



# Sponsored Geofilters

Be seen and sent by Snapchatters everywhere.

Sponsored Geofilters are tiny pieces of art that always make an impression. When Snapchatters in the location(s) of your choice take a Snap, they'll be able to see your Geofilter and use it to explain where, when, and why they took the Snap. Whether your campaign covers a specific location, major event or high schools across America, Geofilters uniquely allow brands to take part in the hundreds of millions of Snaps sent between friends each day on Snapchat. In the US, a single National Sponsored Geofilter typically reaches 40% to 60% of daily Snapchatters.

## HOW TO BUY SPONSORED GEOFILTERS

### National Campaign

Reach Snapchatters on a massive scale to generate awareness for a product or event.

- Works best when aligned with events, holidays, and pop culture trends.
- Partition the campaign into multiple groups by: age, place, or time periods (at an additional cost).

### Chain Campaign

Offer Snapchatters at your retail locations a fun way to send your brand message to friends.

- For geographically diverse campaigns, creative rotation is included and encouraged.
- Geolocation data must be supplied ten days prior to campaign launch.

### Shared Spaces Campaign

Offer Snapchatters in high-traffic social spaces a fun way to send your brand message to friends.

- Snapchatters in a space of your choice (airports, colleges, high schools, golf courses, etc.) can view and send your Sponsored Geofilter.

### Event Campaign

Associate your brand with a major event, and offer Snapchatters a way to send your message.

- Snapchatters at an event you choose can view and send your Sponsored Geofilters to friends or post to their Story (excluding events with Live Stories).
- For longer events (like festivals), creative rotation is included and encouraged.



Learn more about Sponsored Geofilters

[Snapchat.com/ads](https://www.snapchat.com/ads)

