

# Snapchat metrics:

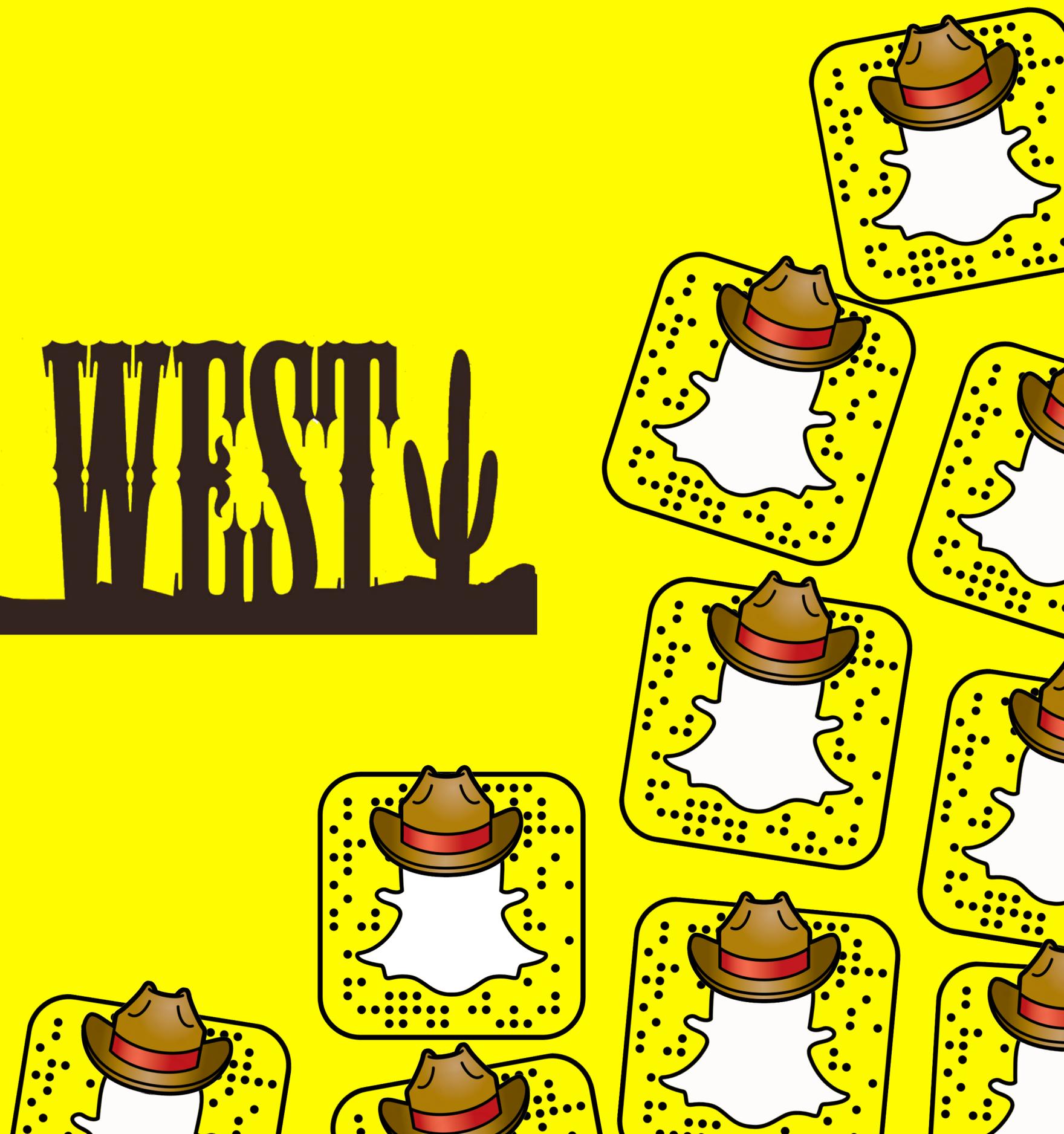
## Taming The



**Carmen Collins**

Social Media Lead, Cisco Talent Brand

@CShirkeyCollins



# Follow the Story

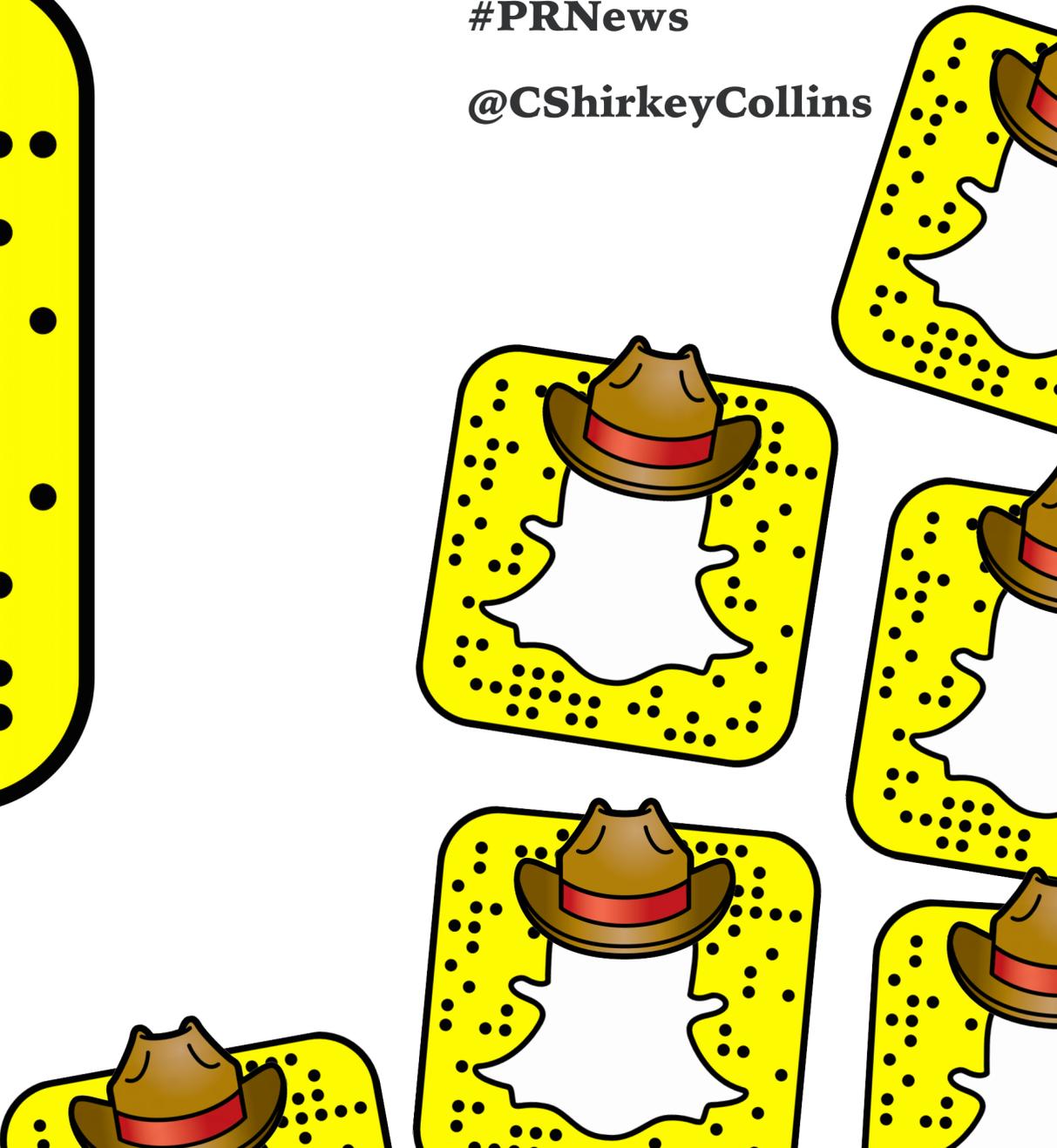


**Me**  
**@CShirkeyCollins**



**@WeAreCisco**  
**#WeAreCisco**

**#PRNews**  
**@CShirkeyCollins**



# Who's This Sheriff?



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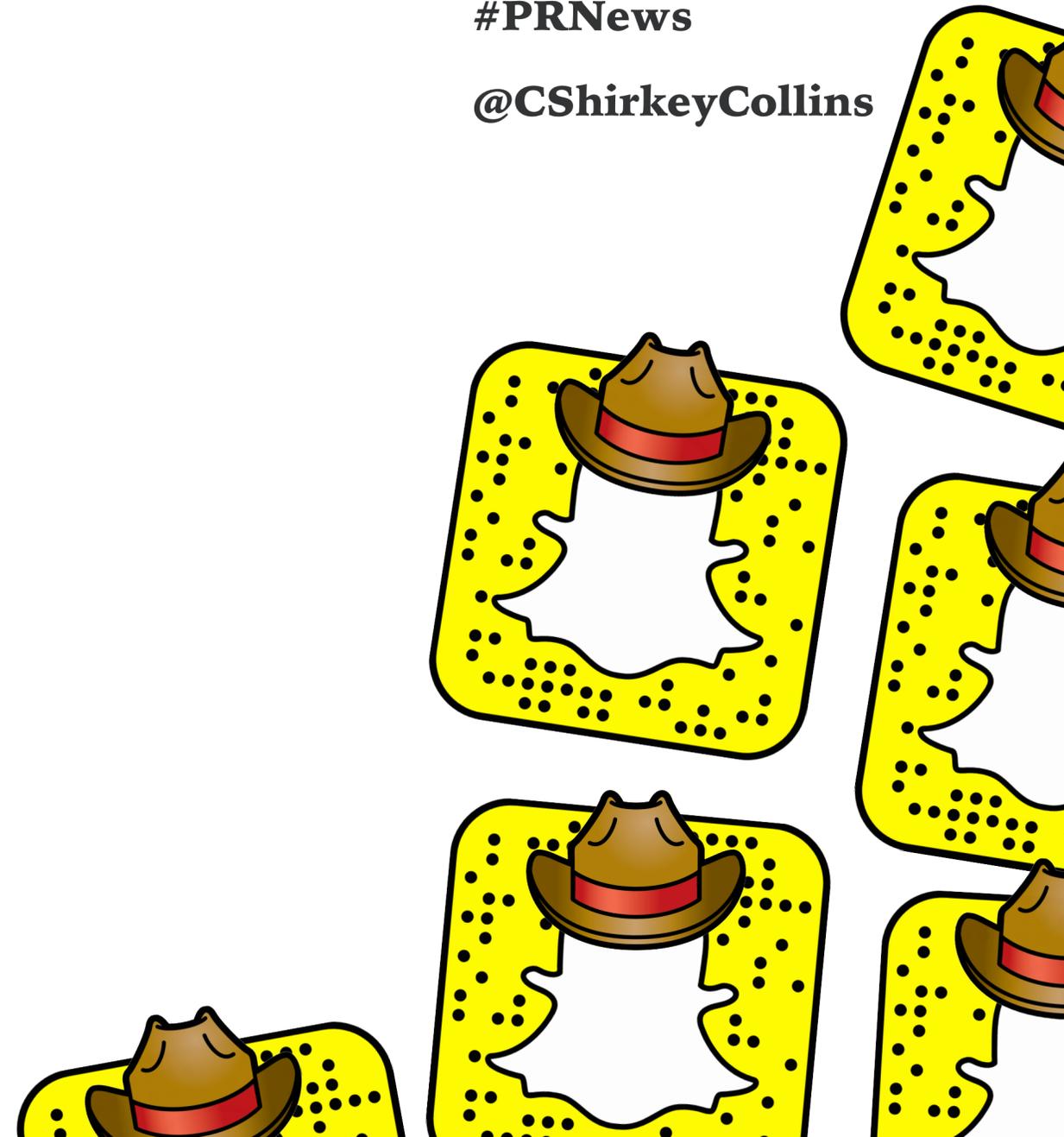
# The Snapchat Challenge

- No native analytics
- No follower count – engagement counts
- Time-sensitive
- Hard to prove ROI

**Or IS it?**

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# Who Wants Snapchat Metrics Like This?



**70%**  
Completion  
rate



**3M**<sup>👁️</sup>  
minutes  
viewed since  
launch

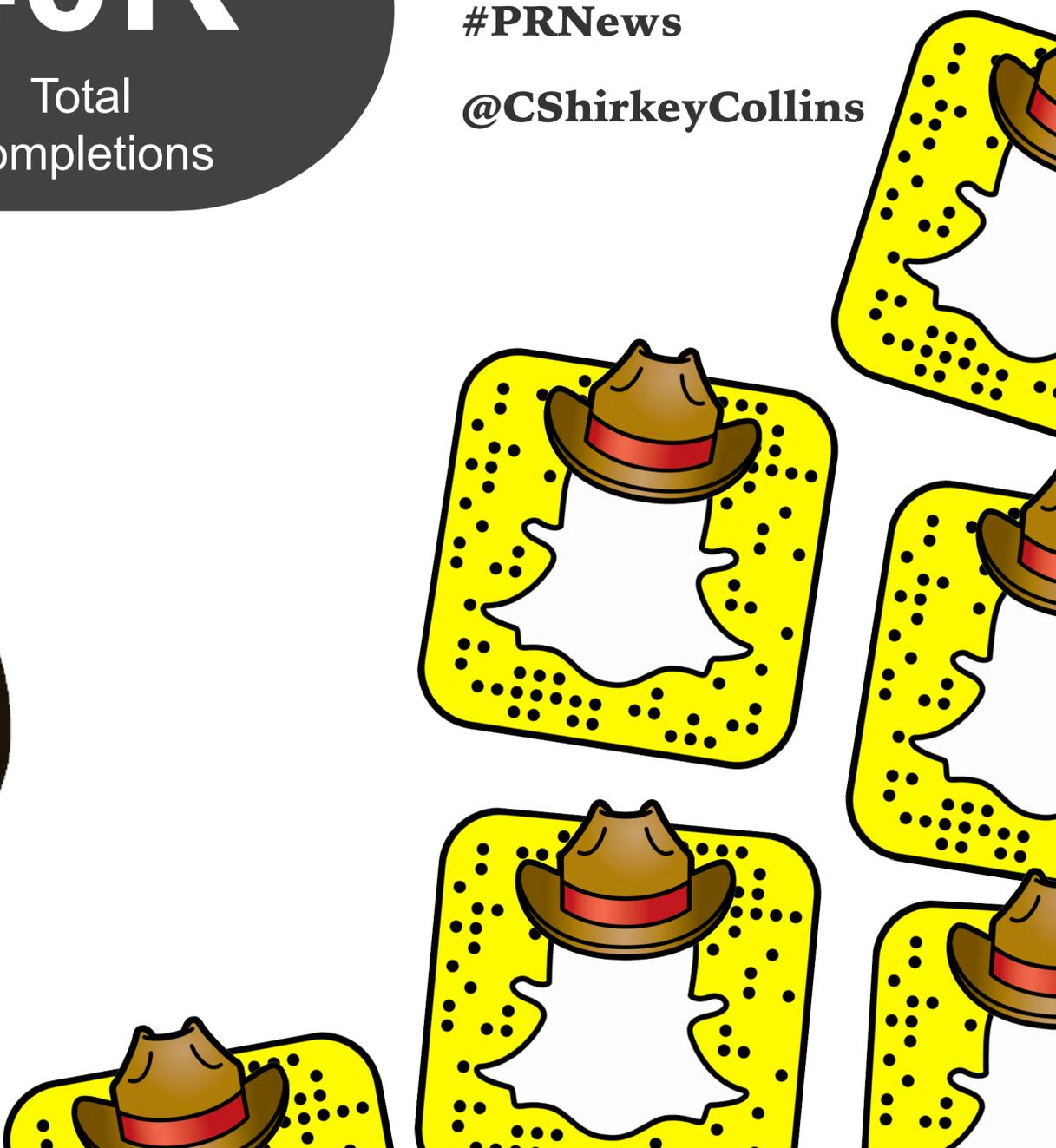
**700+**  
Daily Views



**40K**<sup>👁️</sup>  
Total  
Completions

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**WANTED**



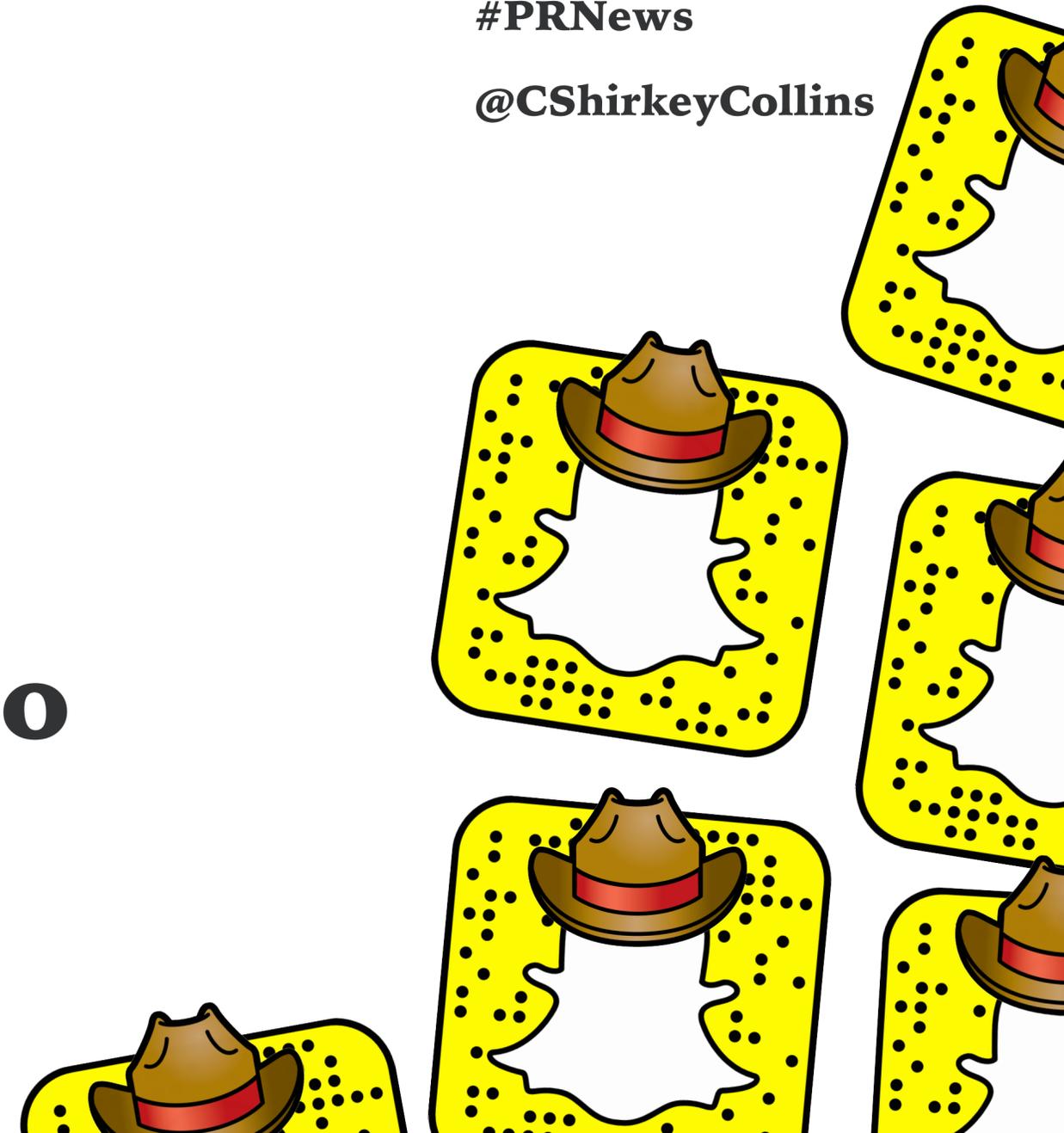
# Why Is Snapchat Different?

- No link-outs
- No hashtags
- No “likes,” “faves,” or “shares”
- There’s no “do-over”

**But it’s also  
the SAME**

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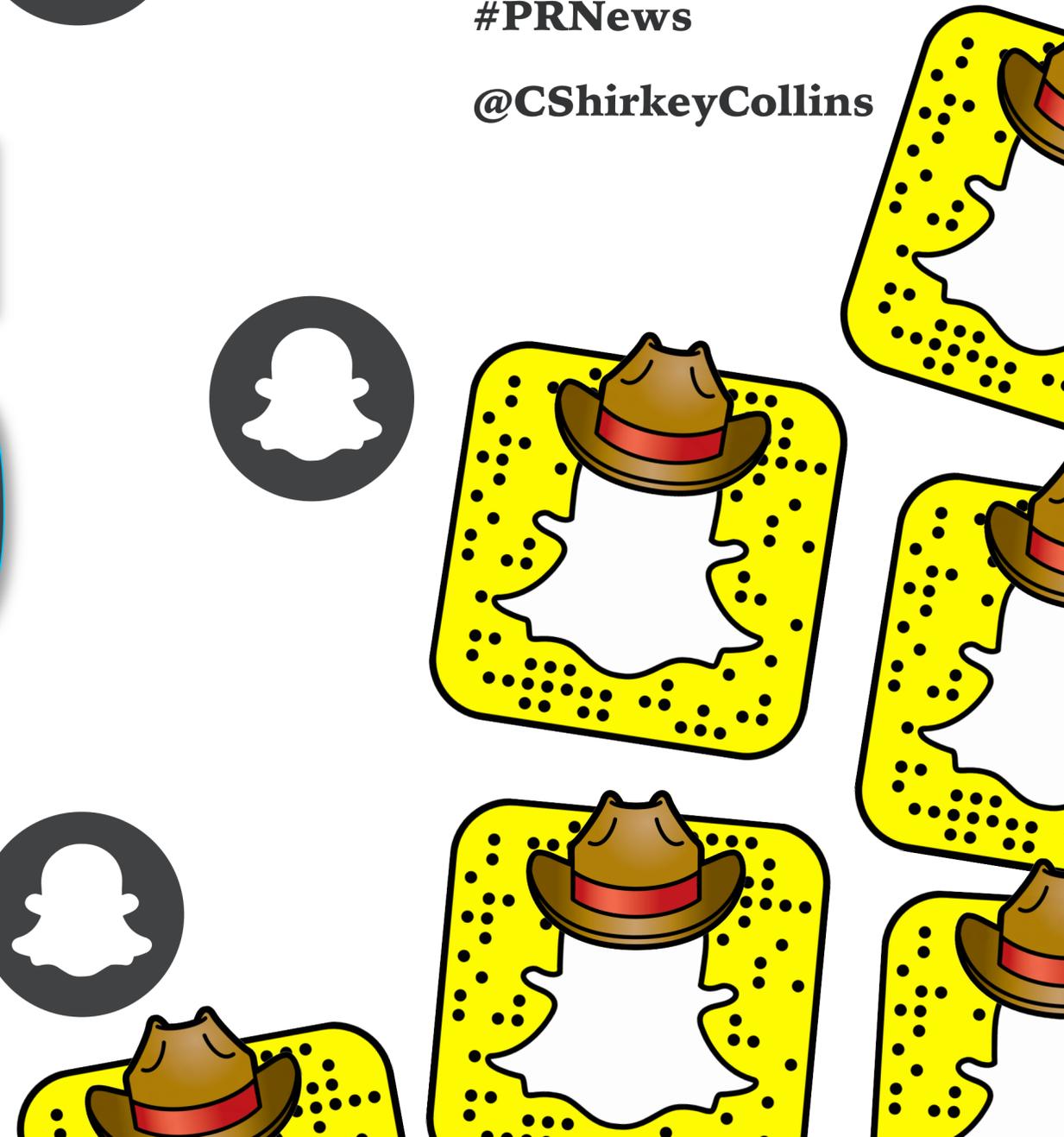


# Where to Start?



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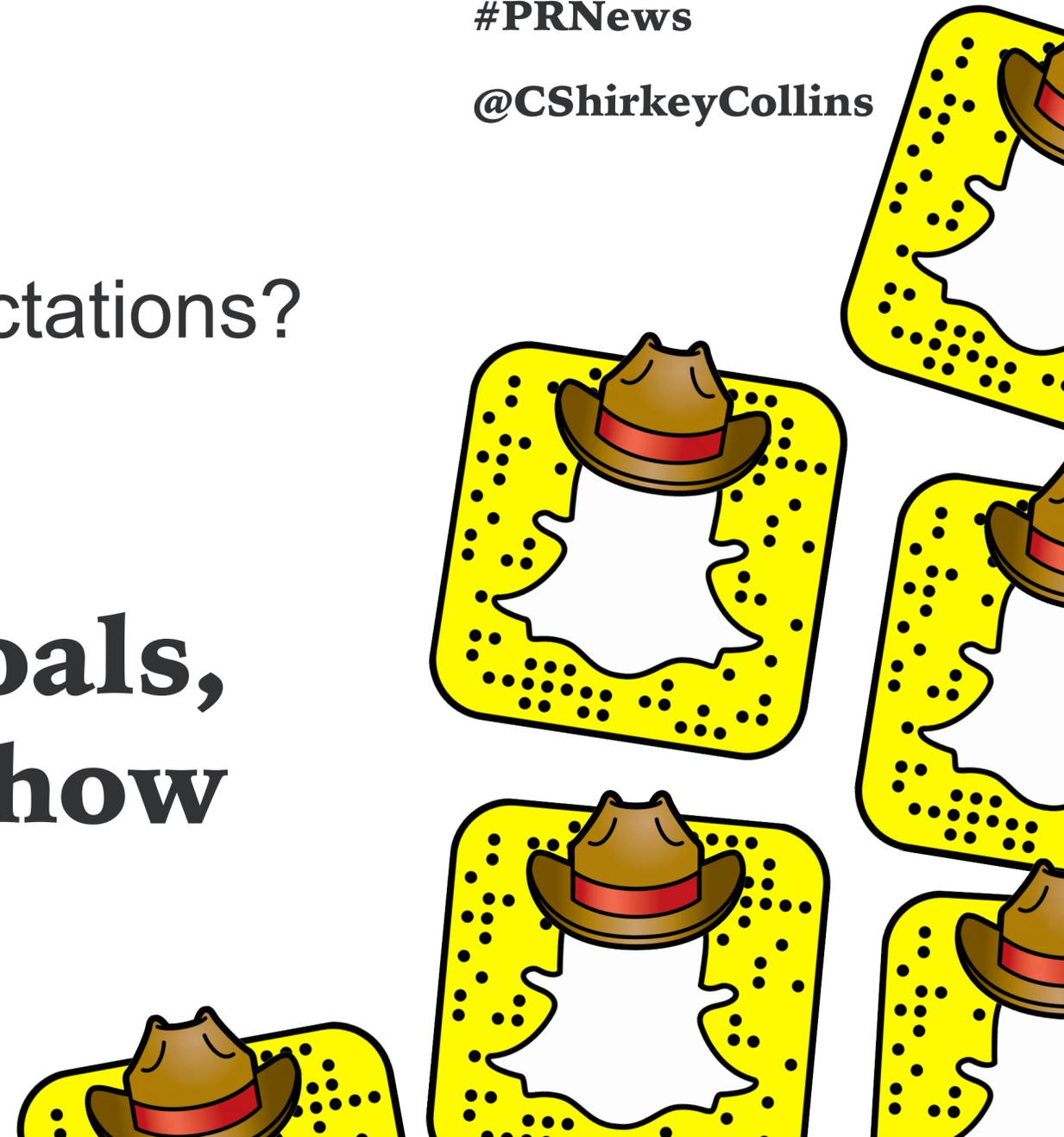
# What Goals?

- Who is your audience?
- What do you want them to do?
- What is the purpose of your channel? Expectations?

**Without clear goals,  
you will never show  
success!**

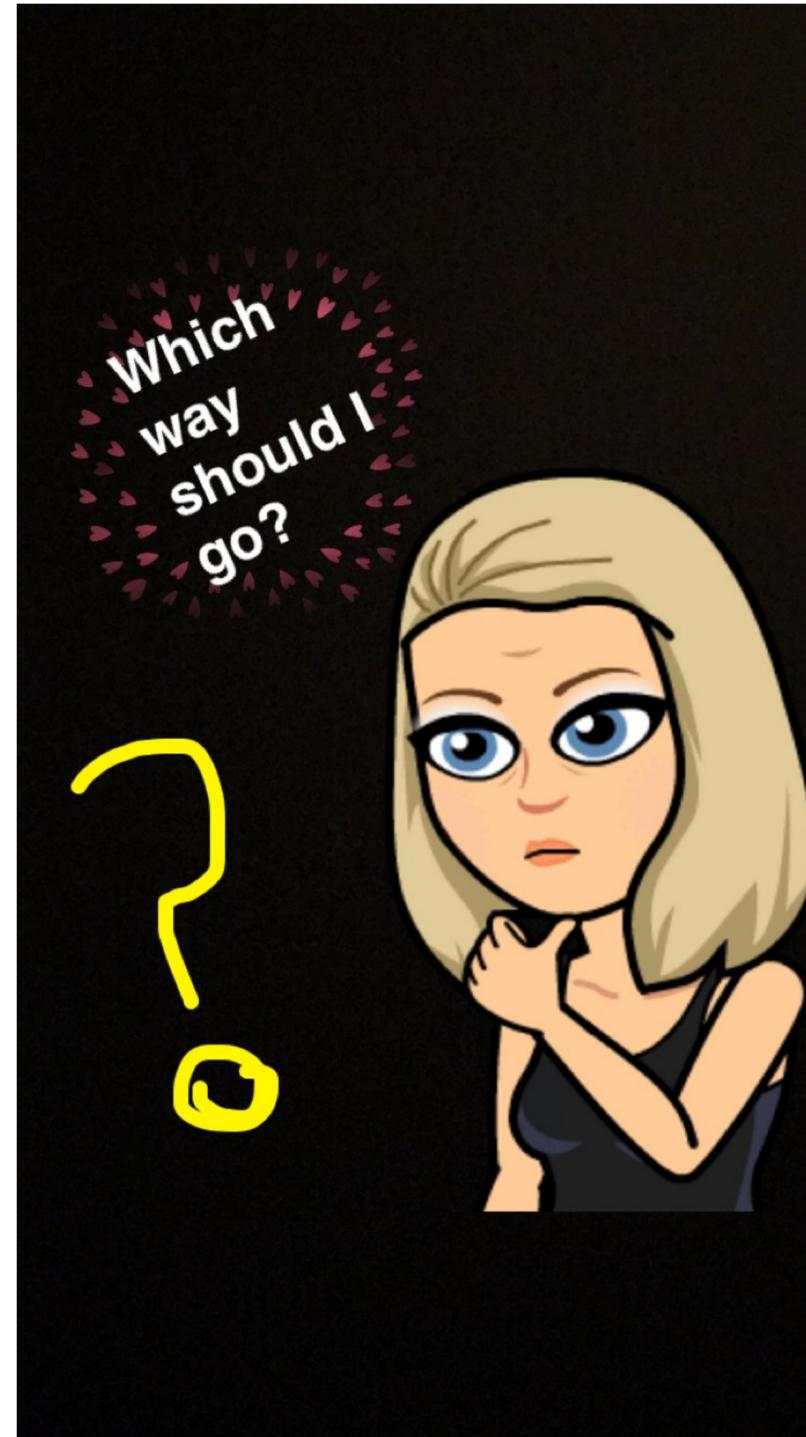
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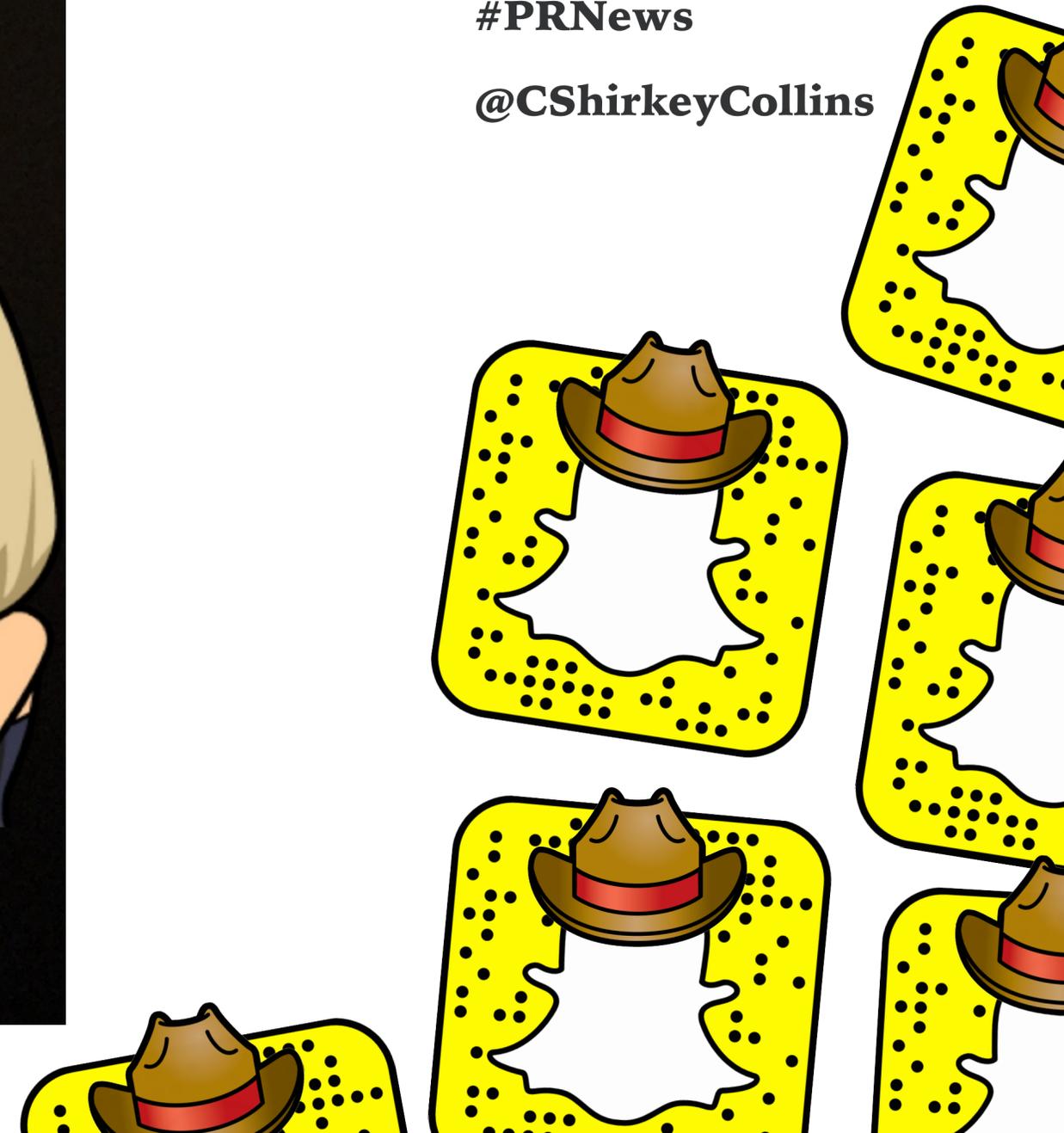
# Two Measurement Approaches

- Manual
- Paid Tools



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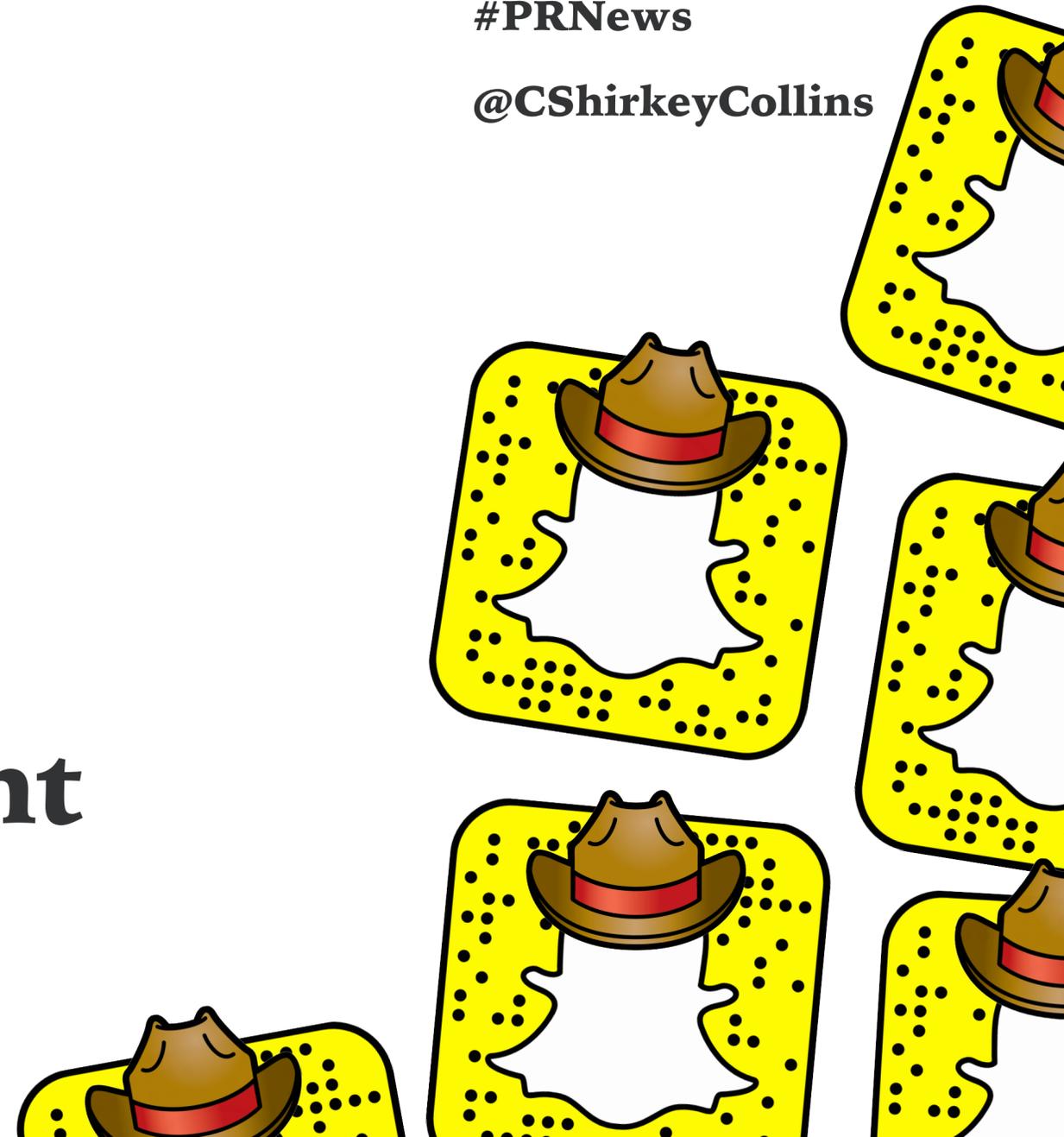
# What CAN/SHOULD You Measure?

- Total Unique Views
- Story Completions
- Completion Rate
- Screenshots

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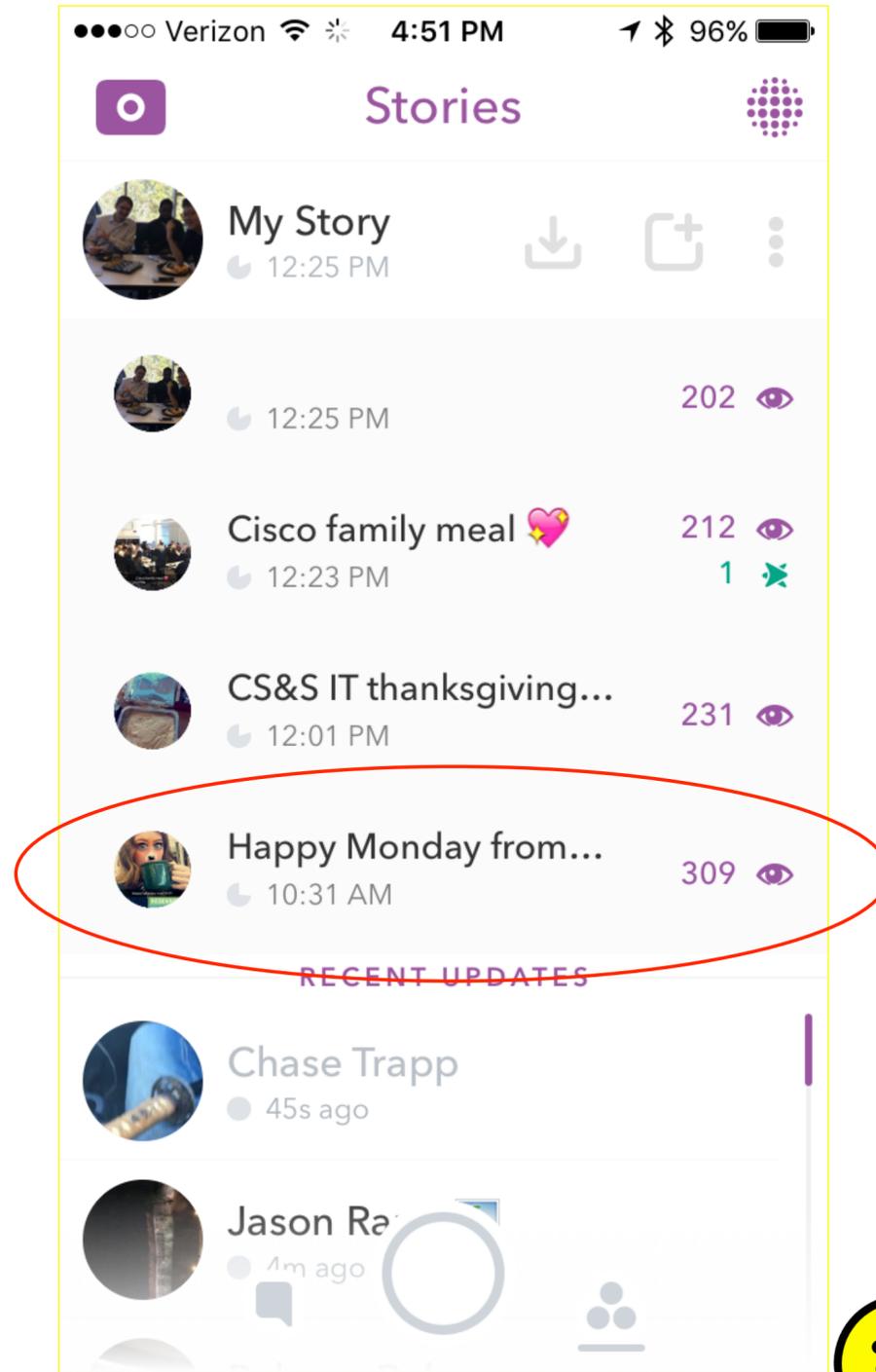
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**Engagement**



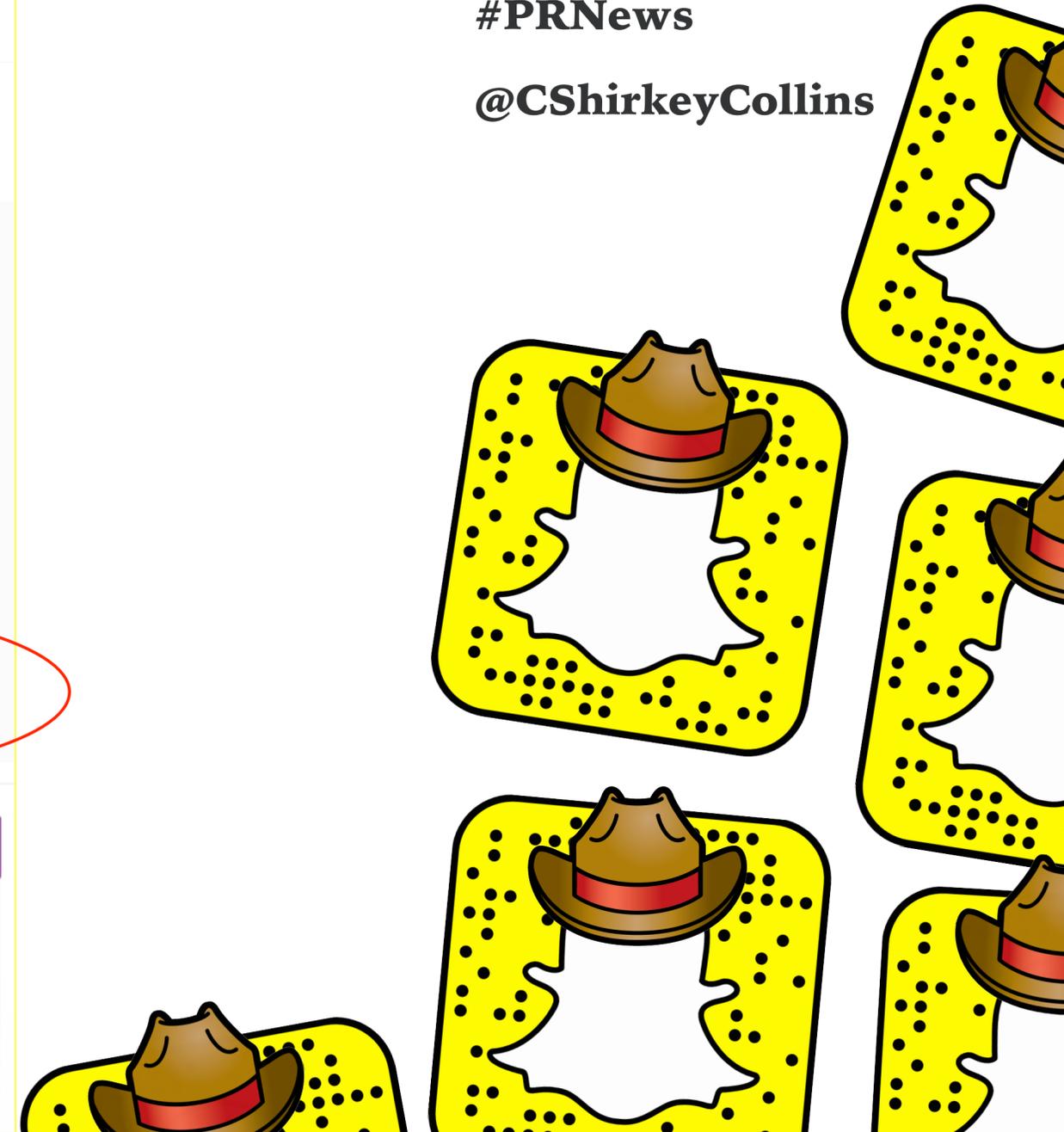
# How Do I Measure . . . Total Unique Views?

- First Snap of the Day
- How Many Viewed?
- = Total Unique Views



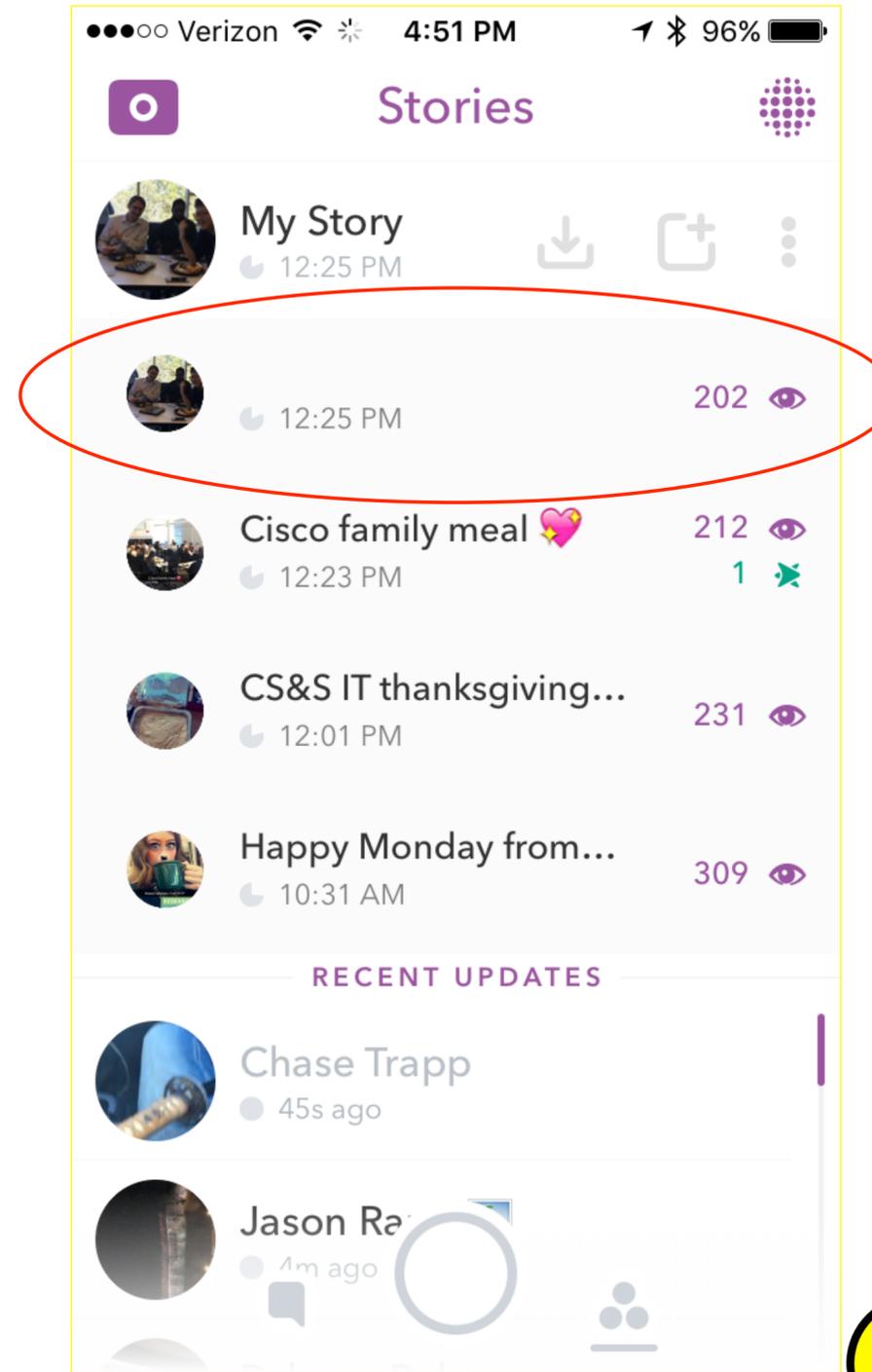
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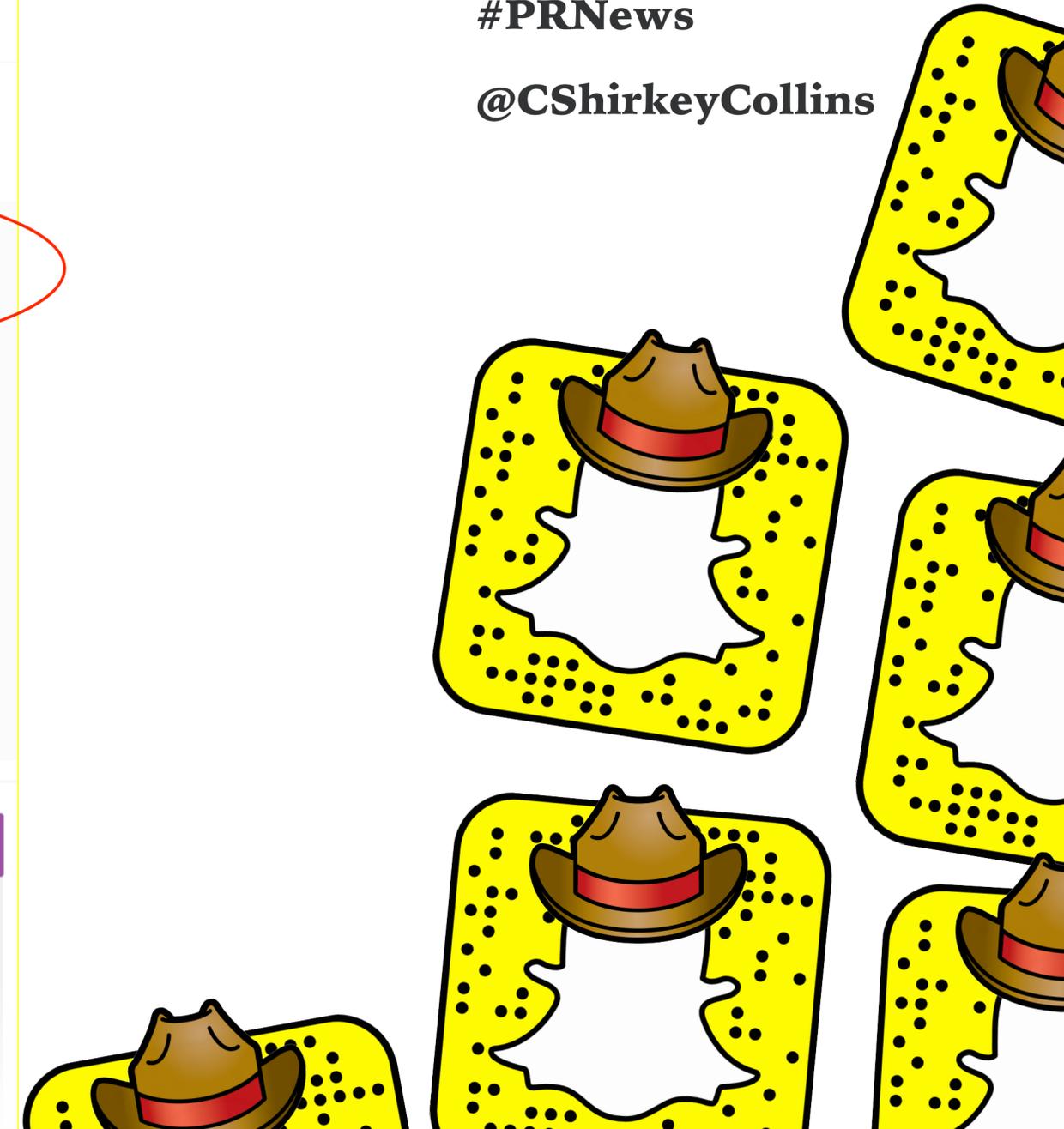
# How Do I Measure . . . Story Completions?

- Last Snap of the Day
- How Many Viewed?
- = Story Completions



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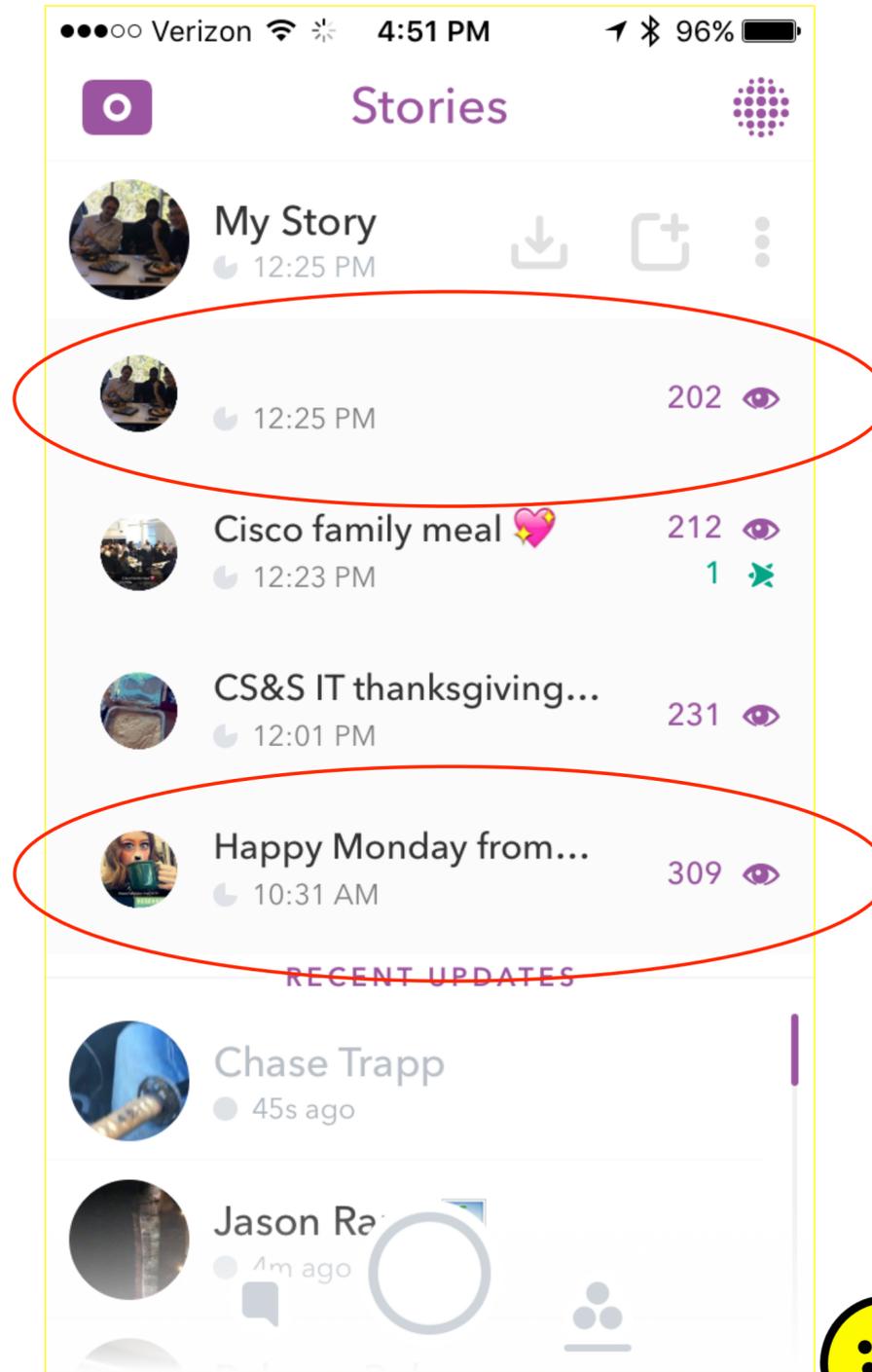
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# How Do I Measure . . . Completion Rate?

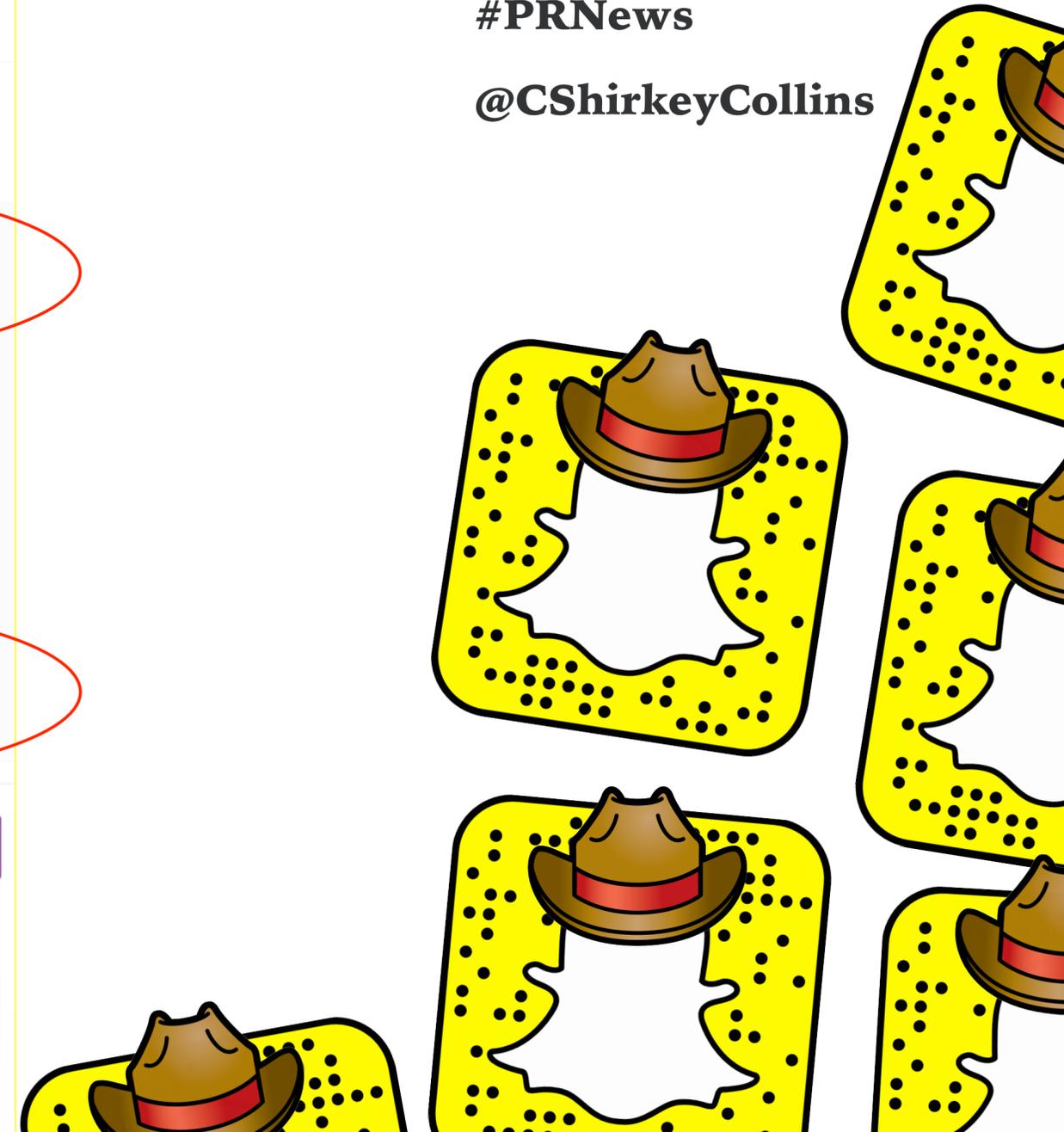
- Last Snap Views /
- First Snap Views
- x 100
- = % Completion Rate

$$202/309 \times 100 = 66\%$$



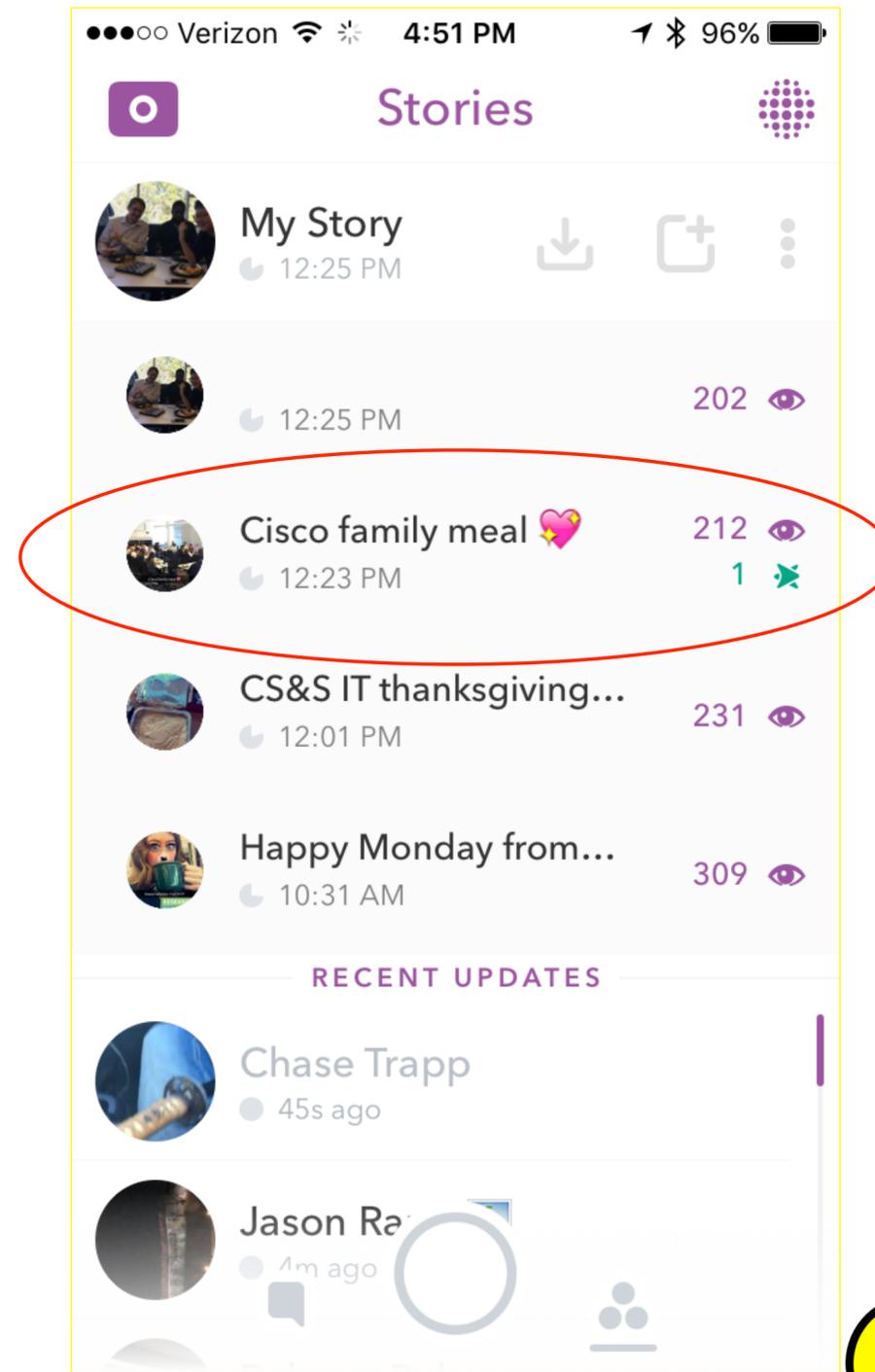
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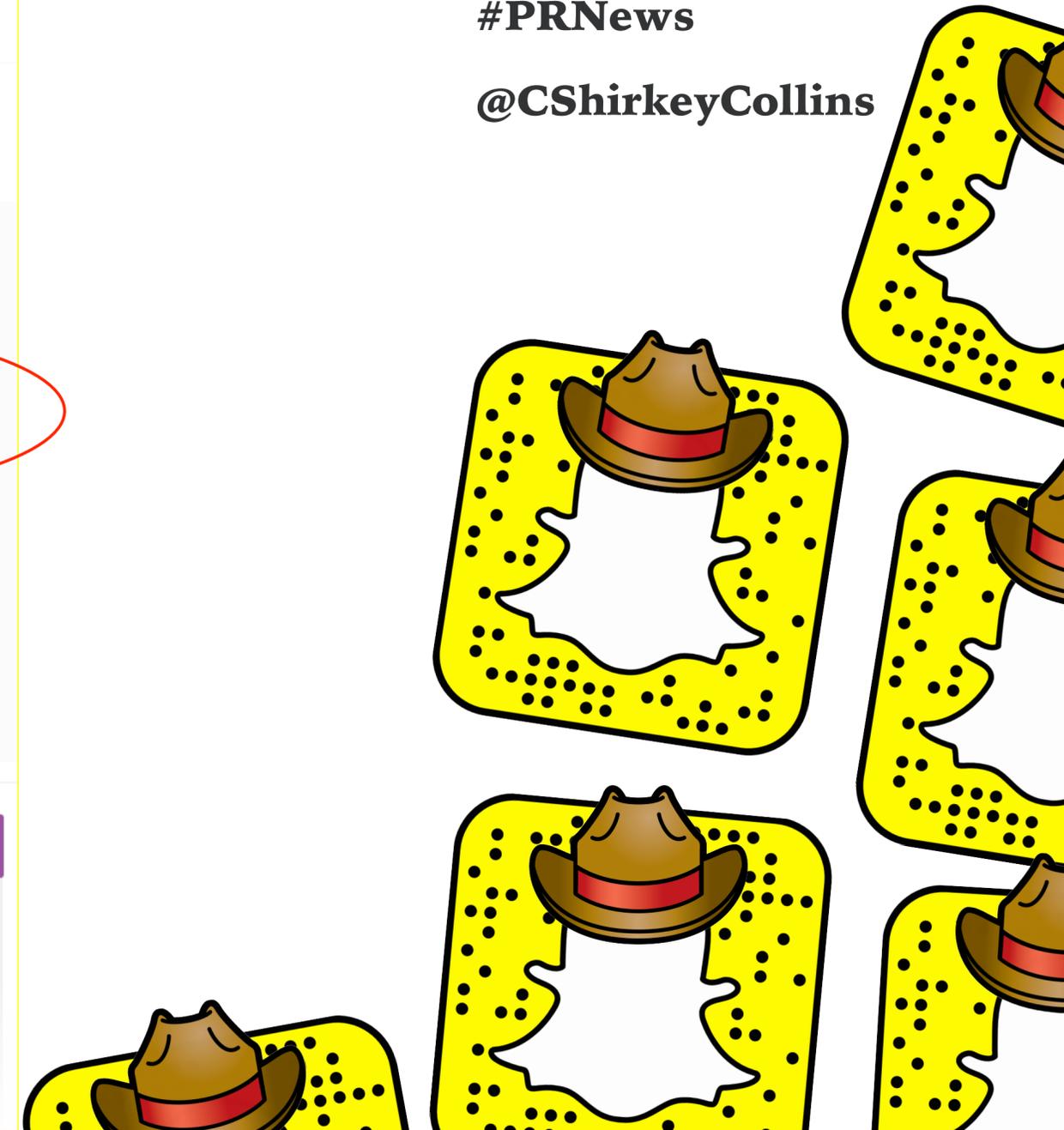
# How Do I Measure . . . Screenshots?

- Look for icon
- Add up all the numbers
- Did you ask for them?



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# Remember, the sun sets on Snaps

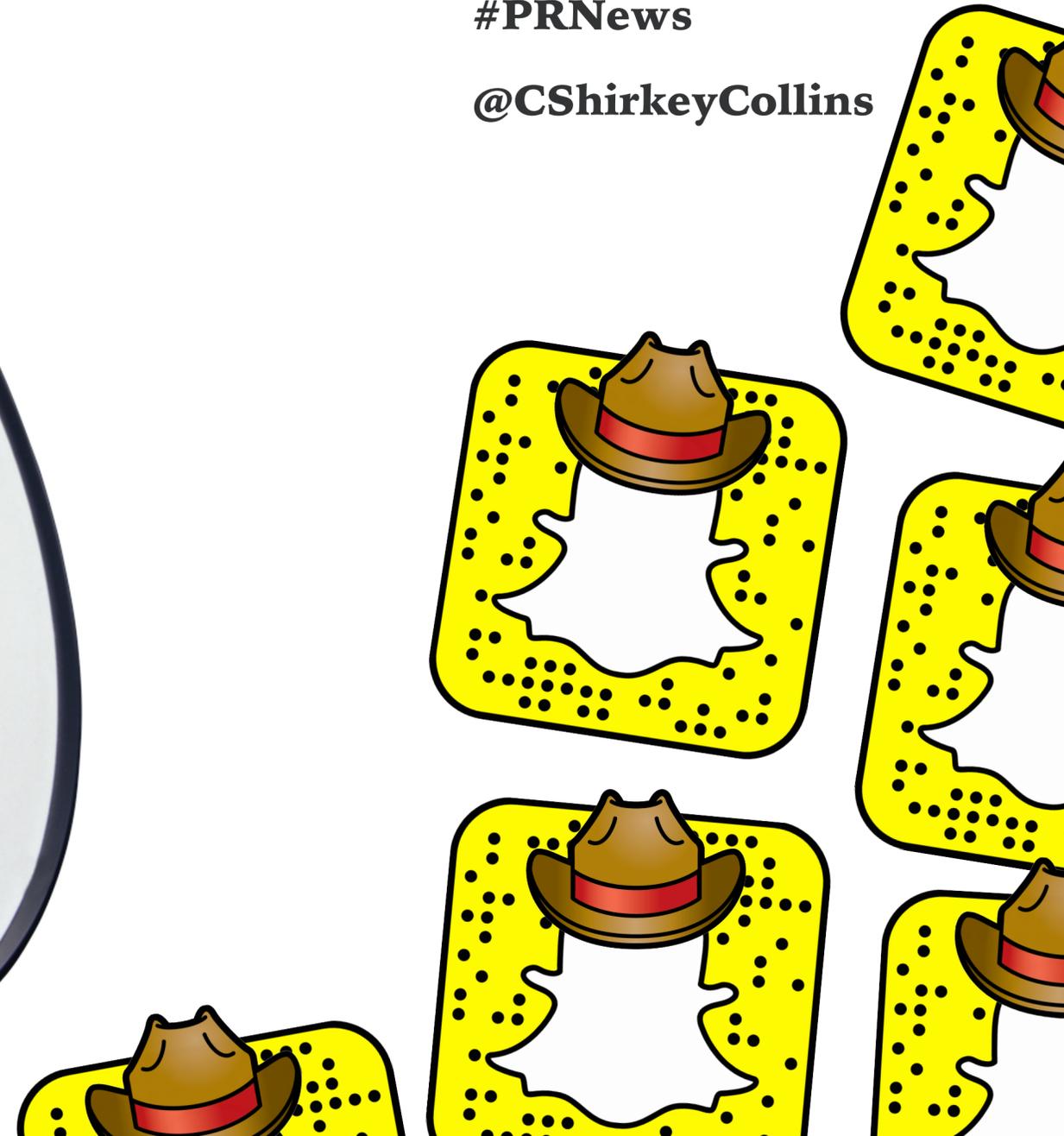
24

HRS

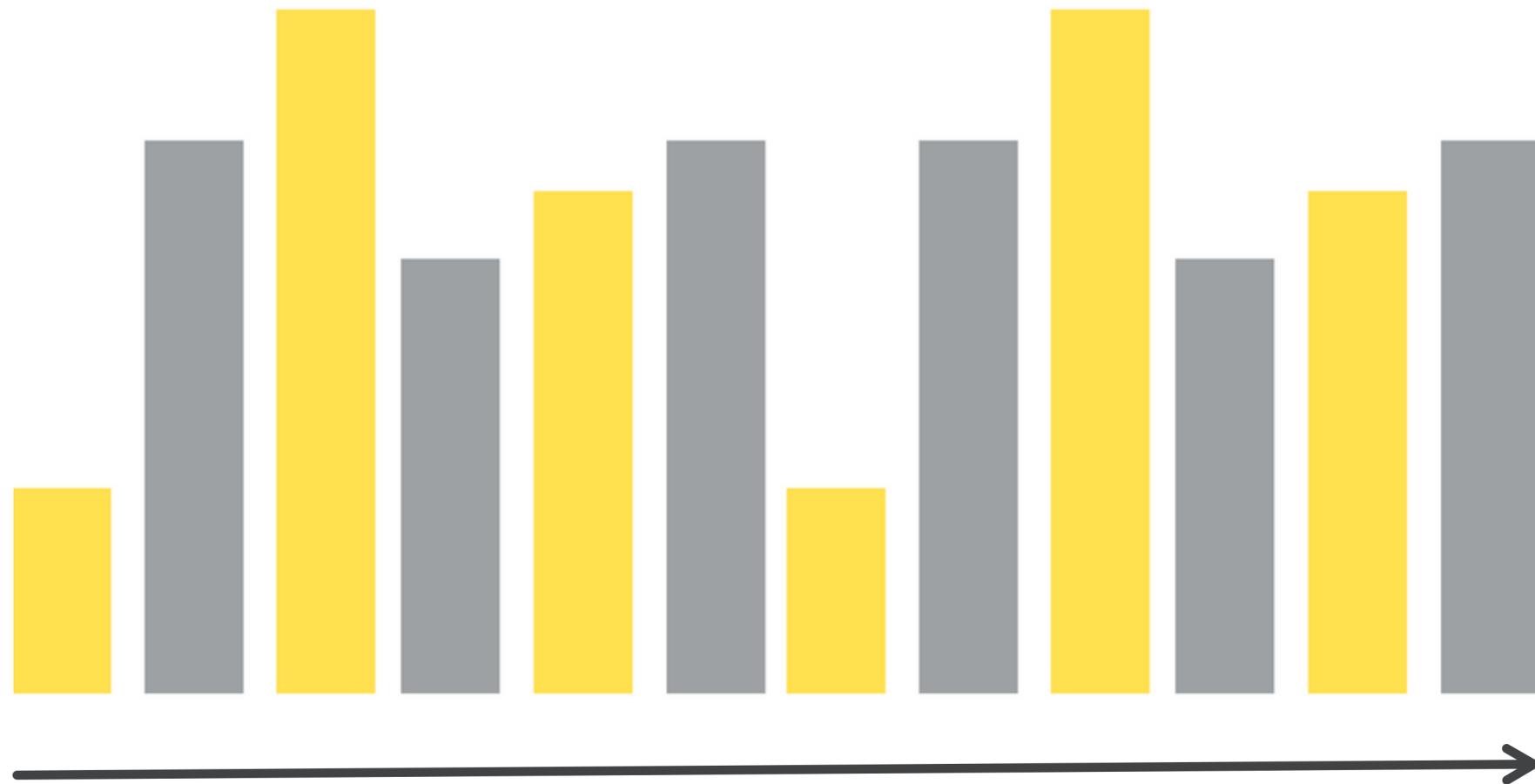


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# Speaking of Time



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- Keep a spreadsheet of numbers/tactics each day
- You can see patterns, growth, etc. Establish baselines to measure against.



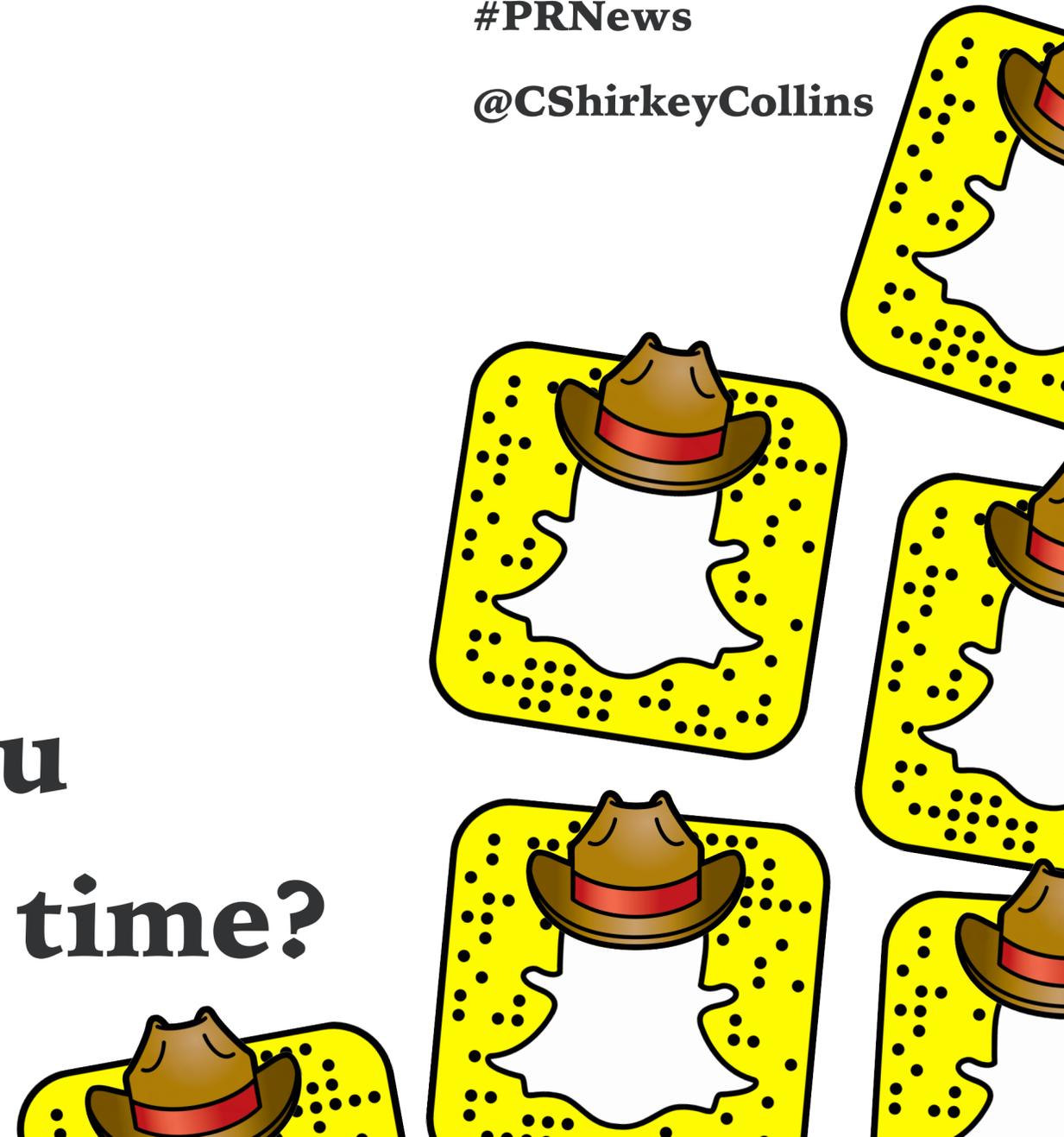
# What Can a Snapchat Measurement Platform Do?

- No Manual Work
- No Time Constraint
- Extra Metrics
- Charts with Metrics Over Time

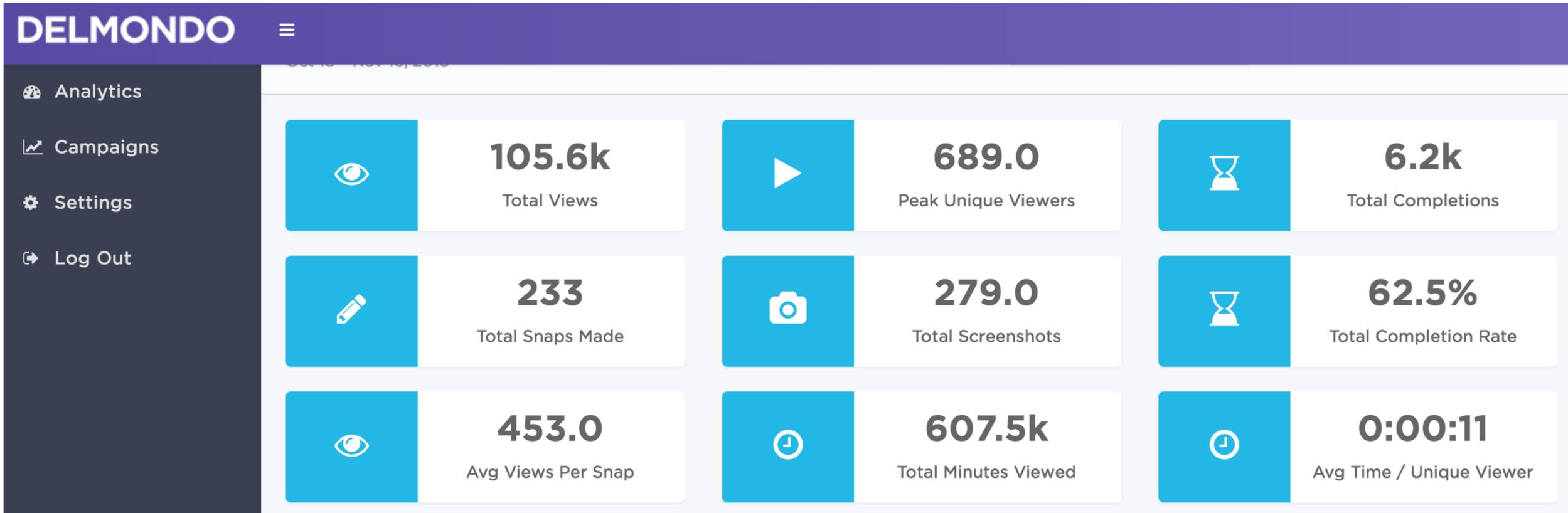
**How do you  
value your time?**

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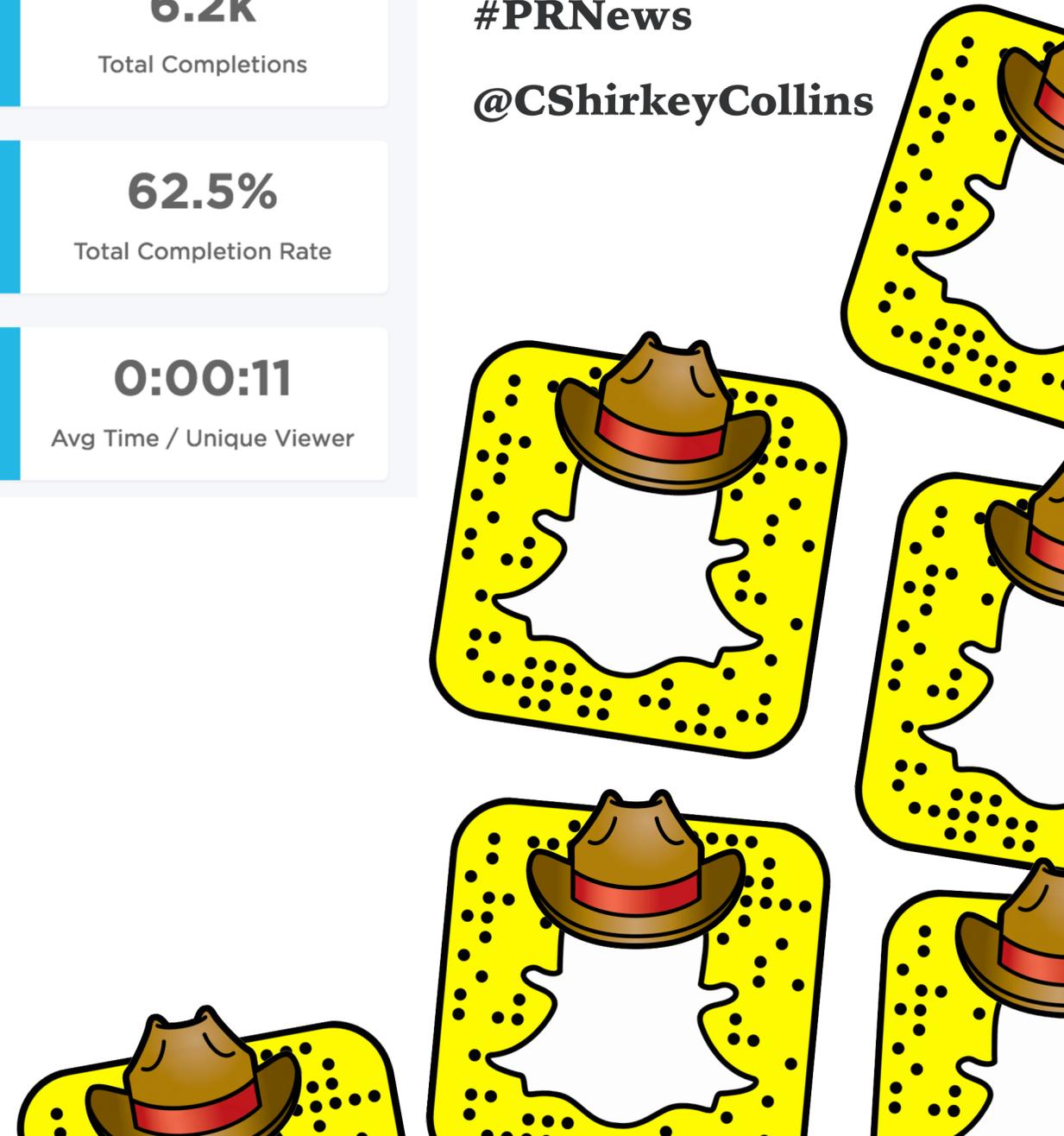


# Delmondo Dashboard



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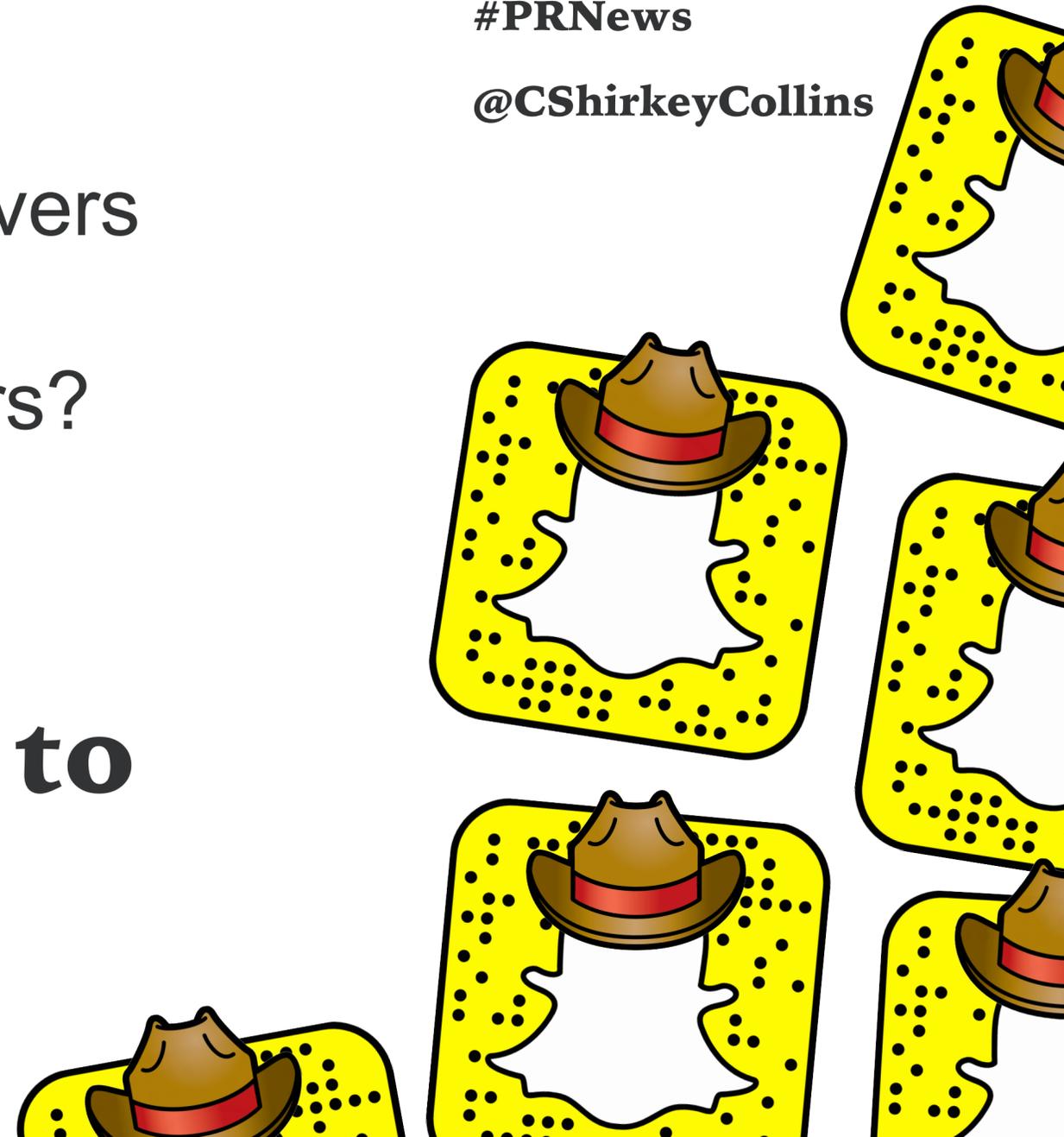
# Non-Snapchat Snapchat metrics 😊

- Remember Your Goals
- Ambassador Growth – ex: Employee Takeovers
- Influencer Metrics. What are THEIR numbers?
- Others

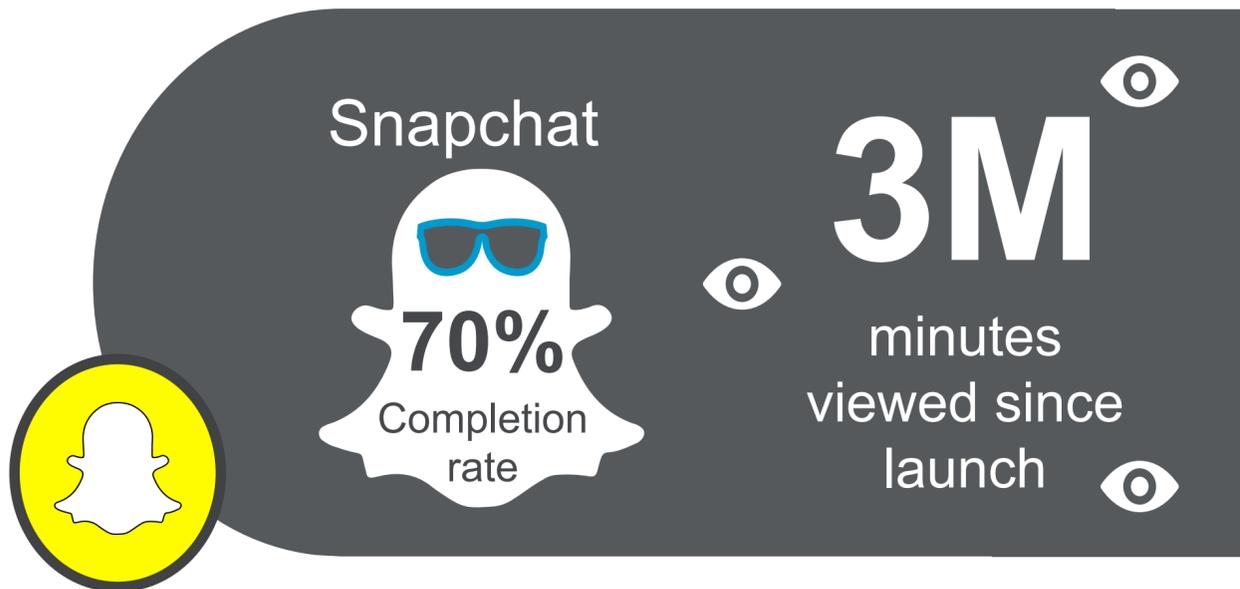
**Customize to  
Your Goals**

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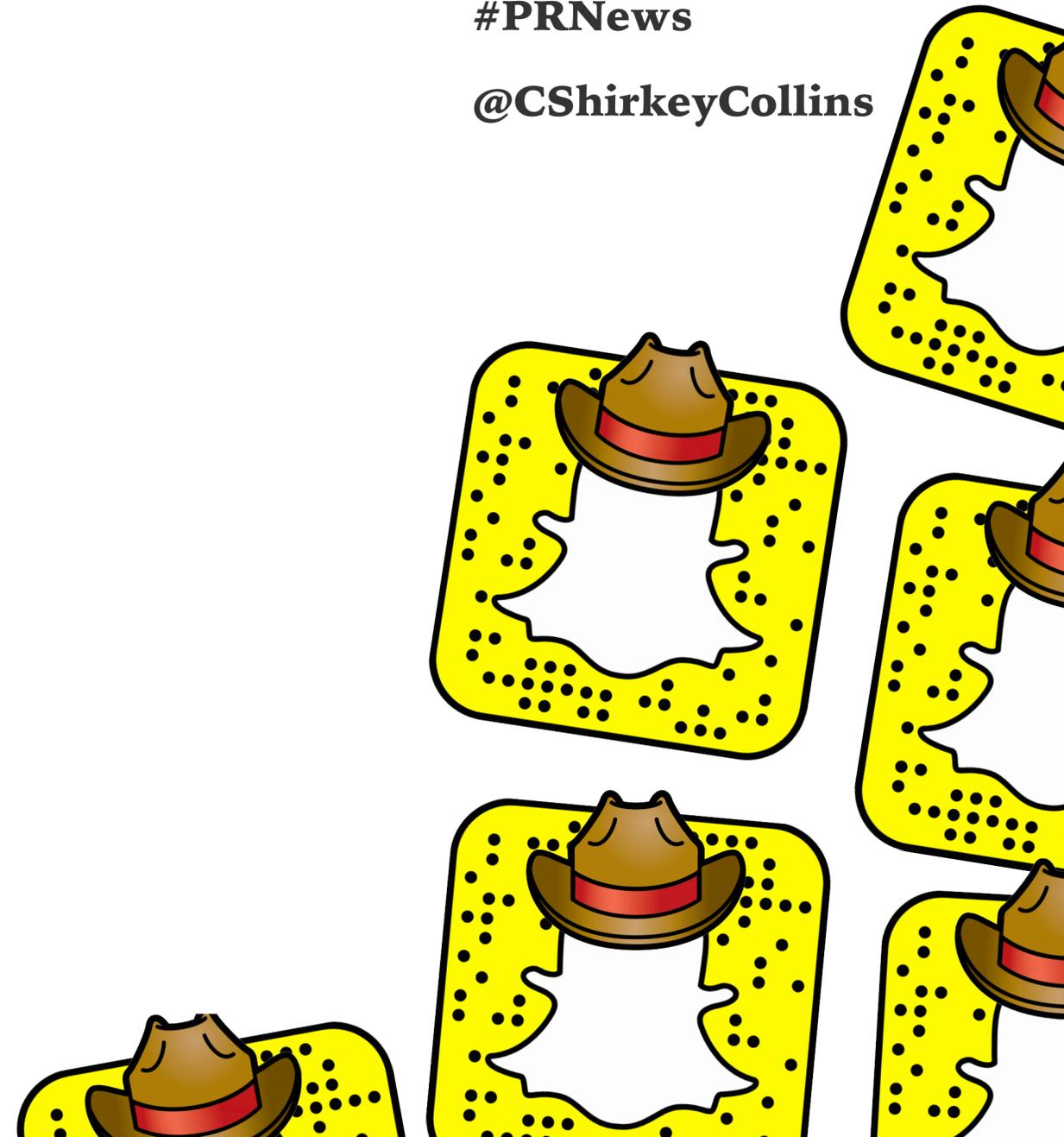


# A Piece of a Complete Strategy



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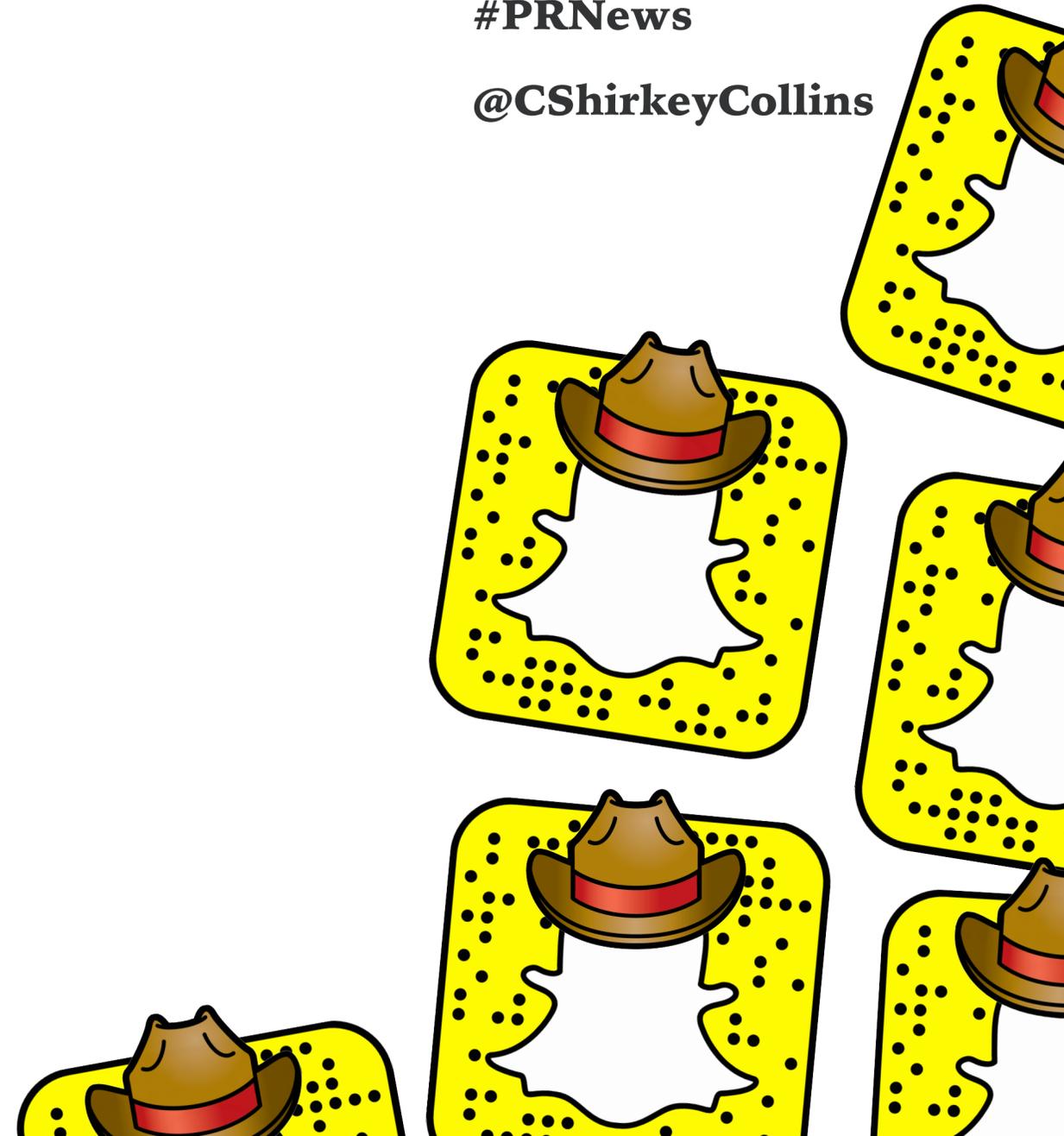
# A Gift for You



**Delmondo.com = 10% off**  
**Mention the code:**

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# Summary Points

- You CAN Measure Snapchat
- Goals First
- Engagement Is Key
- Manual vs. Tools



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