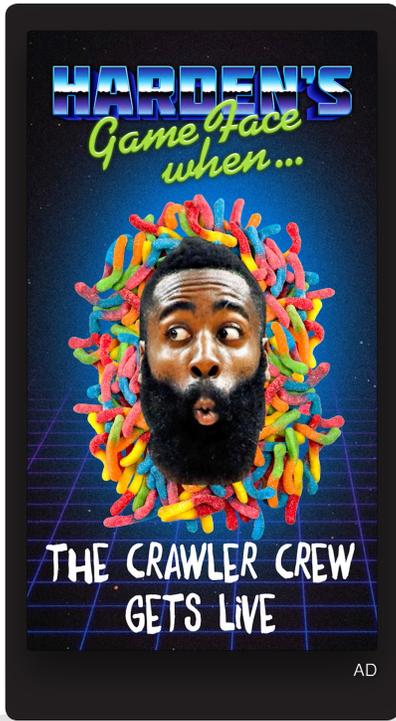


Snap Ads

Advertise in a Snap, the best mobile video ad.

Trolli - Snap Ads



Snap Ads are...



Vertical Video



Up to 10 seconds



Viewed by Choice

- Adapt to suit your needs, whether it's delivering brand messaging or driving particular actions.
- Communicate your brand message in a way that fits your phone, the way Snapchatters actually use it.

Key Facts

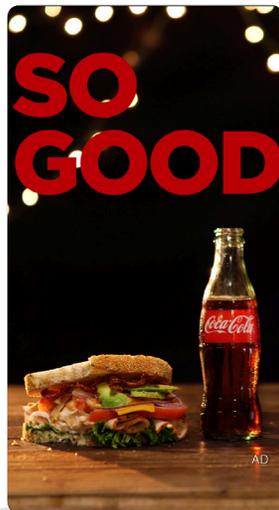
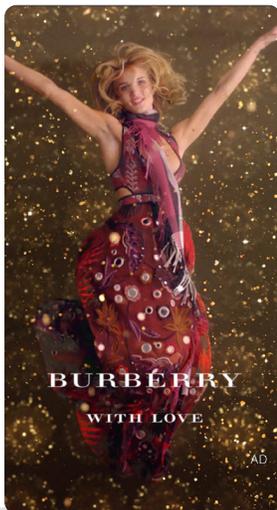
Up to 2x

higher visual attention vs. comparable platforms*

2/3 of all

Snap Ads play with audio on*

MADE FOR MOBILE



* Source: MediaScience Ad Attention and Engagement Study commissioned by Snapchat, April 2016

ATT - Snap Ad Web View



Snap Ads + Attachments

Swipe up on the best video ads on mobile.

Top Snaps are...



Vertical
Video



Up to
10 seconds



Viewed
by Choice

Key Facts

5x swipe up rate

...vs. average CTR on comparable platforms*

Top Snaps drive brand awareness while enticing Snapchatters to swipe up!

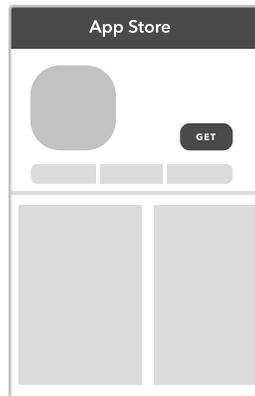
SWIPE UP FOR MORE

Article



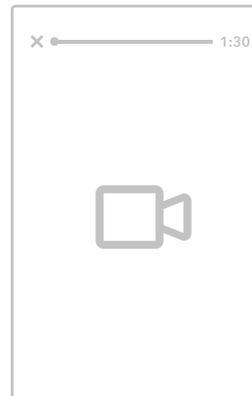
Create a rich, multimedia page that can include text, in-line video, and GIFs.

App Install



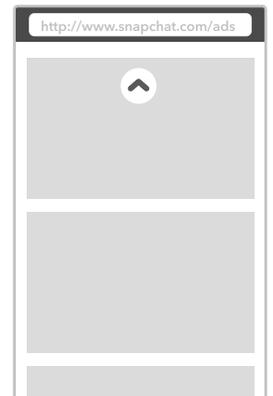
Let Snapchatters seamlessly install your app without ever leaving the Snap Ad.

Long-Form Video



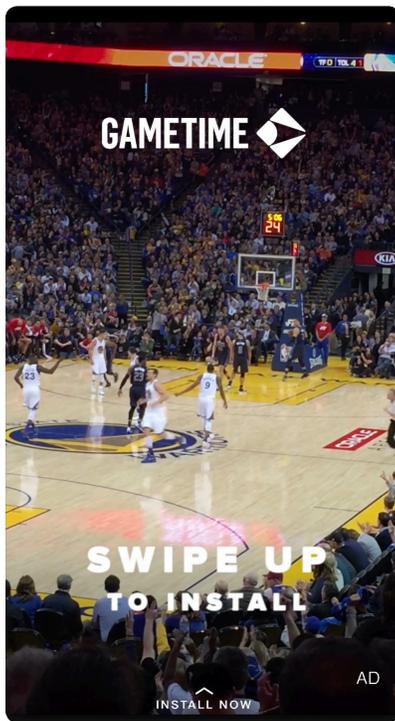
Include additional video content up to ten minutes in length.

Web View

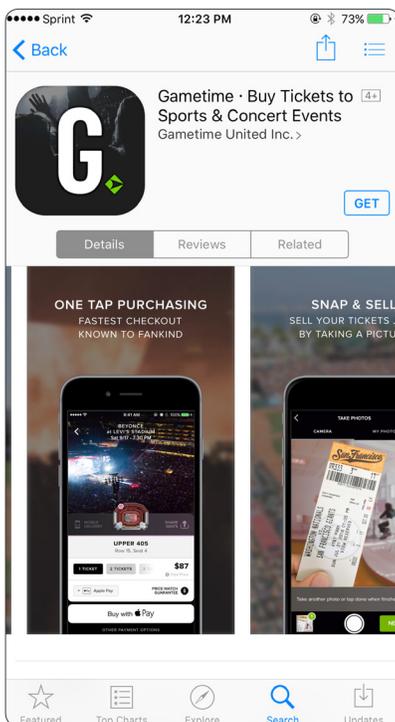


Give Snapchatters quick access to a mobile web page of your choosing.

Gametime - Snap Ads App Install



SWIPE UP FOR APP INSTALL



Snap Ads App Install

Easy and seamless app installs without ever leaving Snapchat.

Top Snaps are...



Vertical Video



Up to 10 seconds



Viewed by Choice

Top Snaps drive brand awareness while enticing Snapchatters to swipe up and download your app!

Swipe. Tap. App!

Snap Ads App Install allows advertisers to deliver a seamless, unobtrusive way for Snapchatters to download the advertised mobile app.

Snapchatters swipe up on the Top Snap to directly access the app store page within Snapchat. One tap later, the app installs in the background.

Snap Ads App Install Works with



Measurement

✔ # of installs

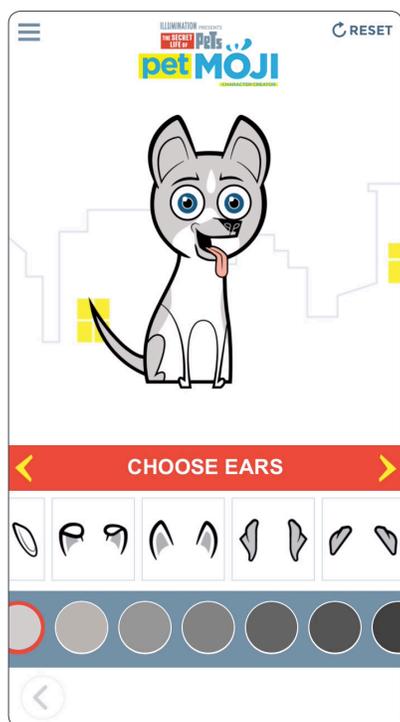
✔ Post-install activity
(purchases, conversations)



The Secret Life of Pets - Snap Ads Web View



SWIPE UP FOR WEB VIEW



Snap Ads Web View

Instantly access websites, without ever opening a browser.

Top Snaps are...



Vertical Video



Up to 10 seconds



Viewed by Choice

Top Snaps drive brand awareness while enticing Snapchatters to swipe up and explore!

A mobile website that feels truly native.

Snap Ads Web View provides advertisers with a way to drive Snapchatters to the brand's pre-selected mobile site inside a slick, full-screen experience.

The designated web page is pre-loaded, making access to the site near-instantaneous upon swiping up.

Pre-loaded Web Views generate

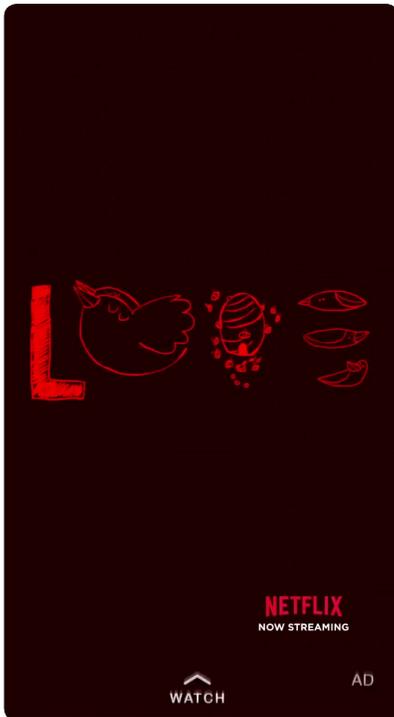
80% lift in on-site time

Measurement

✔ Average time on site



Netflix - Snap Ads Long-Form Video


SWIPE UP FOR LONG-FORM VIDEO

Snap Ads Long-Form Video

When ten seconds isn't enough,
swipe up for your feature presentation.

Top Snaps are...



Vertical
Video



Up to
10 seconds



Viewed
by Choice

Top Snaps drive brand awareness while enticing Snapchatters to swipe up and get the whole picture!

Swipe. Tap. App!

From longer videos to short films, Snap Ads Long-Form Video lets advertisers tease with a Top Snap, then add additional content up to ten minutes in length below.

When Snapchatters swipe up, your extended video will be pre-loaded and ready to watch.

Measurement

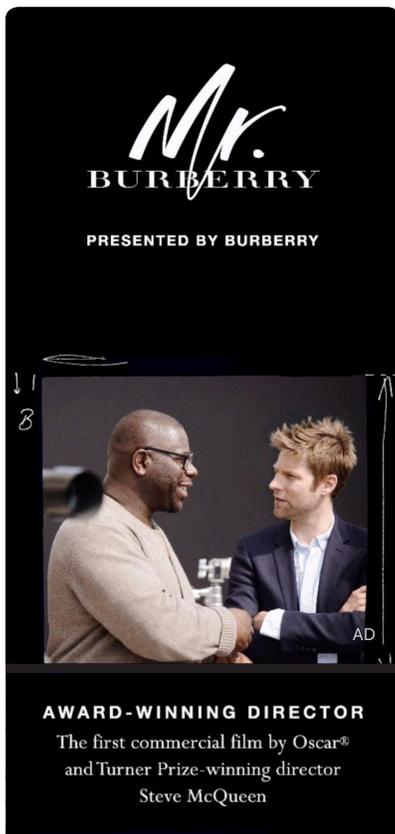
✔ Average time viewed



Burberry - Snap Ads Article



SWIPE UP FOR ARTICLE



Snap Ads Article

Create engaging multimedia stories to match the format Discover viewers love.

Top Snaps are...



Vertical Video



Up to 10 seconds



Viewed by Choice

Top Snaps drive brand awareness while enticing Snapchatters to swipe up for the full story!

Creative flexibility to tell your story, your way.

Snap Ads Article is a flexible canvas brands can use to tell their stories using a variety of media types, all without needing to create a custom web page.



Text (in any font and style)



In-line videos that autoplay



Animated GIFs



Images and galleries

Measurement

✓ Average % of article viewed

