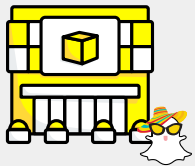


A Closer Look at Snapchat's One-Stop Shoppers



Over 90% of Snapchatters opt-in to share their location, and they interact with Snapchat approximately 20 times a day. They're using Snapchat wherever they go – which provides great insights into the places they frequent in the real world. We looked to understand what U.S. Snapchatters' visitation patterns could tell us about who they are and how they shop at big box stores. Below are some key learnings we uncovered by looking at their location-based behaviors.

SNAPCHATTER VISITATION TO BIG BOX STORES

2x

per month on average

8%

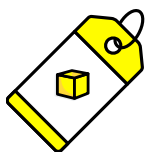
more likely in the middle of the month

Mon - Thurs

18-24 Year Olds visit big box stores **more than** any other age group

Fri - Sun

13-17 Year Olds visit big box stores **more than** any other age group



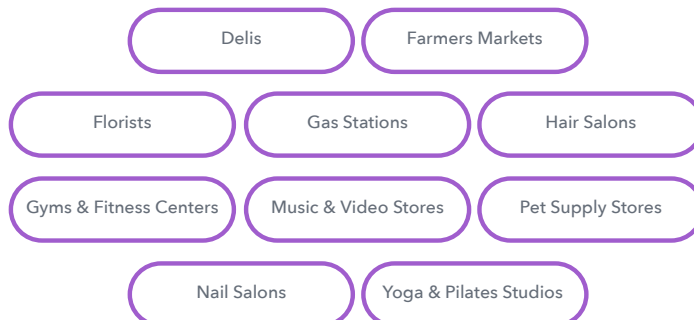
BEFORE AND AFTER VISITATION TO BIG BOX STORES

On days when Snapchatters head to big box stores, they are more likely to pregame with a bite to eat or some recreational shopping. We see them heading to American or Chinese restaurants, juice shops, sporting goods stores, or toy stores. Afterwards, they focus on self-care and healthy living – frequenting hair or nail salons, farmers markets, gyms, or yoga studios.¹

BEFORE



AFTER



Note: The data and methodology that drive the following insights are consistent with our [philosophy](#): help show Snapchatters content they care about while protecting their privacy. Our Foot Traffic Insights only consists of aggregate user data. Privacy has always been a priority at Snapchat. To learn more, visit our [Privacy Center](#).

1. Snap Inc. Internal U.S. Location Data; Snapchatters 13+; June 1, 2018 - July 31, 2018
2. Snap Inc.'s defined age groups include 13-17, 18-24, 25-34, and 35+
3. Snap Inc. Internal Audience Insights tool, U.S. Snapchat Lifestyle Category Data

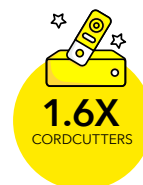
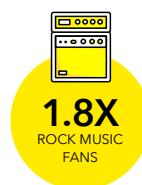
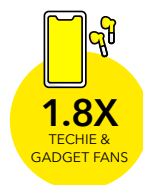
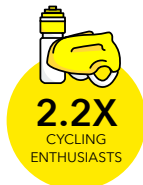
A Closer Look at Snapchat's One-Stop Shoppers



AUDIENCE AFFINITIES

Compared to average Snapchatters, big box shoppers are more likely to have certain hobbies. Some tend to be techies who are into gadgets, while others are really into rock music. Some big box shoppers are more likely to indulge in a good burger, and others are more likely to be into cycling. They're also more likely than the average Snapchatter to be DIY-ers or cordcutters.³

Compared to average Snapchatters, big box shoppers are more likely to be:



As a big box retailer, it's important to understand the preferences and behavioral patterns of your consumer. We're here to help. Learn more about how to reach and convert shoppers who visit your brick-and-mortar locations, uncover rich consumer insights, and curate impactful marketing strategies that are informed by location technology with Snapchat's [Audience Insights](#).

How Advertisers Can Benefit From Footprints Insights



REACHING YOUR AUDIENCE

Using these insights can help advertisers of all sizes drive effective creative messaging and campaign targeting that drives foot traffic to brick-and-mortar storefronts. If you're interested in engaging your audience through geo-specific ad creative (like Geofilters and Lenses), Snapchat offers a variety of products to help cater your campaign around location.



OPTIMIZE FOR IN-STORE VISITATION

Foot traffic is essential to many industries, especially for Retail. Reaching the right people at the right time and place is key to driving in-store visitation. Consider your audience's path to purchase, and optimize your campaigns so that they see your ads when they're at their most relevant.



DRIVE ENGAGEMENT BASED ON INSIGHTS

Understanding the interests of your in-store visitors can help you build your ad creative to captivate their attention. For example, knowing your visitors are likely to be interested in cycling, Snapchatters in the "Cycling Enthusiasts" Snap Lifestyle Category, can inform how you position your messaging. You can learn more about reaching your in-store visitors by interest-based Snap Lifestyle Categories [here](#).

Whether you're a marketer or just interested in the Snapchat community, we hope Footprints helps you better understand the lifestyles and habits of Snapchat's unique audience.

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