

SNAPCHAT



Beyond the Filter



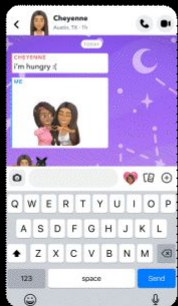
Oct 2025



Hello!
I'm Kat

Kathrine Lindholm
Senior Client Partner





Not just another video app.

**WE HELP BUILD MEANINGFUL
RELATIONSHIPS EVERY DAY.**





It's internal humor & close friend groups



Snap CPH

Modtaget fra Flenseren · 11 t.



Den blonde snap mafia ✨

Modtaget fra Tiinee · 22 t.



Who run the World? Giiirls

Dobbelttryk for at svare



Kæft det' Toscana

Åbnet · 161 u



Boss Fckn Ladies 🌶️

Modtaget fra Nfe C · 4 d



Latino Vikings 🔥

Åbnet · 1 u





90%
feel happy on
Snap!



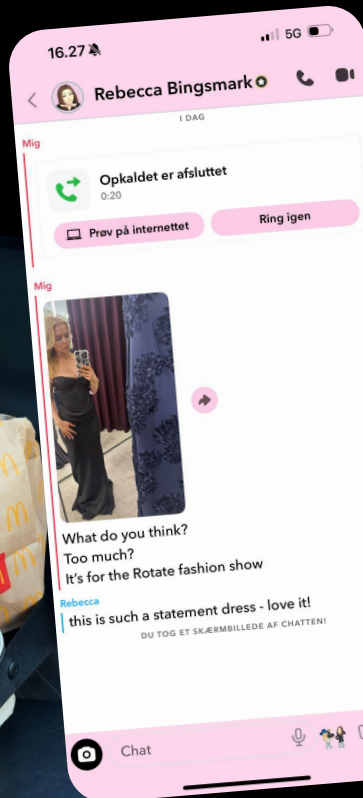


Be part of

REAL RELATIONSHIPS



Creators on Snapchat



EVERY DAY AT SCALE.

That's powerful.

© Snap Inc. 2025



**After watching ads on Snapchat,
Snapchatters are**

45%

**more likely to recommend the
advertised brand to their friends.**



Kantar's Media Reactions report: Snapchat being the **2nd most preferred platform by consumers** across 30 markets

Marketers and consumers don't prefer the same ad platforms

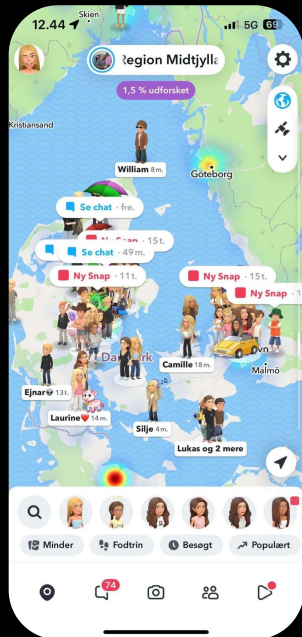
Marketers may need to evaluate where they prefer to advertise, as there seems to be a growing divide between their preferences and those of their target consumers*

Top ranking media brands among consumers			Top ranking media brands among marketers		
Preference	Global consumers	YOY consumers	Preference	Global marketers	YOY marketers
1		(-)	1	 YouTube	(-)
2		(+4)	2		(-)
3	 TikTok	(-2)	3		(-)
4		(NEW!)	4	 NETFLIX	(-)
5		(NEW!)	5	 Spotify	(-)

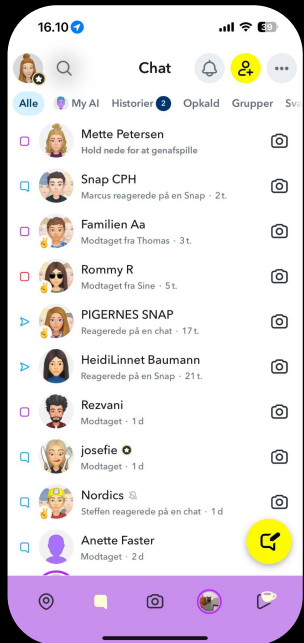
Snapchat's ads are seen as fun and entertaining,
and consumers say they are less intrusive than they
were in 2024.



What makes Snapchat different?



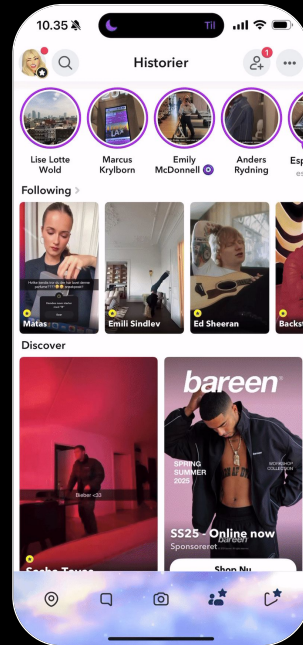
Maps



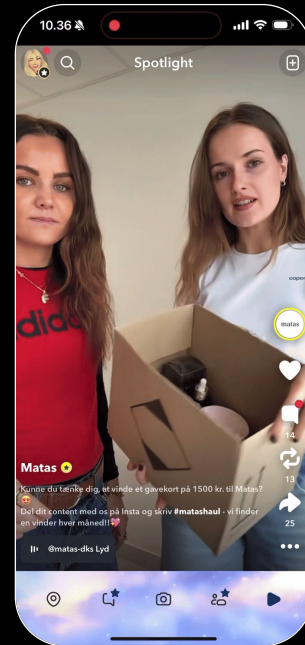
Chat



Camera



Discover



Spotlight

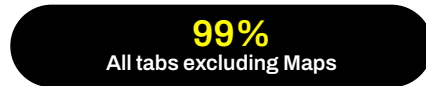
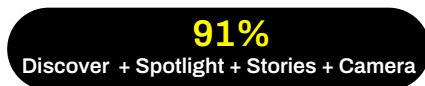
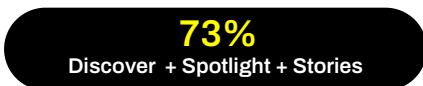
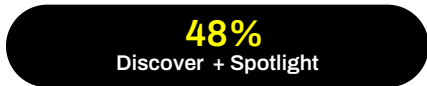
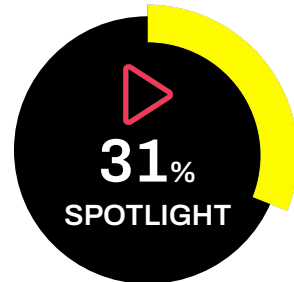
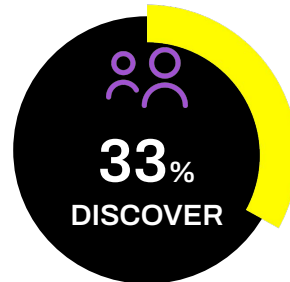
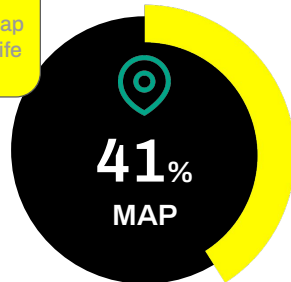
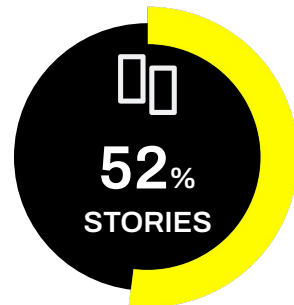
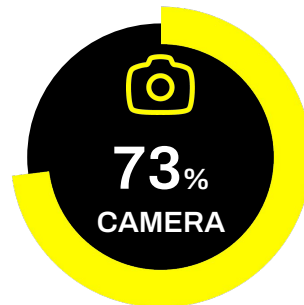
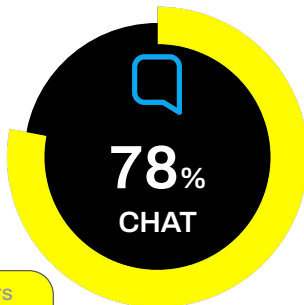
Chat, Camera, and Stories are the most heavily used tabs

% claimed usage of tabs regularly

98%

of Snapchatters visit multiple tabs in a single session

Early Jobbers are 1.3x more likely to use Map than all other life stages





DEEP ENGAGEMENT AT SCALE

900M+

Snapchatters
and growing

5B

Snapshots created daily

>30x

opens per
Snapchatter
daily

94%

of Snapchatters are
Gen Z & Millennials

Snap Stars average

166x

Public Story
posts daily



35+

**TIMES SNAPCHATTERS IN DENMARK
OPENS
THE APP PER DAY ON AVERAGE**



Wake up

Eat

Travel

Work

Shop

Workout

Entertainment

Social

Sleep

Denmark

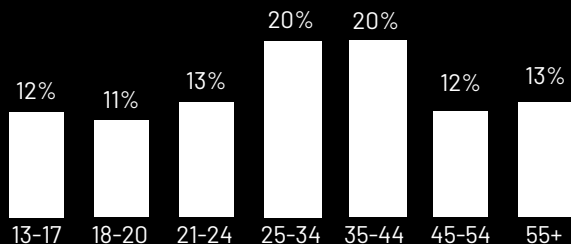
Audience Insights

Est monthly reach

+2,8M

Est Monthly Reach

Audience by Age Group



Split by Gender

Female

54%



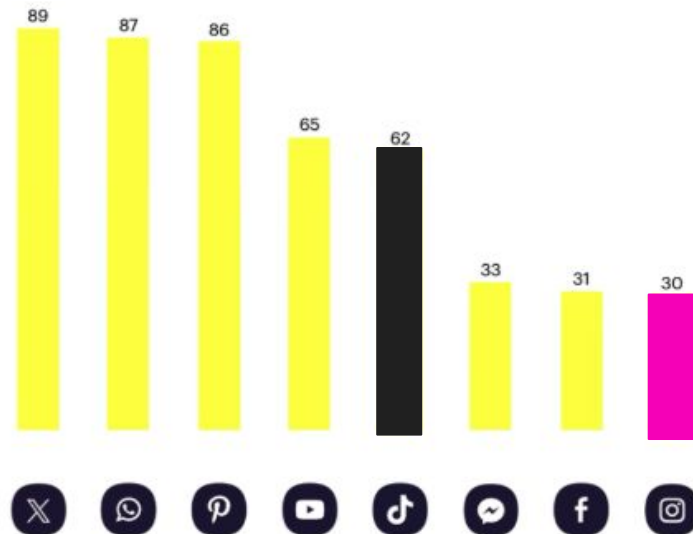
Male

46%

The Snapchat audience is unique to Snapchat.

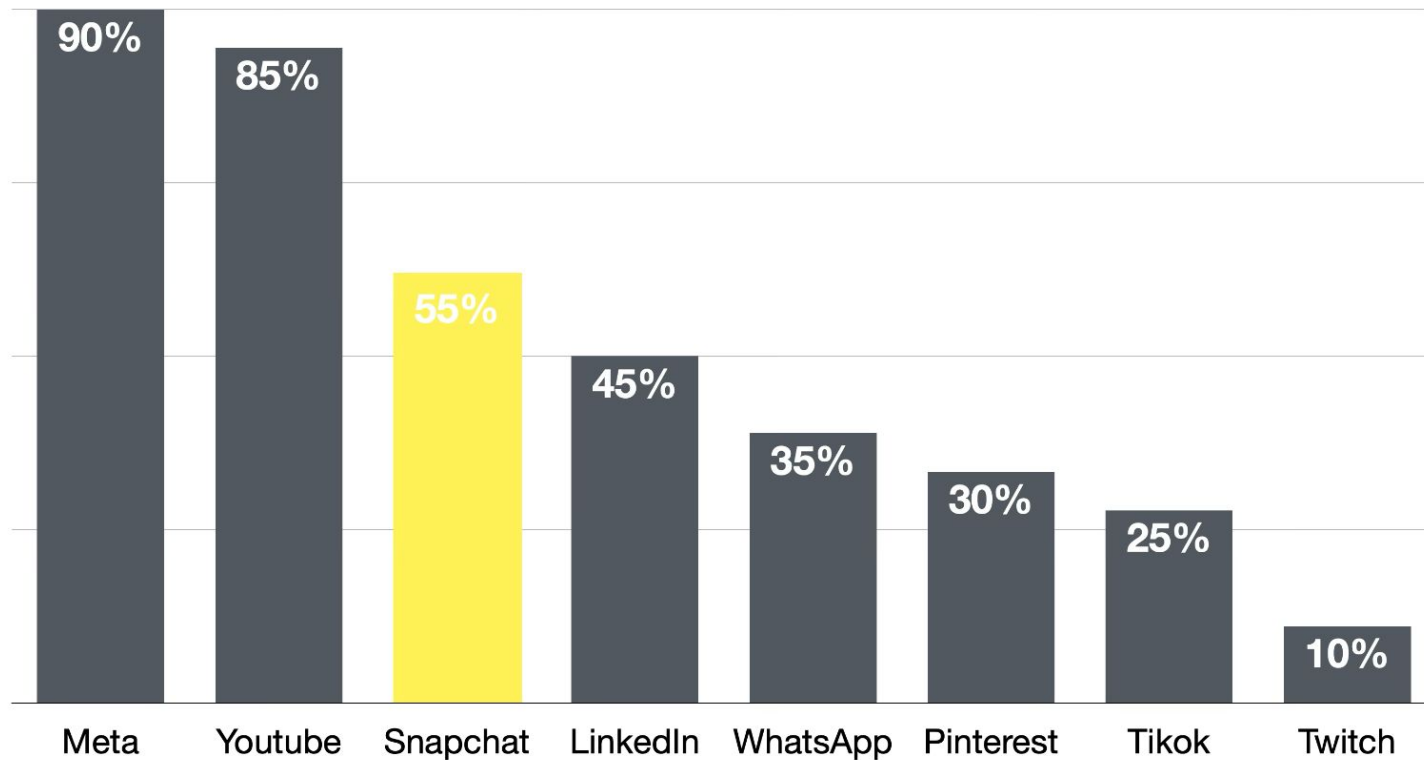
Exclusive daily reach of Snapchatters (16+)

% of Snapchatters who do not use this platform daily





DAILY REACH IN DENMARK





ENGAGEMENT

FRIENDSHIP

CREATIVITY

HAPPINESS

VS

BROADCAST

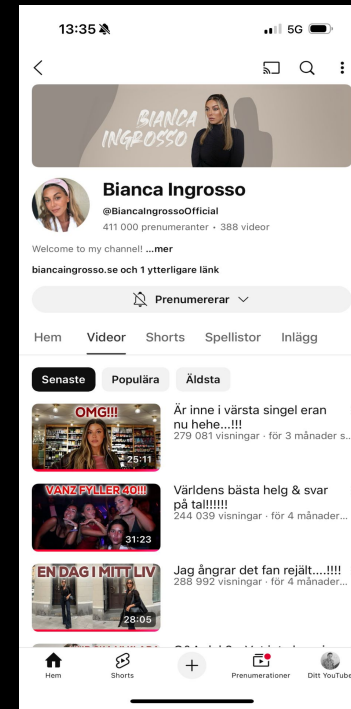
ISOLATION

CONSUMPTION

DOOM SCROLL

Creators aren't unique to Snapchat

But they use every platform differently to tell their stories to audiences



But on other platforms, people only see one part of the creator's story.

THE BEAUTIFUL PART



Where creators post the perfectly polished parts of their lives.

THE TRENDIEST PART



Where creators stay true to the trends, but not necessarily themselves.

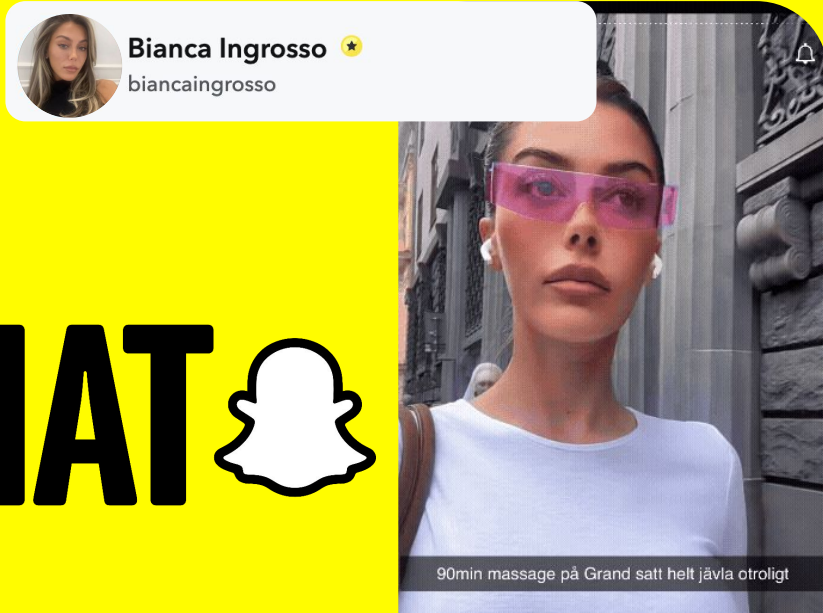
THE HIGHLY EDITED PART



Where creator content is rarely unpredictable.

**On Snapchat,
creators do things
a little differently.**

SNAPCHAT 



The authentic version

The honest, raw and real them behind the scenes



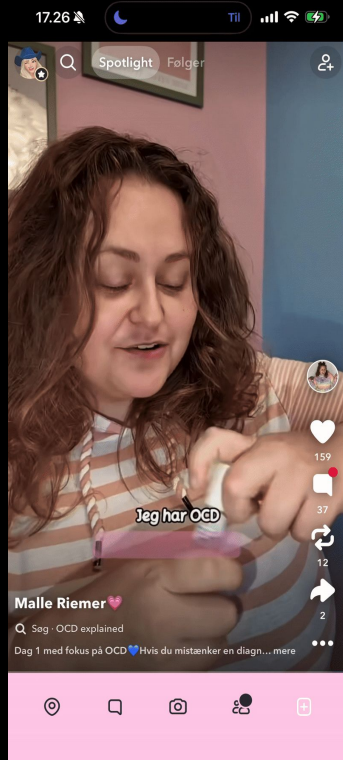


**Okay, okay. That's great, Kat!
But what's in it for your brand?**



Adding authenticity to your brand

Like talking to a friend





Combine Creators with Augmented Reality

Getting more engagement on creatives





SNAPCHAT 

CONTENT VIEW-TIME IS
GROWING WITH **13%**
YOY

SNAP STAR & CONTENT
CREATOR CONTENT
HAS GROWN MORE
THAN

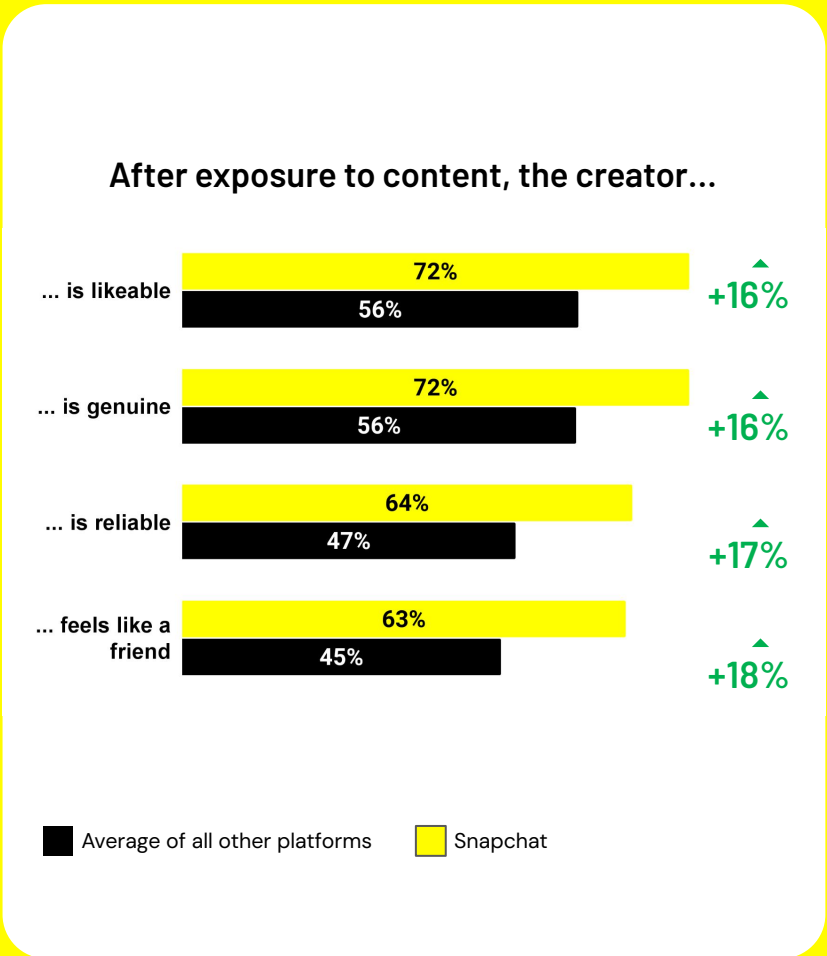
30%

IN DENMARK YOY



Just being themselves means creators on Snapchat have stronger relationships with their audiences.

They're more likely to come off as genuine and feel like friends when compared to creators on other platforms.



Authenticity Sells research by eye square commissioned by Snap Inc. and OMG, 2024. (Snapchat: n=1,073. All other platforms [TikTok, Instagram, YouTube]: n=1658). Numbers in green represent absolute uplifts and are statistically significant (90% CL) unless grayed out. Values have been rounded to the close integer.

**CREATOR-LED
SNAPCHAT ADS
PERFORM BETTER**

2X **BETTER
COMPLETION**
VS. STANDARD VIDEOS

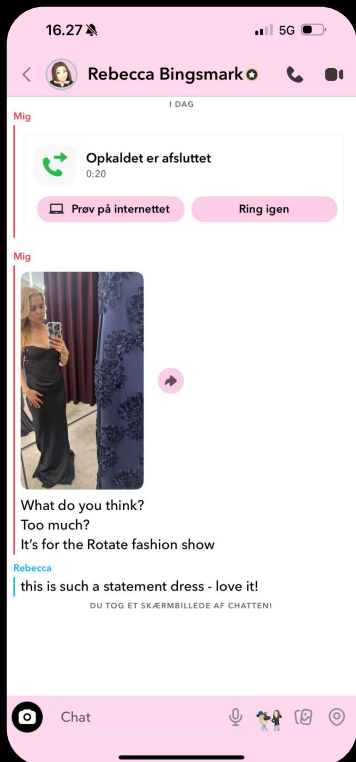
+24% **ON TAPS AND CLICKS
ACROSS ALL VERTICALS**

Snap Inc. internal data, Date: 12.19.2022 - 09.18.2023; Sample Size: 280 unique creator ad ids



THE FUTURE OF COMMERCE IS **SOCIAL**

... **Having your friend right there with you** in the fitting
room



86%

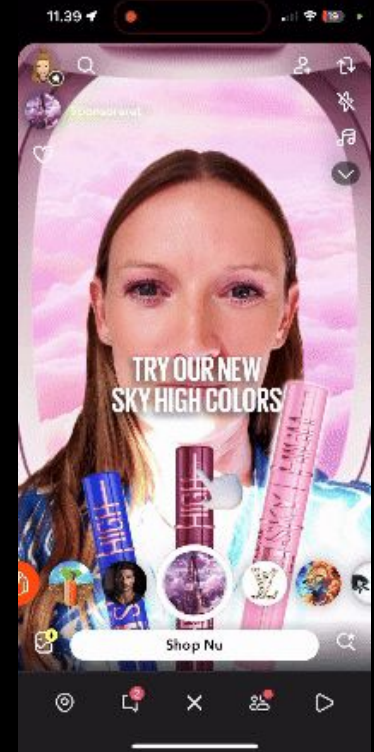
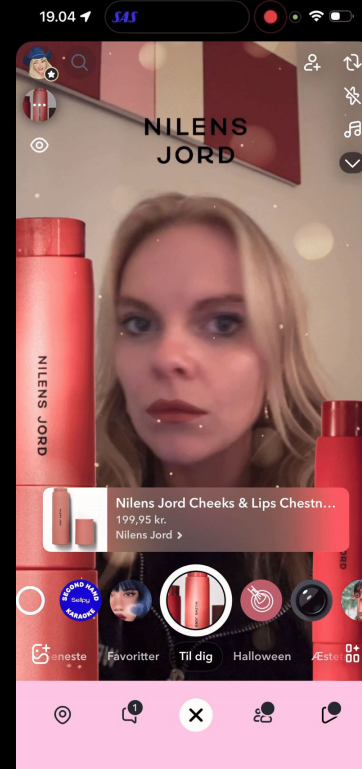
Of Snapchatters trust
a brand more if it is
**recommended by a
family member**

76%

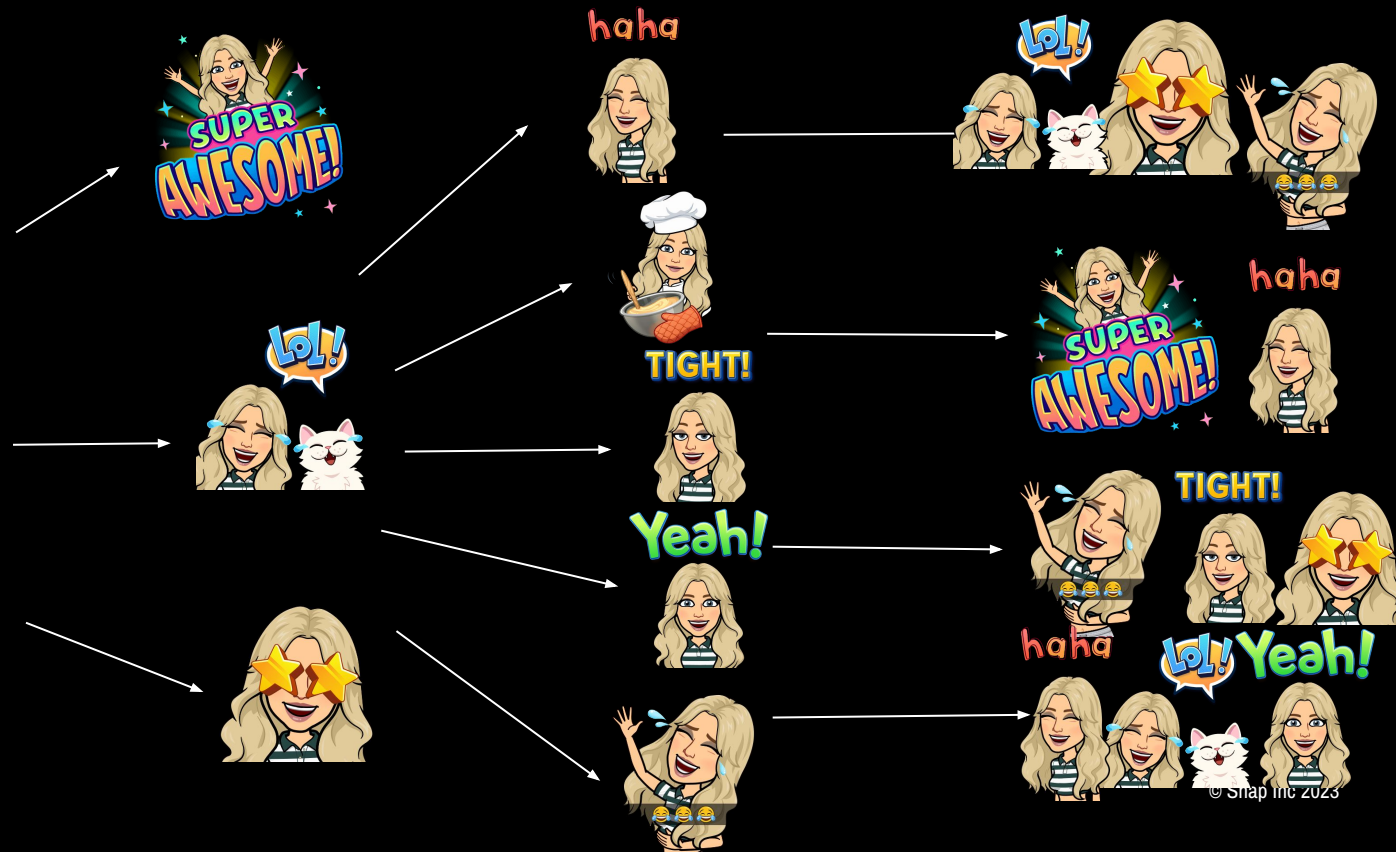
Of Snapchatters say
recommendations
from **people I know**
heavily influence
my purchasing
decisions

Augmented Reality

The virtual fitting room for brands

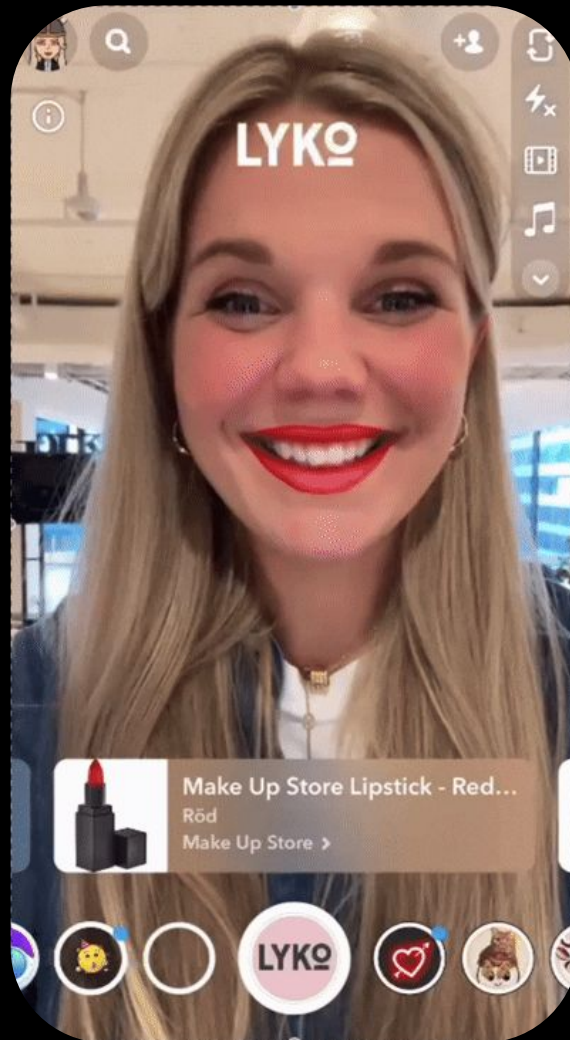


The Snapchat Effect



THIS BECOMES THE WAY WE SHOP

49x
ROAS



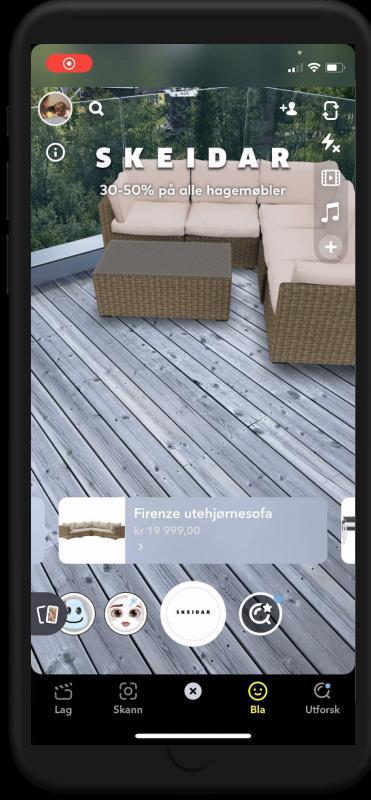
Use **AR** for every business objective



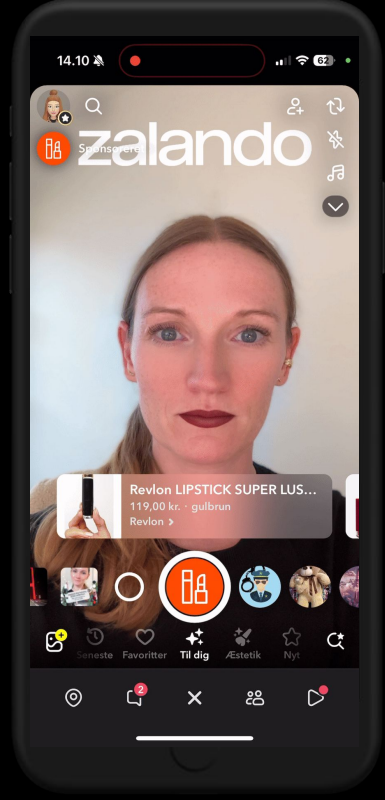
Awareness



Engagement



Consideration

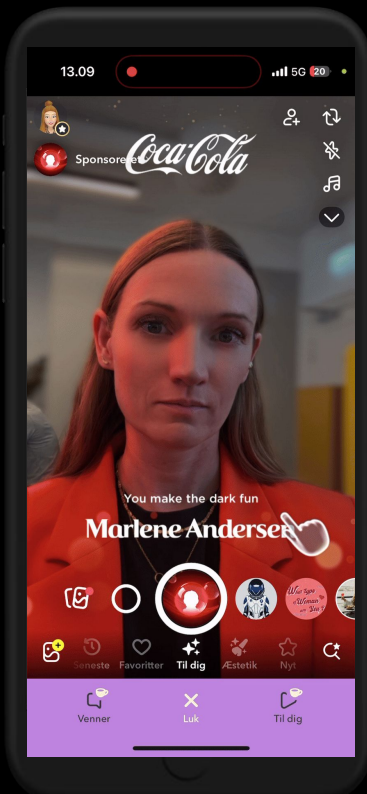


Try-on & Sales

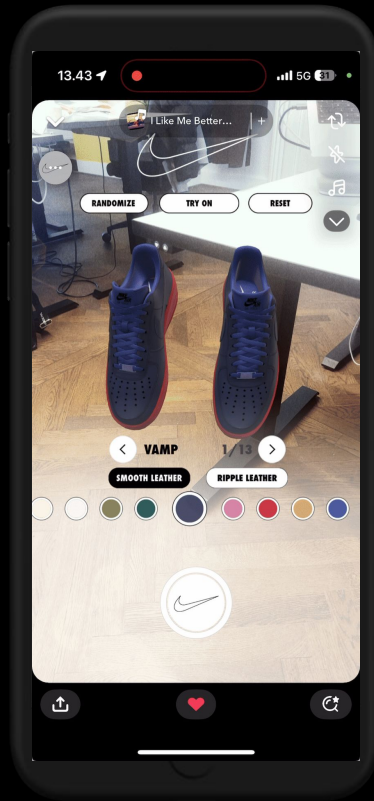
Use **AR to engage** with the audience in a unique way



Gamification



Personalisation



Explore products

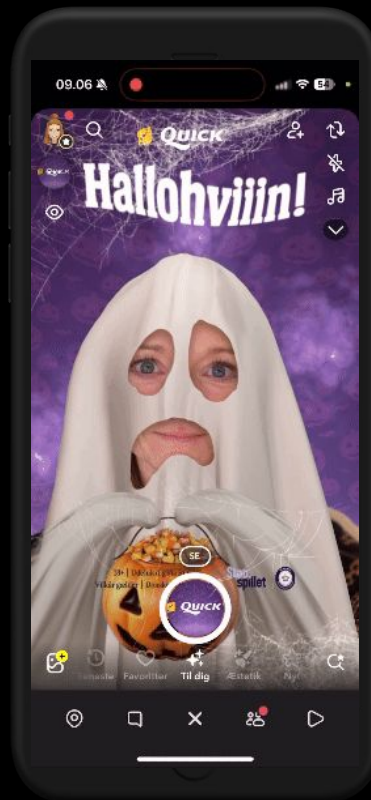
Use **AR to engage** with the audience in a unique way



Inspiration



Sharable



Moments

essie

SNAPCHAT
SESSION

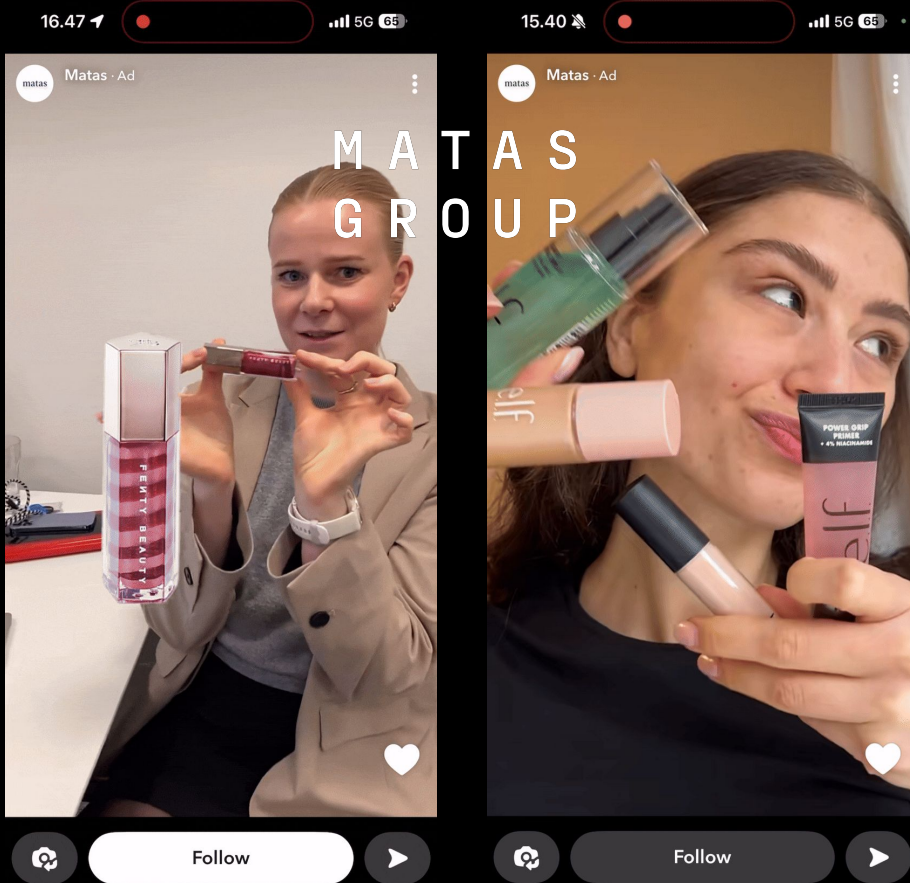


THIS STRATEGY DELIVERS

21 sec

Avg Camera Playtime



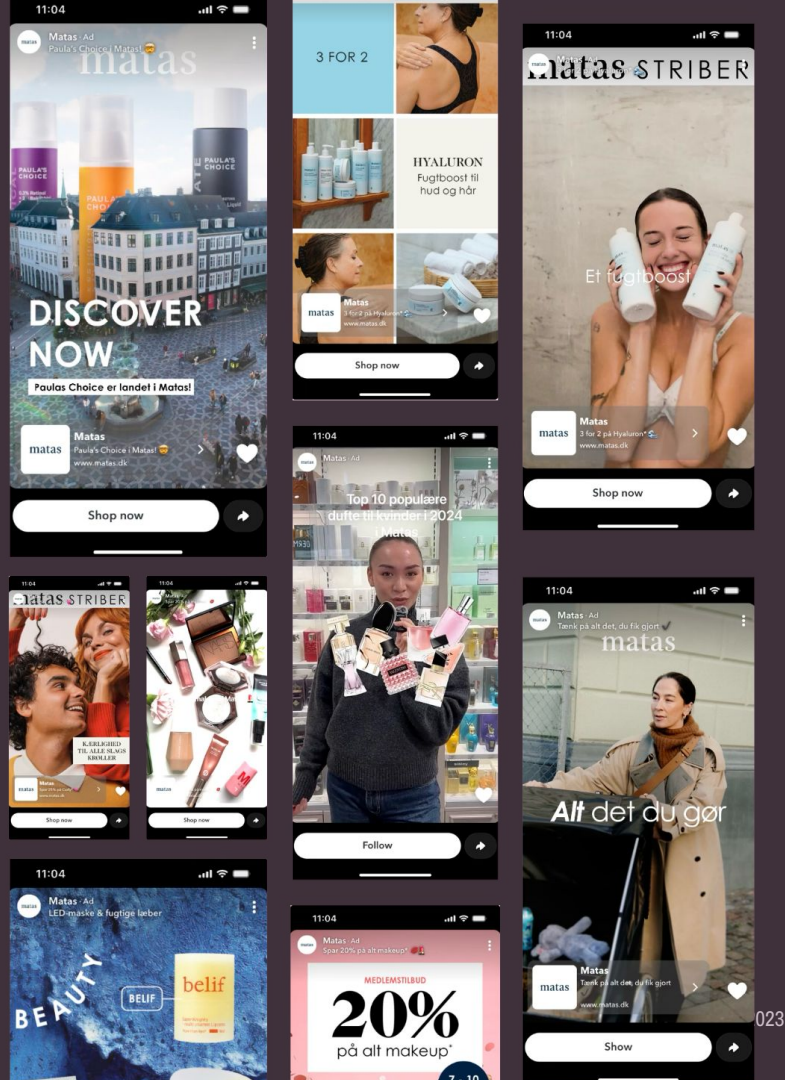


...THIS
STRATEGY
WORKS FOR
ORGANIC TOO

62%

Of clicks on ads converted to
Profile followers

Tis the season: Give your campaigns the gift of *Snapchat*



All I Want for Christmas is...

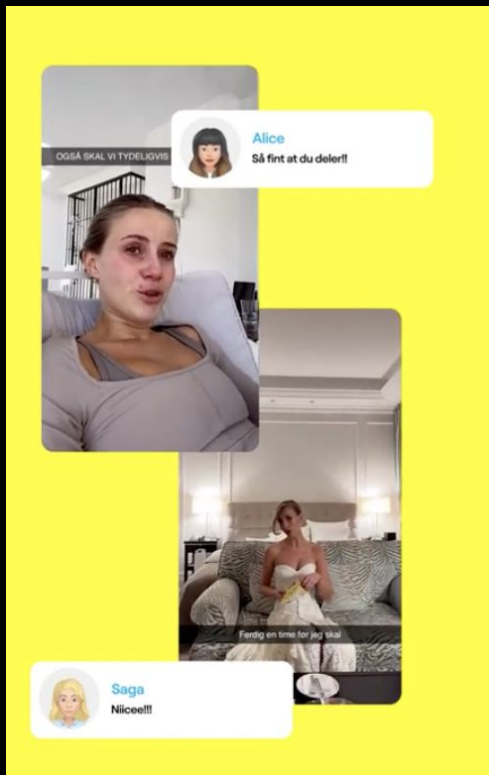
Authenticity

Attention

Performance

Connection

Timing



Snapchat is where, **you, creators can simply be themselves and speak about brands like a friend's recommendation**

90% Snapchatters say they are happy when they are on the platform

PRO TIP: In Q4, it's all about attention - and authenticity is what speaks to people and creates better performance... literally

All I Want for Christmas is...

Authenticity

Attention

Performance

Connection

Timing

21

Sec Avg.
Playtime



Q4 is a crowded stage, and the first seconds count. On Snapchat, the camera opens ready for AR creativity - it's the purest entry point for attention

AR lets the consumer engage with the brand, the products, brand colours and special brand or cultural moments with undivided attention

Our 2.8 M Danish Snapchatters open the app over 35+ times a day.

Plan early, be visible with immersive creatives and attention-driving formats already from September-October

All I Want for Christmas is...

Authenticity

Attention

Performance

Connection

Timing



Having multiple formats at the time and being present where the consumer is, creates stronger purchase intent than other platforms

78% of Snapchatters do their Christmas shopping during sales periods this is the season to diversify the performance media mix to include Snapchat

PRO TIP: Let creativity and attention build purchase intent and close the sale with Snapchat's performance products

All I Want for Christmas is...

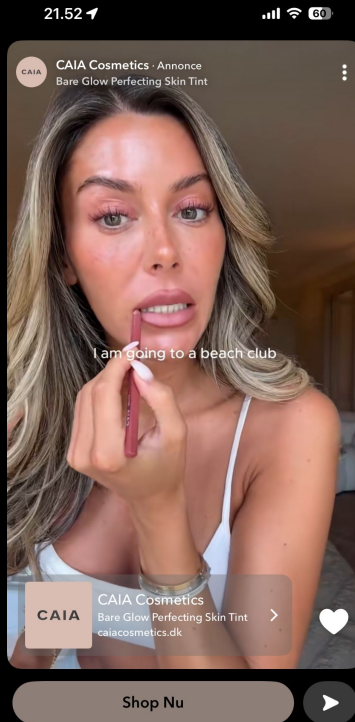
Authenticity

Attention

Performance

Connection

Timing



This is the moment to make campaigns *Feel social*, not just look social - through AR lenses, creators and storytelling that spark conversation.

PRO TIP: Connection drives conversion. Create content worth sharing and you'll ride the momentum through peak and beyond Christmas.

All I Want for Christmas is...

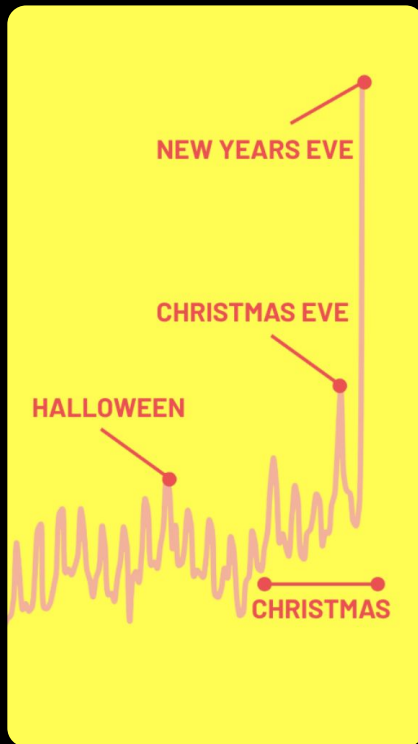
Authenticity

Attention

Performance

Connection

Timing



82% of Snapchatters connect mostly with friends and family on the platform during peak sales season

47% of Snapchatters save money or vouchers specifically to spend *after* Christmas – **a major retail opportunity**

PRO TIP: Plan ahead and remember to keep momentum alive for Q5 after christmas. Consumers are still discovering, treating themselves and engaging with new brands

All I Want for Christmas is...

Authenticity

Attention

Performance

Connection

Timing



THANK YOU



SNAPCHAT 