# WIN EVERY MOMENT سناپشات 🕄 THIS SUMMER ON SNAPCHAT



Follow our tips to give your brand a serious glow-up with creative impact, behavior-driven insights, and unbeatable media efficiency.

## **THE SUMMER OPPORTUNITY ON SNAPCHAT IS BLAZING HOT**

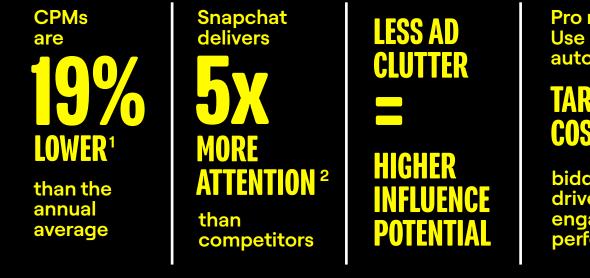
Tap to viev

Summer is your golden window to connect while attention is high and ad clutter is low.

**Snapchatters are active across** multiple tabs your brand should be too.



### **MAKE THE MOST OF MEDIA EFFICIENCY**





bidding to drive engagement δ performance.

#### **MIRROR HOW SNAPCHATTERS SNAP**

In both KSA and the UAE,nearly all Snapchatters

**98%**<sup>3</sup>ε

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respectively– explore multiple tabs during a single session

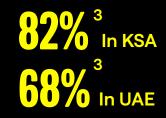
Snapchatters also use the Chat regularly:



74% In UAE Pro move: Enter the chat with

74%<sup>3</sup> In KSA 76% In UAE

Snapchatters are also checking stories regularly:



Tap into creators to bring your message to life

#### **STAY ALWAYS-ON TO STAY TOP-OF-MIND THIS SUMMER**



64% HIGHER

vs. occasional campaigns

**AOV when** staying live

Pro move: Use Goal-Based Bidding (GBB) to build momentum early

#### WHEN YOUR CREATIVE GLOWS, **PERFORMANCE FLOWS**

**ROTATE STATIC, GIFS & SHORT VIDEO FORMAT** 

**MIX FORMATS: SNAP ADS, STORIES**, **COLLECTIONS COMMERCIALS** 

ACTIVATE AR FILTERS AND **USE NATIVE CREATOR & GEN AI LENSES UGC-STYLE** CONTENT

Pro move: Use bold summer colors in your visuals

## **READY TO WIN EVERY MOMENT WITH SNAPCHAT?**

#### **Discover more with the full Summer Guide BLOG**

#### 1. Source: Snap Inc. Internal Data, 2024

2. Source: 2023 Amplified Intelligence AR Attention study commissioned by Snap Inc and OMD

3. Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap. Snapchatters (n=1000)