

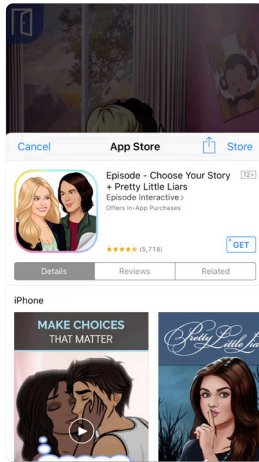
Episode

Episode’s Snap Ads App Install campaign encouraged Snapchatters to “choose their story” after they were through telling theirs.

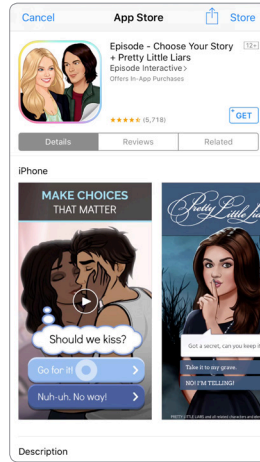
✔ **Snap Ads App Install**



Top Snap



Swipe Up



App Install

+10.5m
Top Snap Views

+5.7m
Snapchatters Reached

+5%
Swipe-up Rate



Goal

Last fall, *Episode*, an interactive storytelling app exclusive to mobile devices, looked to help new viewers find great *Episode* stories. *Episode* hoped to do so with an app install campaign that could reach its primary audience: mobile users in their teens and older. Additionally, *Episode* wanted to run the campaign on an advertising platform that allowed for flexible reach capabilities to show the right *Episode* stories to viewers more likely to be interested in them.



Solution

Episode partnered with Snapchat to run a Snap Ads App Install campaign across the app inventory. Snapchatters who saw the Snap Ad could swipe up on the Top Snap to seamlessly download *Episode* – without ever leaving the Snapchat app. *Episode* used Snapchat’s Lookalike capabilities and Lifestyle Categories to reach Snapchatters who were more likely to be interested in their app. Snapchat Audience Match also helped optimize Snapchatters’ experiences (and *Episode*’s app install campaign) by excluding Snapchatters who already downloaded the app.