



# Snapchat Holiday Guide 2021

Your business delivers joy.  
Snapchat delivers results. All season long.

# Holidays Are Brighter On Snapchat

As the holiday season approaches, Snapchatters around the world are looking forward to a time of traditions, celebrations, sharing wishlists, and of course — the festive shopping season.

We've created this playbook to help businesses like yours reach the audience that matters most this holiday season. In this guide, you'll find holiday trends, campaign planning strategies, and creative recommendations to help you launch and optimize your holiday campaigns on Snapchat.

**Happy Holidays!**

 **Team Snapchat**





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# The Snapchat Holiday Difference

Snapchat is a unique and special place during the holidays. Our community uses Snapchat to connect, get inspired, share gift ideas, and shop for the perfect gift.



## Here's what we know about the 2021 holiday season:



**1 Snapchatters spend more than any other audience during the holiday season.**

Snapchatters **spend 1.6x more** than the average shopper across all shopping moments October through December.<sup>1</sup>

Snapchatters who make holiday purchases on social or communication apps **spend 3x more** compared to the average shopper.<sup>2</sup>



**2 Snapchatters are trendsetters and purchase influencers.**

Referred customers **spend 2x as much** as the average customer.<sup>3</sup>

Snapchatters are **20% more likely** than non-Snapchatters to recommend products to friends and family.<sup>4</sup>

**1 in 3 Snapchatters** share pictures with friends or family while browsing for gifts.<sup>5</sup>



**3 Snapchatters rely on Snapchat to browse, shop, and share joy.**

**80% of Snapchatters** use Snapchat to plan their holiday gifting.<sup>6</sup>

**2 in 3 Snapchatters** plan to spend as much or more in 2021 as in 2020.<sup>7</sup>

Snapchatters are **200% more likely** to post about a gift than non-Snapchatters.<sup>8</sup>

<sup>1</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Q: "And how much have you spent or do you anticipate spending in each of the following categories this holiday season?"  
<sup>2</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (n=918), Non-Snapchatters (n=252) Q: "Where have you bought/plan to buy [CATEGORY] products this holiday season?"  
 ...Online through social media and communication apps" Q: "And how much have you spent or do you anticipate spending in each of the following categories this holiday season?"  
<sup>3</sup>Annex Cloud Customer Marketing Platform Article, "42 Referral Marketing Statistics That Will Make You Want to Start a RAF Program Tomorrow."  
<sup>4</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (N=918), Non-Snapchatters (N=252) Q: "How likely are you to recommend products for others to buy as part of their holiday shopping?" 1 = Not at all likely, 5 = Very likely.  
<sup>5</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. \*Base = Snapchatters (n=918) Non-Snapchatters (n=252) \*Q: "Thinking specifically about holiday shopping, which of the following have you done... I share Snaps with friends or family while browsing"  
<sup>6</sup>2020 Alter Agents study commissioned by Snap Inc. Q57a: "Which of the following do you do on Snapchat related to gifting?" Base: Snapchatters (n=803)  
<sup>7</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (n=918) Q: "How will your total holiday spending compare with last year's holiday season?"  
<sup>8</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (n=1021), Non-Snapchatters (n=258) Q: "Thinking specifically about holiday shopping, which of the following have you done... Post something about the gift after I get it."

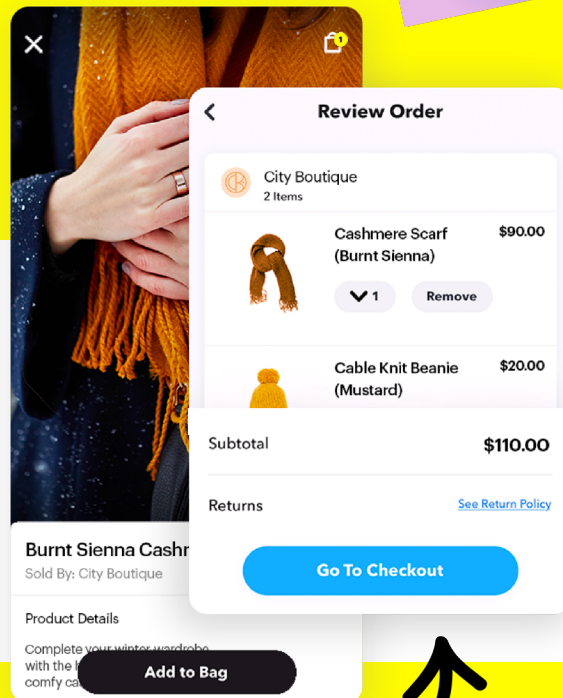
# Holiday Trends 2021



Three reasons to advertise on Snapchat this holiday season:

## 1. More customers are shopping on their phones.

As more and more retailers take their focus from desktop-driven to mobile optimized shopping experiences, transactions made on mobile phones can only increase from here.



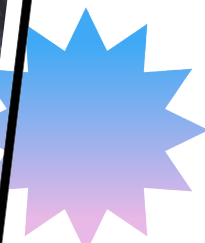
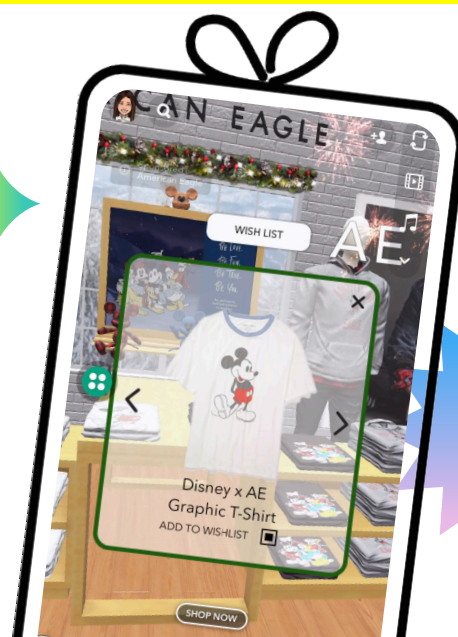
## 2. Snapchatters are feeling hopeful, happy and excited.

The economy is expected to see its fastest growth in over two decades during the back-half of 2021.<sup>1</sup> This year, the shopping season will be bigger, with wish lists far longer than last year.



## 3. Shoppers are seeking meaningful connections.

When it comes to the customer journey, mobile devices are powerful tools to turn inspiration into purchase. Creating engaging shopping and celebratory experiences will drive lasting and impactful results all season long.



<sup>1</sup>NRF, "NRF Forecasts Retail Sales to Exceed \$4.35T in 2021 as Vaccine Rollout Expands," February 24, 2021.

# Snapchat Holiday Playbook

Everything you need to make 2021 your business's best holiday season yet on Snapchat.

- 
- Holiday Campaign Planning Guide
  - E-Commerce
  - Local Business
  - App and Games
  - Ad Formats
  - Targeting Recommendations
  - Measurement Tools
  - Creative Best Practices

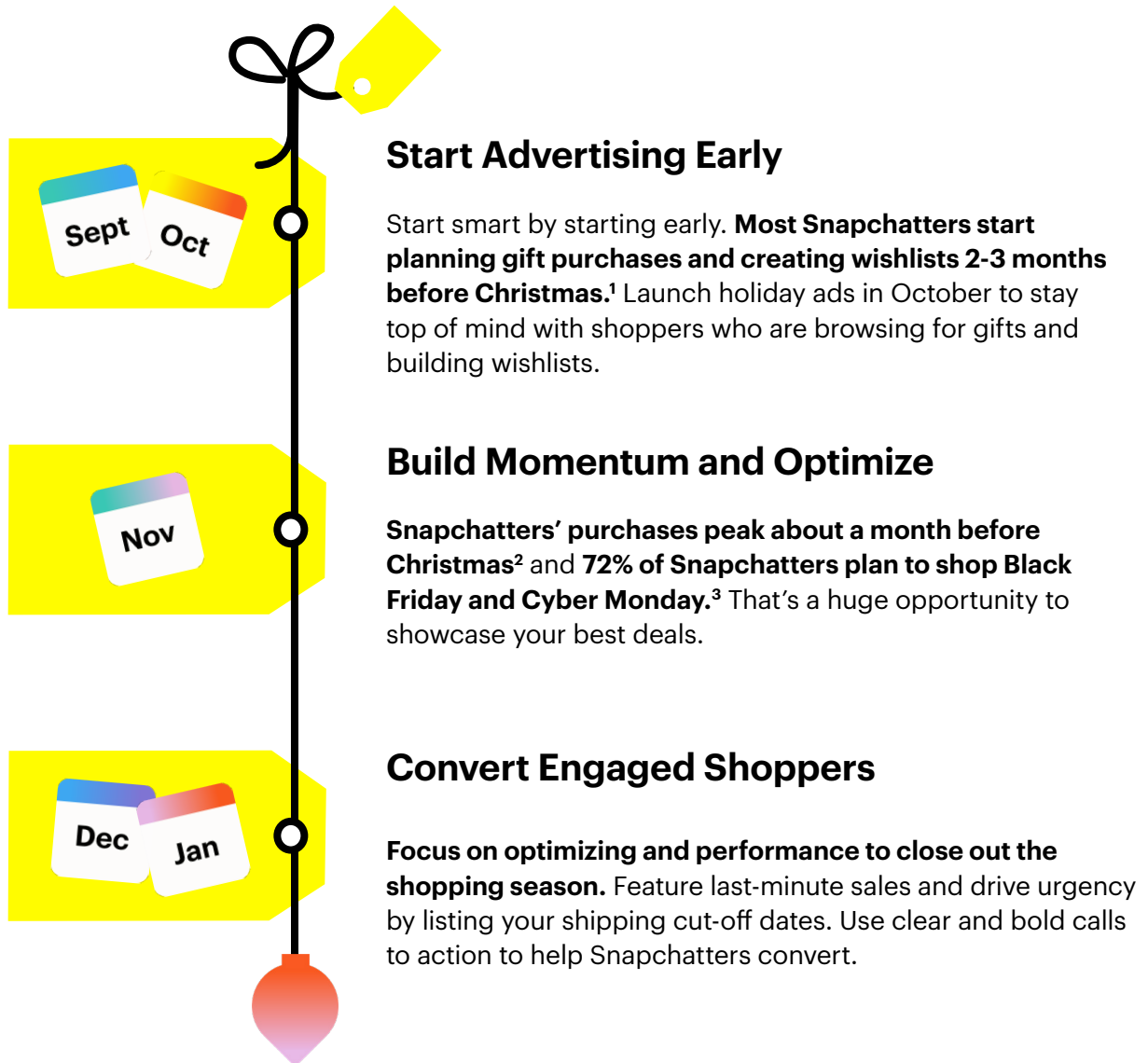


# Holiday Campaign Planning Guide

Snapchatters experience many shopping moments during the holidays.



Here's an overview on how to develop a holiday strategy to reach Snapchatters throughout the season:

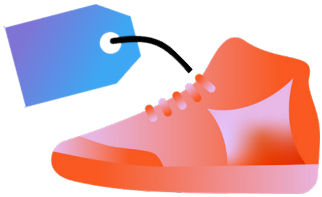


<sup>1</sup>2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=670). 1 G2: "When do you typically start planning or getting ideas for gifts for these holidays?"  
<sup>2</sup>2020 Alter Agents study commissioned by Snap Inc. Base: Snapchatters (n=670). 2 QG5: "When do you typically start shopping (e.g., thinking about, researching, and making your purchase) for gifts for these holidays?"  
<sup>3</sup>Snap Inc. survey of US Snapchat users May 19 - 27, 2021. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question "We have a few questions about Black Friday shopping. When do you start thinking about Black Friday/Cyber Monday purchases," 614 respondents

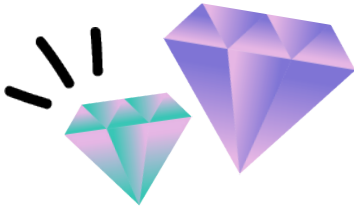
# E-Commerce Holiday Advertising



Mobile commerce will dominate this holiday season, leading Snapchatters to shop predominantly online for gifts.



Snapchatters shop online **20% more** than other consumers.<sup>1</sup>



Snapchatters spend **1.6x more** than the average shopper across all Q4 moments.<sup>2</sup>



**67%** of e-Commerce sales will come from mobile in 2021.<sup>3</sup>



<sup>1</sup>Calculated by comparing 2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (N=916), NonSnapchatters (N=252) Q: "Where have you bought/plan to buy [CATEGORY] products this holiday season?" to eMarketer "Roundup: Path to Purchase Beyond the Retail Vertical."

<sup>2</sup>Q: "And how much have you spent, or do you anticipate spending, in each of the following categories this holiday season?"

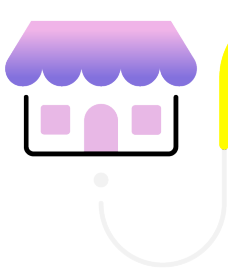
<sup>3</sup>eMarketer, "Retail MCommerce Sales Worldwide," December 2020.



# Promote Your Local Business This Holiday Season



**Snapchatters love to shop local. Drive foot traffic to your storefront or restaurant with Snapchat this holiday season.**



**56% of Snapchatters** plan to shop in a physical store.<sup>1</sup>



Snapchatters are **34% more likely** than non-Snapchatters to buy from brands that support their local community.<sup>2</sup>



**72% of Snapchatters** plan to get gift cards for someone and **71% of Snapchatters** hope to receive gift cards.<sup>3</sup>



<sup>1</sup>2021 Deloitte Holiday Research Commissioned by Snap Inc. Base = Snapchatters (n=353) Q: "Where do you go to discover [Retail] holiday shopping ideas?" Q: "Where do you learn about [Retail] products?" Q: "Where have you bought/plan to buy [Retail] products this holiday season?" Q: "How do you plan to connect with the people you are giving [Retail] gifts to this year?"  
<sup>2</sup>2020 GroupSolver US study commissioned by Snap Inc.

# Drive App Downloads, Purchases, and Engagement



This holiday season, leverage the increased time Snapchatters are spending on their phones to drive app downloads, engagement, and in-app purchases.



**40% + of Snapchatters** say they typically download 1-5 apps per week.<sup>1</sup>



**50%+ of Snapchatters** use apps to make purchases at least once a month.<sup>2</sup>



**54% of Snapchatters** hope to receive a mobile phone or related accessory this holiday season.<sup>3</sup>



<sup>1</sup>Snap Inc. survey of US Snapchat users, Nov. 15 – Nov. 19, 2019. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: How many apps do you typically download in a week? 3407 respondents.

<sup>2</sup>Snap Inc. survey of US Snapchat users, Nov. 15 – Nov. 19, 2019. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: How often do you make a purchase using an app? 3133 respondents.

<sup>3</sup>Base: Snapchatters (n=803) 2020 Alter Agents study commissioned by Snap Inc.; Q59: What kinds of things do you intend to purchase and/or hope to receive as a gift? Receive as a gift.\*

# Ad Formats



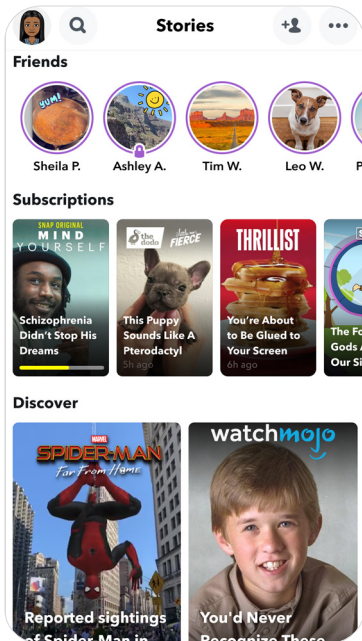
## Single Image or Video Ads

Highlight your best sellers or limited-time sales.



## Collection Ads

Showcase a variety of shoppable products at once.



## Story Ads

Drive brand awareness through a series of Single Image or Video Ads.

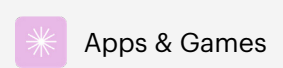
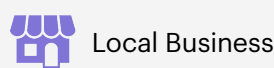
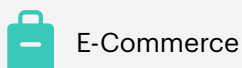


## Dynamic Product Ads

Create personalized ads at scale using your product catalog.



KEY



# Targeting Recommendations



Target Snapchatters who have interacted with your brand with **Snap Audience Match**.



Retarget Snapchatters who have interacted with your ads with **Ad Engagement Audiences**.



Use **Lookalike Audiences** to identify Snapchatters similar to your existing customers.



**Mobile App Custom Audiences** help to drive new installs and drive revisits from Snapchatters who already have your app installed.



Install the **Snap Pixel** and use **Pixel Custom Audiences** to target website visitors.

Use **Snap Lifestyle Categories** to get hyper specific with your targeting — you can select from over 100 interest categories like parenting, political news, music festivals, and more to find the perfect audience on Snapchat.

# Measuring Performance

Within Ads Manager, a number of features and tools exist to help optimize your ads and achieve your holiday advertising goals.

Use **Events Manager** to set up your Snap Pixel, measure the cross-device impact of your campaigns, and see how many Snapchatters take action on your website.

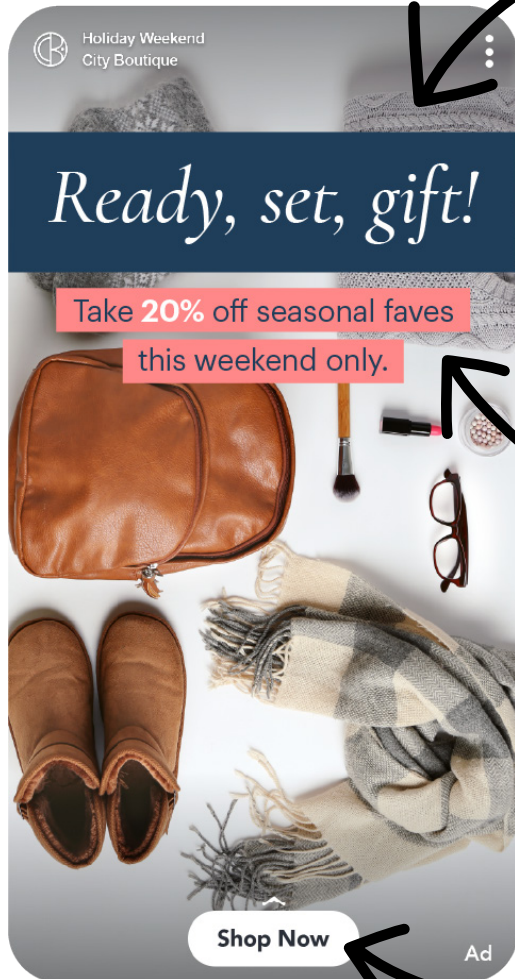
Tap into **Audience Insights** to learn about your targeted audience, create hyper-relevant ad creative, and build out audience segments specific to your products.



Experiment with **Campaign Lab** to help you understand where to test, form hypotheses, identify what's working, and take action to optimize your campaigns.

Build **custom reports** to see real-time insights into your campaign's performance on a regular basis.

# Creative Best Practices



Use holiday-specific headlines and captions to entice Snapchatters to shop.

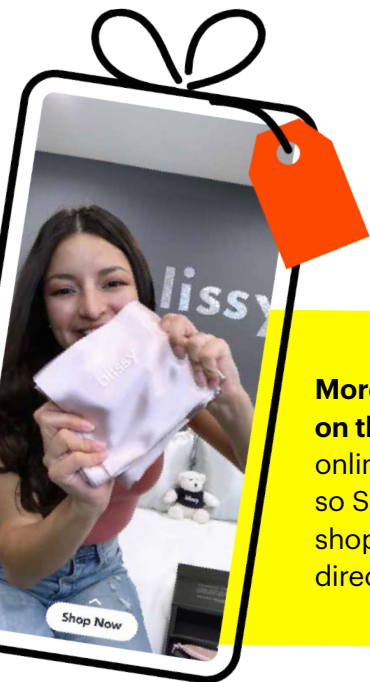
Feature any promotions or sales in the headline or caption to drive urgency.

Provide clear CTAs that deep link to your products or apps properly.

Feature your products, value props, or offers front and center in your ad creative.



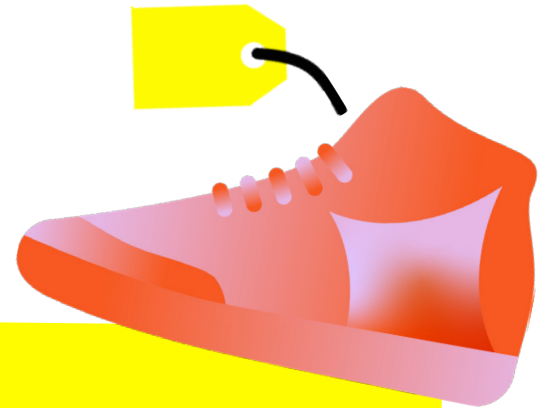
# Key Takeaways



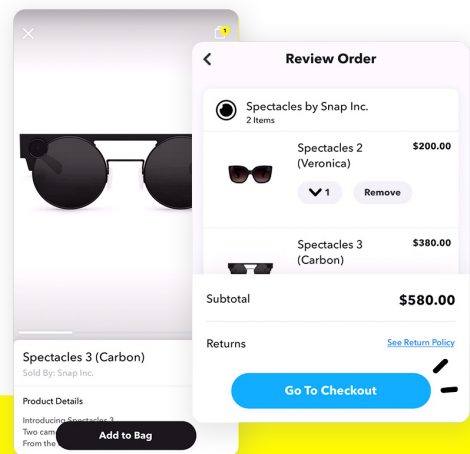
**More customers are shopping on their phones.** Optimize your online store for mobile screens so Snapchatters can browse, shop and purchase your products directly from their phones.

1.

Snapchatters feel gift-giving & celebrating are integral to the holiday season, which is why **they spend more than any other audience.**



2.



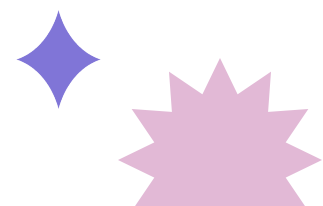
Snapchatters turn to Snapchat to **browse, shop, and share holiday joy.** Leverage Snapchat's self-service advertising tools to inspire action from this valuable audience.

3.



Snapchatters are **trendsetters and purchase influencers.** Launch your holiday campaigns on Snapchat to tap into this unique audience that can't be reached anywhere else.

4.

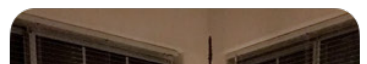


# Snapchat Resources



We're here to help you drive real results this holiday season on Snapchat.

- [How To Advertise With Instant Create](#)
- [How To Advertise With Advanced Create](#)
- [The Snap Pixel: Measure, Optimize, And Re-Engage](#)
- [Black Friday: Three Creative Tips To Help Drive Sales](#)
- [How To Increase Ecommerce Sales This Holiday Season](#)
- [Promote Local Business On Snapchat](#)
- [4 App Marketing Tips To Win The New Year](#)
- [Snapchat Ads Targeting](#)
- [Snapchat Business Help Center](#)





Your business delivers **joy**.  
Snapchat delivers **results**.  
**All season long.**

 Team Snapchat

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[FORBUSINESS.SNAPCHAT.COM/HOLIDAY-SEASON](https://forbusiness.snapchat.com/holiday-season)