

**FOR BUSINESS**

# GET TO KNOW US

## OUR HISTORY

Snapchat was created in 2011 by Evan Spiegel and Bobby Murphy — two close friends who wanted a more fun and personal way to communicate on mobile. Their solution was Snapchat, an ephemeral photo-messaging app. Soon they added captions, doodles and video to the platform and usage exploded to over 50 million Snaps viewed a day by the end of 2012, growing to over 700 million today.

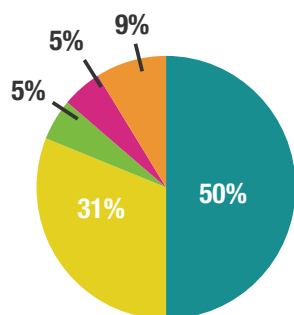
In 2013 the team introduced Stories, Snaps threaded together to form a rolling flipbook of moments with each Snap living 24 hours before it disappears. Users and brands quickly took to this new feature and today people view Stories over 1 billion times a day.

Every piece of content a user views is triggered by pressing and holding the screen, meaning they consciously choose to engage with content. When people share, recipients pay attention, knowing all Snaps will eventually disappear.

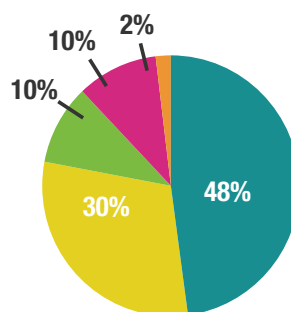
In May 2014 Chat and Here were released. They make one-to-one communication even more seamless via direct messages and face-to-face video. In July 2014, Our Story launched. Our Story is a location-based collaborative Story that throws users into the crowd at a certain event.

At Snapchat, we're bridging the gap between the digital and real-world, and we're just beginning

## OUR STATS

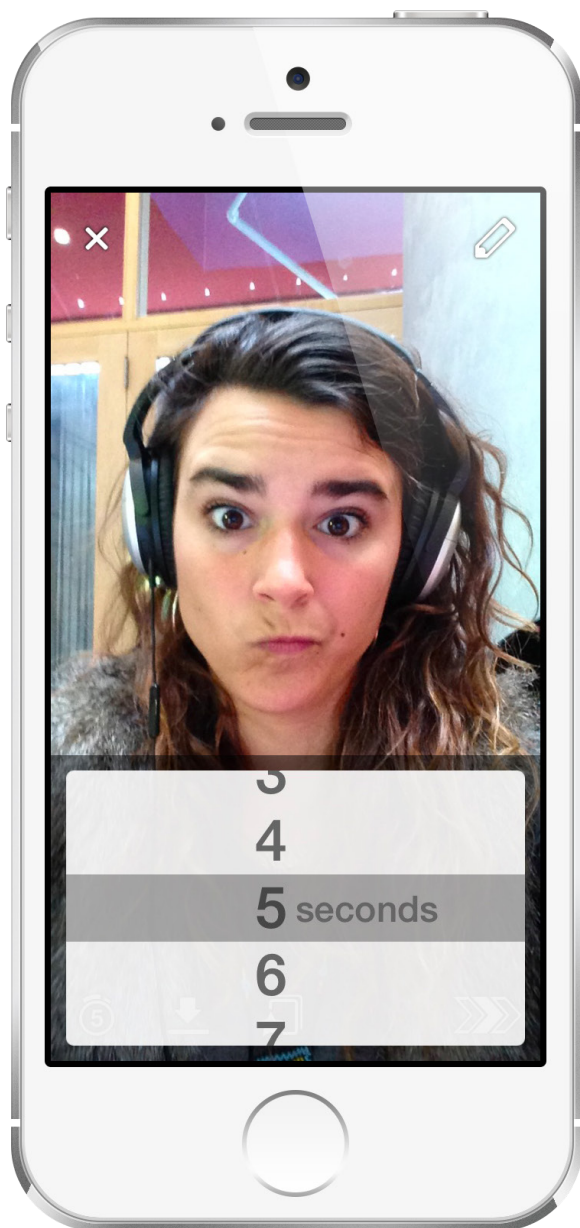


North America  
Europe  
Australia/ Oceania  
South America  
Other



Age 13-17  
Age 18-24  
Age 25+

# PHILOSOPHY



## DELETE IS OUR DEFAULT

We have many products within Snapchat, but there is one key feature that they all share: deletion.

We believe in the integrity of conversation — personal, unguarded, and of the moment.

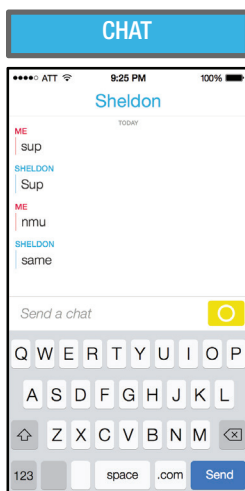
That's how it is with in-person conversations, and that's how we think it should be with mobile conversations as well.

Our default is delete. Conversations are ephemeral unless someone chooses to save or screenshot them. And if they do, we do our best to make the sender aware. Just like a face-to-face conversation content stays impermanent unless someone goes out of their way to record it.

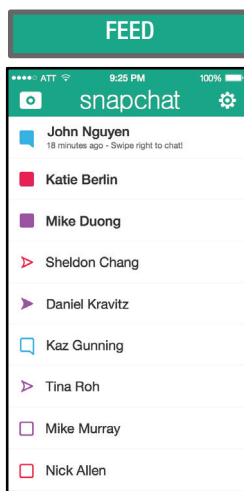
# PRODUCT OVERVIEW

Snapchat is one app with several functions. People use it to communicate one-to-one, one-to-few, and one-to-all. They share moments, not just pretty pictures, through stills and videos with added with captions, doodles, or filters to make them even more fun and personal.

APP OPENS HERE



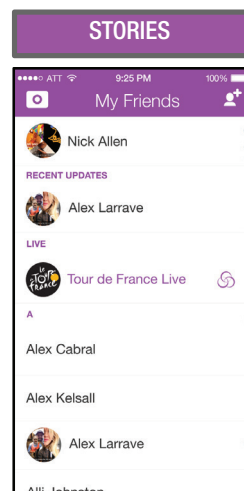
*One-to-one messaging and live video*



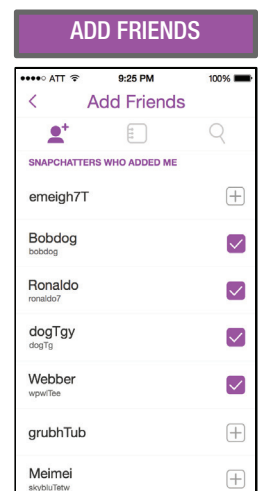
*Feed of directly sent Snaps and messages*



*Photo and video capture with optional filter, doodles and captions*



*Story feed — Mix of your own, your friends, brands, celebs and events*



*Friend and follower management*



**SWIPE BETWEEN SCREENS**



# SNAP

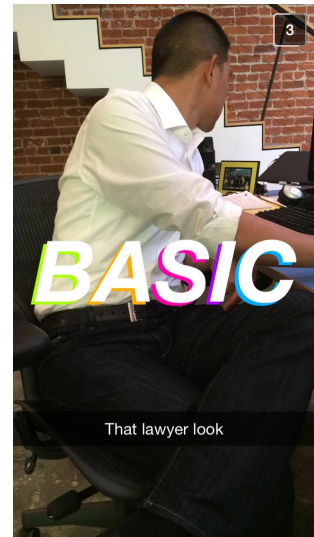
## DEFINITION

A 1- 10 second photo or video sent to one or a few friends that disappears after viewing.

## WHAT USERS SNAP

People send Snaps of their morning commute, late night nachos, and everything in between.

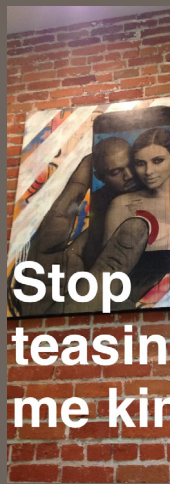
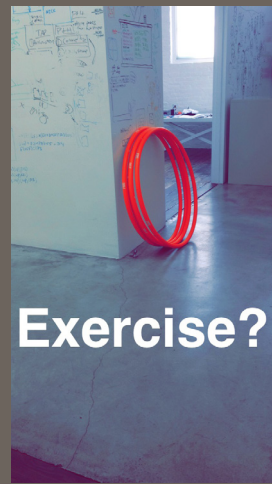
Some Snaps are crazy, some more mundane, but all Snaps are personal — raw moments, not just pretty pictures.



# STORY

## DEFINITION

Snaps threaded together to create a flipbook of moments for all your friends to see. Each individual Snap lives for 24 hours before it disappears. There is no limit to the number of Snaps you can add to your Story, and no rules for what you post. Anything goes.



## WHAT USERS STORY

Your Story is a place for the Snaps you want all your friends to see. Some have cohesive narratives with beginning, middle, and ends. Others are collages of moments from the past 24 hours. Some make sense, others don't, but they're all a collection of personal moments that reflect your unique experiences and emotions.

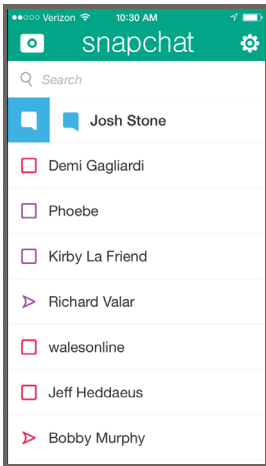
When a friend views your Story, they view it the way you lived it, not in reverse like most social feeds. A friend's Snap is not mixed in with your aunt's or that sorority sister that shares a bit too much. Instead, her content is tied together in one single Story, allowing you to catch up on what's happening in her life all at once.

# CHAT

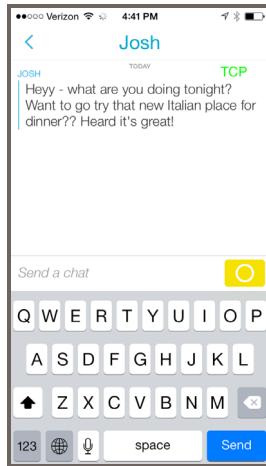
## DEFINITION

One-to-one conversation with text and images.

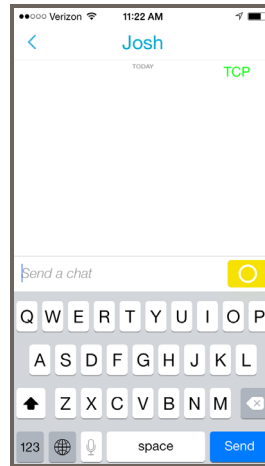
1. SWIPE RIGHT TO OPEN A CHAT



2. SEND TEXT AND PHOTOS



3. LEAVE TO DELETE MESSAGES



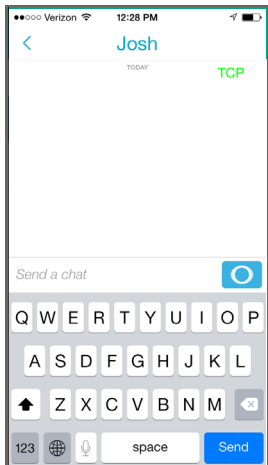
NOTE: Either party can tap or screenshot to save for later.

# HERE

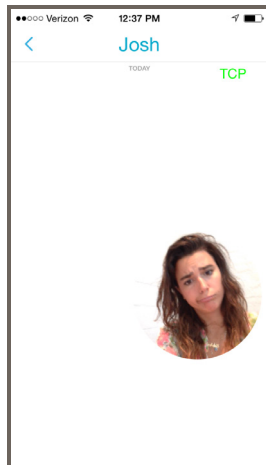
## DEFINITION

Real-time face-to-face video chat.

1. BUTTON TURNS BLUE WHEN BOTH PARTIES PRESENT



2. PRESS AND HOLD BUTTON TO INITIATE HERE



3. CHAT IN REAL-TIME WHEN BOTH PARTIES HOLD





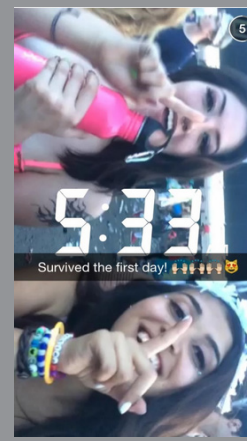
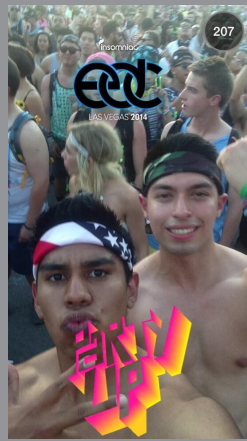
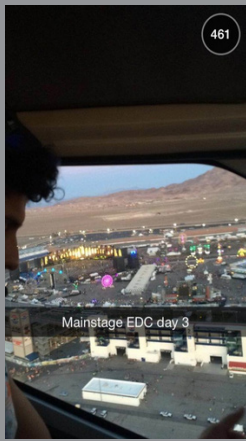
# OUR STORY

## DEFINITION

A location-based collaborative Story that doesn't just cover a live event; it throws a viewer into the experience itself.

### EDC LIVE (33 HR. EVENT)

Viewers saw Snaps of jumping crowds, DJs, tasty grilled cheeses, and even couples

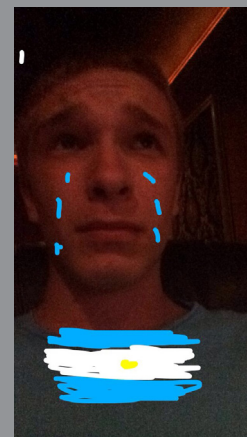
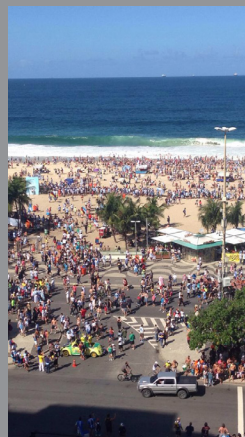
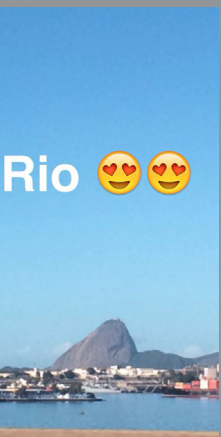


**80 HOURS**  
of Snaps submitted

**3 X 8 MIN. STORIES**  
created from submissions

### RIO LIVE (12 HR. EVENT)

During the World Cup finals, viewers were brought into the stadium, onto the vibrant beaches, and even into the homes of those celebrating.



**45 HOURS**  
of Snaps submitted

**1 X 5 MIN. STORY**  
created from submissions

## PHILOSOPHY

Our Story uses hours of user-generated content from an event to tell a story through varying points of view. Snaps are submitted with distinct perspectives, contrasting emotions, and diverse faces. We sift through them to make a sharp and immersive Story.

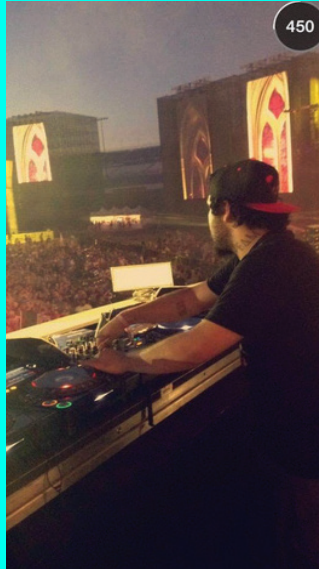
We curate to throw users into an event, not to editorialize it. We make viewing entertaining and effortless by cutting the inappropriate, extraneous, and repetitive, while staying unwaveringly true to the on-the-ground experience.

# HOW IT WORKS

## 1. SNAP LIKE THIS



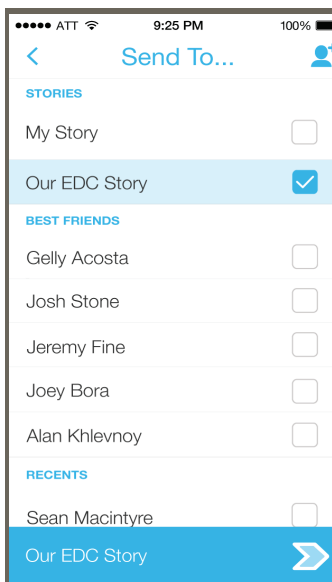
## OR LIKE THIS...



## BASICALLY, ANYTHING GOES

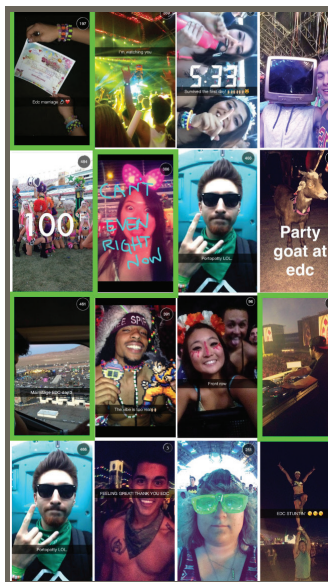


## 2. ADD TO "OUR STORY"



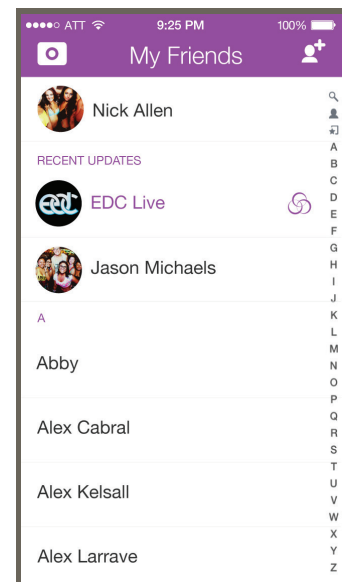
Only available in the event's geo-fence

## 3. SNAPS ARE CURATED



Snapchat team curates in real-time

## 4. ALL USERS CAN VIEW

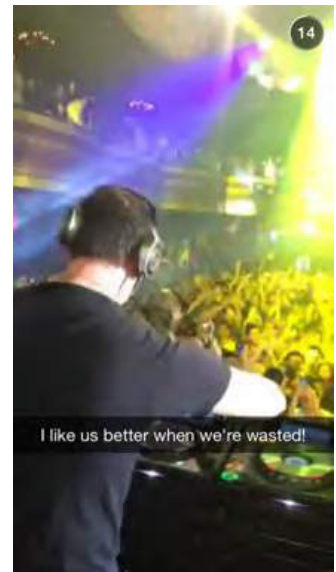


Users view the "Our Story" alongside their friend's Stories

# NOW IT'S YOUR TURN



'nastygal'



'tiesto'

Brands, sport teams, celebrities, and more are utilizing Snapchat to connect with fans. By using Snapchat just as individuals do, they are connecting in an entirely new way. And the more they use it, the better they are becoming at this new form of storytelling.

We recommend experimentation. Learn what it's like to create, what Stories fans find most compelling, and ultimately, what your Snapchat voice is.

## TIPS ON CREATING A BUSINESS ACCOUNT

### 1. FOR APPROPRIATE FUNCTIONALITY, ENTER YOUR ACTUAL BIRTHDAY

Sign Up

yourname@email.com

March 1, 1983

By creating an account, you agree to the [Terms of Use](#) and you acknowledge that you have read the [Privacy Policy](#).

CONTINUE

December	29	1980
January	30	1981
February	31	1982
March	1	1983
April	2	1984
May	3	1985
June	4	1986

NOTE: To honor our obligations under federal law, we do not let users who indicate they are under 13 years old create a Snapchat account.

### 2. SKIP VERIFYING YOUR PHONE NUMBER

Verify Phone # Skip

Please verify your phone number so we know you're a real person!

US

Mobile Number

We will not display your phone number to other Snapchatters. Read our [Privacy Policy](#) to learn more.

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	✕

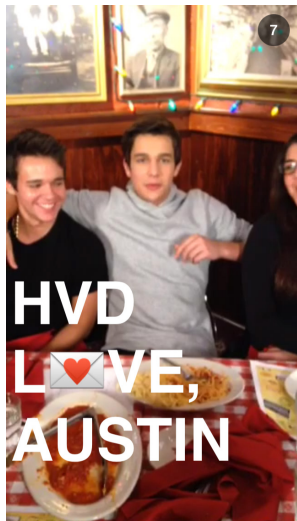


# WHAT DO I SNAP?

Stories are a blank canvas, so have fun, experiment, and see what works. Here are a few tips:

## PERSONAL

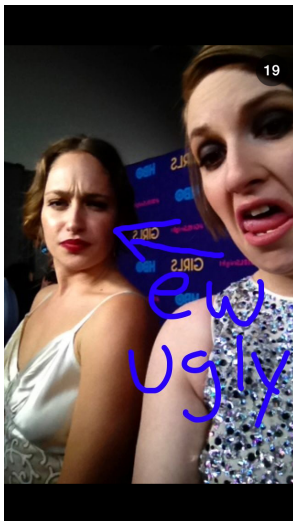
MTV snapped from dinner with Austin Mahone



'mtv'

## EXCLUSIVE

HBO 'Girls' snapped from their red carpet premiere



'girlshbo'

## IN THE MOMENT

The New Orleans Saints snapped from their pregame huddle



'saints'

## CELEBRITY TAKE OVERS

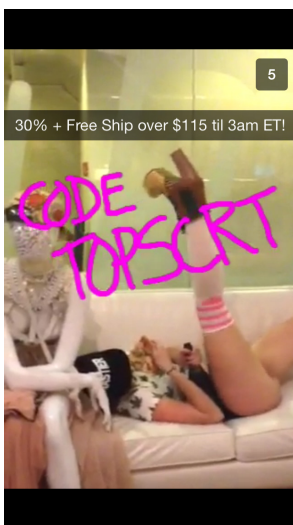
Pro surfer, Nat Young, took over ASP's account for two hours to snap back to fans



'aspworldtour'

## PROMO CODES

Karmaloop doodles promo codes over their quirky videos



'karmaloop.com'

## TEASERS

McDonalds built excitement the day before they snapped from a commercial shoot



'mcdonalds'

# GET THE WORD OUT

Promote your Snapchat username on your websites, television broadcasts, in store signage, and on social media platforms.

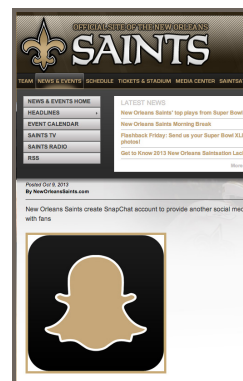
## TWITTER



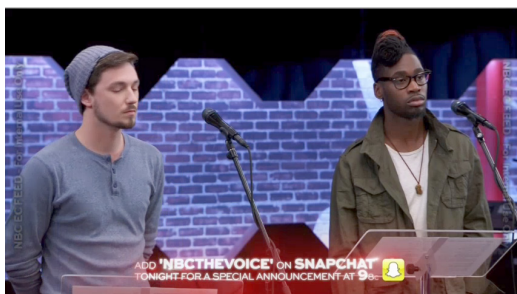
## INSTAGRAM



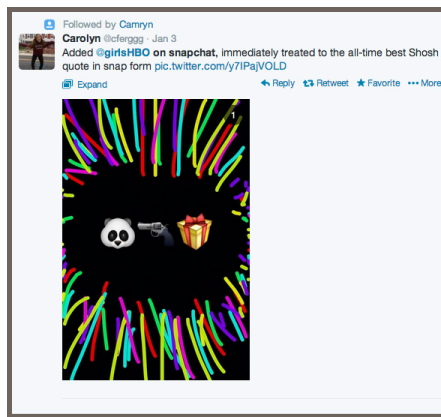
## WEBSITE



## ON AIR



## ORGANIC GROWTH



A tweeted screenshot from 'girlshbo'

**PRO TIP:** When you first promote your account, have a Story waiting for fans. This will excite them for what's to come.

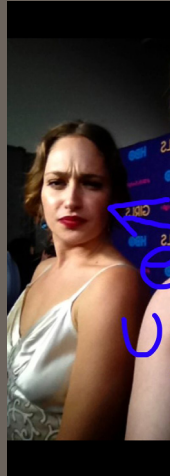
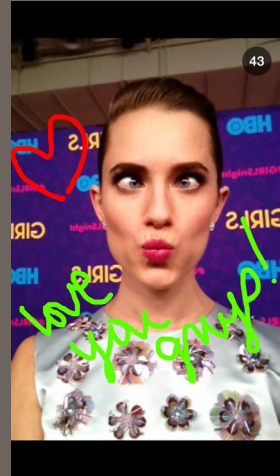
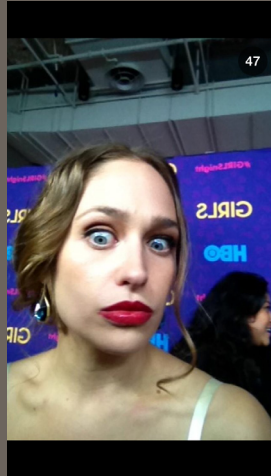


# EXAMPLES

Learn from our early adopters.

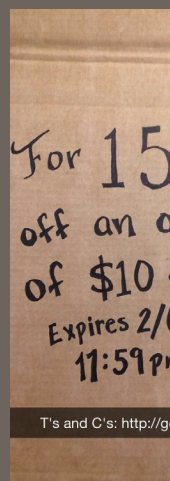
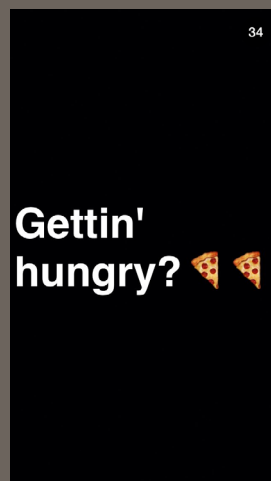
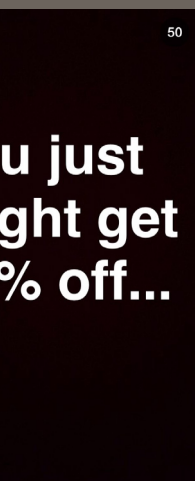
## username: girlshbo

People experienced the exclusive 'Girls' Season 3 red carpet premier in real time. By the end of the night 'girlshbo' had a 220 second story of videos and stills. People experienced the fun, whimsical character of 'Girls' straight from the red carpet.



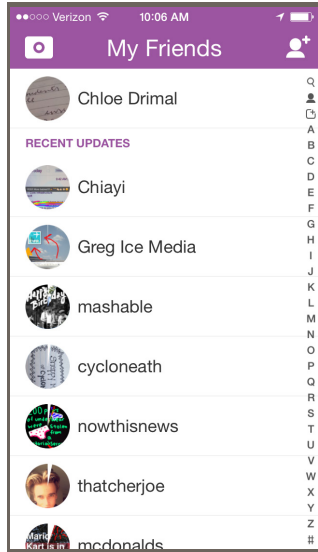
## username: grubhub

GrubHub posts tasty food sequences that ultimately unveil a promo code. They are quick and fun and leave a fan hungry.

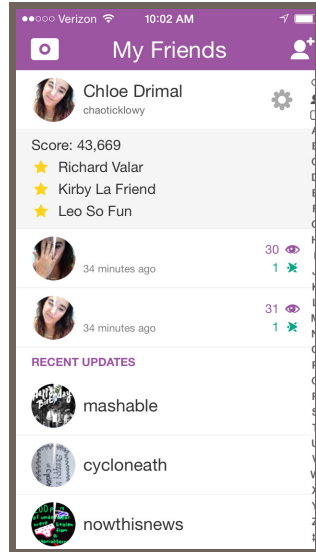


# HOW TO SEE YOUR STATS

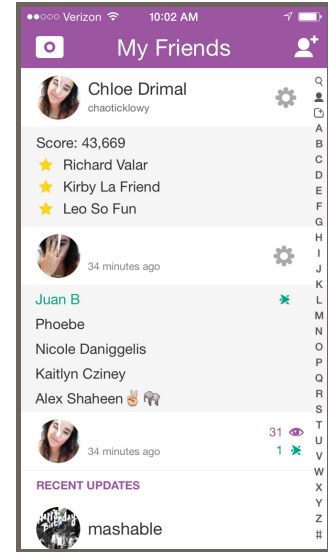
1. TAP YOUR STORY



2. # NEXT TO PURPLE EYE = # OF VIEWS



3. # NEXT TO GREEN ARROW = # OF SCREENSHOTS



# ACCOUNTS TO CHECK OUT

## SPORTS

'mlb'  
'nba'  
'saints'  
'thedallasmavs'  
'washcapitals'  
'sportingkc'  
'aspworldtour'  
'washwizards'  
'whitesox'

## MUSIC

'tiesto'  
'beckygoofficial'  
'rixtonofficial'  
'clmdmusic'  
'theglitchmob'  
'goldroom'  
'dj3lau'  
'hoovaq'

## FASHION

'vspink'  
'nastygal'  
'karmalooop.com'  
'freepeople'  
'whowhatwear.com'  
'alexandani'

## ENTERTAINMENT

'nbcthevoice'  
'mtv'  
'summerbreaksnap'  
'girlshbo'  
'easports'  
'directv'

## FOOD

'tacobell'  
'mcdonalds'  
'redbull'  
'grubhub'  
'cocacola'  
'stridegumsnaps'  
'sourpatchsnaps'  
'dunkindonuts'

## INFLUENCERS

'loganpaul'  
'shonduras'  
'ryanseacrest'  
'jeromejarre'  
'sampepper'

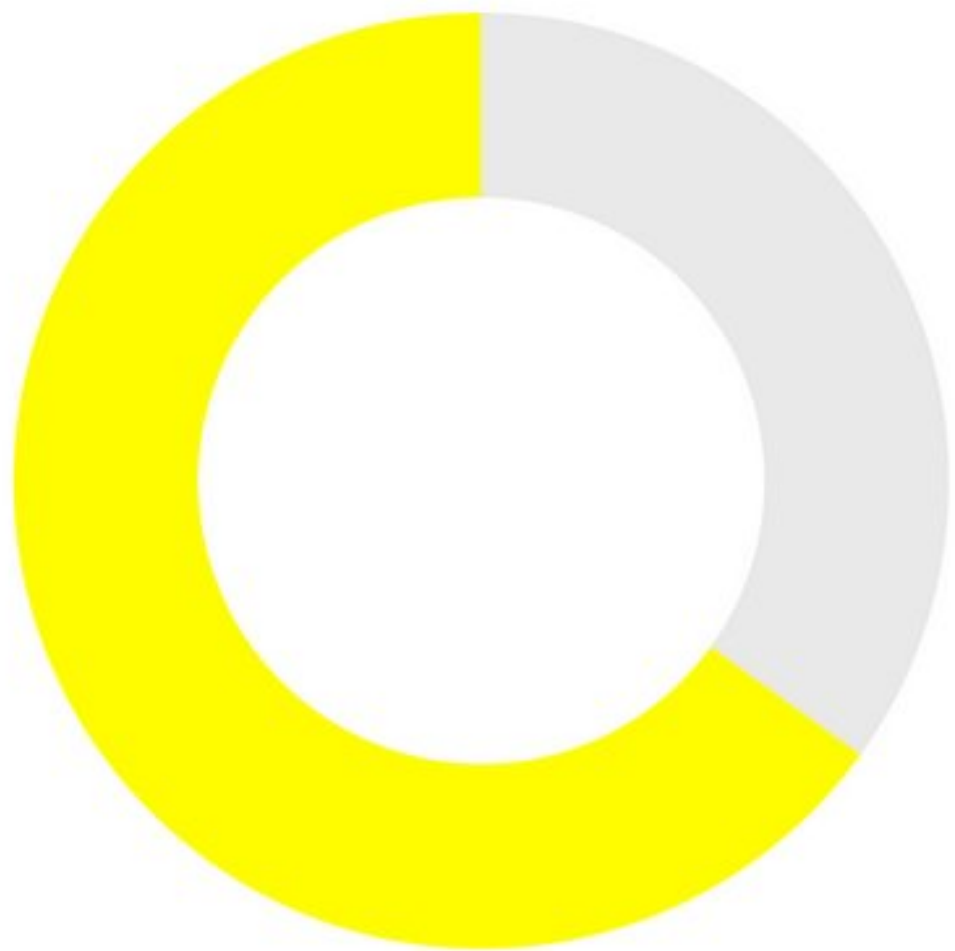
## NEWS

'nowthisnews'  
'mashable'

**Snapchat is the best way  
to reach 13 to 34 year-olds.**



**More than**  
**60%**  
**of U.S. 13 to 34**  
**year-old**  
**smartphone**  
**users are**  
**Snapchatters.**



Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2015 to 2060; comScore mobileLens February 2015; Snapchat internal data



**2+**  
**Billion**  
video views  
every day on  
**Snapchat.**

Source: Snapchat internal data



# Why 13 to 34 Year-Olds Love Snapchat

## Get Perspective

Snaps provide a personal window into the way you and your friends see the world.

## Be Here, Now

Stories are updated in real-time and expire after 24 hours.

## Express Yourself


Snaps are a reflection of who you are in the moment—there is no need to curate an everlasting persona.

# Why Brands Love Snapchat




## The Best Mobile Video Platform

“The whole notion of turning your phone on its side to watch a video is awkward and a bit of a hassle... Our findings have convinced us that we need to move even more aggressively to develop vertical content.”

 —Jon Steinberg, CEO Daily Mail

## Snapchatters


“They have a massive audience that’s passionate and engaged, but it’s not one that CNN is reaching on a day-to-day basis.”

 —Andrew Morse, CNN Digital General Manager

## Curated Context

“[Snapchat] offers something unique in the world of mostly-broadcast, feed-centric social media—intimacy at scale.”

*Ad Age* —Victor Pineiro, AdAge



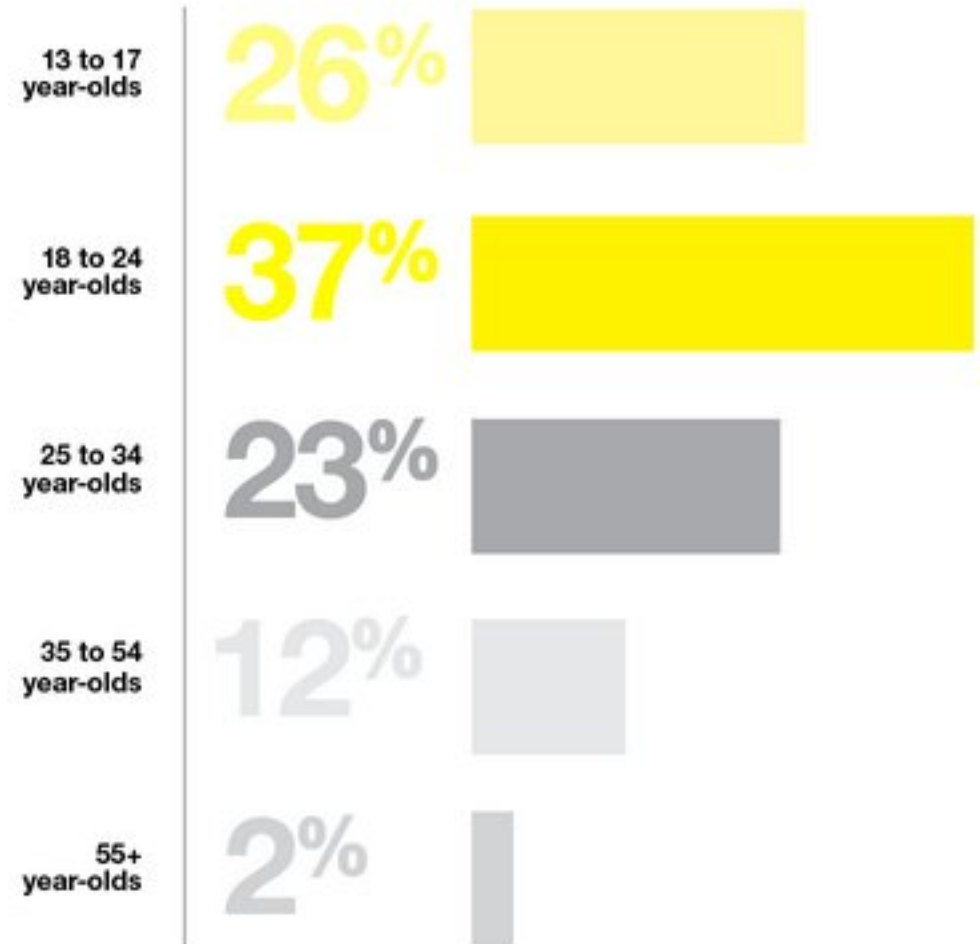
Nearly  
**100 Million**  
daily active Snapchatters  
and growing.

Source: Snapchat Internal data



# A young audience.

## Snapchat Monthly U.S. Users



Source: Snapchat internal data

# Ads that Work Furious 7

The biggest April  
opening of all time.

**93%**  
of Snapchatters  
exposed to  
the ad liked or  
loved it.



**3X** likelihood  
that a  
Snapchatter who  
watched the ad  
saw the movie

*(as opposed to non-Snapchatters of the same demo).*

Source: Millward Brown Digital in partnership with Snapchat



**Made for Mobile**



# Vertical

**Up to 9x completion rate  
compared to horizontal mobile video**

Source: Snapchat internal data

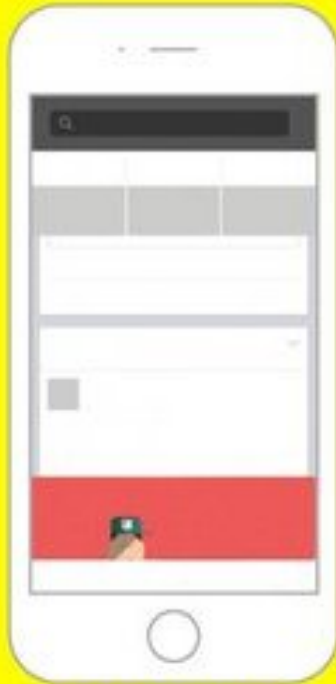
# Video

Immersive Video,  
Curated Context, No Pre-Roll

SPONSORED



Snapchat



Competition\*

# Views

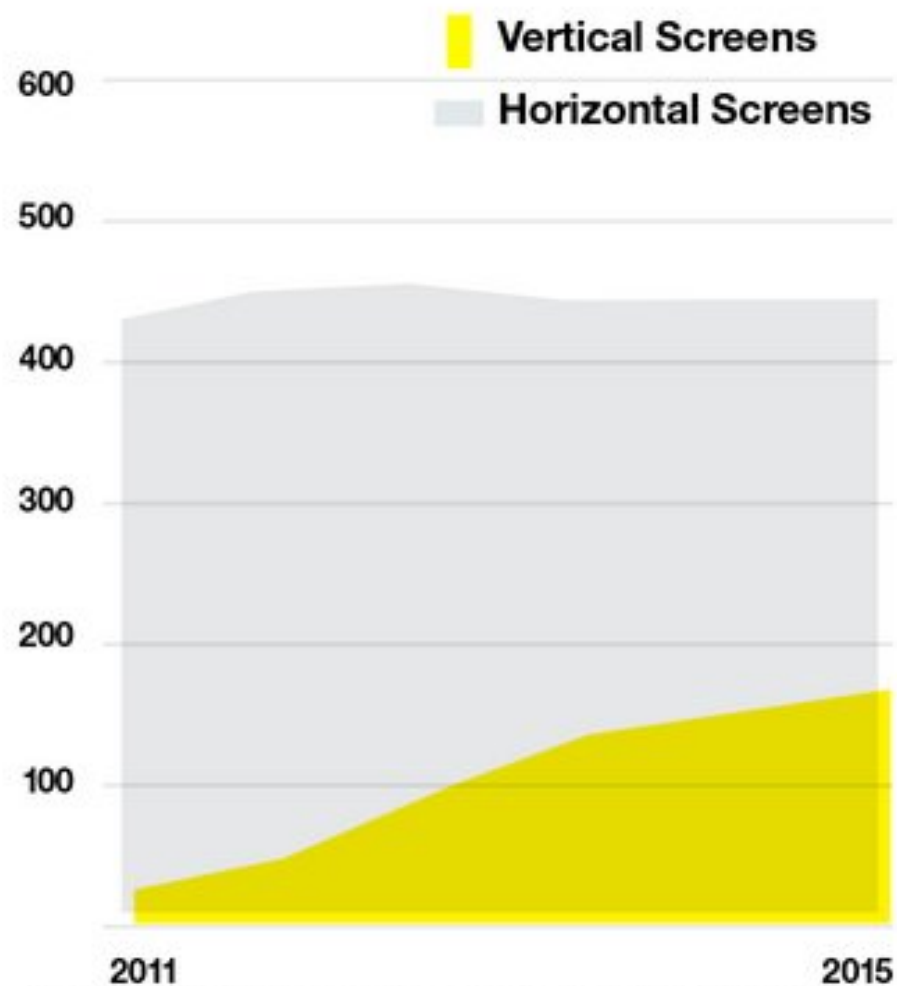
**100% Viewable,  
Full-Screen, with Full Attention**

\*Simulated screenshot



# Vertical ads for vertical screens.

**Daily Minutes Spent on Screens**  
*(in the U.S.)*



Source: eMarketer April 2015; Snapchat analysis; Definition of horizontal: TV, computer, other connected devices including game consoles connected TVs and OTT devices; Definition of vertical: mobile devices



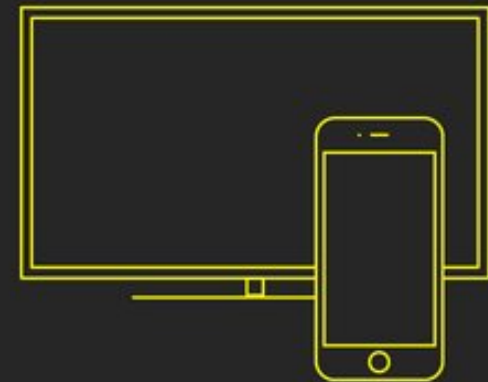
# 3V Guarantee



	Snapchat	Facebook*	YouTube*
Always Full-Screen	😊		
Always User Choice	😊		
Always Made for Mobile	😊		
Always Plays with Sound**	😊		😊

\*Simulated screenshot    \*\*When device audio is turned on

Up to  
**8X** U.S. 13 to 34  
year-olds view  
Live Stories vs. TV  
for similar events



Source: Snapchat Internal data; Nielsen NPOWER, C3, 11/17/2014 - 02/26/2015



# Geofilters

Dynamic art for different places.



# FAQ

## Why doesn't Snapchat offer ad targeting?

We offer targeting in a way that also promotes the privacy of Snapchatters. Depending on an advertiser's campaign goals, ads on Snapchat can be targeted by Live Story program, Discover Channel, location, and/or gender. For example, you could target the Cosmopolitan Discover Channel or the Father's Day Live Story.

## What kind of metrics does Snapchat offer on the effectiveness of ads?

In addition to a robust set of first-party post-campaign metrics, we work closely with industry-leading measurement partners to help advertisers understand who their ads are reaching and what impact they are having. We are continuing to invest in deepening these partnerships and expanding our capabilities.

## Where do 3V ads appear?

3V ads appear inside premium and curated contexts. On Discover, 3V ads appear in the context of rich media content from our partners. In Live, 3V ads appear in the context of exciting Snaps submitted by our community, curated by members of the Snapchat team. 3V ads are not just about views, they are about great video ads made for your phone that are 100% viewable.

## So I have to re-cut my ad for Snapchat?

We realize re-cutting your ads is an investment, but it's worth it. 3V ads can perform up to nine times better than letterboxed mobile ads.

## Who is the Snapchat audience?

Nearly 100 million Snapchatters use the app every day — and they are super engaged. Over 60% of people who use Snapchat daily create content every day!