



 **Success Story**

MercadoLibre used Snapchat to drive a 25% lift in Online Purchase Intent

Their Story

MercadoLibre leveraged Snapchat during “El Buen Fin” in Mexico. A multi-solution campaign allowed Snapchatters to discover the benefits of shopping with MercadoLibre during El Buen Fin.

Consisting of National Filters with dynamic countdown technology and a series of Snap Ads, the campaign successfully increased message association and online shopping intent.

+60%

Lift in Message Association

+25%

Lift in Online Purchase Intent

1.3x

Norms for purchase intent lift

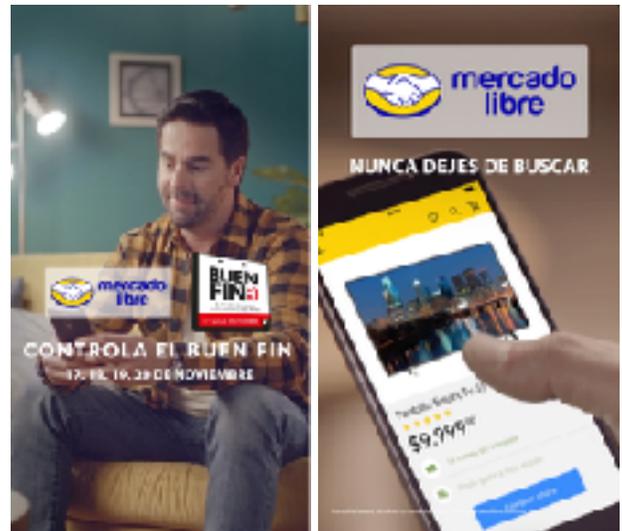
Their Solution: Filters

MercadoLibre launched their campaign with a day parted National Filter to drive awareness with "El Buen Fin". The creatives leveraged Snapchat's Smart Count technology to dynamically update the hours left until the end of Buen Fin. Creatively highlighting the benefits of online shopping, it successfully reached millions of Snapchatters in Mexico while driving strong message association.



Their Solution: Snap Ads

A series of Snap Ads showcased several shoppers enjoying a relaxing shopping experience online with MercadoLibre - avoiding the common hassle of physical retail. Each Snap Ad highlighted a different benefit of purchasing online with MercadoLibre, from free shipping and better prices to purchase insurance and financing. MercadoLibre was able to drive users down the funnel and impact online purchase intent with results above the norm.



Their Results

By driving up the frequency with multiple ad products and following Snapchat's creative best practices, MercadoLibre drove impact for their Buen Fin campaign. When used together, Snap Ads and Filters drove significant lifts across all brand metrics, including a **60% lift in Message Association** and **25% lift in Online Purchase Intent**.

"We are very happy with the results of our campaign in Snapchat. Through our Filter and Snap Ad, we exceeded the objective of increasing our brand's awareness and association during El Buen Fin in Mexico. The platform's media formats and the support we received from IMS's team to implement the campaign were key to understand the relevance of consistency and connection on our communication, and even drive our audience purchase interest" said XXXX from Mercado Libre