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

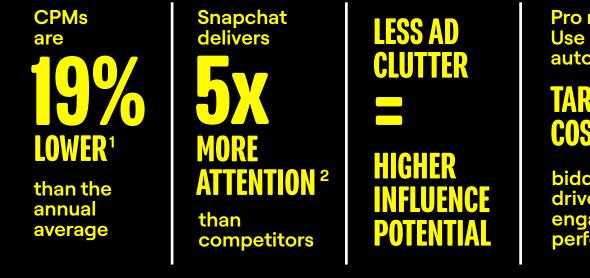
Tap to viev

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%³ε

99%³

respectively– explore multiple tabs during a single session

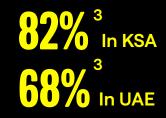
Snapchatters also use the Chat regularly:



74% In UAE Pro move: Enter the chat with

74%³ 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)