

Reaching Millennials with Snapchat

Boost Brand Engagement and Drive In-Store Sales

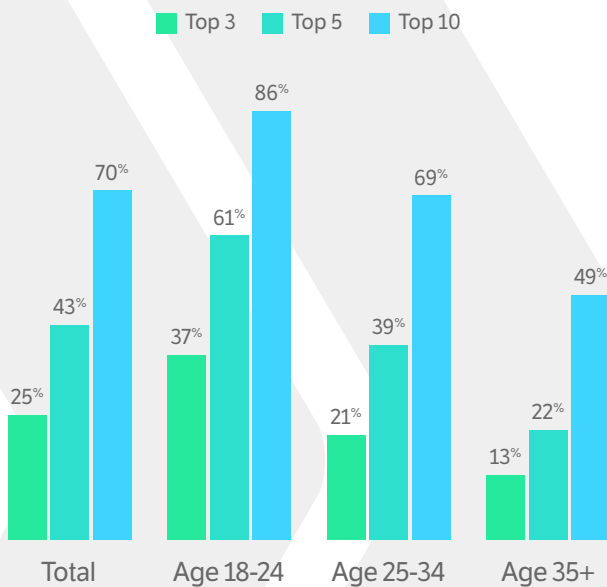
What's the Hype?

Over 150 million people use Snapchat every day to Snap with family and watch Stories from friends. Snapchat is about great storytelling, and Snapchatters spend an amazing 25-30 minutes per day on average in the app.

While you may know Snapchat is a force in the 18-to-24 market, however, much of Snapchat's recent growth has been coming from 25-to-34 year olds, while also reaching near critical mass in the 35+ demographic. Snapchat has become a primary obsession, ranking as one of the three most used apps for 25% of its users and in the top 10 by 70%.

Snapchat has transformed communication by providing a way for users to immerse their friends in the story of their life. All of which makes Snapchat one of the fastest growing networks for consumers - and advertisers.

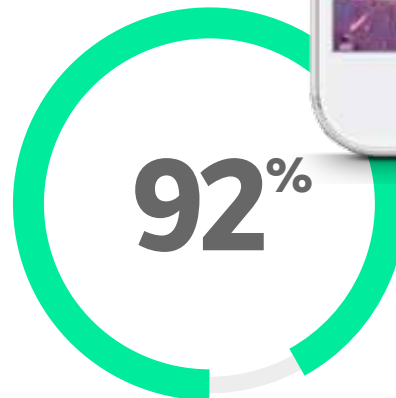
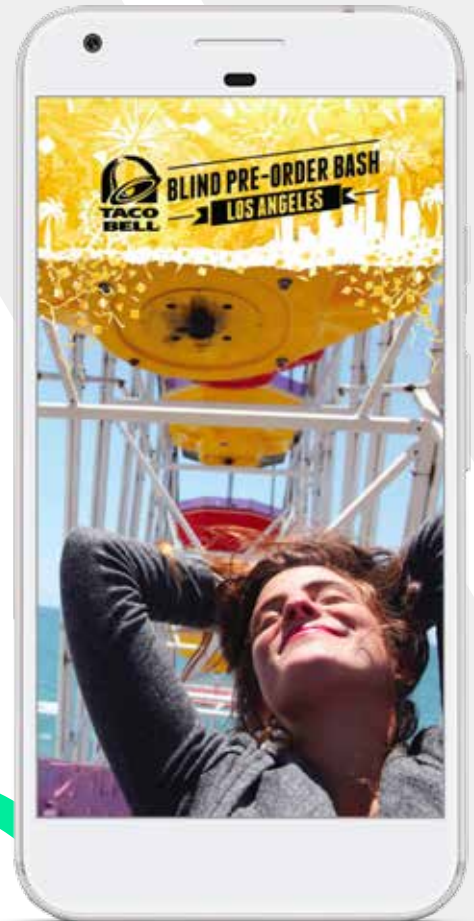
Snapchat's Rank in App Usage Among its Smartphone App Users



Source: comScore Custom Analytics, U.S., Age 18+, June 2016



Snapchatters watch over **10 billion** videos per day



92% of recent Snapchat campaigns drove an uplift in in-store sales, including an up to 6x Return on Ad Spend

Let Your Fans Tell Your Story

Your customers are telling their story to their friends as they dine or shop. Incorporating your brand when they do it is very different than any other form of paid advertising. Snapchat Ads emotionally connect consumers to your brand at a very personal level - it's like a personal endorsement.

- Personal
- Authentic
- Contextual
- Part of the user's core network experience

"Our products empower people to express themselves, live in the moment, learn about the world, and have fun together."

Snapchat



MomentFeed & Snapchat

As a Snapchat Partner, MomentFeed is the only company who can provide multi-location brands with targeted, location-based Snap Ads and Geofilters delivered as a managed campaign in the MomentFeed Mobile Customer Experience Platform.

Snap Ads

Snap Ads are 10 second, vertical, full screen video ads that give Snapchatters the choice to view, listen and engage.



Vertical Video



Up To 10 Seconds



Viewed by Choice



Up to 2x Higher Attention vs Similar Platforms



2/3 of all Snap Ads Play with Audio On

Snap Ads Web View

Snap Ads Web View expand on standard Snap Ads with the capability to swipe up to view an instantly loaded web page.

Snapchat Geofilters

Snap Geofilters are custom-branded overlays reflecting your brand. Geofilters only appear when Snapchatters are within a defined geo-fence around your location.

Scale Meets Accuracy

Measure results with Snap to Store, tracking the in-store foot traffic of Snapchatters who have viewed your campaign.

Snap with MomentFeed

Manage your snapchat campaigns with a “snap” of your fingers, with workflows built for the enterprise. Update your location data immediately through the MomentFeed platform, and simplify campaign management by monitoring and reporting on ads. Unify your location based advertising, and view reporting across multiple networks.

Setting up Shop



MomentFeed data cleanup



Best practices Campaign Setup



Import Geofence for each location



Select dates, times, and participating locations



Influence Consumers



Report on campaign results



Geofence Tip!

Without accurate digital geocodes representing each of your shops or restaurants, any branded geofilters may be incorrectly placed away from your business, lowering campaign effectiveness and brand influence.

Mobile Customer Experience Management Platform

Snapchat ad campaigns enable targeted, location-based Snap Ads and Geofilters. Campaigns can be run on a “per campaign” basis or annual subscription basis through the Paid Media Manager module, part of the MCX Platform.