



Sponsored Snaps Research

SNAPCHAT × KANTAR

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Study Background & Objectives

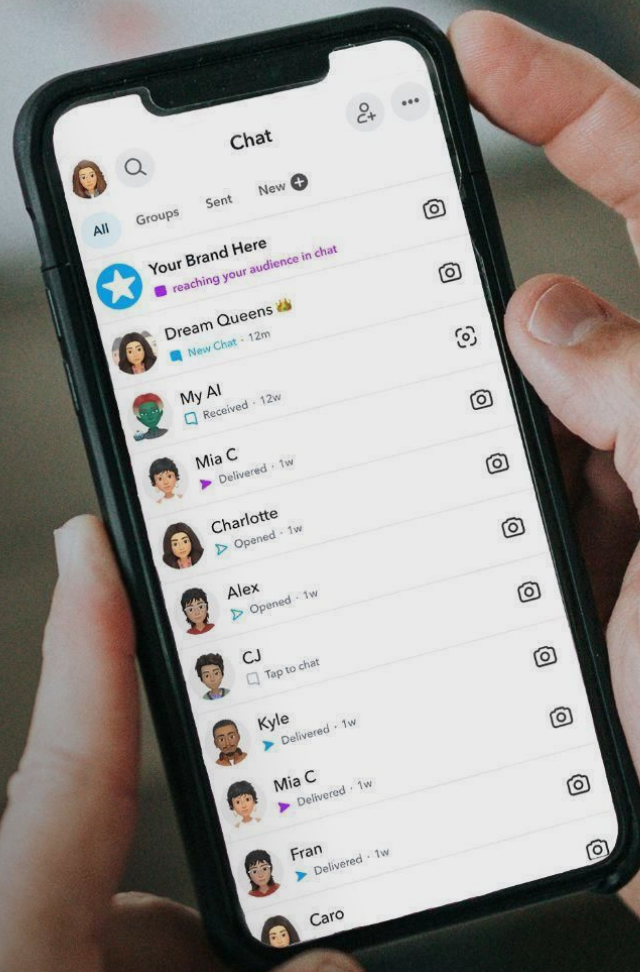


Snapchat conducted a custom Kantar Context Lab survey to explore the impact of Snapchat's new Sponsored Snaps ad product on brand outcomes compared to competitive in-feed platforms.

Recruitment Period:
23.01.26 – 20.02.26

Research Target Audience: Indians
aged 16-40 who are users of the
relevant platforms

Total Sample $n=3,144$. $n=149/150$ per
cell across 21 cells

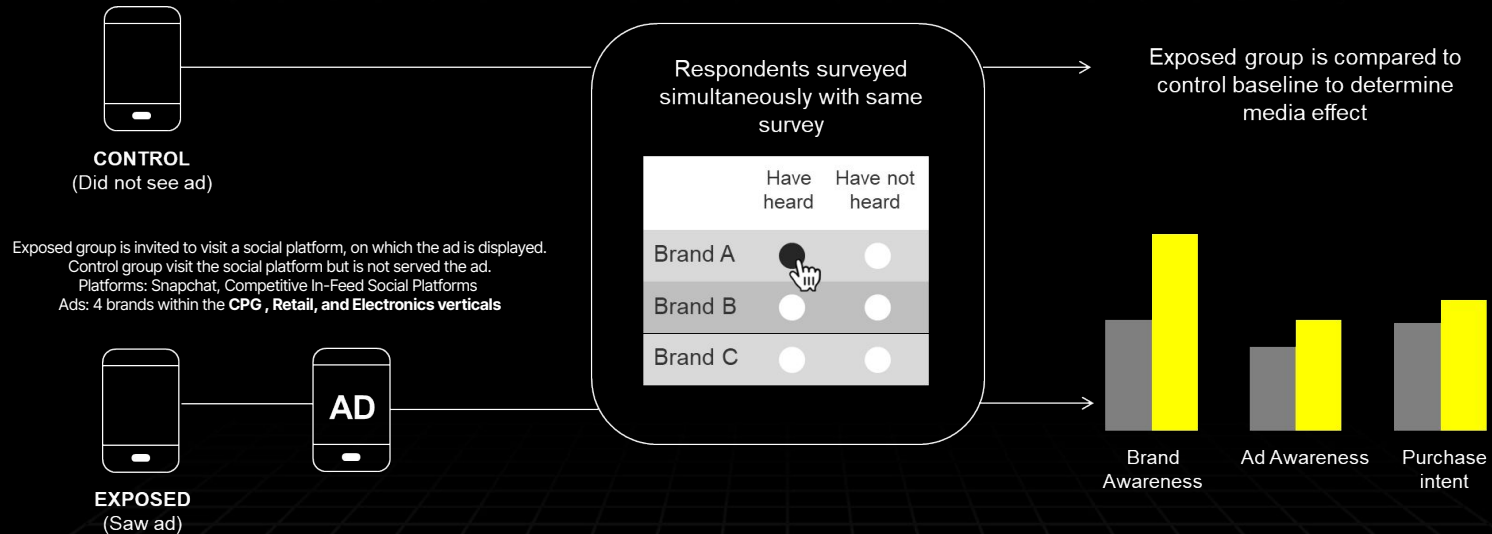




Methodology



We use a control vs exposed design to measure the difference in attitudes between two groups of matched consumers to determine the attitudinal effects of advertising exposure



Brand Metric Evaluated In Report

TOM: When thinking of [Brand], what brands come to mind? (First mention)

Unaided Brand Awareness: When thinking of [Brand], what brands come to mind? (Any mention)

Online Ad Awareness TB: Earlier when you were asked to browse a webpage, do you recall seeing an ad for any of the following [Category] brands?

Purchase Intent TB: How likely are you to buy products from these [category] brands in the future?

Affinity 90+: How do you feel about [Brand]?

Brand Attributes:

- ✓ Is fun TB
- ✓ Is cool/trendy T2B
- ✓ Makes me happy TB

Chat Ad Perceptions:

- ✓ Feel relevant to me
- ✓ Make it easy for me to discover new things
- ✓ Feel innovative
- ✓ Make it easy to share something with my friends
- ✓ Fit in with my habits on platform



Executive Summary

Do Sponsored Snap ads on Snapchat drive Brand Lift compared to ads on competitive in-feed platforms?

Sponsored Snap ads cut through - and deliver superior brand impact versus competitive in-feed formats.

- Sponsored Snaps drive strong brand lift across the full funnel, with the greatest impact at the upper funnel and meaningful gains in consideration and affinity.
- The combination of Chat Feed placement and video amplifies performance, delivering stronger results than exposure alone.
- Even passive exposure within the chat feed (without click-through) contributes to measurable gains in Brand and Ad Awareness
- Sponsored Snaps outperform competitive in-feed platforms, driving significantly higher awareness, stronger brand associations, and improved affinity

How do Snapchatters perceive Sponsored Snaps and are they emotionally engaging?

Sponsored Snaps are positively received by Snapchatters and deliver meaningful emotional engagement.

- Snap's chat ads are well-received among Snapchatters, with over 90% of Snapchatters at least somewhat agreeing that the Ad Product makes it easy to share something with friends, makes it easy to discover new things, feels relevant, feels innovative, and fits in with their habits on the platform.
- The chat-based, full-screen environment captures attention early, driving stronger engagement and making it easier for users to connect and share content.

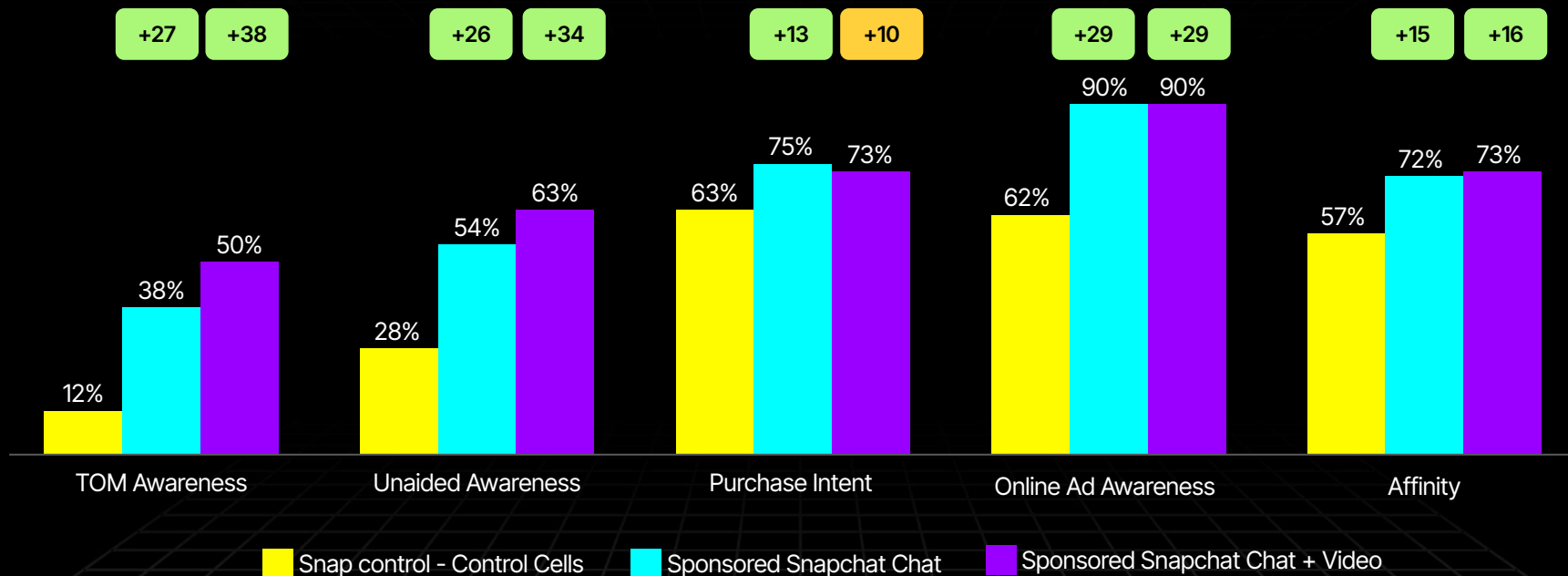


Brand Lift



Sponsored Snaps drove brand growth across the funnel, with the strongest impact at upper funnel. While exposure in the chat feed alone delivers measurable lift, combining with video amplifies performance further

High-attention, native placement likely drives strong initial visibility, which then feeds through to consideration and action

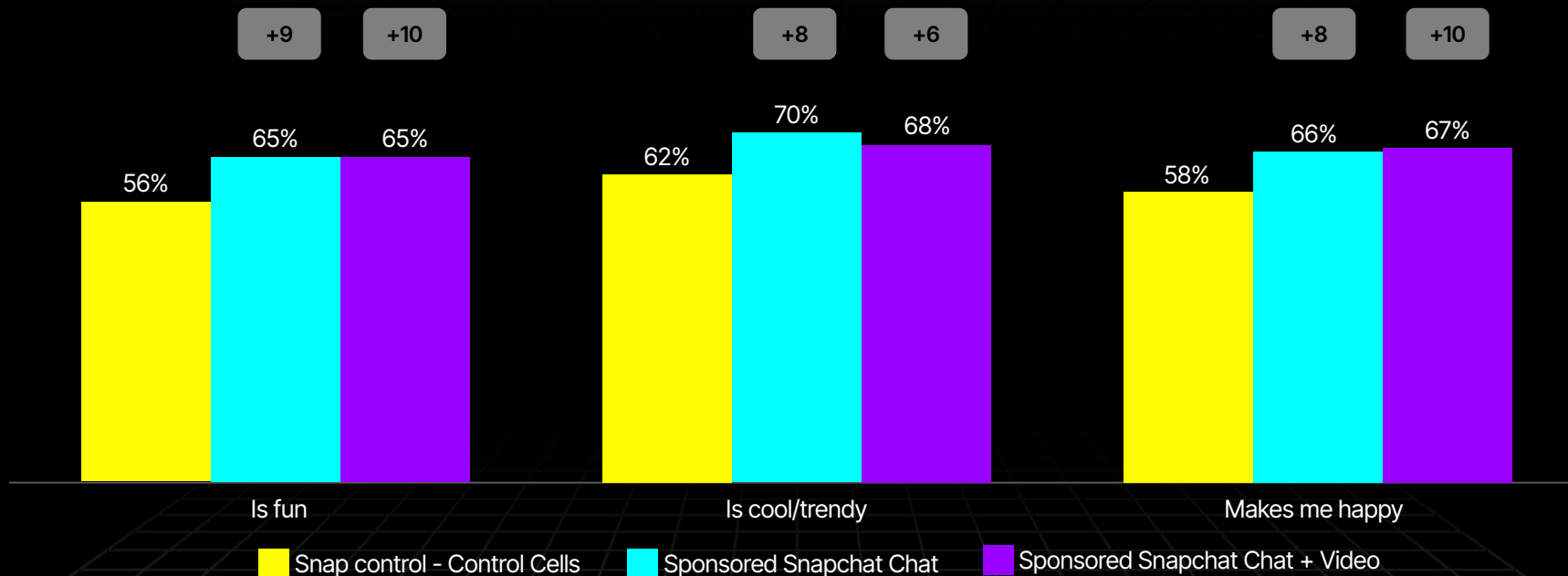


*Exposed average among 4 brands (brand creative assets) within the CPG, Retail, and Electronics verticals
Unweighted base size: Total n= 1349, Control= 150, Sponsored Snapchat Chat n= 600, Sponsored Snapchat Chat + video n= 599

Significant increase at the 90% confidence level
Significant increase at the 80% confidence level

Sponsored Snaps delivered positive shifts in brand attributes across all four brands, demonstrating its effectiveness in driving brand perceptions

High visibility and immersive delivery potentially helped messages resonate more effectively



*Exposed average among 4 brands (brand creative assets) within the CPG, Retail, and Electronics verticals

Unweighted base size: Total n= 1349 , Control= 150, Sponsored Snapchat Chat n= 600, Sponsored Snapchat Chat + video n= 599

Significant increase at the 90% confidence level

Significant increase at the 80% confidence level

**Sponsored Snaps deliver stronger lifts than competitive in-feed platforms,
driving 1.7x higher awareness and 1.6x greater association with "is fun."**

High-attention placement and strong creative likely helped messages cut through and resonate with the audience

The Impact Sponsored
Snaps (Chat)

1.7X

More lift in Unaided
Awareness than
competitive in-feed
platforms

1.7X

More lift in Top-of-Mind
Awareness than
competitive in-feed
platforms

1.6X

More lift
in "Is fun"
than competitive
in-feed platforms

*Exposed average among 3 brands within the CPG, and Retail verticals
Unweighted base size Snapchat exposed cells n=450, Competitors n=896

**Sponsored Snaps deliver stronger lifts than competitive in-feed platforms,
driving 2.5x higher awareness and 1.1x greater association with "is fun."**

High-attention placement and strong creative likely helped messages cut through and resonate with the audience

The Impact Sponsored
Snaps (Chat + Video)

2.5X

More lift in Unaided
Awareness than
competitive in-feed
platforms

2.7X

More lift in Top-of-Mind
Awareness than
competitive in-feed
platforms

1.1X

More lift in
"Is fun"
than competitive
in-feed platforms

*Exposed average among 3 brands within the CPG, and Retail verticals
Unweighted base size Snapchat exposed cells n=449, Competitors n=896



Perceptions



Sponsored Snaps deliver a native, high-relevance ad experience by blending into the way Snapchatters naturally communicate and discover content, making it easier to share with friends

Sponsored Snaps drive stronger acceptance and engagement—key to unlocking both brand and behavioural impact



Thinking specifically about the Snapchat experience and the chat ad, do you agree or disagree that chat ads... (T2B)

**Among Snapchatters who completed the chat + video exposed task (brand assets)*

Unweighted base size n=1199



Attention

While we didn't get enough data for competitive platforms in India, results for Snapchat India suggest high attention performance when compared to Australian results

India

Australia

Snap Chat + Video Feed

Snap Chat + Video Feed

Competitive In-Feed Platforms

Playback

(average % of participants who were playing the ad at any second)

100%

100%

61.6%

Passive Attention

(average % of participants who were attentive/looking at the screen at any second)

81.6%

83.4%

58.2%

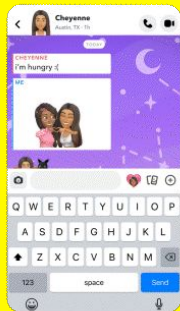
Active Attention

(average % of participants who were emotionally engaged/showing a facial expression at any second)

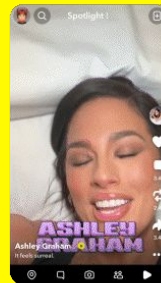
19.5%

21.6%

9.4%

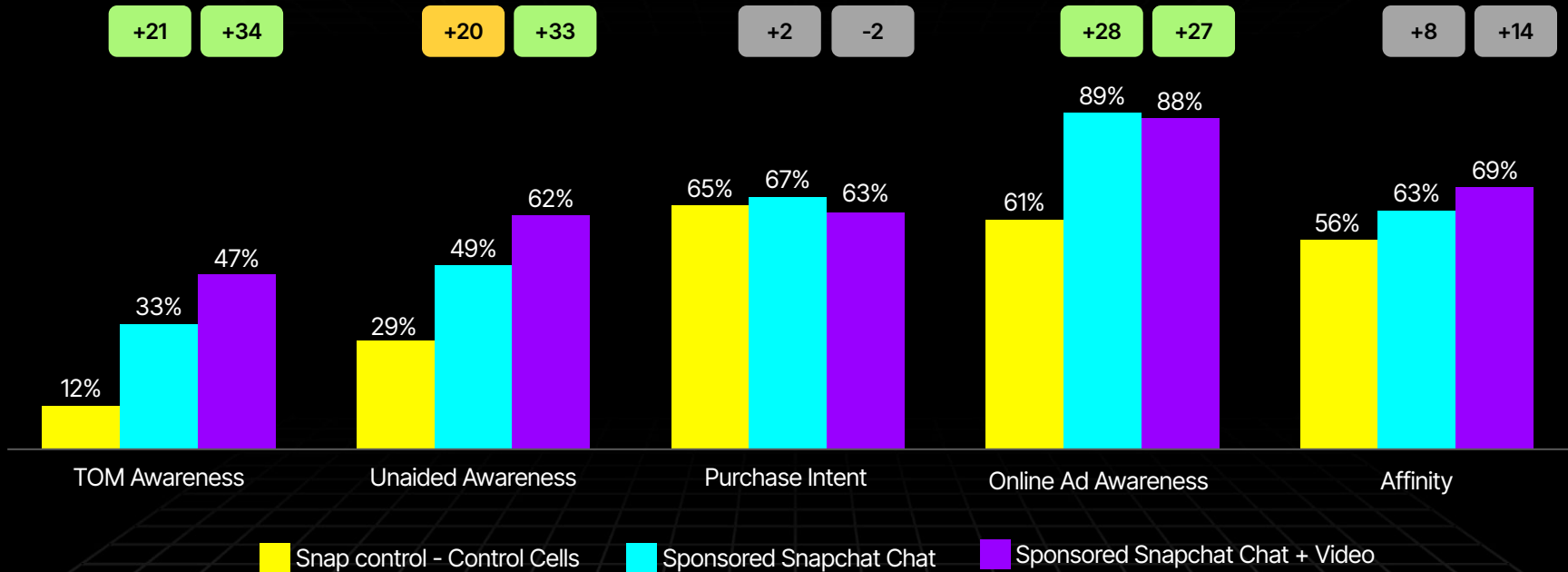


Gen Z Spotlight



Sponsored Snaps drove growth across upper and mid funnel metrics, with the strongest gains at upper funnel, however it underperformed at the lower funnel. While exposure in the chat feed alone delivers measurable lift, combining with video amplifies performance further

Chat-based environment captures attention early, potentially reinforcing brand presence and enabling impact through the funnel

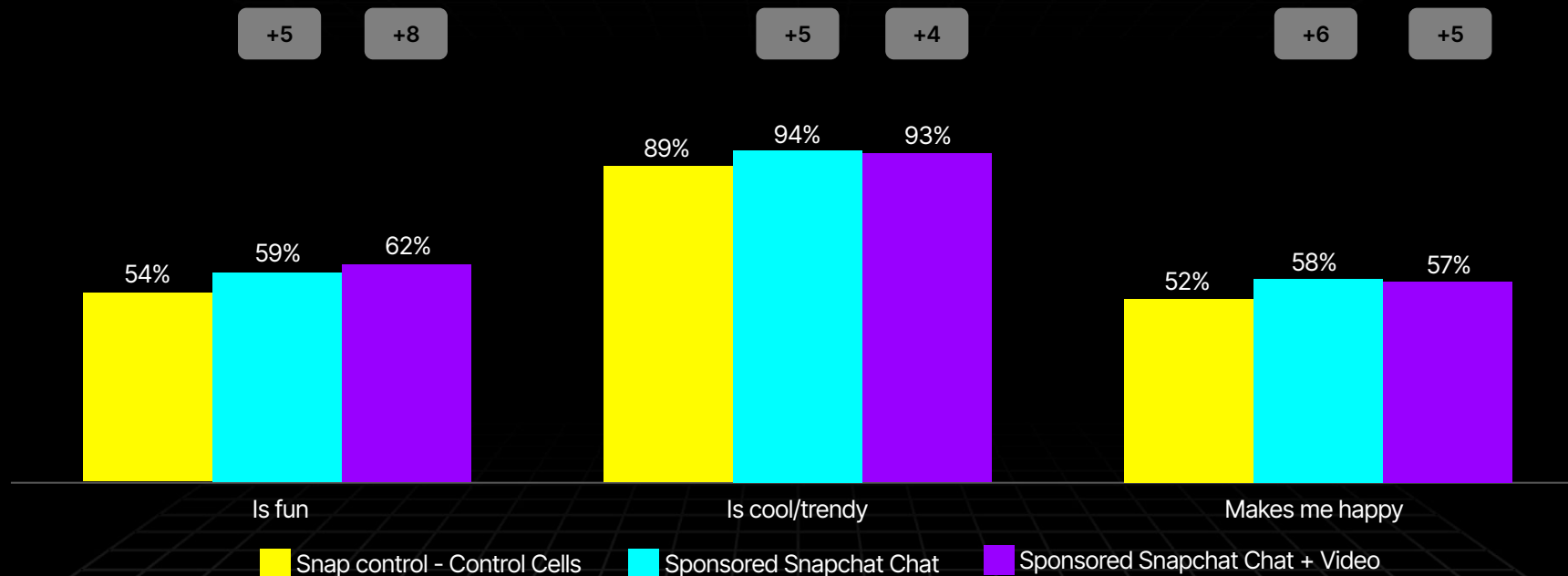


*Exposed average among 4 brands (brand creative assets) within the CPG, Retail, and Electronics verticals (TB metrics)
Unweighted base size: Total n= 456, Control= 49, Sponsored Snapchat Chat n= 205, Sponsored Snapchat Chat + video n= 202

Significant increase at the 90% confidence level
Significant increase at the 80% confidence level

Sponsored Snaps delivered positive shifts in brand attributes across all brands, showing its effectiveness in strengthening brand perceptions

Native integration within the Chat environment, combined with full-screen creative, drives stronger engagement



*Exposed average among 4 brands within the CPG, Retail, and Electronics verticals
Unweighted base size: Total n= 456, Control= 49, Sponsored Snapchat Chat n= 205, Sponsored Snapchat Chat + video n= 202

■ Significant increase at the 90% confidence level
■ Significant increase at the 80% confidence level

Sponsored Snaps outperform in-feed platforms in driving upper-funnel brand lift and generating 1.9x stronger "cool and trendy" perceptions

A native, full-screen experience captures attention and likely allows the brands to communicate more effectively

The Impact Sponsored
Snaps (Chat)

5.4X

More lift in Unaided
Awareness than
competitive in-feed
platforms

15.8X

More lift in Top-of-Mind
Awareness than
competitive in-feed
platforms

1.9X

More lift in
"Is fun"
than competitive
in-feed platforms

*Exposed average among 3 brands within the CPG, and Retail verticals
Unweighted base size Snapchat exposed cells n=449, Competitors n=896

Sponsored Snaps outperform in-feed platforms in driving upper-funnel brand lift and generating 1.7x stronger "cool and trendy" perceptions

A native, full-screen experience captures attention and likely allows the brands to communicate more effectively

The Impact Sponsored
Snaps (Chat + Video)

9X

More lift in Unaided
Awareness than
competitive in-feed
platforms

25.7X

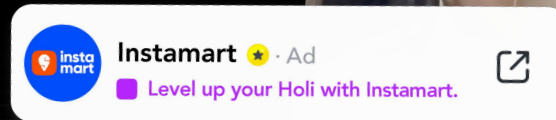
More lift in Top-of-Mind
Awareness than
competitive in-feed
platforms

1.7X

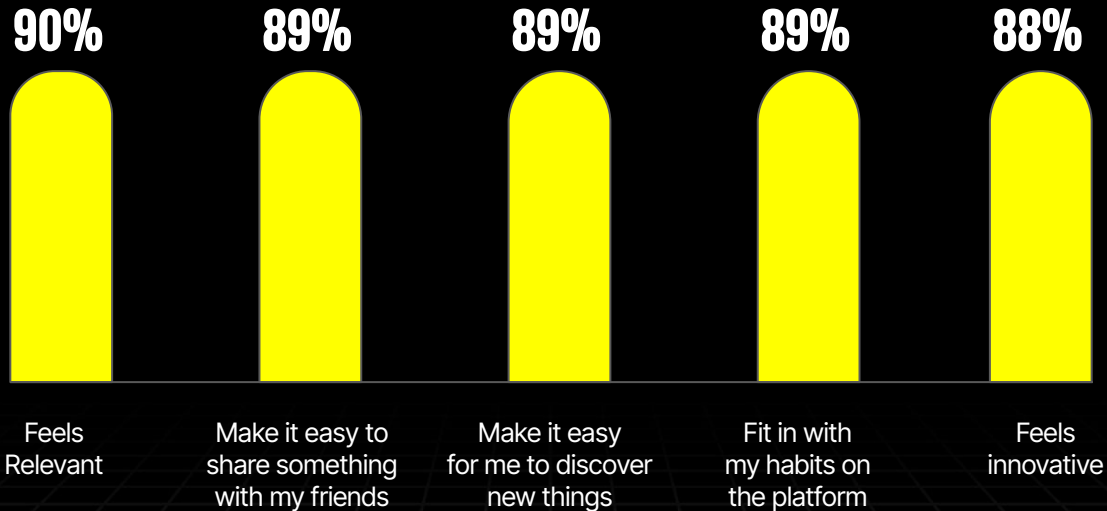
More lift in "Is fun"
than competitive
in-feed platforms

*Exposed average among 3 brands within the CPG, and Retail verticals
Unweighted base size Snapchat exposed cells n=155, Competitors n= 293

Sponsored Snaps deliver a native, high-relevance ad experience by blending into the way Snapchatters naturally communicate and discover content, making it easier to share with friends.



**Sponsored Snaps drive stronger acceptance and engagement
key to unlocking both brand and behavioural impact**



Thinking specifically about the Snapchat experience and the chat ad, do you agree or disagree that chat ads... (T2B)
**Among Snapchatters who completed the chat + video exposed task (brand assets)*
Unweighted base size n=1199

Total Audience vs Gen Z – Key similarities & differences

Similarities include strong upper-funnel brand lift across both groups

- Positive shifts in brand attributes observed consistently
- Outperformance vs. competitive platforms on key metrics
- Success driven by high-attention, immersive, and native ad experience

However,

- Total Audience shows stronger overall lift, especially in mid- and lower-funnel metrics
- Gen Z under-indexes on conversion-related outcomes despite strong engagement
- Gen Z skews more toward cultural relevance metrics (e.g. “cool and trendy”)

Why this likely occurred:

- **Ad Intrusiveness** – Gen Z generally perceives online ads as more intrusive than older demographics, but with an important nuance: they’re also more receptive to ads that feel relevant, and entertaining
- **Creative expectations** – Gen Z has higher expectations for entertainment and cultural relevance. Creative may be less tailored to Gen Z tone and behaviours



SNAPCHAT 