

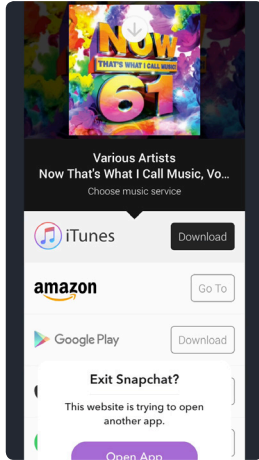
# Now 61

Thanks to Snap Ads' new deep-linking capabilities, listening to "the perfect playlist" was just one swipe away!

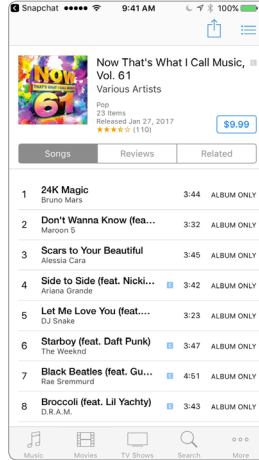
✓ **Snap Ads Web View**



Top Snap



Web View



App

"Snapchat had a 17% engagement rate for the NOW 61 release, which was 31% higher than another video partner we used, and accounted for 54% of total iTunes conversions during the Snapchat campaign flight."

- Christina Schrenk, Quigley-Simpson

**+2.7m**  
Top Snap Views

**+3.37%**  
Swipe-Up Rate

**+1.5m**  
Snapchatters Reached



## Goal

Now That's What I Call Music! recently looked to promote the latest edition of its Now! series among mobile users. Now! hoped to do so with a creative execution that could let listeners immediately access Now 61 across popular music streaming services on their phones.



## Solution

Now! partnered with Snapchat to take part in one of the platform's first deep-link Snap Ads Web View executions. To grab Snapchatters' attentions, Now! created full-screen, vertical video Top Snaps which prominently featured Now 61's music and roster of pop stars. Snapchatters could then swipe up to access a list of music streaming services which, when tapped on, took them directly to the album in their app of choice.