

# Snapchat



## Connect with a Captive Audience

Snapchat is a visual, mobile-first messaging app where users share photos and videos ("snaps"), discover content, and connect through Stories and direct messages. With over 900 million monthly active users globally and **453 million daily active users**, Snapchat provides brands with access to highly engaged, financially empowered audiences eager to shop and share.

Snapchat thrives on consistent daily engagement. Users **open the app 30-40 times per day** on average, more frequently than any other major social platform. Each session is brief (averaging around 30 minutes total daily), but the constant checking pattern creates an "always on" relationship with the app. For U.S. teens, that translates to 1 hour 30 minutes per day, second only to TikTok in daily screen time.

## Reach the Right People

Snapchat's AI-powered algorithm and advanced targeting tools provide a performance-driven engine to connect brands with users ready to act. With **granular location targeting**, marketers can hone in on specific geographies down to postal codes or radiuses while applying **detailed demographic filters** including age ranges starting at 13+, gender, household income, education level, and more.

**Predefined audiences** rooted in interests, purchasing behavior, content consumption, and location intelligence add another dimension of relevance, ensuring the right message lands with consumers primed to engage. And with **website events** via Snap Pixel, marketers can re-engage visitors who've shown interest in a product or service - or use **lookalikes to find net-new customers** who mirror the best existing ones, drawn from CRM data or the Snap Pixel audience.

## Maximize ROAS with Strategic Guidance

Snapchat is **a preferred platform for Gen Z and Millennials**, who have a combined spending power of \$5 trillion. From awareness to consideration to conversion objectives, Q1Media's team of social media experts provide the strategic guidance and campaign know-how for full-funnel business growth.

# 63%

of daily users have made a  
purchased influenced by Snapchat  
(Snapchat)