



# HOW WE SNAP IN UAE - 3P USAGE RESEARCH

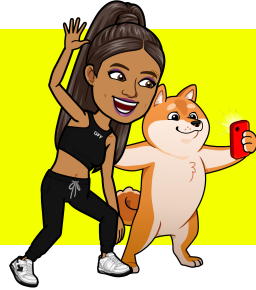
In the UAE, daily users of all ages turn to Snapchat to connect with what they love: friends, family, and communities. While they're on the app, they navigate through multiple tabs, engaging with different types of content and interactive ads.

Connecting with the inner circle on Snapchat happens in many ways

**67%**  
Watch videos

**65%**  
Watch stories from friends & family

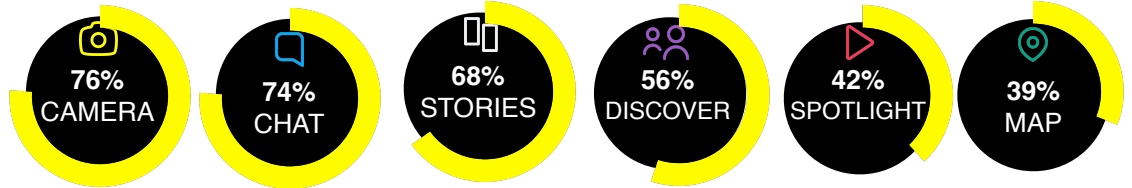
**62%**  
Send messages



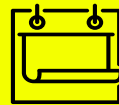
# 99%

of Snapchatters visit multiple tabs in a single session

As opposed to most markets where chat leads, Camera is the most used tab in the UAE, shortly followed by Chat



Daily Snapchatters use the app at different times of the day, but there are certain slots where Snapchat is used more than other apps



**52%** Throughout the day



**34%**

First thing in the morning

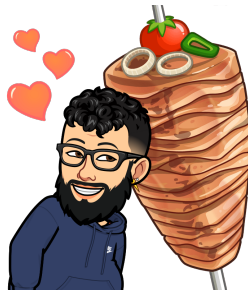


**33%**

On school / work breaks

# 76%

Have shared an ad on Snapchat with someone else



# 84%

Have made a purchase influenced by Snapchat



## Recommendations for Brands

**1**

Develop multi-surface campaigns to reach Snapchatters in all the places they go during a single session.

**2**

Consider the motivations and sentiments Snapchatters have for using each tab. Aim to compliment with your content.

**3**

Create AR lenses that allow "testing" products either alone or with others. Prompt sharing the experience to leverage tenancy to seek opinions on Snapchat.