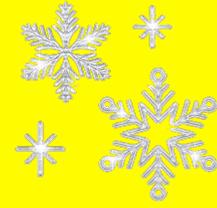


Snapchat Holiday Guide 2020



Let's celebrate the gifting season!



Our Message to You

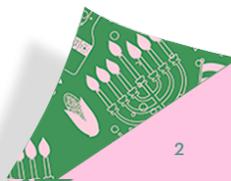
The holidays may look a bit different this year, but the spirit of the season is bright as ever for Snapchatters. From November to January, the holidays will be celebrated on Snapchat — from the small, fleeting moments to the really big ones — connecting friends and family all over the world.

For brands, this holiday season is a time of anticipation. Are people going to shop? How are they going to shop? What’s important to shoppers? The truth is, brands will always be a special part of the holidays. Whether it’s receiving a new pair of sneakers on Christmas Day, wearing your favorite holiday sweater, or visiting your local cafe for a mug of hot chocolate, brands are interwoven into our stories and traditions.

That’s why we’ve created this holiday guide — to help you reach the audience you care about, and who cares about you. Think of us as your trusty holiday elves, helping you seamlessly navigate the holiday season on Snapchat. Together, we will dive into holiday trends, creative best practices, and walk through how you can build your first holiday campaign today.



— Wishing you a joyful holiday season!
Team Snapchat



SNAPCHAT HOLIDAY GUIDE 2020

Table of Contents



- 4 Holiday Trends 2020
- 5 The Snapchat Holiday Difference
- 6 Snapchatters Love Giving Gifts
- 7 A Season of Moments
- 8 Snapchat Holiday Playbook



Holiday Trends 2020



Here's what we know about the 2020 holiday season:

1

Snapchatters will turn to Snapchat for gift-giving inspiration.¹



2

The majority of holiday shopping will be done online.²



3

Snapchatters are value-driven this holiday season³ and plan to support local businesses.⁴



4

Snapchatters are spending more time on their phones, specifically on apps and mobile games,⁵ and are hoping to be gifted new smartphones for the holidays.⁶



¹ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QG3: When shopping for gifts during the holidays, which of the following online sources do you like to use for ideas or inspiration for gifts?

² 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QS11: Now, thinking about this upcoming holiday season (2020), where do you expect to make most of your purchases?

³ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QC4 How do you think that COVID-19 will affect your holiday gift-giving?

⁴ Snap Inc. survey of US Snapchat users May 23 - 27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: When it comes to choosing what brand to buy your holiday gifts from, what aspect of the brand matters most to you?; 1263 respondents

⁵ Source: Snap Inc. survey of US Snapchat users March 20 - March 23, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: Which of the following, if any, are you doing more since the outbreak of the COVID-19? n=1983

⁶ Snap Inc. survey of US Snapchat users, May 23-27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: Last question! Thinking about gifts you may receive during the holidays, do you hope to get a new smartphone this year?; 721 respondents.



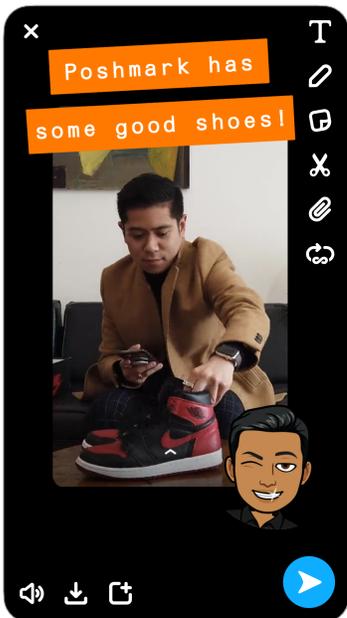
The Snapchat Holiday Difference



Snapchat is a unique and special place during the holidays. On average, Snapchatters come back to the app over 30 times a day,¹ but throughout the holiday season Snapchat is much more than a place to snap pictures to friends and family. For our community, Snapchat is a destination where Snapchatters can plan for the holidays, get inspired, find the perfect gift and actually shop.

1 in 4

Snapchatters rely on Snapchat for gift-giving inspiration.²



80%

of Snapchatters plan their holiday gift-giving using Snapchat.⁴

47%

of Snapchatters say that their close friends or family members are the most influential when trying to decide what to purchase as a gift for others during the holidays.³



¹ 2020 Snap Inc. internal data Q2 2020.

² 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QG3: When shopping for gifts during the holidays, which of the following online sources do you like to use for ideas or inspiration for gifts?

³ Snap Inc. survey of US Snapchat users, May 23–27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: When you're trying to decide what to purchase as a gift for a friend or family member for the holidays, who is the most influential in your decision?; 1512 respondents.

⁴ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QG7a: Which of the following do you do on Snapchat related to gifting?

Snapchatters Love Giving Gifts



Snapchatters feel the holidays are the best time of the year¹ and believe that giving and receiving gifts is an essential part of the celebration.² So, it's no surprise that Snapchatters plan to spend 147% more on gifts this year than non-Snapchatters, despite COVID-19 concerns.³

Snapchatters are actively looking and excited to buy products, and plan to spend even more than last year.



\$914

Estimated holiday spend per Snapchatters, 2019⁴ (vs. \$464 Non-Snapchatters)



\$1,022

Estimated holiday spend per Snapchatters, 2020³ (vs. \$413 Non-Snapchatters)

Shhh...here's a sneak peak into the types of gifts they're planning to give!⁵

- 72% Gift cards
- 69% Clothing
- 66% Accessories
- 61% Toys or games
- 59% Personal care and beauty products
- 59% Food or beverage
- 58% Restaurant
- 53% Entertainment
- 50% Personal electronics (other than mobile phones)

- 48% Sporting goods or fitness equipment
- 47% Art or craft products
- 45% Mobile phone or related accessories
- 42% Home furnishings or electronics
- 42% Pet-related products
- 42% Home improvement items
- 38% Donations or charity
- 31% Subscription delivery services
- 30% Virtual experiences or services

2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) Non-Snapchatters (n=201).

¹ QG0: "What are your attitudes about the holidays?"

² QR4: "Now thinking about holiday gifts that are given to you, which of the following best describes how you feel?"

³ QS14 "Approximately how much do you plan on spending this holiday season?"

⁴ QS13: "Approximately how much did you spend last holiday season (2019)?"

⁵ QS9: "What kinds of things do you intend to purchase and/or hope to receive as a gift?" Buy as a gift for someone else.



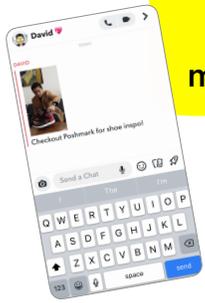


A Season of Moments

Snapchatters experience many must-buy moments during the holiday season.



Most Snapchatters start planning gift purchases and creating wishlists 2-3 months before Christmas.¹



Thanksgiving



Black Friday
Cyber Monday

Holiday Bake-Off



The Friends
Gift-Exchange

Snapchatters' purchases peak about a month before Christmas.²



Virtual Holiday
Parties

Decoration and
Tree Shopping



Hanukkah

Christmas



New Year's Eve

2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=670).

¹ G2: "When do you typically start planning or getting ideas for gifts for these holidays?"

² QG5: "When do you typically start shopping (e.g., thinking about, researching, and making your purchase) for gifts for these holidays?"



Snapchat Holiday Playbook

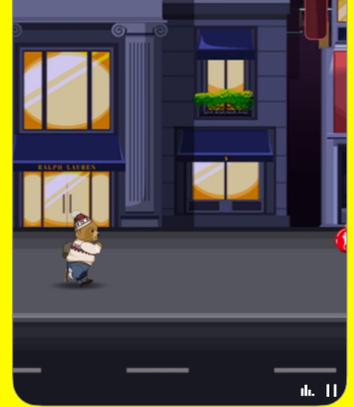


Reach the audience you care about,
and who care about your business.

E-commerce

Local Businesses

Apps



E-commerce Best Practices



Drive online sales throughout the season

Understanding this year’s new shopping landscape will help make clear why Snapchat is the go-to destination for holiday shopping in 2020. COVID-19 has not only affected the way people connect with one another, but it’s also further changed the way we shop. This new landscape leverages digital so much more, leading Snapchatters to shop predominantly online this holiday season.

76%

of Snapchatters will make their purchases online this holiday season¹, compared to 47% in 2019²

80%

of Snapchatters will participate in Black Friday³

78%

of Snapchatters will shop on Cyber Monday⁴

Recipe
for success



Creative Tips:

- Feature your product(s) or offer front and center in your ad creative
- Use holiday-specific headlines and captions to entice Snapchatters to shop your brand
- Provide a clear CTA that deep links to the product page you are promoting

Ad Formats:

- Single Image or Video Ads: Highlight your best sellers or limited-time sale
- Story Ads: Drive brand awareness through a series of Single Image or Video Ads
- Collection Ads: Showcase a variety of products at once
- Dynamic Ads: Create personalized ads at scale using your product catalog

Recommended Targeting:

- Snap Audience Match: Re-engage Snapchatters who have previously interacted with your brand or business
- Lookalike Audiences: Identify Snapchatters similar to your existing customers and expand your reach
- Pixel Purchase Audiences: Target high-intent Snapchatters who have already viewed your website
- Ad Engagement Audiences: Reach Snapchatters who have previously engaged with your Snapchat Ads
- Demographic: Age, Gender
- Device: Both Android and iOS
- Snapchat Lifestyle Categories



¹ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QS11: Now, thinking about this upcoming holiday season (2020), where do you expect to make most of your purchases?

² 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QS10: Thinking about your holiday shopping habits last year (2019), where did you make most of your purchases, in-store or online?

³ Snap Inc. survey of US Snapchat users, May 23–27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: Thinking ahead to this holiday season, in which of the following categories, if any, do you intend to buy a gift for yourself or others on Black Friday?; 1226 respondents.

⁴ Snap Inc. survey of US Snapchat users, May 23–27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: Thinking ahead to this holiday season, in which of the following categories do you intend to buy a gift for yourself or others during Cyber Monday?; 1226 respondents.

⁵ Data from Snap Ads Manager; January - October, 2019 Monthly average vs. November - December, 2019 Monthly average. Excludes arbitrage ads, suspicious purchases, clickbait, and some high-volume outliers.

Local Best Practices



Drive foot traffic to your storefront or restaurant

With the impact of COVID-19 weighing heavily on our communities, Snapchatters are more value-driven when considering what gifts to buy their loved ones and feel supporting local businesses is a priority this holiday season.¹ As businesses begin to reopen around the world, it's important to let Snapchatters know your storefront or restaurant is ready for visitors.

20%

of Snapchatters will buy from brands that are helping their community²

53%

of Snapchatters say the gifts they give during the holidays are from brands that reflect their beliefs and values³

72%

of Snapchatters plan to give gifts cards for someone this holiday season⁴

Recipe
for success



Creative Tips:

- Ensure your Place Listing details, such as address and phone number, are accurate so Snapchatters can reach your business through the Snap Map*
- Choose compelling imagery in your Promote Local Place ad to showcase your brand and capture the attention of Snapchatters
- Feature any promotions or sales in the headline or caption to drive urgency

Ad Formats:

- Promote Local Place: Use Promote Local Place in Ads Manager to drive store visits and awareness from nearby Snapchatters

Recommended Targeting:

- Location Targeting: Set the radius around your business's physical location to 5 miles or more, depending on how populated the area is
- Tip: Pay close attention to potential audience size as you widen or narrow the radius and layer on additional targeting



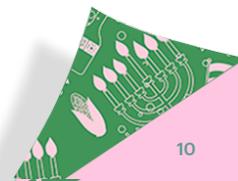
¹ Snap Inc. survey of US Snapchat users May 23 - 27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: When it comes to choosing what brand to buy your holiday gifts from, what aspect of the brand matters most to you? 1263 respondents

² 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) Question: How do you think that COVID-19 will affect your holiday gift-giving?

³ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QG9: Which of the following best describes how you feel about shopping for holiday gifts? Please select how much you agree with one statement from each pair.

⁴ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QS9: What kinds of things do you intend to purchase and/or hope to receive as a gift? Buy as a gift for someone else.

*Place Listing details can only be edited during set up of a Promote Local Place ad.



App Best Practices



Drive app downloads and engagement

This holiday season **42%** of Snapchatters hope to receive a new smartphone as a gift from their loved ones.¹ This comes as no surprise, as Snapchatters are spending more time on their phones, specifically on apps and games, as a result of COVID-19.² This holiday season, leverage the high-engagement moments on mobile, such as Cyber Week, Christmas and New Years, and entice Snapchatters to download or revisit your app.

40% +

of Snapchatters say they typically download 1-5 apps per week³

50% +

of Snapchatters use apps to make purchases at least once a month⁴

66%

of Snapchatters are playing mobile games more due to the impact that COVID-19 has had on their spare time⁵

Recipe
for success



Creative Tips:

- Showcase your app's value prop in your creative
- Drive urgency with seasonally relevant messaging in headlines and captions
- Deep link Snapchatters to revisit or download your app directly from your ad

Ad Formats:

- Single Image or Video Ads: showcase your app's UI front and center or display your current sale or offering
- Story Ads: Demonstrate how your app works or feature user-generated content to entice Snapchatters to engage with your app

Recommended Targeting:

- Mobile App Custom Audiences: Drive app installs and retarget Snapchatters who have already installed your app to re-engage
- Snap Audience Match: Reach Snapchatters who have interacted with your brand or app in the past
- Demographic: Age, Gender
- Device: Both Android and iOS
- Snapchat Lifestyle Categories



¹ Snap Inc. survey of US Snapchat users, May 23–27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: Last question! Thinking about gifts you may receive during the holidays, do you hope to get a new smartphone this year? 721 respondents.

² Source: Snap Inc. survey of US Snapchat users March 20 - March 23, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: Which of the following, if any, are you doing more since the outbreak of the COVID-19? n=1983

³ Snap Inc. survey of US Snapchat users, Nov. 15 – Nov. 19, 2019. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: How many apps do you typically download in a week? 3407 respondents.

⁴ Snap Inc. survey of US Snapchat users, Nov. 15 – Nov. 19, 2019. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: How often do you make a purchase using an app? 3133 respondents.

⁵ NRG survey data of US Snapchatters ages 13–36, collected April 6, 2020. Question: "49d. Given the impact the Coronavirus has had on your spare time, are you doing more of the activities below?" 325 respondents

Key Takeaways



Snapchat is an inspiration and buying destination during the holidays.

- 1

Snapchatters plan to spend **147%** more on gifts this year than non-Snapchatters, even with COVID-19 concerns.¹
- 2

80% of Snapchatters plan their holiday gift-giving using Snapchat.²
- 3

Snapchatters experience many must-buy moments during the holiday season and start planning gift purchases and creating wishlists **2-3 months** before Christmas.³

Snapchatters have massive buying power and are highly engaged throughout the holiday season.

E-commerce



Holiday planning is starting earlier than ever this year, and the majority of gift shopping will be done online.⁴

Local businesses



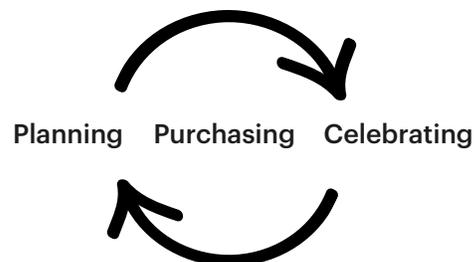
Snapchatters are value-driven this holiday season⁵ and plan to support local businesses.⁶

Apps



Snapchatters are spending more time on apps and mobile games⁷ and many hope to receive new smartphones this holiday season.⁸

The final purchase isn't at the end of the journey — it's the **beginning of the celebration cycle.**



¹ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) Non-Snapchatters (n=201). QS14: Approximately how much do you plan on spending this holiday season?
² 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QG7a: Which of the following do you do on Snapchat related to gifting?
³ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=670). G2: When do you typically start planning or getting ideas for gifts for these holidays?
⁴ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QS11: Now, thinking about this upcoming holiday season (2020), where do you expect to make most of your purchases
⁵ 2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=803) QC4 How do you think that COVID-19 will affect your holiday gift-giving?
⁶ Snap Inc. survey of US Snapchat users May 23 - 27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: When it comes to choosing what brand to buy your holiday gifts from, what aspect of the brand matters most to you?; 1263 respondents
⁷ NRG survey data of US Snapchatters ages 13-36, collected April 6, 2020. Question: "49d. Given the impact the Coronavirus has had on your spare time, are you doing more of the activities below?" 325 respondents
⁸ Snap Inc. survey of US Snapchat users, May 23-27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Q: Last question! Thinking about gifts you may receive during the holidays, do you hope to get a new smartphone this year?; 721 respondents.



Next Steps: **Instant Create**

Launch your first holiday campaign with Snapchat's self-service platform:



1 Log into Ads Manager

Sign in or create a business account [here](#).

2 Choose your objective

- Website visits
- Promote your local business
- Calls & texts to your business
- App installs
- App visits

3 Design your ad

Upload an image or video, select an existing one from your library or input your URL and let Snap import images directly from your website.

4 Set targeting, budget and duration

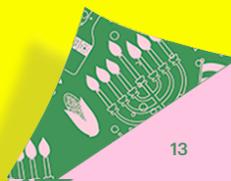
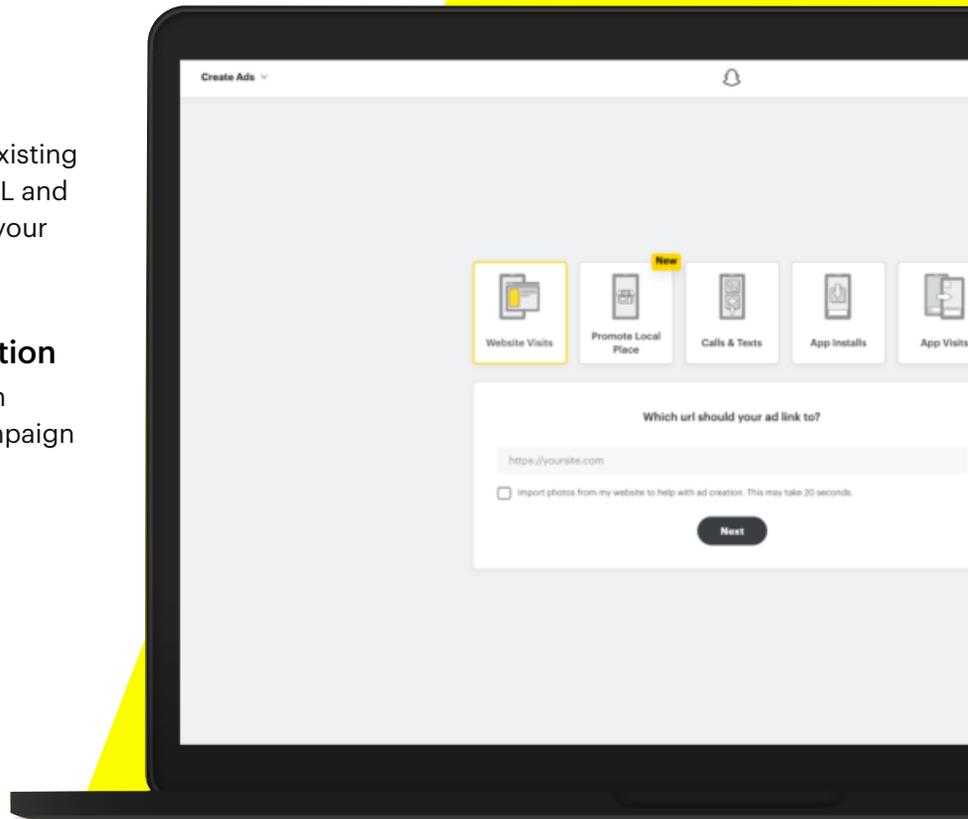
Select your demographic and location targeting, input your budget, and campaign duration.

5 Add payment details

If you don't have an active payment method linked to your Snapchat business account, input a new one.

6 Publish

Review, publish and analyze results!



Snapchat Resources



We're here to help you win this holiday season on Snapchat!

Click below to open our gifts to you! 



Get started with Instant Create



E-commerce holiday tips



App holiday tips



Promote your local business



Black Friday best practices



Ad specs



Ad targeting



Snap Pixel



FAQs



Business Help Center





For more information visit
FORBUSINESS.SNAPCHAT.COM

