Snapchat Measurement:
Targeting Audiences, Planning Programs and Optimizing Content

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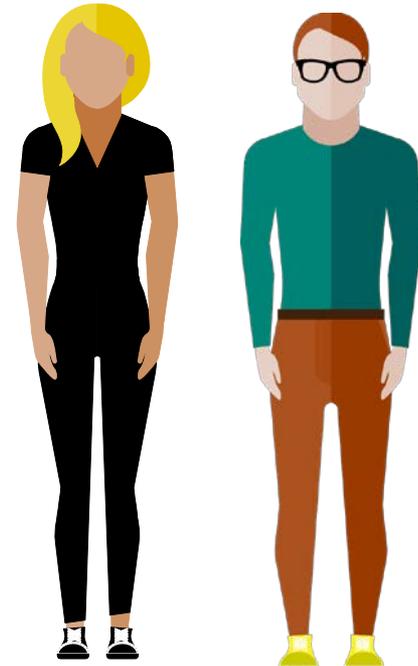@michaelrinaman

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What we'll discuss

- Knowing your audience, and communicating with them

- Setting goals for your brand's audience before measuring

- Using geofilters to better target and measure

- Optimizing content based on proven success

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Snapchat users are different than users on other social channels; knowing them will guide your measurement

- Snapchat users are:
  - 24 and younger
  - Urban
  - Heavy social media users who:
    - Spend 1-4 hours on social networks
    - Use multiple different messaging and video apps

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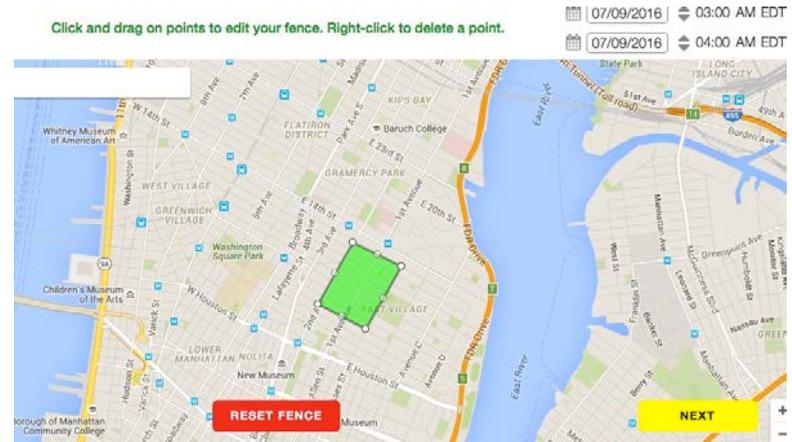# Set goals on what you'd like to achieve, keeping your audience in mind

- Based on your audience, set goals for what you'd like to achieve with your program, whether it be:
  - Increased awareness of your brand
  - Further understanding of your messages
  - Engagements
  - Brand love

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GEOFILTERS

Using geofilters allows you to further target your audience, adding other valuable metrics to your program

- Geotargeting content gives you the ability to specify your audience even more precisely, or to limit conversations for events

- You can also track additional metrics for this content, such as downloads

Click and drag on points to edit your fence. Right-click to delete a point.

07/09/2016   03:00 AM EDT
07/09/2016   04:00 AM EDT

RESET FENCE   NEXT

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Use your metrics to optimize content

- Measure the results of each post, including:
  - Views
  - Completions
  - Screenshots

- Assign internal categories and topics to posts to understand what resonates the most with your audience

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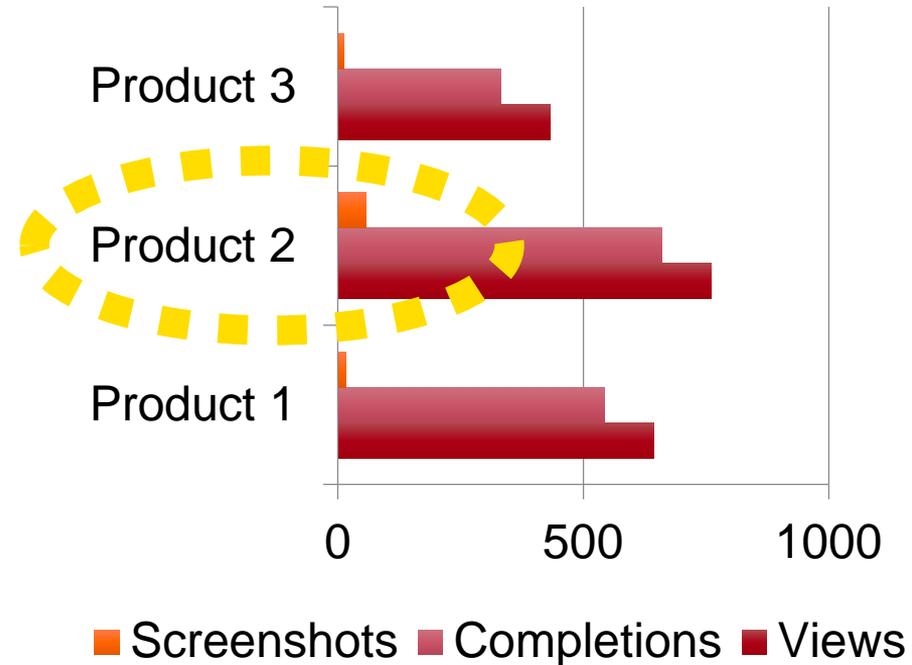
View metrics as a part of the entire social ecosystem, and not as isolated indicators

- Snapchat metrics should be viewed as an element of the entire social ecosystem, including:
  - Twitter
  - Facebook
  - YouTube
  - LinkedIn
  - Instagram and more

- While metrics should be viewed holistically, content must be tailored to the platform and audience

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QUESTIONS?

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