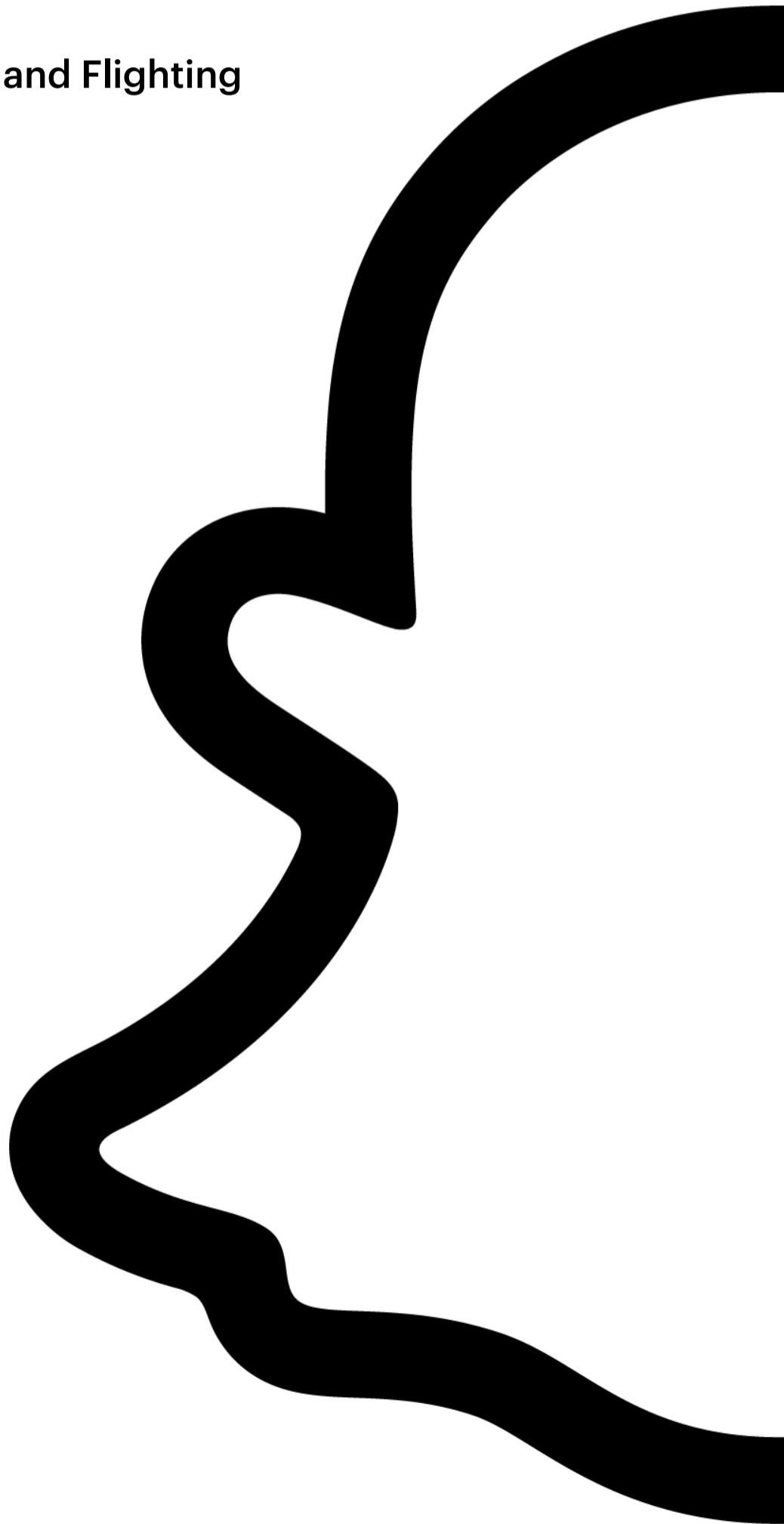


# Afterpay Day on Snapchat

Creative Best Practice - Snap Ads

Campaign Creation 101

Recommended Investment Packages and Flighting



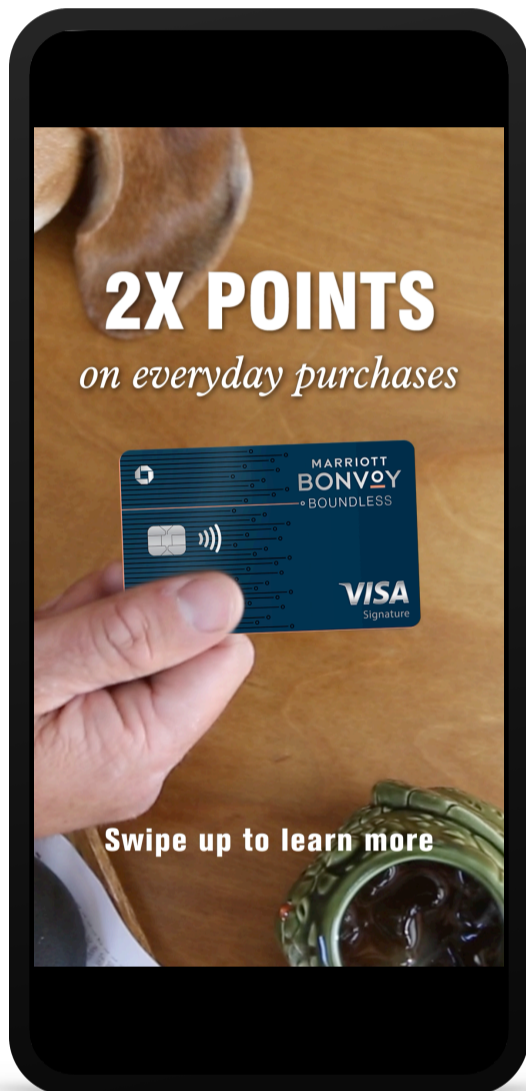
# Creative Best Practices:

## /Snap Ads

### /Snap Ads “Instant Impact”

Deliver the right product in the right place at the right time with targeted Snap Ads - making it easy for consumers to swipe up into a website, app, video, AR Lens, or app store page - without ever having to leave Snapchat!

### Build Effective Snap Ads:



#### 1. Design for Second 0

- First Frame and beyond should include all of your value props (e.g. logo, product shots, key messaging, CTA)
- Minimize the amount of text used on screen. Remember that users will be able to learn more in the attachment!

#### 2. Tell the User your Objective

- Tell the user exactly what you want him/her to do
- Think strategically about formats here. Consider testing to learn!
  - If you show a video, you’re telling users that you want them to watch a video.
  - If you show a Still Image, you’re presenting a quick way to digest info and then quickly take action
- Include a CTA to add context to what you’re offering and to encourage action (e.g. Apply Now, Swipe Up to Learn More, etc)

#### 3. The Power of 1

- Each asset should focus on ONE objective, ONE audience, ONE product
- Since you are showing everything in frame 0, you don’t want to cause information overload. Break your assets down into different focuses. This will also help to see what truly resonates with your audience.
- To assist with relevance, your creative should reflect your targeting categories



#### To Drive Sign Ups / Action:

- Mention a promotion, offer, or compelling product benefit if applicable
- Include a strong CTA that gives context to what you’re offering
- Leverage multiple creatives to test and optimize



#### Insider Tip:

- If you need to include a good amount of text, try stacking the copy so that it’s easy to read

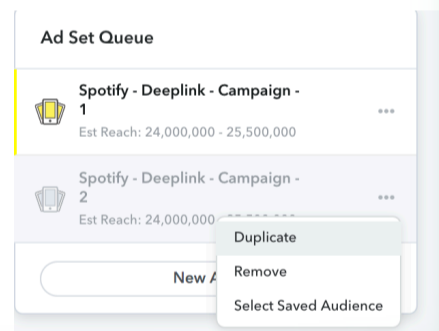


## NEW CAMPAIGN : ADVANCED CREATE

1. Select your campaign objective. The objective dictates the creative and GBB types you can use on your campaign.
2. Decide before trafficking what type of creative you will be using and what the main KPI's are (ie: Awareness vs. Engagement)

### AD SETS

2. Create unique ad sets based on different targeting parameters (ie: Re-engagers, First Party Audiences, and Hip-Hop Fans)
- Be mindful of estimated reach when targeting is applied and allocate a reasonable bid (suggested in the UI) and budget based on estimated reach
- Create your ad set queue in the right corner by duplicating ad sets and adjusting the names and targeting for each to create all ads efficiently
- GBB (Goal-based bidding)
  - Awareness: Swipes or Impressions
  - Video Views: View and LFV View



When in doubt, click the three dots

## ADS

3. Upload existing creative you want to use or create the ad from scratch by inputting all creative details
- Select all the ad sets you would like the creative to run under and implement third party tracking, if needed
- Create multiple ads by selecting "create another ad" in the right corner in order to set up a queue of ads
- Review & Publish your campaign!

Load Existing Creative

### Budgets 101

#### Campaign Lifetime:

A hard cap for the overall limit on entire campaign spend. The spend will actualize 72 hours after the campaign ends.

#### Ad Set Lifetime

A hard cap used for day-parting as well as ad sets that do not need to spend a certain amount daily, but have to spend a certain amount by end of campaign.

#### Ad Set Daily

A hard cap for how much the ad set will spend daily. There is a \$50 minimum.

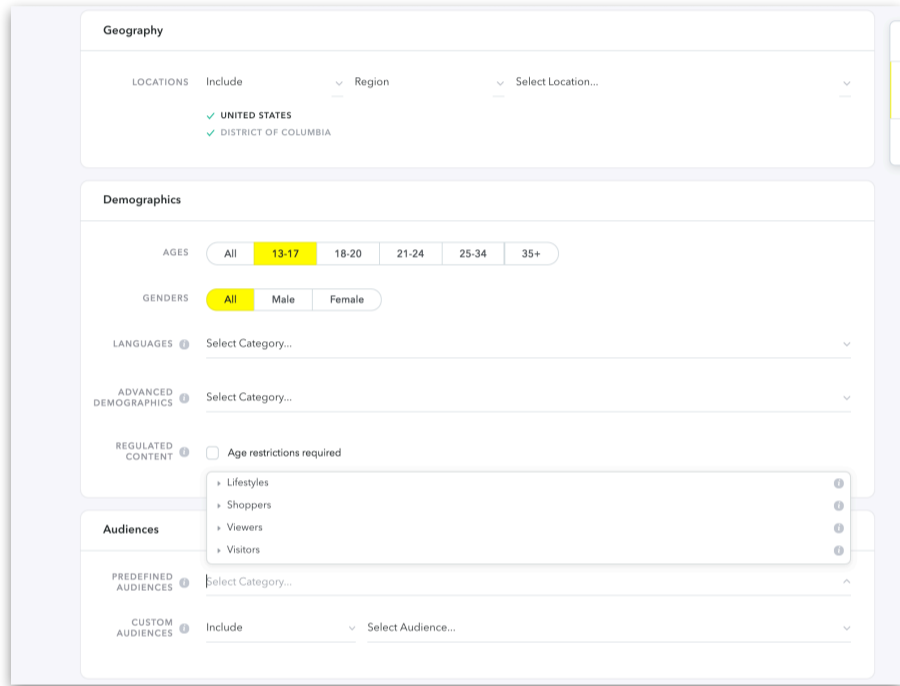
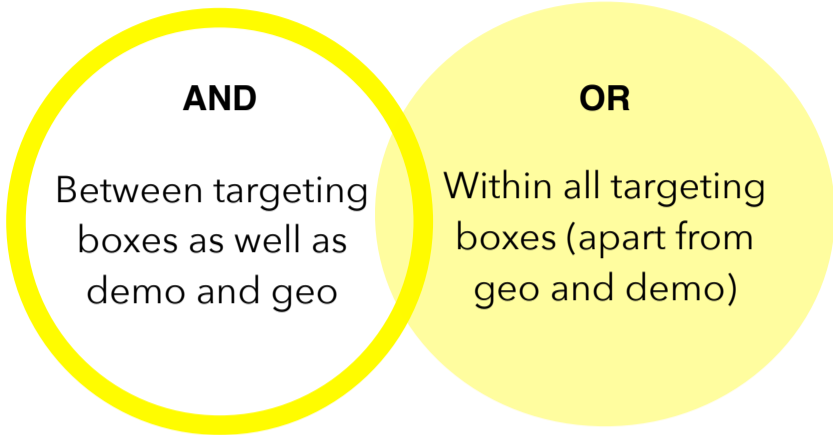


Success! Your ads are now under review.

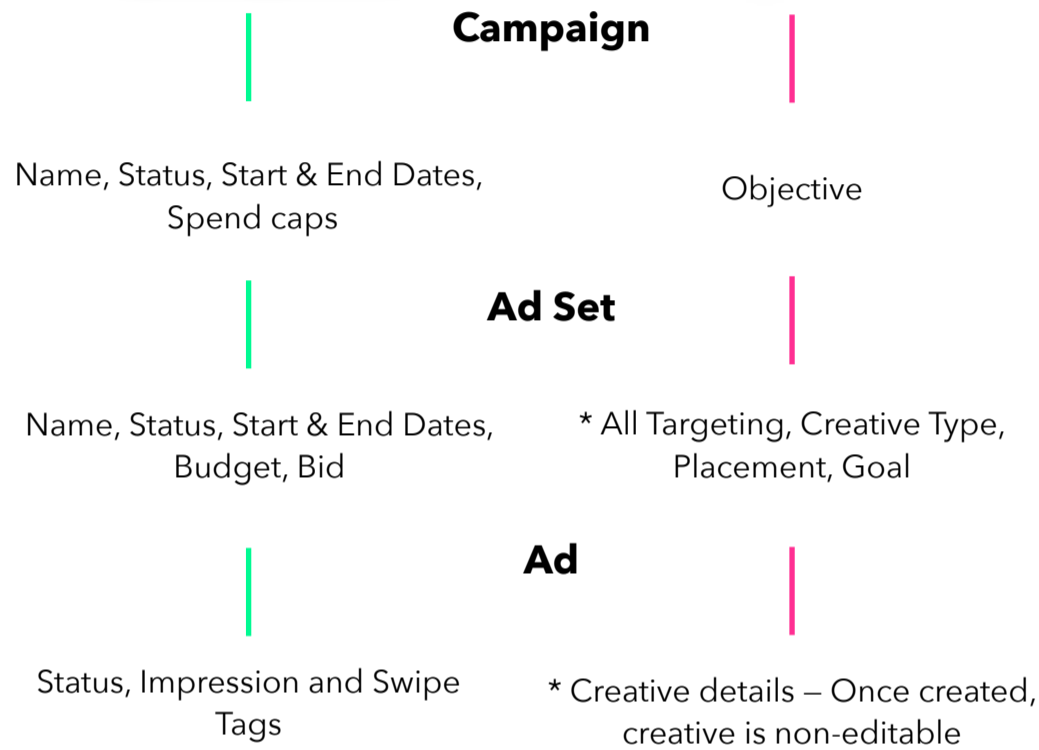
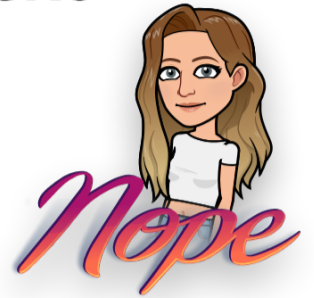
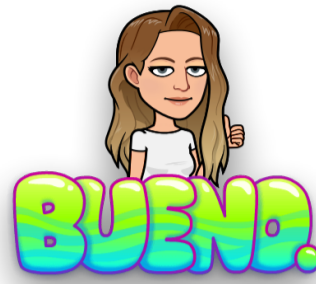


# Ads Manager Campaign Creation 101

## AND OR LOGIC



## EDITING LIVE CAMPAIGNS



## CAMPAIGN OBJECTIVES



### Objective

Awareness    App Installs    Traffic to Website    Traffic to App    Engagement    Video Views    Lead Gen    App Conversions    Website Conversions

### Creative

Top Snap LFV Website Story Ad    App Install    Website    Deep Link    Snap Ad+Lens Filter Story Ad    Top Snap LFV    Website    App Install Deep Link    Website

### GBB

Impressions Swipes    Impressions Swipes Installs \*App Purchase \*App Sign Up    Swipes    Swipes    Swipes Shares Story Opens    View LFV View    Swipes \*Pixel Sign Up    Swipes Installs \*App Purchase \*App Sign Up    Swipes \*Pixel Sign Up \*Pixel Purchase

# Recommended Investment and Flighting



**GOLD BUY**  
Snap Ads Forecast \$15K

Audience Size: 6.4M - 6.7M  
Reach: 1.1M - 3.9M  
Impressions: 2.2M - 8.6M

**GOLD**

- \$15,000
- March 10-20th
- Objective - Awareness

**SILVER**

- \$5000-10,000
- March 15-20th
- Objective - Awareness

**SILVER BUY**  
Snap Ads Forecast \$10K

Audience Size: 6.4M - 6.7M  
Reach: 1.5M - 3.8M  
Impressions: 2.7M - 8M

**SILVER BUY**  
Snap Ads Forecast \$5K

Audience Size: 6.4M - 6.7M  
Reach: 850K - 2.5M  
Impressions: 1.3M - 4.1M

**BRONZE BUY**  
Snap Ads Forecast \$1K

Audience Size: 6.4M - 6.7M  
Reach: 340K - 990K  
Impressions: 410K - 1.3M

**BRONZE**

- \$1000
- March 17-20th
- Objective - Awareness

## Targeting Tip:

- Want to gain a higher brand presence from the offset? Start with a broad targeting strategy to establish the key audiences engaging with your creatives.
- You can also split your ad sets into 2+ lines, to separate age categories and control reach and frequency.

