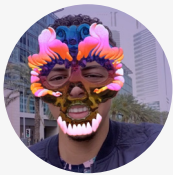# Multiply the Moment

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.[1]

84% of Snapchatters are interested in AR try on experiences.[2]

7.2x average purchase value during November for retailers running Lenses on Snapchat compared to retailers running other ad formats.[3]

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.[4]

$425B is the collective spending power of our 75M monthly unique users in the MENA region.[5]

1.18x more is spent by Snapchatters than the average shopper across Shopping Season.[6]

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.[7]

69% more likely for Snapchatters in the UAE to recommend products to friends and family, than non-Snapchatters.[8]

2x more is spent when a product is referred by another friend during Shopping Season.[9]

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.[10]
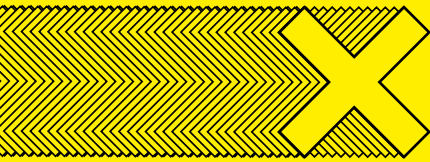
Your Shopping Season Activation Guide

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