



RetailMeNot

Shared Spaces Geofilter Campaign



Source: Snapchat Internal Data

Objective

- Complement RetailMeNot's broader holiday campaign with a brand awareness push.
- Encourage shoppers to interact with the brand during the holiday season.
- Reach a social and highly engaged millennial audience.

Strategy

- Develop four different Geofilters that Snapchatters can apply to their selfies.
- Deploy the various Geofilters across 3,000 US malls.
- Align the Geofilter Campaign's launch with key holiday shopping dates where social traffic is highest at malls.



Snapchatters Reached



Total Views



Snapchatters who unlocked the Geofilter chose to use it