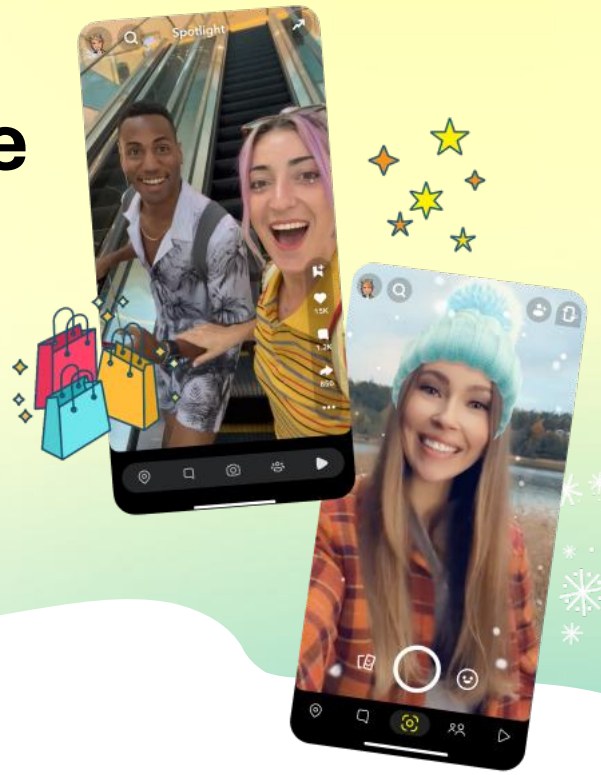


# Snapchat's 2024 Guide to Holiday Advertising

Snapchat is all about influence. *Real influence*. In fact, the majority of Snapchatters agree that their most trusted advice on what to buy comes from their interactions on Snapchat.<sup>1</sup> That makes Snapchat the perfect place for businesses to expand their customer base and increase conversions with campaigns that tap into the holiday spirit. This guide? It's your roadmap to holiday success.



## Get Results All Season Long with a Full-Funnel Campaign Strategy

We recommend launching your holiday campaign early to connect with shoppers throughout their purchase journey. Here's a month-by-month checklist designed for optimal results.

Halloween



### September - October

Start your campaigns early to raise awareness.

- Start early** to maintain consistent visibility and increase the likelihood of conversion. 70% of Snapchatters say seeing promotions repeatedly encourages them to make a purchase.<sup>1</sup>
- Set up the Snap Pixel** to track events on your site and attribute those events to your campaign.
- Leverage your product catalog** and the Snap Pixel to automate ad creation and optimize for the actions that are most important to your business.
- Verify your product catalog** in Ads Manager and check the quality of your signals.

Thanksgiving

Black Friday

Cyber Monday



### November

Ramp up your ads as shoppers look for deals.

- Focus on deals and savings** in your Black Friday and Cyber Monday ads. 78% of Snapchatters plan on making purchases during sales events this year.<sup>1</sup>
- Capture the attention of holiday gift shoppers** with unboxing content or by highlighting customer reviews in your ads. Demonstrate why your product would make a great gift!

Last Ship Day

Christmas

Hanukkah



### December

Convert shoppers making final holiday purchases.

- Create custom audiences** based on specific actions Snapchatters have taken while visiting your site.
- Start planning post-holiday campaigns** to reach lapsed or late shoppers.
- Emphasize sales and shipping timelines** in your messaging.

New Year's



### Post-Holiday

Take advantage of post-holiday cost efficiencies.

- Monitor ad performance** and adjust based on clicks, sales, and downloads.
- Engage lapsed customers** with a retargeting campaign.
- Hit pause on holiday-centric messaging** and tap into creative that highlights fresh beginnings and the value of your product.

## Sleigh the Holidays with these Best Practices



### 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.

### 2. Budget for success

Take advantage of lower ad costs by starting campaigns early. But, plan for additional budget on popular holidays like Thanksgiving, Black Friday, Cyber Monday, and Christmas.

### 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.

### 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.

## Need additional help with your holiday campaign?

Schedule a call for more guidance.

