



SNAPCHAT AD TARGETING

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Targeting Mode	Instant Create	<ul style="list-style-type: none"> Instant Create offers a streamlined ad creation process that leverages Snapchat's most popular templates and simplified ad detail options. When advertisers select an Instant Create campaign, they will only need to select demographics, location, budget and flight information. You have the option to manually add additional targeting parameters if necessary.
	Advanced Create	See selections below
Audience	Include	Create a Lookalike or Custom Audience (see info on pages 4-6)
	Exclude	Exclude Lookalike or Custom Audiences (see info on pages 4-6)
Demographics	Gender	Male, Female, All
	Age	<ul style="list-style-type: none"> 13-55+ Some content requires an age restriction (gambling, alcohol, etc.)
	Location	Deliver to users based on their location: Country/Region, State/Province, City and US DMA, ZIP Code.

	Language	<ul style="list-style-type: none"> • Delivery to users based on app language. • Multiple languages can be selected at once.
Advanced Demographics and Predefined Audiences	Advanced Demographics	<ul style="list-style-type: none"> • Deliver to users based on their HHI, education level, occupation, parental status, or major life event
	Pre-Defined Audiences	<ul style="list-style-type: none"> • Select from a list of pre-defined audiences created from third party data from online and real world interests and behaviors. Categories include: <ul style="list-style-type: none"> ◦ Lifestyles ◦ Shoppers ◦ Viewers ◦ Visitors • Each category has more specific audiences within it but overall are not as granular as other platforms.
Device	Connection Type	<ul style="list-style-type: none"> • WIFI, Cell, all
	Operation System	<ul style="list-style-type: none"> • iOS, Android, all
	Device Makes	<ul style="list-style-type: none"> • Deliver ads to users based on the user's device model.
	Carrier	<ul style="list-style-type: none"> • Deliver ads to users based on mobile phone carriers.

Location Type	Example
Country/ Region	United States
Postal Code	65201 (Columbia, MO)
DMA Regions/ Metros	Chicago (DMA) Greater London, England (Metro)
State/Province	British Columbia, Canada Illinois, USA

Bid Strategies

Bid Strategy	Description	Availability
Auto-bid (recommended)	This bidding strategy allows Snapchat to set the bid on your behalf to get the most goal actions given the budget and target audience.	All campaign objectives
Target Cost	This bidding strategy tells Snapchat to make its best effort to keep your average CPA at or below the amount set by the ad set end date.	Swipes, App Install events, Shares, Pixel events, Story Opens, and App Events.

<p>Max Bid</p>	<p>This bidding strategy tells Snapchat the maximum amount they can bid for you while they try to achieve the most efficient CPA possible.</p>	<p>Swipes, App Install events, Shares, Pixel events, Story Opens, App Events, Impressions, and Lead Form Submissions</p>
<p>Minimum ROAS</p>	<p>This bidding strategy tells Snapchat to make its best effort at delivering a minimum return on ad spend while driving new customers for an advertiser.</p> <p>The ad set is bidding on a lower-funnel goal</p> <p>The ad set is struggling to deliver on their budget in full after launch</p>	<p>App Install Objective with the App Purchase Goal, App Conversions, and Catalog Sales.</p>

Custom Audiences/Retargeting/LAL

<p>Product Capabilities</p>	<p>What can Snapchat support?</p>
<p>Upload customer list</p>	<p>.csv or .txt containing phone numbers, email addresses, or mobile ad IDs Reference guide for correct formatting</p>

<p>Ad Engagement Audiences</p>	<p>Defined by Snapchatters who have taken one of the following actions in the past 13 months (395 days):</p> <ul style="list-style-type: none"> • Swiped up on an image or video • Completed a top snap video ad • Opened a story ad • Shared or saved a lens/filter • Were served a paid impression • Submitted a native lead form <p>For more granularity, you can select a source type:</p> <ul style="list-style-type: none"> • This ad account • Specific campaign • Specific ad set
<p>Profile Engagement Audience (ad account must have a public profile associated with the account)</p>	<p>Subscriber to public profile or taken one of the following actions:</p> <ul style="list-style-type: none"> • Viewed profile • Viewed story • Played with lens • Viewed lens • Viewed spotlight • Subscribed • Unsubscribed <p>Duration: up to 395 days</p>
<p>Website Events Custom Audiences (must have Snap pixel installed on website.)</p>	<p>Retarget based on any of the website events offered by Snapchat. Full list of events available here.</p> <p>Duration: up to 395 days.</p>

<p>Mobile App Events Custom Audiences (must set up SKAdNetwork and have Snap App ID configured by an MMP and associate it with your ad account.)</p>	<p>Retarget based on any of the app events offered by Snapchat. Full instructions here.</p> <p>MMPs that support SKAdNetwork Reporting: Adjust, AppsFlyer, Branch, Kochava, Singular, Tenjin</p>
<p>Lookalike Audiences</p>	<ul style="list-style-type: none"> • Select existing custom audience to act as a seed audience • Select lookalike type: <ul style="list-style-type: none"> ◦ Similarity = smallest size, closest resemblance ◦ Balance = mid-size, balances resemblance and reach ◦ Reach = largest size, broadest resemblance
<p>Deep linking and deferred deep linking</p>	<p>The following ad formats support deep linking/deferred deep linking for SKAdNetwork-enabled ad sets:</p> <ul style="list-style-type: none"> • Single image/video • Story Ad • Collection Ad • AR Lens <p>One of the following bid types must be enabled support deep linking/deferred deep linking for SKAdNetwork-enabled ad sets:</p> <ul style="list-style-type: none"> • Impressions • Swipe up • App Install • App Purchase • App Add to Cart • App Sign Up <p>Additionally, either max bid or auto bid strategies must be enabled.</p>