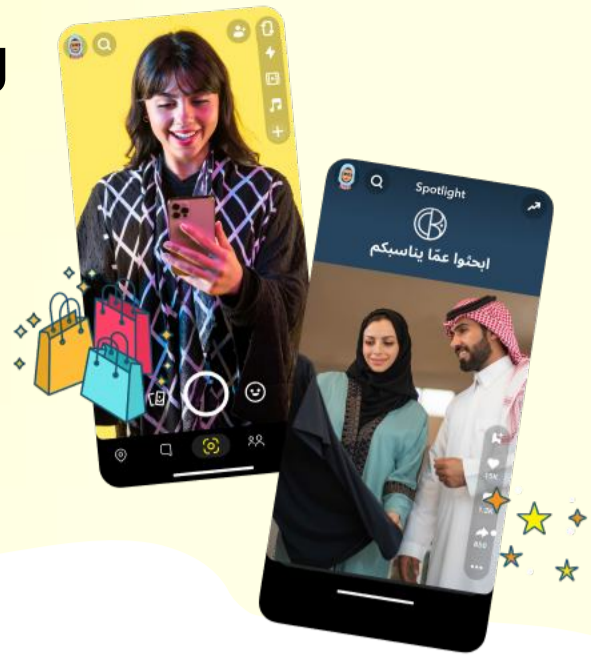


# Snapchat's 2024 Advertising Guide for Shopping Season

Snapchat is all about influence. *Real influence*. In fact, 88% of Snapchatters agree that their most trusted advice on what to buy comes from their interactions on Snapchat.<sup>1</sup> That makes Snapchat the perfect place for businesses to expand their customer base and increase conversions with campaigns that tap into all that end-of-the-year excitement. This guide? It's your roadmap to success.



## Get Results All Season Long with a Full-Funnel Campaign Strategy

We recommend launching your seasonal campaign early to connect with shoppers throughout their purchase journey. Here's a month-by-month checklist designed for optimal results.



### September - October

Start your campaigns early to raise awareness.

- Start early** to maintain consistent visibility and increase the likelihood of conversion. 89% of Snapchatters say seeing promotions repeatedly encourages them to make a purchase.<sup>1</sup>
- Set up the Snap Pixel** to track events on your site and attribute those events to your campaign.
- Leverage your product catalog** and the Snap Pixel to automate ad creation and optimize for the actions that are most important to your business.
- Verify your product catalog** in Ads Manager and check the quality of your signals.

Singles Day

Black Friday

Cyber Monday



### November

Ramp up your ads as shoppers look for deals.

- Focus on deals and savings** for Singles Day, Black Friday, and Cyber Monday. 93% of Snapchatters plan on making purchases during sales events this year.<sup>1</sup>
- Capture the attention of seasonal gift shoppers** with unboxing content or by highlighting customer reviews in your ads. Demonstrate why your product would make a great gift!



### December

Convert shoppers making final seasonal purchases.

- Create custom audiences** based on specific actions Snapchatters have taken while visiting your site.
- Start planning post-season campaigns** to reach lapsed or late shoppers.
- Emphasize sales** in your messaging.

New Year's



### Post-Season

Take advantage of post-season cost efficiencies.

- Monitor ad performance** and adjust based on clicks, sales, and downloads.
- Engage lapsed customers** with a retargeting campaign.
- Hit pause on shopping season messaging** and tap into creative that highlights fresh beginnings and the value of your product.

## Best Practices for Advertising Success



### 1. Optimize from the start

Analyze data from past campaigns to identify what resonated most with your audience—such as specific visuals, messaging, targeting, and ad placements.

### 3. Think native

Try styling your ads like user-generated-content (UGC) — some of Snapchat's best-performing ads are designed to resemble organic content. And don't forget to optimize your ad for Snapchat's vertical format.

### 2. Budget for success

Take advantage of lower ad costs by starting campaigns early. But, plan for additional budget on popular sales events like Singles Day, Black Friday, and Cyber Monday.

### 4. Focus on one message

Introduce your main benefit in the first frame of your ad and minimize the amount of text used on screen. If you have more than one message, build different creatives.

## Need additional help with your shopping season campaign?

Schedule a call for more guidance.

