



The Short Drama Revolution & The Snapchat Advantage

The global rise of vertical micro-entertainment, and why Snapchat is the definitive platform for the format

AUGUST 2026



Research Background

Snap Inc. commissioned research with Ipsos to investigate the burgeoning Short Drama market — a multi-billion dollar vertical characterized by high-intensity, vertical video narratives.

This study aims to prove that Snapchatters are high-value consumers who are more likely to discover, engage with, and spend money on Short Dramas.

SAMPLE

3,000

total Consumers

1,719

daily Snapchatters

These are with comparisons to **Non-Snapchatters** (n=1,281) and across the US, UK, and KSA (n=1,000 each market). Respondents are current watchers and/or are interested in Short Dramas.



Objectives

01

Market Mapping

Establish current familiarity, interest, and consumption habits (frequency, duration, spending) for Short Dramas across key global regions.

02

The "Snapchat Advantage"

Demonstrate how Snapchat's features and audience demographics fuel the Short Drama journey from discovery to recommendation.

03

Competitive Analysis

Compare the role Snapchat plays compared to other platforms in driving app downloads and sustained engagement.

04

Global Expansion

Identify growth signals in the US (primary focus), UK, and the Middle East (KSA).

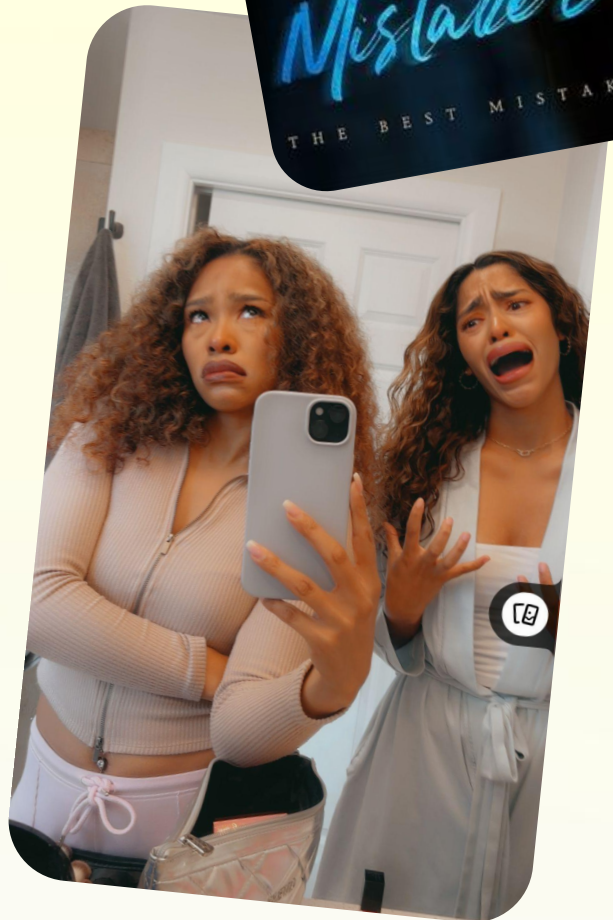
Executive Summary

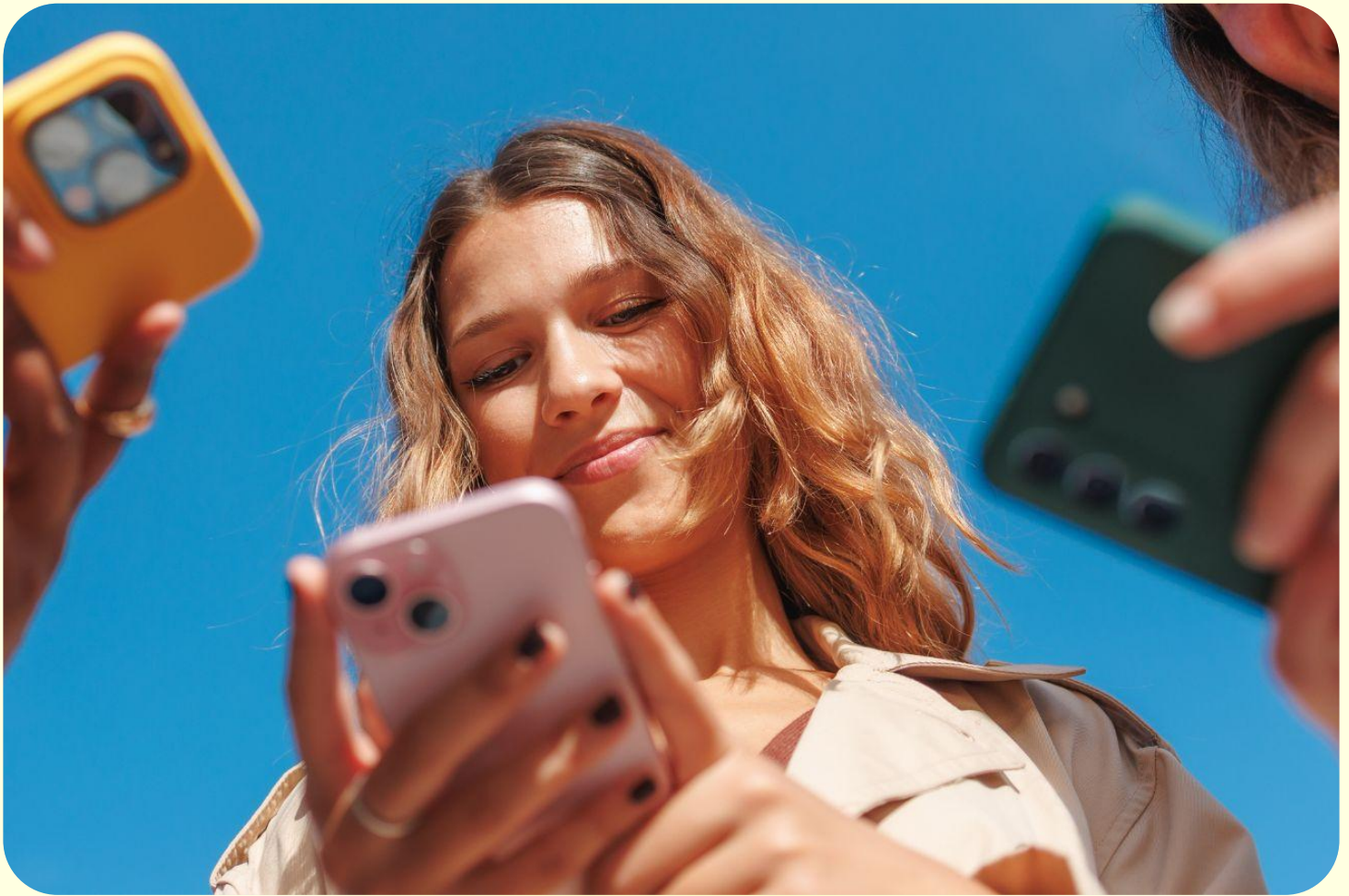
As digital media consumption continues to accelerate, the global entertainment landscape has shifted toward highly compressed, mobile-first storytelling.

The rise of “Short Dramas” reflects a **fundamental change not only in how stories are told, but in how audiences want to consume them**. As viewers move away from traditional long-form content toward bite-sized, high-tempo episodic narratives, success increasingly depends on **capturing attention from the very first frame**.

For platforms and brands alike, the challenge is standing out in an increasingly fast-paced content ecosystem.

Among these audiences, **Snapchatters are leading this shift. Highly active, communication-driven, and ahead of the broader consumption curve**, they have adopted vertical short-form storytelling into their daily routines. More importantly, they transform viewing from a passive solo activity into **deeply communal experiences**, using Short Dramas as **social currency through recommendations, conversation, and real-time sharing that amplifies engagement**.





This paper explores why Short Dramas represent a major opportunity for global growth, the consumer behaviors shaping monetization, and how publishers can optimize retention across regional markets in the US, UK, and KSA.

It also examines Snapchat's unique role as a growth partner in this journey.

With nearly 1 billion global monthly active users, Snapchat helps brands bridge the gap between discovery and high-intent action, driving audiences toward Short Dramas while accelerating both transactional and subscription revenue.

Together, these insights provide a roadmap for brands looking to scale with meaningful, lasting impact.

01

The New Era of Bite-Sized Blockbusters

Short Drama Growth and Format
Adoption in Emerging Regional Markets

A Multi-Billion Race for the First 60 Seconds

The global entertainment landscape is undergoing a structural shift, as Short Dramas evolve from a niche vertical-video format in a single market into a dominant, measurable daily media ritual.

This format compresses the traditional entertainment funnel into a race for the first 60 seconds. Content must **hook, convert, and retain viewers faster than any medium before it.**

For platforms and brands, the question is no longer whether Short Drama matters, but how quickly they can reach the right audiences ahead of competitors.



Anatomy of the Micro-Blockbuster: Speed, Shock, and Suspense



Short Dramas represent an entirely different way of storytelling. These are vertical, high-tempo videos that can last anywhere from **1 to 15 minutes**. Unlike standard social media clips, these 'episodes' can turn into a **series consisting of 50 to 100 episodes**.

To attract and keep Short Drama viewers tuned-in, they rely on **emotional intensity and shocking cliffhangers** which serve the purpose of prompting a 'click' either to watch the show or the next episode of the series.

Short Dramas represent a **distinct medium in the land of digital entertainment**. Production houses have to design content with built-in triggers, recognizing that every single episode **has to operate both as premium entertainment and as a marketing hook** to raise awareness and get people invested from the first second of the trailer.

Thriving in the Fractured Feed: Premium Content on Consumer Time

This format shifts entertainment to something that can weave into consumers' daily lives.

By delivering high-tempo, emotionally intense narrative arcs that satisfy the craving for speed and novelty,

Short Dramas allow creators to capture premium engagement in a time where many things compete for consumers' attention.

Modern consumer attention is **fractured**, driven by an evolution toward **fast-paced digital environments** and a **constant demand for novelty**. Short Dramas have emerged not merely as another content option, but as a format made for this shift.

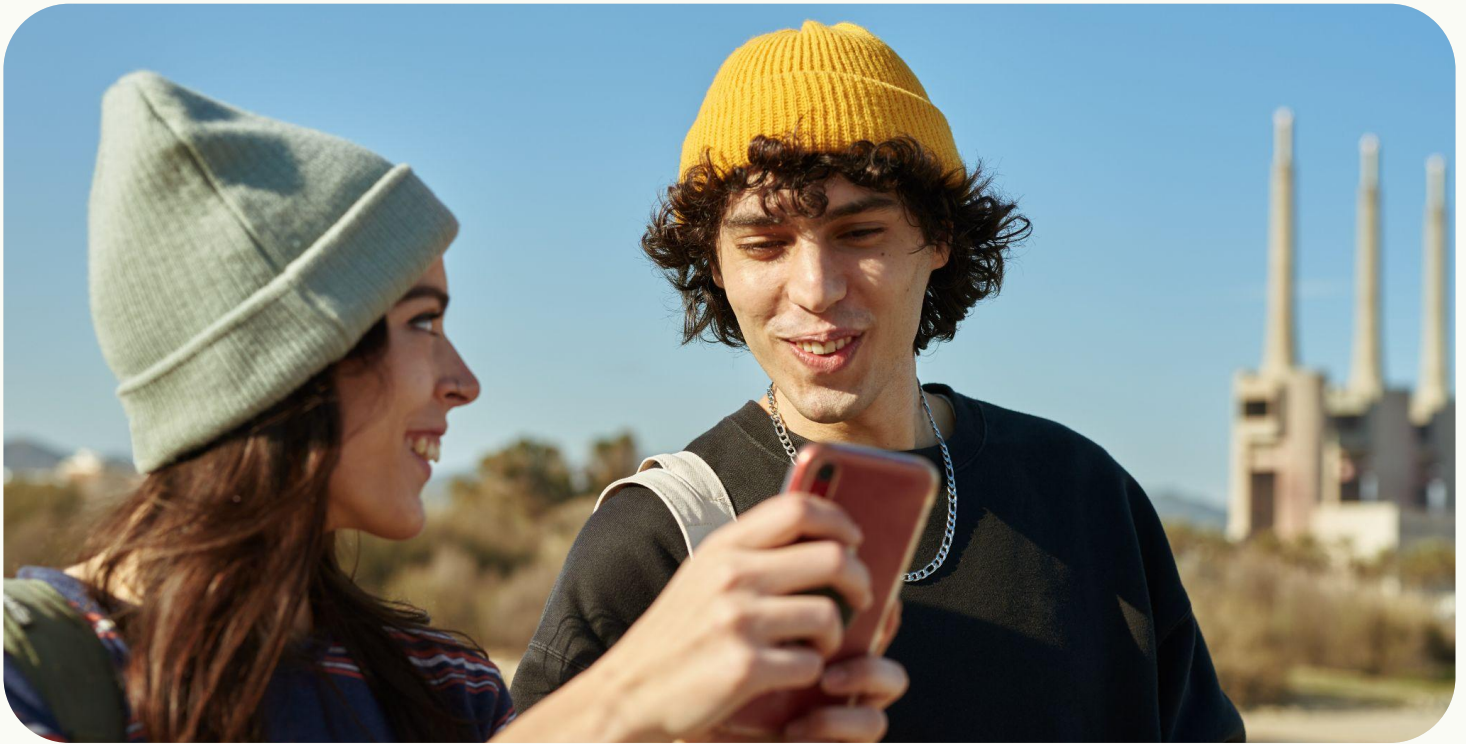
Rather than fighting the reality of the scrolling feed, this format thrives in fitting into consumers' schedules with **snackable episodes** that they can watch in a way that best suits their time.

42%

of daily social media users report watching Short Dramas **daily**



KSA more likely to watch daily (**58%**)



The Compounding Appetite for Short Dramas

Short Drama viewers are not experiencing content fatigue. **Instead, their appetite is compounding.**

For platforms and production companies, this signals a rare, highly sustainable growth curve where acquisition leads to long-term loyalty to the format.

The trajectory of Short Drama viewers can be best described by explosive onboarding and deepening engagements:

71%

of daily social media users surveyed **adopted the format within the past year**

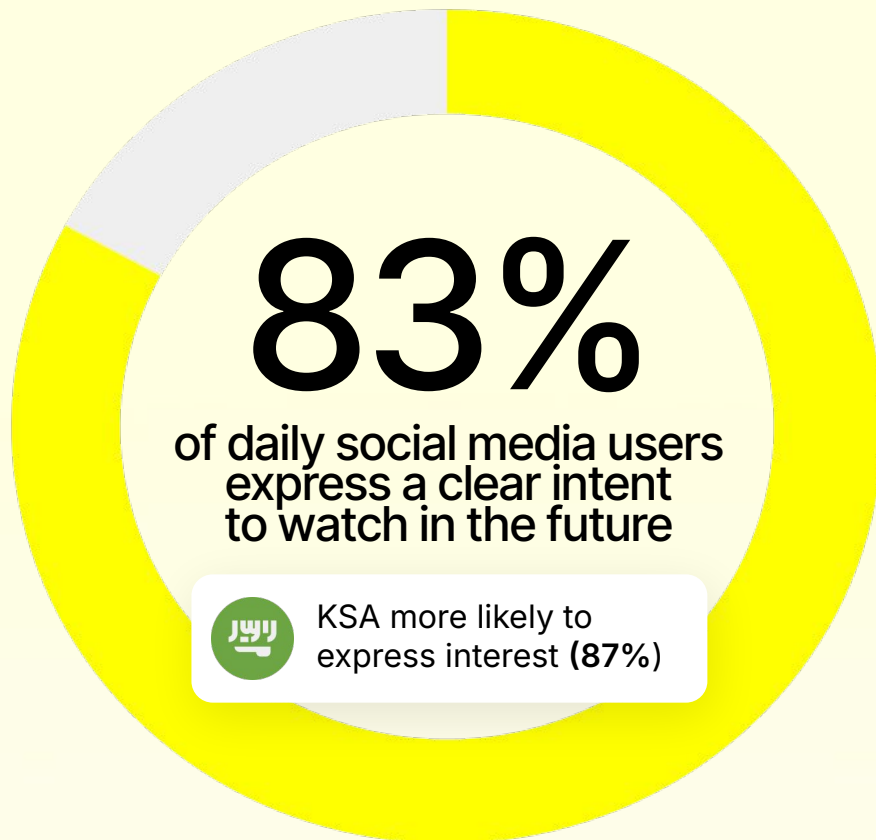
61%

of tenured* Short Drama viewers report watching **more content today than a year ago**

*tenured = have been watching for a year or more

Looking Towards the Horizon, Short Dramas Take the Global Center Stage

Future demand for Short Dramas is near-universal.



This continued appetite signals that Short Dramas are becoming a permanent pillar of digital media consumption and entertainment. Investing in localized content pipelines and targeted ad spend is no longer a temporary experiment, but rather a **viable, long-term global strategy.**

02

The Social Engine of Short Drama

The Role of Social in Discovery,
Viewing & Engagement of Short Dramas

The global scaling of Short Dramas is fundamentally a social phenomenon

Rather than relying on top-down distribution networks, this mobile-native format utilizes social connections and platforms as primary vehicles for discovery and community building.

From trusted peer recommendations that prompt the first click to interactive, post-view conversations that turn passive consumption into shared social currency, social ecosystems serve as both the entry point and the primary fuel for the format's explosive growth.





Beyond the Feed: How the Peer-to-Peer Connection Drives Real Discovery

Traditional, top-down entertainment marketing algorithms are not enough to drive awareness and conversion.

To drive app downloads and series views, distribution strategies have to be designed to **utilize organic word-of-mouth and creator validation** within social networks to get people to tune-in to Short Dramas. Short Dramas do not scale in isolation; in fact, their discovery actually goes hand-in-hand with social ecosystems.

Peer and influencer dynamics serve as the vital gateway to content immersion.

AMONG DAILY SOCIAL MEDIA USERS
INTERESTED IN SHORT DRAMAS:

| **29%**

are likely to uncover shows through recommendations from friends and family

| **20%**

are likely to listen to reviews or recommendations from influencers they follow

The Shared Experience: How Short Dramas Fuel the Group Chat

After viewing a clip on Snapchat, an overwhelming majority of audiences lean into **participatory sharing**.

Short Dramas, then, function as a **social currency**. Content must be intentionally optimized for shareability and virality, providing audiences with **interactive assets** that allow them to broadcast their thoughts to their own social circles and generate discussion.

Consuming Short Dramas does not stop when the videos end; it transforms into an interactive, highly collaborative and social experience.



AVERAGE LIKELIHOOD (T2B) TO TAKE ACTION
AFTER VIEWING A SHORT DRAMA CLIP:

74%

talk about the show **in-person**
with friends and family

74%

share the clip with
friends and family

69%

post a reaction or
comment on your story

64%

send a picture using a
show-themed AR lens
to friends and family

The Snapchat Edge: Where High Attention Meets Real Business Impact



The global entertainment landscape has fundamentally transformed. While social platforms broadly serve as the universal discovery stepping stone, sparking cultural rituals through recommendations and shares, not all platforms deliver equal business impact.

While the broader digital ecosystem establishes the adoption of Short Dramas, Snapchat occupies a singular position in this evolution.

The Power of an Active Audience

Snapchat's power lies in its unique ability to connect advertisers with a **leaned-in, high-value audience**

Unlike traditional platforms where users passively scroll through an infinite feed, Snapchatters are highly active and communication-driven.

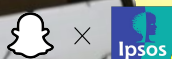
They open the app first thing in the morning and continue to chat with friends and family throughout the day, opening the app multiple times every day.

Nearly 1 billion

global monthly active users
— a leaned-in, high-value audience for advertisers



Source:
Snapchat
internal data



For Short Drama advertisers, this exceptional frequency means dozens of distinct opportunities to capture a happy, engaged user's attention during the micro-moments best suited for snackable, fast-paced content.

Snapchat is no longer just a place where content can be discovered.

For marketers, it is a definitive platform where Short Dramas thrive, powered by an audience that acts as the cornerstone of the micro-entertainment ecosystem.



The Four Pillars of the High-Value Short Drama Viewer on Snapchat

By analyzing the consumer through the Snapchat lens, we uncover **four distinct behavioral pillars**. Snapchatters systematically convert casual engagement into community, conversion, & compounding revenue.

01

Dedicated Enthusiasts

Snapchatters are embedding Short Dramas into their daily routines, treating premium short-form narratives as a fixed daily habit rather than an occasional distraction. The audience shows a powerful daily commitment to the format, frequently engaging in deeply immersive, extended viewing sessions. This sustained interest signals a loyal, long-term habit that promises lasting platform stability.

02

Social Connectors

By binding content engagement directly to viewers' social circles, Snapchat transforms passive consumption behaviors into an active, deeply communal experience. Snapchatters are more likely to be motivated to watch Short Dramas to keep up with their social circles and actively engage in real-time reactions.

03

High-Intent Converters

Instead of getting caught in superficial loops of seeking out recaps, Snapchatters participate in high-intent and lower-funnel behaviors. They outpace other social and video platforms in this direct path to user acquisition, bypassing the usual friction of discovery to take immediate action and actively download Short Drama applications.

04

Premium Spenders

Snapchatters are readily allocating their entertainment budgets to Short Dramas, showcasing monetization potential across spending frameworks. They are significantly more inclined to pay for instant episode unlocks upon discovery and consistently deepen their financial investment year-over-year. This strong willingness to commit dedicated monthly funds accelerates long-term lifetime value.

03

The Snapchat Short Drama Fan

Anatomy of the Loyal, Binge-Ready
Viewing Community on Snap

Culturally Fluent, Fully Hooked, and Deeply Loyal

Within this micro-entertainment explosion, Snapchatters are driving the momentum.

Short Dramas aren't a passing distraction for this audience, as the format is already a fixed part of their daily routine.

Looking closely at their behaviors, a distinct profile emerges. A viewer who is already:

Culturally fluent

Hooked on storytelling

Deeply loyal to the category

Snapchatters Are Already Ahead of the Short Drama Curve

For brands and platforms, market education is one of the steepest and most expensive marketing hurdles. **Snapchat eliminates this barrier.**

With nearly two-thirds of the audience already fluent in the Short Drama landscape, platforms can skip basic format explanations and dive straight into high-impact acquisition and direct brand messaging.

Snapchatters are well ahead of the general consumption curve, boasting a familiarity with Short Drama platforms that is 1.4x higher than the competitive average.

Specifically, 64% of Snapchatters surveyed are familiar with at least one Short Drama platform, compared to just 42% of non-Snapchatters.

64%

of daily Snapchatters
are familiar with Short
Drama platforms



For Snapchatters, Short Dramas Are Already a Daily Fixture

Driven by a unique familiarity with the format, Snapchatters view Short Dramas not as an occasional distraction, but as a **fixed daily habit**.

This deeply ingrained ritual shifts consumption from sporadic virality into predictable, recurring viewing behavior, guaranteeing steady, daily active users for advertisers and creators alike.

Instead of passively scrolling past content, Snapchatters demonstrate a 1.7x higher daily consumption frequency compared to the average consumer. Over half (51%) of Snapchatters who watch Short Dramas watch them daily, compared to only 30% of non-Snapchatters who watch them.



1.7x

more likely to **watch regularly** than non-Snapchatters



KSA more likely to watch regularly (62%)

51%

of daily Snapchatters **consume Short Dramas daily** vs 30% of non-Snapchatters

How Binging Now Happens 60 Seconds at a Time Among Snapchatters

While Short Dramas are inherently built to be bite-sized, high-tempo and hyper-compressed, Snapchatters don't treat them as casual, fleeting distractions.

Instead, their high daily engagement goes hand-in-hand with an eagerness to watch for large stretches of time. This "lean-in" behavior creates an optimal environment for monetization, narrative hooks, and deep brand recall, as viewers are emotionally and mentally locked into the content.

Once Snapchatters who watch Short Dramas start viewing these minute-long episodes, they are 1.3x more likely than non-Snapchatters to lock into viewing sessions that exceed 30 minutes straight, a micro-marathon behavior hitting a peak in high-growth markets like the US (38%) and KSA (39%).

1.3x

more likely to engage in **watching sessions exceeding 30-minutes**, showing they are prepared to "lean-in" to a series (36% vs. 28%)



US (38%) & KSA (39%)
more likely to watch
>30 mins





How Snapchatters Turn Solo Viewing into Interactive Communities

By binding content engagement directly to viewers' social circles, Snapchat sets the scene for driving organic community engagement that standard passive-scrolling video feeds simply cannot replicate.

While social platforms broadly facilitate discovery, Snapchatters fundamentally rewrite the viewing experience by transforming solo consumption into a deeply communal activity.

Reasons Snapchatters choose to keep watching Short Dramas:

SOCIAL & INTERACTIVE VIEWING

| **1.6x**

more likely to place importance on **'commenting, voting on plot points or seeing others' reactions** while watching compared to non-Snapchatters

CONVERSATION & RELEVANCE

| **1.3x**

more likely to place importance on **friends are watching/talking about it and wanting to keep up with the conversation** compared to non-Snapchatters

Building Long-Term Viewership with No Sign of Burnout

Digital trends frequently suffer from rapid burnout, but the appetite for Short Dramas on Snapchat is accelerating. Far from hitting content fatigue, engagement toward Short Dramas is compounding over time, demonstrating classic signs of sustained secular growth rather than a fleeing digital fad. This expanding internal audience creates a highly reliable foundation for long-term content pipelines.

The market's strong outlook for growth is two-fold: it is expanding from within while simultaneously securing its future:

68%

of Short Drama watchers on Snapchat watched more content than they did last year, indicating that **engagement on the platform is compounding** rather than burning out

86%

of daily Snapchatters surveyed are **interested in watching Short Dramas in the future** vs. 79% of non-Snapchatters

Looking towards the future, this momentum shows no signs of slowing - for Snapchat and its strategic partners, this ecosystem signals a secure, future-proof landscape ready for sustained infrastructure investment, creative development, and long-term brand monetization.

04

Snapchat's Conversion Advantage

Closing the Download Funnel
and Driving Real Spend

Moving Viewers Past the 'Recap Loop'

Traditional social media feeds often excel at sparking initial interest in Short Drama content.

On other platforms, discovery often results in a top-of-funnel loop. After seeing a Short Drama clip, the primary action users take is seeking out **fragmented, unauthorized recaps**.

While this behavior proves there is a strong appetite for Short Dramas, it keeps the engagement surface-level and bound to the social platform.

Snapchatters, however, exhibit an **innate bias towards immediate action** - they are hooked and looking for more.



Direct to Download: Closing the Download Funnel

Instead of settling for summaries, the single most popular user response on Snapchat is a high-intent, lower-funnel action:



Snapchatters download specific Short Drama apps to watch episodes and engage deeper.

| 32%

of Short Drama watchers on Snapchat say they downloaded Short Drama apps **after seeing an ad or Short Drama clip on Snap**

For Short Drama publishers, moving users efficiently past the recap phase delivers massive value.

It means significantly lower Customer Acquisition Costs (CAC) and highly efficient marketing spend.

This high-intent conversion behavior steadily **outpaces the 28% competitive average** across other social/video platforms, proving that Snap edges out the industry standard when it comes to driving direct, lower-funnel downloads.



ShortMax

Scaling Global User Acquisition with Snapchat Smart Ads

ABOUT SHORTMAX

As a leading short-form drama streaming platform tailored for young global consumers, ShortMax offers premium, highly engaging content across popular genres like romance, suspense, and fantasy.

THE CHALLENGE

To sustain rapid growth, ShortMax needed to optimize its user acquisition strategy by scaling ad creatives efficiently without increasing manual operational burdens.



-13.4%

CCP

+11.6%

ROAS

4.7x

Spend efficiency

THE SOLUTION

ShortMax integrated Snapchat's Smart Ad solution. By automatically generating, testing, and optimizing the best-performing creative combinations in real time, Smart Ads eliminated manual guesswork and maximized asset efficiency.

“

Snap's Smart Ad has transformed the way we run campaigns, automating creative testing and optimization help our team focus on growth. Since adoption, we've seen meaningful improvements in both cost efficiency and return on ad spend, making it an essential part of our global strategy”

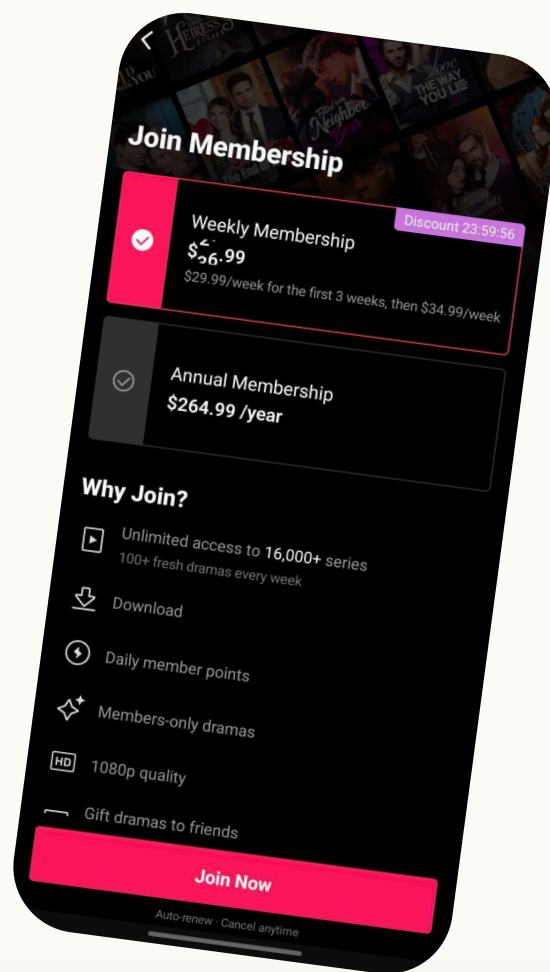
-Xiaoqing Wang, UG Director, ShortMax

From Scrolling to Paying: Snapchatters Skip Paywall Hesitation

Digital consumer fatigue typically creates heavy friction at the paywall, but Snapchatters skip the hesitation.

The true value of the Snapchat audience lies in their willingness to spend after the download.

While some audiences may download an app out of curiosity but stall at the moment of transaction, Snapchatters subvert this dynamic entirely, exhibiting a distinct willingness to invest both their time and money into Short Drama viewing.



1.4x

more likely to prefer
**purchasing 'coins'/
'credits' to unlock
episodes** compared to
non-Snapchatters

1.2x

more likely to prefer **paying
a flat/recurring fee for
unlimited access to all
shows** compared to
non-Snapchatters



This exceptional conversion behavior means publishers aren't just acquiring users effectively, but **highly efficiently**.

Publishers don't have to choose between smaller-transactions or steady subscription revenues; **the Snapchat audience readily populates both monetizable frameworks from day one.**

Driving High-Value Conversions and ROAS with Snapchat SBO

ABOUT MOBOREELS

a premier mobile streaming platform specializing in short-form, vertical mini-series (1-2 minutes per episode) designed for on-the-go viewing.

THE CHALLENGE

As a performance-driven short-drama advertiser, MoboReels focuses primarily on maximizing paid conversions and ROAS. Managing budgets manually across multiple drama titles and diverse creative combinations created high operational complexity and limited the ability to scale efficiently.



-6%

eCPC

+13%

CTR

-43%

CPP

1.6x

ROAS

THE SOLUTION

To streamline performance, MoboReels adopted **Snapchat's Smart Budget Optimization (SBO)**. By moving to a single, campaign-level budget, Snapchat's automated logic instantly reallocates spend toward the drama titles and creative variations delivering the strongest conversion performance in real time.

“

Setting a new benchmark for brand engagement for us, Snapchat has demonstrated that authenticity and personalization are key to unlocking audience connections. We achieved a perfect blend of creativity and cultural relevance.”

-Wuji Zhang, Digital Marketing Director, MoboReels

Competing for the Crown: Short Dramas Win the Entertainment Wallet

Short Dramas have successfully broken out of the "snackable social video" category and are now competing directly for prime entertainment budgets.

With nearly 7 in 10 Short Drama watchers on Snapchat allocating monthly funds to these platforms, Short Drama platforms are taking real real-estate in consumer wallets.

Financial commitment to the format is deep, with Snapchatters dedicating monthly funds of over \$50 a month on average to Short Drama platforms.

This allocation from Short Drama watchers on Snapchat actively competes with other digital entertainment forms in being ranked among the Top 3 for digital entertainment monthly spend, trailing only behind traditional movie streaming services (93%).

69%

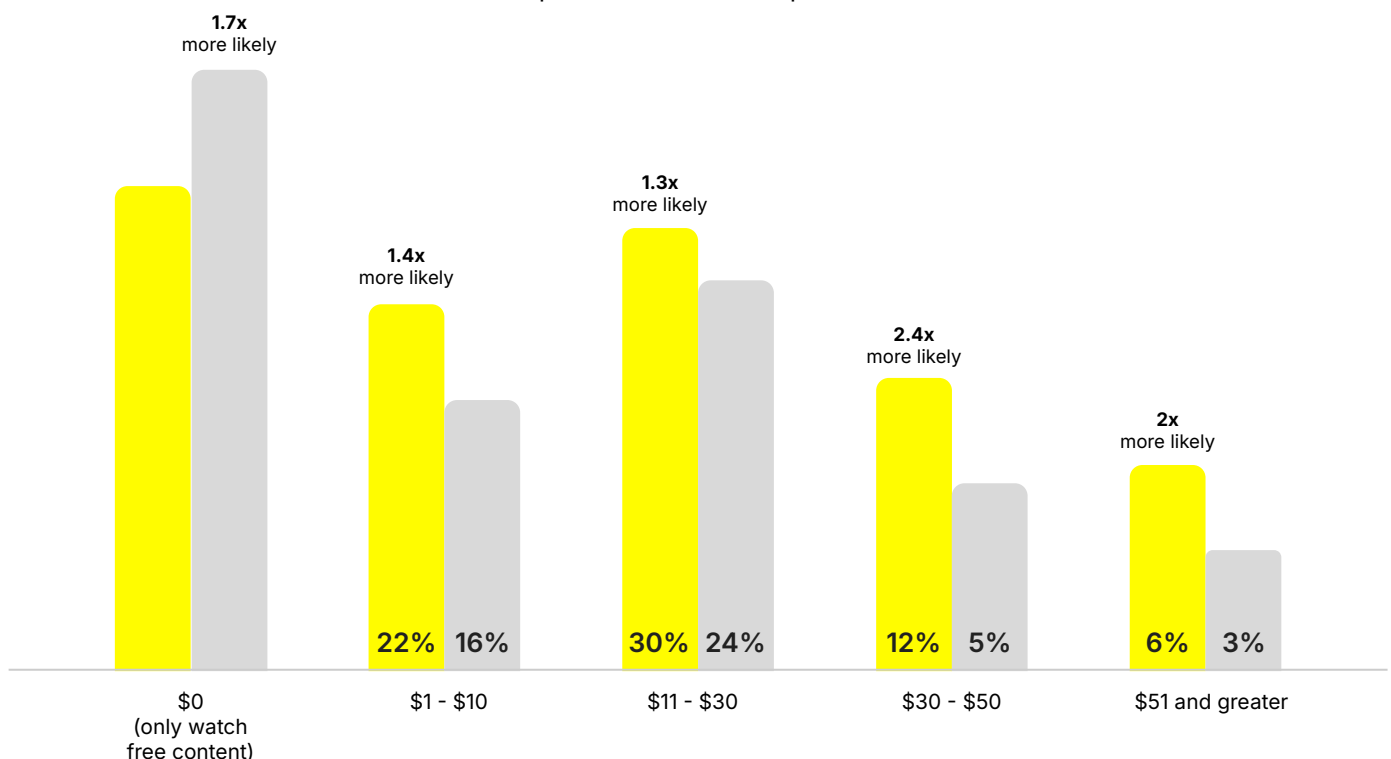
of Short Drama watchers on Snapchat spend **monthly** on the category, **1.4x** more likely than non-Snapchatters



KSA more likely to spend monthly (80%)

Monthly Spending Behavior on Short Dramas

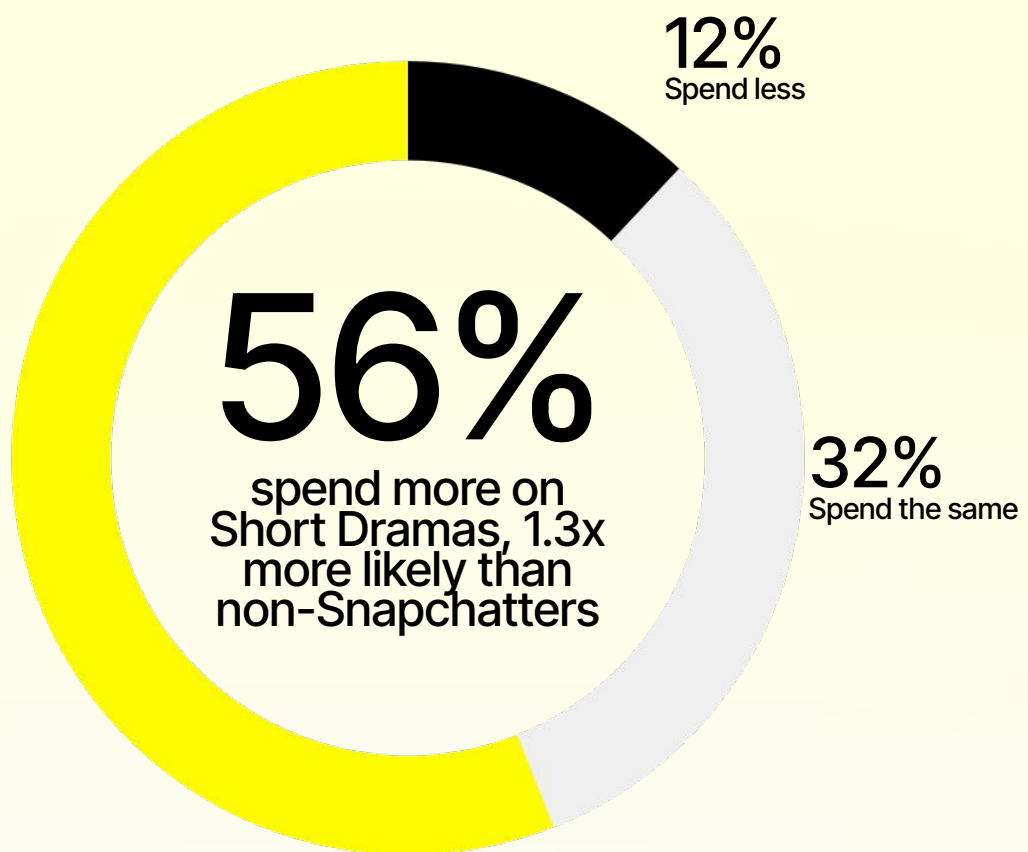
Snapchatters vs. non Snapchatters



The High-Value LTV Loop: Snapchat Short Drama Viewers Keep Spending More

Spending on Short Dramas is actively compounding rather than stagnating. Snapchat's tenured Short Drama spenders continue to deepen their financial investment, indexing at **1.3x more likely to spend more on Short Dramas compared to last year.**

YoY spending on Short Dramas among Snapchatters Who Watch



The fact that tenured users are accelerating their spend year-over-year points to a highly lucrative Customer Lifetime Value (LTV) curve.

As users stay on the platform longer, their commercial value grows, creating a compounding revenue loop that rewards publishers who consistently seed high-quality content into the Snapchat ecosystem.

05

The Short Drama Marketing Content Playbook

Content Preferences and Nuances
for Winning on Snap



As the Short Drama vertical matures, Snapchatters are rapidly transitioning from casual viewers into high-expectation critics who demand a distinctly cinematic, mobile-native experience.

For show creators and platforms, the content playbook can no longer rely on formulaic tropes and low-budget production.

The winning formula for this audience combines **professional-grade storytelling with interactive, participatory experiences.**

THE OPENING ACT

Captivate Snapchatters With High-Intensity Peak Moments And The Promise Of A Major Reveal

Snapchatters are a curiosity-driven audience motivated by high-intensity storytelling, meaning you must hook them immediately with peak action and the promise of a major reveal.

Top 5 Factors That Lead to the First Click

Want to see the reveal of a 'secret'

49%

Clip starts with a 'peak' moment

44%

Visuals and acting look like a professional movie or TV series

44%

Clip ends at a shocking or tense moment

42%

Setup feels like something that can happen in real life

42%

THE PREMISE

Capitalize On Existing Interest And Rising Demand By Highlighting Power Dynamics And Revenge Narratives

Snapchatters gravitate toward high-stakes, trope-heavy narratives rather than slow-burn plots.

To capitalize on this rising demand, content should immediately lean into power-dynamic tropes and revenge narratives that offer instant, high-drama gratification.

Top 5 Short Drama Genres Watched

Billionaire/CEO Romance 45%

Family Conflicts 43%

Mafia/Dark Romance 42%
US more likely to watch this genre (48%)

Hidden Identity/Undercover 41%

Suspense/Mystery Thrillers 39%

Top 5 Short Drama Genres Interested In

(Among those Interested in Short Dramas)

Hidden Identity/Undercover 38%

Family Conflicts 38%

Mafia/Dark Romance 38%

Billionaire/CEO Romance 37%

Revenge & Redemption 37%



US more likely to be interested in Arranged/Contract Marriage (32%) Second Chance Romance (38%) genres





THE CLIFFHANGER

Anchor Snackable Episodes With Shocking Twists To Keep Snapchatters Coming Back

Keeping Snapchatters watching to the final episode relies on a distinct combination of shock and social momentum.

By anchoring these snackable episodes with shocking twists, creators can successfully drive completion rates.

#1 FACTOR THAT KEEPS SNAPCHATTERS WATCHING TILL THE END

43%

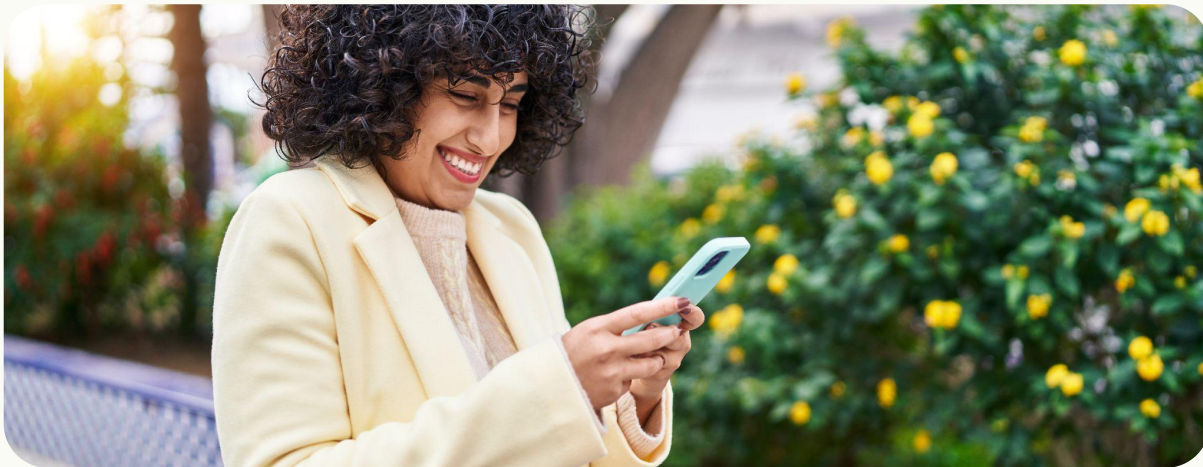
if every episode ends with a **shocking twist**

THE WORLD-BUILDING

Meet Snapchatters' High Expectations With Authentic And High-Quality Production

While Snapchatters crave high-intensity storytelling, they have a zero-tolerance policy for poor execution.

They expect raw emotional hooks to be met with authentic, high-quality production.



PRIMARY TRIGGERS THAT EARN THE FIRST CLICK

44%

visuals and acting look like a professional movie/TV series

42%

set up feels like something that could happen in real life

Snapchatters are **1.2x** more likely to want **authentic, grounded storytelling** to earn their first click. Signals audiences have moved beyond casual viewing and there is an expectation for Short Dramas to mirror the professional caliber of traditional long-form content.

Match Localization Strategy To Market Viewing Preferences

While the appetite for Short Dramas is consistent globally, viewing behaviors and content preferences vary meaningfully by region, requiring a nuanced approach to market-specific cultural hooks and formats.



42%

of American Short Drama viewers prefer dubbing in local language.



23%

of British Short Drama viewers have no preference on localization



57%

of Saudi Short Drama viewers prefer original language with subtitles

Invite Snapchatters Into The Story With AR And Interactive Elements

One-directional video simply does not meet this audience's expectations, as special features like AR Lenses take the mobile-native experience to the next level. **Creators must actively invite Snapchatters into the story through interactive elements.**

68%

of viewers on Snapchat would be interested in watching Short Dramas that **incorporate interactive elements or AR**, 1.2x more than non-Snapchatters



KSA more likely to watch Short Dramas that incorporate AR (75%)

64%

of viewers on Snapchat said they would be interested in **sending pictures using a show-themed AR lens to a friend or family member after seeing a Short Drama clip**



THE CLIMAX

Invite Snapchatters Into The Story With AR And Interactive Elements

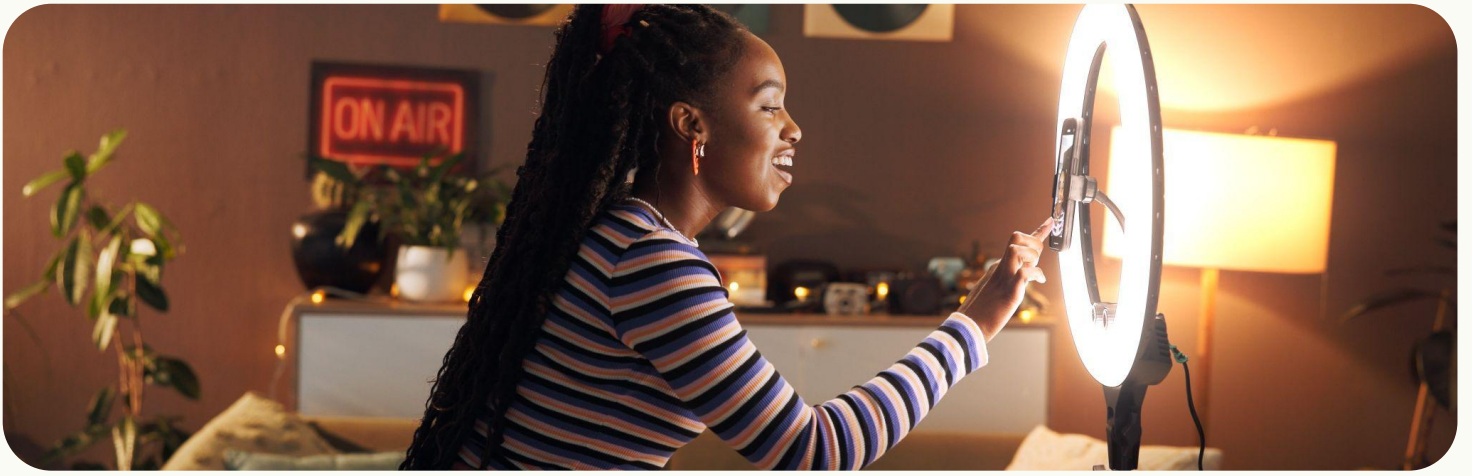
For advertisers, meeting this consumer demand is a proven driver of business growth and conversion.

Sponsored Lenses deliver an average monthly reach of **276 million users globally**, providing immediate scale for new title launches.

When it comes to user acquisition objectives, Snap's AR ranks as the number one performing ad format for return on ad spend (ROAS) and overall effectiveness when included meaningfully in the media mix.

By pairing Short Drama campaigns with immersive AR experiences, brands invite Snapchatters to dive deeper into the world of the story and organically share the title with friends.





THE HAPPILY EVER AFTER

Leverage Creators To Sustain Snapchat Engagement With Short Dramas

Leveraging creators for recommendations or casting them directly into the narrative provides an instant layer of trust that keeps viewers engaged.

By putting familiar faces front and center, brands can dramatically lower the barrier to entry, a crucial tactic given that 31% of Short Drama viewers on Snapchat prefer shows featuring creators they already like (1.6x more than non-Snapchatters), and 17% actively seek out creator recommendations (1.3x more than non-Snapchatters).

MOTIVATIONS FOR ENGAGING WITH SHORT DRAMAS

| **31%**

if Short Dramas feature creators or celebrities I like, **1.6x** more likely than non Snapchatters

| **17%**

if recommended from a creator, **1.3x** more likely than non Snapchatters



KSA more likely to watch based on recommendations from a creator (**20%**)

THE HAPPILY EVER AFTER

Leverage Creators To Sustain Snapchat Engagement With Short Dramas

Shifting ad spend toward creator talent yields significant efficiency and performance advantages for marketers.



BRAND LIFT

+50%

higher win rate in brand lift results

ACTION INTENT

2.5x

higher action intent lift

LOWER COST PER ACTION

-12%

creator ads vs. polished ads

By utilizing authentic creator talent, Short Drama apps can capture viewer interest quickly and scale their subscriber base more cost-effectively.

Snapchat Engaging Ads Solution



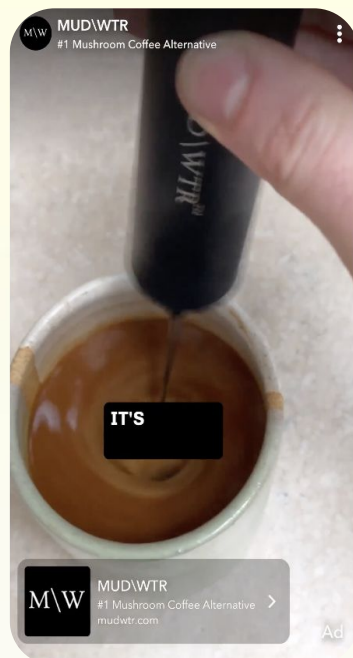
Snap Ad



Story Ads



Collection Ads



Commercials



AR Lens

FROM DISCOVERY TO CONVERSION

Snapchat's Short-Drama Solution

Objective	Innovative Ad Products	Audience Strategy	Metrics & KPIs
UPPER FUNNEL Video Views & Brand Moments Drive immediate impact and maximize reach via brand awareness solutions	Takeovers (Firsts) Platform Burst Sponsored Snap AR Lens/Filters/Extensions Core Foundation Products: Commercials, Snap Ads, Story Ads	Broad Audience Targeting	Reach & CPM Lens Share & Play Time Engagement Rate 1P Brand Lift Study (BLS)
MID FUNNEL Traffic & App Installs Drive qualified traffic to landing pages, increase app installations, and spark active consideration.	Creator Ads Reminder Ads Sponsored Snap Core Foundation Products: Snap Ads, Story Ads, Collection Ads	New Customer Acquisition Brand Campaign Retargeting	High-Quality App & Web Traffic App Installations
LOWER FUNNEL Sales & Conversions Drive 1P & 3P direct sales and purchase actions via app, mobile site, and dynamic catalogs.	Domino DPA Template Target Cost bidding for App and Web Campaign Budget Optimisation Core Foundation Products: Snap Ads, Story Ads, Collection Ads, DPA	Direct Retargeting (based on 1P, 3P & Pixel/Web data) New Customer Acquisition & Lookalikes	Purchase Conversions (across multiple attribution) ROAS & ROI

Full Funnel Solution

Improve ROAS/ROI | Build Brand Awareness | Increase Web Traffic | Drive Purchases | Reach Consumers



Thank You

The Short Drama Revolution & The Snapchat Advantage

Source: 2026 Short Drama study commissioned by Snap Inc.

