



HOW WE SNAP IN INDIA - 3P USAGE RESEARCH

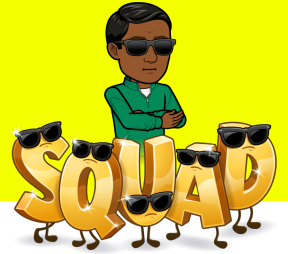
Daily users of all ages turn to Snapchat in India to connect with what they love: friends, family, and communities. While they're on the app, they navigate through multiple tabs, engaging with different types of content and interactive ads.

Connecting with the inner circle on Snapchat happens in many ways

76%
Watch stories from friends & family

74%
Watch videos

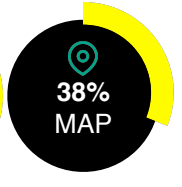
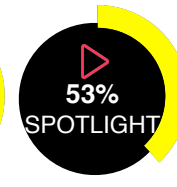
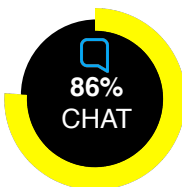
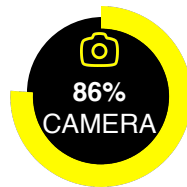
72%
Send messages



98%

of Snapchatters visit multiple tabs in a single session

Camera and chat go hand in hand, with stories following shortly after



Daily Snapchatters use the app at different times of the day, but there are certain slots where Snapchat is used more than other apps

44% First thing in the morning

35% On school / work breaks

33% While commuting

75%
Have shared an ad on Snapchat with someone else



79%
Have made a purchase influenced by Snapchat

☆☆☆ Recommendations for Brands

- 1 Develop multi-surface campaigns to reach Snapchatters in all the places they go during a single session.
- 2 Showcase how your product can be used to facilitate connection with those Snapchatters care most about
- 3 Create AR lenses that allow "testing" products either alone or with others. Prompt sharing the experience to leverage tenancy to seek opinions on Snapchat.