

WHAT SHOULD YOU MEASURE

Total Unique Views

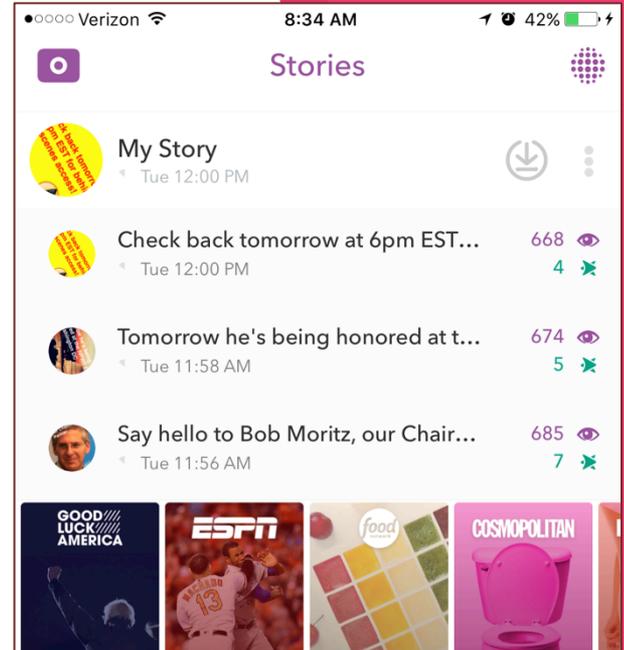
The number of people who have opened up the first frame in your Snapchat story for at least a second.

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



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WHAT SHOULD YOU MEASURE

Story Completion Rate

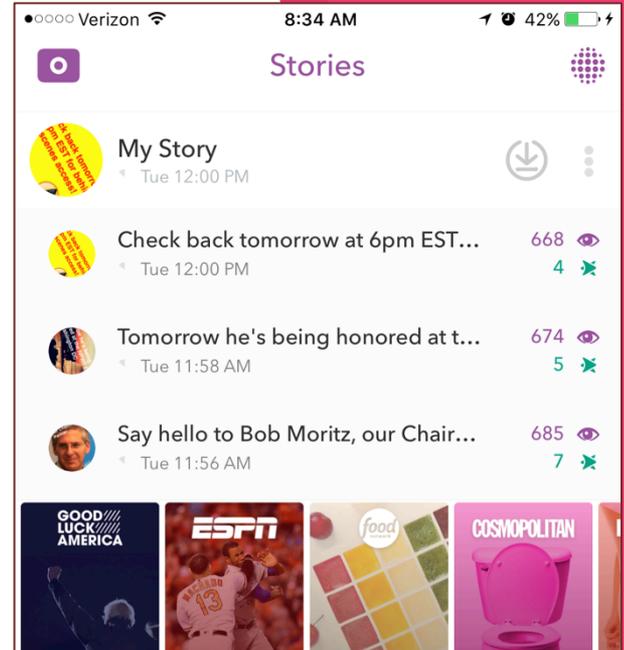
Divide total views in the last snap from the total views in first snap.

Example: $668/685 = 98\%$ completion rate

Screenshots

How many people have taken a screenshot of your content.

Example: $7+5+4= 16$



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WHAT SHOULD YOU MEASURE

Total Snaps

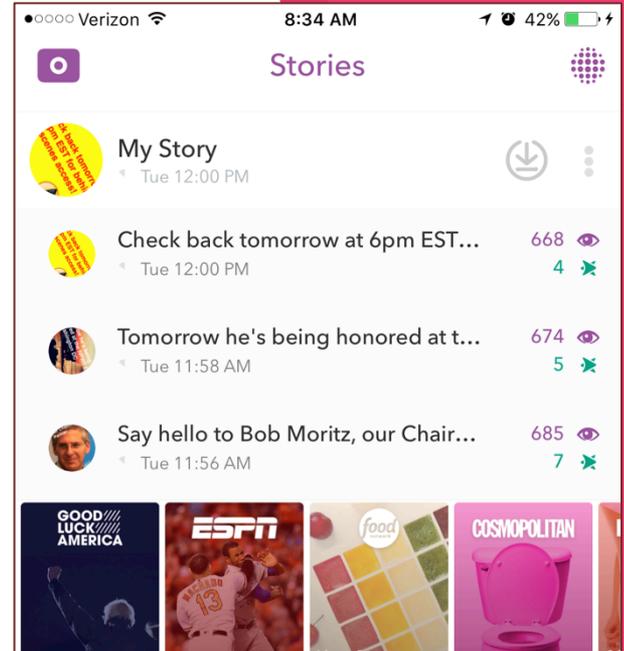
How many snaps you had in your story.

Example: 3

Snap Story Length

The total length of your story.

Example: 15 seconds



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EARNED

BUZZ

Don't forget about tracking metrics across other platforms.

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



Reply to Rob Fields, Snapchat, PwC LLP