

# Snapchat's 2023 Guide to Holiday Advertising

Snapchat is all about influence. Real influence. In fact, 80% of global Snapchatters use the Discover and Stories tabs for ideas and inspiration when Shopping.<sup>1</sup> That makes Snapchat Ads the perfect place for businesses to expand their customer base and increase conversions with campaigns that tap into the holiday spirit. This guide? It's your roadmap to holiday success.



## Best Practices for This Shopping Season

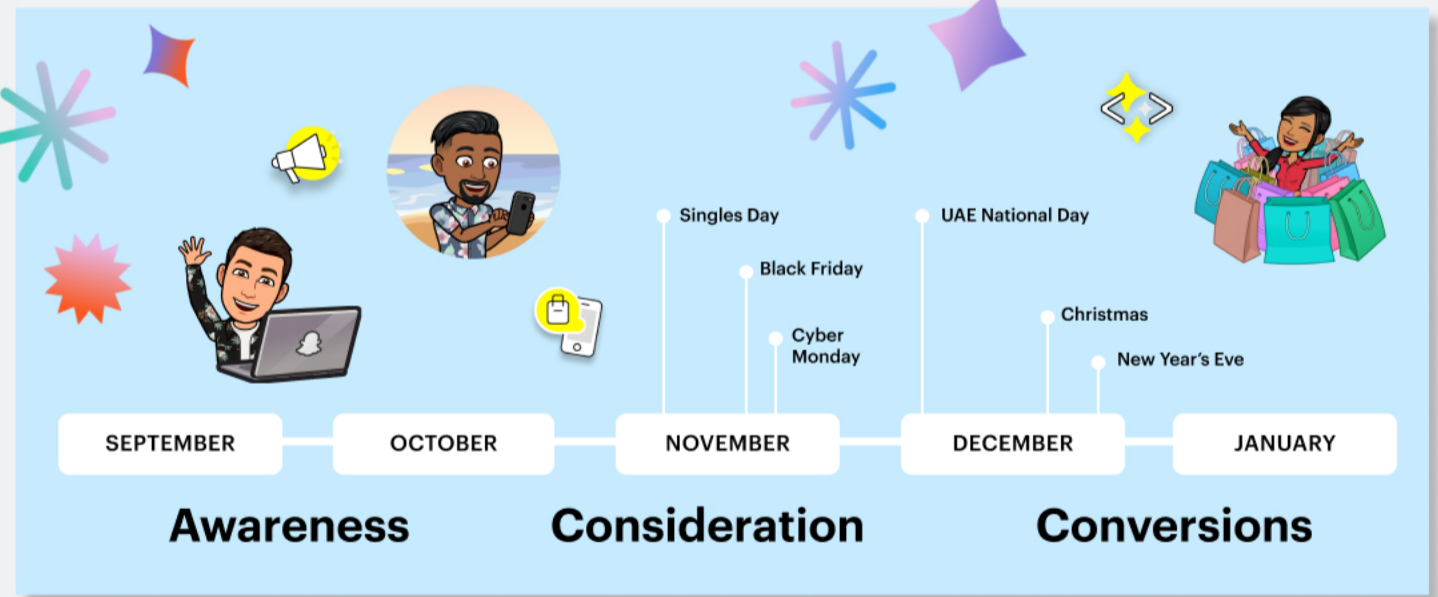


- **Test everything:** Run ads early to experiment, measure, and discover which variables (creative, target audience, or placement) perform best to help lower your CPC.
- **Budget for success:** Take advantage of lower ad costs by starting campaigns early. But, plan for additional budget on popular holidays like Black Friday, Cyber Monday, etc.
- **Get creative:** Use a vibrant mix of creative assets (product images or holiday imagery) that capture attention and stay top of mind for customers.



## Get Results All Season Long

Believe it or not, holiday shopping can begin as early as September and last well into the New Year. With Snapchat's ad objectives, you can easily reach your target audience at every stage of their buying journey, from Awareness to Consideration to Conversion.



### October: Raise Awareness

- Set up the Snap Pixel to track events on your site and attribute those events to your campaign.
- Verify your product catalog in Ads Manager and check the quality of your signals.
- Advertise from the beginning of October to take advantage of 20% cheaper CPMs and boost your visibility.<sup>2</sup>

### November: Build Consideration

- Test different ad formats and creative based on data collected by Ads Manager and Snap Pixel.
- Focus on promoting deals and promotions for Black Friday while highlighting the opportunity for savings.
- Leverage your product catalog and the Snap Pixel to automate ad creation and optimize for the actions that are most important to your business.

### December: Drive Conversions

- Create audiences based on specific actions Snapchatters have taken while visiting your site.
- Update campaign with messaging and imagery that taps into the holiday spirit, or emphasizes sales and shipping timelines.
- Start planning post-holiday campaigns to reach lapsed or late shoppers.

### Post-Holiday: Capture Q5 Sales

- Monitor ad performance and adjust based on clicks, sales, and downloads.
- Pause on holiday-heavy messaging and focus on upcoming events in the new year.
- Engage lapsed customers with a retargeting campaign.

<sup>1</sup> Source: (2022 Alter Agents Q4/Q5 study commissioned by Snap | Base: Those who have used Snapchat for research (n = 371) Q6: Which of the following do you do on Snapchat related to gift-giving?)  
<sup>2</sup> Source: Snap Inc. internal data, 1st October - 31 December 2022 (Pixel / App Purchase focus, Global, Multi-Vertical, 7/1 attribution window)