

Best Practices for Snapchat Advertising

- 1. Always include audio** - 64% of Snapchat ads are viewed with the sound on, so always be sure to include audio as well as captions for your ads.
- 2. Prominently feature your ecommerce products** - Show your product front and center with a full screen image or video to entice viewers to learn more.
- 3. Show off your platform** - For apps and web platforms, include video that demonstrates the features and benefits of your platform as well as the UI.
- 4. Optimize your ads** - Check out the Snapchat ad specifications and make sure your ads are optimized for viewing on Snapchat.
- 5. Create urgency** - Present your offer within the first two seconds of the ad and keep it simple and easy to understand.
- 6. Make your ads feel native** - Sticking with the look and feel of 5-6 second organic Snaps will make your ads feel less intrusive to viewers.
- 7. Feature UGC** - Ads that feature User Generated Content are viewed in full more often than other ad formats.
- 8. Expand your targeting** - After you've been running your ads for a few weeks, test out new audiences to increase ad engagement and avoid ad fatigue.
- 9. Use your current audience** - Create a custom audience using your current email list, website visitors, etc. and use it to generate lookalike audiences.
- 10. Use the Audience Insights tool** - Use this tool to learn more about the demographics and interests of your custom audiences, and then apply those insights to build out more audiences and expand your reach.
- 11. Build brand awareness** - Use Story Ads, a Lens AR Experience, or an Extended Play Commercial to increase awareness of your brand.
- 12. Retarget existing customers** - Use custom audiences to reconnect with current and past customers who are already aware of your brand. This is a great way to drive customer loyalty as well!

- 13. Use App Install attachments** - If you have an app you want Snapchatters to download, this attachment will display an Install Card at the bottom of Single Image ads, Video ads, and Story ads.
- 14. Use the right URL** - Don't just send ad viewers to your website homepage! Instead send them to a custom landing page that continues the look and feel of your ad.
- 15. Choose the best CTA for app installs** - If you are trying to drive app installs, use the "Install Now" or "Download" CTA. These have been proven to have the best conversion rates.
- 16. Test, test, test** - Test out different ad creatives and formats with your target audience for 2-3 weeks before choosing the best one(s) to move forward with.