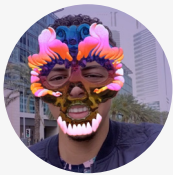


# Multiply the Moment

Every Shopping Season, our four formulas work together to multiply ROI: Immersive Experiences, Valuable Audiences, Power of Friends and Relevancy.



## Immersive Experiences x Shopping Season = ROI

Snapchat delivers high quality mobile environments like Lens, AR and video to create multiplied connections between your brand and our community. And those connections drive meaningful results for brands.

- 8/10** consumers in the KSA are likely to make a purchase after using AR.<sup>1</sup>
- 84%** of Snapchatters are interested in AR try on experiences.<sup>2</sup>
- 7.2x** average purchase value during November for retailers running Lenses on Snapchat compared to retailers running other ad formats.<sup>3</sup>



## Valuable Audiences x Shopping Season = ROI

Simply put, Snapchatters shop online more than other consumers. In fact, our audience is ready to spend even more this year.

- +119%** increase in monthly average total online purchases during November-December 2020.<sup>4</sup>
- \$425B** is the collective spending power of our 75M monthly unique users in the MENA region.<sup>5</sup>
- 1.18x** more is spent by Snapchatters than the average shopper across Shopping Season.<sup>6</sup>



## Power of Friends x Shopping Season = ROI

Snapchatters understand the importance of friends and family; even when it comes to shopping and purchase choices.

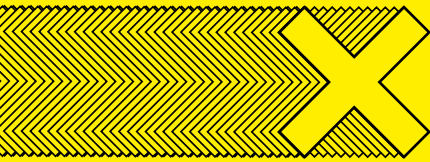
- 17%** more likely for Snapchatters in the KSA to recommend products to friends and family, than non-Snapchatters.<sup>7</sup>
- 69%** more likely for Snapchatters in the UAE to recommend products to friends and family, than non-Snapchatters.<sup>8</sup>
- 2x** more is spent when a product is referred by another friend during Shopping Season.<sup>9</sup>



## Relevancy x Shopping Season = ROI

Snapchat is the perfect place to stay relevant to these new shopping behaviours. Relevancy means delivering results through a multi product approach, using multiple targeted ad products to reach, engage and optimise your ROI.

- 2x** lift in action intent, when campaigns leverage a multi product approach, compared with those leveraging only one ad product.<sup>10</sup>



# Your Shopping Season Activation Guide

Month & Stage	Recommended Products	Opportunity
<b>EARLY OCTOBER</b>  <b>Inspiration</b>	First Commercial Reach & Frequency or Bidded Lens Filter	<b>Encourage users to discover the right items for them, and to share their final purchases.</b>
<b>MID OCTOBER TO EARLY NOVEMBER</b>  <b>List Making</b>	Story Ad Shoppable Lens Snap Ads Filter	<b>List making is quick and driven by prices. Price comparisons or hot deals may help purchase progress.</b>
<b>MID NOVEMBER TO END OF NOVEMBER</b>  <b>Shopping</b>	App Ads Dynamic Product Ads Collection Ads Shoppable Lens National Lens Reach & Frequency Lens	<b>Provide more information and assurances (e.g. free returns) to engage this mindset at purchase.</b>
<b>DECEMBER TO JANUARY</b>  <b>Sharing the Joy</b>	National Lens Reach & Frequency Lens	<b>Network is key to discovery, so encourage Snapchatters to share purchases for others' benefits, not just their own.</b>

1. 2021 Alter Agents study commissioned by Snap inc. and Publicis Media. 2. Base: Would Use Branded AR Experiences for Shopping (n=954) Q810. What is the likelihood you would make a purchase after using a branded AR experience? Please select one response. Base: Total Respondents (n=1000). 3. Integral Ad Science Halo Effect Research. See <https://digitalcontentnext.org/blog/2019/08/01/the-halo-effect-is-real-new-research-confirms-that-ads-perform-better-in-quality-contexts/> for more details. 4. Snap Inc. internal data, Nov-Dec 2019 Average vs. Nov-Dec 2020 Average [28/1] 5. 2021 Global Cassandra Study commissioned by Snap Inc. 6. Base = 25+ Year Old Snapchatters (n=711), 25+ Year Old Non-Snapchatters (n=240) 2021 Deloitte Holiday Research Commissioned by Snap Inc. Q: "And how much have you spent or do you anticipate spending in each of the following categories this holiday season?". 7. 2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (N=1508), Non-Snapchatters (N=254) Q: "How likely are you to recommend products for others to buy as part of their holiday shopping?"; 1 = "Not at all likely", 5 = "Very likely". 8. 2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (N=1047), Non-Snapchatters (N=258) Q: "How likely are you to recommend products for others to buy as part of their holiday shopping?"; 1 = "Not at all likely", 5 = "Very likely". 9. Annex Cloud Customer Marketing Platform Article, "42 Referral Marketing Statistics That Will Make You Want to Start a RAF Program Tomorrow". <https://www.annexcloud.com/blog/42-referral-marketing-statistics-that-will-make-you-want-to-start-a-raf-program-tomorrow/> 10. Magna, IPG Media Lab and Snap Inc., "Does every second count?"; 2020.