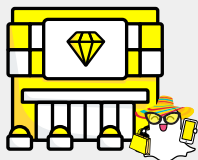


A Closer Look at Snapchatters Who Appreciate the Finer Things in Life



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 at luxury retailers. Below are some key learnings we uncovered by looking at their location-based behaviors.

SNAPCHATTER VISITATION TO LUXURY RETAIL STORES

2x

per month
on average

7%

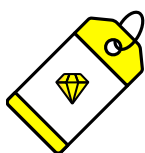
more likely at the
end of the month

Saturday

is the most popular day of the week
to shop at luxury retail stores

18-24
Year Olds

visit luxury retail stores
more than any other age group



BEFORE AND AFTER VISITATION TO LUXURY RETAIL STORES

Typically, before Snapchatters head to luxury retail stores, they can be found at airports or shopping for athletic apparel. Afterward, they can be found at fashion accessory stores or beauty & personal care spots, and steakhouses or nightclubs in the evenings – perhaps to show off the new items they've purchased.¹

BEFORE

Airports

Athletic Apparel

Beauty & Personal Care

Colleges & Universities

Libraries

AFTER

Bars

Fashion Accessories

Music Venues

Night Clubs

Steakhouses

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

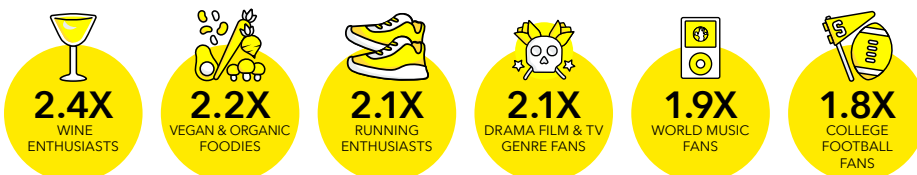
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AUDIENCE AFFINITIES

Compared to average Snapchatters, luxury shoppers have very specific preferences in other categories. When it comes to food & drink, they are more likely to be wine enthusiasts or vegan and organic foodies. They are also more likely to enjoy running or watching college football. As far as entertainment, luxury shoppers are more likely to tune into drama shows and films, and they're more likely to be fans of world music than the average Snapchatter.

Compared to average Snapchatters, luxury retail shoppers are more likely to be:



As a luxury 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 that are 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 running, Snapchatters in the "Running 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.

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