### The Preferred Platform at Every Stage of the Shopping Journey

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### Purchase recommendations are taken seriously.

- **84%** of children influenced their parents’ total back-to-school spend.
- **50%** of Snapchatters told their friends/family about their back to school purchases.

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

- **94%** of student Snapchatters are interested in using AR to “try on” products before buying.
- **72%** AR drives conversion efficiently and at scale — it’s what shoppers crave.

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1. 2021 Crowd DNA research, Back to School, commissioned by Snap Inc. N=320 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.

2. Data from Snap Ads Manager Q4 2020. Percentages calculated by dividing addressable reach by relevant census figures.


4. 2021 Crowd DNA research, Back to School, commissioned by Snap Inc. D/C2/P2. You mentioned that communication platforms or apps played a role in helping you discover/research detailed information and compare/make your final decision to purchase the product. Which of the following communication platforms or apps were involved?

5. Of children in fluenced their parents’ total back-to-school spend.

6. Nearly 50% of Snapchatters told their friends/family about their back to school purchases.

7. Interactions with 3D/AR products showed a 94% higher conversion rate than products without.

8. Embrace e-commerce and AR — back-to-school shoppers certainly have.
Back to School Checklist

Leverage a Video and AR Strategy

1. **31%**
   - Incremental reach when adding a Lenses AR Experience to a Snap Ad campaign.¹

2. **2x**
   - More effective than Snap Ads alone.²

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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.

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¹ Snap Inc. internal data. Data shown represents median incremental reach of lenses across 80 Snap Ad and Audience Lens brand campaigns measured between August 2018–September 2019 in the following countries: United States, United Kingdom, Germany, France and Canada.

² Snap Inc. internal data from August 2018–September 2019 across 67 Snap Ad and Lens campaigns (Audience and National).