



Immerse in Every Moment with AR

AR Activation Guide for the
Festive Shopping Season



The 2022 Shopping Season Will Bring New Challenges:



High inflation



High competition



High consumer expectations





AR solves
real
shopping
season
business
problems.

Breaking Through

AR provided an

INCREASE↑

in Ad Recall amongst shoppers early in their Purchase journey.

Returns

2/3

of shoppers would be less likely to return a product as a result of using AR.

Brand / Product Loyalty

80%

of shoppers feel more confident in their purchase when using AR.



Make It Personal to Make a Difference



80%

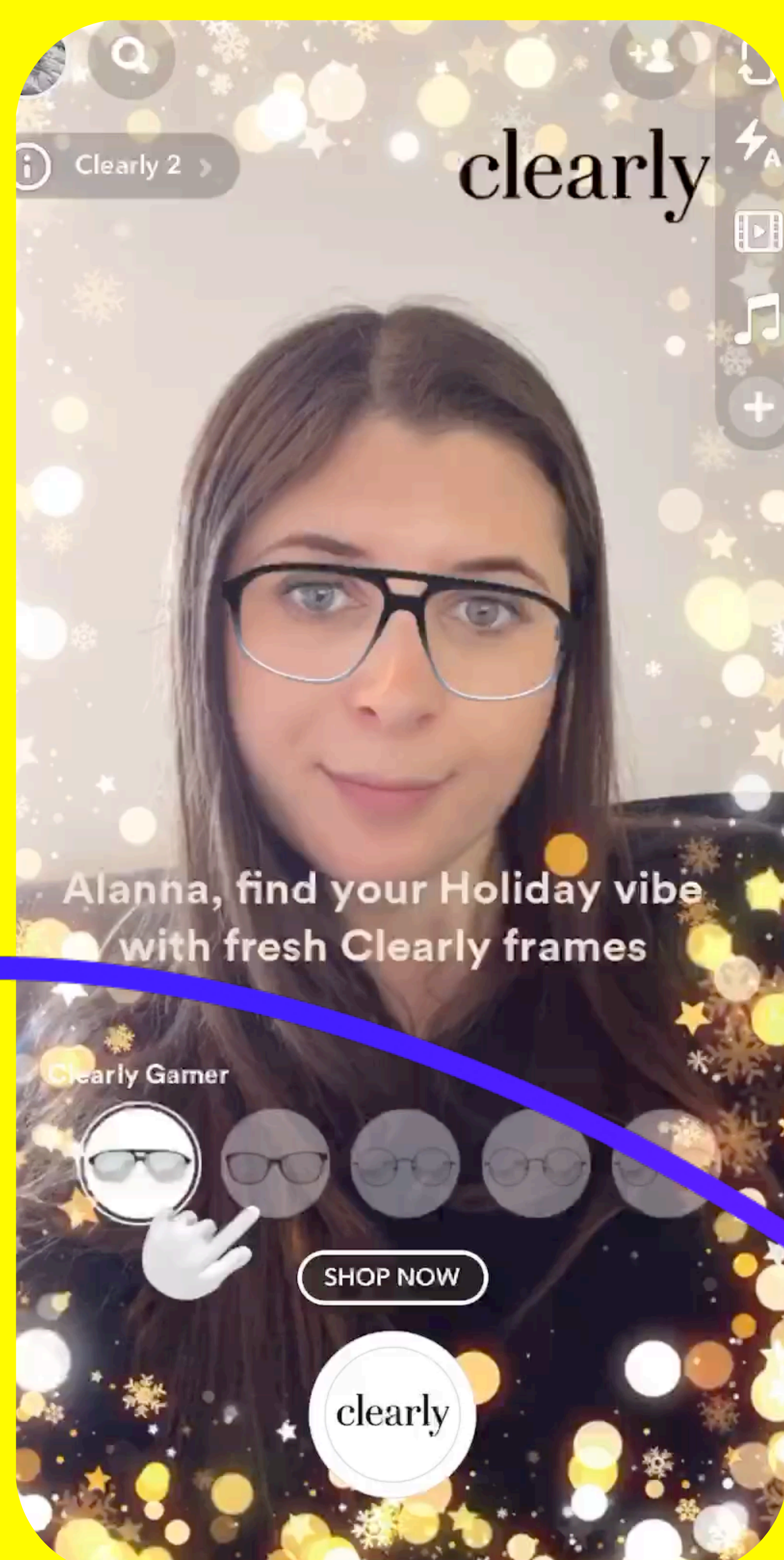
of consumers expect companies to deliver personalized interactions.¹

41%

of brands are more likely to be considered if they have a branded AR experience.²



What's more personal than...



your face



your space

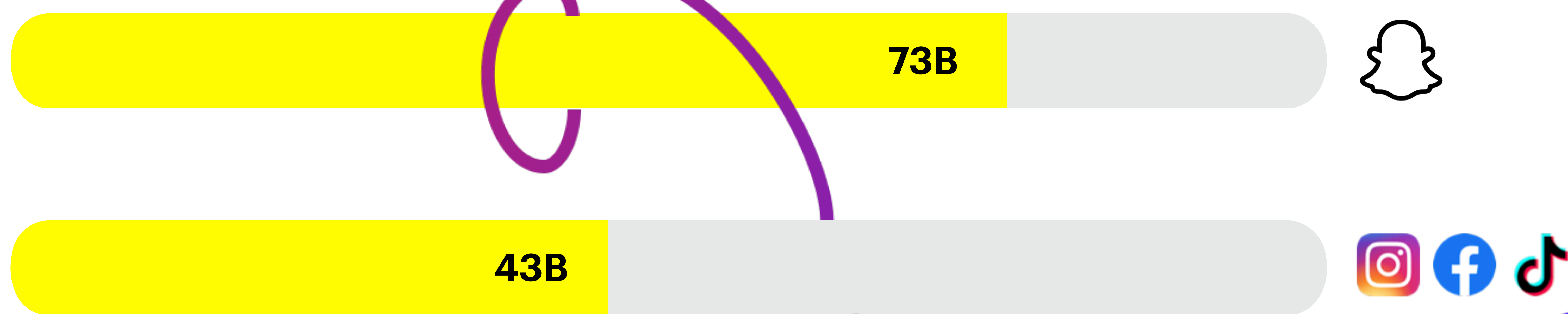


your life



Snapchat Has Unmatched Immersive Experiences

AR Immersion Compared to Competitors





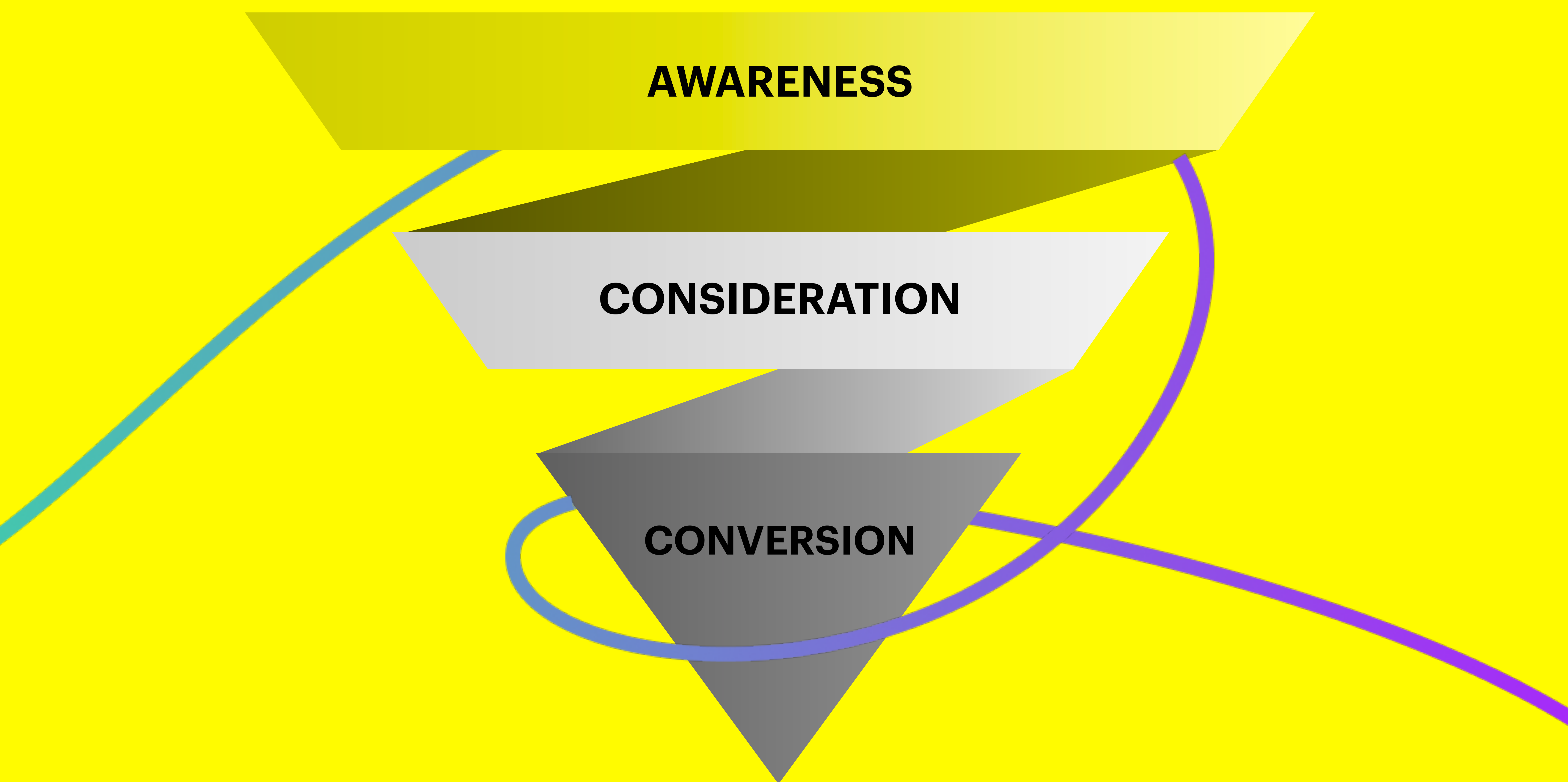
AR Has a Role in Every Stage of the Purchase Journey

Delivery + Creative =

AWARENESS

CONSIDERATION

CONVERSION





Awareness

Stop your audience in their scroll.

AWARENESS

CONSIDERATION

CONVERSION

CONSIDER THESE AR APPROACHES

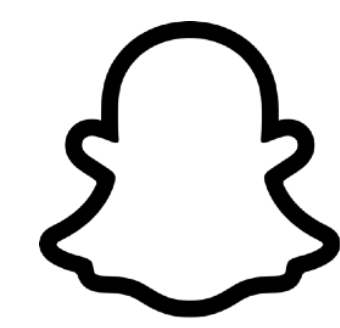
Product Visualization

Inspire Creation

Spark Interests

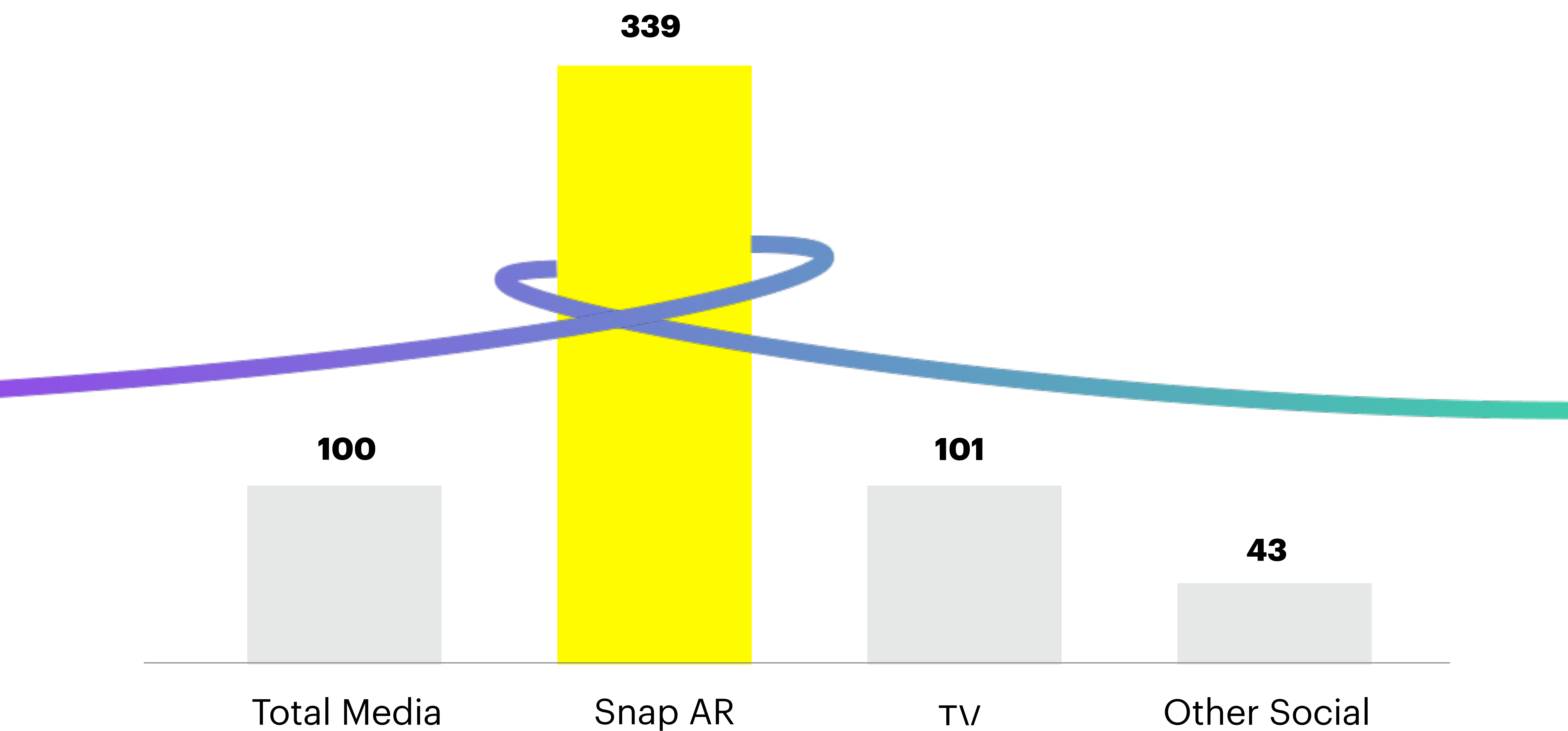
Surprise and Delight

Spread Holiday Joy



AR Grows Brand Awareness

Global BrandIndex[®] Effectiveness





Consideration

Don't just personalize.

Give your audience hyper-personalized shopping experiences.

AWARENESS

CONSIDERATION

CONVERSION

CONSIDER THESE AR APPROACHES

Product Immersion

AR Customization

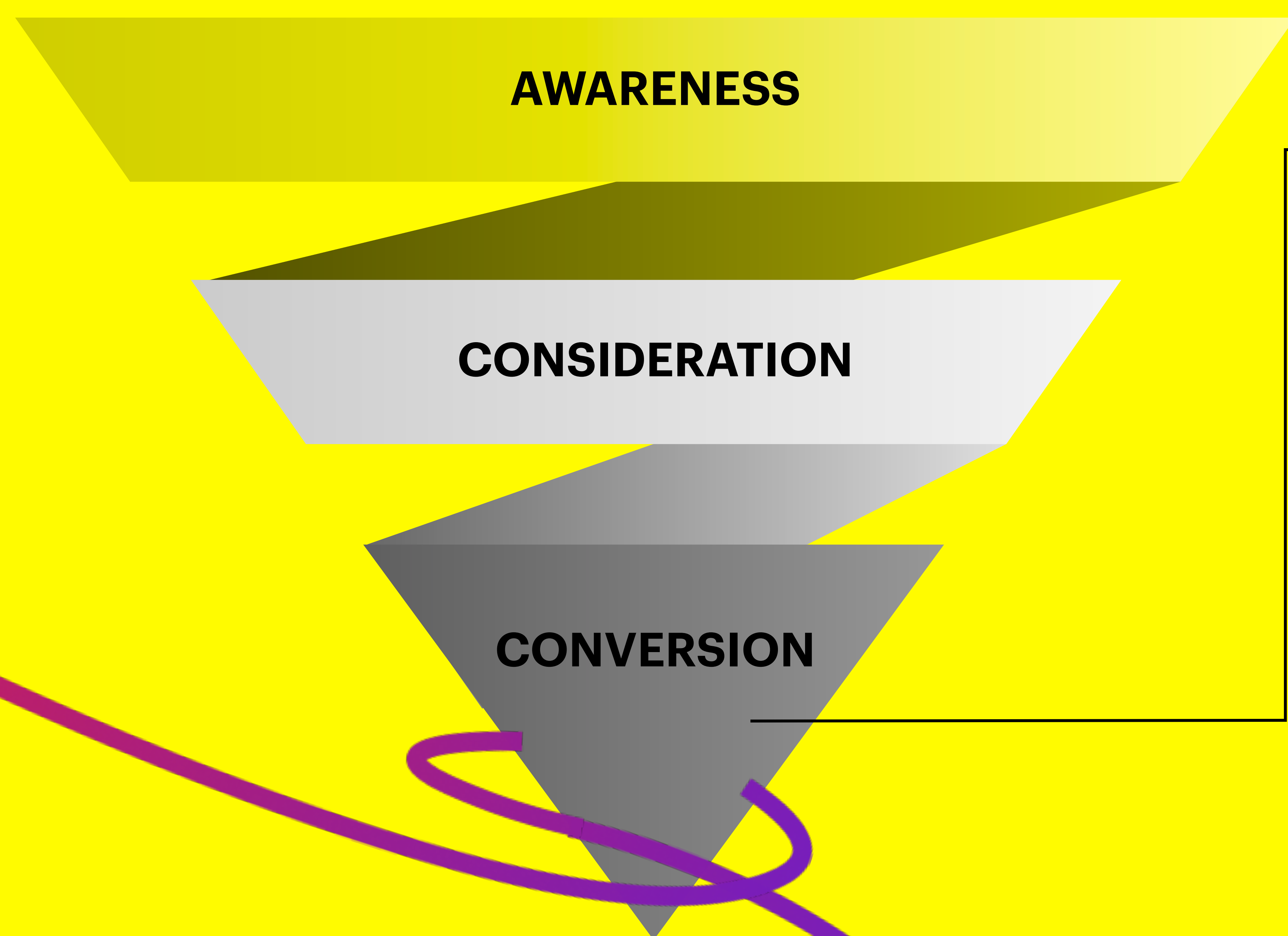
AR Quiz

Virtual AR Stores



Conversion

Accelerate and promote purchases.



CONVERSION

Product Trial

Catalogue AR
Lenses

An Actionable CTA



Snapchatters who experienced a shoppable Lens were

2.4x

more likely to purchase than those who didn't.



Make Any Lens Shoppable





Immerse in Every Moment With Snap AR



**Add Snap AR to
your campaign to:**



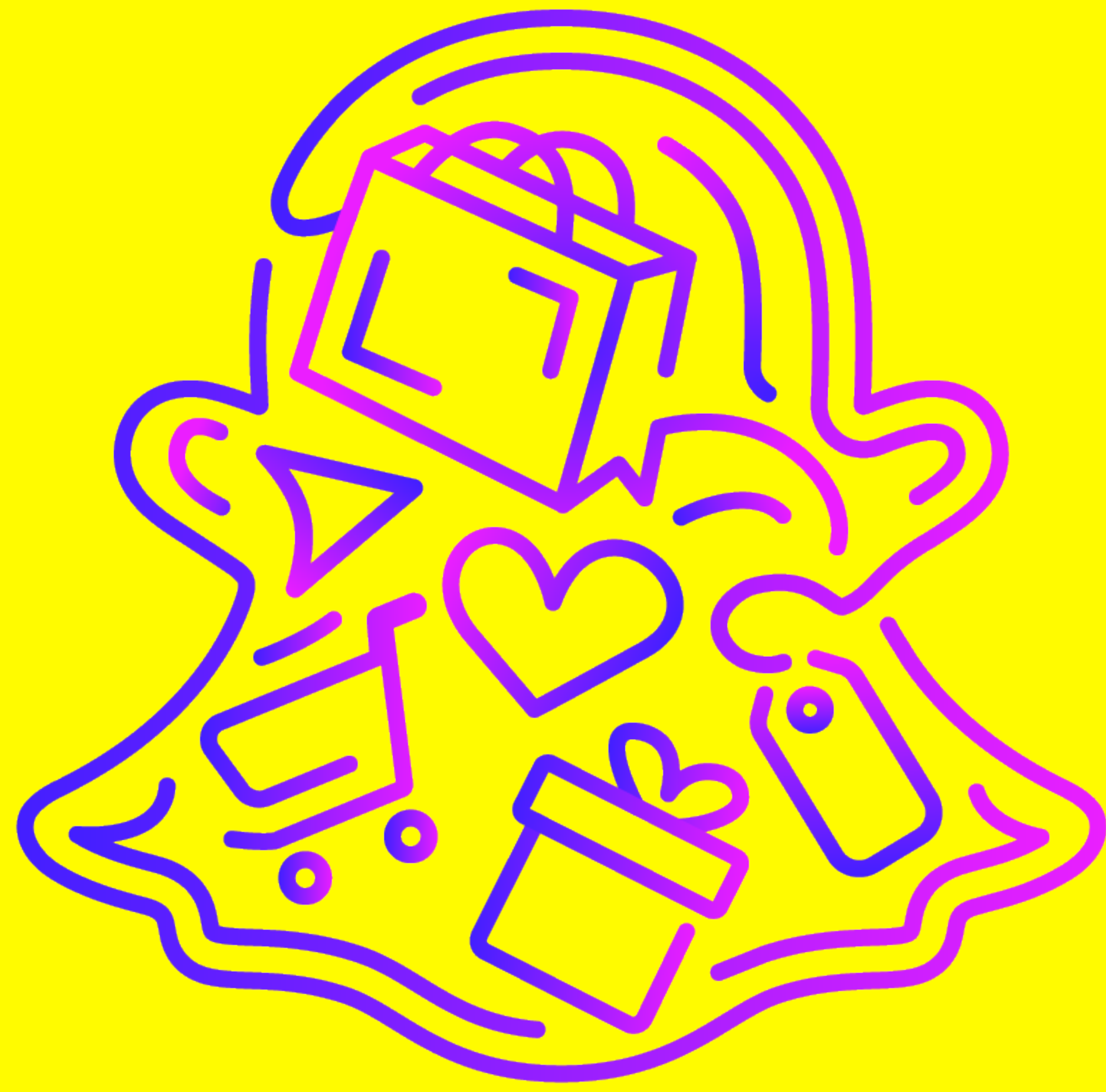
Deliver on high consumer expectations with personalized experiences



Stay top-of-mind from September through January



Break through the clutter and drive conversion for higher ROI



Thank you