

GoGlobal
with Snap



Measurement Guidelines





Delivery/Viewability/Reach

How many times was my ad served?
 How long was it viewed?
 Who did I reach with my ads?

MOAT

nielsen

IAS Integral Ad Science

mDAR + x-pub
 mDAR, TAR

doubleclick by Google

DV DoubleVerify



Resonance

How did my ads impact audience awareness, perceptions and beliefs about my brand?

KANTAR



Snap First-Party Brand Lift

nielsen



Reaction

What did people do differently as a result of my campaign (purchase more, visit more, install the app)?

App Install

KOCHAVA★ AppsFlyer
 TUNE adjust
 Apsalar

Location

Placed powered by FOURSQUARE

Closed Loop ROI

nielsen
 ORACLE DATA CLOUD

Marketing Mix

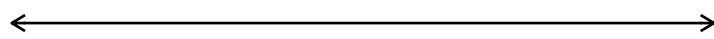
ANALYTIC PARTNERS Marketing Management Analytics
 neustar MarketShare nielsen

Solution	Overview	Investment Threshold	Considerations
Delivery			
Nielsen mDAR	Audience verification	Snap not currently supporting	Requires tagging; all ad products
Nielsen TAR	Snap vs. TV unique reach analysis	Snap not currently supporting	Minimum 15M Snap imps and 25 TV GRPs; provide TV watermark
MOAT	Viewability, invalid traffic analysis	n/a	Apply for Snap Ads (Video & Photo), Story Ads, Filters
IAS	Viewability, invalid traffic analysis	n/a	Apply for Snap Ads only
DoubleVerify	Viewability, invalid traffic analysis	n/a	Apply for Snap Ads (Video & Photo), Story Ads, Filters
Resonance – Brand Lift			
Snap First Party Brand Lift	Snap brand lift	\$100k	Max 4 questions; control and exposed served to users in-app (no creative or frequency cut)
Kantar / MB Resonance	Snap brand lift powered by Kantar	\$300k	Max 4 questions; control and exposed served to users in-app
Nielsen Resonance	Snap brand lift powered by Nielsen	\$300k	Max 4 questions; control and exposed served to users in-app
Reaction – Visitation			
Placed	3rd party visitation and lift insights	\$100k	Post-campaign reporting; potential for weekly. Either Snap-only or multi-partner reports as applicable
Reaction – Marketing Mix			
Marketing Mix data inputs	Custom data feeds for MMM inputs	n/a	Can provide for any measurement partner; ten business day lead time for data
Reaction – Conversion Lift			
Third Party: Nielsen Catalina, Oracle ROI	Closed-loop ROI studies based on client transaction or credit/debit data	\$500k	Feasibility and requirements on case-by-case basis
Snap First Party Conversion Lift	Measure causal increase in pixel events or app events	*pending technical feasibility	Requires pixel+hashed ID passback or MMP. Feasibility on case-by-case basis
Reaction – App Install			
Tune, Kochava, AppsFlyer, Adjust, Apsalar	Measure number of app installs and post-install activity	n/a	Available and included for all Snap Ad App Install campaigns



Putting it together!

Alignment of objectives to desired outcomes, outcomes to KPIs and KPIs to solutions is critical to effective media measurement strategy.



Funnel	Brand	Objectives	DR/Performance	Outcomes	KPIs	Solutions
Reach	How many people saw my campaign?			Reach & Awareness	Total Reach Unique Reach SPUR	1P Reach + Nielsen TAR
	Awareness	How unique was the audience who saw my campaign on Snap?			Brand Awareness Ad Awareness	
Consideration	Do people who saw my ad remember seeing it?			Conversion & Sales Growth	Action Intent Recommendation Intent (NPS)	1P Brand Lift Or 3P Brand Lift
		Are people influenced by my campaign?	Do people who saw my campaign intend to engage with my brand?			
Intent	Do people view my brand more favourably because of an ad?		How likely is the Snap audience to make a purchase with my brand?			
Recreation		How many people made a purchase after seeing an ad?			Attributable Conversions Visits CPP ROAS	1P Attribution Or 3P MTA; 1P Visitation
Incrementality		Do my ads increase people's likelihood to shop with my brand?			Purchase Lift CPIP iROAS	1P Conversion Lift



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For more information

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forbusiness.snapchat.com/go-global-with-snapchat

Or contact your local APAC expert.