

Back to School on Snapchat



86%

of Snapchatters use the app when back to school shopping.¹

Snapchat reaches...

90% 23M

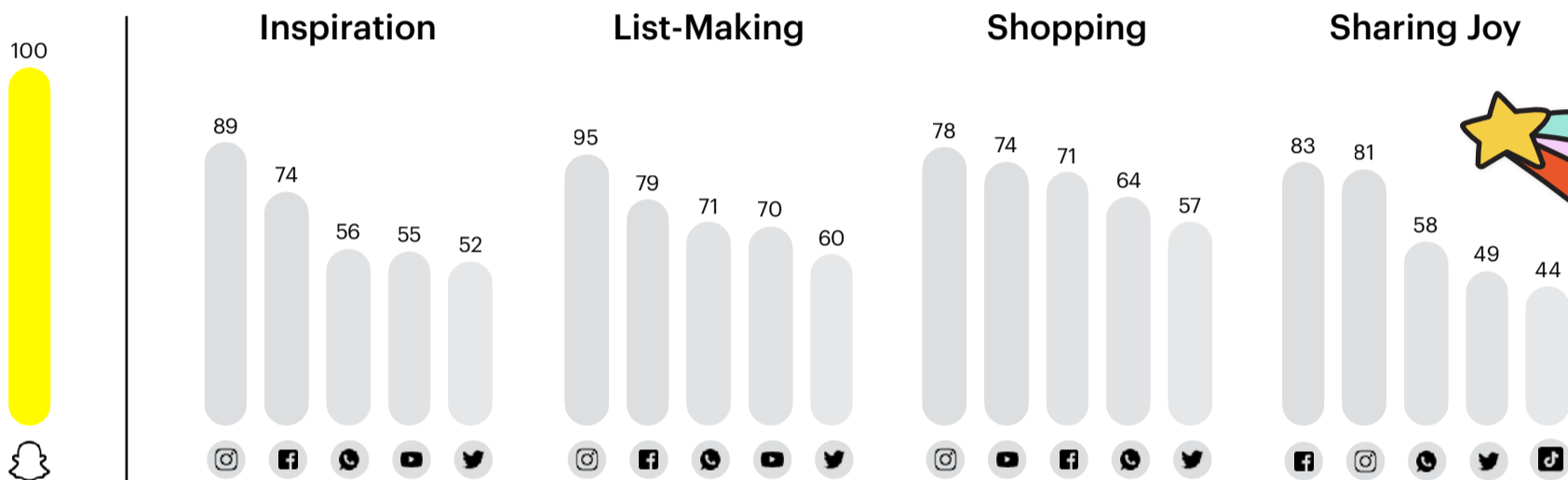
of 13-24 year-olds in the US.²

parents on Snapchat in the US.³



The Preferred Platform at Every Stage of the Shopping Journey

Communication Platform Usage During the Celebration Cycle, Index vs. Snapchat (Top 5)⁴



Purchase recommendations are taken seriously.

84%

of children influenced their parents' total back-to-school spend.⁵

Nearly

50%

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

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

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

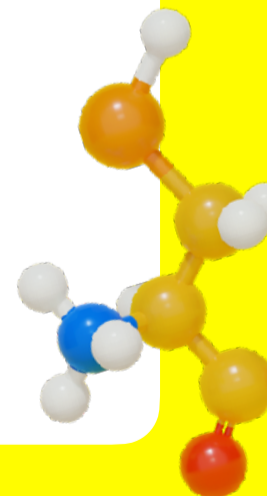


94%

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

72%

of student Snapchatters are interested in using AR to "try on" products before buying.⁸



¹ 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. ² Data from Snap Ads Manager Q4 2020. Percentages calculated by dividing addressable reach by relevant census figures. ³ Data from Snap Ads Manager as of January 11, 2020, for the "Datalogix: Parents" targeting segment. Addressable reach, location, and age data are subject to limitations. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. 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? E2a. You mentioned that you made your purchase on communication platforms or apps. Which of these communication platforms or apps did you use to do the following? ⁵ V4. Thinking about all of the items you bought for back to school in the last 6 months, approximately how much did you spend on your purchases? 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)? ⁶ E2a. You mentioned that you shared your purchase on communication platforms or apps. Which of these communication platforms or apps did you use to do the following? Base: Student Snapchatters who used communication platforms (n=367) ⁷ Harvard Business Review & Shopify, "How AR is Redefining Retail in the Pandemic," October 7, 2020. ⁸ Snap Inc. survey of US high school Snapchat users, February 8-13, 2020. High schoolers are defined as users ages 13-18 who are planning on attending high school or secondary school in Fall 2020. US Collegiate Snapchat users, February 8-13, 2020. Collegiate defined as users ages 18-25 who are attending college in Fall 2020. Age and location data subject to restrictions. Question: Are you interested in "trying" new products using augmented reality before buying (makeup, clothing, etc.)? 720 respondents. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details.

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.¹

2x

more effective than Snap Ads alone.²

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.