

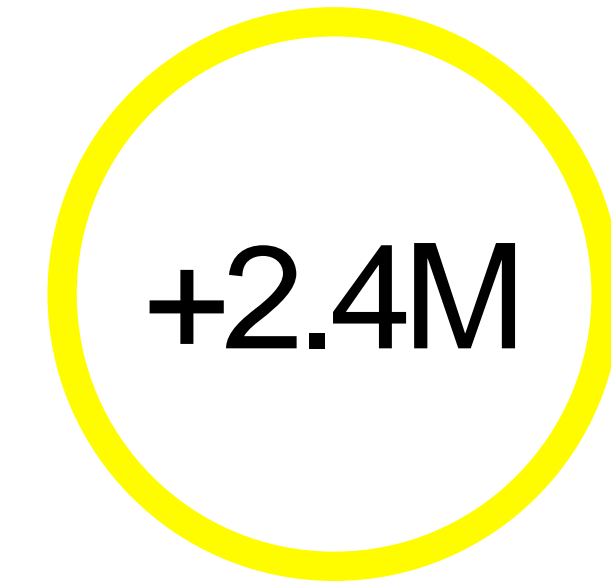
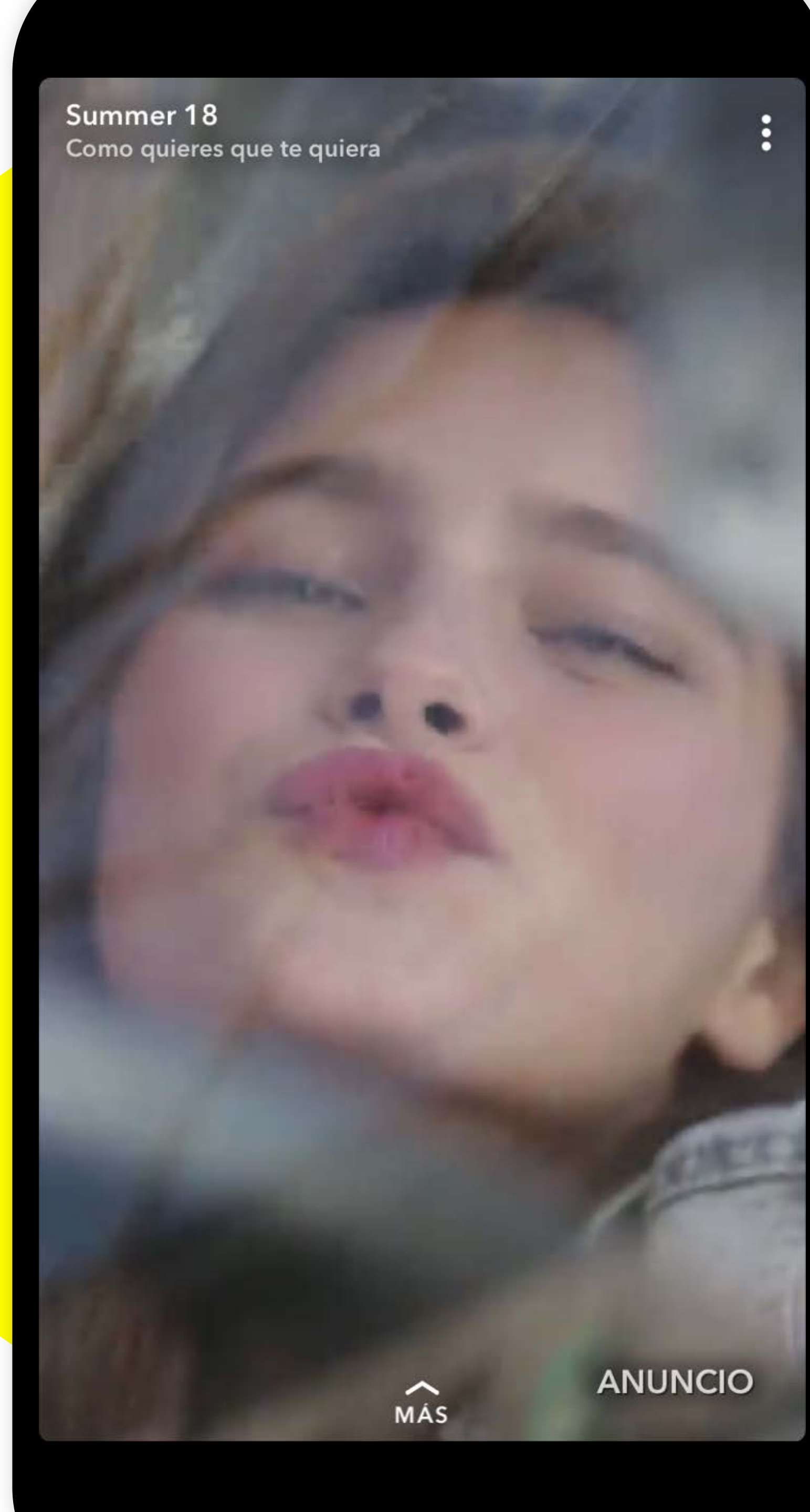


Snapchat Campaign

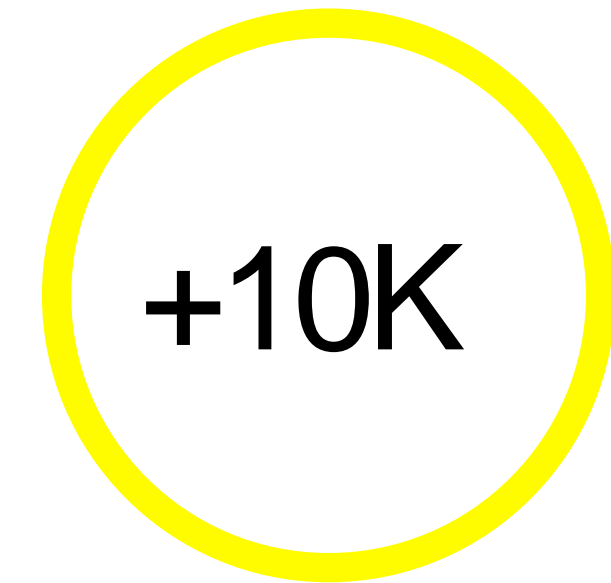
# Como Quieres Que Te Quiera

Advertising Products:  
Snap Ads + Web View

Como Quieres Que Te Quiera generated brand awareness through Snapchat



Page views



Swipe Ups



View Views

Source: Snap, Inc. Internal Data





Snapchat Campaign

# Como Quieres Que Te Quiera

Advertising Products:  
Snap Ads + Web View

**Objective:** Como Quieres Que Te Quiera generated brand awareness and web leads through Snapchat. The brand wanted to announce the launch of its new collection and reach its target audience of girls aged 13-17.

**Solution:** Through Snap Ads + Web View, segmentation, and various creative ideas, the brand achieved more than 2.4 million page views. The campaign also reached 45% of its target audience on Snapchat, tripling the reach achieved in the past on comparable platforms. The Snap Ad + Web View format also generated 69% visits to the site.

Source: Snap, Inc. Internal Data

