

Connect to Life's Reallest Moments on Snapchat



**4.5M+
MAU**

People use Snapchat every month.¹

Cutting through the clutter during the busiest time of year can be a challenge for brands. On Snapchat, you can be part of friends and family conversations as they start gearing up for the Q4/Q5 Shopping Season.

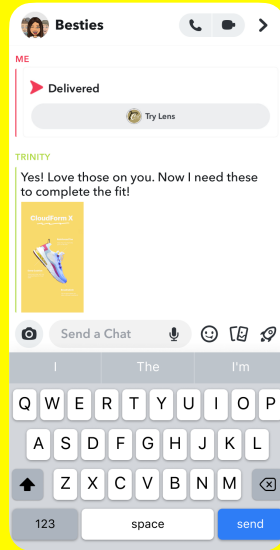
THE SNAPCHAT CELEBRATION CYCLE

Seeking Inspiration



Awareness

Making Lists



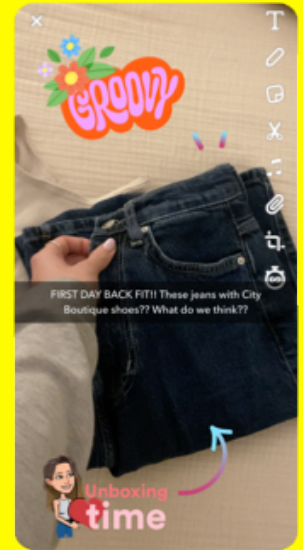
Consideration

Shopping In-App



Purchase

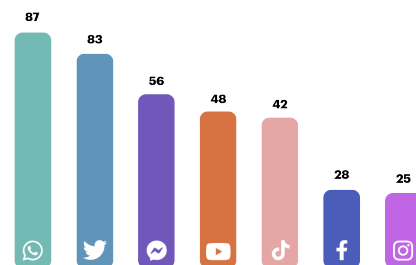
Sharing the Joy



Retention

Daily Snapchat audience is unique to Snapchat

Exclusive daily reach of Snapchatters.²



¹Snap Inc. internal data Q4 2022. See Snap Inc. public filings with the SEC. ²GWI Q3 & Q4 2022. Sample Size: 1,064 Snapchatters aged 16-64 who use the platform daily. Market: Netherlands



SHARING REAL MOMENTS

MAKES PEOPLE HAPPY

91%

of Snapchatters are happy when using the app.¹



THE HAPPY, REAL RELATIONSHIPS

ON SNAPCHAT FOSTER MORE

TRUST AND MORE SHARING

81%

Snapchatters in the Netherlands go to Snapchat to get advice from friends on what to shop for.²

MORE ENGAGEMENT LEADS TO HIGHER,

LONGER-LASTING AD RECEPTIVITY

Snapchat Average Ad Engagement Scores

1.6X

higher than Facebook

1.5X

higher than TikTok

1.5X

higher than Instagram³



¹2022 Global Alter Agents research commissioned by Snap Inc. ²Internal Snapchat Celebration - NL Report. ³-value <0.05 Source: Neuro-Insight SST™ n=60 Snapchatters per platform.



How to Harness the Magic of Celebratory Moments

63% of consumers in the Netherlands are interested in using AR to interact with a product before buying.¹

Grab Their Attention with Video Ads



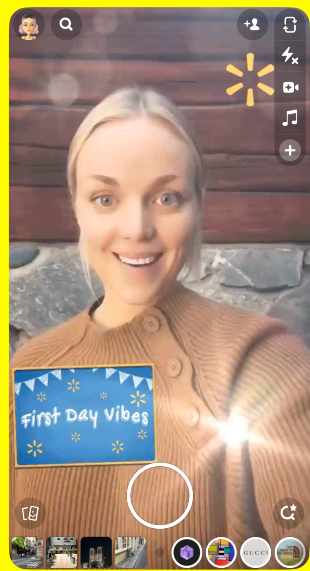
Full-format video not only gets consumers' attention, but keeps it.

Encourage Shopping with AR Try-On



AR allows you to try a product on your body or in your space without going to a store.

Combine Ad Formats for the Best Results



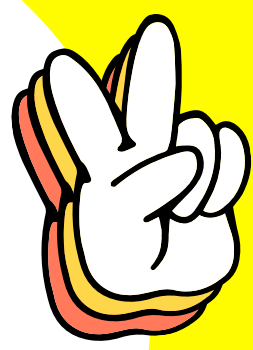
Snap Ads & Sponsored AR Lenses combined deliver increased lower-funnel metrics.²

Capture Maximum Attention at the First Moment



First Story, First Lens, and First Commercial maximize influence when Snapchatters are paying attention.

Snapchatters are **34%** more likely to purchased products advertised.³



¹Snap Augmentality Shift NL Report
²When compared to Snap Ads alone. 2022 Kantar Country-Level and Tentpole Moments Meta-Analysis commissioned by Snap Inc.
³2022 Neuro-Insights study commissioned by Snap Inc.