HOW TO GIVE USERS A UNIQUE EXPERIENCE ON SNAPCHAT

HOW I BECAME A STORY TELLER

STORYTiZiNG

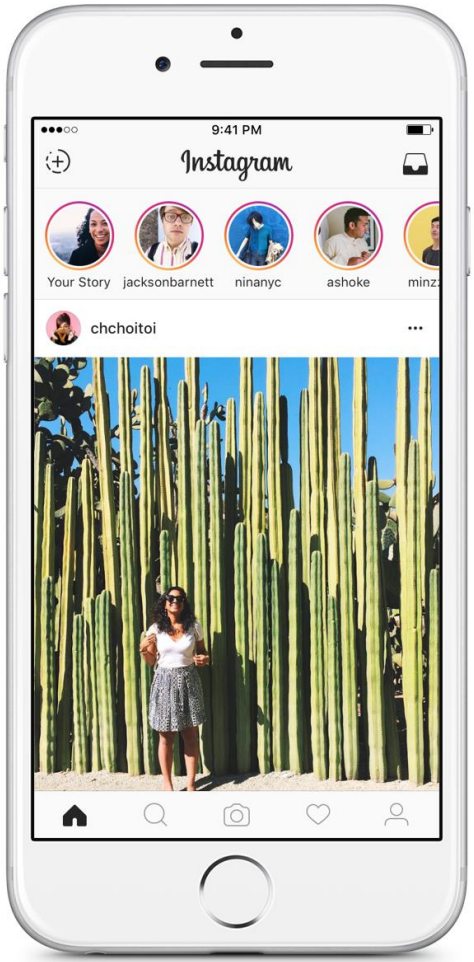
BOB PEARSON

Author of PreCommerce

EVERYONE
HAS A STORY

Undo
Done
Instagram
Stories

Snapchat
Stories


9:41 PM
Instagram
Your Story
jacksonbarnett
ninanyc
ashoke
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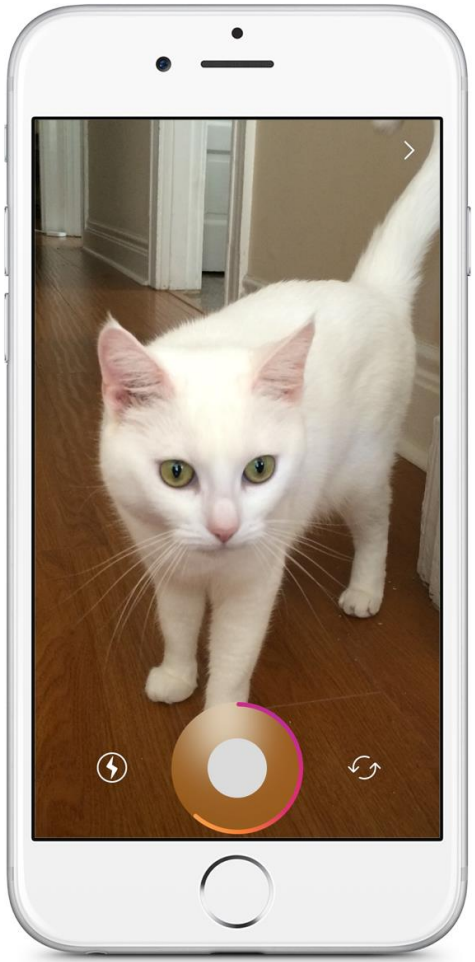
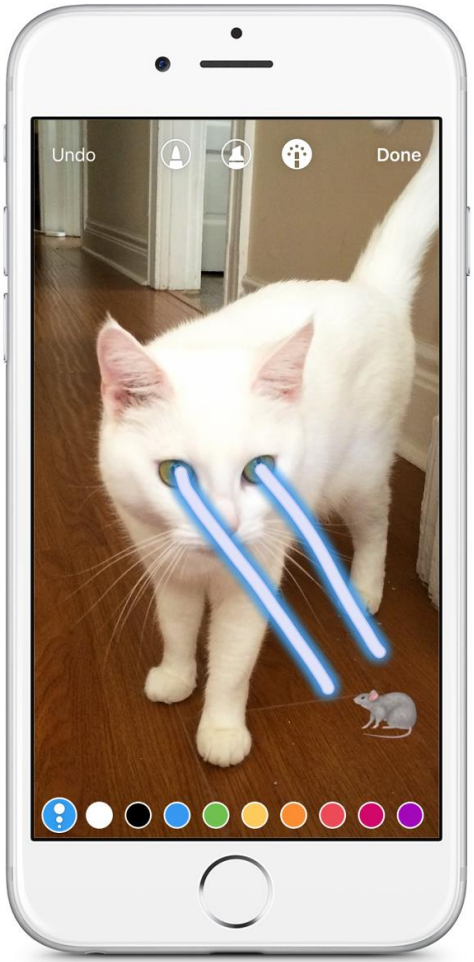



Undo
Done

Instagram CEO on Stories: Snapchat deserves all the credit

Nike and Others Dive Into Instagram Stories: Why Marketers Already Like It Better Than Snapchat

Instagram Has Bigger Reach and Loves Marketers

Instagram just declared war on Snapchat

Instagram launches "Stories," a Snapchatty feature for imperfect sharing

Instagram "Stories" Is Better Designed Than Snapchat (Even If It Looks Like A Knock-Off)

Great designers steal—and then improve.

Instagram Just Debuted Snapchat-Like 'Stories' That Disappear After 24 Hours No more worries about over-posting By Christopher Heine

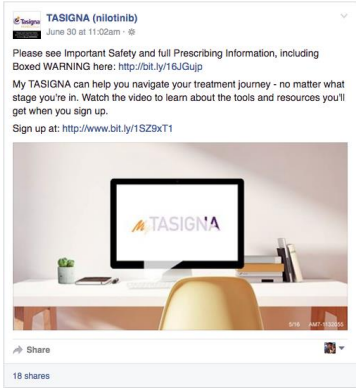
Who Can Keep Up?

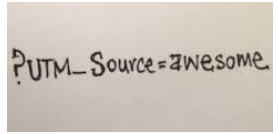
Advertising

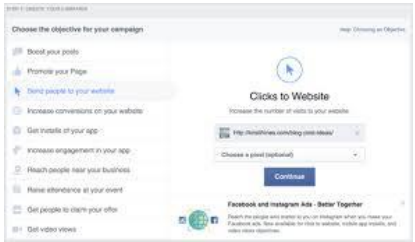
Facebook allows disabling comments for prescription pharmaceutical clients, making monitoring and controlling page much easier.

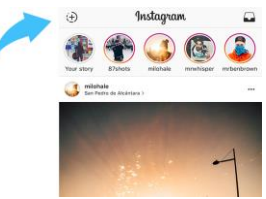
Rx Examples, Comments Enabled

Rx Example, Comments Disabled









REFINERY29

SNAPS ARE STORIES: YOUR STORIES & BRANDS' STORIES

WHAT IS SNAPCHAT?

Communication

Camera

Content

100 + Million

daily active Snapchatters

Source: Snapchat Internal Data

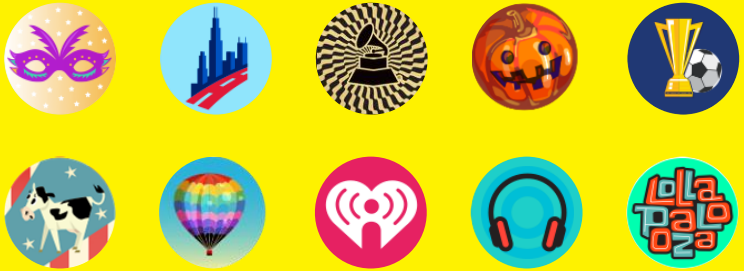
10+ Billion

daily video views every day on Snapchat

Source: Snapchat Internal Data; figures represent daily averages for December 2015.

60 + Million

Snapchatters view Discover every month

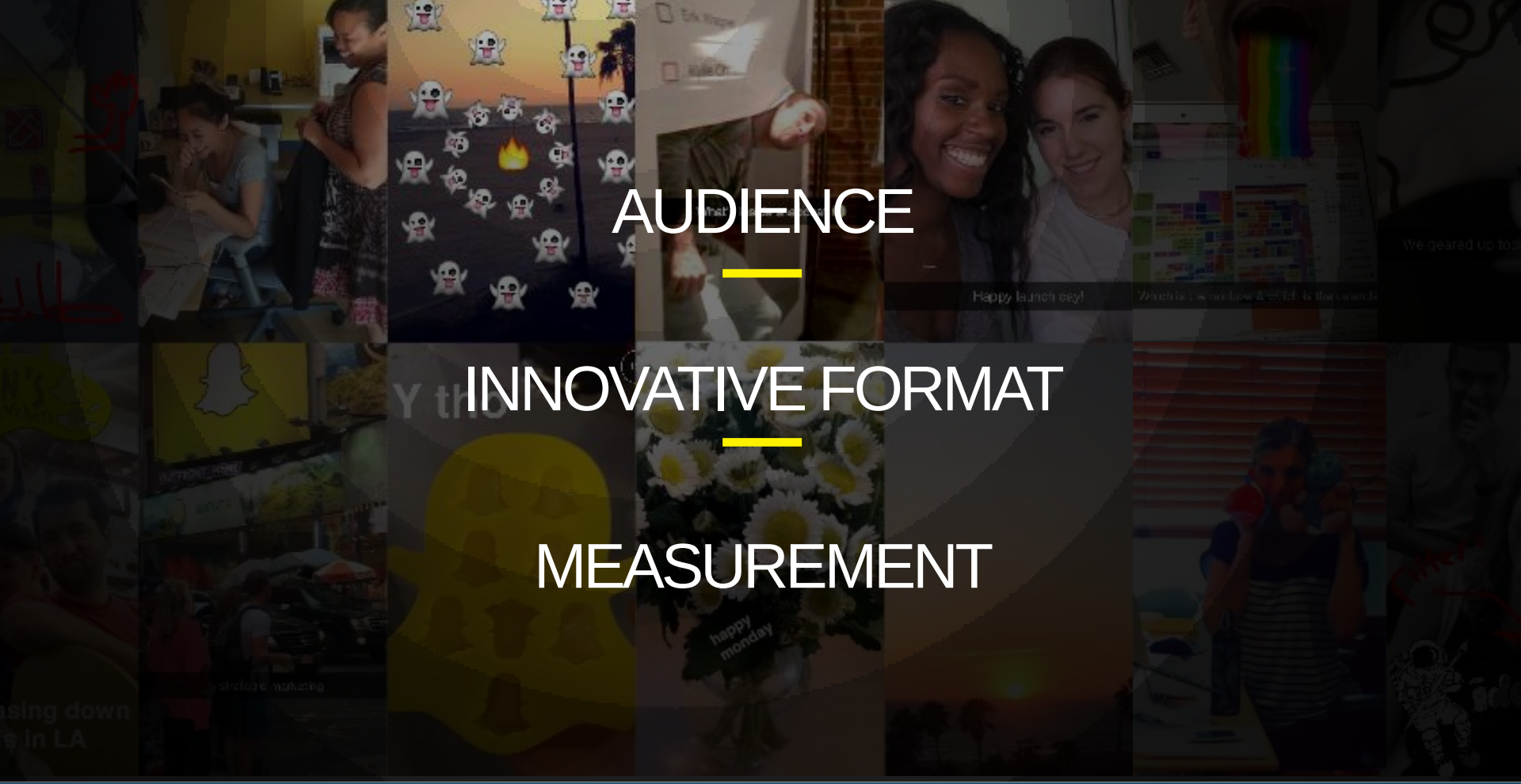


10-20 Million

Snapchatters watch a Live Story every day

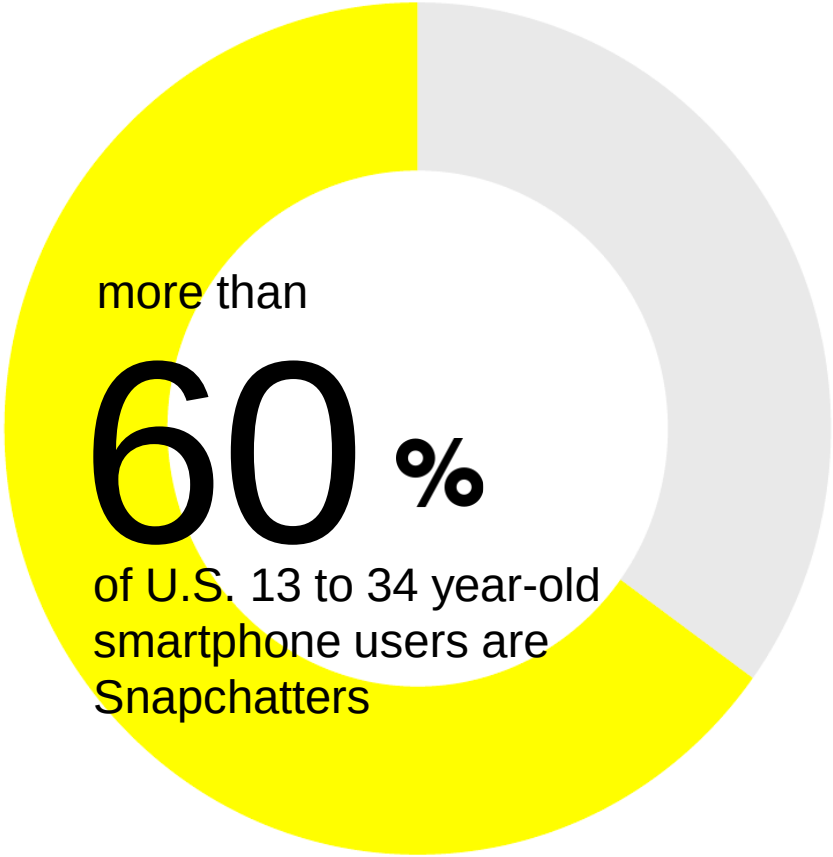
- Source: Snapchat Internal Data

WHY PARTNER WITH SNAPCHAT?


AUDIENCE
INNOVATIVE FORMAT
MEASUREMENT

AUDIENCE

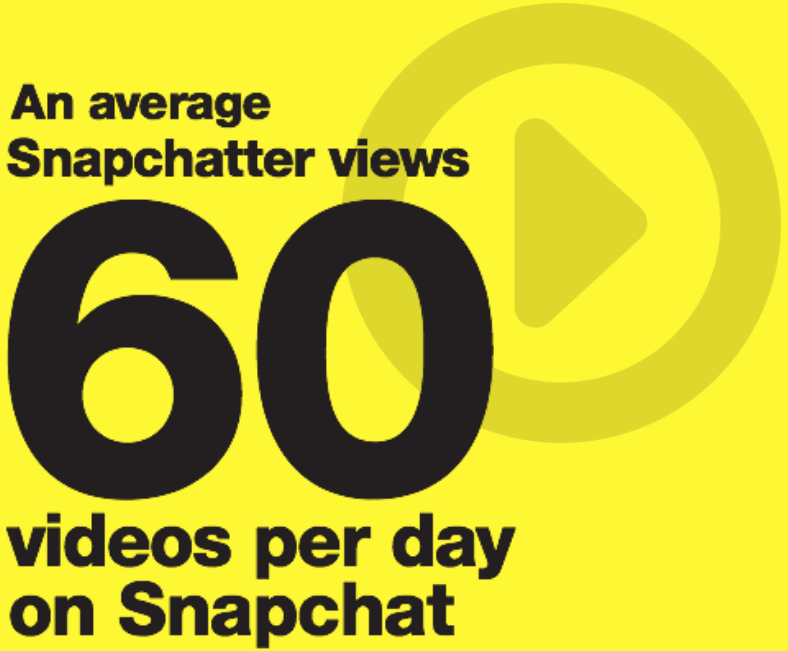
Young & highly engaged



- Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2015 to 2060; comScore mobiLens February 2015; Snapchat Internal Data

AUDIENCE

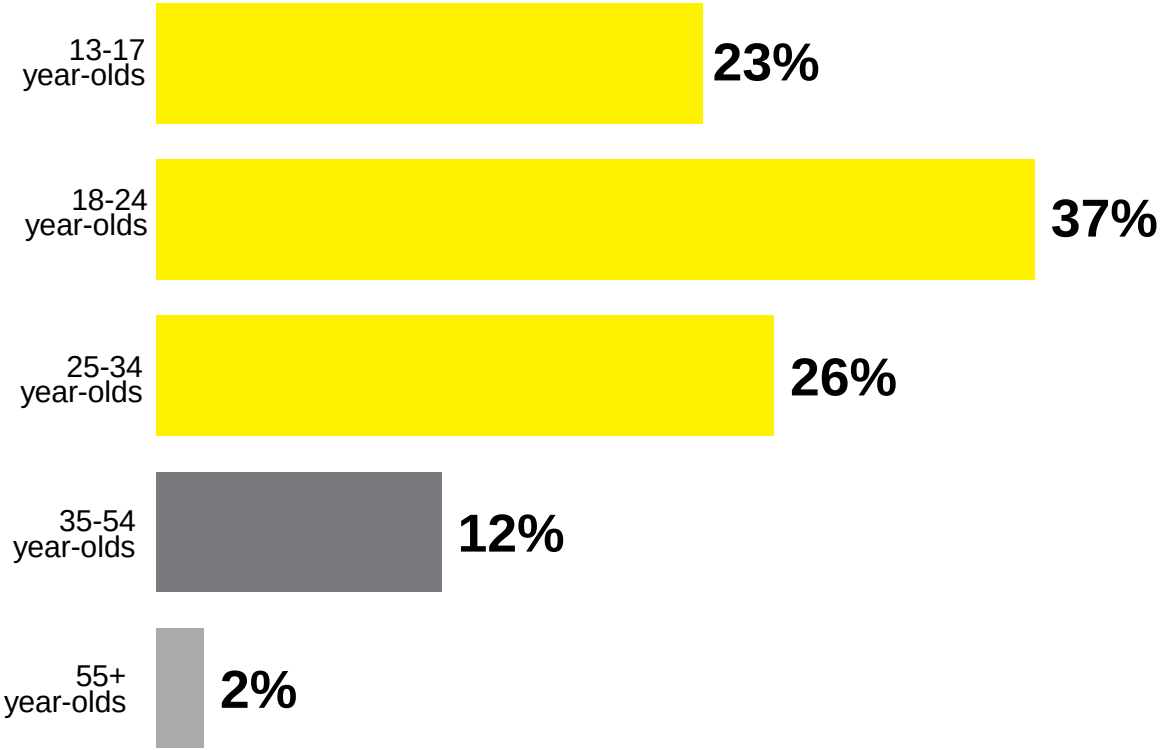
Young & highly engaged



Source: Snapchat Internal Data

AUDIENCE

The Best Way to Reach 13-34 Year-Olds



- Source: Snapchat Internal Data

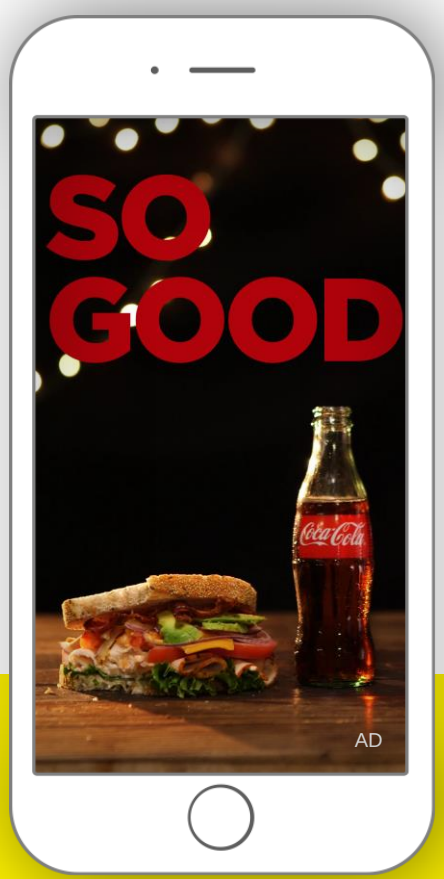
INNOVATIVE FORMAT

3V Ads

Allow brands to reach the Snapchat audience at scale. 3V ads are 10-second, full-screen video ads integrated into the flow of content in Live Stories (curated compilations of user-submitted Snaps) and Discover (curated Editions by top publishers).

Buy 3V Ads in 2 ways:

- 3V Audience Campaign
- Live Story Takeover + Audience Campaign



Live Story Takeover

- Live Stories are featured, **themed** Snap Stories that feature stories from users for the duration of holidays or events, see below.
  - Ad would be featured in every single ad for a 100% SOV takeover.

- Suggested Live Story example: Happy Hour

1. Happy Hour			September 23rd, 2016
Everyone know's that feeling when the clock strike's 5 O'Clock, the work day comes to a close, and it's time for happy hour! We're joining the party to capture the greatest happy hours across the country. From awesomely dangerous deals, to killer menus, and of course those memorable trivia hours with our co-workers. Cheers to that!			
Takeover 100% SOV Non-guaranteed	**0.6-0.8M Views**	**US Only**	**$90,000**

Live Story Takeover

Miami Swim Fashion Week

- July 15, 2016
- Miami Beach, FL
- Opportunity: Brand could live snap to the event's story with relevant content.

Weddings: Episode 2

- September 10, 2016
- Opportunity: Brand could target women with scars planning for their wedding day. This could include testimonial videos and interviews.

Holiday Wish List

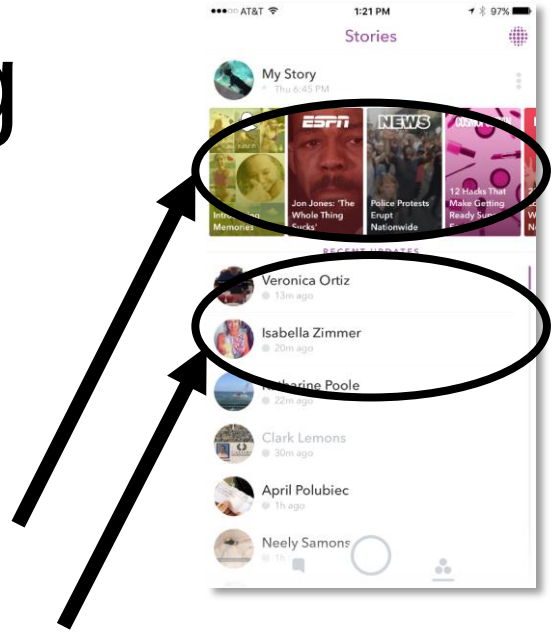
- December 14, 2016
- Opportunity: Brand could showcase product as a holiday wish list product.

Local DMA Targeting

Snapchat offers single DMA targeting around Los Angeles and New York City, but the platform is rolling out DMA targeting in other cities in the next few weeks.

NYC and LA do not currently support Webview or SnapAds with attachments, so **these targeted campaigns would be placed in Snapchat's Discover channel** (not user Snap Story channel).

- SnapAds run in both Discover and Snap Story channels.
  - Discover: in between media snap stories at the top of the platform
  - Snap Stories: in between user snap stories



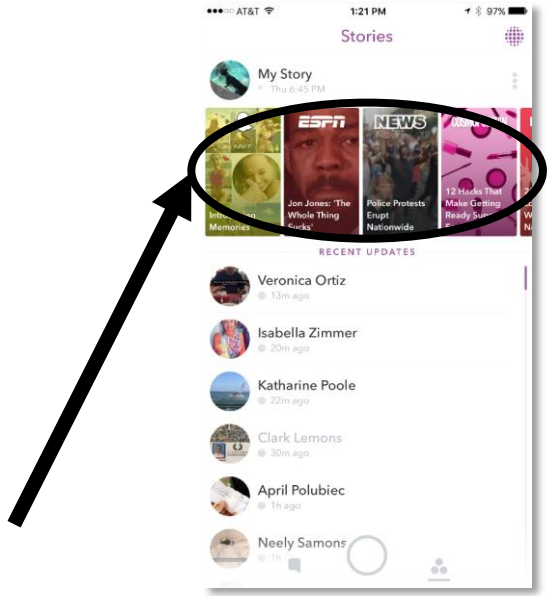
INNOVATIVE FORMAT

Snapchat Discover

Snapchat Discover refers to the news outlet Snapchat interface at the top of the Snapchat “Stories” page.

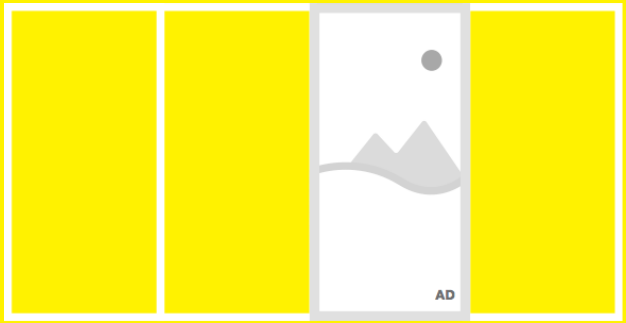
The Discover section features news, videos, quizzes, and other items from popular sources, such as ESPN, Cosmopolitan, and Buzzfeed.

For ISI purposes, placing ads in between stories on the Discover platform works best.



PERFORMANCE

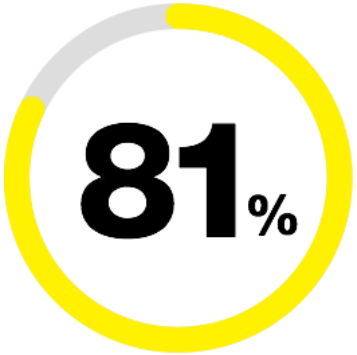
3V Ad Campaign Impact



Results based on 45 Snapchat Campaigns

Among target audiences, as measured by Millward Brown Brand Lift Insights

of campaigns
significantly lifted ad recall



of campaigns
significantly lifted message association

INNOVATIVE FORMAT

Sponsored Geofilters

Allow brands to take part in the one-to-one communication between Snapchatters. Geofilters are overlays that allow Snapchatters to get creative and establish the “where and when” of a Snap.

Buy Sponsored Geofilters in 3 ways:

- National
- Chain
- Shared Spaces

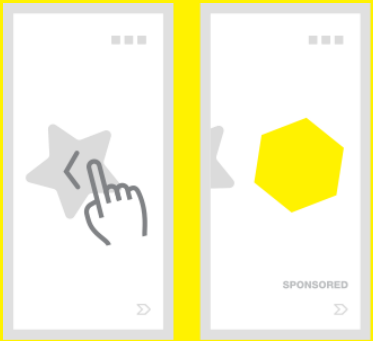
400-500 Million

Snaps with Geofilters viewed every day

Source: Snapchat Internal Data

PERFORMANCE

Geofilter Campaign Impact



Results based on 13 Snapchat Campaigns

Among target audiences, as measured by Millward Brown Brand Lift Insights

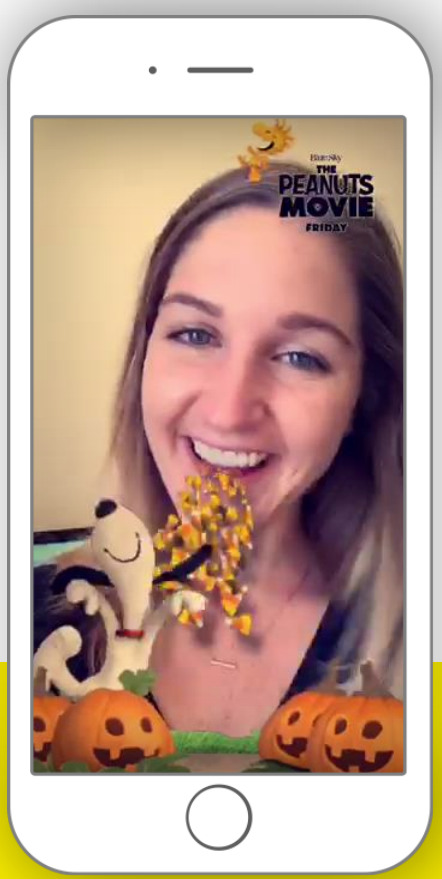
100% of campaigns **significantly lifted ad recall**

69% of campaigns **significantly lifted brand favorablility**

INNOVATIVE FORMAT

Sponsored Lenses

Allow brands to take part in the one-to-one communication between Snapchatters in the most interactive and personal way. Lenses are a creative and dynamic way for Snapchatters to be silly and express themselves. Buy Sponsored Lenses nationally.



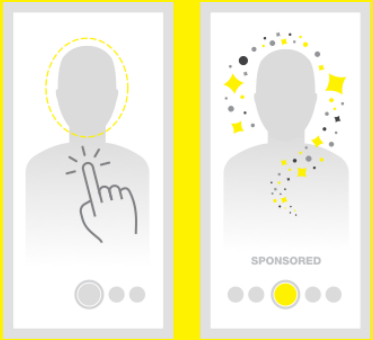
10+ Million

Snaps decorated with Lenses every day

Source: Snapchat Internal Data

PERFORMANCE

SPONSORED LENS CAMPAIGN IMPACT



Results based on 3 Snapchat Campaigns

- Among target audiences, as measured by Millward Brown Brand Lift Insights

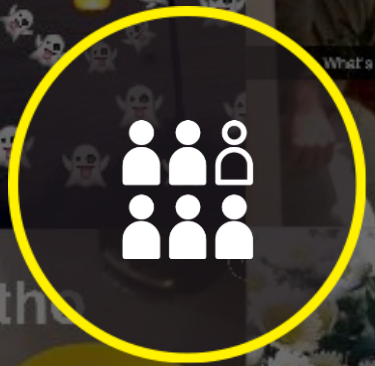
100% of campaigns **significantly lifted ad recall**

100% of campaigns **significantly lifted brand favorablility**

Four levels of measurement

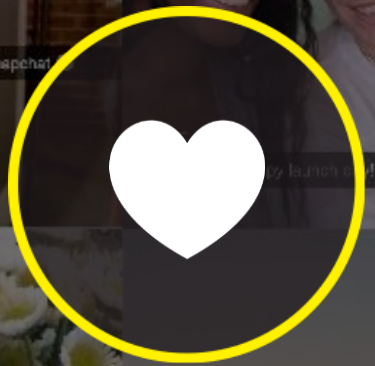
VERIFICATION

How many times was my ad served?



REACH

Who did I reach with my ads?



RESONANCE

How did my ads impact thoughts and feelings?

REACTION

What did people do after seeing my ad?

MEASUREMENT

Current & Planned Measurement Offerings

	TRACKING + VERIFICATION IMPRESSIONS		REACH AGE + GENDER		RESONANCE BRAND LIFT		REACTION ROI	
	INNOVID Pixel Tracking	Sizmek Pixel Tracking	MillwardBrown Digital Audience Insights	nielsen mDAR (OCR)	MillwardBrown Digital Brand Lift Insights	In-App Polling	LiveRamp Match Based Audience Sizing / Sales Lift	datalogix Sales Lift / ROI
3v ads	✔	✔	✔	✔	✔		✔	✔
sponsored geofilters	Q2 2016	Q2 2016	✔	Q4 2016	✔	Q3 2016	✔	✔
sponsored lenses			✔		✔		✔	✔

Please note: these are anticipated timelines and subject to further change. These measurement solutions are subject to campaign minimum thresholds.

Dated: 15 March 2016

Audience Campaign Pricing

The following price quotes are based on 2016 numbers. Snapchat cannot forecast 2017.

Targeted Discover Channels

Example - Women's Lifestyle

- Target users aged 21-34 across premium content.
- Includes inventory from iHeart Radio, People, Daily Mail, Cosmo, Food Network, Tastemade, Buzzfeed, and Sweet Discover channels.

Audience Buy Packages

Live & Discover

- Own a share of voice across Live Story and Discover content.
- Target users aged 21-34 while they engage with platform over 1 month time period.

SnapAd Campaign

User Stories

- Target users aged 21-34 who are consuming user snap story content.
- Align brand with target consumer in most efficient way.
- Gain access to 3rd party metrics, including Nielsen mDar research.

→ Audience Campaign prices range from $40K - $500K+

Sponsored Geofilter Pricing

The following price quotes are based on 2016 numbers. Snapchat cannot forecast 2017.

$40K+

Shared Spaces Geofilter

- Delivered to users in a specific, chosen geographic region.
- Shared with other brand or user-generated geofilters.
- Price varies by location.

→ 5M+ views | limited countries

$350K+

National Geofilters

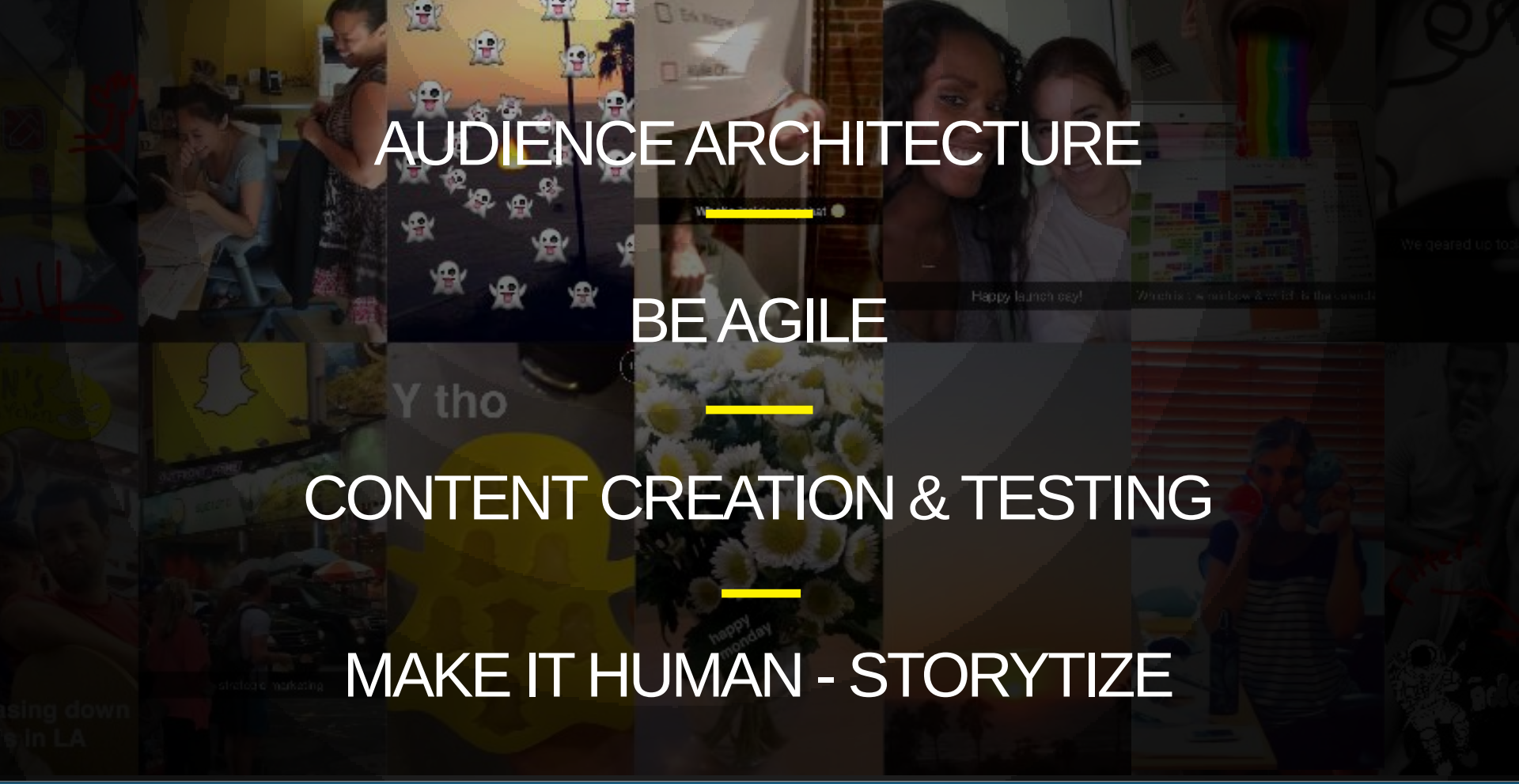
- Delivered to users in locations nationwide.
- Price varies by day and holiday.

→ 35MM+ views | limited countries

Sponsored Lens Pricing

The following price quotes are based on 2016 numbers. Snapchat cannot forecast 2017.

$400K+
Sponsored Lenses • Sponsor a branded lens for 24 hours. • Prices vary based on day of week and holiday. → 6MM+ views


AUDIENCE ARCHITECTURE
BE AGILE
CONTENT CREATION & TESTING
MAKE IT HUMAN - STORYTIZE