



HOW WE SNAP IN THE US - 3P USAGE RESEARCH

In the US, daily users of all ages turn to Snapchat to connect with what they love: friends, family, and their community. 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

66%
Watch stories

63%
Send messages

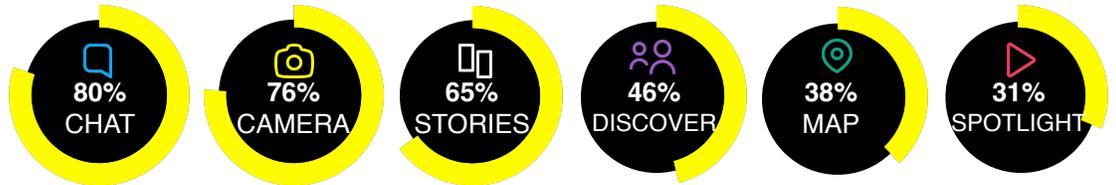
60%
Watch videos



96%

of Snapchatters visit multiple tabs in a single session

Though chat is the most used, Camera and Stories come after it



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

47% In the morning

29% While commuting

39% On work/school breaks

51%

Have shared an ad on Snapchat with someone else



64%

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 Snapchatters to "test" your product and prompt sharing with their friends and family