Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

% of Snapchatters who do not use other platform on any given day

% of Snapchatters who use Snapchat and also use other platform on any given day

Baker: US Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app(s); calculation equals (1 - Overlap Penetration). App Annie weights iOS and Android data in their sample to reflect the general population of the market. Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

% of Snapchatters who do not use other platform on any given day

% of Snapchatters who use Snapchat and also use other platform on any given day

Base: CA Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1 - Overlap Penetration). App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

- 25% of Snapchatters who do not use other platform on any given day
- 79% of Snapchatters who use Snapchat and also use other platform on any given day

Base: GB Snapchatters aged 16+

Source: Custom App Ance analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competition app; calculation equals (1 - Overlap Penetration); App Ance weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

% of Snapchatters who do not use other platform on any given day

% of Snapchatters who use Snapchat and also use other platform on any given day

Baker PR Snapchatters aged 16+

Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competition app; calculation equals (1 – Overlap Penetration). App Annie weights iOS and Android data in their sample to reflect the general population of the market. Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

% of Snapchatters who do not use other platform on any given day

% of Snapchatters who use Snapchat and also use other platform on any given day

Source: Custom AppAnnie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1 - Overlap Penetration). App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

- 29% of Snapchatters who do not use other platform on any given day
- 36% of Snapchatters who use Snapchat and also use other platform on any given day
- 44% of Snapchatters who do not use other platform on any given day
- 79% of Snapchatters who use Snapchat and also use other platform on any given day
- 91% of Snapchatters who do not use other platform on any given day

Source: Custom App Ance analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app, calculation equals (1-Overlap Penetration). App Ance weights iOS and Android data in their sample to reflect the general population of the market. Figures calculated for Q3 and Q4 2018.
Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

- Instagram: 29%
- Facebook: 37%
- Twitter: 49%
- YouTube: 52%

% of Snapchatters who do not use other platform on any given day

% of Snapchatters who use Snapchat and also use other platform on any given day

Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1 - Overlap Penetration). App Annie weights iOS and Android data in their sample to reflect the general population of the market. Figures calculated for Q3 and Q4 2018.