



Holiday Gift Guide 2019



Featuring gifts for

Brand Lovers • High Performers • Video Vultures • People Watchers

Gifts for...



People Watchers

Insights and tips for the seasons most snapped moments



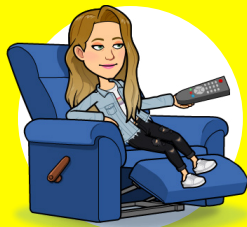
Brand Lovers

Powerful creative to make an impact during the holidays



High Performers

Innovation to help reach your performance goals



Video Vultures

Best-in-mobile content over the holiday season

Snappy Holidays

Seasonal Marketing Guide

Snapchatter Insights

203m

Daily Active Users¹

buy

20%

more gifts than the average non-Snapchatter³

20%

more likely to make purchases on mobile³

Spending over

30 mins

on Snapchat every day²

64%

more likely to start holiday shopping³ on Black Friday

60%

more likely to make impulse purchases³



Combine our unique audience with our latest products - which make it easier than ever for Snapchatters to engage with your brand, try on your products, or directly make purchases in-app - and you'll find Snapchat is the gift every advertiser wants for the holidays!

¹ On average. Snap Inc. internal data Q2 2019. See Snap Inc. public filings with the SEC

² On average. Snap Inc. internal data Q1 2019.

³ Murphy Research study commissioned by Snap Inc., July 2017; among US users

Gifts for People Watchers

Insights and tips for the season's most snapped moments

In a world of apps that can make people feel anxious, isolated, or self-conscious, Snapchat is fundamentally the “feel-good” app.

95% of Snapchatters say the app makes them feel happy, more than any other app tested.¹

That's why Snapchatters are primed to engage with our content and your brand over the holiday season.

Snapchat is front and center during the Holidays. Millions of Snapchatters are capturing memories, connecting with friends and having fun with the Snapchat camera. Here's how you can be a part of these moments too.

Source: Murphy Research Study Commissioned by Snap Inc., July 2018; n = 1,005 among users of each app



1. Thanksgiving, Black Friday & Cyber Monday

Once the plates are cleared, Snapchatters are on the hunt for the best post-Thanksgiving deals. Black Friday & Cyber Monday officially kick off holiday shopping season. Here's how it plays out on Snapchat.

Over **2B** Filters viewed
Over **2B** Lenses viewed
Over **164M** Story posts

Tip: Going after specific audience segments like Department Store, Luxury, Online, Shopping Mall, Consumer Tech, or Big Box Store Shoppers can help you reach your most valuable shoppers through the holiday sales weekend.

Source: Snap Inc. internal data: 'Thanksgiving' 'Black Friday & Cyber Monday' (November 22, 2018, November 23, 2018 & November 26, 2018)
Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data Public Snaps & Our Story submissions only



2. Holidays

Snapchatters are getting in the holiday spirit, anticipating gifts and celebrating with family. From “Christmas decorations” to “Christmas sweater,” they're all about spreading the holiday cheer.

Over **14B** Filters viewed
Over **12B** Lenses viewed
Over **1B** Story posts

Tip: From tagging along on that ride to Grandma's house to helping people deck the halls, 'tis the season to reach Snapchat's Travelers and Home Decoristas segments.

Source: Snap Inc. internal data: 'Holidays' (December 2, 2018 - December 10, 2018, December 24, 2018 & December 25, 2018)
Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data Public Snaps & Our Story submissions only



3. New Year

Riding high on post-holiday cheer and optimism, we see keywords like “new me,” “resolution,” and “all the best” surface.

Over **4B** Filters viewed
Over **4B** Lenses viewed
Over **296M** Story posts

Tip: Don't drop the ball on New Year's Eve! Join the party by reaching Snapchatters around the country's biggest celebratory spots, like Times Square and the Seattle Space Needle.

Source: Snap Inc. internal data: 'New Year' (December 31, 2018 & January 1, 2019)
Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data Public Snaps & Our Story submissions only

Gifts for Brand Lovers

Powerful creative to make an impact during the holidays

We believe that Snapchat is the only truly creative canvas on mobile, at any time of the year!

It's especially true during the holiday season, when our full-screen advertising products give you the creative space to bring your brand to life in full-screen, engaging and innovative ways.

The gift of

Not overthinking it



Leverage the phrases, traditions, emotions, days and moments that matter to Snapchatters. Think about simple ways to create a connection with Snapchatters' mindset and behaviours throughout the holidays.

Making everyone feel like a kid again



The Snapchat camera combined with Snapchatters' creativity will bring your brand to life in magical ways. Memories are made by experiences, not messages. Think about using the Snapchat camera in bold, innovative and playful ways.

Making other channels come to life



Include Snapchat in other channels to provide Snapchatters with as many ways as possible to access creative tools to express themselves this holiday. Think about the ways you can leverage Snap Kit, Snapcodes and Marker Tech to maximise your creative opportunity.

Tying it together with a lovely bow



Maximise success by using all the different Snapchat formats to tell your brand story. Integrated creative across multiple formats will increase creative effectiveness and brand and business impact.



Gifts for High Performers

Innovation to help reach your performance goals

This holiday season, our gift to performance advertisers is fullscreen ads tailored to the mobile-first generation.

Make an impression and achieve your business goals with ads that lead to action!



The gift of



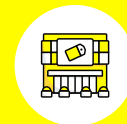
Efficiency!

Use Goal Based Bidding to ensure that you are paying for the marketing objectives that mean the most to you and your business.



Getting your message in front of the right person at the right time

Target the right customers (using your first-party audiences and Snap's lifestyle targeting) at the right time (with day-parting) to get the best results for your brand.



Getting people into your stores

Use location specific creative and targeting across multiple formats to drive footfall throughout the holidays.



Understanding whether your ads are working or not!

Use first- and third-party measurement to determine whether or not your ads are having effective impact for your performance goals.

Driving sales



Make use of all the creative ad formats available, from ads in the camera to collection ads. These different formats should be used throughout the holiday season to drive Black Friday sales, last minute gift purchases and announce January sales.

Gifts for Video Vultures

Best-in-mobile content over the holiday season

Snapchat has changed the way publishers think about storytelling on mobile.

Our partners are creating best-in-class content exclusively for Snapchat, providing you a way to reach your audience in a crowded and ever-evolving content ecosystem.

This holiday season, showcase your brand amongst the biggest media names in the world in a brand safe, hand-curated environment!

The gift of



Full Screen

The rest of the industry boxes your content into the corners of a mobile screen. On Snap, your video will get 100% of the screen, 100% of the time.



E! News: The Rundown



Dead Girl Detective Agency

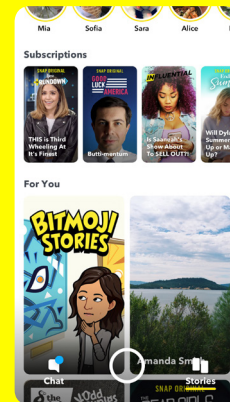


What The Fashion

Mobile entertainment

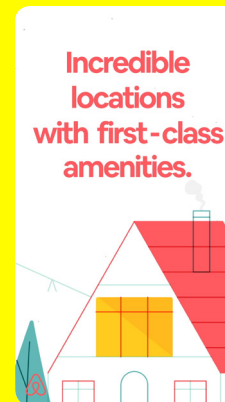
TechCrunch called Snapchat "the mobile HBO". Our original programming is timely & buzz-worthy, experiments with new content formats, genres and deploys platform technology to enhance the narrative.

Brand safety



Snap's premium content is hand selected by programmers and subject to strict editorial guidelines to help keep your brand safe.

Non-Skippable ads



Our premium, non-skippable, six-second commercial ad format plays with the sound on more than 75% of the time.

Premium storytelling



We now offer more than 450 premium content channels worldwide, professionally produced by diverse, authoritative voices in a format that's uniquely mobile.



On average, Snap Inc. internal data Q1 2019. "Sound on" means playback audio is on, headphones are on, or mute is overridden. Commercials are our 6-second, non-skippable video ads

