# A Closer Look at Snapchat's Everyday Apparel Shoppers

Over 90% of Snapchatters opt-in to share their location, and they interact with Snapchat approximately 20 times a day. They're using Snapchat wherever they go — which provides great insights into the places they frequent in the real world. We looked to understand what U.S. Snapchatters' visitation patterns could tell us about who they are and how they shop for apparel. Below are some key learnings we uncovered by looking at their location-based behaviors.

SNAPCHATTER VISITATION TO APPAREL STORES

8x
per month
on average

7%
more likely at the
end of the month

18-24
Year Olds
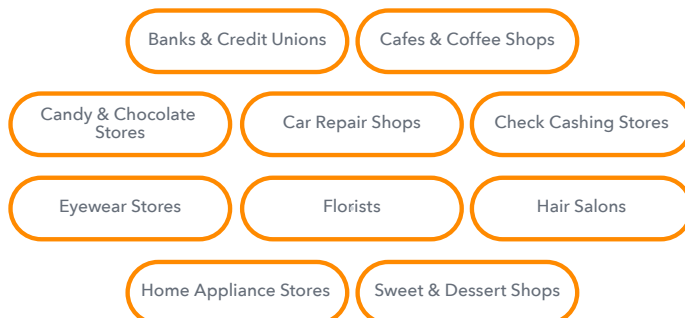visit apparel stores **more than any other age group**
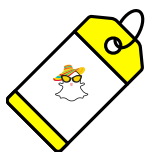
BEFORE AND AFTER VISITATION TO APPAREL STORES

Before shopping for new clothes, apparel shoppers are food focused: they're likely to visit burger joints, delis, or grocery stores. After making their apparel purchases, we see them running errands like visiting banks, car repair shops, florists, or hair salons. Apparel shoppers are also more likely to visit candy stores or chocolate shops after buying their clothes.[1]

BEFORE

Burger Restaurants	Cell Phone Stores

Chinese Cuisine	Delis	Discount Stores
Grocery Stores & Supermarkets	Italian Cuisine	Indian Cuisine

Juice & Smoothie Shops	Mexican Cuisine

AFTER

Banks & Credit Unions	Cafes & Coffee Shops

Candy & Chocolate Stores	Car Repair Shops	Check Cashing Stores
Eyewear Stores	Florists	Hair Salons

Home Appliance Stores	Sweet & Dessert Shops

Note: The data and methodology that drive the following insights are consistent with our philosophy: help show Snapchatters content they care about while protecting their privacy. Our Foot Traffic Insights only consists of aggregate user data. Privacy has always been a priority at Snapchat. To learn more, visit our Privacy Center.

1. Snap Inc. Internal U.S. Location Data; Snapchatters 13+; June 1, 2018 - July 31, 2018
2. Snap Inc.'s defined age groups include 13-17, 18-24, 25-34, and 35+
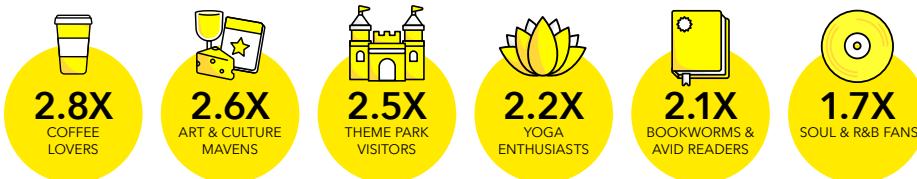3. Snap Inc. Internal Audience Insights tool, U.S. Snapchat Lifestyle Category Data

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AUDIENCE AFFINITIES

When we take a look at Snapchatters that are apparel shoppers, we find that they have varying interests and affinities compared to the average Snapchatter. For example, apparel shoppers are more likely to be coffee lovers or into arts and culture than the average Snapchatter.[3]

Compared to average Snapchatters, apparel shoppers are more likely to be:

2.8X COFFEE LOVERS	**2.6X** ART & CULTURE MAVENS	**2.5X** THEME PARK VISITORS	**2.2X** YOGA ENTHUSIASTS	**2.1X** BOOKWORMS & AVID READERS	**1.7X** SOUL & R&B FANS

As an apparel brand or retailer, it's important to understand the preferences and behavioral patterns of your consumers. We're here to help. Learn more about how to reach and convert shoppers who visit your brick-and-mortar locations, uncover rich consumer insights, and curate impactful marketing strategies informed by location technology with Snapchat's Audience Insights.

How Advertisers Can Benefit From Footprints Insights

✓ REACHING YOUR AUDIENCE

Using these insights can help advertisers of all sizes drive effective creative messaging and campaign targeting that drives foot traffic to brick-and-mortar storefronts. If you're interested in engaging your audience through geo-specific ad creative (like Geofilters and Lenses), Snapchat offers a variety of products to help cater your campaign around location.

✓ OPTIMIZE FOR IN-STORE VISITATION

Foot traffic is essential to many industries, especially for Retail. Reaching the right people at the right time and place is key to driving in-store visitation. Consider your audience's path to purchase, and optimize your campaigns so that they see your ads when they're at their most relevant.

✓ DRIVE ENGAGEMENT BASED ON INSIGHTS

Understanding the interests of your in-store visitors can help you build your ad creative to captivate their attention. For example, knowing your visitors are likely to be interested in yoga, Snapchatters in the "Yoga Enthusiasts" Snap Lifestyle Category, can inform how you position your messaging. You can learn more about reaching your in-store visitors by interest-based Snap Lifestyle Categories here.

Whether you're a marketer or just interested in the Snapchat community, we hope Footprints helps you better understand the lifestyles and habits of Snapchat's unique audience.