

# Welcome to Footprints

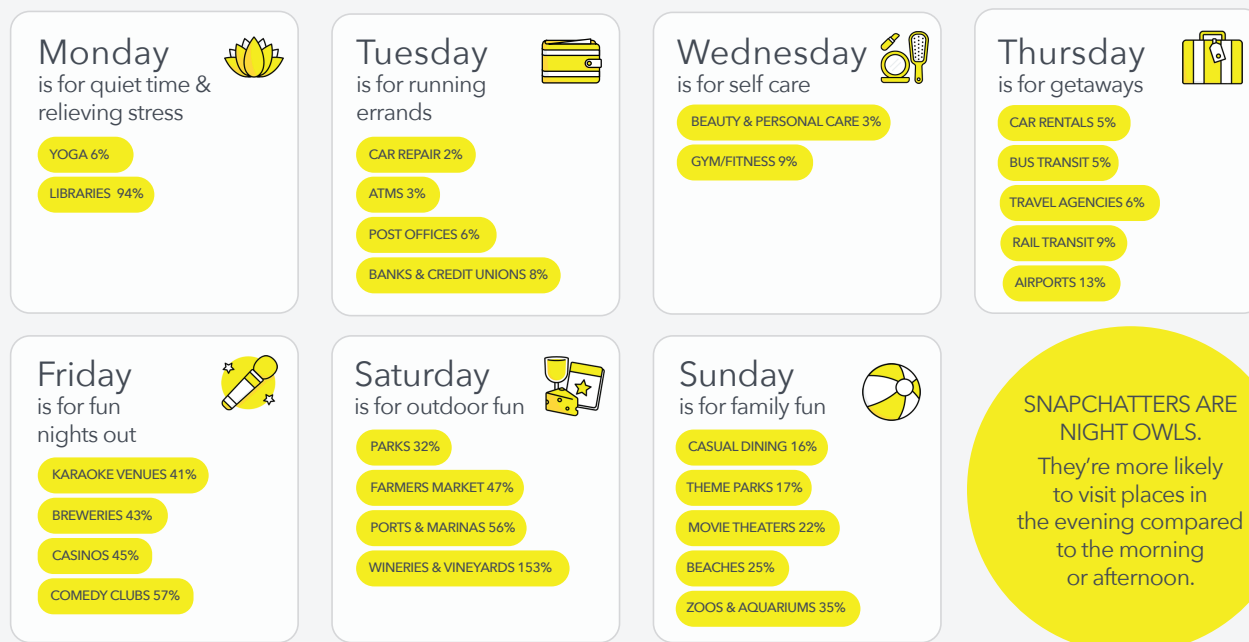


Over 90% of Snapchatters opt-in to share their location, and they interact with Snapchat approximately 25 times a day. They're using Snapchat wherever they go – which provides great insights into the restaurants, gyms, transit options, and other places they care about most.

We've learned a lot from the Snapchat community and today, we're introducing "Footprints," a new insights series focused on who Snapchatters are and the places they frequent in the real world.

For the first in our location insights series, we looked to understand what US Snapchatters' visitation patterns could tell us about who they are. Below are some key learnings we uncovered by looking at their weekly location-based behaviors in April and May 2018.

## Snapchatters During The Week



Visitation to Snapchat Lifestyle Categories; indices are based on Snapchatter visits on each day compared to visits on other days of the week.

## How Advertisers Can Benefit From Footprints Insights



### Reaching your audience

Using these insights can help advertisers of all sizes drive effective creative messaging and campaign targeting that drives foot traffic to brick-and-mortar storefronts. If you're interested in engaging your audience through geo-specific ad creative (like Geofilters and Lenses), Snapchat offers a variety of products to help cater your campaign around location.



### Optimize for in-store visitation

Foot traffic is essential to many industries, especially for Retail and Restaurant. Reaching the right people at the right time and place is key to driving in-store visitation. Consider your audience's path to purchase, and optimize your campaigns so that they see your ads when they're at their most relevant.



### Drive engagement based on insights

Understanding the interests of your in-store visitors can help you build your ad creative to captivate their attention. For example, knowing your visitors are likely to be interested in yoga, Snapchatters in the "Yoga Enthusiasts" Snap Lifestyle Category, can inform how you position your messaging. You can learn more about reaching your in-store visitors by interest-based Snap Lifestyle Categories [here](#).

Whether you're a marketer or just interested in the Snapchat community, we hope Footprints helps you better understand the lifestyles and habits of Snapchat's unique audience.