



HOW WE SNAP IN KSA - 3P USAGE RESEARCH

Daily users of all ages turn to Snapchat in KSA to connect with what they love: friends, family, and their community. 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

74%
Watch stories

72%
Watch videos

68%
Watch creator content

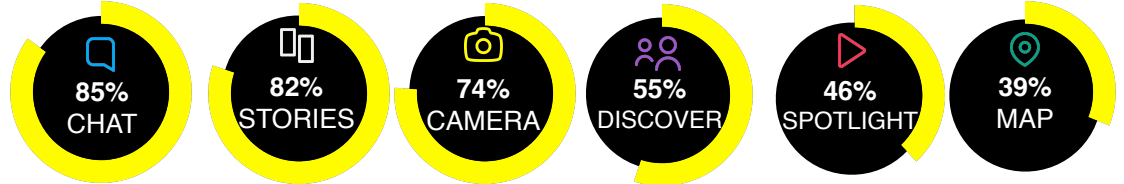


LET'S GO!

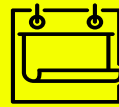
98%

of Snapchatters visit multiple tabs in a single session

Though chat is the most used, Camera and Stories come after it



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



62% Throughout the day



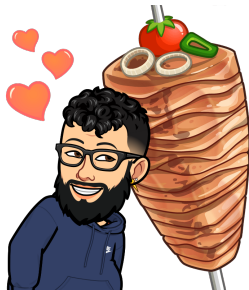
47% In the evening



42% First thing in the morning

59%

Have shared an ad on Snapchat with someone else



69%

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.