

GOING BROAD ON SNAPCHAT WITH FIRST AD IMPRESSION TAKEOVER PRODUCTS IN MENA

Insights from a Multi-Brand Measurement Analysis

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Key takeaways from this exercise.

This analysis revealed three primary insights regarding Snapchat's First Ad Impression Takeover formats:

Exceptional Reach vs. Auction buy and high incremental reach when deployed with auction media.

Enhanced Clutter breaking ability, since the advertised brand dominates the first ad impression for the day.

Halo Effect on Conversions, wherein the high incremental reach delivered on takeovers aid the performance of the DR campaigns they accompany.

Short-Burst Advertising

01



Cutting Through the Noise with High-Reach, Short-Burst Advertising

As the digital landscape grows increasingly saturated, brands are prioritizing innovative strategies to break through the clutter and connect meaningfully with their audiences. One such strategy gaining momentum is high-reach, short-burst advertising—executed through First Ad Impression Takeovers. This format delivers the first ad of the day to a wide audience within a condensed time frame, driving immediate visibility and strong engagement.

Platform takeovers empower brands to dominate digital environments—whether through full-screen creative, banner placements, or sponsored content—across platforms such as social media, news sites, or video streaming services. This concentrated delivery creates a compelling, memorable experience that captures attention without the fatigue associated with prolonged campaigns.

More than just a visibility play, high-reach, short-burst advertising offers an immersive, high-impact brand moment that connects with consumers at precisely the right time. In an era defined by fast-paced content consumption, this approach is proving essential in boosting brand awareness, driving interaction, and influencing conversion.

In Q4 2024 (October 1 to December 28), Snapchat partnered with Publicis Media to launch a series of takeover campaigns aimed at delivering strong impact across diverse industries. This whitepaper shares key insights from a meta-analysis of those campaigns, focusing on metrics including Ad Delivery, Brand Impact, and the Sales Halo Effect.

Methodology Overview

02

Methodology Overview

This analysis is based on a thorough evaluation of 49 Snapchat Takeover campaigns, spanning three key ad formats: First Story (51%), First Commercial (43%), and First Lens Unlimited (Augmented Reality) (6%).

FIRST STORY

Full-screen, skippable ads that appear between Snapchatters' friends and family Stories, offering high visibility in a native environment.

FIRST COMMERCIAL

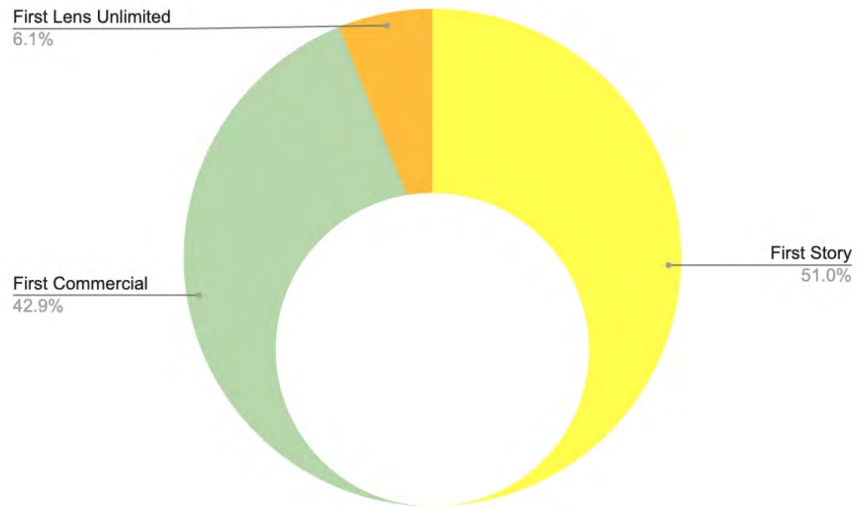
Full-screen video ads, unskippable for the first six seconds, served within premium content in Snapchat's Discover feed.

FIRST LENS UNLIMITED (AR)

Augmented Reality experiences that allow Snapchatters to interact with brands in a playful, immersive format.

These formats collectively enable brands to engage audiences through diverse, high-impact touchpoints. For more details on Snapchat's ad offerings, visit [Snapchat's Ad Products](#).





These First Ad Impression Takeover campaigns that ran on Snapchat during Q4-2024 were spread across 14 advertisers, spanning across a wide array of industries, such as, Luxury, which represented 46% of the cases, followed by Government at 14%, Travel at 11%, Entertainment at 10%, CPG (Consumer Packaged Goods) at 9%, Beauty at 9%, and Auto at 1%. This broad representation allowed for an extensive xq of how different sectors utilize Snapchat's platform for marketing purposes, particularly focusing on the effectiveness of First Ad Impression Takeovers.

To assess the overall efficiency and impact of these campaigns, a variety of key performance metrics were tracked

Ad Delivery, aimed to measure how effectively the ads reached their intended target audience and the cost efficiency. This data was sourced directly from Snapchat's Ads Manager, ensuring accurate and up-to-date insights.

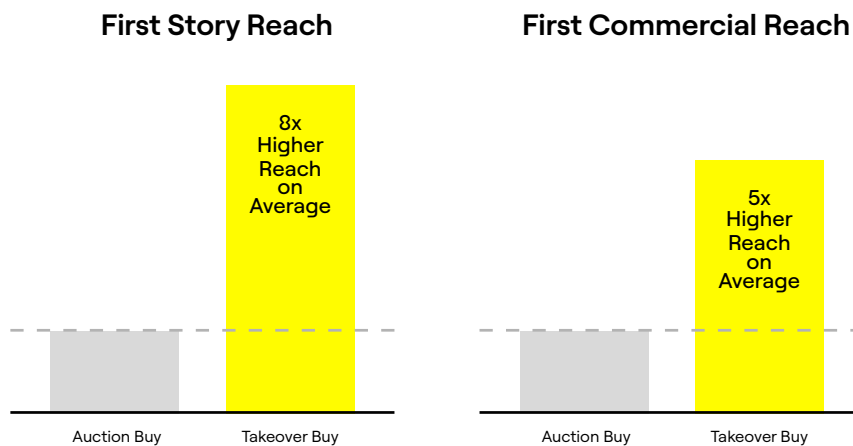
Brand Impact was also thoroughly analyzed through metrics such as Ad Awareness and Brand Favorability / Action Intent. These metrics, sourced from Snapchat's Brand Lift Studies that were conducted for a few qualifying Takeover campaigns, helped gauge how well the campaigns resonated with users and whether they had a positive influence on the brand's perception.

Impact on Lower Funnel: A Pre-takeover vs Post-takeover analysis was conducted for a few qualifying brands that also had conversion objectives. The aim was to detect a causal impact of the Takeovers on sales / conversions.

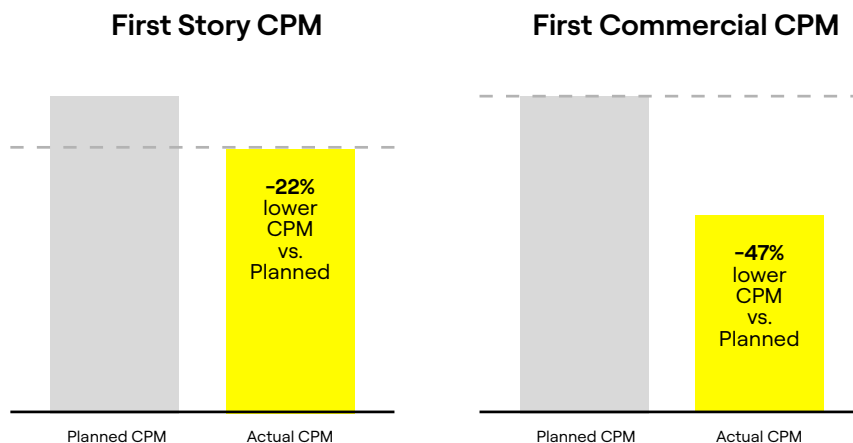
Key Results

03

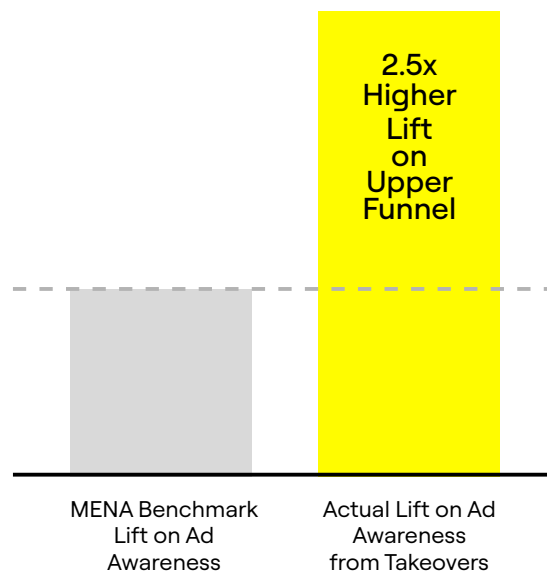
1. Takeovers Deliver Exceptional Reach at Scale¹



Snapchat's First Ad Impression Takeovers offer unparalleled reach by delivering platform-wide exposure in a single day. Data shows that First Story Takeovers reached eight times more users compared to Story Ads purchased via Auction during the same period (x7 vs. Snap Ads), while First Commercials reached five times more users than Auction-based Commercials. These results demonstrate the format's ability to exceed expectations and engage a significantly broader audience. The scale and immediacy of this reach underscore the effectiveness of Snapchat's Takeovers in driving brand visibility across the platform.



2. The Power of owning the First Ad Impression- Takeovers carry stronger Clutter-breaking ability²



First Ad Impression **Takeovers** managed to cut through the ad clutter far stronger than the **benchmark**. The Ad Awareness lift generated by the takeovers was 2.5 times higher than Snapchat's benchmark lift, suggesting that these campaigns were highly effective in raising awareness.

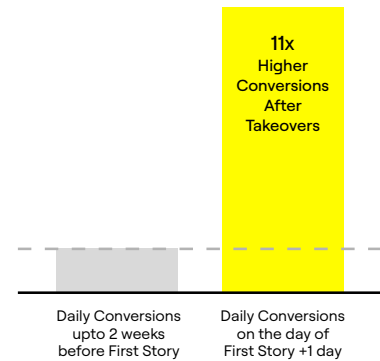
3. Takeovers have a HALO effect on Sales / Conversions³

In addition to driving brand awareness, Takeovers have demonstrated a significant influence on conversion volumes, further enhancing the performance of Direct Response / DR campaigns they accompany. Among advertisers who ran First Ad Impression Takeovers, Snapchat had visibility on the conversions trend for three advertisers, while the remainder were purely brand-focused. When comparing conversion data before and after the Takeover*, notable results were observed:



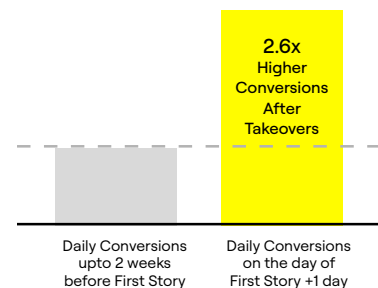
Yango experienced an 11x increase in conversions on the day of the First Story Takeover (and the following day).

Advertiser Objective - In-App Actions Non SKAN Attribution Click only, pKPI- App subscriptions, SoT - MMP



Dubai Safari Park saw a 2.6x growth in conversions (the Halo effect of First Story and First Commercials).

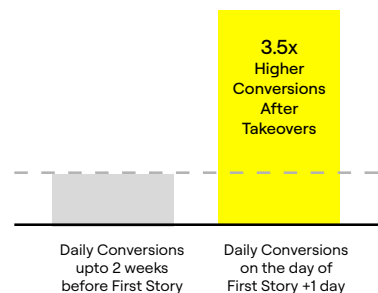
Advertiser Objective - Online Sales (Web Analytics), pKPI- Web Sales, SoT - GA



BVLGARI

Bulgari achieved a 3.5x growth in conversions (the Halo effect of multiple day First Story and First Commercials).

Advertiser Objective - Online Sales (Web Analytics), pKPI- Web Sales, SoT - GA



*Periods compared, (1) Pre = Daily conversions data up to 2 weeks before the Takeover, (2) Post = Daily conversions data on the day of the Takeover +1day



YANGO leverages First Story in UAE to drive halo Impact on performance campaigns

4.15M +

Total Impressions in UAE driven by
First Story Takeover

1.9M

Total Reach in UAE driven by
First Story Takeover

35K+

Total Swipes driven by
First Story Takeover

64%

Drop in Cost Per Subscription as
a result of First Story Takeover

**Succeed on
Snapchat**

04



How to succeed on Snapchat?

Maximize Results with Snapchat's Combined Offerings: Leverage First Products alongside auction-based buys to achieve the best possible outcomes.

Don't choose between:

Reach & Frequency

Build up on your customer basis:

Use Auction + First Products to enhance your reach.

First Products will offer you incremental reach you wouldn't have reached just with auction.

Ultimately, you will grow awareness around you, and potentially reach out to new customers.

Make sure you're top of their minds:

Using Auction + First Products is the best way to deliver your message and ensure it is recalled.

Indeed, First Products are the 1st impressions in the Snapchatter's day, whereas auction permits building repetition on those Snapchatters. Repetition is necessary to build branding and push action from customers.



Maximizing Impact Through Simultaneous Takeovers⁴: As seen within the EMEA region, running multiple takeovers simultaneously enhances success by allowing the brand to capitalize on synergies across different formats.

Increase Unique Reach

Be present in different places of the app by using different formats (Camera, Discover feed, Friends Story, and since 2025, even Chat).

Increase Brand Impact

x3 better lift on brand awareness when using 3 First Products in the same campaign vs 1. First Lens + First Commercials together being the best-suited format mix for brand impact.

Increase Conversions

Enlarging your customer base with First Products will be more effective with multiple formats: **+37% on average daily purchases** by having 2 formats.





Timeline of Takeover Product launches on Snapchat.

2020

First Commercials

First 6-sec unskippable full-screen video ad
Within premium shows in Discover
Optimize Visibility

2022

First Lens

First sponsored AR experience in the camera
Within the Lens Carousel
Strengthen Engagement

2023

First Stories

First ad impression within close friend stories
Within Friends' Stories
Leverage Reach

2024

First Lens Unlimited

First & second sponsored AR experiences in the camera
Within the Lens Carousel
Enhance Shareability & Playtime

2025

First Snap

First ad impression at the top of Chat
Within Chat
Build Proximity

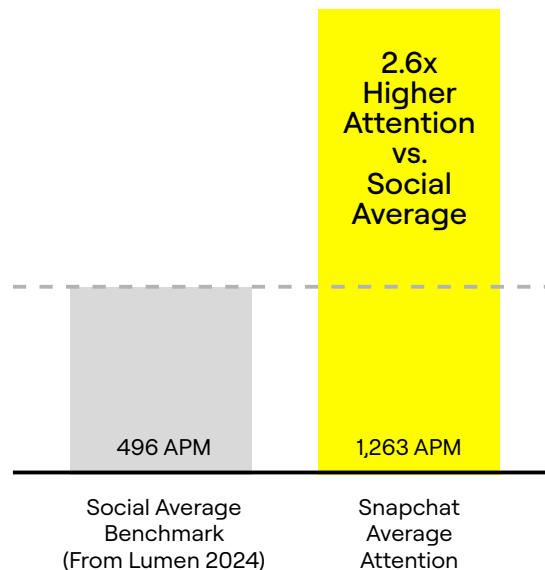
Available in UK, Norway, MENA. Not currently available in EU markets.



Snapchat: The Platform Designed for Attention and Engagement.

Snapchat is the leading platform in Saudi Arabia for staying connected with family and friends, offering brands a unique opportunity to foster both short-term and long-term engagement. With its exceptionally high level of user attention, Snapchat provides the ideal environment for driving significant brand impact.

A meta-analysis of Attention Measurement Studies across 31 Snapchat campaigns, conducted using Lumen's predictive modeling tools, revealed that consumers devoted **2.6 times more attention* to advertisements on Snapchat compared to the Lumen Social Mobile Average (2024) benchmark**. This highlights Snapchat's exceptional capacity to capture consumer attention, reinforcing its value as an effective platform for enhancing brand visibility and impact.



*Attention Per Mille (APM) is a metric that quantifies the total seconds of attention an ad receives per 1,000 impressions, providing a standardized way to assess the efficiency of media in capturing consumer attention.

Snapchat is home to a highly engaged user base, combined with the platform's ability to capture the attention of Gen Z and GCC audiences within the first few seconds, makes Snapchat an essential tool for driving both brand awareness and engagement. Snapchat's full-screen ad formats ensure that advertisers maximize visibility by occupying the entire mobile screen, optimizing both user experience and attention.

Snapchat's Measurement Framework

05



Snapchat's Measurement Framework

Achieving success in digital advertising requires mastery of three key tiers⁶ of measurement and optimization:

Execution (Daily): This involves the day-to-day management of campaigns, including optimization tasks such as bidding, audience targeting, attribution, and data integration. It focuses on ensuring that campaigns run smoothly and effectively on a daily basis.

Experimentation (Monthly): This tier includes the implementation of incrementality solutions, such as multi-cell lift testing, to identify and refine best practice, and alternatives to last click attribution using Multi-Touch Attribution (MTA). These insights help shape and inform ongoing optimization strategies.

Evaluation (Quarterly): This level involves the use of holistic, privacy-safe solutions to assess the performance of individual channels and overall marketing spend on a quarterly or annual basis. Techniques such as Marketing Mix Modeling (MMM) and Econometric Modeling are typically employed to gain comprehensive insights into long-term effectiveness and return on investment.



About Snap

Snap is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. Snap contributes to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. The Company's three core products are Snapchat, a visual messaging app that enhances your relationships with friends, family, and the world; Lens Studio, an augmented reality platform that powers AR across Snapchat and other services; and its AR glasses, Spectacles.

For more information, visit [snap.com](https://www.snap.com)



About Publicis Groupe Middle East & Turkey

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For more information, please visit: www.publicisgroupe.com

References:

1. Post Campaign delivery data extracted from Snapchat's Ads Manager (aggregated across multiple campaigns that are part of this dataset), and compared with MENA Auction buy data from campaigns that ran between October 1 to December 31, 2024.
2. Snap Inc. Brand Lift Studies, Q4-2024 (for Takeover campaigns from Publicis in Q4-2024)
3. Snap Inc. internal data October 1 to December 31, 2024 (UAE)
4. Snap BLS data - Meta-Analysis on Takeovers - September 01, 2023 to August 31, 2024 (Market Coverage: EMEA). Campaigns with 1 Takeover Vs. campaigns with more than one Takeovers.
5. 2024 Lumen Attention measurement studies, commissioned by Snap Inc. (n=31), 2024 social benchmarks direct from Lumen.
6. Snap Inc. Three Es Measurement Strategy.

SNAPCHAT  سناب شات



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