

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.¹ 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

89%

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

89%

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

88%

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



Snapchat Ads Manager, Nov. 16, 2023 - April 17, 2024

SNAPCHAT ADS SUCCESS STORY:

My Watches

319%

increase in return-on-ad-spend (ROAS)

13x

increase in total purchases

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.



Personal Electronics

Home Electronics

Accessories

Apparel



Self-care and Beauty Treatments

Travel

Shopping Season Calendar

September - October

Start your campaigns early to raise awareness.

- ☐ **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

Singles Day

Black Friday

Cyber Monday

November

Ramp up your ads as shoppers look for deals.

- ☐ **Focus on deals and savings** for Singles Day, Black Friday, and Cyber Monday. 93% of Snapchatters plan on making purchases during sales events this year.¹
- ☐ **Capture the attention of seasonal gift shoppers** with unboxing content or by highlighting customer reviews in your ads. Demonstrate why your product would make a great gift!

December

Convert shoppers making final seasonal purchases.

- ☐ **Emphasize sales and offers** in your messaging.
- ☐ **Start planning post-season campaigns** to reach lapsed or late shoppers.

New Year's

Black Friday

Cyber Monday

Post Season

Take advantage of post-season cost efficiencies.

- ☐ **Monitor ad performance** and adjust based on clicks, sales, and downloads.
- ☐ **Hit pause on shopping season messaging** and tap into creative that highlights fresh beginnings and the value of your product.

Best Practices for Advertising Success



1. Optimize from the start

Analyze data from past campaigns to identify what resonated most with your audience—such as specific visuals, messaging, targeting, and ad placements.

3. Think native

Try styling your ads like user-generated content (UGC) — some of Snapchat's best-performing ads are designed to resemble organic content. And don't forget to optimize your ad for Snapchat's vertical format.

2. Budget for success

Take advantage of lower ad costs by starting campaigns early. But, plan for additional budget on popular sales events like Singles Day, Black Friday, and Cyber Monday.

4. Focus on one message

Introduce your main benefit in the first frame of your ad and minimize the amount of text used on screen. If you have more than one message, build different creatives.

How to get started with Snapchat Ads

Step 1

Sign up for a [Snapchat Business Account](#)

Create Your Profile

Step 2

Claim your first time advertiser credit

Get free credits, it's on us.

75 ر.س

Recommended
375 ر.س

Step 3

Create your ad in Snapchat Ads Manager

Create Ads

How would you like to create today?



Instant Create



Advanced Create

Ready to get started?

[Create Ad Account](#)