

SNAPCHAT

سناپشات

SHOPPING SEASON 2025

ADVERTISING PLAYBOOK

This playbook is your month-by-month guide to planning and optimizing Q4 campaigns on Snap.



Win the shopping season

with a full-funnel approach

Kick off campaigns early to nurture shoppers from discovery to checkout. We recommend following this month-by-month playbook to help maximize your results.

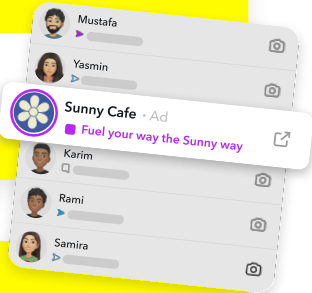


October

Reach shoppers before the rush.

- **Start early** to help drive demand and benefit from better auction dynamics.
- **Set up for success by enabling Snap Pixel and Conversions API** for stronger signals.
- **Use data strategically** from past campaigns to refine visuals, messaging, and targeting.
- **Lead with one clear message** by featuring your key benefit in the first frame, and keeping the on-screen text to a minimum. If you have more than one message to share, create different ads for each.
- **Design authentically** with ads that feel native to the platform and are optimized for the vertical format.

- **Take advantage of Sponsored Snaps.** For the first time ever, brands can show up in a space where their customers are most engaged, in the Chat feed.¹



November

Scale ads as shoppers seek deals.

- **Launch campaigns at least two weeks before peak periods** to allow sufficient time for the learning phase.
- **Test different bidding strategies** to see what best supports your objective; use max bid or target cost for strict cost-per goals, or auto-bid to help ensure full budget delivery.
- **Increase bids strategically** to reflect evolving auction dynamics and rising CPMs as the shopping season reaches its peak.
- **If you value click-through conversions**, use a 7-day click, 0-day view optimization window to ensure you're optimizing toward your attribution window and driving performance.
- **Promote saving and urgency** in shopping season.
- **Showcase why your product is the perfect gift** with unboxing or customer reviews that highlight value.

December

Drive end-of-season sales.

- **Create a lookalike audience** based on past purchasers and people who've engaged with your ads to grow your prospecting pool.
- **Plan end of year campaigns** to help capture last-minute shoppers.
- **Highlight sales and promotions** in your messaging.



January

Maintain momentum cost-efficiently.

- **Use data strategically from early campaigns** to refine visuals, messaging, targeting
- **Re-engage customers** with retargeting campaigns.
- **Align offers and messaging** with New Year's goals.



RECOMMENDED BEST PRACTICES

Optimization Checklist



ME Check that you're set up for success **as soon as possible!**

- ☐ Set up your Snap Pixel to track site events and attribute them to your campaign.
- ☐ Improve Event Quality Score and integrate with Conversions API which could help increase return on ad spend.
- ☐ Use your **product catalog** and the Snap Pixel to create personalized ads that pull from your product catalog feed in real time, delivering a tailored and dynamic ad experience.

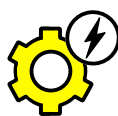
Tips to Help Improve Ad Effectiveness



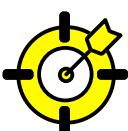
If spend is falling below your daily budget, increase bids by 20%.



If you're prioritizing ROI, even at the risk of not spending, use tCPA and consider increasing bids by 20%.



If you're prioritizing delivery, use Autobid to ensure you spend your budget.



If you're getting fewer than 5 daily conversions, raise budgets to 10x your 7-day average bid. Improve efficiency by consolidating campaigns into fewer ad sets with similar audiences.



Keep in mind that year-end bidding is especially competitive, so higher-than-usual bids may be required to secure delivery.