



HOW WE SNAP IN GERMANY - 3P USAGE RESEARCH

Daily users of all ages turn to Snapchat in Germany to connect with what they love: friends, family, and communities. While they're on the app, they navigate through multiple tabs, engaging with different types of content and interactive ads.

Connecting with the inner circle on Snapchat happens in many ways

57%
Send messages

54%
Take pictures using the app camera

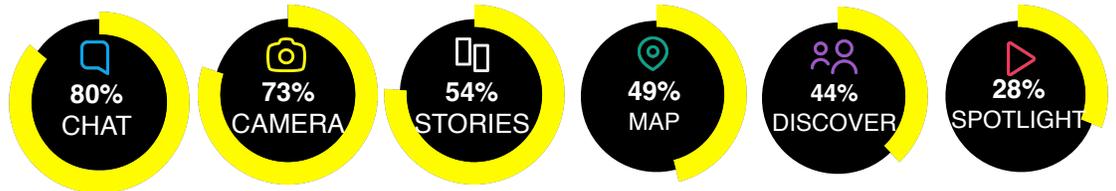
53%
Watch stories from friends & family



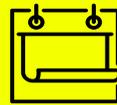
96%

of Snapchatters visit multiple tabs in a single session

Though chat is the most used, Camera and Stories come after it



Daily Snapchatters use the app at different times of the day, but there are certain slots where Snapchat is used more than other apps



51% Throughout the day



27% First thing in the morning



24% While commuting

67%

Have shared an ad on Snapchat with someone else



72%

Have made a purchase influenced by Snapchat



Recommendations for Brands

- 1 Develop multi-surface campaigns to reach Snapchatters in all the places they go during a single session.
- 2 Showcase how your product can be used to facilitate connection with those Snapchatters care most about
- 3 Create AR lenses that allow "testing" products either alone or with others. Prompt sharing the experience to leverage tenancy to seek opinions on Snapchat.