

UNCOVERING SNAPCHAT'S BUSINESS IMPACT

Driving Conversions and Efficiency
Across the Digital Ecosystem

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Executive Summary

In today's complex digital marketing landscape, brands need to identify which social platforms truly drive business outcomes. Recent Multi-Touch Digital Attribution analyses conducted by Performics across four major brands highlights the significant role Snapchat plays in driving conversions and delivering high marketing efficiency.

Snapchat accounted for almost one-third (29%) of total social conversions while operating with only 27% of social budget share, achieving a 14% lower median Cost Per Action (CPA) than other social channels. Moreover, response curve analyses show that increasing investment on Snapchat by 50% can yield a 22% median lift in overall impact.

These results demonstrate that Snapchat not only performs strongly within existing social strategies but also offers considerable scope for growth and optimization.

Key Highlights

Metric	Result	Implication
Snapchat's Share of Social Conversions	29% Median	Major contributor within the social mix
Higher contribution Vs. Share of Social Budget	29% Median Share of Social Conversions Vs. 27% Share of social budget	+8% more conversions than its share of spend
Median Cost Per Action (CPA)	14% Lower Vs. Other Social Platforms	Higher efficiency at lower cost

Background

01

Background

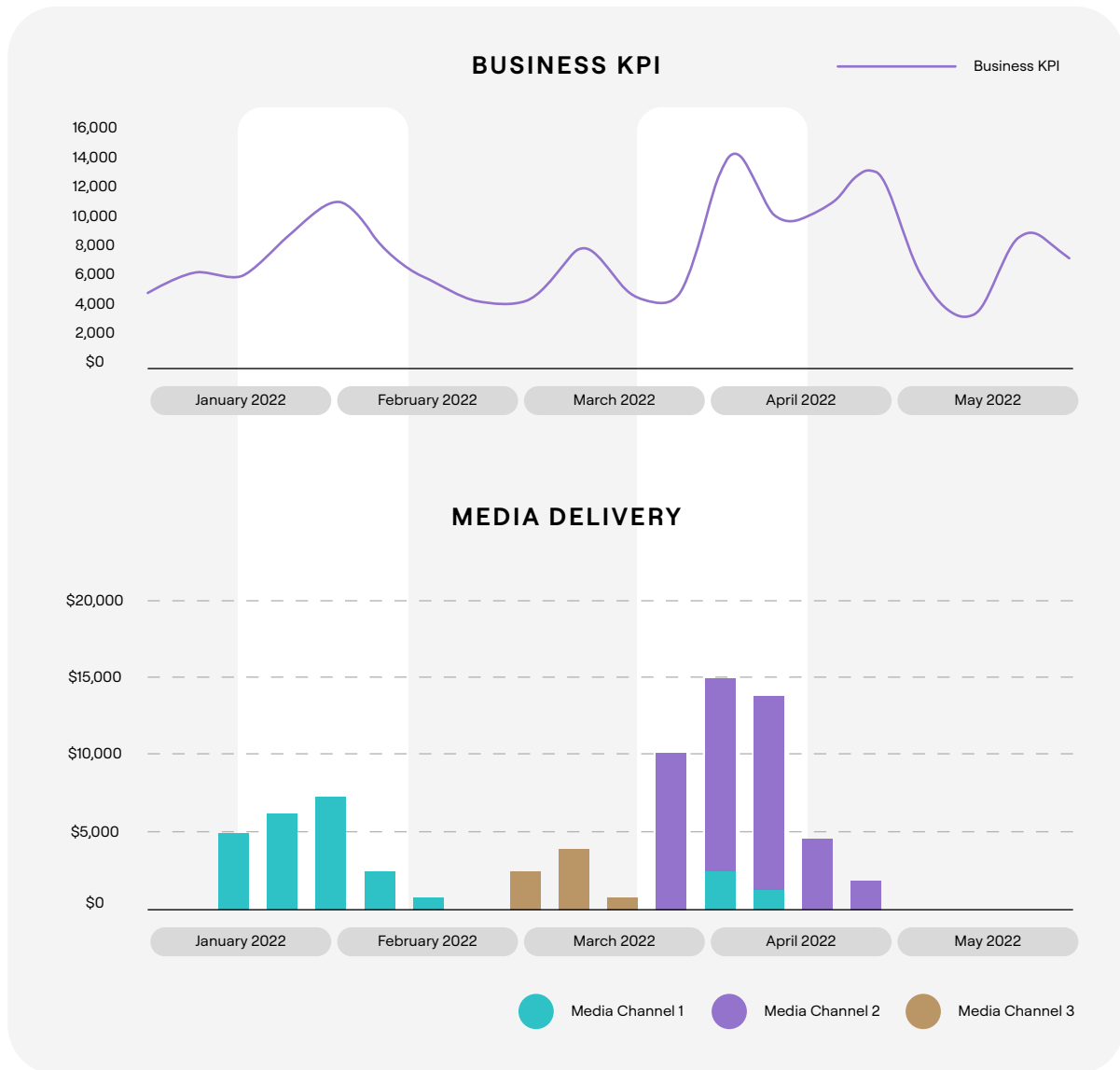


Social media has dramatically evolved into a multifaceted ecosystem where user attention is fragmented across platforms. As marketing budgets face increasing scrutiny, the ability to attribute real, measurable business outcomes to specific channels is crucial.

Publicis conducted four comprehensive Digital Attribution studies across four brands (VOX Cinemas UAE and KSA, Royal Commission of AlUla KSA and McDonalds Jeddah), to evaluate the performance of digital platforms, with particular focus on Snapchat's contribution to conversions, efficiency, and scalability. The findings underscore Snapchat's role as a core driver of measurable business impact and a high-performing component of the modern media mix.

The attribution study used multiple regression models to identify digital channels with the highest impact on digital business KPIs using two main datasets: the business KPI and media delivery across all digital channels.





These models can assess multiple variables in tandem and untangle the impacts of each variable on the KPI in question – this helps isolate the impact of each digital media channel and calculate its importance in the media mix both from a volume and value perspective.

Snapchat's Role in Driving Business Outcomes

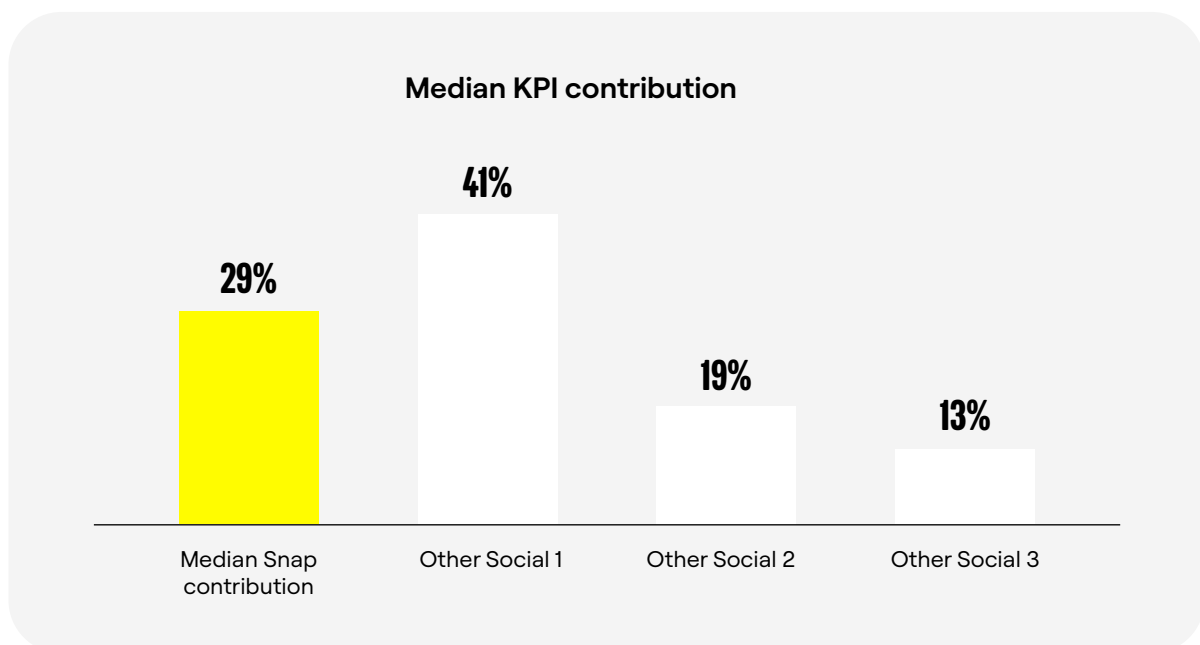
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Snapchat's Role in Driving Business Outcomes

Snapchat occupies a unique position in the social ecosystem, combining immersive storytelling with deep engagement. The platform's ad formats such as Augmented Reality (AR) experiences, Ads in Chat (Sponsored Snaps), Dynamic Ads, and Full Screen Mobile Video ads allow brands to connect with users in moments of authentic attention.

Across the four studies, Snapchat contributed a median of **29% of total social conversions**, making it the **second biggest volume contributor** amongst all social channels. This impact spans the entire marketing funnel, enabling brands to move audiences from awareness to action within a single, continuous experience.



Insight:

Snapchat's immersive environment transforms attention into measurable business action, linking brand engagement directly to conversions.

Driving Impact with Efficiency

03



Snapchat outperformed other social platforms on Cost-Efficiency too.

MEDIAN CPA

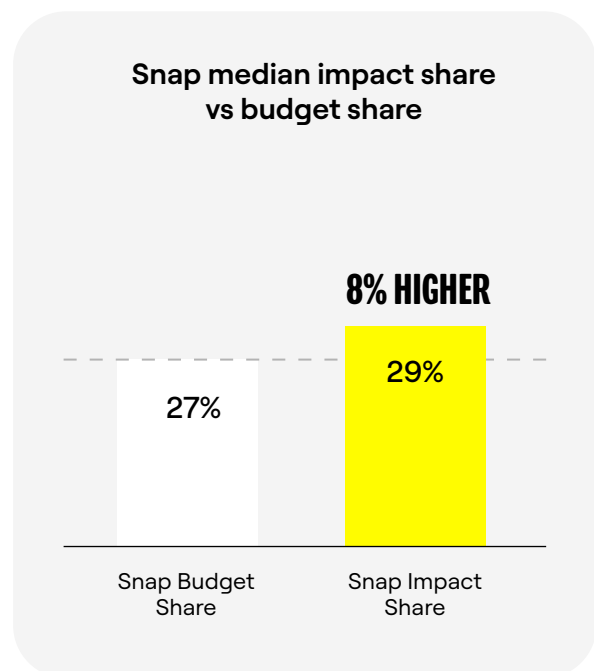
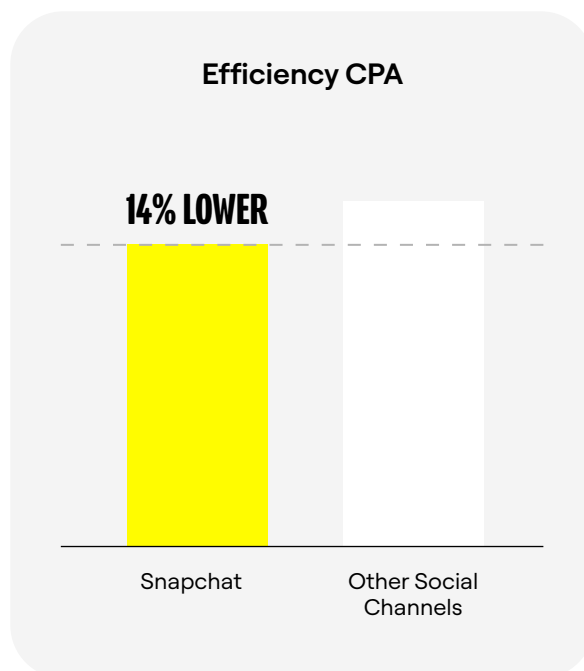
14% lower than the average of other social platforms

CONVERSION SHARE

29% of social conversions

BUDGET SHARE

Only 27% of social spend



This demonstrates that Snapchat delivers a **Net Positive Return on Investment**, achieving higher conversion impact while utilizing fewer resources. For advertisers managing finite budgets, this efficiency translates into scalable, cost-effective performance.

Efficiency Snapshot: Snapchat delivers more conversions per dollar spent compared to other leading social platforms.

Room to Grow on Snapchat

04

Room to Grow on Snapchat

The analysis of these four studies reveals brands' significant growth potential on Snapchat, even before reaching saturation, suggesting that many have yet to optimize their spending levels to fully maximize returns. Increasing Snapchat investment by **50% led to a median average (22% increase in impact)**. A strong signal that the platform's growth potential remains untapped for many brands.

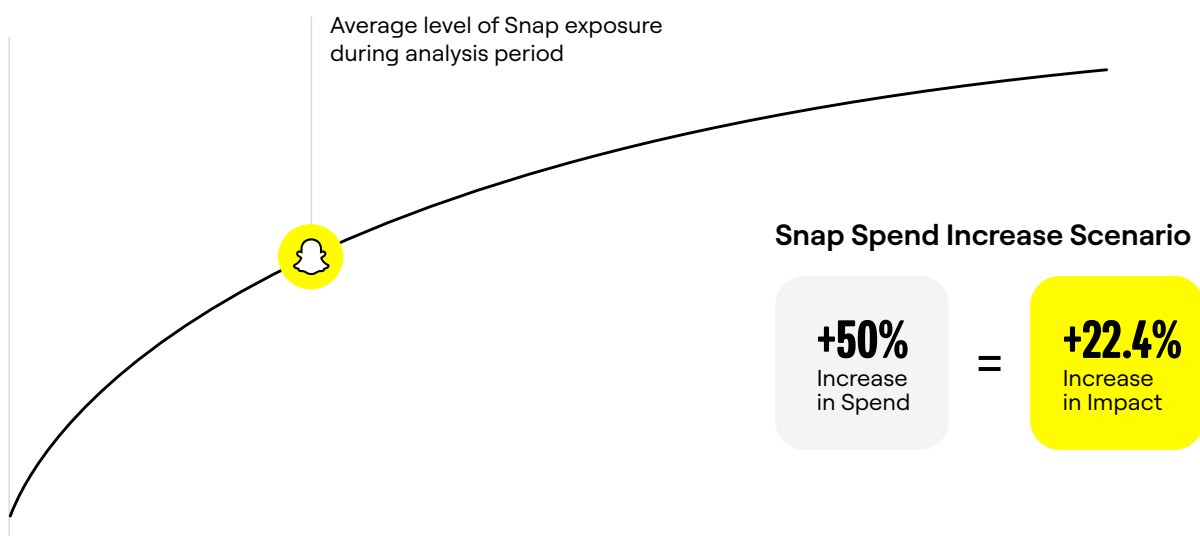
This responsiveness shows that Snapchat can continue to perform effectively even at higher spend levels, making it a strong candidate for incremental budget allocation in media optimization strategies.

Strategic Implication: Snapchat not only performs efficiently at current spend levels, it continues to deliver incremental returns as investment scales.



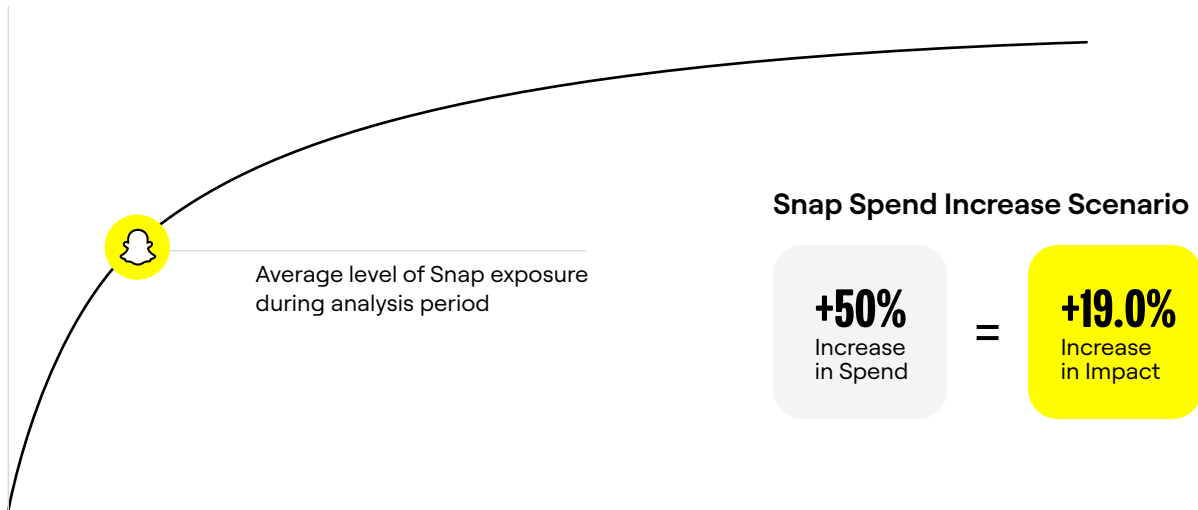
Brand 1

Saturation Curve



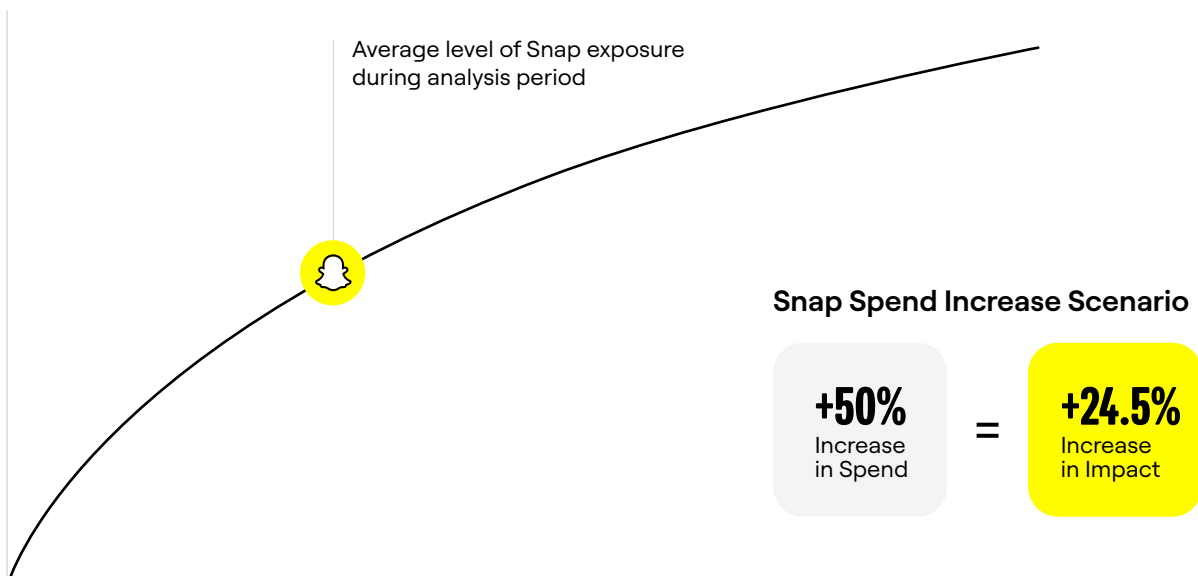
Brand 2

Saturation Curve



Brand 3

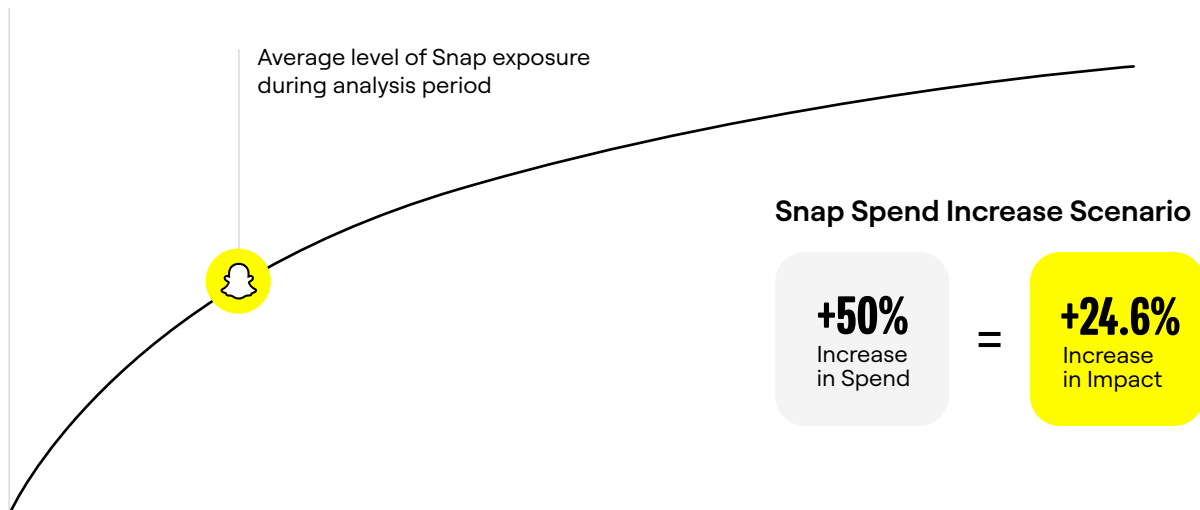
Saturation Curve





Brand 4

Saturation Curve



With careful and strategic planning, brands can navigate their advertising investments to harness Snapchat's growth potential effectively, ensuring ongoing engagement and improved sales performance in a constantly evolving digital landscape.

According to Snapchat-owned Performance Pillars Analysis¹, these four brands also followed best practices

Balanced Funnel Allocation

Each brand strategically distributed their budgets across the marketing funnel on Snapchat, emphasizing upper-funnel activities while effectively capturing the resulting demand through mid- and lower-funnel goal-based bidding (GBB) activations.

Multi-Format Strategy

They leveraged a diverse, multi-format approach, combining ad products such as Snap Ads, Commercials, AR experiences, and Takeovers, to maximize engagement and reach.

Premium Inventory Optimization

They maintained a thoughtful balance between premium placements and cost-efficient buys, ensuring that premium CPMs stayed within 40–50% of the CPMs for alternative formats like Snap Ads.



Test and use the following ad products as per advertiser objectives

Takeover Products

Test and include takeover products only if the primary objectives extend beyond short-term ROI from Marketing Mix Modeling (MMM). If ROI has already been proven, limit takeover products to minimal weights (<30%).

Ads in Chat surface (Sponsored Snaps)

Test and include **ads in Chat** to get incremental reach on Snapchat.

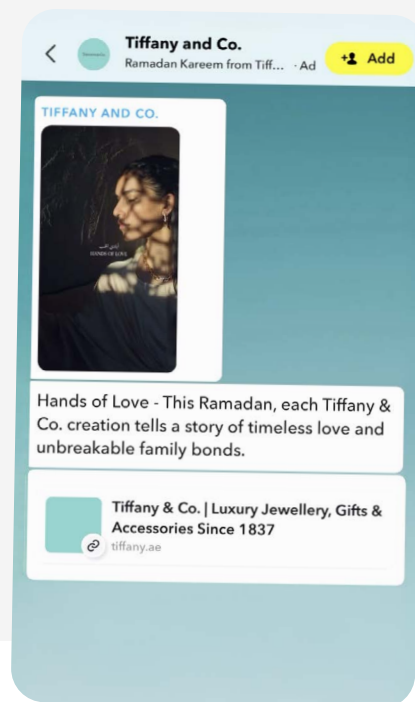
Brands can activate on Chat in two ways:

1. First Snap

Chat takeover reserved buy format where the advertiser owns the first Chat impression of the day across the entire addressable audience in the chosen country.

2. Sponsored Snaps

Sponsored Snaps are auction buy format on Chat, available with two Goal Based Bidding options, namely, Impressions GBB, and Opens GBB.



Creator Ads

Snapchat's Creator Ads allow advertisers to amplify any organic creator collaboration through paid media. The advertiser can boost either a Creator Story or Spotlight across all the Snapchat touchpoints including Chat, Maps and Content. Creators Ads blend seamlessly with regular content, impacting the brand results across the full funnel.

Traffic Quality

05



Understanding Traffic Quality

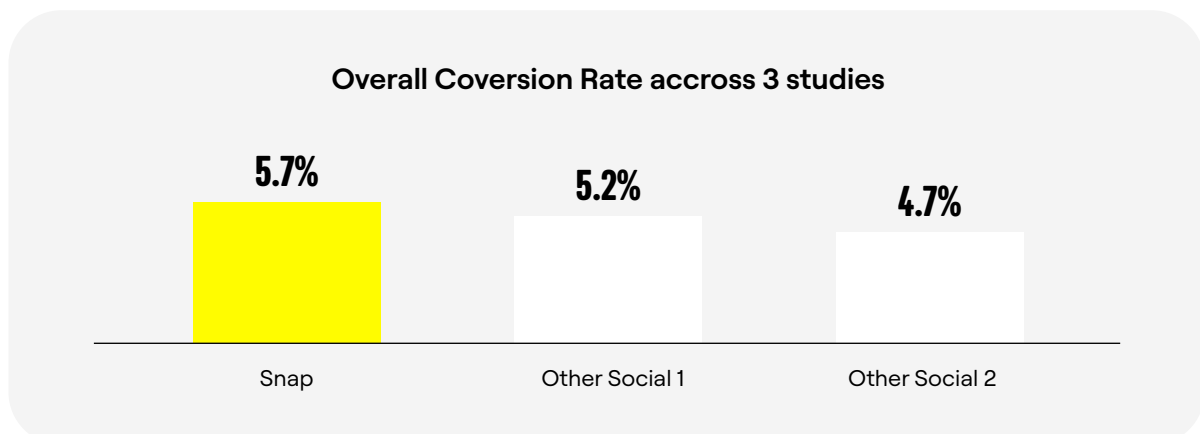
While performance on lower-funnel metrics is the eventual goal for any business, all lower-funnel performance ultimately flows from upper-funnel traffic. Channels can deliver reasonable volumes of conversions, but achieve these outcomes through mass targeting which brings a lot of irrelevant traffic to websites and wastes investment.

To understand the 'quality' of traffic being driven by each channel, we built an additional set of 3 models using upper-funnel KPIs as the dependent variable to understand how digital channels fare at bringing high quality traffic to websites and apps. We then calculated a quality score by dividing each channel's conversion contribution by its corresponding sessions contribution:

$$\text{TRAFFIC QUALITY OF CHANNEL A} = \frac{\text{CONVERSIONS DRIVEN BY CHANNEL A}}{\text{SESSIONS DRIVEN BY CHANNEL A}}$$

If a particular channel drives lots of conversions by driving a huge amount of irrelevant traffic, its quality score would be low; whereas if a channel drove a low amount of sessions that ended up being high-intent and converted at a strong rate, the quality score would be high.

Snap performed strongly on this metric vs. the benchmark in all 3 cases, with its combined conversion rate higher than the other 2 social platforms which were used in all 3 studies. This indicates Snap's strong performance in driving lower-funnel outcomes is a result of being able to find the right high-intent audiences on the platform and successfully nudge them to not just visit brand properties but also then convert at very strong rates.



Testimonials

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Testimonials



“The Snapchat attribution study provided us with a clear data-driven understanding of how our paid social media activity contributes to ticket purchases during H1 2025. The methodology used, from user-level tracking to an aggregated, regression-based approach, helped quantify the true impact of each platform, objective, and creative type on our digital performance.

The analysis highlighted the efficiency and contribution of Meta, Snapchat, TikTok, and Google across Awareness, Traffic, and Conversion campaigns. It clarified which channels delivered the strongest purchase volume, which formats were most cost-efficient, and how different creative types performed across platforms. The study also identified areas where spend is currently outperforming expectations, as well as formats where investment could be optimized.

Overall, the report gave us a more accurate view of how our digital investments drive transactions, allowing us to make better-informed decisions on budget allocation, channel mix, and creative strategy moving forward. It also provided a useful foundation for future optimization discussions with our media partners.”

**Romain Audouin, Head of Ecommerce and
Performance Marketing - VOX Cinemas**

"This project was incredibly interesting because it spanned a variety of clients - despite this, Snap performed strongly in all cases, proving itself to be an efficient and effective channel within the social mix. The results show this performance holds across different industries and also across formats and objectives, with Snap managing to drive business metrics not just with Conversion activity, but also Awareness and Consideration activity in many cases. I'd like to thank the Snap team for enabling this kind of measurement to be done across our clients, helping them get a comprehensive assessment of digital performance beyond the usual last-click reporting and helping them maximize the impact of budgets moving into 2026."

**Aazim Haque, Associate Director
- Analytics - Publicis Media**



Snapchat: A Highly Engaged Audience in the GCC

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Snapchat boasts 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. Extensive third-party research confirms that Snapchat's diverse ad experiences result in attention scores that surpass category benchmarks, establishing it as one of the most effective platforms for advertisers seeking to reach and engage their target audiences.

Case Studies

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Case Study

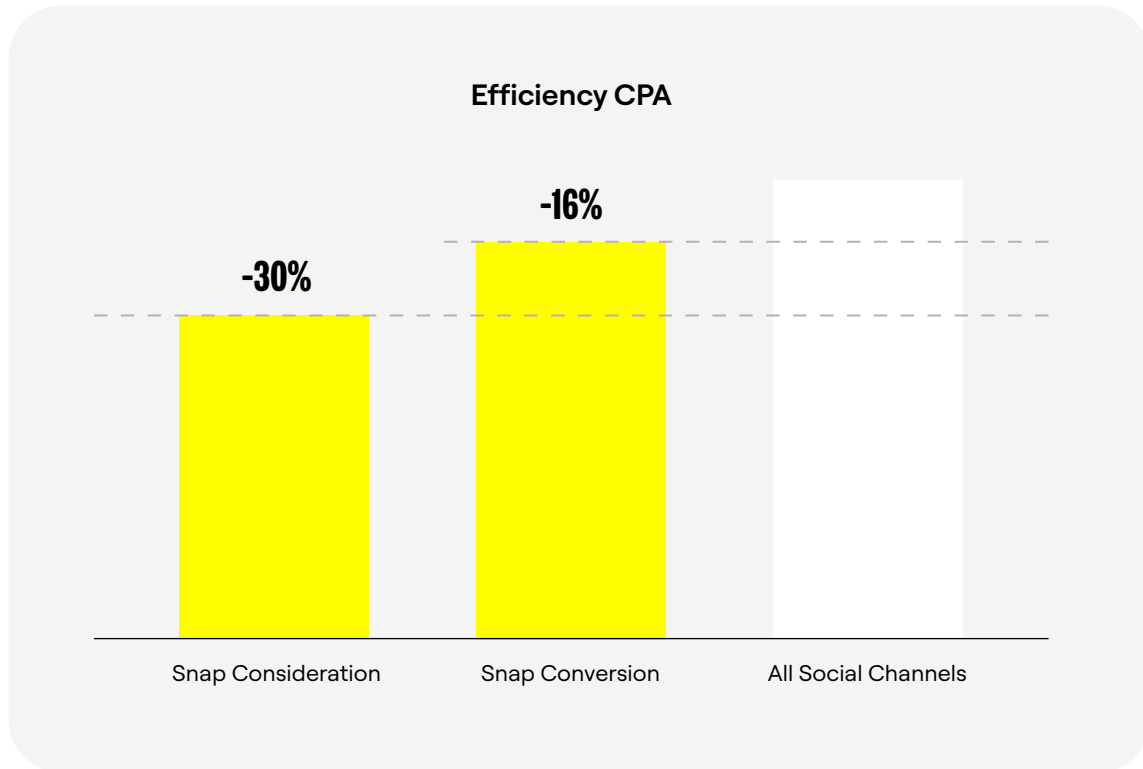
AlUla

Market

KSA

KPI modelled

Website Visits



Snapchat delivered the **highest volume of website visits** across all channels for AlUla over the measurement period.

Taking all social channels' Cost per Visit as the benchmark, Snapchat delivered this traffic with **up to 30% greater efficiency**, highlighting its ability to maximize website visits while maintaining a lower cost than other social platforms.

This strong performance was consistent across multiple campaign objectives. **Conversion campaigns** drove website visits at a **Cost per Visit 16% lower than the social benchmark**, while **Consideration campaigns** performed even more efficiently, delivering visits at a **Cost per Visit 30% lower than benchmark**. These results demonstrate Snapchat's ability to drive efficient website traffic across both mid- and lower-funnel objectives.



Case Study

McDonald's

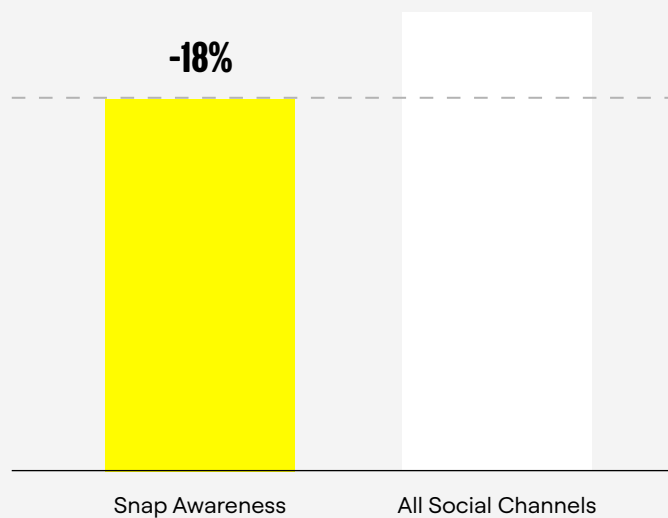
Market

Jeddah

KPI modelled

Guest Counts

Efficiency CPA



Snapchat drove the **2nd highest volume of conversions** and the **3rd highest volume of app activity** across all social channels for McDonald's Jeddah during the measurement period, demonstrating its ability to drive meaningful business outcomes at scale.

Taking all social channels' Cost per Guest Count as the benchmark, Snapchat delivered this impact with leading efficiency. Despite campaign activity being primarily optimized for **Awareness**, Snapchat achieved **18% more efficient Cost per Guest Count** than the social benchmark, demonstrating its ability to influence lower-funnel business outcomes from upper-funnel investment.

The strength of Snapchat's audience is further reflected in the quality of traffic it delivered. Users acquired through Awareness campaigns converted to downstream actions at a **44% higher conversion rate than the social benchmark**, highlighting Snapchat's ability to reach highly engaged audiences that continue to drive value beyond the initial campaign objective.

Case Study

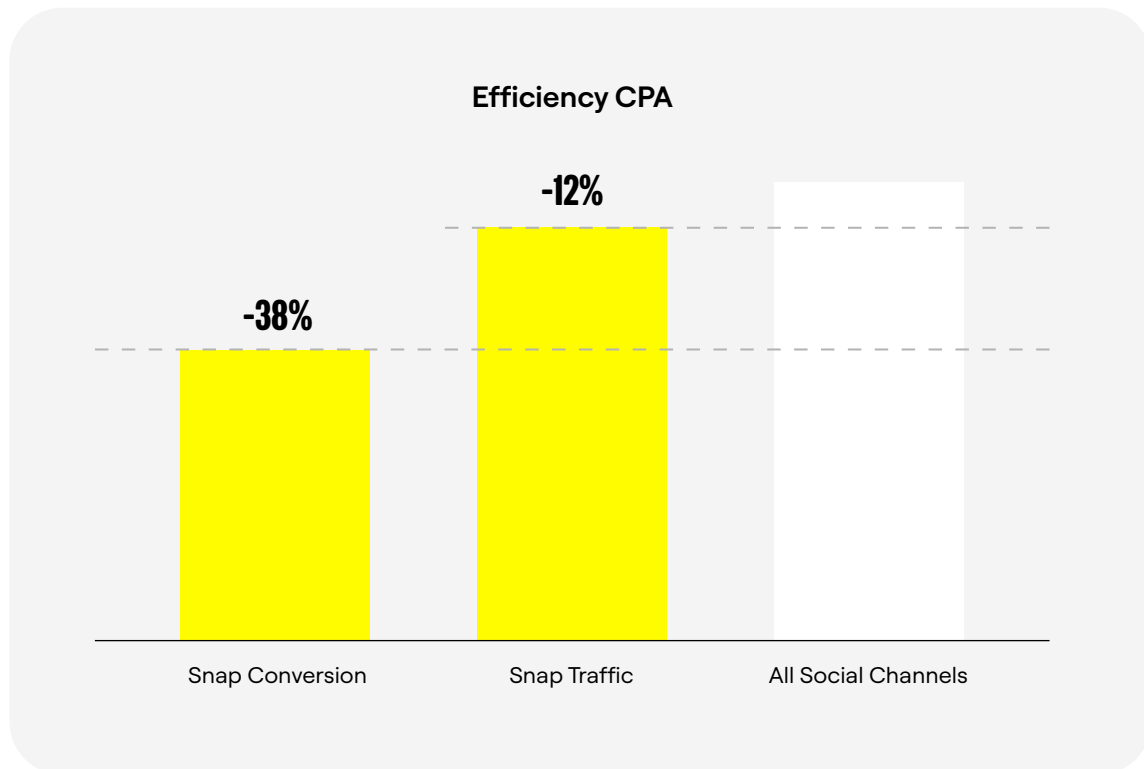
VOX Cinemas

Market

KSA

KPI modelled

Online transactions



Snapchat drove the 2nd highest volume of conversions and the **2nd highest number of sessions** across all social channels for VOX Cinemas KSA during the measurement period, demonstrating its ability to generate significant scale while driving meaningful business outcomes.



Taking all social channels' Cost per Transaction as the benchmark, Snapchat delivered this performance with exceptional efficiency. Campaigns optimized for the **Conversion** objective achieved the **lowest CPA of all channels**, performing **38% more efficiently than the social benchmark**. This strong performance extended beyond conversion campaigns, with Traffic objective activity also delivering conversions at a **12% lower CPA than the benchmark**, highlighting Snapchat's ability to drive efficient lower-funnel outcomes across multiple objectives.

Snapchat's efficiency was underpinned by the quality of its audience. Traffic from **Conversion** campaigns achieved **conversion rates 65% higher than the social benchmark**, indicating that audiences acquired through Snapchat were not only large in volume but also highly qualified and more likely to complete downstream actions when campaigns were optimized for conversion.

Case Study

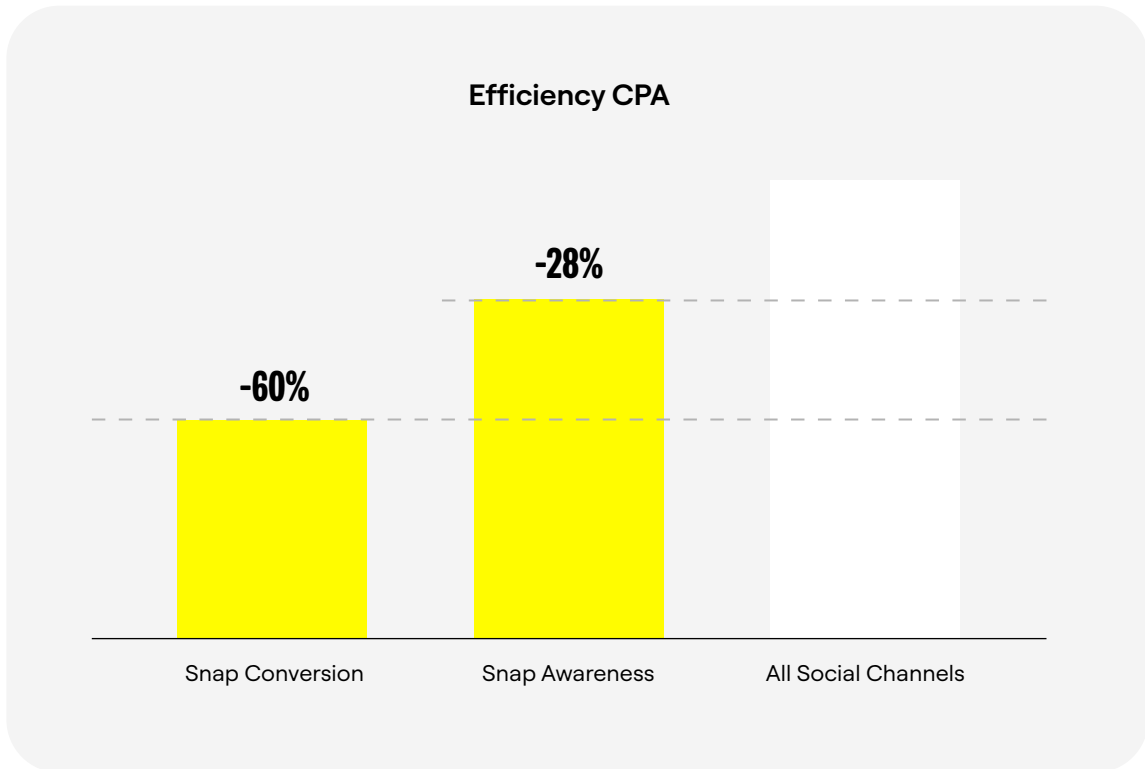
VOX Cinemas

Market

UAE

KPI modelled

Online transactions



Snapchat drove the **2nd highest volume of conversions** and the **3rd highest session volume** across all social channels for VOX Cinemas UAE during the measurement period, demonstrating its ability to generate meaningful business outcomes at scale.

Taking all social channels' Cost per Transaction as the benchmark, Snapchat delivered this performance with outstanding efficiency. Campaigns optimized for the **Conversion** objective achieved a **CPA 60% lower than the social benchmark**, while **Awareness** campaigns also drove transactions at a **CPA 28% lower than benchmark**. This demonstrates Snapchat's ability to deliver efficient lower-funnel outcomes across both upper- and lower-funnel objectives.

Snapchat's strong efficiency was reinforced by the quality of its traffic. **Conversion** campaigns achieved **conversion rates 134% higher than the social benchmark**, while **Traffic** campaigns also outperformed with conversion rates **18% above benchmark**. These results suggest that Snapchat is not only driving scale but also attracting highly qualified users who are significantly more likely to progress down the funnel and convert, rather than generating low-intent visits.

Snap Inc.'s Measurement Ideology

09



Snap Inc.'s Measurement Ideology

Driving success in digital advertising requires mastery of three key tiers 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 Inc.

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)



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Publicis Groupe Middle East & Turkey (ME&T) is a regional leader in marketing, communication, and digital business transformation. Through its world-class brands and the ability to architect, build and orchestrate end-to-end solutions, Publicis Groupe ME&T is uniquely positioned to help clients unlock growth in the platform world through the intersection of data, creativity, media and technology. Headquartered in Dubai, UAE but present across eight markets across the Middle East and North Africa, Publicis Groupe ME&T brings together 3,600 minds with expertise in data, technology, media, strategy, creativity and business transformation.

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



About Performics

Performics is Publicis Media's global solution for Performance Orchestration, designed to convert consumer intent into measurable business growth. As the original performance marketing agency, Performics leverages technology, innovation and data-driven insight to create and convert demand across paid, owned and earned media — spanning search, social, affiliates, programmatic, and user experience. Operating across 41 markets worldwide, Performics empowers brands to deliver connected and personalized digital experiences that drive performance at every touchpoint.

To learn more, visit www.performics.com

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2. Snap Inc. Three Es Measurement Strategy.

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