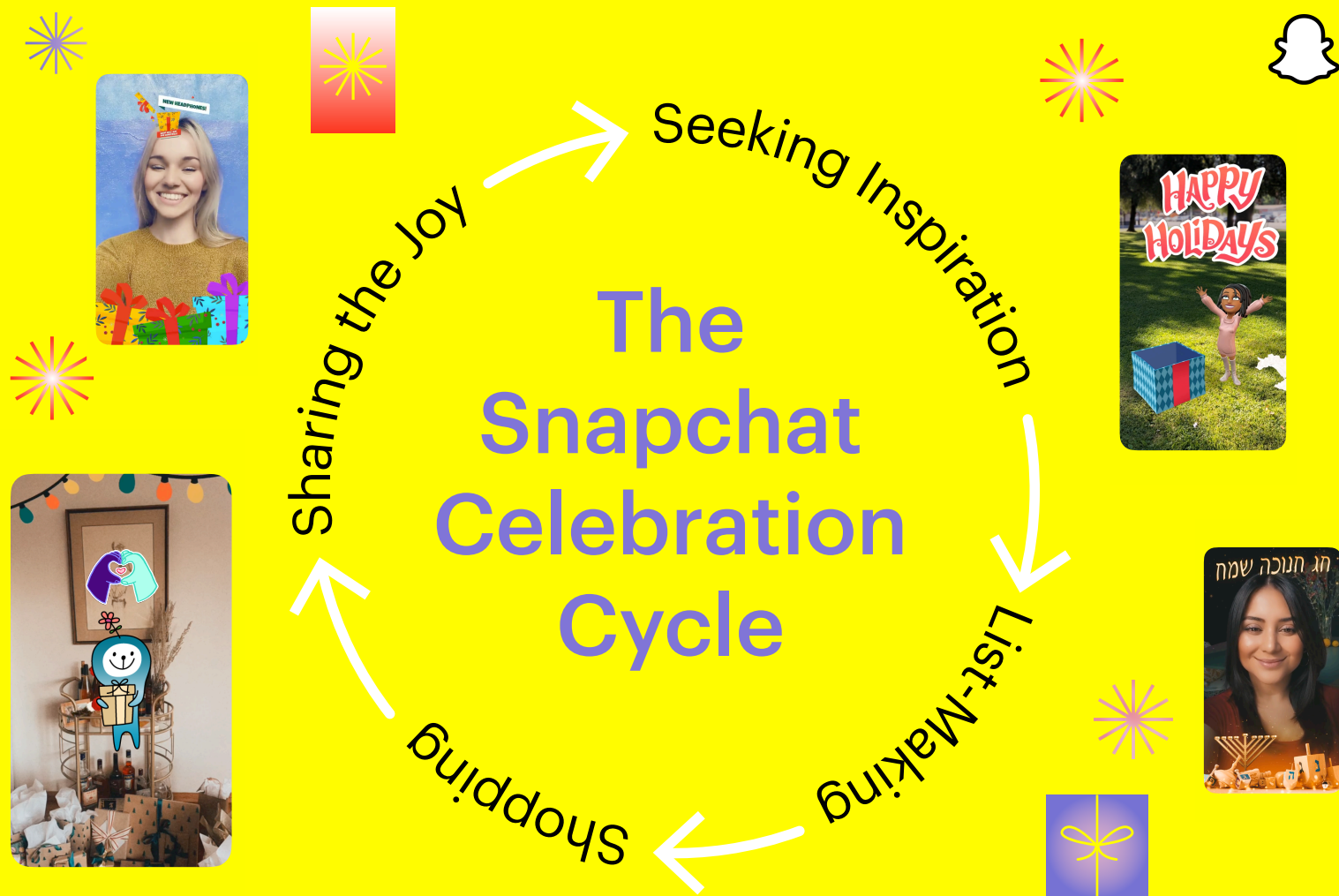


# Get the Gift of Results

Win the festive shopping season on Snapchat.

Trends | Tips | Insights



Every year around October, like clockwork, gift-givers and celebrators alike turn their attention to “the holidays.”

But what are the holidays, really? The word means something different to everyone, but for Snapchatters, there’s no denying it’s a season for festive shopping and purchasing — a LOT of it.

At Snapchat, our path to purchase is more effective and unique than other platforms because of the **Snapchat Celebration Cycle**.

Our community’s path to purchase isn’t a straight line. Sharing is part of every step in the purchase journey, from awareness, purchase, and, best of all, celebration. And this cycle inspires others’ shopping journeys too, creating a network of close friends and family influenced by one another. Snapchat is here to help your brand shine when it matters most.

This guide will help you get everything on your wish list this season: **the gift of results**, no matter your objectives. May your festive shopping season be merry and bright!

Happy Snapping! ❤️ Team Snapchat

# Three Trends to Expect This Festive Shopping Season



## 1. Global Optimism Is on the Rise

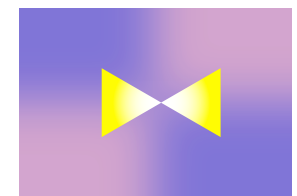
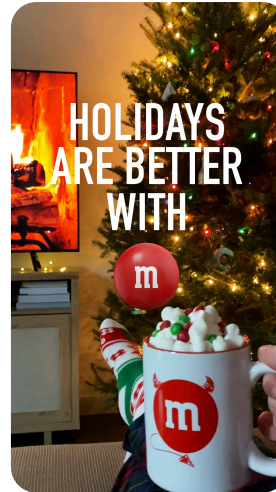
The economy is expected to see its fastest growth in over two decades during the back-half of 2021.<sup>1</sup> And this year, the festive shopping season celebrations will be bigger than ever, with wish lists far longer than they were last year.

## 2. Mobile Commerce Will Dominate Transactions

Mobile is so much more than a single touchpoint in the shopping journey — it's now integrated into every touchpoint, including the moment of purchase. This is an extraordinary shift, and as more and more retailers take their focus from desktop-driven to mobile-optimized landing pages, transactions made on mobile phones can only increase from here.

## 3. Shoppers Will Expect Immersive, Contextual Experiences

When it comes to the customer journey, mobile devices are powerful tools to turn inspiration into purchase. Having shoppers see your ads is one thing, but creating immersive shopping and celebratory experiences for consumers is another — and one that will drive lasting and impactful results all season long.



<sup>1</sup> NRF, "NRF Forecasts Retail Sales to Exceed \$4.33T in 2021 as Vaccine Rollout Expands," February 24, 2021.

# 1. Global Optimism Is on the Rise



Hopefulness and happiness about the year ahead is increasing. The excitement for potential in-person festivities, celebrations, and gift-giving will drive spend in incredible ways.

## Snapchatters are feeling...<sup>1</sup>



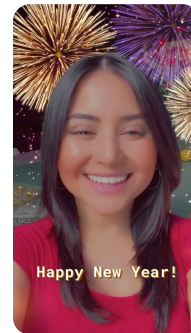
### Hopeful

(1.3x More Hopeful vs. Non-Snapchatters)



### Happy

(1.5x Happier vs. Non-Snapchatters)



### Excited

(1.5x More Excited vs. Non-Snapchatters)

Help your customers exercise their forward-thinking capacity and embrace their “dreamer” side too.

The Snapchat Generation is resilient, and Snapchatters are looking forward to all the magical possibilities of this year’s festive shopping season.

## 2 in 3

Snapchatters plan to spend as much or more in 2021 as in 2020.<sup>2</sup>



## Tips to Win

### Filters

Use **Filters** to help Snapchatters celebrate every moment of the festive shopping season.

### Camera

Create experiences in the **Camera** that encourage purchase celebration.

### Vertical Video

Surprise and delight with incredible and **seamless video-shopping experiences**.

<sup>1</sup>2021 Global Cassandra Study commissioned by Snap Inc. Base: N=27,006 Q: “Would you say you feel more, less, or the same of these emotions compared to this time last year?”

<sup>2</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (n=918) Q: “How will your total holiday spending compare with last year’s holiday season?”

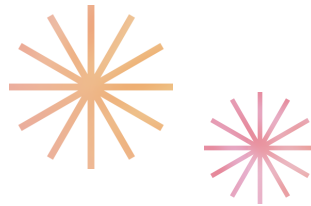
# 2. Mobile Commerce Will Dominate Transactions



We used to say that the future of retail would be mobile. But that future is here. Snapchatters are the savviest mobile consumers out there, **shopping online 20% more than other consumers.**<sup>1</sup>

Snapchatters spend **1.6x more than the average shopper** across all Q4 shopping moments.<sup>2</sup>

Create seamless mobile-shopping experiences that efficiently maximize action by driving trial, consideration, and social sharing.



Mobile Matters

**67%**

of e-commerce sales will come from mobile in 2021.<sup>3</sup>

Tips to Win

App Ads

Dynamic Product Ads



Collection Ads

Shoppable Lenses

<sup>1</sup> Calculated by comparing 2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (N=918), Non-Snapchatters (N=252) Q: "Where have you bought/plan to buy [CATEGORY] products this holiday season?" to eMarketer "Roundup: Path to Purchase Beyond the Retail Vertical."

<sup>2</sup> Q: "And how much have you spent, or do you anticipate spending, in each of the following categories this holiday season?"

<sup>3</sup> eMarketer, "Retail MCommerce Sales Worldwide," December 2020.

# 3. Shoppers Expect Immersive Experiences



Shoppers are looking for easy, immersive experiences. It's no longer enough to just reach shoppers — it's essential to connect with them and create meaningful moments at every stage of the shopping journey. That's where mobile-first video and augmented reality (AR) comes into play.

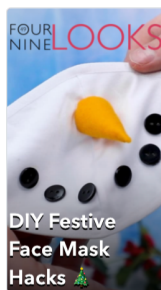
## AR



**89%**

of Snapchatters are interested in try-on AR experiences.<sup>1</sup>

## VIDEO



**85%**

of the Gen Z population in the US watched Shows on Discover in November and December 2020.<sup>2</sup>

## High-quality mobile environments can impact brand favorability by 74%.<sup>3</sup>

Your ads should no longer be just about your brand — it's important to personalize and contextualize the shopping experience.



## Tips to Win

### Virtual Store

Recreate your brick-and-mortar presence by creating a virtual store experience.

### Camera + AR

Imagine the Camera and AR as a virtual mall.

### Vertical Video

Leverage video within content to showcase key products and brand highlights.

<sup>1</sup>2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters N=803, Non-Snapchatters N=201

QA2: "Below is a list of AR Experiences that a social media company is considering for this holiday season. With these AR Experiences, you would try on something, using your phone camera to see how different objects appear on your face, head, or body (e.g., selfie filters.) With these AR Experiences, you would use your outer-facing camera to see how different objects would look in the space around you. How appealing are the following AR Experiences?" T2B.

<sup>2</sup>Snap Inc. internal data November 1–December 31, 2020. Percentages calculated by dividing addressable reach by relevant census figures.

<sup>3</sup>Integral Ad Science Halo Effect Research. See <https://digitalcontentnext.org/blog/2019/08/01/the-halo-effect-is-real-new-research-confirms-that-ads-perform-better-in-quality-contexts/> for more details.

# 12 Ways to Win This Festive Shopping Season



1.

**Follow the celebration cycle** — all season long! Embrace every moment of discovery, trial, purchase, and celebration.

2.

Start smart by **starting early**. Begin advertising in October to stay top of mind when shoppers make final purchasing decisions: Over half of Snapchatters start shopping before mid-November.<sup>1</sup>

3.

Embrace joy and positivity! With **optimism on the rise**, so is spending.

4.

**Make AR the star**. Augmented reality drives trial to purchase at EVERY stage of the shopping cycle.

5.

Make your products pop, because our community is ready to shop. **Snapchatters spend 1.6x more than the average shopper across ALL Q4 moments.**<sup>2</sup>

6.

Create meaning. By running **contextually relevant video within Discover**, you will drive results. 85% of the Gen Z population in the US watched Shows on Discover in November and December 2020.<sup>3</sup>

7.

**Show off your sales!** 72% of Snapchatters plan to shop Black Friday and Cyber Monday<sup>4</sup> — that's a \*huge\* opportunity to share your best deals of the season.

8.

Anticipate moments big and small, and **give Snapchatters something to celebrate in the Camera** with themed Lenses and filters.

9.

Do it with a duo! **AR + Video = the ultimate power couple** for your holiday campaigns.

10.

Keep it real. Snapchatters want to interact with brands that use **authentic messaging** that speaks to their values.

11.

Own the Snapchat Camera with National Lenses during the season's **biggest celebration and shopping days**, from Black Friday to New Year's Eve.

12.

**Drive social sharing**. Create digital experiences that make Snapchatters want to tap 'Share.'



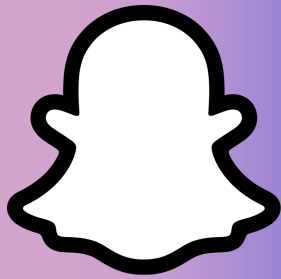
<sup>1</sup>2020 Alter Agents study commissioned by Snap Inc.

US Base = Snapchatters (n=918), Non-Snapchatters (n=252) Q: "When do you begin thinking about holiday shopping? And when do you usually finish your holiday shopping?"

<sup>2</sup> Q: "And how much have you spent or do you anticipate spending in each of the following categories this holiday season?" US Base = Snapchatters (n=918), Non-Snapchatters (n=252)

<sup>3</sup> Snap Inc. internal data November 1 - December 31, 2020. Percentages calculated by dividing addressable reach by relevant census figures.

<sup>4</sup> Snap Inc. survey of US Snapchat users May 19 - 27, 2021. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question "We have a few questions about Black Friday shopping. When do you start thinking about Black Friday/Cyber Monday purchases," 614 respondents



Team Snapchat