SNAPCHAT METRICS

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TOPICS I'LL BE COVERING

- ▸ Snapchat Score
- ▸ Where to find metrics
- ▸ What to measure
- ▸ Earned buzz

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MEASURING
SUCCESS

MEASURING SUCCESS ON SNAPCHAT

- ▸ Limited insights
- ▸ Lacking in third party analytics applications
- ▸ Manual data tracking and analysis

By taking a closer look at the information Snapchat *does* provide, you can still find tangible metrics and learn how to effectively measure your Snapchat efforts.

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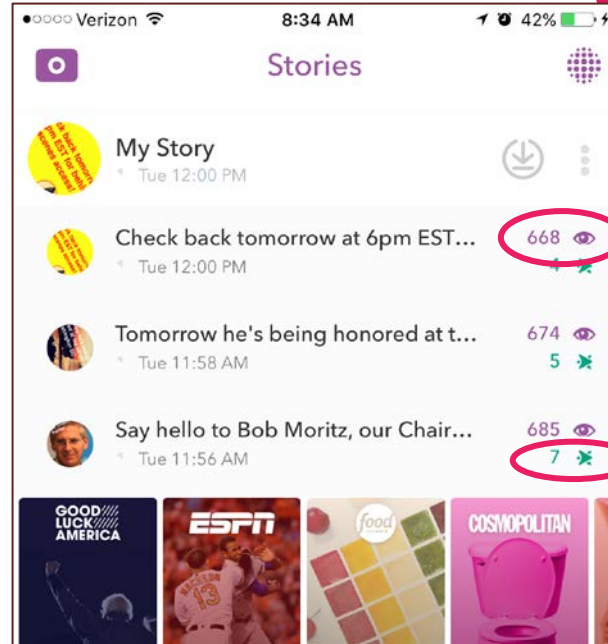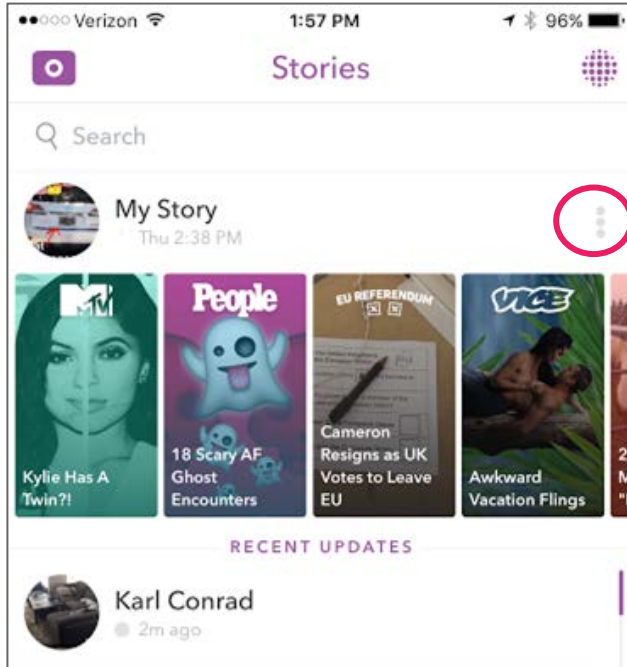#social16

SNAPCHAT SCORE

The total number of Snaps a user has sent or received.

Track this over time.

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WHERE TO FIND METRICS

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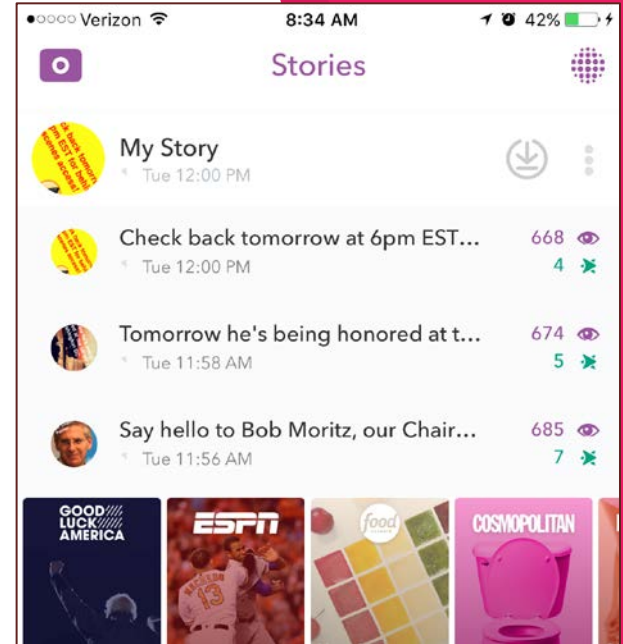#social16

WHAT SHOULD YOU MEASURE

Total Unique Views
The number of people who have opened up the first frame in your Snapchat story for at least a second.

Example: 685

Total Story Completions
The number of people who have viewed your entire story. To measure, look at the number of people who have viewed the last snap in your story.
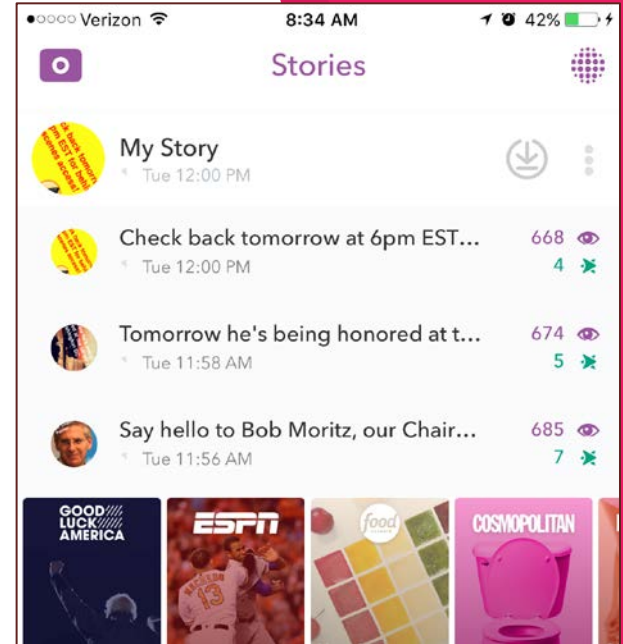*Example: 668*

WHAT SHOULD YOU MEASURE

Story Completion Rate
Divide total views in the last snap from the total views in first snap.

Example: 668/685 = 98% completion rate

Screenshots
How many people have taken a screenshot of your content.

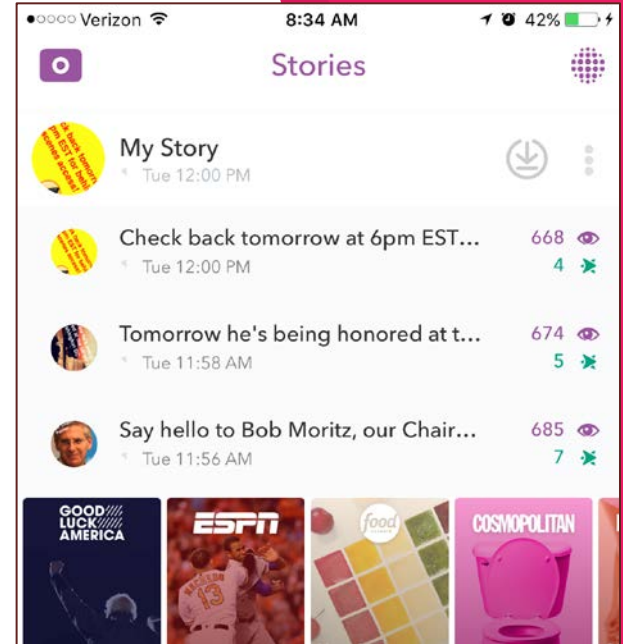*Example: 7+5+4= 16*

WHAT SHOULD YOU MEASURE

Total Snaps
How many snaps you had in your story.

Example: 3

Snap Story Length
The total length of your story.

Example: 15 seconds

EARNED
BUZZ

Don't forget about tracking metrics across other platforms.

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Rob Fields
@robfields

Want to see a smart, fun use of @Snapchat? Check out what @PwC_LLP is doing to highlight its #Oscar2016 involvement.
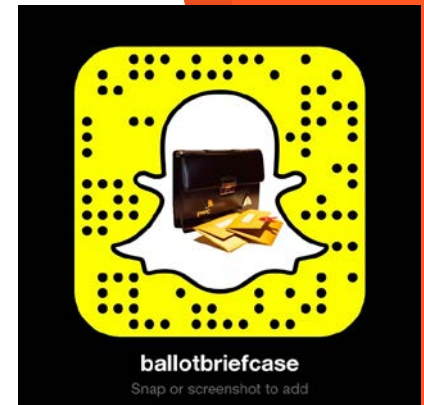
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Reply to Rob Fields, Snapchat, PwC LLP

THANKS!
Any questions?

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CREDITS

▸ Presentation template by SlidesCarnival