

SNAPCHAT

DRIVING IMPACT & ENGAGEMENT FOR YOUR BUSINESS

306 million people use Snapchat every day, giving you access to a younger demographic, 82% of which are millennials and GenZ. Whether you're looking to build awareness or increase website visits, reach new customers with an instant impact using Snap.

Snapchat offers full-screen and immersive ads, available as a single image or video. You can target by location, demographics, interests and devices. Plus, you can select where in Snapchat you'd like your ad to appear: Friend Stories, Creator and Editorial Content, or Audience Network.

TOP INDUSTRIES ON SNAPCHAT INCLUDE:



RESTAURANTS



CONCERTS



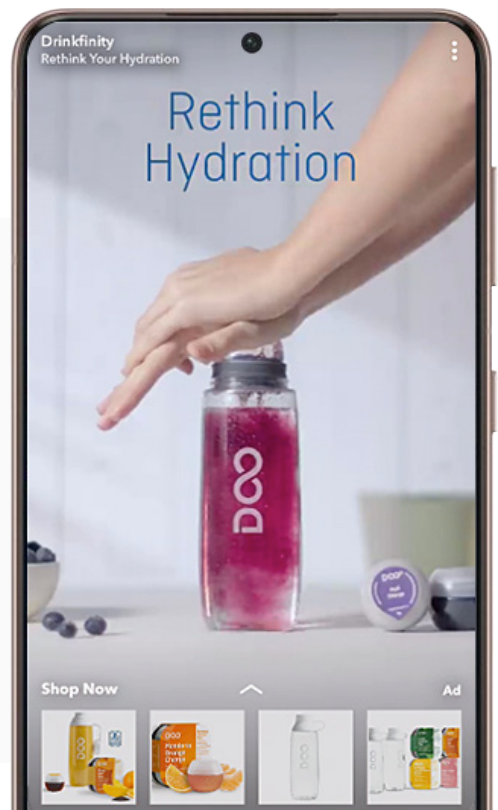
SCHOOLS



SALONS



GYMS



375M

Snapchat has 375 million daily active users as of March 2023. That is an 18.6% increase year-over-year.

5B

5 billion Snaps (photos and videos) are created every day.

WHY ADVERTISE ON SNAPCHAT?



DRIVE IMMEDIATE TRAFFIC

Snapchat ads are designed to have a short lifespan, thus creating a sense of urgency among users to take action. Whether you are promoting a special offer or an upcoming event, you can generate more traffic and conversions - real, tangible results.



BUILD BRAND RECOGNITION

Snapchat allows you to be creative in connecting with its massive audience. Whether you are telling captivating stories or capturing their attention with humorous ads, Snapchat advertising is a tried and tested way of putting any business in the spotlight.



CONNECT WITH A YOUNGER DEMOGRAPHIC

If your target audience consists of people under the age of 35, Snapchat will play a crucial role in your marketing efforts. Getting the youth to trust your brand is an invaluable, long-term investment.



DISPLAY YOUR AUTHENTICITY

Leverage Snapchat to show the “human” side of your business, as you don’t want your audience thinking that you’re just there to increase your bottom line. By magnifying your brand’s personality, you will get more users engaged. And when people are engaged, they will most likely become loyal customers.