SNAPCHAT

INTRODUCING

SPONSORED SNAPS

Your brand has entered the chat.

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Snap’s first-ever monetization opportunities in Chat

Why Chat Matters

Snapchat’s core product value to Snapchatters is staying connected with friends and family. 850M people globally use Snapchat and Chat is at the center.

The experience of getting a Snap is different from getting a text or seeing a social post. Every new Snap is a burst of fun you get from connecting with a friend and being wow-ed by their creativity. Snapchat is the best way to feel connected.

Sponsored Snaps are an exciting new opportunity for brands to send the Snapchat community a Snap and engage in Chat.

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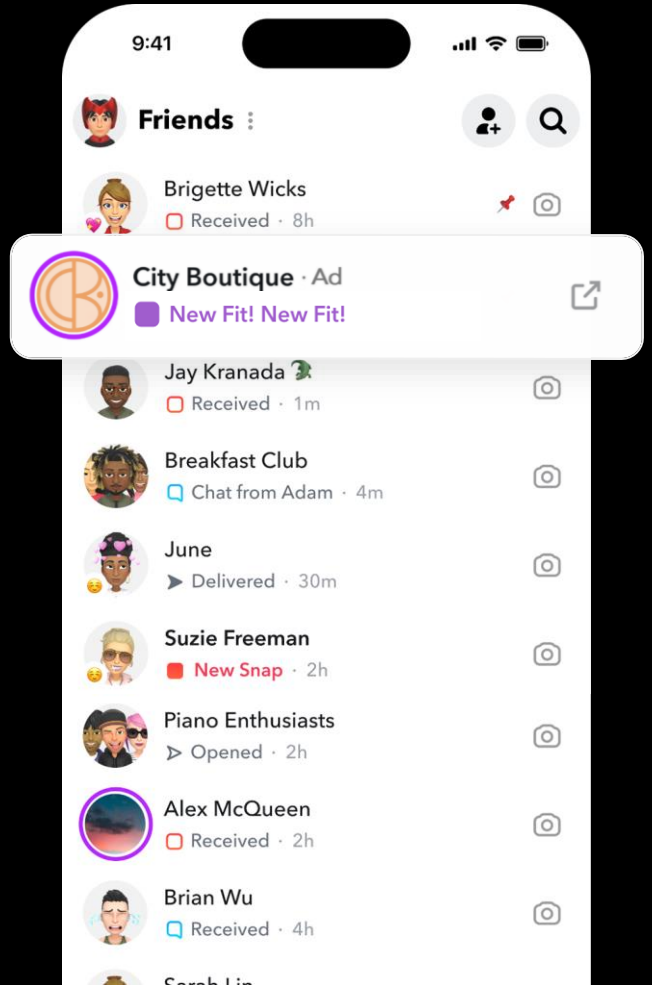
For the first time ever...

Brands can now Snap and Chat like a Snapchatter.

Kinda hits different, you know?



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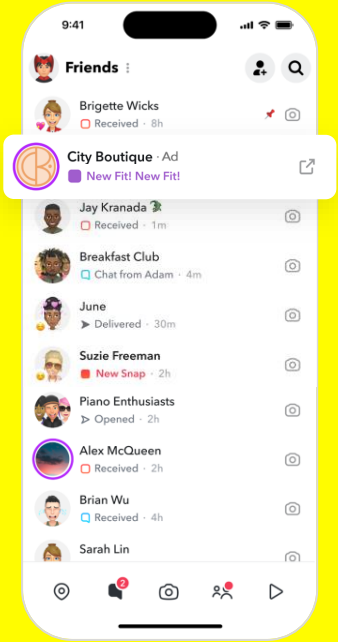
Sponsored Snaps

Snapchatter experience:
Step by Step

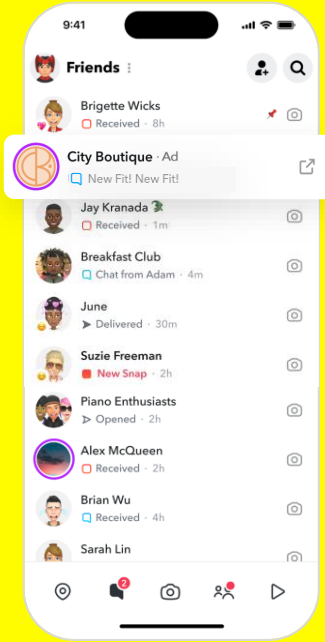


1

Send a Snap directly to the Chat Feed

2

Snapchatters can open the Snap to full-screen media.



3

Snapchatters return to Chat Feed

4

Opening the Snap again leads to 1:1 Chat, with ***optional*** response from advertiser

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Chat is a compelling inventory opportunity

Chat is a **high attention** inventory

- People interact with their closest circle of family and friends on Snapchat more than any other social network, opening the app nearly 40 times a day.

Chat is a **new inventory**

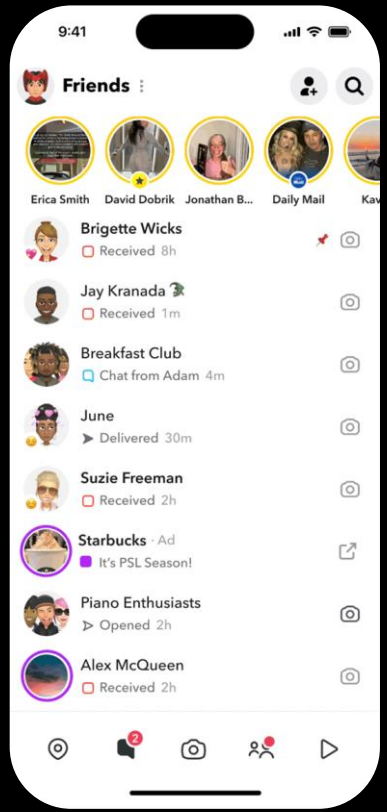
- We've opened up incremental reach (some Snapchatters only use Chat) and the opportunity for more budget utilization and lower overall CPM. Chat is likely to help DR advertisers scale efficiently to reach target goals.

Chat ads will be **highly relevant**

- We will only deliver ads in chat if we believe the Snapchatter has a strong probability of converting

Chat ads are **fully fungible**

- You can think of Sponsored Snaps as a new placement for our longstanding Single Image or Video Ads (Snap Ad) format. Our system will find the right inventory maximize performance



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Over 30%

Incremental Ads Reach

In the US, our new Sponsored Snaps and Promoted Places ad opportunities grew the number of unique Snapchatters reached by advertisers by more than 30% when compared to ads running in Camera and Content surfaces.

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Eligibility is determined by Goal-Based Bid

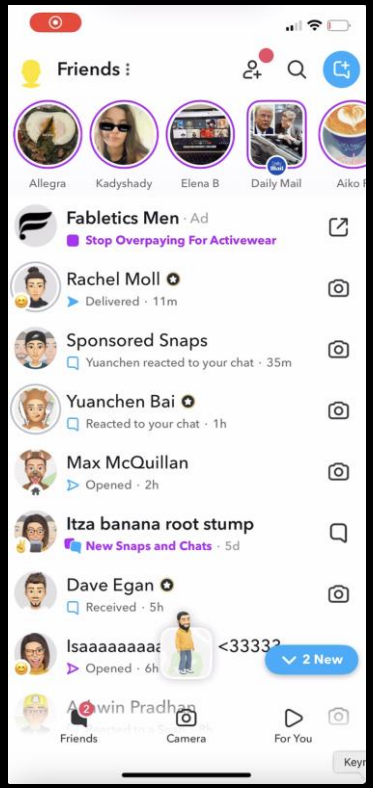
Any ads that meets the criteria for Chat Feed delivery will automatically be opted in to deliver ads in chat, with no ability to opt out in Ads Manager.

Feb 2025: Criteria to deliver into chat to start (as of Feb 6, 2025)

- Pixel Purchase GBB with 7/0 Delivery Optimization window
- Web attachments only. Ads with Deep Links will not deliver to chat
- Spending on Single Image or Video ads (aka Snap ads), Non-DPA.
- Must have Public Profile
- Targeted at US Snapchatters only

Late-March 2025: Additional GBB spenders will deliver to chat.

- Pixel Purchase 28/1 Delivery Optimization Window
- Pixel Page View (28/1 and 7/0)
- Pixel Add to Cart (28/1 and 7/0)
- Pixel Sign Up (28/1 and 7/0)
- Attachment: Website
- Format: Snap Ads (non-DPA. DPA will not deliver to chat)
- Geo: delivering to all Snapchatters globally (excluding EU)



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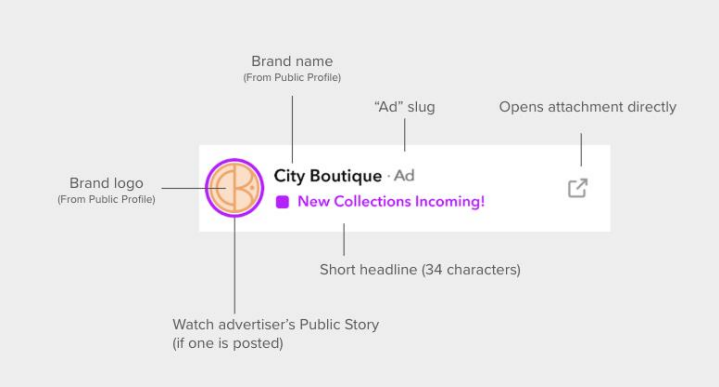
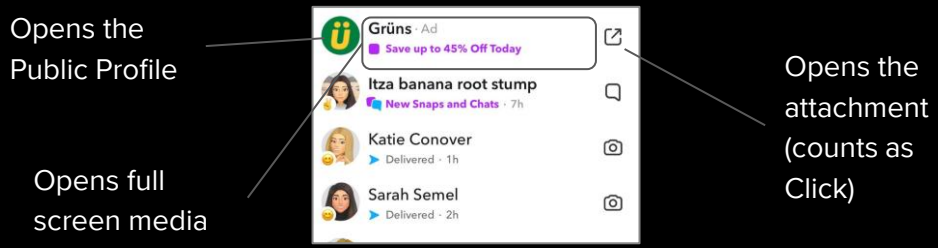
Sponsored Snaps – How the UX works

When ads deliver to the Chat Feed, the paid impression is on the chat cell, as seen below:



- Brand name is pulled from Public Profile
- Brand logo is pulled from Public Profile (or shows thumbnail from Public Story if one is live)
- Headline is provided by advertiser
- Attachment is provided by advertiser

Snapchatters can interact with the ad in a few ways



- The headline is set by the advertiser in Ads Manager. The headline be the same on other Snap Ads in other inventories
- Ads do not persist after a Snapchatter's session in the Chat Feed. If Snapchatters leaves the app or the tab, the ad is no longer visible

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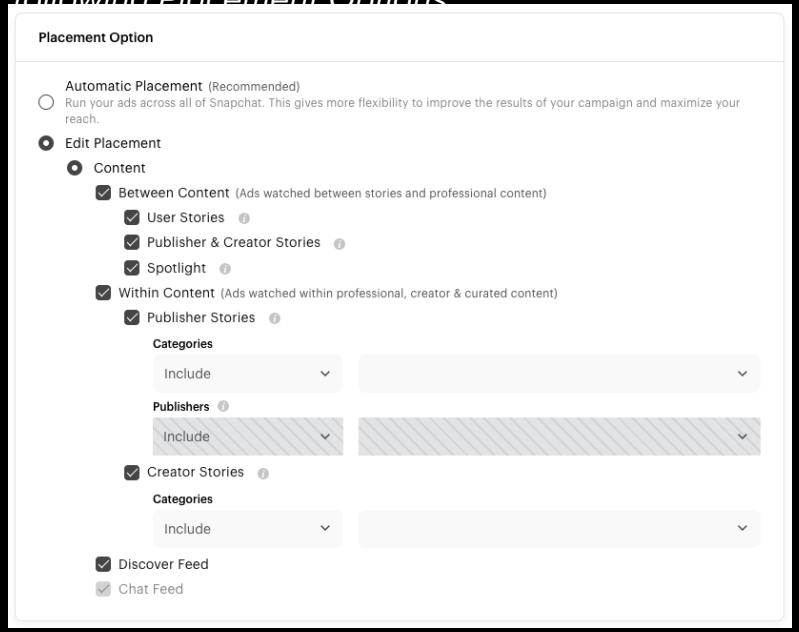
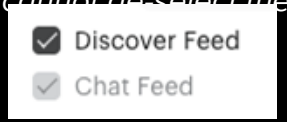
Ads Manager will show a new Chat Feed placement

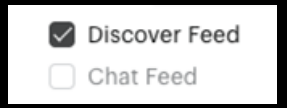
*Advertisers who select **Sales** objective will see the following Placement Options:*



If the ad qualifies for Chat delivery: advertisers cannot de-select the placement



If the ad does not quality for Chat delivery: advertisers cannot select the placement



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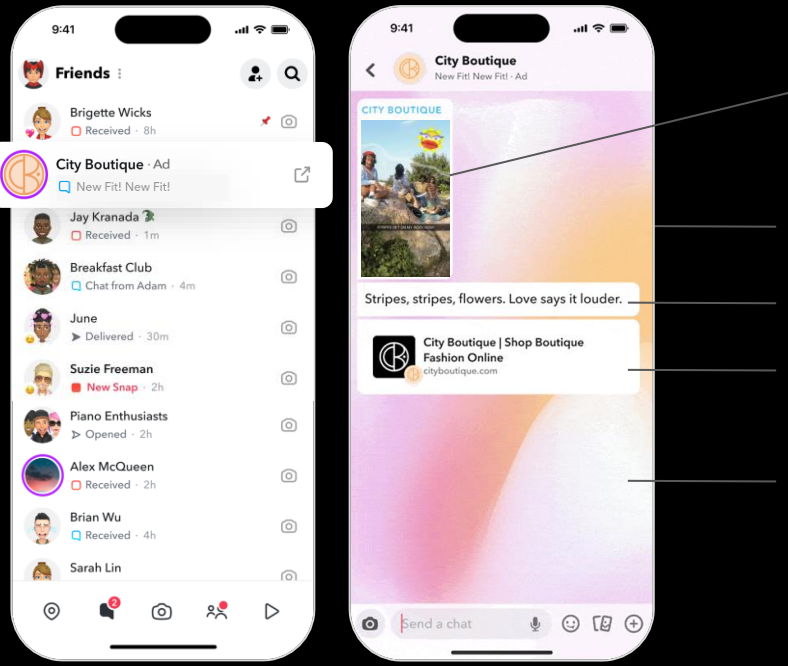
Sponsored Snaps – How the UX works

After viewing the full-screen media, Snapchatters can open the snap for a second time and will be taken to a 1:1 chat with the advertiser



Full screen media thumbnail

Branded Chat Background*

Chat Message*

Attachment preview

Auto Response*

*Optional elements**

As of Q1, 2025, advertisers can add up to 3 optional elements in the 1:1 chat experience

- A Branded Chat Background
- A Chat Message
- An auto-response (either text or another full-screen image or video)

Snapchatters can send a reply ONLY when Advertisers have selected an auto response. When a Snapchatters sends any message, the auto- response will be sent back. If a Snapchatter sends subsequent messages, the same auto response will be sent again for any message.

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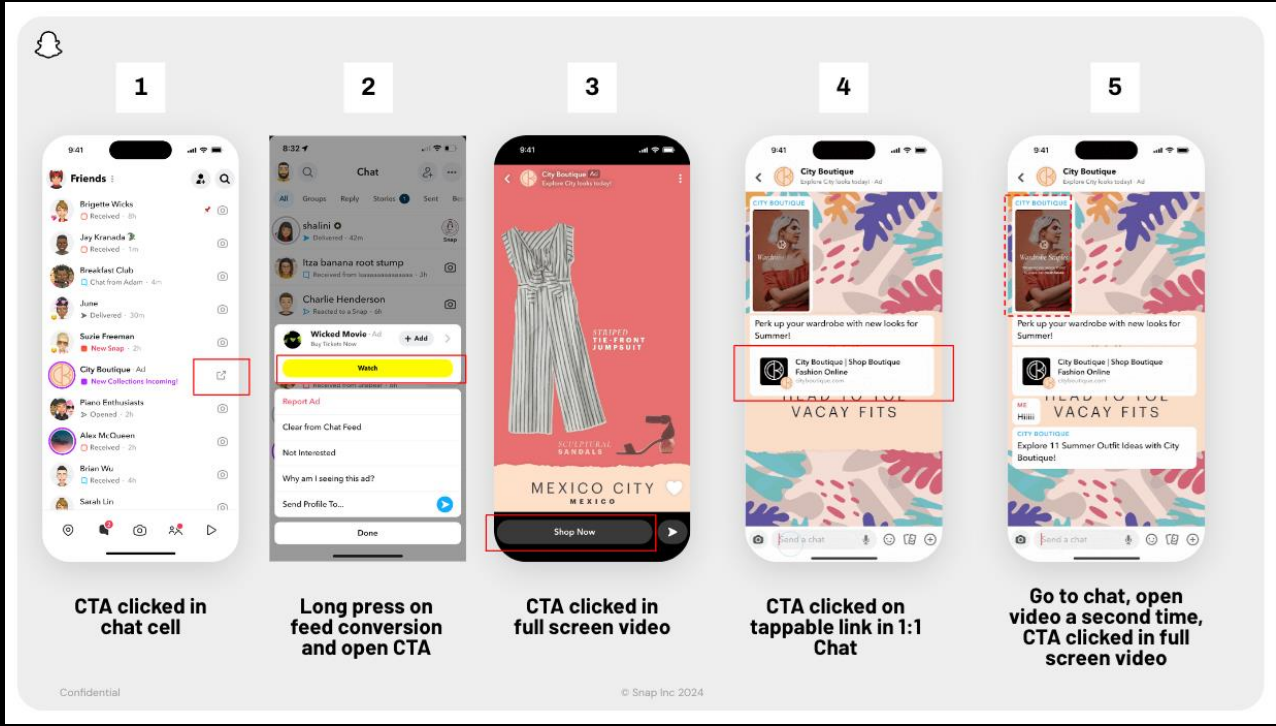
Sponsored Snaps – Clicks

The definition of Click is unchanged. A Click is when a user clicks on the ad attachment. In the case of Sponsored Snaps, there are several places where a Snapchatter can click to the attachment ➜ see diagram



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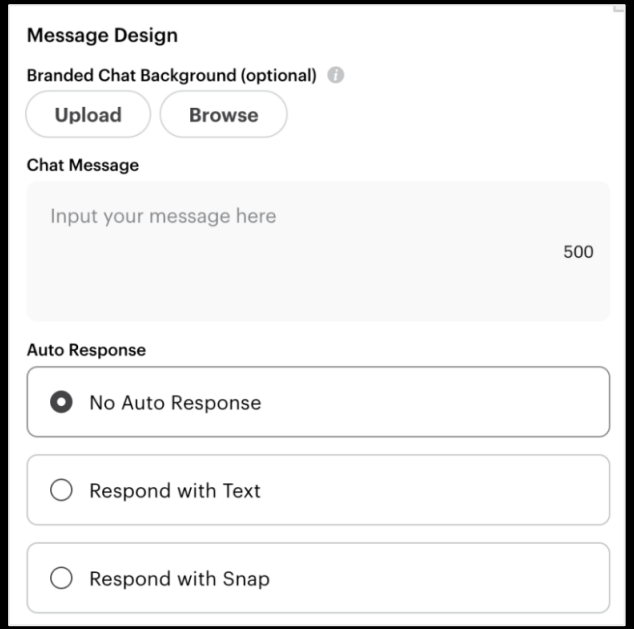
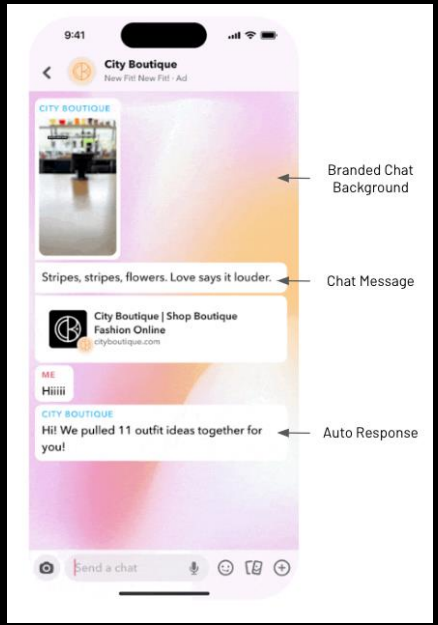
Sponsored Snaps – Advertiser Controls

Advertisers can customize the 1:1 chat experience in Ads Manager. All elements are *optional*. Ads can still deliver to Chat Feed without these elements





Optional elements

- **Branded Chat Background** (optional) - Recommended media dimensions: 1080w x 1920h. Images must be either PNG or JPEG.
- **Chat Message** (optional) - written message up to 500 characters
- **Auto Response** (optional) - written message up to 500 characters or a video asset Recommended media dimensions: 1080w x 1920h. Videos must use H.264 encoding and be less than 180 seconds in duration.

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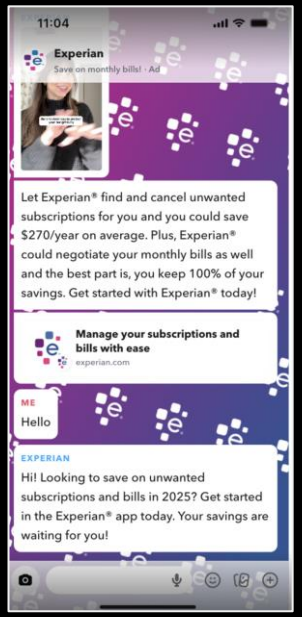
Sponsored Snaps – Example

Utilizing all the optional elements provides a richer 1:1 chat experience



Ads can still deliver to chat without any of the optional elements

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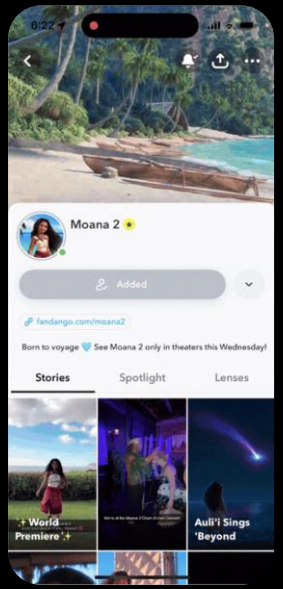
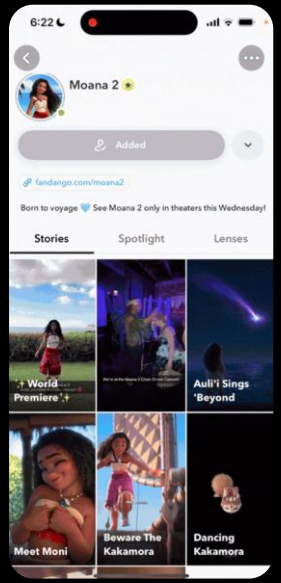
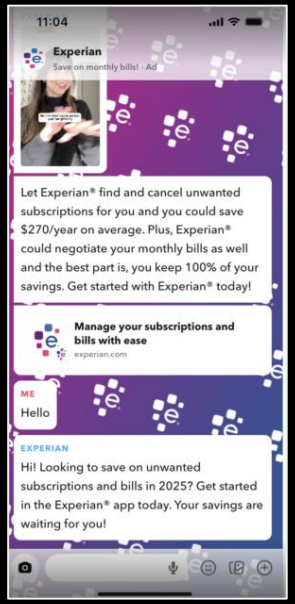
Sponsored Snaps – What advertisers can do to be ready





Build out organic presence on your Public Profile, which is easily accessible from Chat. Add Stories, Spotlights, and Lenses, high-quality profile & hero images, and an on-brand description. Post Public Stories and set them to be visible for maximum duration

Lean into native-style creative assets that feel like Snaps – consider having these conversations with your clients today



Begin incorporating chat background and other optional chat creative features into your ads. Note: This will not guarantee delivery to Chat.

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