conversion:
Purchase**

Sign Up attribution via user
email match back

Purchase attribution via user
email match back

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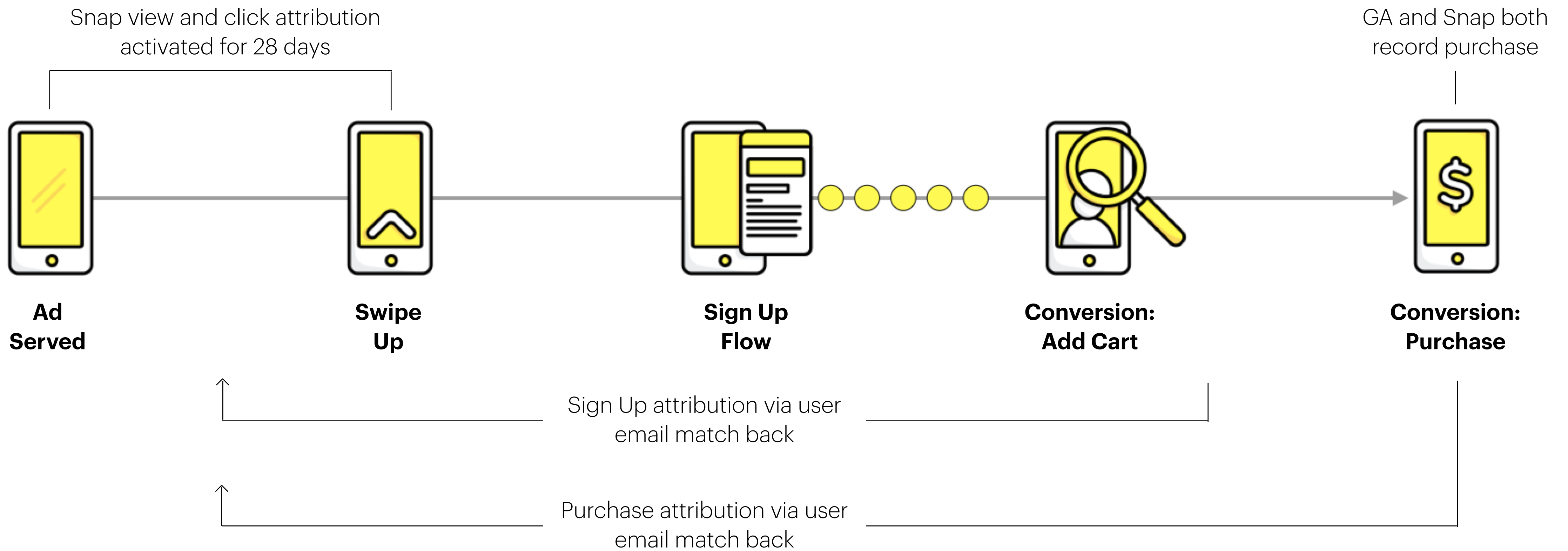
Scenario 2:
Cross Browser & Device Conversion

User continues flow
organically or through
another paid media channel

GA/ Third Party tool
does not attribute sign
up or purchase to Snap

**Ad
Served**

**Swipe
Up**

**Sign Up
Flow**

**Conversion:
Add Cart**

**Conversion:
Purchase**

Sign Up attribution via user
email match back

Purchase attribution via user
email match back

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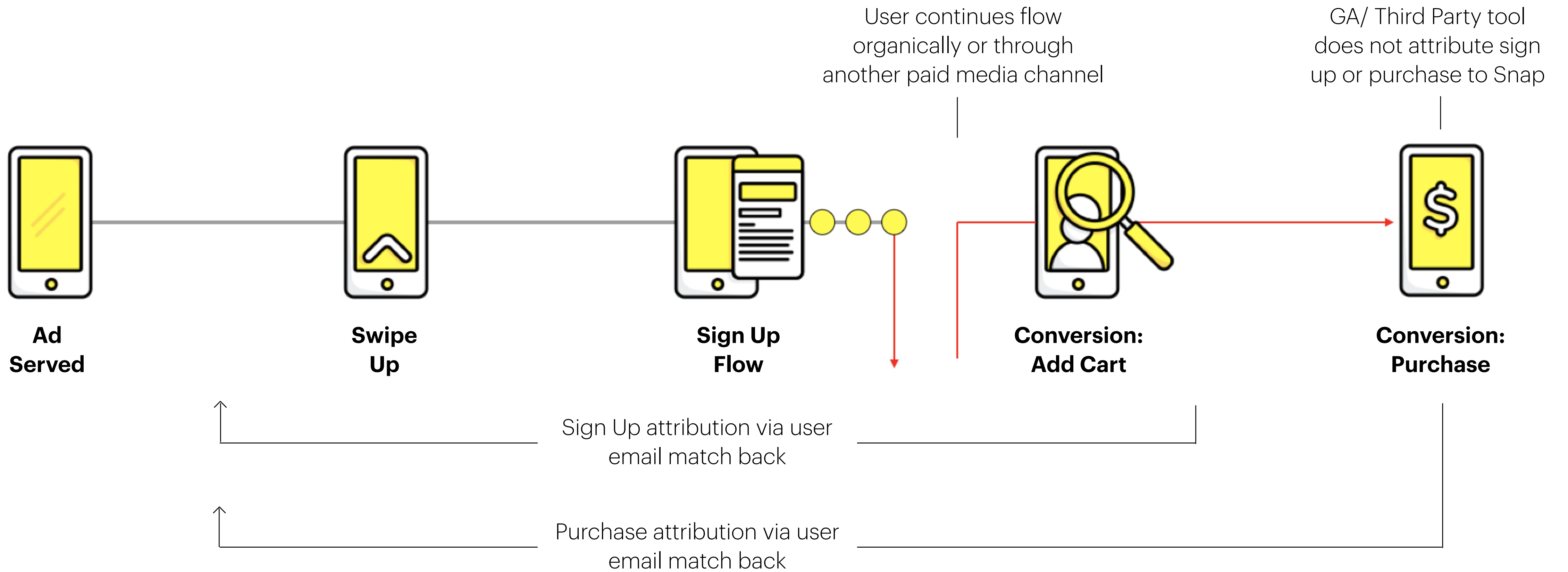
77%

of Snapchatters

do not take a last-click trackable action when interested in an ad

Source: Snap Inc. survey of US Snapchat users January 22 - 26, 2021. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details. Question: If you see an interesting ad on your phone for something you won't buy immediately, which of the following, if any, do you do?"; 456 respondents"

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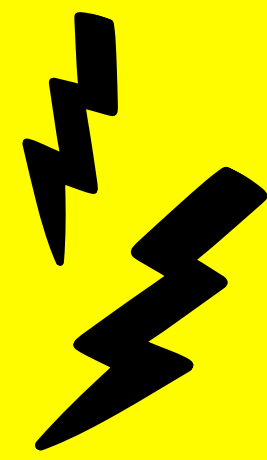
Top Actions Taken
by Snapchatters when Interested in a Mobile Advertisement

#1 **27%**
Open a new Browser Tab
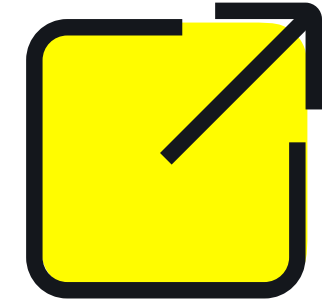
#2 **23%**
Remember for later
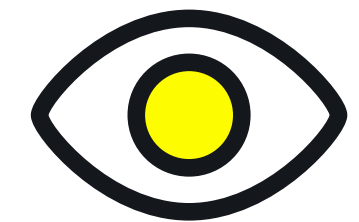
#3 **23%**
Click/Tap through

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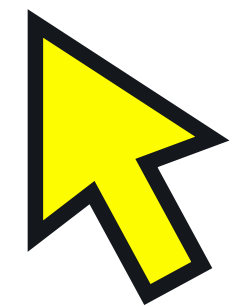
Cross-device
Tracking
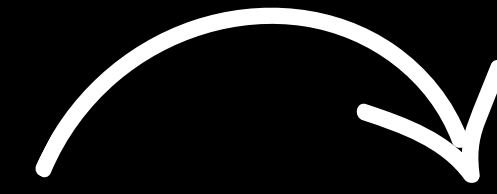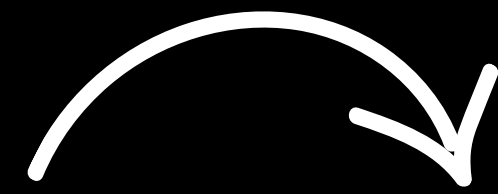
#1 Alex sees an ad on Snapchat and swipes up to view a sunglasses website.
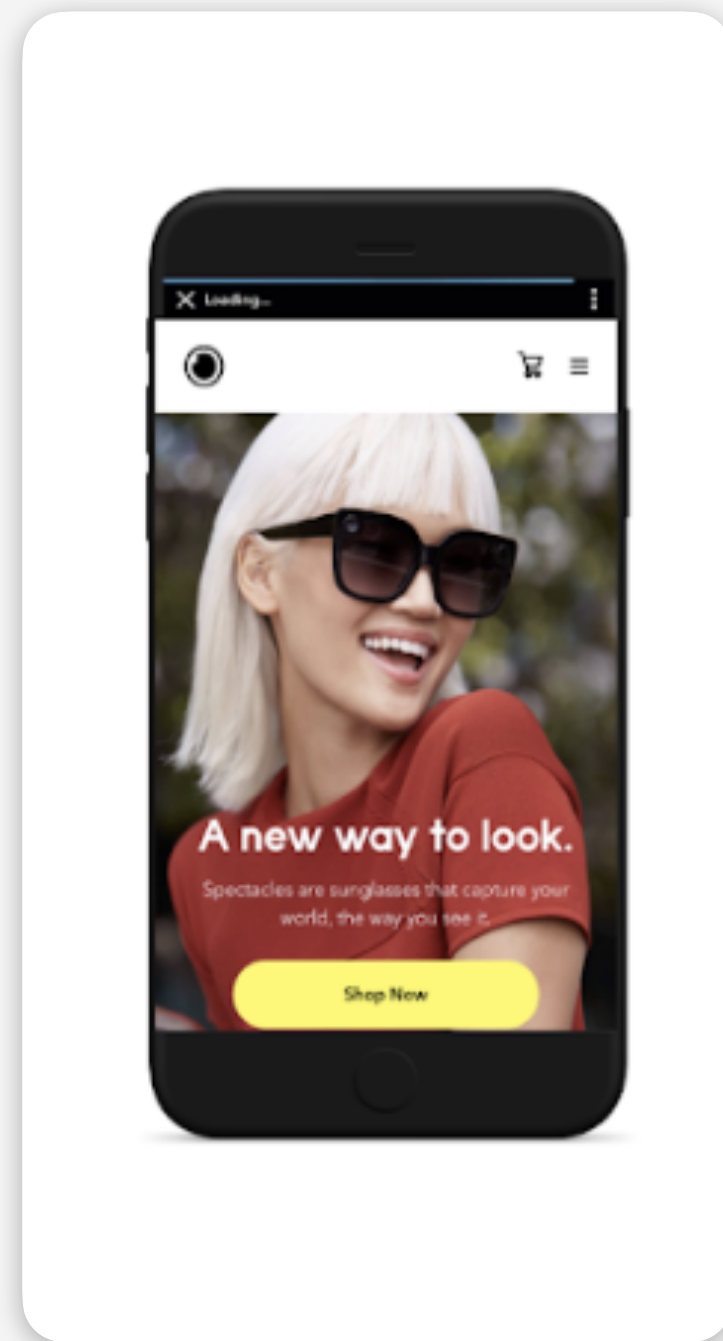
#2 Alex leaves Snapchat right away, and makes a purchase on the site on her laptop or mobile.
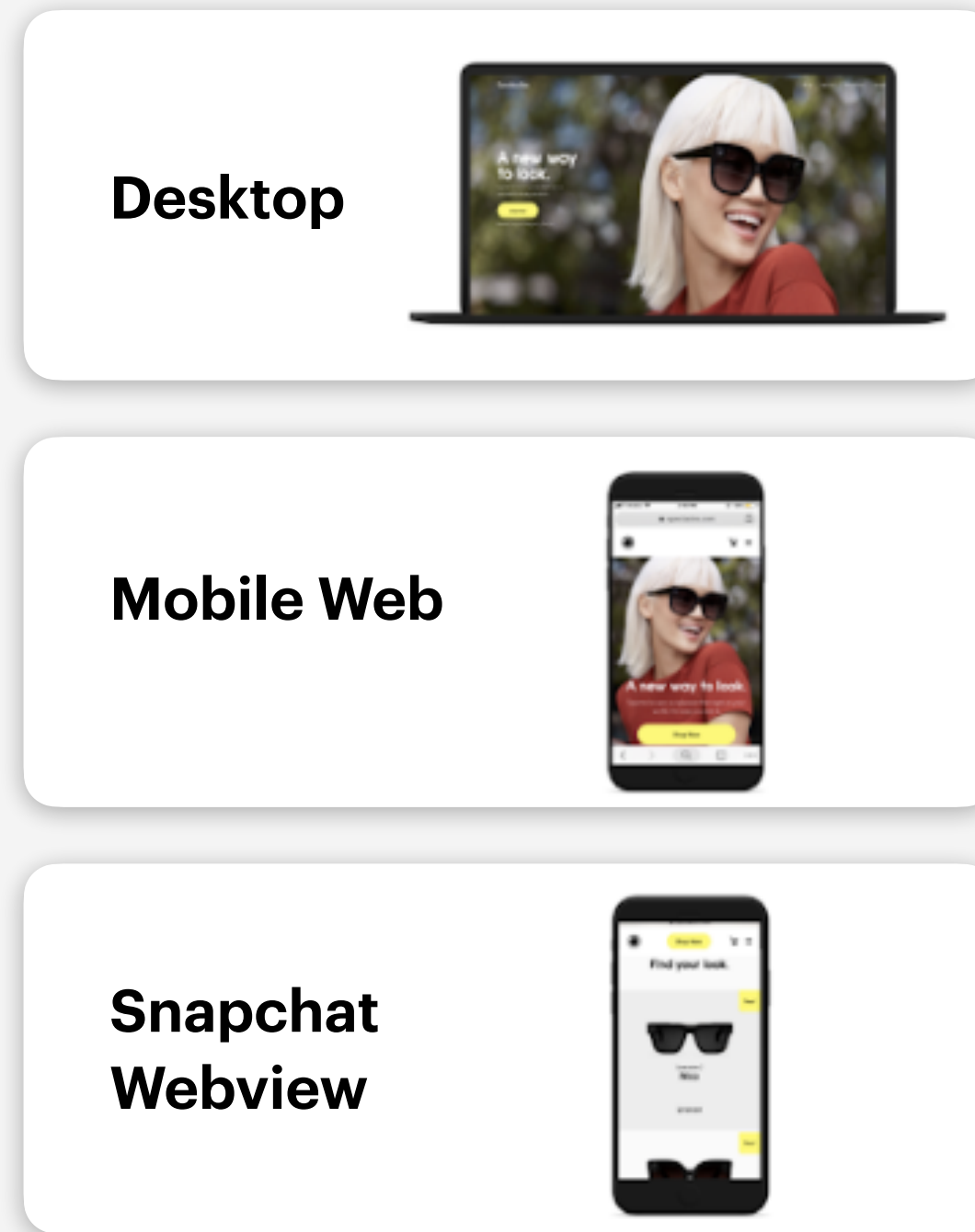
#3 GA will not be able to associate the conversion to Snapchat if the purchase is made outside of Snap's internal browser. Inaccurate conversion attribution will result in GA.

Desktop

Mobile Web

Snapchat Webview

Shown in GA

2 sessions:
1 from Snapchat
1 Organic/Direct

1 purchase from Organic/Direct

Shown in GA

1 from Snapchat

1 purchase from Snapchat

GoGlobal
with Snap

Conversion Path Tracking
via Various Measurement Solutions

*via pixel
**via MMP
***via Conversions APII

Sees ad on Snapchat, and then....	Trackable in Google Analytics	Trackable in Adobe / Omniture	Trackable in DCM "standard"	Trackable in DCM cross-environment	Trackable in Snap Ads Manager and conversion lift*
Swipes up on ad, buys immediately inside Snap native browser	Yes	Yes	Yes	Yes	Yes
Swipes up on ad, buys later in another web browser on same phone	No	No	No (But Could Sometimes Count As View)	Yes	Yes
Swipes up on ad, browses products in Showcase, buys later in another web browser on same phone	No	No	No (But Could Sometimes Count As View)	Yes (Counts As View)	Yes
Swipes up on ad, buys later on a different device (laptop, tablet, phone, etc.)	No	No	No	Yes	Yes
Swipes up on ad, browses products in Showcase, buys later on another device	No	No	No	Yes (Counts As View)	Yes
Views ad, buys later in another web browser on same phone	No	No	No (But Could Sometimes Count As View)	Yes	Yes
Views ad, buys later on a different device	No	No	No	Yes	Yes
Swipes on or views ad, buys later in brand's app	No	No	No	No	Yes **
Swipes on or views ad, buys later in brick-and-mortar store	No	No	No	No	Yes ***

GoGl⊕bal
with Snap

"...but aren't all media platforms **impacted the same???"**

GoGlobal
with Snap

3 Factors Adversely Impacting Snap
More than Others
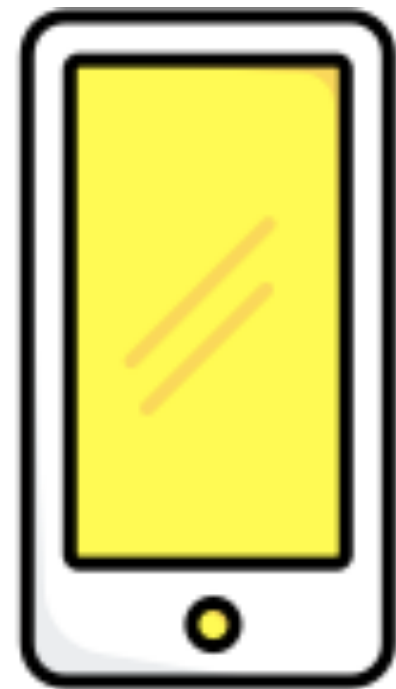
Mobile Only

No Newsfeed
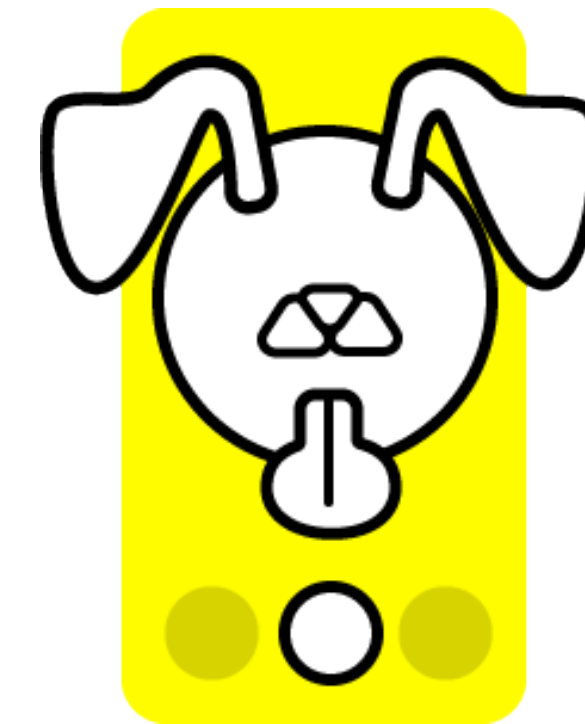
Premium Ads

6,000
7/1 Conv.

93%
View

6
Snap Conv.

90%
bounce rate

Google Analytics

Finding your
Advertisers Attribution Model

Creating a custom attribution plot like the one shown below will help to determine your attribution model and conversion behaviour on Snap. From the market analysis we have done 90% convert 12 hours after seeing an ad on Snap.

GoGlobal with Snap
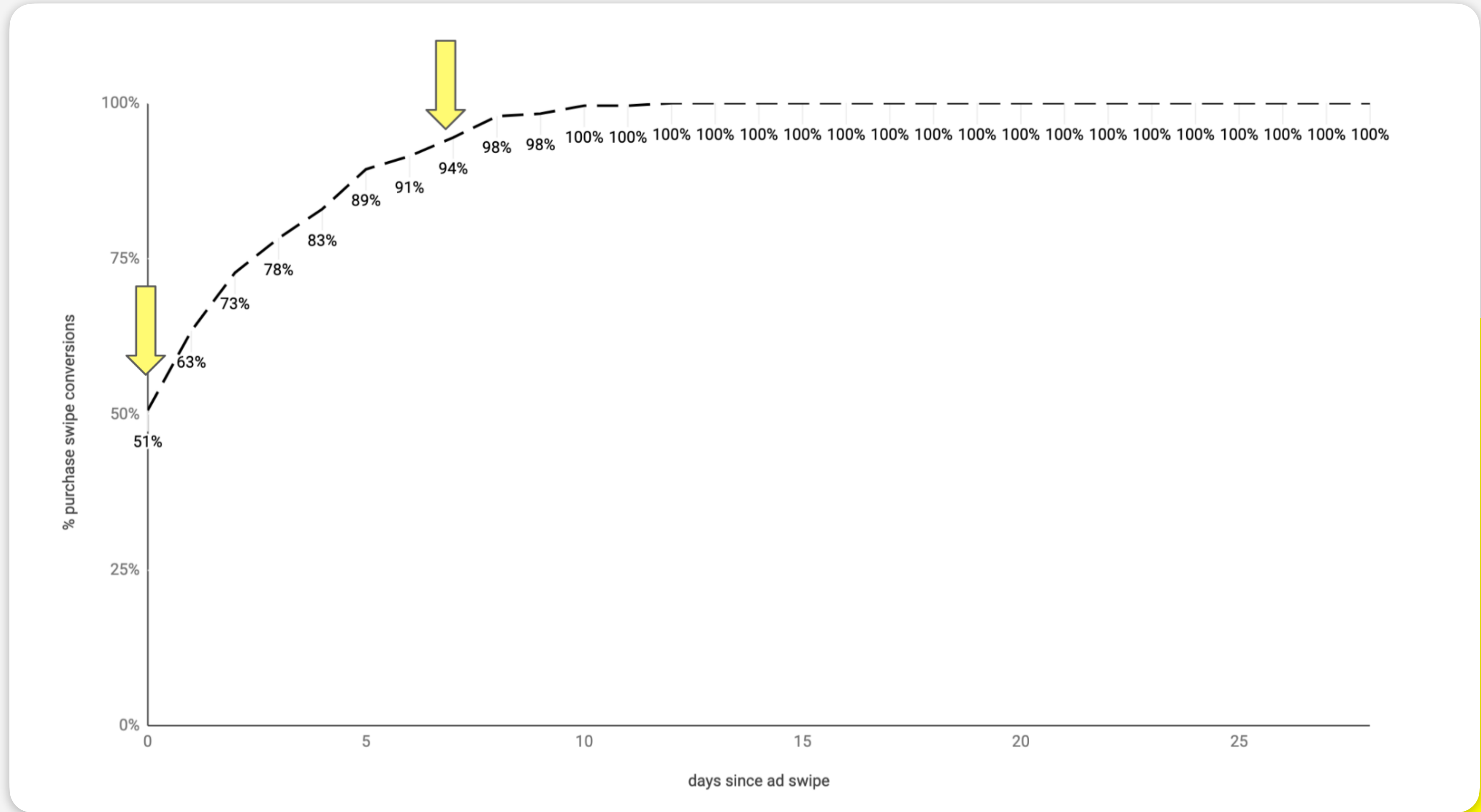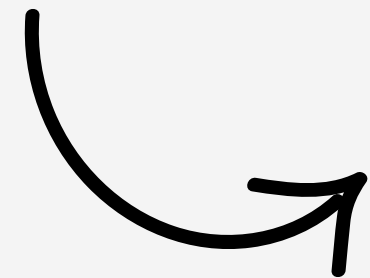
Factors that Influence
Length of Attribution Window

Variable	Contributes to Shorter Attribution Window	Contributes to Longer Attribution Window
Average Order Value	Inexpensive product / impulse purchase (eg. Grubhub order)	Expensive - high end luxury purchase
Campaign Type	Remarketing	Prospecting
Purchase Type	One time purchase	Monthly subscription commitment
Type of Product	Popular product that has millions of 5 star reviews	New product to market that needs a preliminary education cycle before a consumer would even consider buying
Sale / Coupon Offer	Really aggressive strong discount (e.g. Cyber Monday and Black Friday)	Small incentive to purchase immediately and without a tight deadline
Brand Strength	Well established brand with a loyal following	Start Up business
Type of Marketing Channel	Someone is actively searching for a product (e.g. Google Search - Adwords	Social based exposure (Snap, Pinterest, Instagram)

Setting you up for **Success**

Starting from Scratch
on Snapchat

Framework and timeline for beginning activity on Snapchat
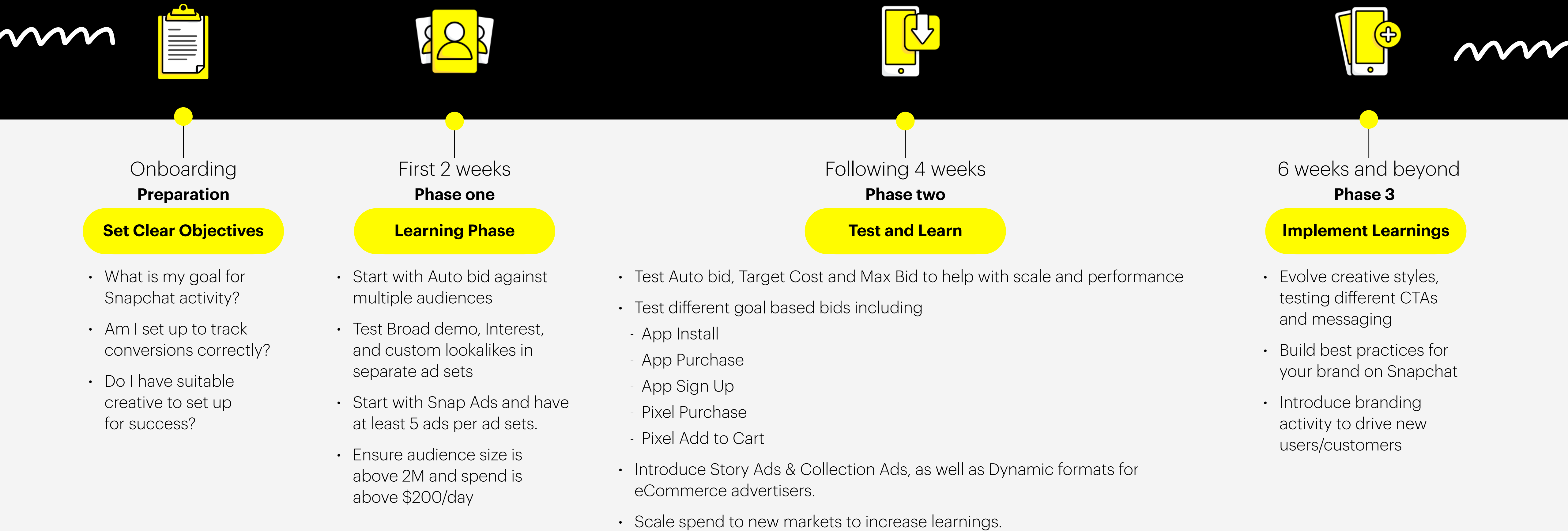
Onboarding
Preparation

Set Clear Objectives

- What is my goal for Snapchat activity?
- Am I set up to track conversions correctly?
- Do I have suitable creative to set up for success?

First 2 weeks
Phase one

Learning Phase

- Start with Auto bid against multiple audiences
- Test Broad demo, Interest, and custom lookalikes in separate ad sets
- Start with Snap Ads and have at least 5 ads per ad sets.
- Ensure audience size is above 2M and spend is above $200/day

Following 4 weeks
Phase two

Test and Learn

- Test Auto bid, Target Cost and Max Bid to help with scale and performance
- Test different goal based bids including
  - App Install
  - App Purchase
  - App Sign Up
  - Pixel Purchase
  - Pixel Add to Cart
- Introduce Story Ads & Collection Ads, as well as Dynamic formats for eCommerce advertisers.
- Scale spend to new markets to increase learnings.

6 weeks and beyond
Phase 3

Implement Learnings

- Evolve creative styles, testing different CTAs and messaging
- Build best practices for your brand on Snapchat
- Introduce branding activity to drive new users/customers

Test for the
Right Media Mix

Media Plan for Attribution Success

Week	1	2	3	4	5	6	7	8
Recommended % Budget Allocation By Ad Type & Sub Format								
Web_View (Image / Video Only)	100%	100%	100%	100%	100%	80%	80%	80%
Story Ads / DPA / Collection						20%	20%	20%
Milestone	New Advertiser Live!				Attribution Call	Product Expansion		

Budget Calculator: <u>Here</u>

Starting Budget Calculator Weeks 1-5

Total Budget	100%		Prospecting	Retargeting
Snap Ads	100%	>	70%	30%
Story Ads / DPA / Collection	0%	>	50%	50%

ENTER BUDGET	$2,500		Prospecting	Retargeting
Snap Ads	$2,500	>	$1,750	$750
Story Ads / DPA / Collection	$0	>	$0	$0

Budget Calculator (After Week 5) Product Expansion

Total Budget	100%		Prospecting	Retargeting
Snap Ads	80%	>	70%	30%
Story Ads / DPA / Collection	20%	>	50%	50%

ENTER BUDGET	$3,000		Prospecting	Retargeting
Snap Ads	$2,400	>	$1,680	$720
Story Ads / DPA / Collection	$600	>	$300	$300

GoGlobal with Snap

eCommerce Campaign Structure
Optimising your Performance

Campaigns	Ad Sets	Placement, Optimisation & Bidding	Creatives 2-5 per Ad Set
Acquisition Snap Ads & Story Ads Objective Website Conversions	**Snap Ads Broad** - demo only	Auto placement Purchase opti Target Cost/Auto-Bid	Assets needed: 2-5 short videos (6-10 secs) or images
	Snap Ads LAL Balance Purchasers		
	2-3 Relevant Interests		
	Story Ads Broad - demo only	Auto placement Purchase opti Target Cost/Auto-Bid	Assets needed: 3+ short videos, 1-3 tile images without text & 1 logo
	Story Ads LAL Balance Purchasers		
	Story Ads 2-3 Relevant Interests		
Retargeting Snap Ads & Story Ads Objective Website Conversions	**Snap Ads Page views** excl Purchases (30-180 days)	Auto placement Swipe Up/Story Open opti Auto-Bid OR Purchase opti Auto-Bid	2-3 Snap Ads 2-3 Story Ads
	Story Ads Page views excl Purchases(30-180 days)		

eCommerce Campaign Structure
Optimising your Performance - Dynamic Ads

Campaigns	Ad Sets	Placement, Optimisation & Bidding	Creatives 2-5 per Ad Set
Acquisition Objective Catalog Sales Audience Type: Prospecting	**Broad** - demo only	Auto placement Purchase opti Auto-Bid	Assets needed: Product Catalog
Retargeting Objective Catalog Sales Audience Type: Retargeting	**View or ATC 30 Days** **View or ATC 15 Days** **View or ATC 7 Days**	Auto placement Purchase opti Auto-Bid	Assets needed: Product Catalog

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For more information

Visit our website at
forbusiness.snapchat.com/go-global-with-snapchat

Or contact your local APAC expert.