Develop with Snap

The **Minis platform** allows app and game developers to build compelling, lightweight experiences that can be shared across iOS and Android platforms to reach the Snapchat community.

SINCE THE LAUNCH OF GAMES AND MINIS:

300M+

Snapchatters have played Snap Games.[1]

$1M+

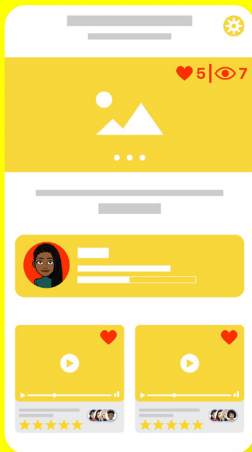Revenue earned by more than 1/3 of Snapchat's current gaming partners.[1]

80M+

Number of Snapchatters reached by Voodoo's first five games.[1]

30M+

Number of Snapchatters who have played MOONFROG's *Ludo Club* globally.[2]

What's new for Developers:

You can now create Minis that are more social and more secure than ever.

The new **Minis Private Components System** allows you to add social elements such as reviews, ratings, and users' friends or preferences without infringing on user privacy. This means you can harness the power of shared experiences in your Minis without the hassles, risks and responsibilities of managing your communities' friend graphs.

And this is just the start. If you have an idea for a Mini, sign up to request access to the beta.

SIGN UP

Featured Partners

Scan to Play
Ludo Club

Ding

Learn how Minis Private Components System is helping developers at Ding build compelling social experiences for their audience while simultaneously protecting data privacy.

HEAR FROM OUR PARTNERS

[1] Snap Inc. internal data as of March 2022.

[2] Snap Inc. internal data April 22, 2021 - February 28, 2022.