

**On average, 249M people around the world use Snapchat daily.
Who is on Snapchat? Millennials and Gen Z, together they have a direct spending power of \$1 trillion.**

- 75% of 13 to 34 year-olds in the US
- 60% of 13 to 34 year-olds in Australia
- 60% of 13 to 34 year-olds in Canada
- Over 90% of 18 to 34 year-olds in France
- 90% of 13 to 34 year-olds in Saudi Arabia
- More than 70% of 18 to 34 year-olds in the Netherlands
- Over 75% of 18 to 34 year-olds in Norway
- More than 1 in 3 - 18 to 34 year-olds in the UAE
- Over 70% of 13 to 34 year-olds in the UK
- More than 80% of Snapchat addressable reach in Germany are 18+
(source: snapchat)

ProTip:

Don't make it your first form of traffic but it's a great addition to ad mix. Diversify!

No application necessary ! Just creating an account:

How to create a Snapchat Business Account:

1. Create a Snapchat ads manager account on <https://ads.snapchat.com>
2. Click on **Create Account** to sign up (sign in if you already have an account)
3. Fill in your details to create an account and click **Sign Up & Accept**
4. Next, create a Snapchat business account.
5. Fill in your business information & then click **continue**.

Congratulations! You have a Snapchats Ads manager account, now you can create ads!

Getting started:

Decide on Instant Create vs. Advanced Create

Instant Create: create a single ad in minutes

1. Choose your objective

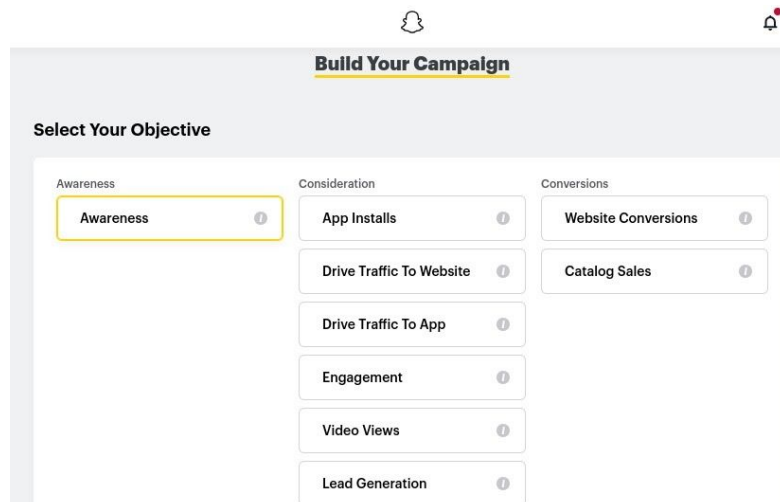
- Website visits
- Promote your local business
- Calls & texts to your business
- App installs
- App visits

The screenshot displays the Snapchat Ads Instant Create interface. At the top, five objective options are presented in a row: Website Visits (highlighted with a yellow border), Promote Local Place (marked with a 'New' badge), Calls & Texts, App Installs, and App Visits. Below this, a white box contains the question 'Which url should your ad link to?' followed by a text input field containing 'https://yoursite.com'. A checkbox option is available: 'Import photos from my website to help with ad creation. This may take 20 seconds.' At the bottom of the white box is a dark 'Next' button.

Advanced Create: lets you create multiple ad sets with advanced targeting and goal options

1. Choose your objective

- Awareness
- Consideration
- Conversion



2. Name your campaign

Name your campaign, choose an ad format, and select your audience.

3. Build ad sets

- Set the duration and budget for your campaign
- Determine the placement of your ad
- Enable the Snap Pixel to measure the cross-device impact of campaigns

4. Design your ad

- Upload creative
- Add brand messaging and
- Add calls-to-action

5. Publish!

AD FORMATS:**Snap Ads**

- single Image or Video Ads are full screen ads
- sound on by default
- that appear in Stories and content.
- encourage CTA

Dynamic Ads

- used to create Snap Ads at scale
- use pre-existing templates to show anything from your product catalogue
- tailored for snapchat users based on their engagement

Commercials

- designed to drive brand awareness
- run exclusively within curated content
- non-skippable for the first six seconds, can be up to three minutes

Story Ads

- branded
- only in Snapchat's Discover section
- a series of 3-20 Snaps featuring the brand story

Collection Ads

- showcase a series of products
- tappable way to browse
- ads appear in Stories and in content

Lenses AR Experiences

- interactive moments with augmented reality experiences
- users can play with lenses and send them to friends
- can see these ads in friends' Snaps and in Stories.

Study Guide

Filters

- overlays that can be applied over photo and video Snaps after they're captured
- opportunity for advertisers to be a part of Snapchatters' conversations
- users can see these ads in friends' Snaps and in Stories

Goal-Based Bidding (GBB)

- allows advertisers to optimize campaigns toward specific actions
 - installing app
 - watching a video
 - completing a purchase