

# WIN EVERY MOMENT

## THIS SUMMER ON SNAPCHAT سنابشات



Summer isn't just a season, it's a moment. And on Snapchat, every moment counts. Snapchatters are capturing golden hours, chatting with friends, and getting ready for back-to-school all in real time.

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

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

CPMs are

**19%**

LOWER<sup>1</sup>  
than the annual average

Snapchat delivers

**5x**  
MORE  
ATTENTION<sup>2</sup>

than competitors

LESS AD  
CLUTTER

=  
HIGHER  
INFLUENCE  
POTENTIAL

Pro move:  
Use automated

**TARGET  
COST (tCPA)**

bidding to drive engagement & performance.

### MIRROR HOW SNAPCHATTERS SNAP

In both KSA and the UAE, nearly all Snapchatters

**98%**<sup>3</sup> &  
**99%**<sup>3</sup>

respectively—explore multiple tabs during a single session

Snapchatters also use the Chat regularly:

**85%**<sup>3</sup> In KSA  
**74%**<sup>3</sup> In UAE

Pro move: Enter the chat with Sponsored Snaps

They also engage with the Camera regularly:

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

Use AR filters and Dreams AI lenses to unlock high engagement, virality, and innovative AI-powered storytelling on Snapchat and a first-mover advantage in Generative AI advertising.

Snapchatters are also checking stories regularly:

**82%**<sup>3</sup> In KSA  
**68%**<sup>3</sup> In UAE

Tap into creators to bring your message to life

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

**48%**  
HIGHER ROAS

vs. occasional campaigns

**64%**  
HIGHER

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 GEN AI LENSES

USE NATIVE CREATOR & 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)