Get On The Road

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The New Generation of Auto Buyers

As the automotive industry continues to evolve around connected, autonomy, sharing, and electrification, one constant holds true — Snapchat reaches a net-new audience of Gen Z and millennials every day who can't be found on other platforms.

Millennials and Gen Z make up

1 in 3

new car registrations.[1]

Snapchat reaches

75%

of Gen Z and millennials in the US.[2]

28%

of Snapchatters report being in-market for a vehicle in the next twelve months.[3]

[1]Experian Automotive Quarterly Briefing: First quarter 2019 automotive market share, trends and registrations, 2019
[2]Data from Snap Ads Manager as of April 19, 2019. Percentages calculated by dividing addressable reach by relevant census figures. Addressable reach and age data are subject to limitations. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details.
[3]Snap Inc. internal data Q4 2019.

The Snapchat Generation: Gen Z and Millennials

Snapchat reaches a massive audience of in-market shoppers, and provides dealers with the advertising tools to reach them and drive results.

Mobile at Scale

On average,

210M

people use Snapchat every single day.[1]

Your Audience is Here

Snapchat has a monthly addressable reach of

20.2 Million

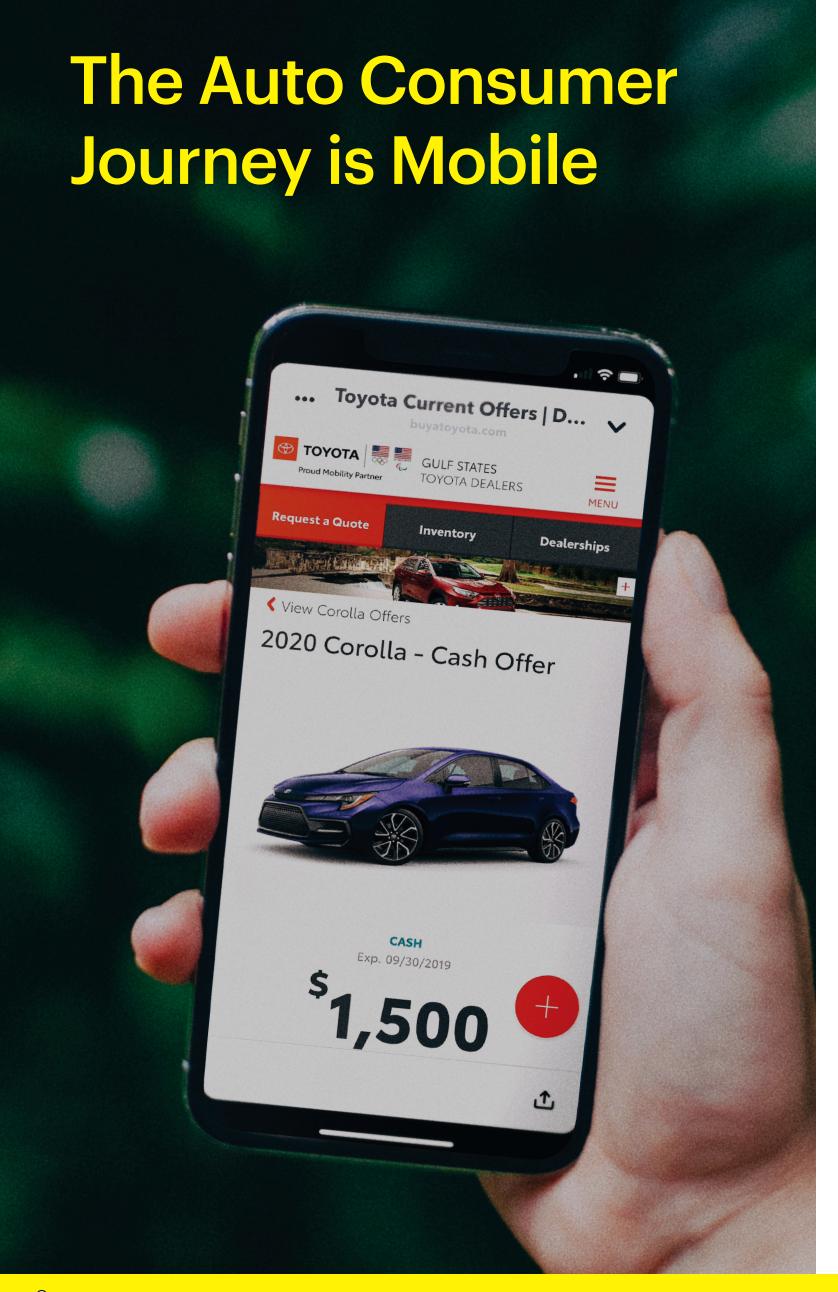new and used auto shoppers.[2]

They Want to Learn More

92%

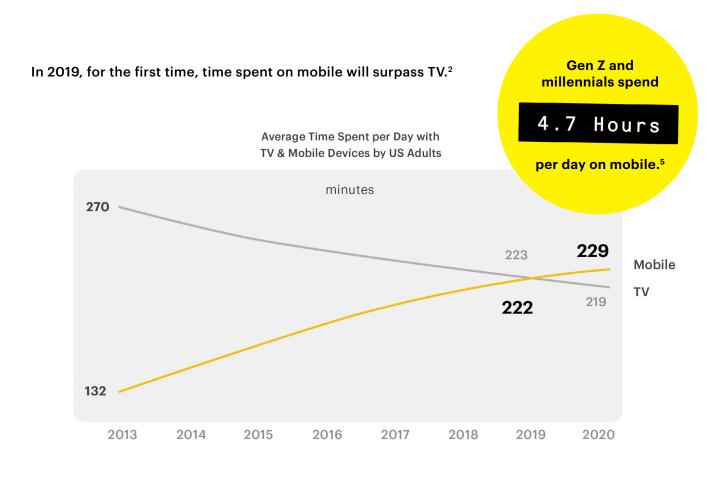of Snapchatters who are going to purchase a vehicle in the next 12 months are undecided on brand.[3]

The Auto Consumer Journey is Mobile

The automotive retail business is transforming at a faster rate than ever before. And as these trends change the way consumers buy and do research, auto dealers will have to change alongside them. For example, shoppers today use both digital and mobile to educate themselves on vehicle details and pricing prior to visiting a dealership. In fact, 41% of buyers today visit just one dealership during their car buying process.

In 2019, for the first time, time spent on mobile will surpass TV.[2]

Gen Z and millennials spend

4.7 Hours

per day on mobile.[5]

Average Time Spent per Day with TV & Mobile Devices by US Adults

minutes

	2013	2014	2015	2016	2017	2018	2019	2020

- 270 → 223 → 219 (TV)
- 132 → 222 → 229 (Mobile)

Mobile: 229
TV: 219

56% of car research takes place on mobile.[1]

51% of in-market shoppers on Snapchat have a HHI of over $100k.[3]

84% of Snapchatters were influential in the decision-making process for their current vehicle.[4]

[1]J.D. Power 2017 New Autoshopper Study
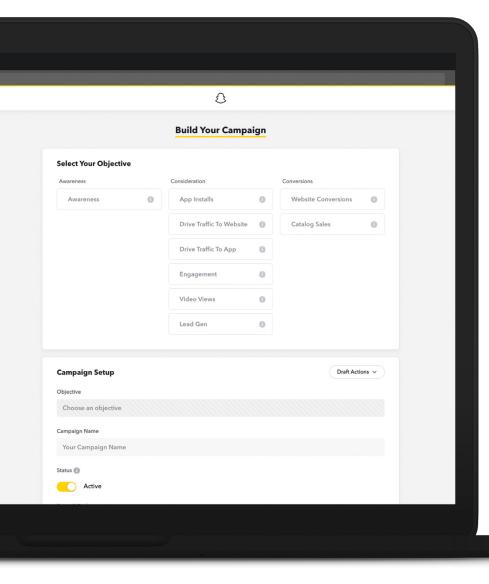[2]eMarketer, Mobile Time Spent 2018
[3]Data from Snap Ads Manager as of September 6, 2019. Addressable reach and age data are subject to limitations. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details.
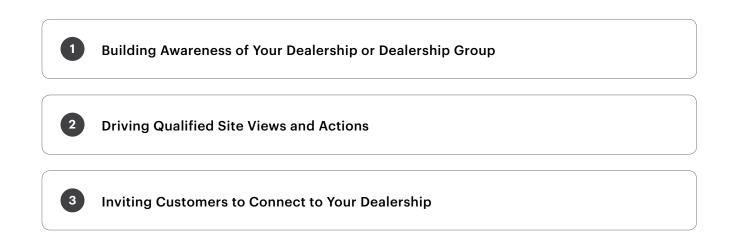[4]Snap Inc. internal data Q4 2019.
[5]eMarketer, Mobile Time Spent 2018

How Dealers Can Reach Our Community

Dealers can use any of Snapchat's innovative advertising solutions, targeting capabilities, and measurement solutions to drive upper-funnel brand metrics, efficient vehicle detail page (VDP) views, and leads.

Build Your Campaign

Select Your Objective

Awareness
- Awareness

Consideration
- App Installs
- Drive Traffic To Website
- Drive Traffic To App
- Engagement
- Video Views
- Lead Gen

Conversions
- Website Conversions
- Catalog Sales

Campaign Setup   Draft Actions ⌄

Objective
Choose an objective

Campaign Name
Your Campaign Name

Status ⓘ
◯ Active

WWW.FORBUSINESS.SNAPCHAT.COM

1	Building Awareness of Your Dealership or Dealership Group

2	Driving Qualified Site Views and Actions

3	Inviting Customers to Connect to Your Dealership

"We are very excited to add Snap Ads into our full suite of digital advertising services here at TurnKey Marketing. Not only does Snapchat have the **third-party integration and remarketing tools needed to reach our core audience**, but their platform also offers an in-depth audience insight tool that **enables us to further understand our target consumer** before we create and launch any campaign — allowing us to take the most personalized approach with our creative and messaging. Looking forward to a strong partnership with Snap and achieving the highest return on investment for our clients."

Tsega Worku

Sr. Director of Marketing & Strategic Partnerships
Turnkey Marketing

Building Awareness of Your Dealership or Dealership Group

Product/brand focused campaigns were

74%

more effective at driving Ad Awareness.[1]

Toyota

AD FORMAT

Snap Ad

Goal

• Communicate the value of your store's differentiated approach to customer service to Snapchat's exclusive audience.
• Reach a new audience of potential auto shoppers and let them know why they should choose your store(s) over others. Do you offer better service, have five-star reviews, a family-friendly facility or more inventory choices?
• Drive local awareness of your sales event or offers.

Product Mix

We first recommend deploying Snap Ads and Snap Commercials utilizing video assets to boost your dealership's reputation. Next up, consider investing in an always-on Filter over your store(s) footprint to enhance the experience on your lot and build your brand. You can also boost your brand awareness through the use of Filters around key local events that you sponsor during the year.

Targeting: Broad Targeting Demo

Over 80% of Snapchatters share their location when using the app. Use our robust data to target local users to build awareness of your brand, current offers, sales events, or any other promotional moment. You can also choose to narrow your focus to auto intenders.

Insights and Measurement

Leverage Snapchat's self-serve reporting in Ads Manager to identify engagement, reach, and cost per KPI's in real time. If you have a minimum of five stores, utilize Snapchat's Foot Traffic Insights tool to learn more about your Snapchat store visitors.

Setting Up Campaigns Based On Your Objective

Filter Campaign: Awareness

Visit create.snapchat.com and click, "Create Filter"

This tool allows you to upload or design a Filter that is available to customers in the Snapchat Camera, exclusively while they are visiting your dealership and/or at an event sponsorship.

Dealership and Event Filters allow existing customers to share their unique experience via Snap with your dealer branding as context. They also create awareness of your dealership amongst the friends they are connected to on Snap.

Commercials Campaign: Awareness

Ad Format: Single Image or Video
Edit Placement: "Shows and Games (non-skippable video ads)" By selecting this option, you can run 6-second, non-skippable video assets in premium Snapchat shows and Snap Games inventory.
Attachment: N/A
Audience: Broad Target Demo
Design your ads and publish

Snap Ads Campaign: Video Views

Ad Format: Snap Ad
Attachment: Long Form Video. This allows Snapchatters to swipe up and watch the full-length spot.
Audience: Local Target Demo
Goal: Long Form Video Views — this will optimize towards those users most likely to watch your video.
Design your ads and publish

Driving Qualified Site Views and Actions

Goal

Drive qualified views and actions of both new and used vehicle detail pages (VDP) amongst in-market shoppers in your region.

Product Mix

Use Snap Ads that swipe up to a dealer VDP. We recommend testing a combination of Standard Snap Ads, Collection Ads, and Dynamic Ads for prospecting local in-market shoppers and retargeting visitors to your VDPs. With Dynamic Ads, you can upload a product feed into Ads Manager and have ads built dynamically featuring on-lot inventory, pricing, and offers.

Retargeting and Prospecting

• Reach Snapchatters who have previously engaged with your Snapchat Ads and/or visited your website through first-party Snap Re-engagement Audiences and Pixel Custom Audiences.
• Target Snapchatters known to be in-market using Datalogix auto shopper segments, Edmunds custom audiences, and Placed dealership visitors.

How To Measure

Measurement will be directly tied to qualified site actions. In this instance, we'll leverage Snap's Pixel (or Offline Conversion API where applicable) to prove Snapchat's effectiveness in driving shopping actions on a dealer website. Deliverable metrics include Actions, Time Spent, Cost Per Action, and other metrics.

Setting Up Campaigns Based On Your Objective

Snap Ads Campaign: Drive traffic to Website

Ad Format: Snap Ad. This will be preselected for you.
Attachment: Web View. This will be preselected for you.
Audience:
1st Party: Re-engagement, Pixel Custom Audiences 3rd Party: DLX Auto Shopper Segments
Goal: Pixel Sign Up* — this will optimize towards users most likely to visit your website and sign up using your form.
Design your ads and publish

Collection Ad Campaign: Post-install purchase / Pixel Purchase

Ad Format: Collection Ad
Attachment: App Install / Web View
Audience: Pixel audience, Re-engagement audiences, Lookalike audiences and interest targeting
Design your ads and publish

Dynamic Ad Campaign: Catalog Sales

Ad Format: Snap Ad
Attachment: Web View
Audience:
1st Party: Re-engagement, Pixel Custom Audiences
3rd Party: DLX Auto Shopper Segments
Design your ads and publish

Optimize performance with the Snap Pixel

*Please note the Snap Pixel must be placed on your website, and 100+ attributed sign ups must take place before the 'pixel sign up' goal becomes available. Start with "swipe up" as your goal if you do not have the pixel implemented, and/or have not met the minimum qualifying event threshold.

Jeep

AD FORMAT

Collection Ad

Inviting Customers to Connect to Your Dealership

Hyundai

AD FORMAT

Snap Ad

Goal

Capture leads from qualified, in-market shoppers in your region.

Product Mix

Snap Ads that swipe up to a webpage with a sign-up form from the dealer, as well as Snapchat's new "Swipe to Call" and "Swipe to Text" solutions.

Retargeting and Prospecting

• Reach Snapchatters who have previously engaged with your Snapchat Ads and/or visited your website through first-party Snap Re-engagement Audiences and Pixel Custom Audiences
• Target Snapchatters known to be in-market using Datalogix auto shopper segments, Edmunds custom audiences, and Placed dealership visitors.

How To Measure

Measurement will be directly tied to capturing leads, phone calls, and texts. In this instance, we'll leverage Snap's Pixel (or Offline Conversion API where applicable) to prove Snapchat's effectiveness in driving leads. Deliverable metrics include leads, Cost per Lead / phone call / text, and you can then deploy your hatchback solutions to determine close ratio.

Setting Up Campaigns Based On Your Objective

Snap Ads Campaign: Lead Gen

Ad Format: Snap Ad. This will be preselected for you.
Attachment: Web View. This will be preselected for you.
Audience:
1st Party: Re-engagement, Pixel Custom Audiences
3rd Party: DLX Auto Shopper Segments
Goal: Pixel Sign Up* — this will optimize towards users most likely to visit your website and sign up using your form.
Design your ads and publish

Optimize performance with the Snap Pixel

*Please note the Snap Pixel must be placed on your website, and 100+ attributed sign ups must take place before the 'pixel sign up' goal becomes available. Start with "swipe up" as your goal if you do not have the pixel implemented, and/or have not met the minimum qualifying event threshold.

Creative Best Practices

Solutions For Every Objective

Snapchatters' Most Common Motivators for Purchase

1 Needed Another Automobile

2 Saw a Good Price or Promotion/Deal

3 Wanted an Automobile With More Modern Technology

61% of Snapchatters want to buy a SUV, Truck, or Minivan next.[1]

Nearly **60%** of Snapchatters will use a financing option for their next vehicle.[1]

[1]Snap Inc. internal data Q4 2019.

Snap Ads

Create ads that catch attention and drive action quickly.

We've got you covered with a few tips on how to catch people's attention and get your message in quickly to capitalize on this key moment!

Get Your Message in Quickly (The First 2s Counts!)

• Experiment with formats — still assets can help communicate your message immediately.
• Ensure logo and CTA are on the screen in the first 2s.
• Include main message in the first 2s (i.e. offers, sales event, etc.).
• Feature your product and/or dealership in the first 2s.
• Most Snapchatters have their sound turned on (60% of users) — include audio to catch people's attention.

Strong CTAs Are Important
See some suggestions by goal below:

• Building Awareness: Swipe up to Explore, Swipe up to Browse, Explore Now, Swipe up to Find your Vehicle
• Driving Qualified Site Actions: Explore Features Now, Swipe up to Learn More, Learn More Now Could also include offers etc.
• Capturing Leads: Swipe up to Sign Up, Sign Up Now •
Pro-tip: Experiment with talent or dealership employees directly addressing Snapchatters and telling them to swipe up!

Quick and Easy Asset Creation
Tips to Get Up and Running Fast!

• Repurpose still and video assets in your library for easy creation.
• Use Snap Publisher (snappublisher.snapchat.com) to easily reformat, add copy, add audio, and more.
• Upload final assets directly to Ads Manager.
• Create custom lo-fi videos by capturing content from your phone.

Snap Inc. internal data Q1 2019 "Sound on" means playback audio is on, headphones are on, or mute is overridden

Filters

Create Filters that are easy for Snapchatters to apply post-capture.

Filters are a great way to get involved in Snapchatters' conversations while they're communicating with their friends. Remember, they're always looking for new and creative ways to add context to their Snaps, and Filters help them do exactly that!

Overall Design Recommendations

• Remember — Filters are applied after someone takes a Snap. Given this, designs with more features on the bottom/center and cover 20% or less of the screen add to the Snap, rather than cover important parts of the content.
• Keep the mindset of Snapchatters in mind to design creative that is relevant to them in the moment. Include colloquial copy, rather than lean too heavily into brand taglines.
• Include Smart Elements to make the creative feel more personal, which gives Snapchatters a Creative Tool that is more easily applicable.
• Ensure branding is clear and stands out when placed over content — recommend drop shadow in some instances.
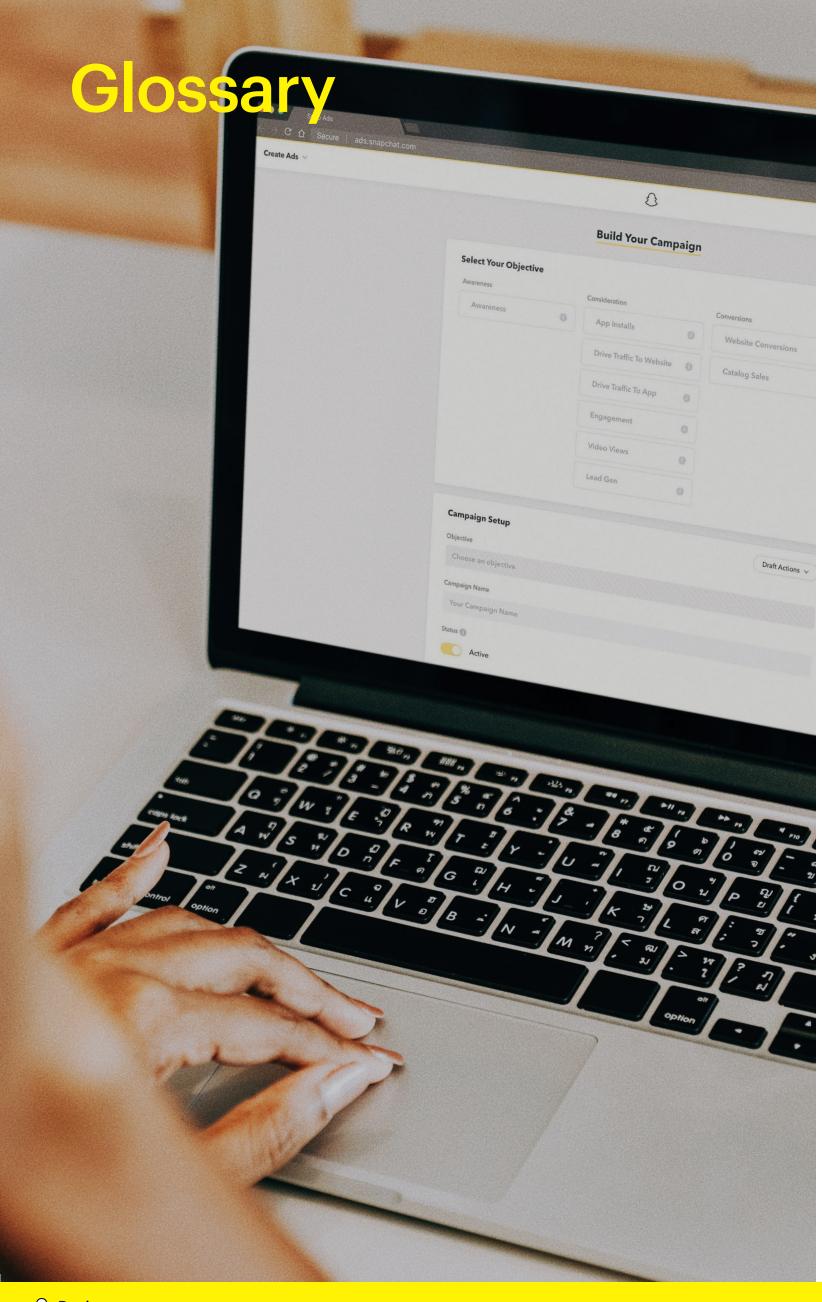
Event Filter Recommendations

• Include event logo if approved to do so
• Include copy and graphics relevant to the event
• Consider the types of Snaps being captured — design for selfies, environment shots, etc.

Dealership Filter Recommendations

• Include dealership logo
• Include copy and graphics relevant to the location/dealership
• Consider the types of Snaps being captured — design for "new car buyer!" moments, vehicle shots, etc.

Glossary

Ads Manager Glossary

Accelerated Delivery
A pacing mechanism that prioritizes delivery over auction logic, allowing the ad to deliver as fast as possible.

Attachment
Allows Snapchatters to swipe up to take a specific action from an ad, e.g. visit a website, download an app, watch a video.

Cinemagraph
A pacing mechanism that prioritizes delivery over auction logic, allowing the ad to deliver as fast as possible.

CPM
Cost per Thousand Impressions

CPV
Cost per :02 Video View

Commercials
Commercials are non-skippable six-second video Snap Ads without attachment, served within Shows inventory.

Dynamic Ads
Allows you to serve more personalized ads in an automated way. By leveraging product catalogs and the Snap Pixel, our delivery system can create and deliver ads in real time while you optimized toward actions that matter most.

Filter
Filters are a post-capture creative tool, applied after a Snap is already taken over your customers' photos or videos.

Goal
A format-specific goal within the given Objective, e.g. Objective: Video Views, Goal: Standard Video View, or Long Form Video View.

Lens
Lenses are an augmented reality creative tool which can accurately transform a Snapchatter's face, or surroundings before they take a Snap.

Long Form Video Attachment
Allows Snapchatters to swipe up from an ad to a longer form video (:10) to view more.

Objective
Selecting an objective allows you to optimize towards a specific action that Snapchatter. By specifying your cost-per-action in the 'Delivery' section of Ads Manager, impressions will be delivered to efficiently achieve that outcome.

Quadrant
Segments of core audience demos, M13-24, M25+, F13-24, F25+

Reach and Frequency
A buying mechanism within Ads Manager, which allows for more even and sustained delivery relative to the auction.

Video Views
The total number of impressions that meet the qualifying video view criteria of at least 2 seconds of consecutive watch time or swipe up action on the Top Snap.

Web View Attachment
Allows Snapchatters to swipe up from an ad to a website to find more information.

Snap Ads
A Snap Ad is a Top Snap that allows Snapchatters to swipe directly to a website, a long form video, to the app store, or into an app. The format of a Snap Ad can be still image, a video, a cinema graph, or a .gif.

Story Ads
Story Ads allow advertisers to reach consumers by placing a branded title in Snapchat's Discover section that opens into a collection of 3-20 Snap Ads.

Ads Within Content

Ads Within Camera

Snap Ads

Drive Snapchatters to your website, app, video, AR Lens, or app store page — all in a single swipe.

• 100% Viewable, Full-Screen Experience
• Awareness, Consideration, Engagement and/or Conversion
• Appear within User Story and/or Discover Content

Your Ads

Stories

Snap Ad Best Practices

• Instant impact
• Full screen video, gif, cinemagraphs, stills
• Ability to swipe up to attachments

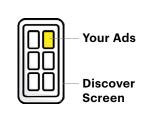| Message, CTA & branding in first 2s	Singular, clear message	Build with KPI in mind	Sound On

Story Ads

Draw Snapchatters into a series of Snaps with a sponsored Discover tile that lives alongside popular content tailored to their preferences.

• 100% Opt-In within Premium Discover Content
• High-Impact Unit: Full-screen experience once a Snapchatter taps in
• Awareness, Consideration, Engagement, and/or Conversion

Your Ads

Discover Screen

Story Ad Best Practices

• Longer storytelling or product showcase unit
• 3-20 snaps from 3-10s (vids, gifs, stills, cinemagraphs)
• Ability to swipe up to attachments

TILE		SNAPS	
Build curiosity - strong headline & image	Clearly visible logo	Consider UX of tapping, full screen, various creative formats	Digestible length to prioritize engagement

Commercials

Draw Snapchatters into a series of Snaps with a sponsored Discover tile that lives alongside popular content tailored to their preferences.

• :03 - :06 Forced-View, non-skippable
• 100% Viewable, Full-Screen
• Appears within Shows & Premium Content
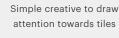
Your Commercial

Premium Content

Commercials Best Practices

• Showcase more products in a single Snap
• Plug in product feed for easy creation
• Optimize for online conversions w/ the Snap Pixel

Short creative (gifs, stills,cinemagraphs, simple vids)	Simple creative to draw attention towards tiles	Relevant creative to tiles, strong CTA

Filters

Take part in Snapchatters' conversations with creative overlays they can add to photo and video messages.

• Awareness & Engagement
• Served in Camera for Paid Impressions with Earned Impressions via Shares in Snaps

Your Filter

Camera Screen

Filters Best Practices

• Join in on Snapchatters' conversations
• Overlaid *post* capture

Include copy that can be easily applicable - avoid taglines	Context is key - consider location, time and mindset of the user	Context is key - consider location, time and mindset of the user

Lenses

Create memorable, interactive moments with augmented reality experiences Snapchatters can play with and send to friends.

• Served in Camera for Paid Impressions with Earned Impressions via Shares in Snaps
• Highly qualitative play time with your Brand
• Awareness, Engagement, Consideration & Conversion

Your Lens

Camera Screen

Lenses Best Practices

• Fun, immersive experience in your world or on your face
• Creative tool that helps tell the brand and users' story.

SHARES		PLAYTIME	
Simple creative	Music or sound	Multiple interaction points	Game-ification

Any Questions?

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For more information visit
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