



## Verticals

[Campaign Checklist - Web](#)

[Campaign Checklist - App](#)

[Retail / eCommerce - Web](#)

[Retail / eCommerce - App - Advanced Conversion](#)

[Retail / eCommerce - App - SKAdNetwork](#)

[Health & Wellness - Website](#)

[Automotive - Website](#)

[Services Apps](#)



## Snap Campaigns Setup Checklist - Web

- |  |                          |   |
|--|--------------------------|---|
| Pixel implemented on the website                         | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/chrome-helper?language=en_US">https://businesshelp.snapchat.com/s/article/chrome-helper?language=en_US</a>   |
| All the relevant events are implemented within the pixel | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/purchase-event?language=en_US">https://businesshelp.snapchat.com/s/article/purchase-event?language=en_US</a>   |
| All events within the pixel are firing properly          | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/chrome-helper?language=en_US">https://businesshelp.snapchat.com/s/article/chrome-helper?language=en_US</a>   |
| Conversion API   | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/capi-checklist?language=en_US">https://businesshelp.snapchat.com/s/article/capi-checklist?language=en_US</a>   |
| Product catalogue (if applicable)                        | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/create-catalog?language=en_US">https://businesshelp.snapchat.com/s/article/create-catalog?language=en_US</a>   |
| Dynamic Ads readiness                                    | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/pixel-dynamic-best?language=en_US">https://businesshelp.snapchat.com/s/article/pixel-dynamic-best?language=en_US</a>   |
| Public Profile linked to Ads Manager                     | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/public-profiles-business?language=en_US">https://businesshelp.snapchat.com/s/article/public-profiles-business?language=en_US</a>   |
| Payment method setup (LOC/Credit Card)                   | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/topic/0TO8b000006WuAGAU/payment-methods?language=en_US">https://businesshelp.snapchat.com/s/topic/0TO8b000006WuAGAU/payment-methods?language=en_US</a>                                   |
| Website/Engagement custom audience                       | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/pixel-custom-audience?language=en_US">https://businesshelp.snapchat.com/s/article/pixel-custom-audience?language=en_US</a>   |
| LookALike custom audience                                | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/create-lookalike-audience?language=en_US">https://businesshelp.snapchat.com/s/article/create-lookalike-audience?language=en_US</a>   |
| Creatives are in the right size                          | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/topic/0TO0y00000YVcgGAG/ad-specifications-and-guidelines?language=en_US">https://businesshelp.snapchat.com/s/topic/0TO0y00000YVcgGAG/ad-specifications-and-guidelines?language=en_US</a> |
| Event quality Score                                      | <input type="checkbox"/> | <a href="https://businesshelp.snapchat.com/s/article/event-quality-score?language=en_US">https://businesshelp.snapchat.com/s/article/event-quality-score?language=en_US</a>   |



## Snap Campaigns Setup Checklist - App

- Setup the app ID [https://businesshelp.snapchat.com/s/article/snap-app-id?language=en\\_US](https://businesshelp.snapchat.com/s/article/snap-app-id?language=en_US)
- Link your MMP to Ads Manager
- Event mapping [https://businesshelp.snapchat.com/s/article/event-posting?language=en\\_US](https://businesshelp.snapchat.com/s/article/event-posting?language=en_US)
- Advanced conversion
- Conversion API [https://businesshelp.snapchat.com/s/article/capi-checklist?language=en\\_US](https://businesshelp.snapchat.com/s/article/capi-checklist?language=en_US)
- Product catalogue (if applicable) [https://businesshelp.snapchat.com/s/article/create-catalog?language=en\\_US](https://businesshelp.snapchat.com/s/article/create-catalog?language=en_US)
- Dynamic Ads readiness [https://businesshelp.snapchat.com/s/article/pixel-dynamic-best?language=en\\_US](https://businesshelp.snapchat.com/s/article/pixel-dynamic-best?language=en_US)
- Public Profile linked to Ads Manager [https://businesshelp.snapchat.com/s/article/public-profiles-business?language=en\\_US](https://businesshelp.snapchat.com/s/article/public-profiles-business?language=en_US)
- Payment method setup (LOC/Credit Card) [https://businesshelp.snapchat.com/s/topic/0TO8b0000006WuAGAU/payment-methods?language=en\\_US](https://businesshelp.snapchat.com/s/topic/0TO8b0000006WuAGAU/payment-methods?language=en_US)
- Website/Engagement custom audience [https://businesshelp.snapchat.com/s/article/pixel-custom-audience?language=en\\_US](https://businesshelp.snapchat.com/s/article/pixel-custom-audience?language=en_US)
- LookALike custom audience [https://businesshelp.snapchat.com/s/article/create-lookalike-audience?language=en\\_US](https://businesshelp.snapchat.com/s/article/create-lookalike-audience?language=en_US)
- Creatives are in the right size [https://businesshelp.snapchat.com/s/topic/0TO0y000000YVcgGAG/ad-specifications-and-guidelines?language=en\\_US](https://businesshelp.snapchat.com/s/topic/0TO0y000000YVcgGAG/ad-specifications-and-guidelines?language=en_US)
- Event quality Score [https://businesshelp.snapchat.com/s/article/event-quality-score?language=en\\_US](https://businesshelp.snapchat.com/s/article/event-quality-score?language=en_US)



## Campaign Structure | eCommerce

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONSIDERATION	Traffic	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Broad	Filtering + Intent
CONVERSION	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Broad	Prospecting
	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Viewed + added to cart	Retargeting
	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Previous Pixel Purchasers + CRM	Retention (Loyal Customers)
	Web Conversion	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + Lookalike (Purchasers)	Non Dynamic Prospecting (push specific products or categories)



## Campaign Structure | eCommerce

Advanced Conversions

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONSIDERATION	Installs	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad	Acquisition
CONVERSION	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Installers	Retargeting (Viewed + added to cart)
	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Previous APP Purchasers + CRM	Retention (Loyal Customers)
	App Conversion	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + Lookalike (Purchasers)	Non Dynamic Prospecting (push specific products or categories)



## Campaign Structure | eCommerce

SKAdNetwork

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONSIDERATION	Installs	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad	Acquisition
CONVERSION (Only applicable/recommended for SKAD 4.0)	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Installers	Retargeting (Viewed + added to cart)
	DPA (for retail)	<a href="#">Snap Ad</a> , <a href="#">Collection Ad</a> , <a href="#">Story Ad</a>	Previous APP Purchasers + CRM	Retention (Loyal Customers)
	App Conversion	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + Lookalike (Purchasers)	Non Dynamic Prospecting (push specific products or categories)



## Campaign Structure | Health & Wellness

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONVERSION	Web Conversion - GBB: Sign Ups (Test Vs Lead Gen)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + web visitors (but not registered)	Registration
	Lead Generation (Test Vs Website Conversions)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + web visitors (but not registered)	Registration
	Web Conversion - GBB: Sign Ups (Test Vs Lead Gen)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Previous signups (leads) + CRM	Retention (Loyal Customers)



## Campaign Structure | Services Apps

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONSIDERATION	Installs	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad	Acquisition
CONVERSION	App Conversion	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Installed the app	Retargeting
CONVERSION	App Conversion	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Previous Purchasers	Retention





## Campaign Structure | Automotive

MARKETING GOAL	CAMPAIGN OBJECTIVE	FORMAT (3-5 EACH)/AD SET	AUDIENCE	Tactics
AWARENESS/REACH	Auction	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a> , <a href="#">Commercial Ads</a>	Broad	Scale
	Reservation	Take Over Formats (Platform Burst, First Story..)	Broad	Short Term Market Dominance (Offers, Launches)
CONVERSION	Web Conversion - GBB: Sign Ups (Test Vs Lead Gen)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + web visitors (but not registered)	Registration
	Lead Generation (Test Vs Website Conversions)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Broad + web visitors (but not registered)	Registration
	Web Conversion - GBB: Sign Ups (Test Vs Lead Gen)	<a href="#">Snap Ad</a> , <a href="#">Story Ad</a>	Previous signups (leads) + CRM	Retention (Loyal Customers)