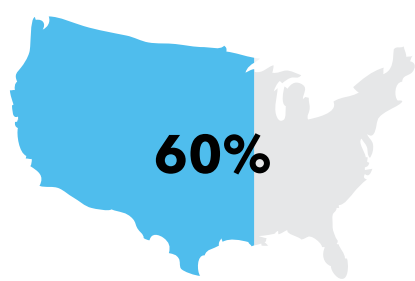
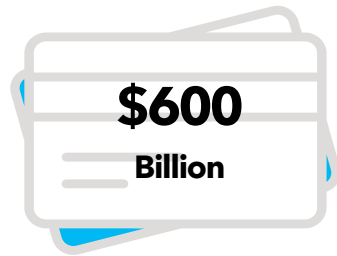


Test Snap Ads in Your Marketing Mix

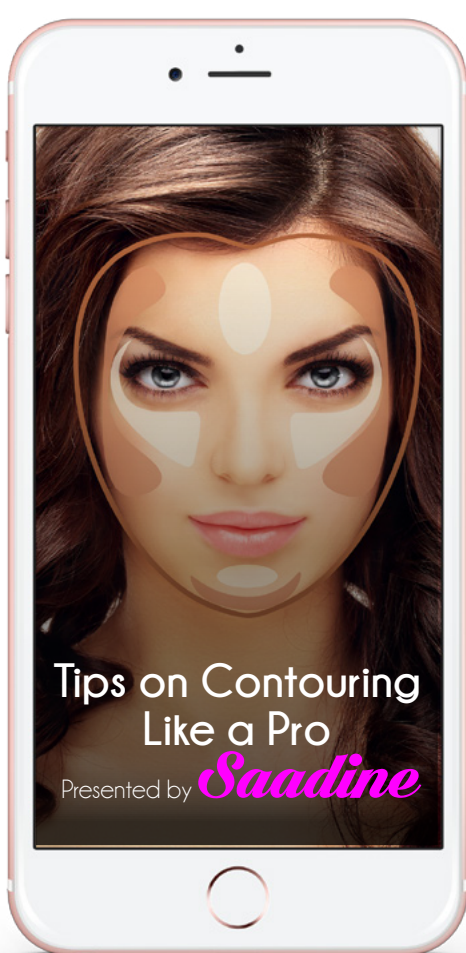
REACH VALUABLE CONSUMERS WITH VERTICAL VIDEO ADS



SNAPCHAT REACHES
60% of 18-34 year olds in the U.S. everyday



MILLENNIALS HAVE
\$600 Billion annual Spending Power*

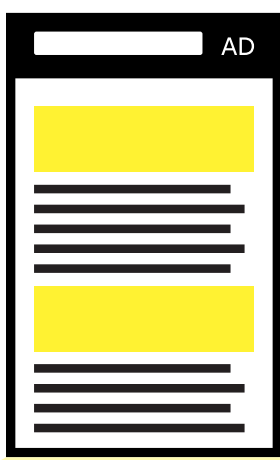


Snap Ads [**snap**·ads]

noun

- 10-second vertical video ads that appear natively within organic snaps. Snap Ads can drive both brand awareness and direct response. Marketers can drive actions related to their campaign objectives by using attachments such as webviews, app installs, and long-form videos.

OPTIONAL SNAP AD ATTACHMENTS

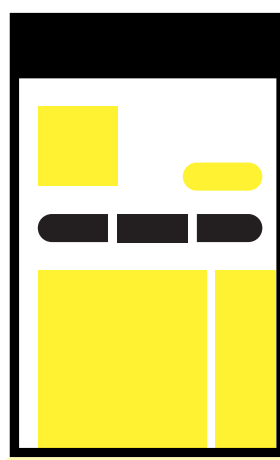


Web View

A preloaded web experience, just a swipe away.

Available Metrics:

- Reach and Frequency
- Swipe-Up Rate
- Top Snap Average Time Viewed
- Top Snap View-Through by Quartile
- Web View Dwell Time

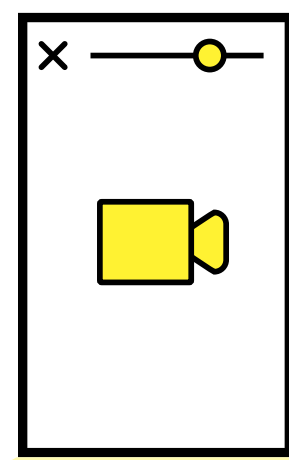


App Install

Seamless app installs without leaving Snapchat

Available Metrics:

- Reach and Frequency
- Swipe-up Rate
- Top Snap Average Time Viewed
- Top Snap View-through by Quartile
- Number of Installs



Long Form Video

Swipe up for up to 10 minutes of video play

Available Metrics:

- Reach and Frequency
- Swipe-Up Rate
- Top Snap Average Time Viewed
- Top Snap View-Through by Quartile
- Long-Form Video Average Time Viewed
- Long-Form Video View-Through by Quartile

Our Experts Have your Back

In 2016, Kenshoo managed over 570K distinct social campaigns for over 750 advertisers. Our expert Strategic Services team can get brand and direct response Snap Ads tested and implemented into your marketing mix quickly and easily.



Ready to get Snap Ads into your marketing mix?
[Get in touch!](#)

*Data Source: www.census.gov/newsroom/press-releases/2015/cb15-113.html