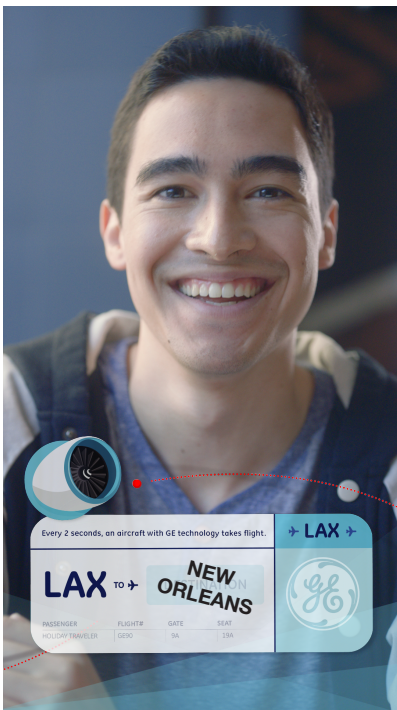




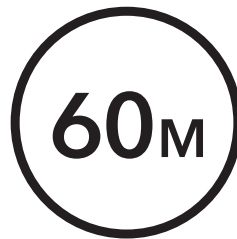
General Electric

Shared Spaces Geofilter Campaign

Last winter, GE and Snapchat partnered to raise awareness among millennials about GE's leading role in transportation technology. Together, they launched a Shared Spaces Geofilter at select airports and train stations during peak holiday travel times across the US.



Source: Snapchat Internal Data



Total Views



Snapchatters Reached



Snapchatters who unlocked the Geofilter chose to use it