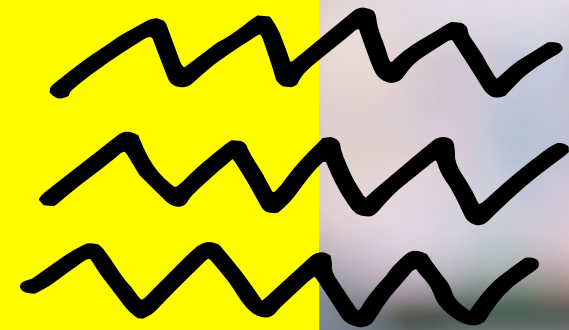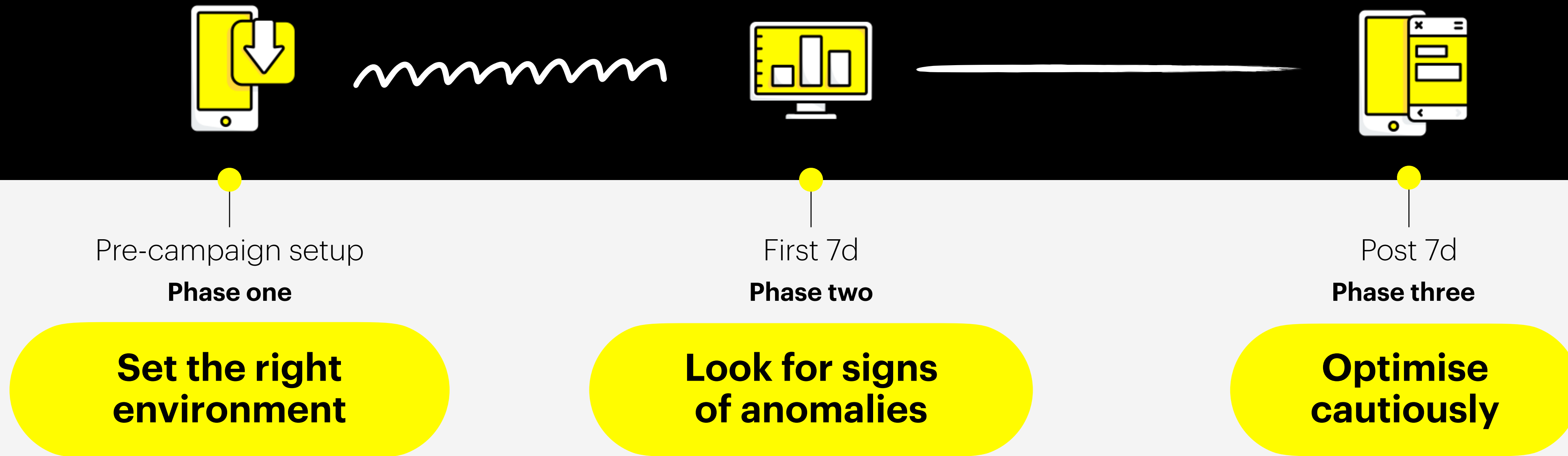GoGlobal
with Snap

Optimise with Snapchat:
App Install Campaign

Team Snapchat

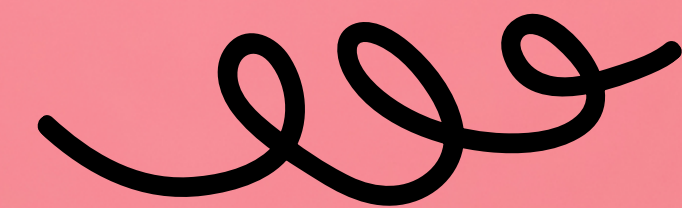# Consider Snap's Campaign
in 3 Stages

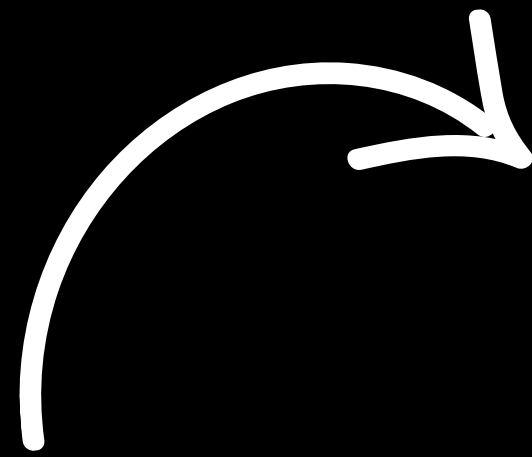Framework and timeline for beginning activity on Snapchat

Pre-campaign setup
Phase one

First 7d
Phase two

Post 7d
Phase three

Set the right environment

Look for signs of anomalies

Optimise cautiously

Phase #1

Pre-Campaign Setup

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Setting up a Campaign
is as Important as Running the Campaign

Campaign goal

What is my campaign objective? (Volume, Revenue, ROAS)
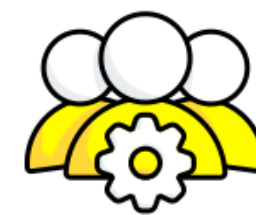
What Country/OS should I invest?

Budget

How much budget should I allocate for each campaign and why?
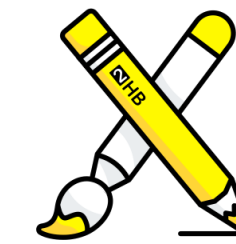
Bid-type

What Bid-type best fit my campaign objective and why?

Targeting

What targeting/ audience should I include in my campaign

How should ad-group be structured

Creative

Do I have necessary assets to run the campaign?

What should I look for when building assets?

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Campaign Goal:
Try our Install Objective First

My Marketing Objective
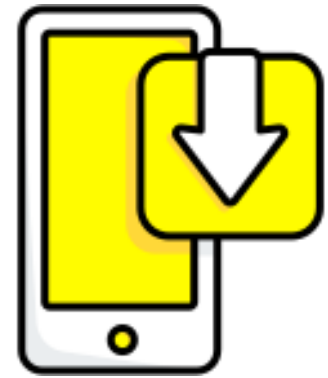
'install(volume)'

App Installs	ⓘ

#Pro-tip
Start with App install first to
identify correct campaign goal
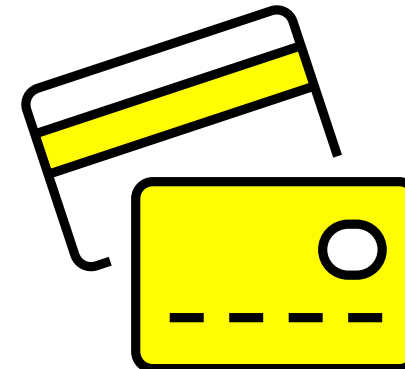
'Revenue'

App Conversions	ⓘ

Goal:
App_Purchase
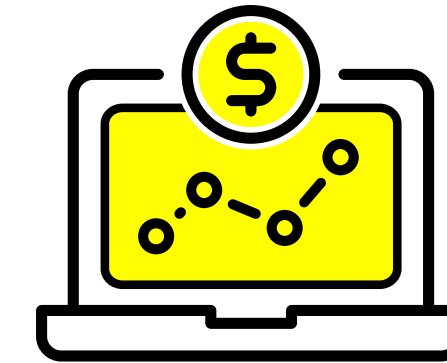
'ROAS'

App Conversions	ⓘ

Goal:
App_Purchase(Min. ROAS)
*AOS, iOS non-SKAN only

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Budget:
Daily Budget with 14D Testing Period
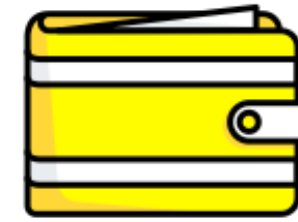
What should be my daily budget (Per ad-set)

As for AOS, based on audience size. Please refer to the next page

___

As for iOS SKAD campaigns, we recommend daily budget to be eCPI X 75 to ensure we are above Apple's privacy threshold

How long should I test the campaign?

Our best practice is to have at min. 14D of campaign running for optimal performance

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with Snap

Budget:
AOS Budget Recommendation

Daily Budget per Ad-set	Recommended Audience Size
<$250/day	1,500,000+
$250-$500/day	2,000,000+
$500+/day	5,000,000+

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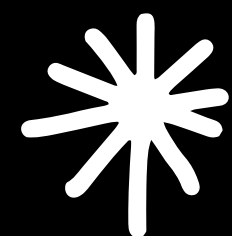
Bid-type:
Auto First, Manual Second

#Pro-tip
Generally it is recommended that
advertiser start with Auto-bid
And manage other optimisation
feature(targeting, creatives etc) before
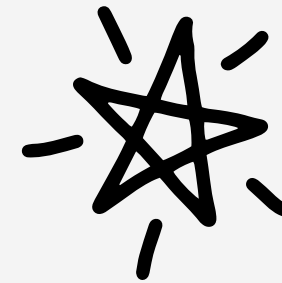exploring another bidding options

Types (Main)	How it Works	Why we Recommend
Auto-bid	This bidding strategy allows Snapchat to set the bid on your behalf to get the most goal actions given the budget and target audience.	Allows campaign to optimize faster and stable performance during changes in auction environment
Target cost	This bidding strategy tells Snapchat to make our best effort to keep your average CPA at or below the amount set by the ad set end date.	Why recommend? Effective cost control where system will adjust bidding to maintain average target cost
Max bid	This bidding strategy tells Snapchat the maximum amount we can bid for you while we try to achieve the most efficient CPA possible.	Set high initial bid to increase chances of winning auction

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(For more) Introducing Snap's
New Measurement Solution

✓ Yes   ! Limited

Snap's Advanced Conversions

✓ Privacy-centric attribution

✓ Snap-specific optimisation benefits

✓ Ad attribution for any Ad Type or inventory

! No Cross-channel measurement
(does not deduplicate other media channels)

Other Non-IDFA Solutions

✓ Cross-Channel measurement

! No PII obfuscation for privacy

! No attribution delays for privacy

! No aggregation for privacy

! No snapchat-specific benefits

! Limited to certain inventory or weblink hacks

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GoGlobal
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Targeting:
Leverage Diverse Audience Targeting

Snap Audience Match (SAM)

Using matched 1P audience data (Hashed IDFA, email, mobile number)
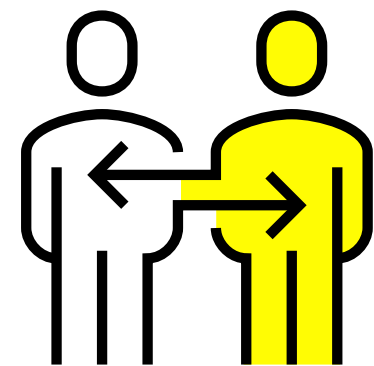
Lookalike Audience

Lookalike audience based on customer audience/Snap Audience Match

Engaged Users

Audience who have interacted with ads (Swipe-ups, Views)

Pixel Audience

Pixel-based audience (site visitors, converted users)

Custom Audience

MMP-based custom audience using Open API integration
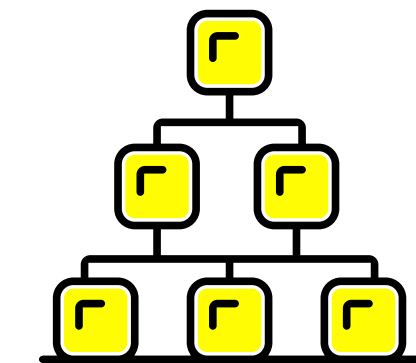
Snap Lifestyle Category

Snapchat audience category based on audience interest and lifestyle

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Targeting:
Leverage Diverse Audience Targeting

Targeting by Ad-sets

Ad-Set A

Expedition ad-set

Demo/Gender-only

Allow ad-set to explore users who are likely to install your app

After 7D: Look at 'view insights' to identify which interests installed users have
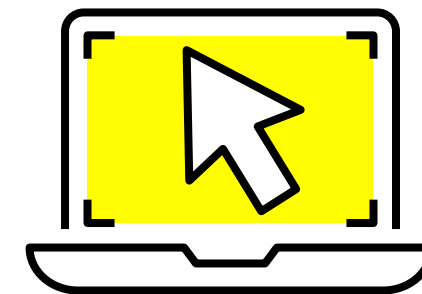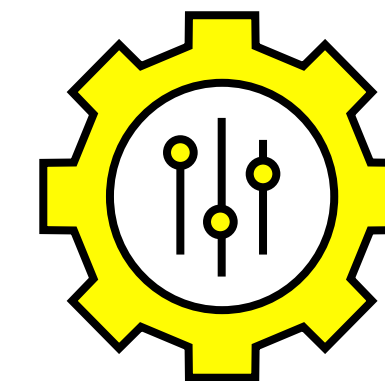(for target narrowing)

Ad-Set B

Balance ad-set

Snapchat Lifestyle Category

Utilise our pre-defined audience to test your campaign

After 7D: Look at audience insights to verify your targeting effectiveness

Ad-Set C

Precision ad-set

Lookalike audience using 1P data(Email, ADID, etc)

Allow ad-set to identify initial target using 1P data

After 7D: Evaluate campaign performance to expand/ narrow seed audience

#Pro-tip
For total campaign daily budget under $500, please use Ad-set 'A' + 'B or C' first

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Targeting (Placement):
Enable Automatic Placement
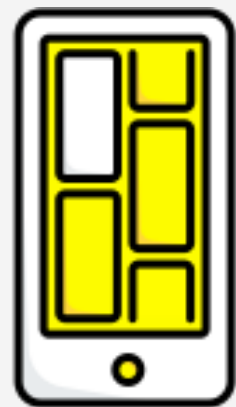
Automatic Placement:
Run your ads across all of Snapchat and the Snap Audience Network (when eligible) including placements like Publisher Stories, Our Stories, Shows, User Stories, Content Interstitial, and the Audience Network.

Provides flexibility to improve results and maximise reach.

Please Note:
- This is recommended for scale. Removing placements may reduce reach.
- Automatic Placement includes the Snap Audience Network for App Install GBB

*Snap Audience Network (available for US, MENA, Australia, and Canada)

Placements

Automatic Placement

iOS and Audience Network
Due to industry privacy policy changes, including Apple's App Tracking Transparency requirements, Audience Network impressions will rely on contextual signals for optimization where device-based targeting is not available.

Learn more

Placements

Edit Placement ✔

Content

Between Content

User Stories ⓘ

Publisher & Creator Stories ⓘ

Within Content ✖

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with Snap

Creative:
Specs First, Follow Best-Practice

Two major app_install ad format

Snap Ads
([specs](#))

YOUR AD

STORIES
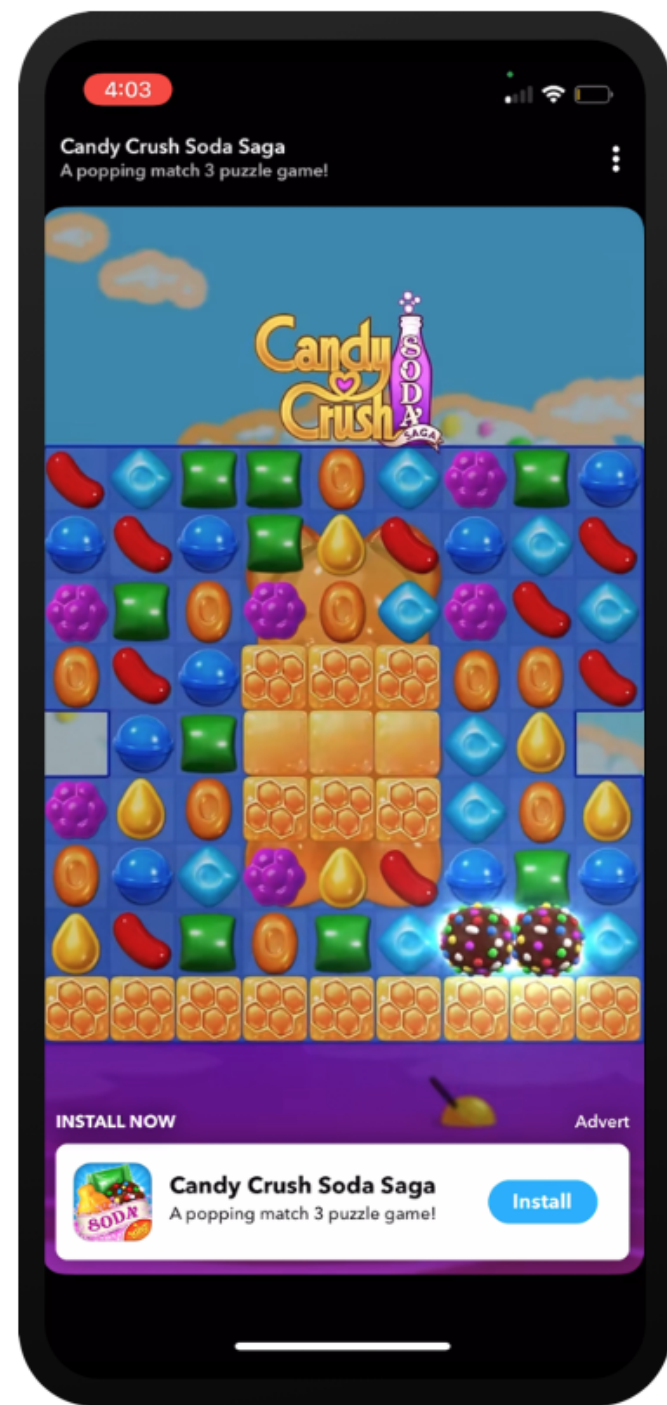
Vertical(1080x1920, 9:16) video, images

3 - 180 seconds with App-install CTA attachment

Snap 1

Attachment

Story Ad Tile Imagery + Headline

Story Ads
([specs](#))

YOUR AD

DISCOVER SCREEN
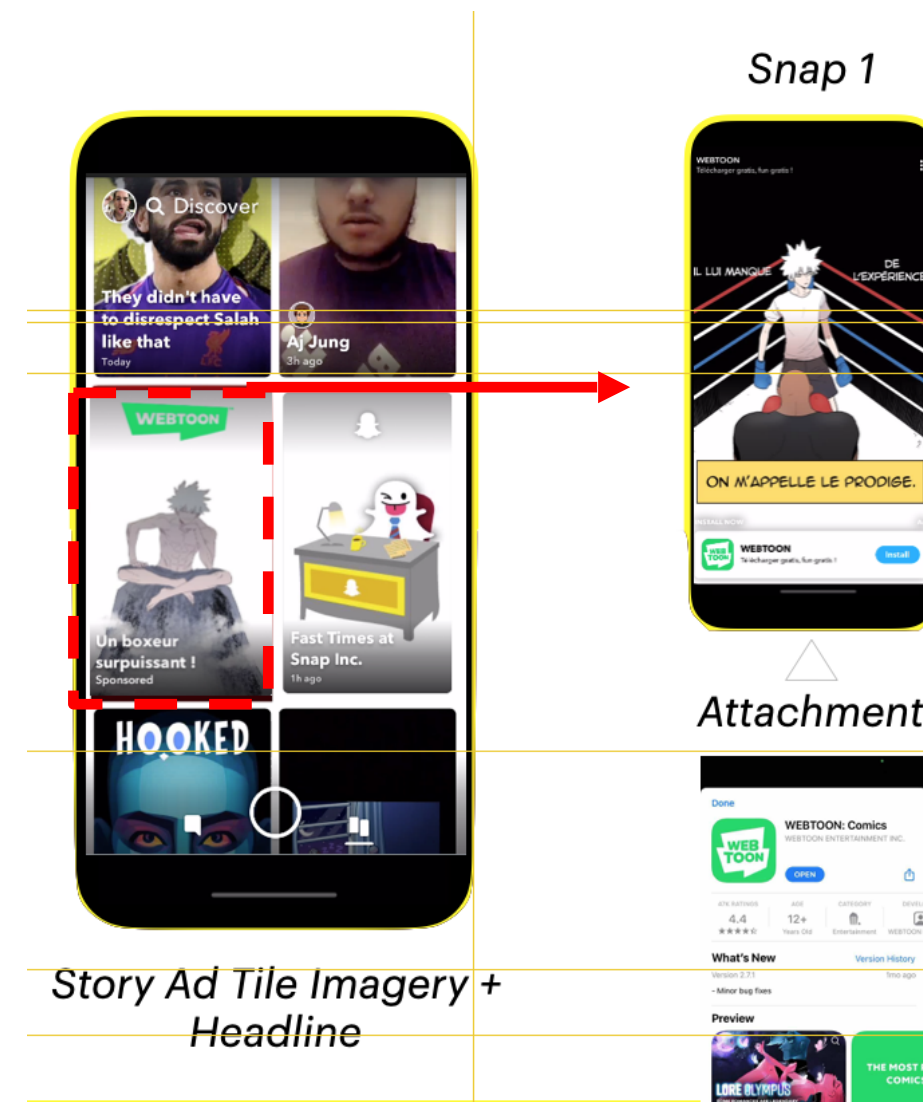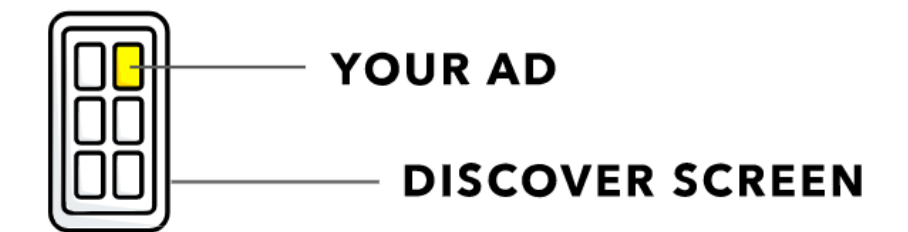
Tile image(360x600) + Logo(993x284) + text(55 characters)

Vertical(1080x1920, 9:16) video, images

* Run the ads in the same ad-format using newly launched Multi-format delivery

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Creative:
Top 3 Best-Practice for Snapchat Ads

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.

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Phase #2
First 7d
"Monitoring Period"

Ad-set Learning Curve
(illustrative purposes only)
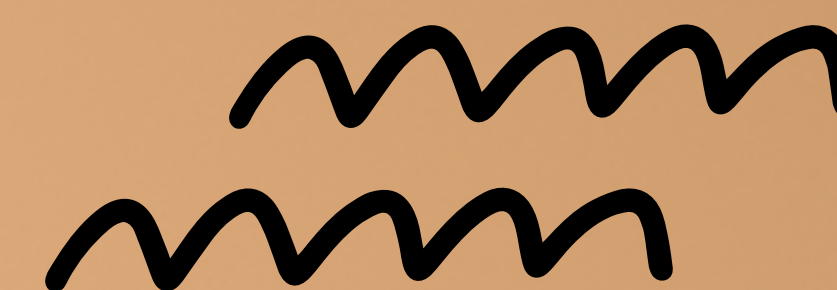
Why 7D?
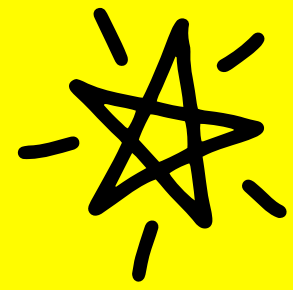
Snapchat ML-based system requires various data-set typically generated within 7 days.

Exploration

Makes ad impressions based on targeted of audience

Assessment

Identify optimal target based on ad interactions (Swipe-ups) and campaign objective(app_Installs)

Adjustment

Makes bidding adjustment for cost-efficiency and maximum bid

Typically takes 7-14d

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Monitor Campaign
Using Below Checklist

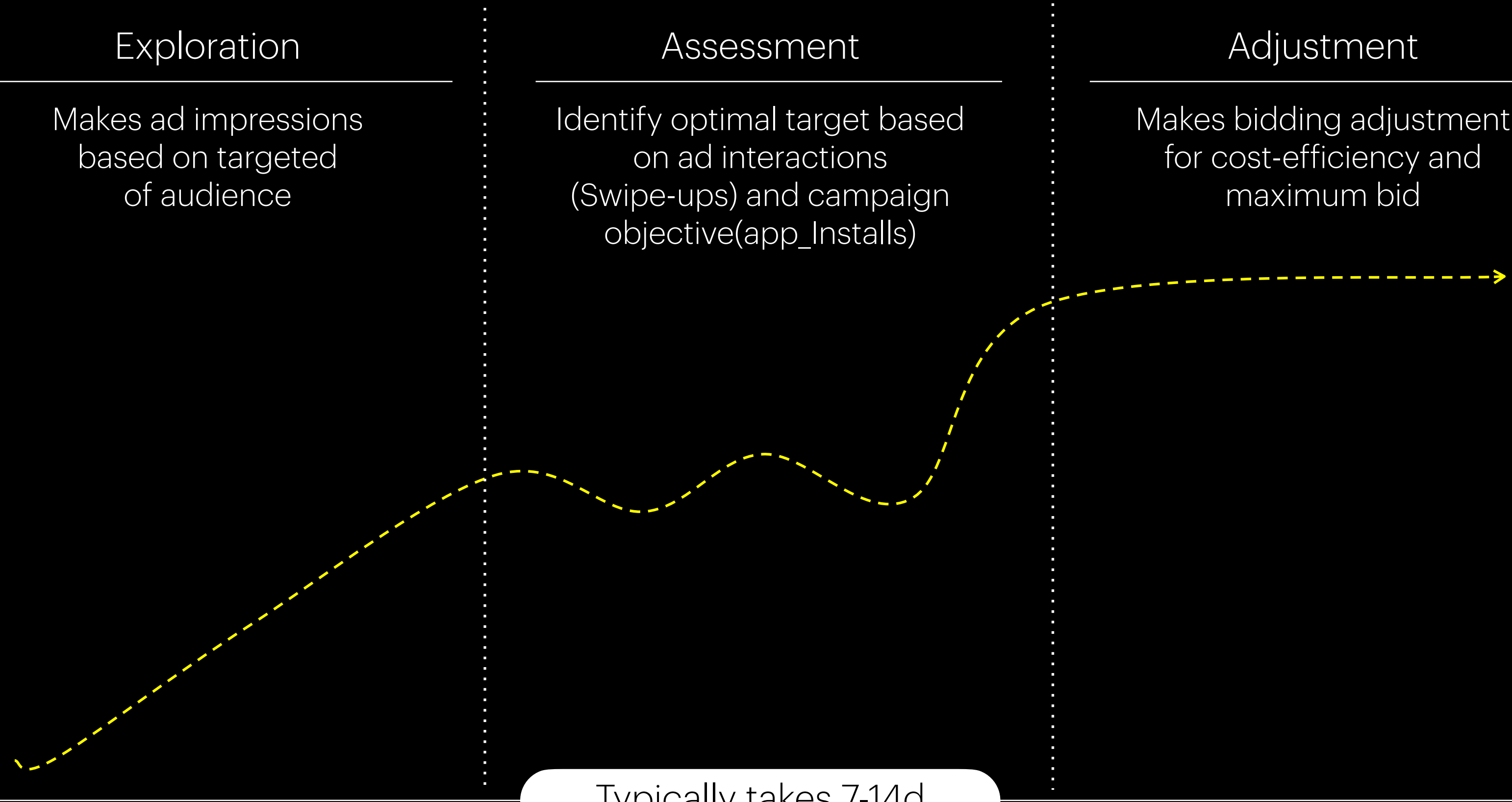| Category	Checklist	How to check	Y/N
Payment	Does my account have appropriate mode of payment?	Billing & Payments -> Check if 'payment method' has been added	
Conversion	Did I set-up my app conversion tracking correctly?	Events Manager -> Check if you have app conversions coming into Snapchat Ad manager (if not, check if you have created 'Snap App id')	
Campaign	(Date) Did I set-up my campaign live-date correctly?	Manage Ads -> Campaign -> 'Edit' -> Check if the time is set to immediately (Check if there are any impacts due to timezone)	
	(Goal) Did I select correct campaign objective?	Managed Ads -> Campaign -> 'Edit' -> Check to see if campaign objective is set to app install and appropriate bidding has been set	
Ad-Set	(Bid Strategy): Is my bid strategy aligned with my objective?	Manage Ads -> Ad-set -> Bid column (E.g. for optimal delivery: Autobid, for CPI control, use target cost, for cost control use Max bid)	
	(Attribution window): Is my view adjusted to my attribution window? (For installs, we recommend 7/1, for ROAS, use 28/1)	Columns> select your KPI in the search bar (e.g. ROAS, CPI) > Toggle attribution window and click ok. * You can save this view for quick access in the future	
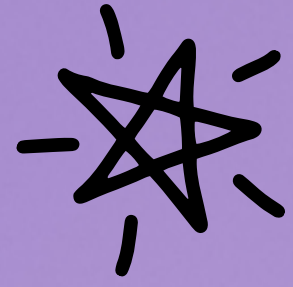
Phase #3
Post 7d
"Optimisation Period"

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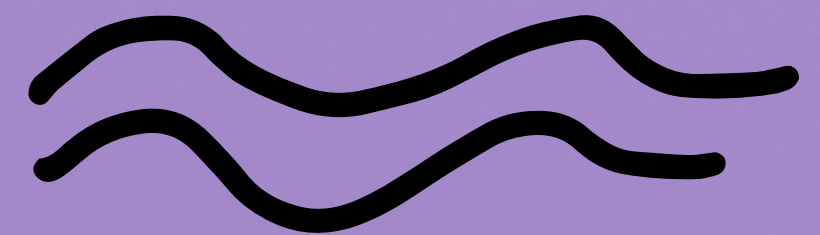
Decision-Tree
for Snapchat Campaign Optimisation

Is Snap reaching your goal? ✔ → Is it fully spending daily budget? ✔ → **Increase daily budget by 25%**

✖

Is the KPI >50% from the goal? ✖ → Is your bidding auto-bid? ✖ → Consider adjusting bid closer to KPI using Max bid/Target Cost

✔

Wait for 3-4d for signs of improvement, then re-check

Is the audience size under snap guidance? ✖ → Adjust targeting to expand audience (Leverage LAL and relevant 'Lifestyle Audiences')

Is the KPI value consistent through all ads? ✖ → Remove lowest-performing ads while ensuring at least 5-6 ads are live at all times

Is the KPI within the market avg?
* Check with Account manager for benchmark ✖ → Adjust targeting to increase install rate OR change adset goal to upper-funnel E.g. if ROAS, (Purchase-> Install)

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Appendix

Campaign Objectives
and Related Bidding
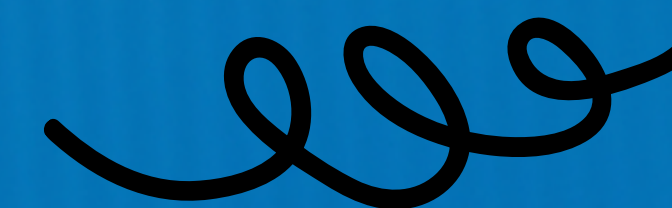
Awareness-Based

Objective	Ad format	Sub-format	Goal	Bid
Awareness	Snap Ad	Image or video	Impressions	Auto-bid, Max bid
		Commerical	Impressions	
		Extended Play	Impressions	
			Swipe Ups(*)	Auto-bid, Max Bid, Target Cost
	Story Ad	-	Impressions	Auto-bid, Max bid
			Story Opens	Auto-bid, Max Bid, Target Cost
	Collection Ad	-	Impressions	Auto-bid, Max bid
	AR Lens	-	Impressions	Auto-bid, Max bid
			Shares	Auto-bid, Max Bid, Target Cost
			Swipe Ups(*)	
	Filters	-	Impressions	Auto-bid, Max bid
			Shares	Auto-bid, Max Bid, Target Cost
Promote New places	Snap Ad	Image or video	Swipe Ups	Auto-bid, Max Bid, Target Cost

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with **Snap**

App-Traffic Based

Objective	Ad format	Sub-format	Goal	Bid
App Install	Snap Ad	Image or video	Impressions	Auto-bid, Max Bid
			Install	Auto-bid, Max Bid, Target Cost + (Min.ROAS)
			Swipe Up	
			App_Purchase	
			App_Sign-up	
			App_Add-to-cart	
	Story Ad	-	Impressions	Auto-bid, Max Bid
			Install	Auto-bid, Max Bid, Target Cost
			App_Purchase	
Drive traffic to app	Snap Ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost
	Collection ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost

Web-Traffic Based

Objective	Ad format	Sub-format	Goal	Bid
Drive Traffic to Website	Snap Ad	Image or video	Swipe Up	Auto-bid, Max Bid, Target Cost
			Page view	
	Collection ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost
			Page view	
Lead Generation	Snap Ad	Image or video	Swipe Up	Auto-bid, Max Bid, Target Cost
	Story Ad	-	Story Opens	Auto-bid, Max Bid, Target Cost
			Pixel Sign_ups	
	Collection Ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost
			Pixel Sign_ups	

Ad Contents Based

Objective	Ad format	Sub-format	Goal	Bid
Engagement	Snap Ad	Image or video	Swipe Up	Auto-bid, Max Bid, Target Cost
	Story Ad	-	Story Opens	Auto-bid, Max Bid, Target Cost
	AR Lens	-	Share	Auto-bid, Max Bid, Target Cost
	Filter	-	Share	Auto-bid, Max Bid, Target Cost
Video Views	Snap Ad	Image or video	15 sec video view	Auto-bid, Max Bid
			2 sec video view	
		Commerical	Impressions	Auto-bid, Max Bid
		Extended Play	Impressions	Auto-bid, Max Bid

GoGlobal with Snap

App Conversion Based

Objective	Ad format	Sub-format	Goal	Bid
App Conversions	Snap Ad	Image or video	Swipe Up	Auto-bid, Max Bid, Target Cost
			Install	
			App_Purchase	
			App_Sign-up	
	Collection Ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost
			Install	
			App_Purchase	
			App_Sign-up	
			App_Add-to-cart	

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Web Conversion Based

Objective	Ad format	Sub-format	Goal	Bid
Website conversions	Snap Ad	Image or video	Swipe Up	Auto-bid, Max Bid, Target Cost
			Page View	
			Web_Purchase	
			Web_Sign-up	
			Web_add-to-cart	
	Story Ad	-	Story Open	Auto-bid, Max Bid, Target Cost
			Web_Purchase	
			Web_Sign-up	
	Collection Ad	-	Swipe Up	Auto-bid, Max Bid, Target Cost
			Page View	
			Web_Purchase	
			Web_Sign-up	
			Web_add-to-cart	
	AR Lens	-	Swipe Up	Auto-bid, Max Bid, Target Cost
			Web_Purchase	

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For more information

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

Or contact your local APAC expert.