

THE FUTURE OF CREATOR MARKETING: RELATIONSHIPS THAT DRIVE ACTION

REAL HAPPENS HERE

Snapchat is built on relationships. Creators share real, everyday moments which builds authenticity and trust that drives action.

ACTIVE

Snap Stars post 55x per day across Stories and Spotlight

ENGAGING

63% of Snapchatters feel a personal connection with creators on Snapchat¹

RELATABLE

57% of Snapchatters follow creators to get a look into their daily lives²

AUTHENTIC

+66% of Snapchatters are more likely to get excited about a brand when posted by a creator³

WHEN CONNECTION AND TRUST COMBINE, PERFORMANCE FOLLOWS

Creator Ads drive stronger attention and action:

+23% higher view rates vs. non-creator ads⁴

+2.5x action intent vs. campaigns without creator ads⁴

-21.7% lower cost per purchase vs. polished creatives with DR GBB⁴

1: Source: US Authenticity Sells research by eye square, commissioned by Snap Inc and OMG, 2024.
2: Global Real Influence, Real Impact, 2024, in partnership with IPG Magna, commissioned by Snapchat.
3: Global Real Influence, Real Impact, 2024, in partnership with IPG Magna, commissioned by Snapchat.

4: Snap Inc. Brand Lift Studies across EMEA region from January 01, 2024 till October 31, 2025

SCALE IMPACT OF CREATOR CONTENT WITH PAID MEDIA

Discover creators through Snapchat tools or API partners, and turn creator collaborations into high-performing ads.

PAID PARTNERSHIP LABEL:

Best for ongoing creator collaborations. Creators activate paid partnership label when publishing content.

AD CODES:

Best for one-off partnerships. Creators share a code to turn their content into paid media

CREATOR ADS:

Best for paid only campaigns. Run ads using creator content, using either creator handle or brand handle



ENTER THE CONVERSATION WITH CREATOR-LED SPONSORED SNAPS

Bring your brand directly into Snapchat's most engaged space — Chat — through trusted creator voices.

2.3x

higher open rate⁵

1.9x

higher click rate⁵

5: Snap Inc., internal data, July 2025 (global reading excluding EU)



FULL FUNNEL IMPACT THROUGH MULTIPLE AD FORMATS

Reach audiences across multiple tabs with formats designed for every objective.



OWN KEY MOMENTS

FIRST LENS
FIRST SNAP
FIRST STORY
FIRST COMMERCIAL

BRING THEM IN

AR LENS
LEAD GEN
REMINDER ADS
SPONSORED SNAPS

DRIVE ACTION

WEB
APP
MULTI SEGMENT DPA

CREATORS



SNAPCHAT