



Sponsored Lenses

The most playful way to make an impact.

Sponsored Lenses offer a completely new take on brand activation, offering not just an impression, but “play time” – the time Snapchatters spend playing with the interactive ad you’ve created. To activate Lenses, Snapchatters simply press and hold on their faces. Some Lenses include prompts like “raise your eyebrows” to trigger an animation, adding a fun twist to the experience. And when you’re finished playing, it’s easy to send Lenses to a friend or post one to your Story. On average, Snapchatters play with a Sponsored Lens for 20 seconds.

HOW TO BUY SPONSORED LENSES

National Campaign

Offer a massive number of Snapchatters an interactive way to view your message and send it to friends.

- Created by Snapchat in partnership with brands, incorporating brand assets, 3D models, and sounds where applicable.
- Available metrics: plays, uses, views, play time, and unique reach.
- Snapchat shares total and unique play time, measuring the time each Snapchatter spends with your Sponsored Lens on their face.

SEE WHAT’S POSSIBLE



Change lens colors and textures, or swap 2D static images during the campaign.



Create two different lenses – one for the front and one for the rear-facing camera.



Create one or two lenses that work on two people simultaneously.



Utilize a second trigger (e.g. “raise your eyebrows”) in succession or as an option.



Swap in a second lens during the course of the campaign (e.g. for a new character).

and more...

*may incur additional cost for creative segments/customizations



Learn more about Sponsored Lenses

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