



SNAPCHAT APP POWER PACK PLAYBOOK

A brief guide to **supercharging your app performance** on Snapchat

1 WHY SNAPCHAT FOR APPS

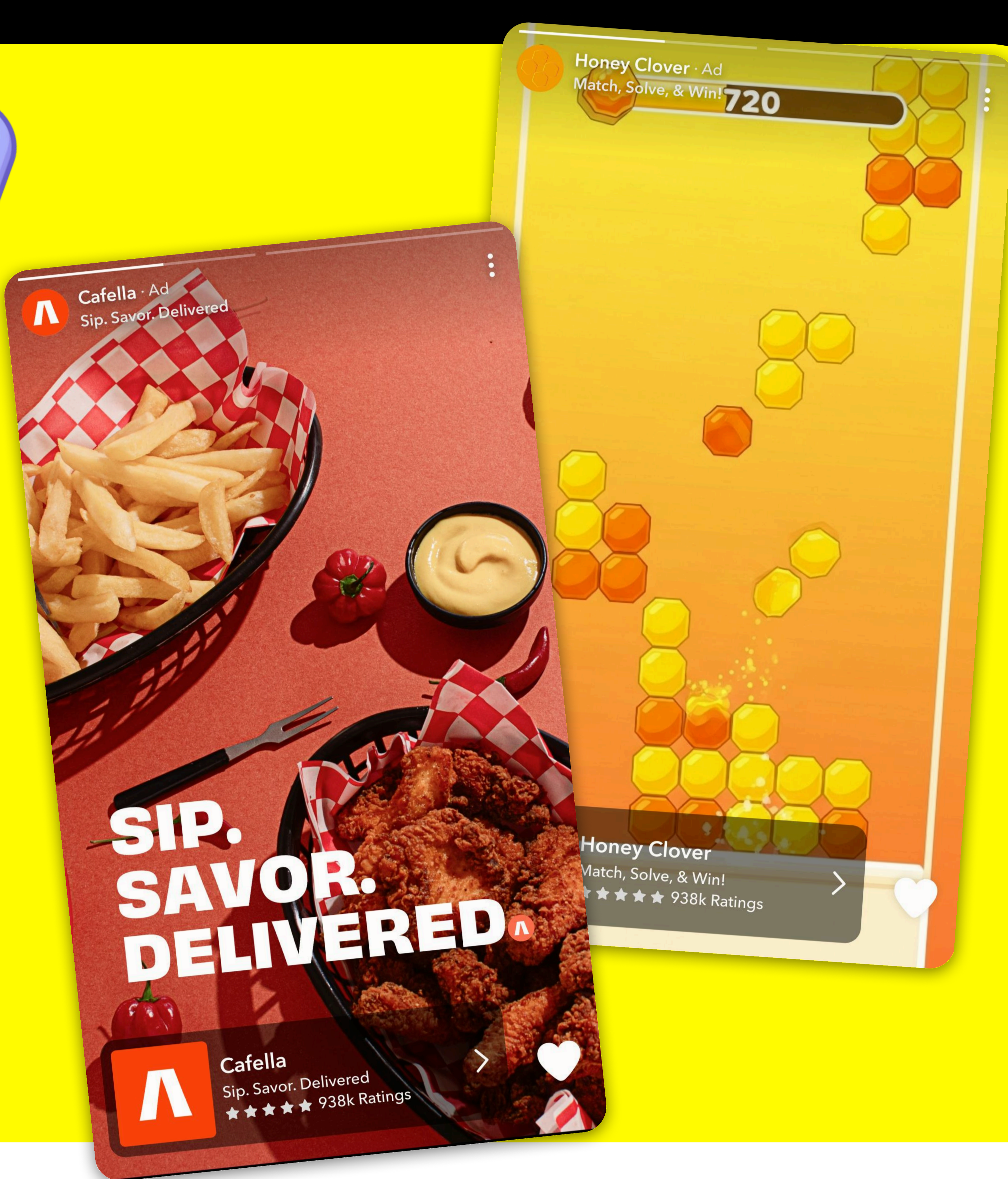
Snapchatters don't just discover apps, they act on them. With a community that's highly engaged and action-oriented, Snapchat is a natural place to drive growth.

65%

have downloaded an app from an ad they saw on Snapchat.¹

57%

have made an in-app purchase after discovering an app here.²



2 INSIDE THE APP POWER PACK

The App Power Pack brings together proven ad formats, smarter delivery tools, and clearer measurement that are all designed to make your campaigns work harder.

- **Sponsored Snaps** – Reach Snapchatters in Chat³, the app's most engaged space.
- **App End Cards** – Showcase App Store screenshots to drive more intent.
- **Playables** – Let users try your app before downloading.
- **Target Cost Bidding** – Optimize delivery to reach your CPA goals more efficiently.
- **Backend Delivery Improvements** – Smarter exclusions and alignment with MMP settings.
- **Snapchat Outcomes** – Faster, more detailed performance insights, while still supporting SKAN.

3 BEST PRACTICES TO MAXIMIZE RESULTS

DIVERSIFY CREATIVE

Refresh assets often, leaning into vertical video, UGC, and clear CTAs.

TEST AND SCALE QUICKLY

Use Target Cost Bidding to expand while staying efficient.

SHOW BEFORE DOWNLOAD

Playables and End Cards help Snapchatters see value upfront.

LAYER MEASUREMENT

Pair SKAN with Snapchat Outcomes for clearer insights.

ENGAGE WHERE IT MATTERS

Sponsored Snaps tap into conversations in Chat, driving deeper action.

4 IMPACT ADVERTISERS ARE SEEING

Advertisers adopting the App Power Pack have reported:

+25%

A +25% lift in installs across formats⁴

+50%

A global gaming app cut cost per purchase by more than half while boosting ROAS⁵

-72.8%

An e-commerce app in MENA lowered CPI by 72.8% with Target Cost Bidding⁵

*Performance results vary by advertiser. Data based on internal tests and case studies.

HOW TO GET STARTED

Many features in the Pack are automatically applied to app campaigns (e.g., App End Cards, Sponsored Snaps, backend improvements). Other things like Playables or Target Cost Bidding can be set up in Ads Manager with your Snap rep.

THE TAKEAWAY

The App Power Pack isn't just a toolkit, it's a smarter way to run app campaigns on Snapchat. By combining engaging formats, optimized delivery, and transparent measurement, advertisers are seeing more efficient installs and stronger ROI.

**READY TO EXPLORE
WHAT IT CAN UNLOCK FOR YOU?**

¹ Online survey with daily Snapchat users in the US, Q4 2024, Toluna | n=1,017 Q: Have you ever downloaded an app through an ad you have seen on Snapchat?
² Online survey with daily Snapchat users in the US, Q4 2024, Toluna | n=1,017 Q: Have you ever made an in-app purchase from an app you have seen on Snapchat?
³ 2024 Alter Agents Study "How We Snap" Commissioned by Snap Inc.
⁴ Snap Inc. internal data July 2 - July 6, 2025
⁵ Snap Inc. internal data Q1-Q2, 2025