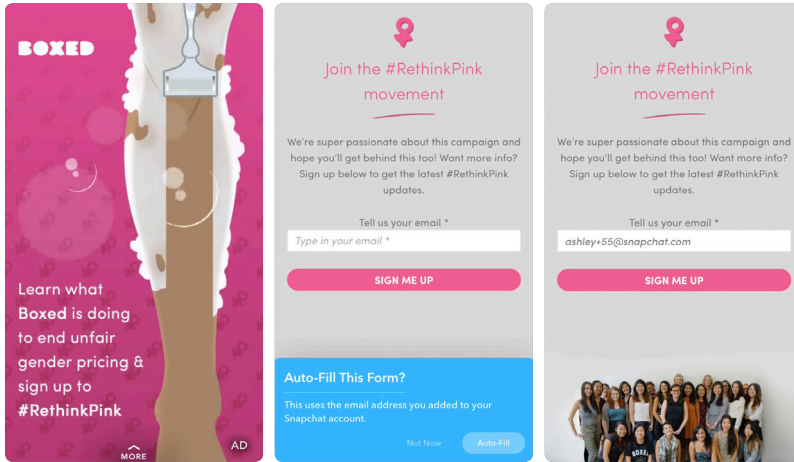


# Boxed

Boxed’s Snap Ads challenged Snapchatters to #RethinkPink and join its movement to stop the Pink Tax.

✓ **Snap Ads Web View + Auto Fill**



Top Snap

Web View

Web View + Auto-Fill

**+4.4m**  
Total Views

**20%**  
Swipe-up Rate

**70%**  
More Signups with  
Auto-Fill Functionality



## Goal

This past February, Boxed looked to raise awareness of its #RethinkPink campaign and its efforts to stop the “Pink Tax,” the all-too-common and unfair upcharge on women’s products. They hoped to do so with a creative execution that gave female Snapchatters a simple way to stay informed and join its movement.



## Solution

Boxed and Snapchat partnered on a Snap Ads Web View campaign to raise awareness of #RethinkPink. The Snap Ads were placed across various Publisher Stories, and were optimized to reach female Snapchatters, Boxed’s intended audience. Snapchatters could swipe up on the Top Snap to “meet the startup that’s fighting Pink Tax.” After swiping up, Snapchatters could input their email addresses to receive information regarding the “Pink Tax” and Boxed’s efforts to stop it.

For the first half of the month-long campaign, Snapchatters could sign up in the Web View by manually typing in their email. For the latter half, Boxed enabled Snap Ads’ new Auto-Fill functionality. This allowed Snapchatters to tap once to automatically fill in the email address associated with their Snapchat account, dramatically improving conversion rates.