Snapchat's 2024 Advertising Guide for Shopping Season

Snapchat is all about influence. Real influence. In fact, 88% of Snapchatters agree that their most trusted advice on what to buy comes from their interactions on Snapchat. That makes Snapchat the perfect place for businesses to expand their customer base. If you're considering Snapchat Ads for your business, this guide will help you get started just in time for Shopping Season.



Social Shopping Thrives on Snapchat



of Snapchat users share products or brands they are purchasing or recommending with friends or family on Snapchat.1



of Snapchat users say that Snapchat is the best way to shop with friends, even when they aren't physically together.1



of Snapchat users say their most trusted advice on what to buy comes from their interactions on Snapchat.1



My Watches

SNAPCHAT ADS SUCCESS STORY:

increase in return-on-adspend (ROAS)



Snapchatters are Expected to Spend More this Shopping Season

Over 90% of Snapchatters expect to spend about the same or more compared to the previous year.1

Capture your share of shopping season dollars in these top shopping categories.









Start early to maintain consistent visibility and increase the likelihood of

conversion. 89% of Snapchatters say seeing promotions repeatedly encourages them to make a purchase.1

Start your campaigns early to raise awareness.

Singles Day Black Friday **Cyber Monday**



Focus on deals and savings for Singles Day, Black Friday, and Cyber Monday. 93% of Snapchatters plan

on making purchases during sales

Ramp up your ads as shoppers look for deals.

events this year.1 December

would make a great gift! Convert shoppers making final seasonal purchases.

Start planning post-season

shoppers.

campaigns to reach lapsed or late

Capture the attention of seasonal

gift shoppers with unboxing content or by highlighting

customer reviews in your ads.

Demonstrate why your product



Emphasize sales and offers in your messaging.

New Year's

Post Season

November

Black Friday

Take advantage of post-season cost efficiencies.

Cyber Monday

Hit pause on shopping season

and the value of your product.

messaging and tap into creative that highlights fresh beginnings



Monitor ad performance and adjust based on clicks, sales, and

downloads.

4. Focus on one message 3. Think native

Best Practices for Advertising Success

1. Optimize from the start

what resonated most with your audience-

such as specific visuals, messaging,

targeting, and ad placements.

Analyze data from past campaigns to identify



content (UGC) - some of Snapchat's bestperforming ads are designed to resemble organic content. And don't forget to optimize your ad for Snapchat's vertical format.

Try styling your ads like user-generated-

of your ad and minimize the amount of text used on screen. If you have more than one message, build different creatives.

2. Budget for success

Take advantage of lower ad costs by starting

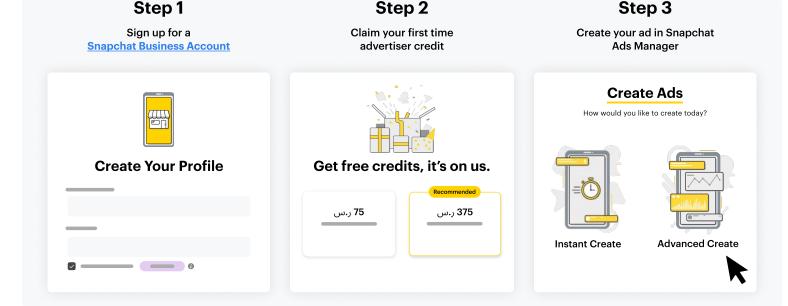
budget on popular sales events like Singles

Introduce your main benefit in the first frame

campaigns early. But, plan for additional

Day, Black Friday, and Cyber Monday.

How to get started with **Snapchat Ads**



Create Ad Account

Ready to get started?