Back to School on Snapchat

93% of Snapchatters use the app when back to school shopping.\(^1\)

90% of 13-34 year-olds in KSA.\(^2\)

62% of Snapchatters in KSA are parents.\(^3\)

The Preferred Platform at Every Stage of the Shopping Journey

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

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Purchase recommendations are taken seriously.

80% of children influenced their parents’ total back-to-school spend.\(^5\)

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% of student Snapchatters are interested in using AR to “try on” products before buying.\(^8\)

Interactions with 3D/AR products showed a 94% higher conversion rate than products without.\(^7\)
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.

¹ Snap Inc. internal data. Data shown represents median incremental reach of lenses across 80 Snap Ad and Audience Lens brand campaigns measured between August 2018–September 2019 in the following countries: United States, United Kingdom, Germany, France and Canada.

² Snap Inc. internal data from August 2018–September 2019 across 67 Snap Ad and Lens campaigns (Audience and National).