

Snapchat matters.

ENGAGE & GROW

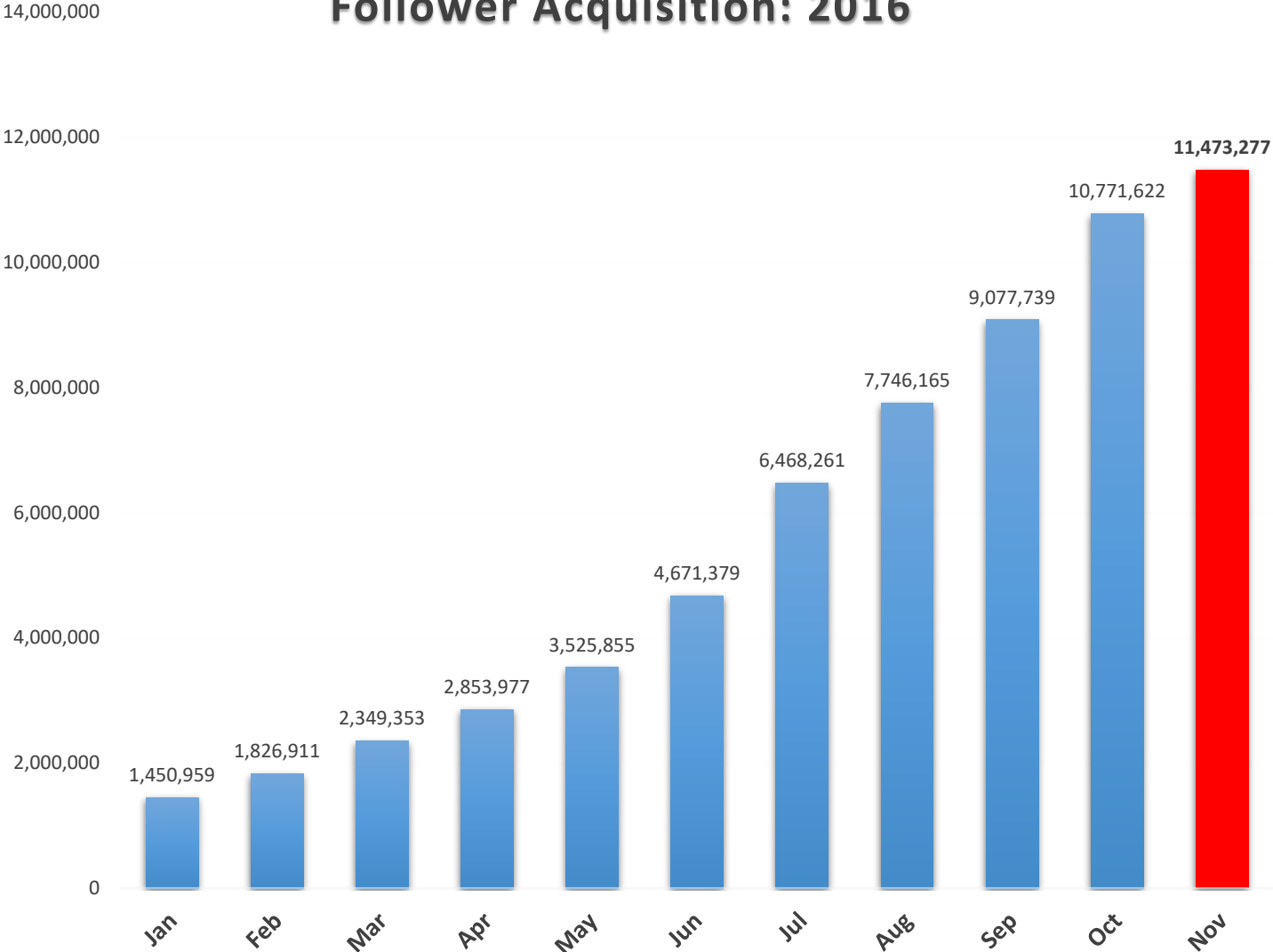
500 Million Snapchat stories are produced everyday along with **150 million users** on it. Is it part of your marketing mix?

7 out of **10** millennials are users, and will make up half of the workforce (and spend) by 2020.

SAMPLE DATA!

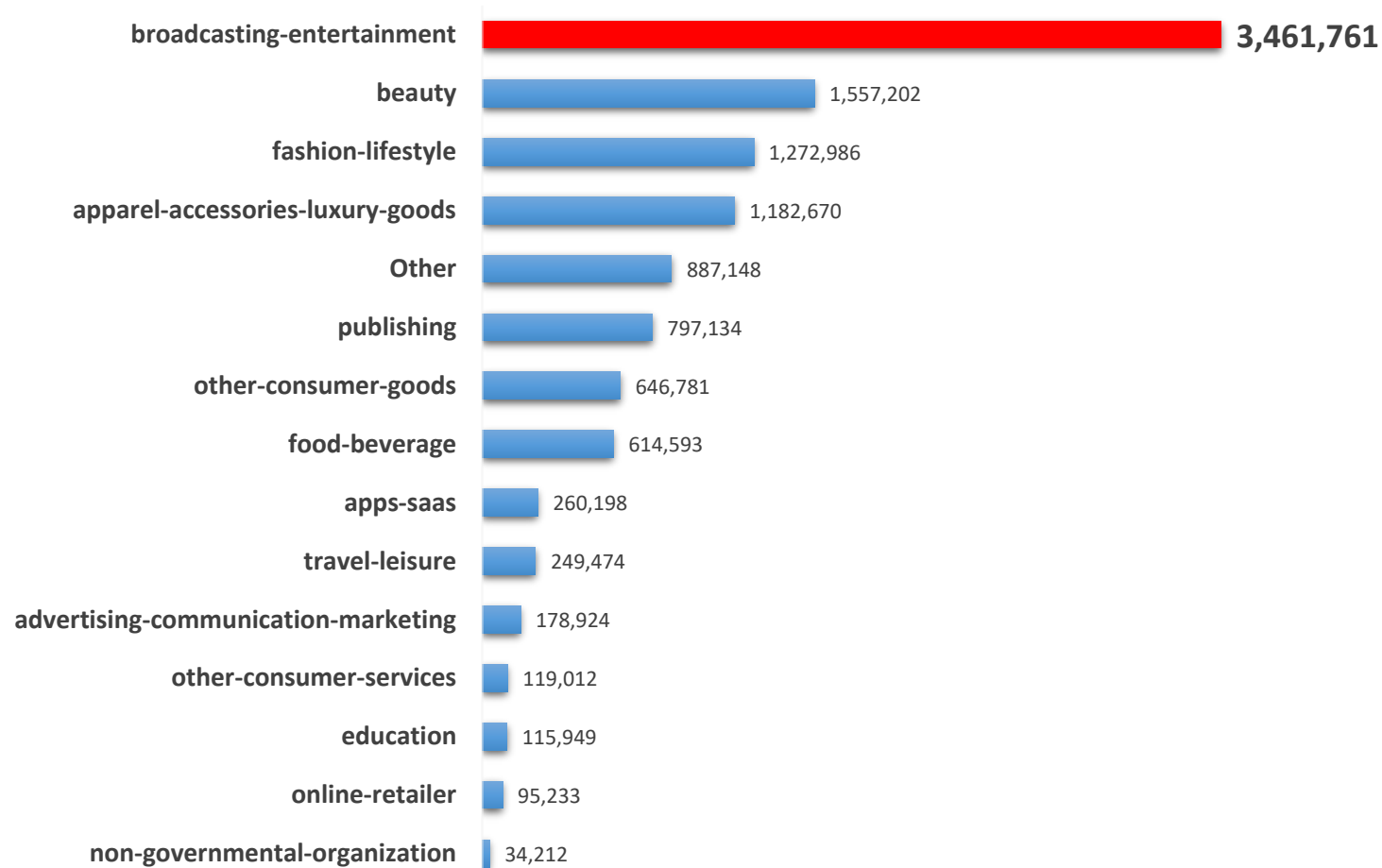
Followers

Follower Acquisition: 2016



Since inception, we have grown followers **+691%** which means over **11.4 million new users** are seeing our client's content.

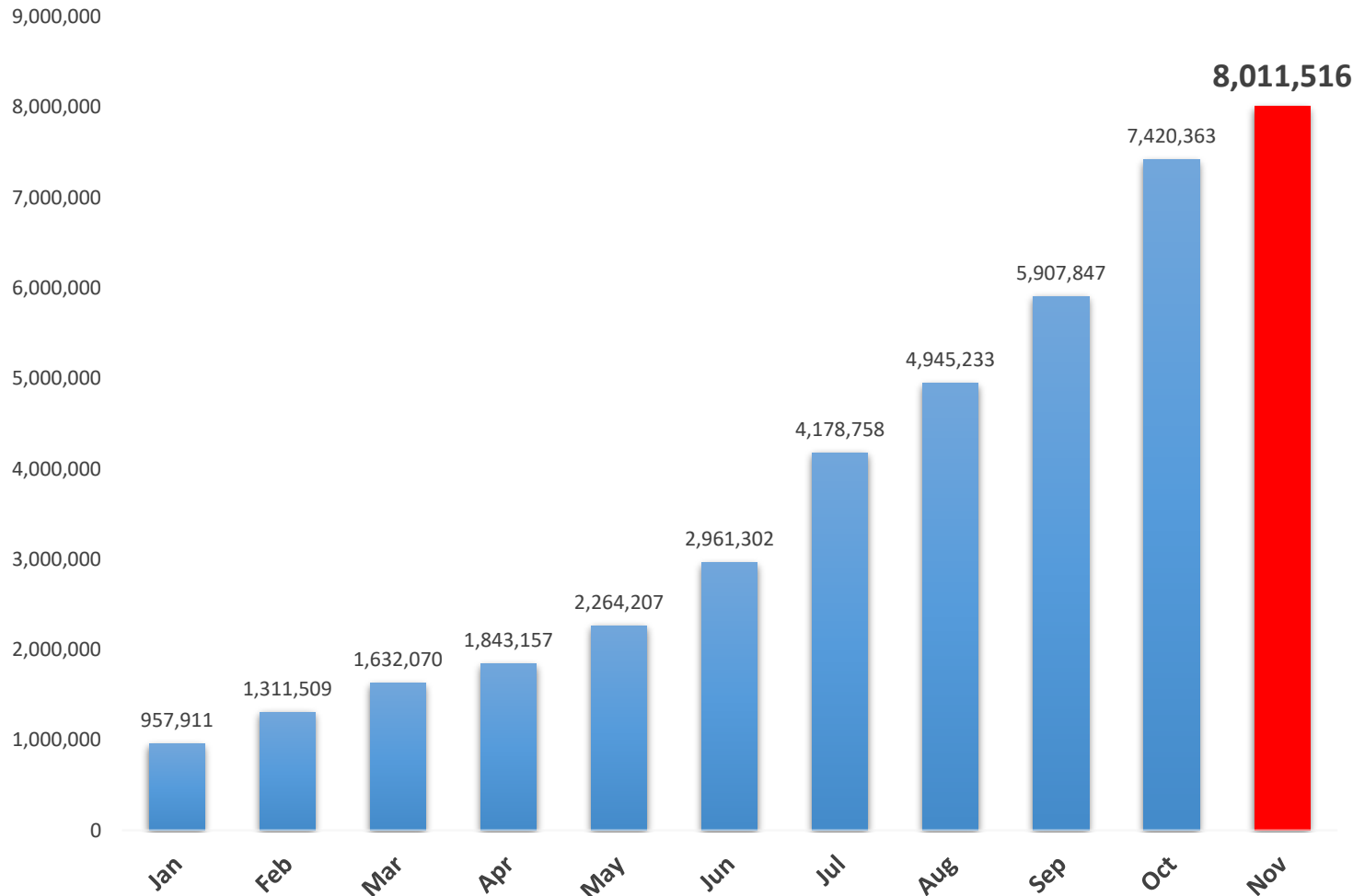
Followers – by Industry



Our clients vary from many industries, so far the number one has been **broadcasting & entertainment**, but we are very quickly gaining other industries as well. Lets take them out for a minute and look at the **rapid growth of others...**

Industry Insight

Follower Acquisition: All other industries



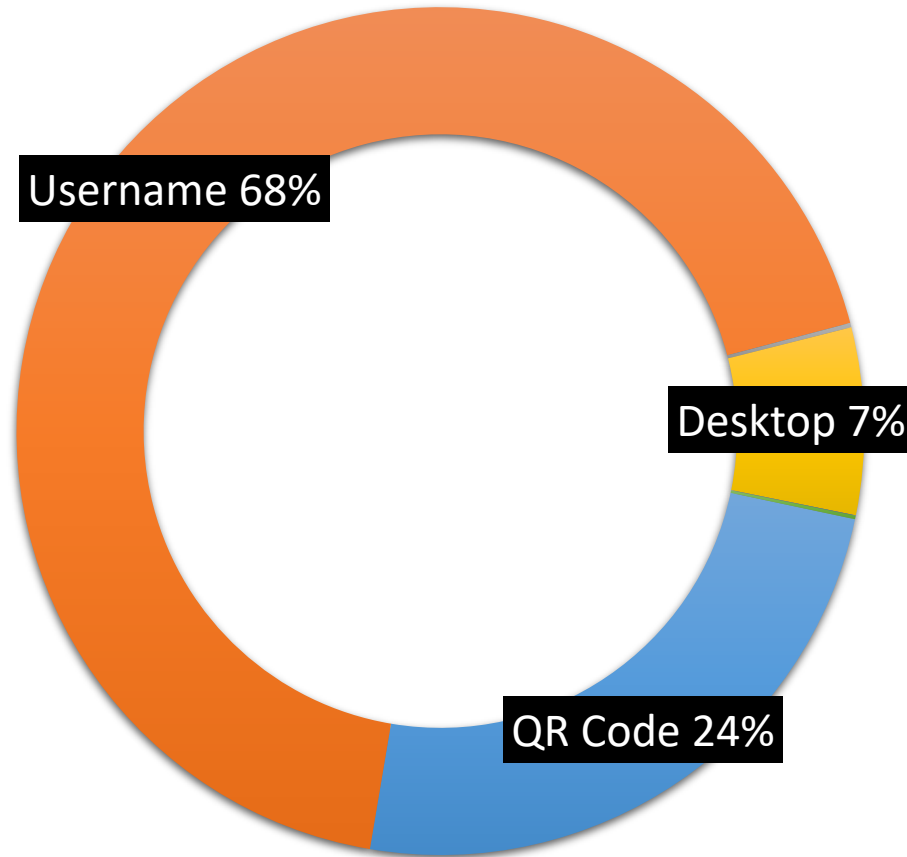
Taking a look at total followers without the rapidly growing entertainment industry, we have shown growth across

all **other industries**

(+737%)! How are these new followers acquired? Lets take a look...

Followers

How followers find you:



68% of followers were acquired by them adding a specific username

24% were by the growing and improving QR Code

7% were engaged through their desktop

Less than 1% were invited, suggested or anything else suggesting that content makes a big difference

STORIES

GROWING YOUR AUDIENCE TAKES KNOWLEDGE

STORIES

Without **in-depth Snapchat analytics** it's impossible to make **informed decisions** on what content is and isn't working. Snaplytics delivers the Snapchat metrics you need.

OPENS

This is the amount of unique views the first snap in a story got. It's comparable to reach on other social networks.

SCREENSHOTS

This is the number of total screenshots for all of the snaps in a story. You can also dive deeper and see which snaps got the most screen shots to pinpoint which content actually resonates with purple followers.

COMPLETION RATE

This is the percentage of followers that saw the entire story from the first snap to the last snap. It's comparable to retention rate on other social networks.

OPEN RATE

This is the percentage of your estimated total followers that has actually engaged with your story. It's comparable to engagement rate on other social networks.

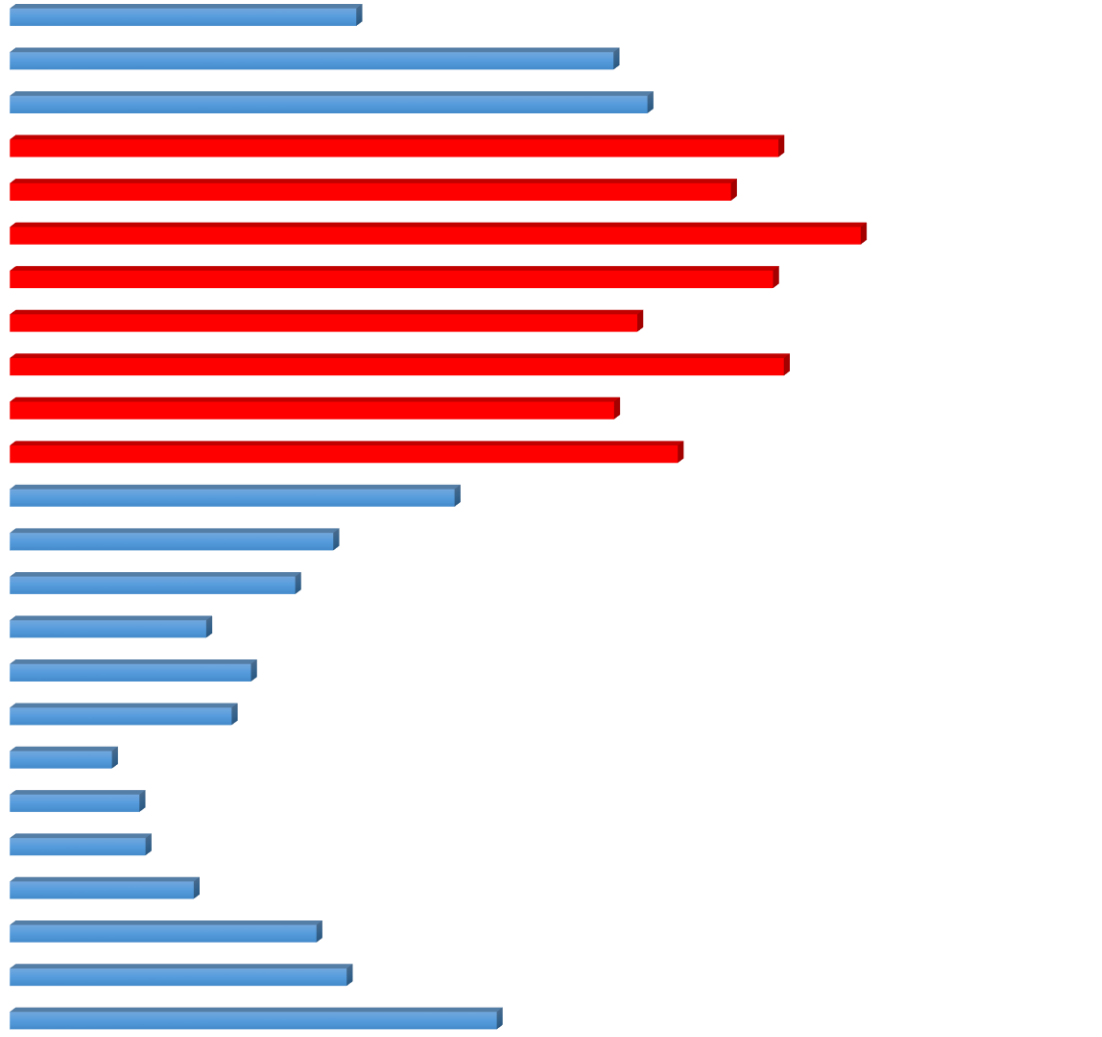
+ TIMING= Growth

What is the right time?? Lets take a look...

OPENS – (Audience)

PM
AM

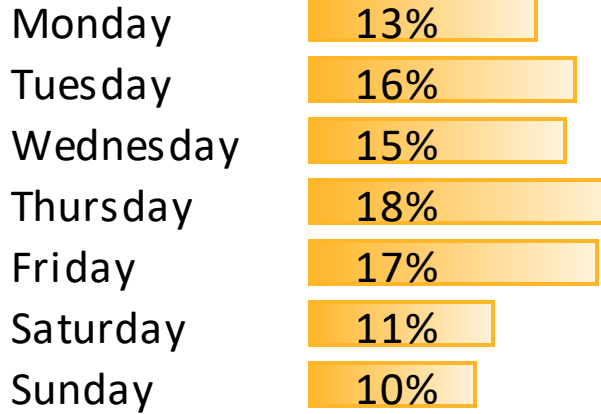
12PM
11PM
10PM
9PM
8PM
7PM
6PM
5PM
4PM
3PM
2PM
1PM
11AM
10AM
9AM
8AM
7AM
6AM
5AM
4AM
3AM
2AM
1AM
12AM



54% of stories are opened between 2-9 PM

Tuesday thru Friday show the highest open count overall

Open Count by Day

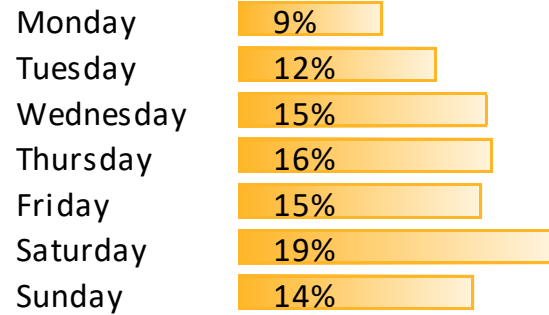


OPENS – (Audience)

Industry Specific

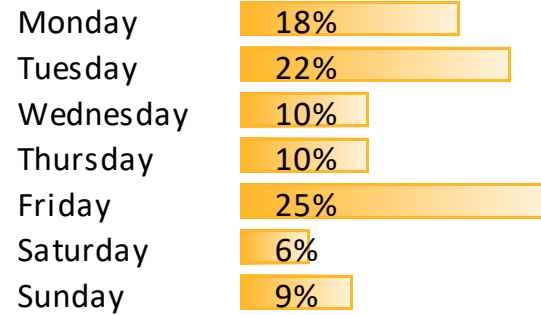
apparel-accessories-luxury-goods

Open Count by Day



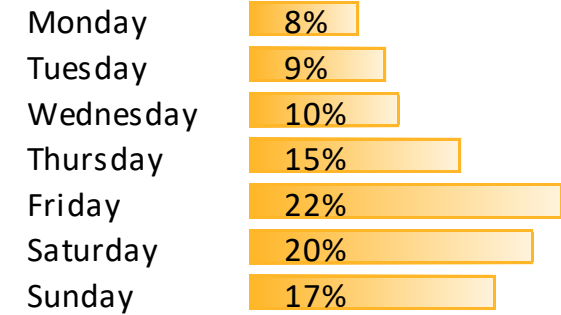
apps-saas

Open Count by Day



fashion-lifestyle

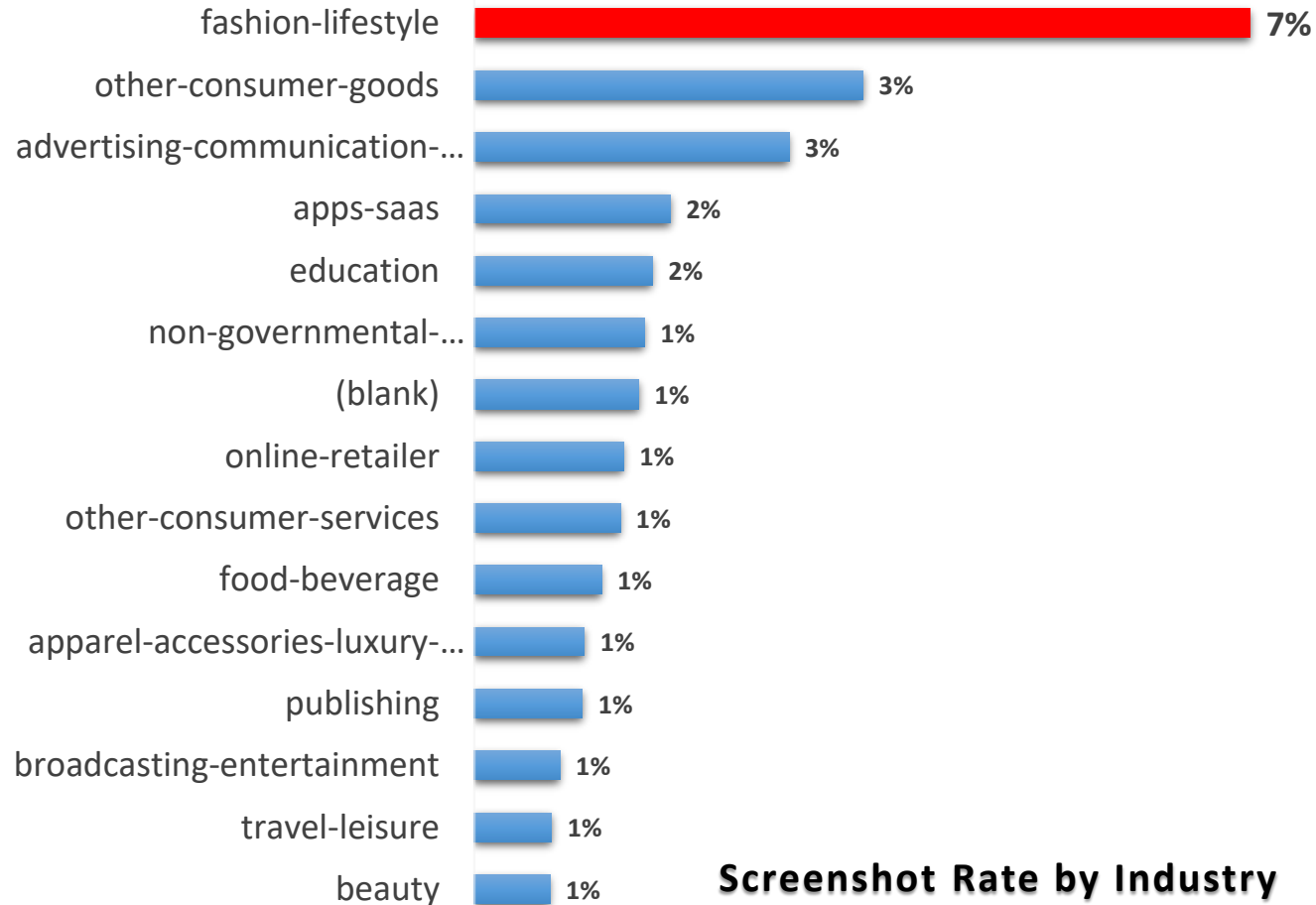
Open Count by Day



Sometimes industry can play a role the
key is to know...

SCREENSHOTS (Engagement)

WHAT CONTENT WANTS TO BE SAVED

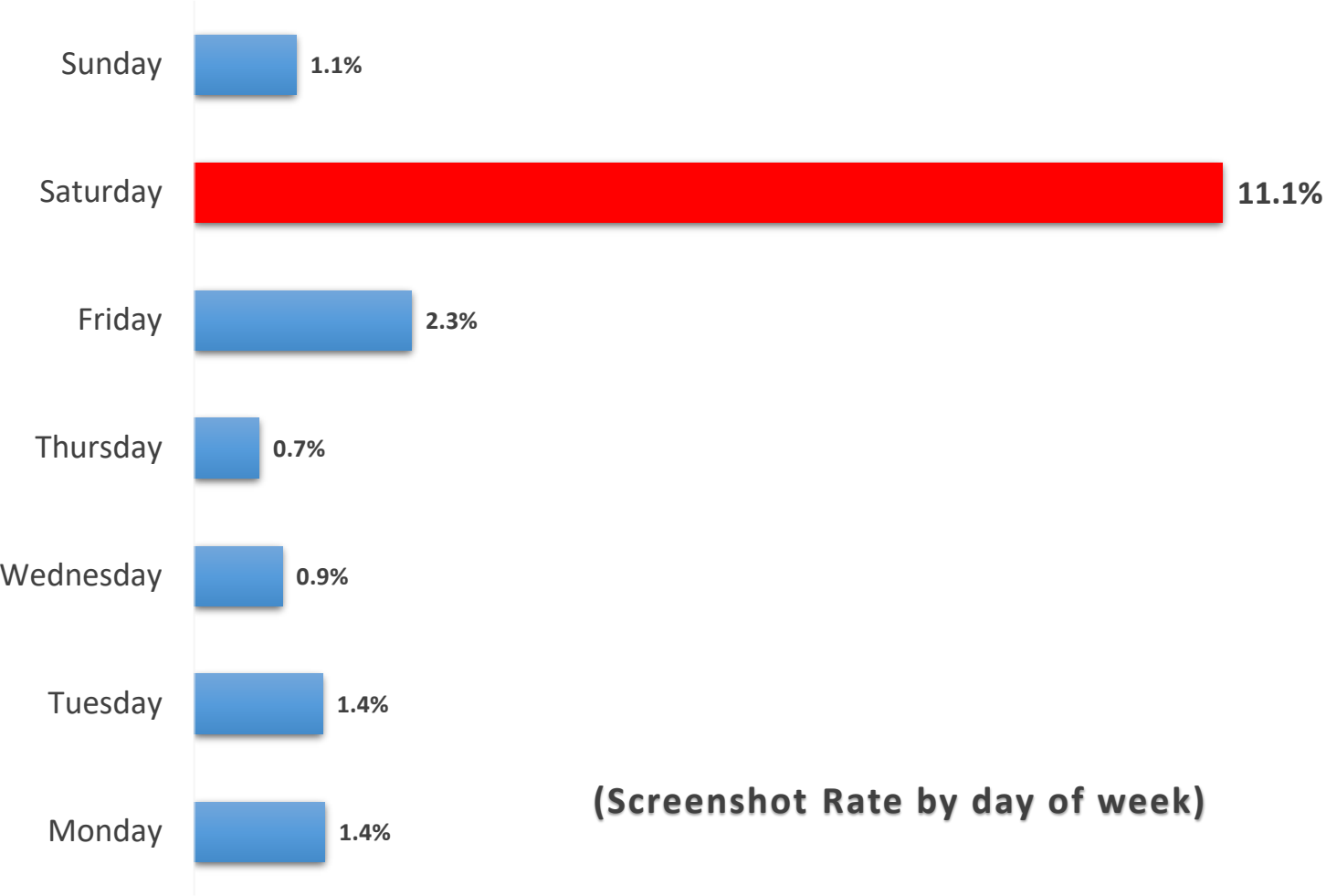


Screenshots suggest that user's are engaged and want to save that moments for future use. The

highest screenshot rate is in fashion & lifestyle.

Lets check out what else can be said about this...

SCREENSHOTS (Engagement)



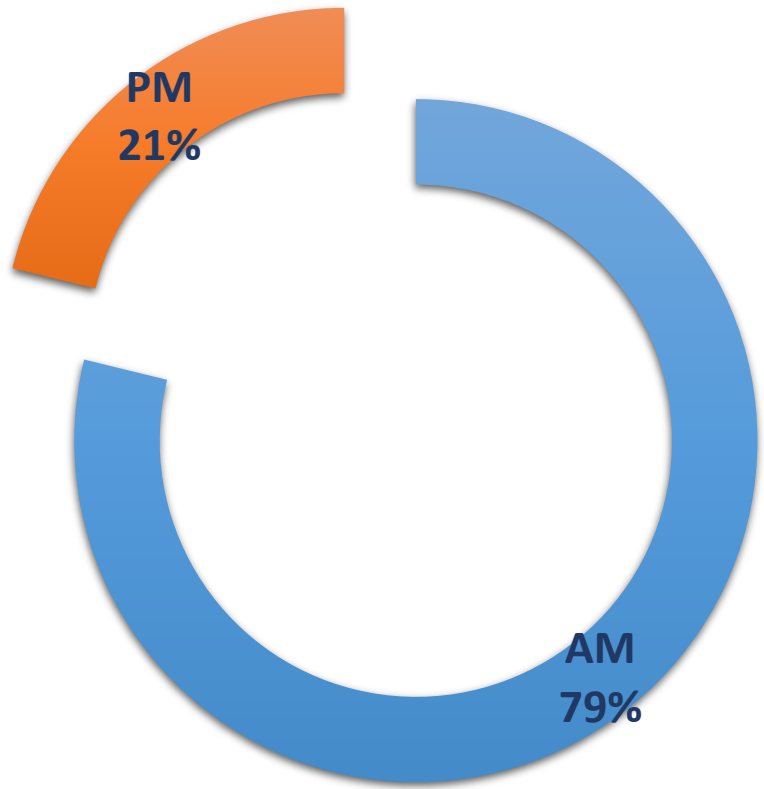
(Screenshot Rate by day of week)

Day of the week matters, and is definitely specific to industry. Looking at fashion & lifestyle, the best bet is to post on a **Saturday** to get the highest screenshot rate (suggesting user engagement).

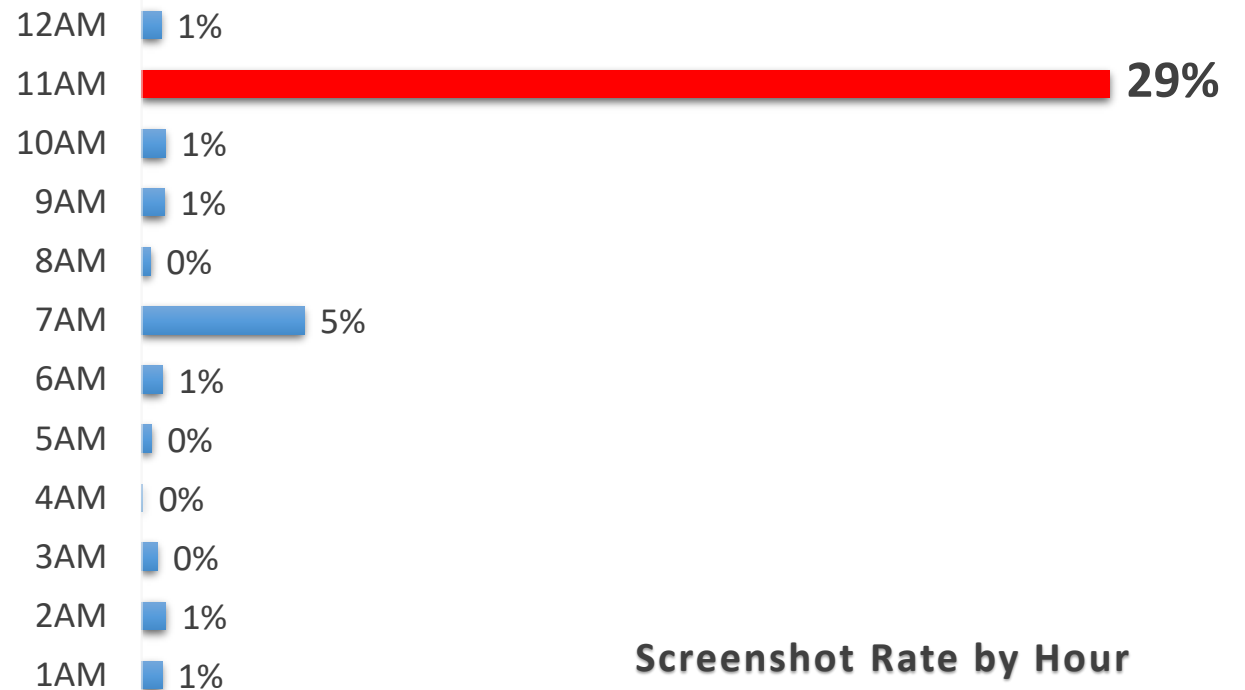
Lets check out what else can be said about this...

SCREENSHOTS - (example of a deep dive)

Screenshot Rate (Fashion & Lifestyle)



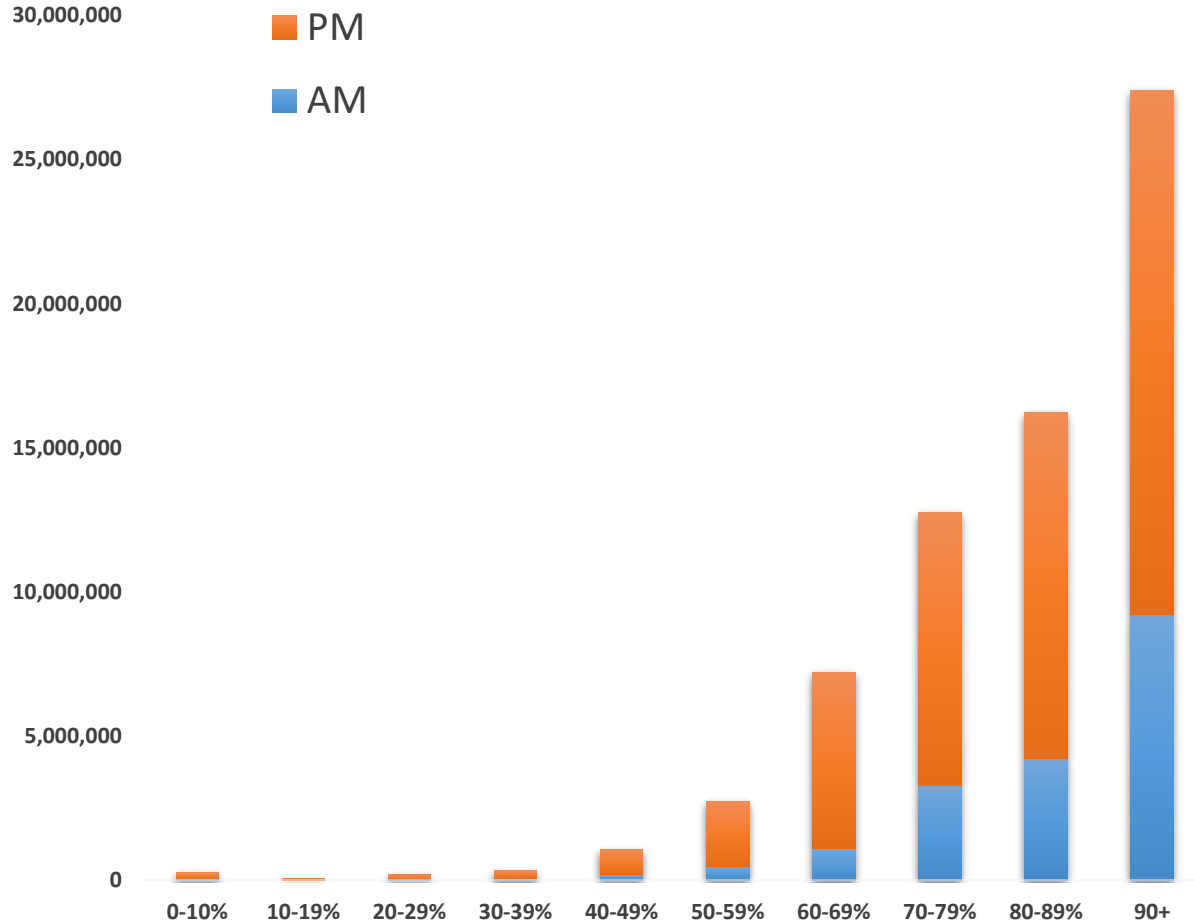
On **Saturday** we show **79%** of screenshots were in the **AM** for Fashion & Lifestyle, **11AM** being the best time.



Screenshot Rate by Hour

COMPLETION RATE (Retention)

COMPLETION RATES SUGGEST HOW ENGAGING CONTENT IS



The data shows, most people watch

over 50% of the content

that is being put out, more so in the

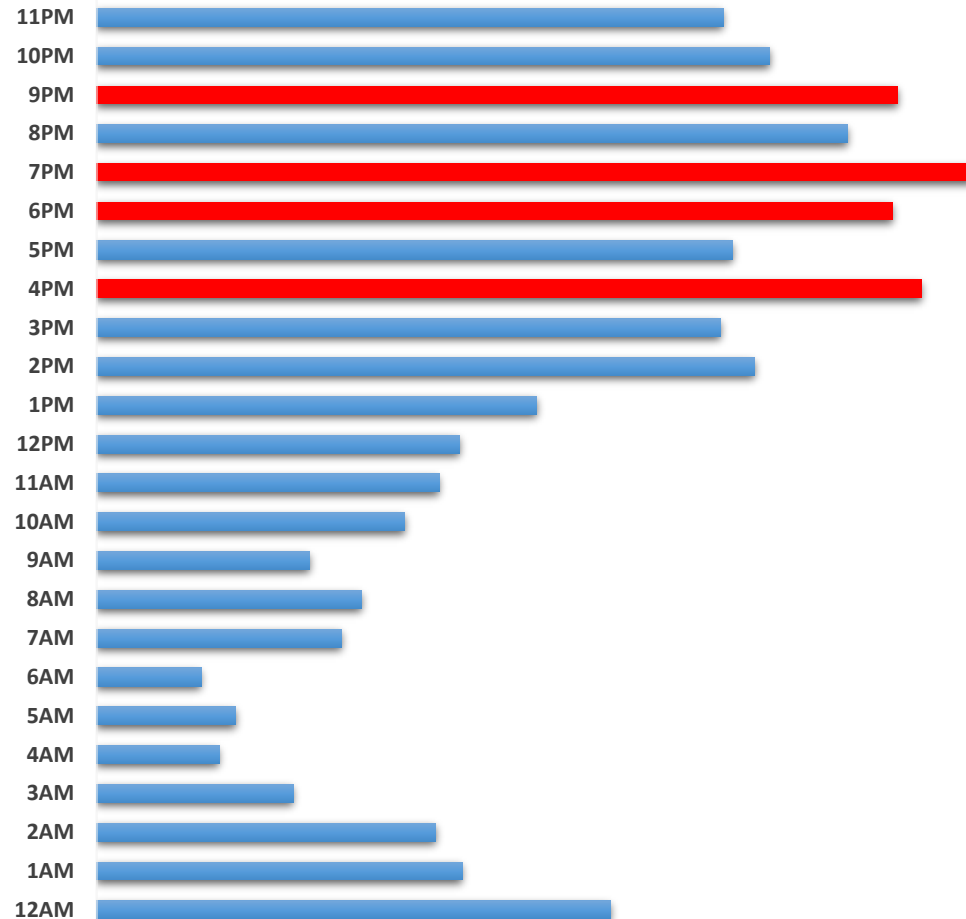
PM this can vary by industry.

This also suggests that having a large audience can get your point across!

COMPLETION RATE – (deep dive)

COMPLETION RATES SUGGEST HOW ENGAGING CONTENT IS

60% or More Completion Rate: All Industries



In the highest concentration of

“completion rate,

60% above” only **4**

hours make up **30%** of the total.

Suggesting highest user engagement. Analytics allows you to see this, and drive intelligent timing of your content.

COMPLETION RATE (Retention)

COMPLETION RATES SUGGEST HOW ENGAGING CONTENT IS



As you can see, industries will vary. For example **online retailers** need to get there point across earlier in there content, than do **travel & leisure**.

This means that the viewer stops the story quicker in online-retail than in travel & leisure. If you know this information you can **place content** more strategically.

Data Matters.