BEST PRACTICES
Snapchat

CTC

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CTC

Why Is CTC Pursuing Snapchat Ads?

1. Great Top of Funnel Driver (Especially with Influencers)
   a. The open rates for Snapchat stories are extremely high, and the audience is really active. By targeting ads to followers of specific influencers, the potential for high conversion rates is massive.

2. Snapchat users have high direct-response buying power
   a. Snapchat users are 60% more likely to make impulse purchases, and also fall into a demographic with high buying power. 82% of users are 34 or younger, and they have a direct spending power of $1 Trillion. This platform works great for brands targeting those age 40 and under.

3. Snap Content Has High Share Rates
   a. Snapchatters are consulting their friends and family before buying, sending snaps while browsing, and are 2x more likely to share a moment about their purchase than non-Snapchatters.

4. If you're trying to target young users, and Gen Z audiences, they serve more there than on TikTock
   a. Conversion rates are higher for older users, but we still get Gen Z purchases too. It goes beyond a social platform, it's a function of your phone, so people open up the app for multiple reasons in a day so you get more impression share.

LEARNING PHASE

How To Identify Learning Phase

Snapchat's Learning Phase, also referred to as the 'exploration phase', launches every time a new campaign or ad set is launched.

Unlike Facebook, this phase only lasts 1-4 days, depending on your targeted audience, bid, budget, and historical conversion volume.

There is no minimum required conversion amount, however performance improves the more conversions you receive. But as a general guideline when setting budgets, you can use Facebook best practices, but it will most likely be easier to get out of the learning phase.

TARGETING

Snapchat Targeting

1. **Snap Audience Match** | Re-engage Snapchatters who have interacted with your brand or business in the past using a customer list of emails, phone numbers or device IDs.

2. **Lookalike Targeting** | Expand your reach by finding Snapchatters similar to your existing customers. Lookalike Audiences drive website traffic, online sales and new customer growth.

3. **Pixel Custom Audiences** | Target Snapchatters who have visited your website and browsed your products online with a flexible lookback window with Pixel Custom Audiences.

4. **Third Party Custom Audiences (Similar to Interest Targeting)** | Reach Snapchatters based on buying or viewing behaviors. Tap into an expansive data marketplace to develop a segment for a campaign, objective, product, or service. The data comes from Nielsen and Oracle. Currently available in the U.S. only.

BIDDING

Bidding Strategies

Snapchat has very similar bidding strategies to Facebook, and their ads manager is setup almost exactly the same with Campaign Level > Ad Set Level > Ad Level.

Most Used:

- **Auto-Bidding, Scale Oriented (FB Equivalent = Lowest Cost)**
- **Target Cost, Efficiency Oriented (FB Equivalent = Cost Caps)**

Least Used:

- **Max Bid (FB Equivalent = Bid Cap)**
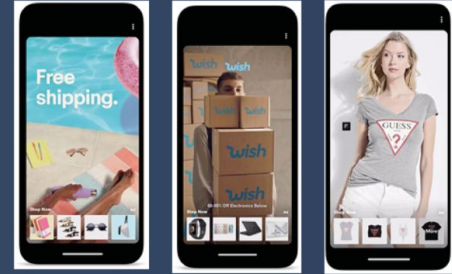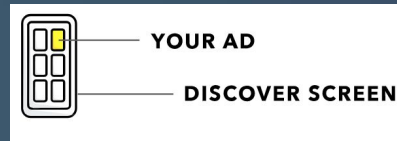- **Minimum ROAS (FB Equivalent = Min ROAS)**

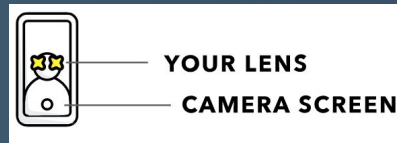# AD CREATIVE

Creative Formats

1. **Single Image or Video**

2. **Story Ad**

3. **Lens**

4. **Filter**

5. **Collections / DPAs**
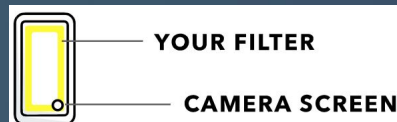
BEST PRACTICES

Snapchat General Best Practices

1. **Budget Changes**
   a. Very similar to TikTok and Facebook where you should scale 20-25% every 24 hours.

2. **DPAs work very well**
   a. Use apps like Flexify to setup the Catalog

3. **Pre-Loading for Web View**
   a. This feature makes the site load faster, but sometimes it can create reporting discrepancies due to increased server requests. It's great to toggle on to improve conversion rates. It won't be turned on by default, so make sure you have it toggled on.
   b. Snapchat has reported that this has increased time spent browsing on websites by 140% on average.

4. **Attribution Options**
   a. They still have 28 Day Click + 1 Day View, but are slowly moving towards 7 Day Click + 1 Day View also due to iOS 14 impacts. For best comparisons between platforms, we would recommend keeping the attribution window in alignment with whatever you have set in Facebook so that it is easier to compare performance.

5. **Use CTC's account login to run your ads**
   a. You won't need to set up an individual advertising account for yourself. If you need help finding our login in your LastPass, just send a message over to Interlaced.

6. **Supplements & Dating-Related Products struggle to get approved**
   a. For more information on ad policies, read here: LINK

7. Brands that Win on Snap
   a. Willing to spend at least $1k/day to start. It takes an initial investment.
   b. Audience is in the 20-30 year old range.
   c. Female-oriented audiences, especially for retail, skincare and makeup.

ADDITIONAL RESOURCES

Additional Documentation

1. **Snap Focus: Snapchat Ads Certification Courses**
   a. LINK

2. **Creative Inspiration and Success Stories**
   a. LINK

3. **Creative Playbook**
   a. LINK

4. **TikTok 10 Commandments**
   a. LINK