2026

Snapchat Guide: Creatives & User Acquisition best practices for Apps & Games

AdQuantum x SNAPCHAT

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Introduction to Snapchat

Snapchat ranks among the top social platforms globally, especially popular with millennials and Gen Z. This visual-centric app is an ideal space for marketers aiming to connect with these highly sought-after audiences. Interestingly, Snapchat users are also 47% more inclined to try out new mobile apps.

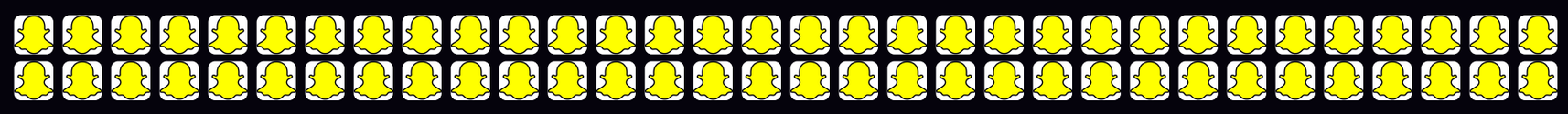
Snapchat ads aren’t just budget-friendly — they’re also simple to launch, and with upgrades like the rebuilt Snap Pixel, targeting is sharper than ever. If your audience includes people aged 15 to 34, skipping Snapchat could mean missing out on a major source of leads.

That’s why in our **Ad Creative & UA Playbook for Mobile Apps & Games 2025**, created together with Snapchat, we guide you through setting up and optimizing campaigns for maximum efficiency, share proven tips for building high-performing creatives, and reveal strategies to unlock app and web growth on this high-impact platform and beyond.



Audience

Monthly active users worldwide:

900M+* 

Key markets:

USA, UK, DE, FR, SA, UAE

Highly engaged audience:

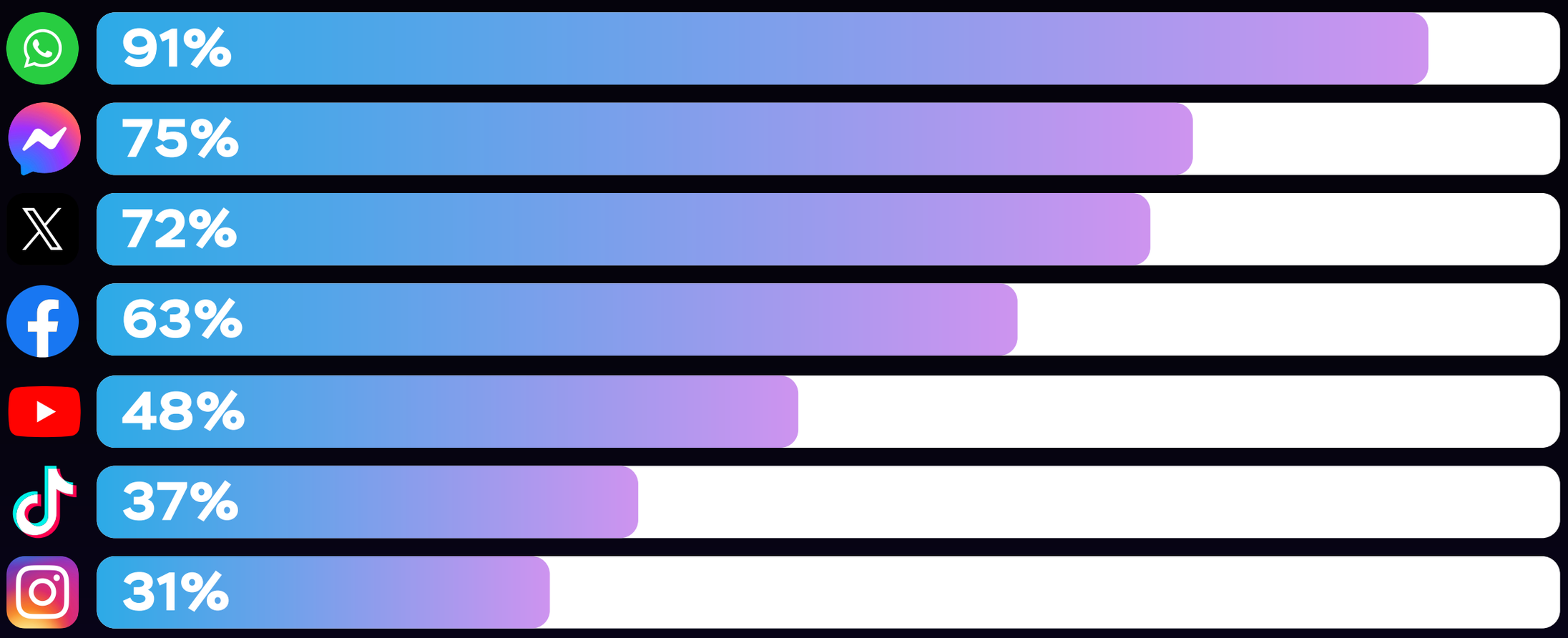
users open the app 30+ times a day 

63%

of Snapchat's audience doesn't use Facebook daily

**According to Snap Inc.'s earnings report*

Exclusive daily reach of Snapchatters (16-24)
% of Snapchatters who do NOT use this platform daily



Source: GWI Q1 & Q2 2023. Sample Size: 3,960 Snapchatters aged 16-24 who use the platform daily. Market: USA

Snapchatters are more likely to download and try new apps

47%+

Of Snapchatters say they're interested in trying out new mobile apps

63%+

Say they've downloaded a new app on their phone in the last 2 weeks

65%

Of Snapchatters have downloaded an app through an ad they have seen on Snapchat in the past

57%

Of Snapchatters have made an in-app purchase on an app they have seen on Snapchat in the past

User Behavior on Snapchat

Preference for authenticity over polish

Snapchat users respond better to raw, real, and unfiltered content rather than overly polished or scripted ads. UGC-style creatives often outperform traditional formats.

Ephemeral content culture

Content disappears quickly (usually within 24 hours), creating a sense of urgency and encouraging immediate interaction – ideal for limited-time offers and flash sales.

Younger, trend-driven audience

Snapchat's core audience is Gen Z and younger Millennials, who value humor, trends, and relatable content. They are early adopters and responsive to pop culture references.

High engagement with AR and interactive formats

Augmented reality lenses, filters, and interactive features (like swipe-ups, polls, or mini games) are popular and can significantly boost engagement when used creatively in ads.

Vertical video is king

Full-screen vertical video (9:16) is the standard format. All creatives should be optimized for this format to ensure immersive viewing.

Should my app advertise on Snapchat?

Snapchat is a great fit for non-gaming apps that:

- Have active paying users from the Middle East. Besides the US, Snapchat performs particularly well in Saudi Arabia and the UAE. However, depending on the project, other top-performing GEOs outside the US can include the UK, France, and high-paying European countries like Germany, the Netherlands, Switzerland, and Norway.
- Have a well-working website. Snapchat, like Meta, is good at web-to-web funnels driving traffic to sites that convert well.

Snapchat is a great fit for gaming apps that:

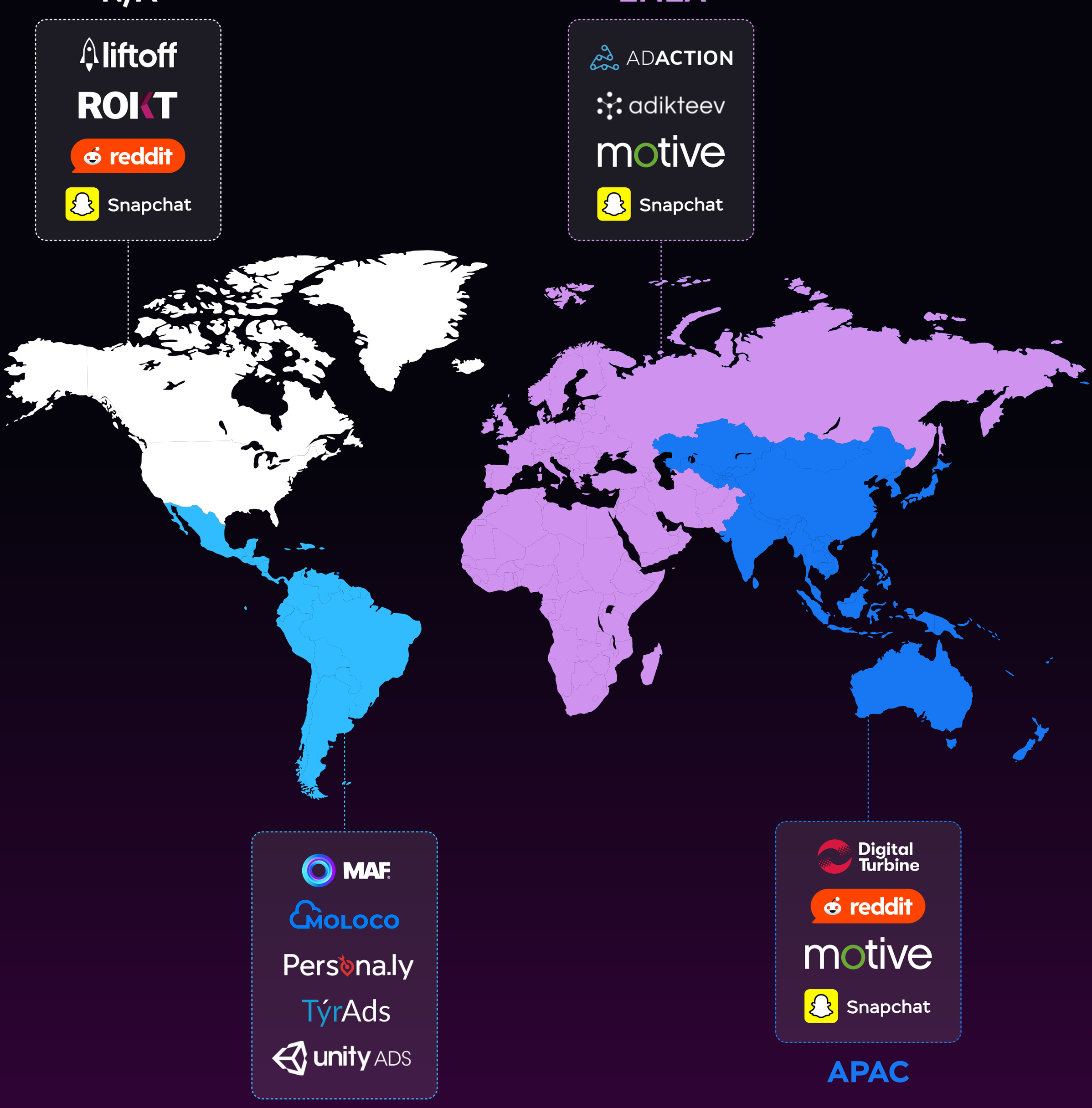
- The project aims for at least at 100 installs daily per GEO.
- Have strong-performing creatives or are willing to invest in localized, immersive formats.
- Looking to run acquisition campaigns, retargeting campaigns, or both.

Top GEOs on Snapchat

Here's a refined list based on Snapchat’s user behavior, platform maturity, and performance marketing trends in 2025:

Country	Why	App categories	Game categories	Note
United States	High LTV, mature mobile gaming audience + Most monetizable audience with high subscription and purchasing intent	Fintech, dating, wellness, education, entertainment, shopping	Midcore, casual, strategy, simulation, and puzzle games	Higher CPMs, but very high LTV and mature funnel behavior CPMs are high, so prioritize monetization-first genres or IAP/IAA hybrid models
United Arab Emirates	High disposable income, luxury & trend-savvy audience, good ARPU	Wellness, subscription apps, fashion, fitness, AR features	Simulation, card, racing, lifestyle & fashion games	Leverage premium visual quality + AR features for attention
Saudi Arabia	One of Snapchat’s most dominant markets, where Snapchat is a top social platform. Strong Gen Z/ Millennial base. Gaming here is culturally strong.	Subscription apps, eCommerce, beauty, self-improvement, lifestyle	Casual, hyper-casual, puzzle, racing, RPGs	High engagement with Stories, AR, and influencers
United Kingdom	Balanced CPMs, good conversion behavior for subscriptions and services. High install intent and monetization balance	Health & fitness, budgeting apps, fashion, lifestyle, productivity	Puzzle, trivia, idle, and lifestyle games	British humor or native slang boosts CTRs
France	Good for lifestyle apps with localized content	Beauty, productivity, relationship, and self-care apps	Casual, hyper-casual, storytelling games	Use native French-language creatives for performance uplift
Germany	Efficient monetization market, competitive CPI. High-value users, especially for practical apps	Fintech, health, educational tools, subscription services	Strategy, simulation, card, idle	Value-driven audience – needs strong benefit-focused creative Value-focused messaging wins (features > fluff)

According to the latest ROI Index by Singular, Snapchat ranks among the top four ad networks in regions including North America, EMEA, and APAC.



Source: Singular – ROI Index 2025, Top media sources

Snapchat Guidelines: How to Not Break the Platform Policy and Prevent Ad Bans



Two of Snapchat's most important principles are honesty and user privacy. Thus, the platform requires advertisers to be honest about their products, services, and content, to be kind to its diverse community, and to never compromise Snapchatters' privacy.

Snapchat enforces separate **Community Guidelines** for organic posts and **Advertising Policies** for paid content. Ads must comply with both sets. Failing to do so can lead to rejection — or worse, account suspension.

- Snapchat is a 13+ app, so the platform will reject ads that are addressed to, or intended to appeal to, children under 13.
- Ads for certain products or services may not be targeted on the basis of gender, age, or location.
- Certain locations have language requirements.
- As a US-based company, Snap will not accept ads targeted to or paid for by entities in countries subject to U.S. trade sanctions or certain other U.S. export control laws.
- Ads must not suggest an affiliation with or endorsement by Snap or its products. This means that ads must not use any Snap-owned trademark or copyright, **Bitmoji artwork, or representations of the Snapchat user interface, except as permitted in the Snapchat Brand Guidelines or the Bitmoji Brand Guidelines**.

When reviewing ads, Snapchat applies its policies not only to the ad's creative, but also to the ad's landing page or other associated elements. The platform rejects ads with landing pages that are:

- **Low quality** (e.g., dead links, pages that are non-functional or not formatted for mobile phones)
- **Disruptive** (e.g., unexpected user experiences, sudden loud noises, aggressive flashing)
- **Irrelevant** (e.g., pages that don't match the product or service being advertised, or that unnecessarily draw out the purchase process in order to expose the user to more and more ads)
- **Unsafe** (e.g., attempts to automatically download files or phish for user data)

Source: Snapchat ad policies

The platform prohibits:

- Ads for products or services with false celebrity testimonials or usage
- Ads that are false or misleading, including deceptive claims, offers, functionality, or business practices, including manipulating content for false or misleading purposes (whether through generative AI or through deceptive editing).
- Creating or sharing content that mimics the appearance or function of Snapchat features or formats
- Ads that contain deceiving calls to action, or lead to landing pages unrelated to the brand or content being advertised.
- **Cloaking, otherwise restricting landing page access, or modifications to URL content following submission in an attempt to circumvent review**.

For fintech projects on Snapchat, you also need to fill out a Form for Complex Financial Products and Services — otherwise, the platform won't allow your campaign to launch. It's relevant for you if your ad promotes products or services related to regulated financial products such as cryptocurrency, digital assets, trading platforms, wallet services, education, news, and advocacy. These ads require pre-approval from Snap.

Nudity in ad creatives is strictly prohibited. There are also creative guidelines: your creatives cannot imply that AI is more than a friend — for example, suggesting it's your girlfriend or using phrases like "let's play" in that context is not allowed.

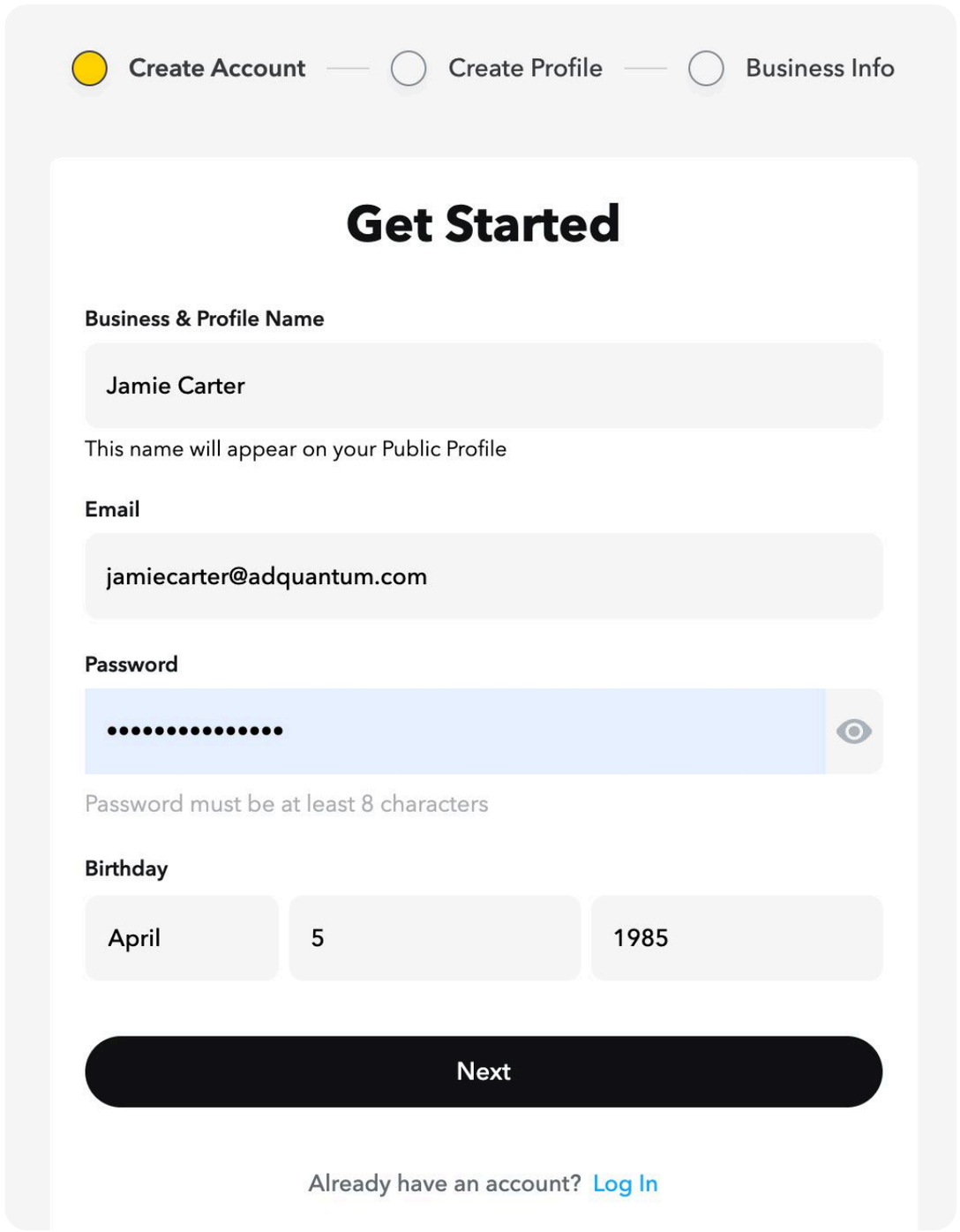
Setting up Snapchat ads account, Snap Pixel, Attribution and App Events



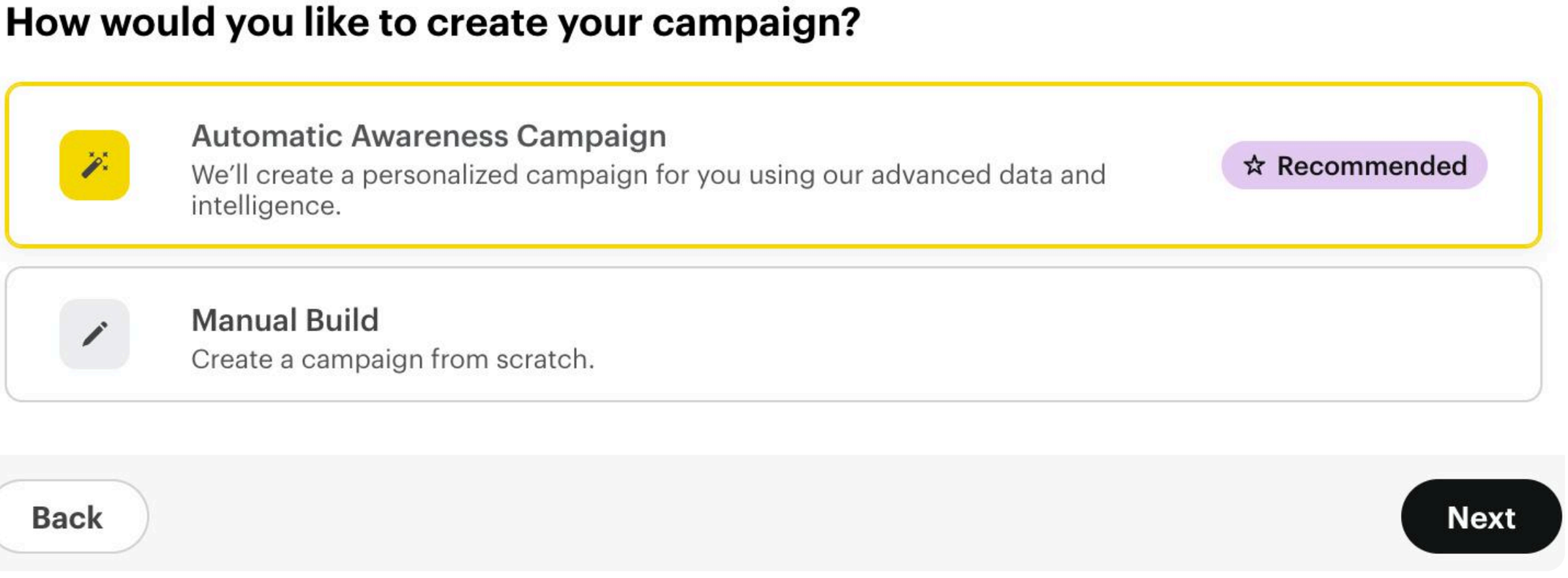
Setting up Snapchat ads account

Once you've unlocked your free ad credit, now it's time to set up your Snapchat ads account.

First, start by providing some basic business details and entering your website's URL.

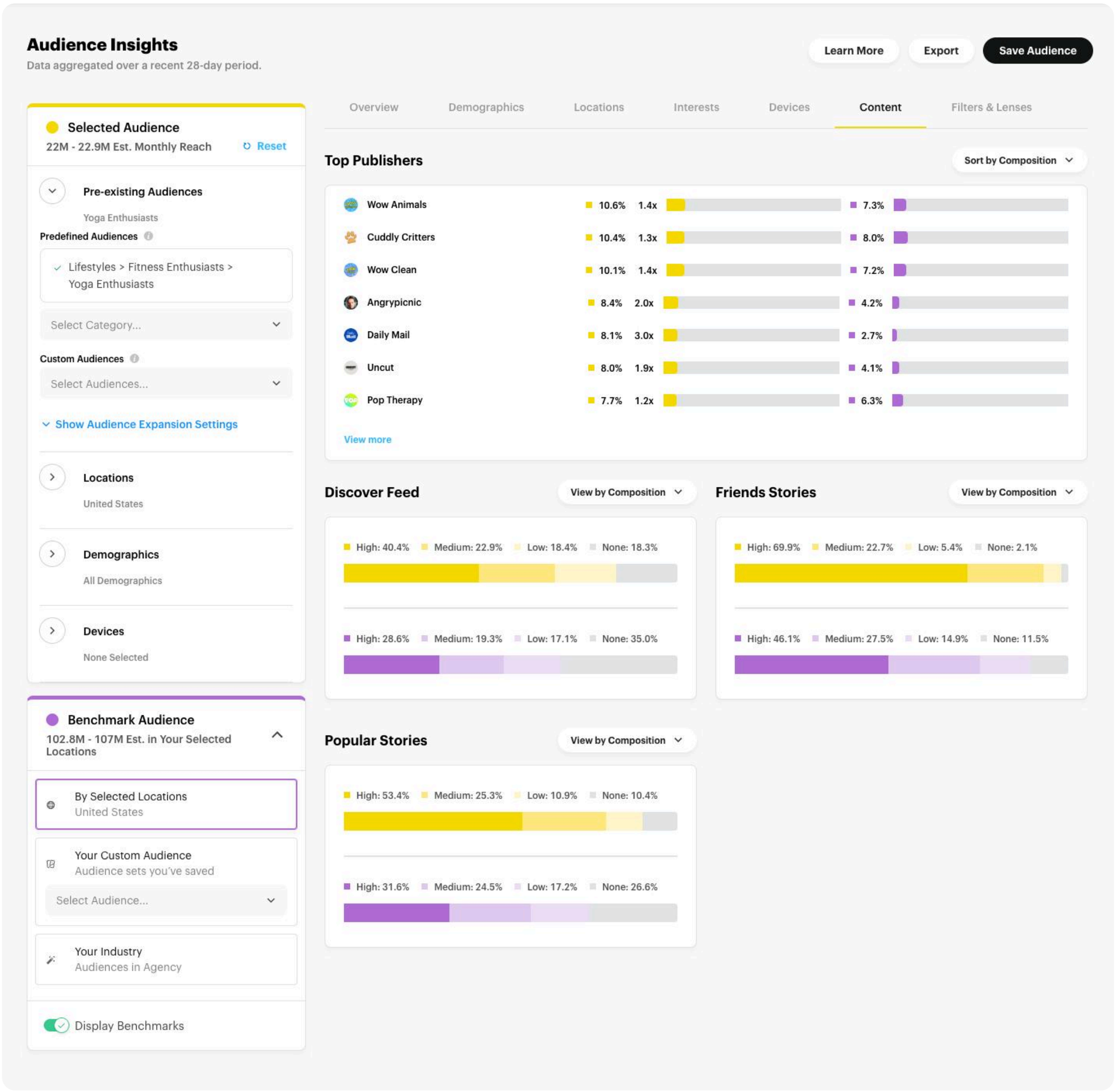


Then, choose your ad creation mode. Snapchat is going to give your two options here: **Automatic Campaign** or **Manual Build**– we highly recommend using **Manual Build** for maximum results. This mode offers much more flexibility and control letting you optimize your ads for better performance right from the start. However, **Automatic Campaign** is a good option for beginners.

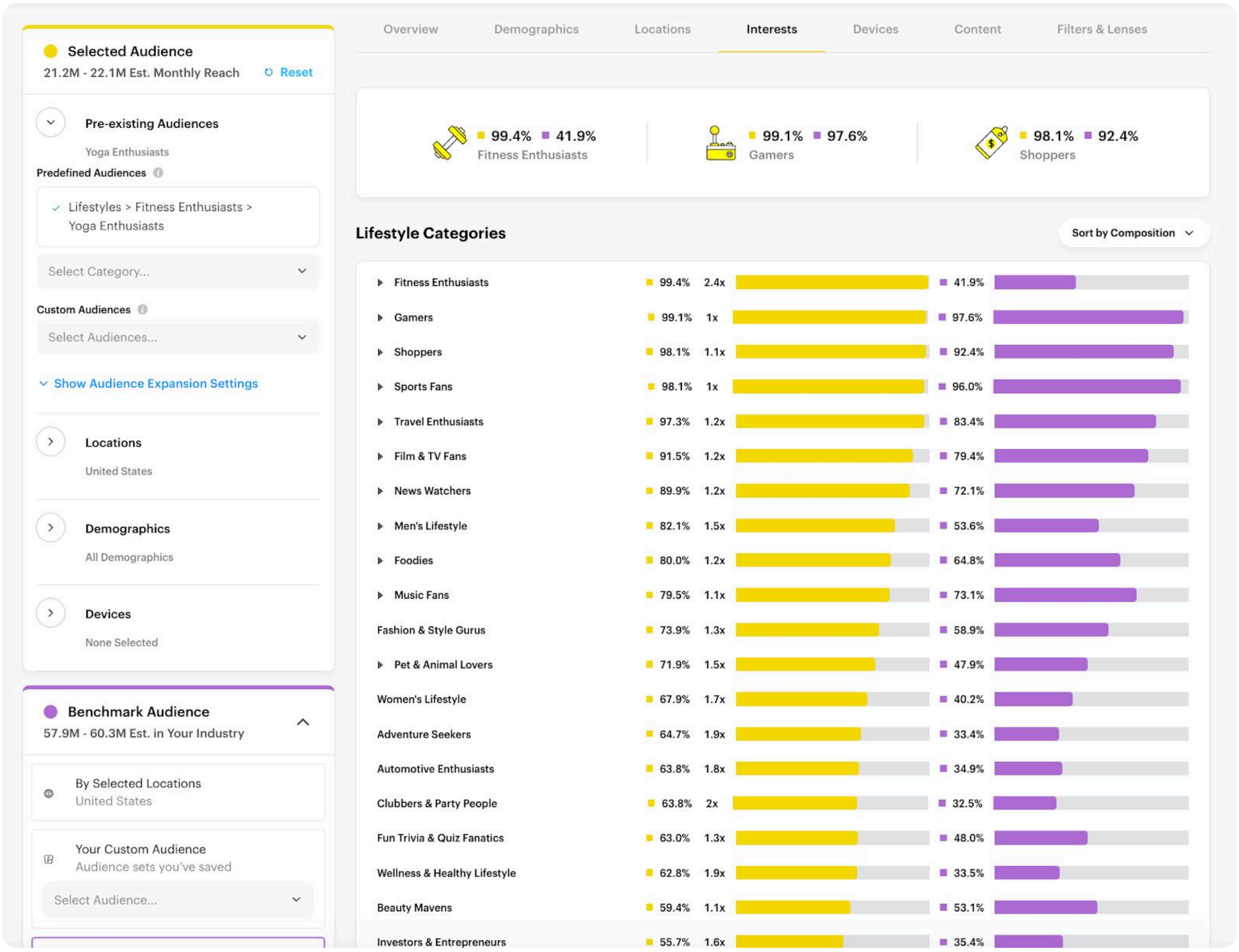


Audience Insights

This tool enables you to explore the demographics, behaviors, and interests of Snapchat's user base in depth. It provides insights into the most popular publishers among your audience and the types of content they consume on the platform. For example, if your target audience is interested in fitness and wellness, you can identify which fitness influencers they follow, which publishers they engage with, and which ad formats they prefer.



Another valuable way to use Audience Insights is to keep an eye on your competitors. Analyze the ad formats they're running and the trends they're leveraging. This can reveal what's currently performing well in your niche and inspire ideas for how you can take a different angle to make your brand stand out.



Snap Pixel

The most powerful tool in Snapchat's advertising arsenal is the Snap Pixel. It lets you track what users do after interacting with your ads – from viewing a page to completing a purchase. By collecting this data, you can make smarter decisions and optimize your campaigns for better results. Recently, Snapchat upgraded the Pixel, making its tracking even more accurate.

Snap pixel is also essential for retargeting where you can follow up with visitors who didn't take action initially.

Installing and Setting Up Snap Pixel

- Install the Snap Pixel – a JavaScript code snippet added to your website to track user actions such as page views, add-to-carts, and purchases. This data helps optimize ad delivery and reduce conversion costs.
- Use Snapchat's Pixel Setup Tool in Ads Manager to install the Pixel in just about 5 minutes.
- Add the Pixel code as high as possible in the <head> section of your website so it triggers correctly.
- Combine **CAPI + Pixel** with event deduplication enabled for more accurate tracking.
- Validate and debug your Pixel setup in real time with the Snap Pixel Helper browser extension.

Getting your Snap Pixel Trained – Step-by-Step

1 Install and verify the Pixel

- Add the Snap Pixel to your site (or the relevant SDK for apps).
- Confirm it's firing on key pages/events (use your browser dev tools or a pixel-debugging helper).
  Why: If the pixel isn't sending events, nothing else will train.

2 Set a modest daily budget

- Start with **$10–$30 per day**.
  Why: Low risk while you gather initial event data and learn what works.

This budget will allow Snapchat's algorithm to go through an exploration phase where it figures out which audiences are the most receptive to your ads.

3 Pick one core audience

- Narrow your focus to a single, well-defined audience segment.
  Why: Fewer variables = clearer signals for the pixel to learn from.

4 Choose a single main objective

- Decide on one primary campaign goal (e.g., website conversions, app installs, lead form completions).
  Why: The pixel optimizes toward that objective — multiple objectives confuse the learning phase.

5 Launch and let it collect data

Push the campaign live with your start settings.

- Avoid major targeting or objective changes during the initial learning window.
  Suggested window: Monitor closely for **about 7 days** (or until you have a meaningful number of conversion events).

6 Monitor the right metrics

- Track Pixel Conversions, Swipe-Up Rate, Average View Time, CPA and post-click behavior.
  Why: These show whether the pixel is receiving quality signals and if creative/targeting is working.

7 Make small, one-thing-at-a-time optimizations

- If performance is weak, adjust a single variable (creative, then CTA, then targeting).
- If event volume is too low, broaden the audience slightly or increase daily budget within reason.
  Why: Isolating changes lets you know what actually moved the needle.

8 Confirm the pixel is “trained” before scaling

- You’ll see more stable conversion rates and predictable CPAs.
- Once stable, scale gradually (don’t double budget overnight).
  Why: Rapid changes can reset learning and cause performance volatility.

9 Iterate and refresh creatives regularly

- Rotate new creative concepts every 7–10 days to combat fatigue.
  Why: Fresh creatives keep engagement high so the pixel continues to receive strong signals.

10 Document & repeat

- Log which audiences, creatives, and tweaks improved outcomes.
- Use those learnings to inform the next round of tests.

The **Event Quality Score** (EQS) shows how well your pixel setup matches events to Snapchat Accounts. A higher EQS leads to more efficient ad delivery and better performance at lower cost



You Are Signals Ready!

The data your pixel is sending is very effective at matching to a Snapchat Account



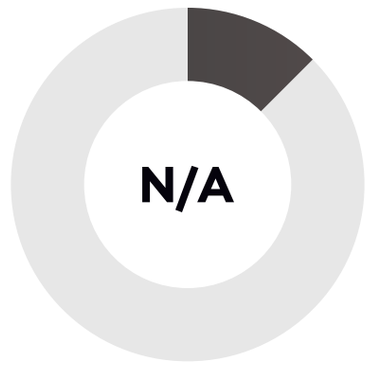
Your Signal Status Could Be Stronger

The data your pixel is sending is somewhat effective at matching to a Snapchat Account



Improve Your Event Quality Score

The data your pixel is not effective at matching to a Snapchat Account



Get Sognals Ready

There is no data being shared yet for this specific event, or your score is not ready

To check EQS, go to **Events Manager** → select your Data Source → view the EQS rating and recommendations.

To improve your EQS:

- Pass **SHA-256 hashed user identifiers** (email, phone).
- Include **transaction_id, currency, and purchase value**.
- Avoid empty or generic parameters.

A general order of priorities for your integration:

Parameter	Priority
Hashed Email	High
Hashed Phone	High
Click ID	High
MAID (for app signals)	High
App Event Volume (for iOS app signals)	High
Cookie 1	Medium
Hashed IP	Medium
User Agent	Medium
IDFV (for iOS signals)	Medium
First Name + Last Name + Zip Code	Low
Device Model (for app signals)	Low
OS Version (for app signals)	Low

Integration with MMPs

Snapchat is integrated as a Self-Attributing Network (SAN) with several Mobile Measurement Partners (MMPs).



Snapchat offers deep integrations with major mobile measurement partners (MMPs), including **Adjust, AppsFlyer, Kochava, Singular, Branch, and Tenjin**. These integrations enable **server-to-server (S2S) event tracking**, ensuring accurate attribution of installs and in-app events across iOS and Android platforms.

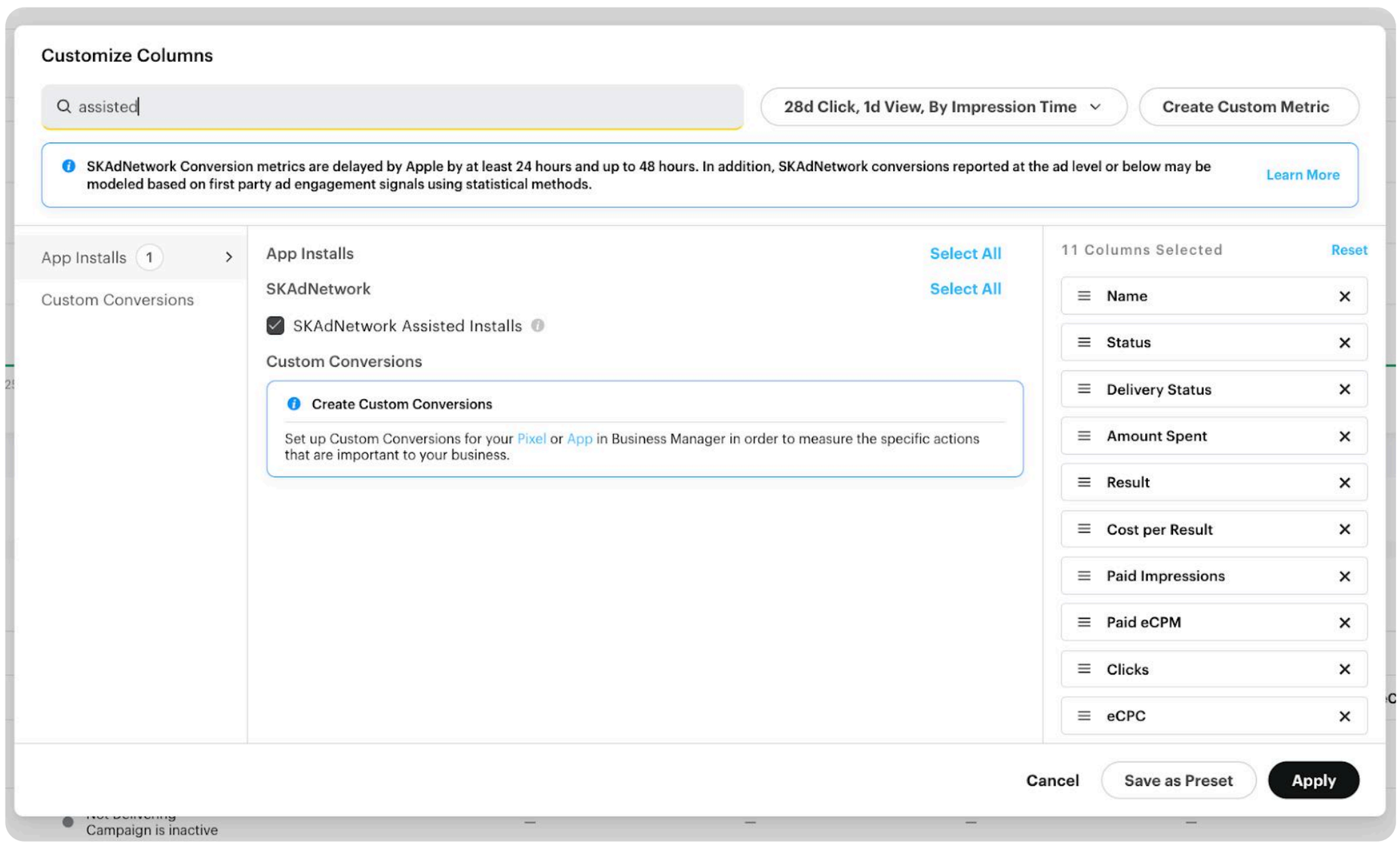
These integrations allow advertisers to optimize performance campaigns, improve measurement accuracy, and align Snapchat reporting with their overall mobile marketing ecosystem.

Attribution

In addition to direct installs tracked via SKAdNetwork, Snapchat provides the Assisted Installs metric. This shows the number of installs where Snapchat played a role in the user journey but wasn't the final source of attribution under Apple's SKAN rules.

This makes it possible to measure the impact of Snapchat campaigns on installs within a multi-channel journey — installs that wouldn't be counted under Last Click attribution.

The journey of the Snapchatter which will lead them to an app install or an app conversion is complex and composed of multiple touchpoints. It can vary anything between 5 to 50. Looking at only the last touchpoint is not always the best way to measure the performance of a marketing channel. Enabling the assists or the multi touch attribution gives a full view of the Snapchatter journey and gives you the power to create a better digital marketing strategy.



Event Mapping Recommendations

Effective event mapping ensures every interaction is accurately captured and attributed in Snapchat Ads. Snapchat recommends mapping all relevant user actions — even those not directly tied to optimization goals — to create a richer data set and improve overall campaign insights

Vertical	Events
E-commerce	App Open, View Content, Add to Cart, Start Checkout, Add to Wishlist, Add Billing, Search, Purchase
Travel	App Open, View Content, Purchase, Add to Cart, Rate, Search, Add Billing, Start Checkout
Gaming	Purchase, Complete Tutorial, Sign up, Achievement Unlocked, Spend Credits
Entertainment	App Open, Sign up, View Content, Purchase, Login, Subscribe, Start Trial
Financial services	App Open, Sign up, View Content, Purchase

Comprehensive event mapping is more than just tracking key conversions — it's about understanding the entire customer journey. The broader your event mapping, the clearer your performance visibility and the smarter your optimization decisions.

Mandatory & recommended variables by event type

Each event type tracked in Snapchat – whether click, purchase, or signup – demands specific parameters for accurate measurement and reporting. Snapchat outlines a set of required and suggested variables per event type within its Conversions API documentation, ensuring data integrity and robust attribution

Events	Variable	Definition	Status
PURCHASE	transaction_id	Transaction ID or order ID tied to the conversion event, unique for each transaction	mandatory
	price	Value of the purchase. We allow list of prices to be separated with “,” or “;”	recommended
	item_ids	List of SKUs	mandatory
	item_category	Item or Category name	recommended
	currency	Standard ISO 4217 code	recommended
	number_items	Number of items	mandatory
ADD_CART	item_ids	International Article Number (EAN) when applicable, or other product or category identifier. This can be a single item ID, an array, or a list of item IDs to be separated by “,” or “;”	mandatory
	number_items	Number of items	mandatory
	price	Value of the purchase. We allow list of prices to be separated with “,” or “;”	mandatory
	item_category	Item or Category name	recommended
	currency	Standard ISO 4217 code	recommended
PAGE_VIEW	-	Triggered when a page is viewed	recommended
VIEW_CONTENT	item_ids	International Article Number (EAN) when applicable, or other product or category identifier. This can be a single item ID, an array, or a list of item IDs to be separated by “,” or “;”	mandatory
	item_category	Item or Category name	recommended
SIGN UP	sign_up_method	A string indicating the sign up method.	mandatory
LEVEL COMPLETE	level	Represents a level in the context of a game	mandatory

To optimize tracking and ensure seamless campaign performance, always double-check that your event payloads include the necessary mandatory fields – and enrich them with recommended parameters where possible. This attention to detail pays off in better insights and smarter creative and audience strategies.

Snapchat events for the web funnel:

- **Page View** – tracking visits to key landing pages
- **Sign Up** – when a user submits their email
- **Add to Cart** – reaching the checkout screen and entering payment details
- **Purchase** – completing the transaction or reaching the payment confirmation screen



Ad creative best practices for Snapchat

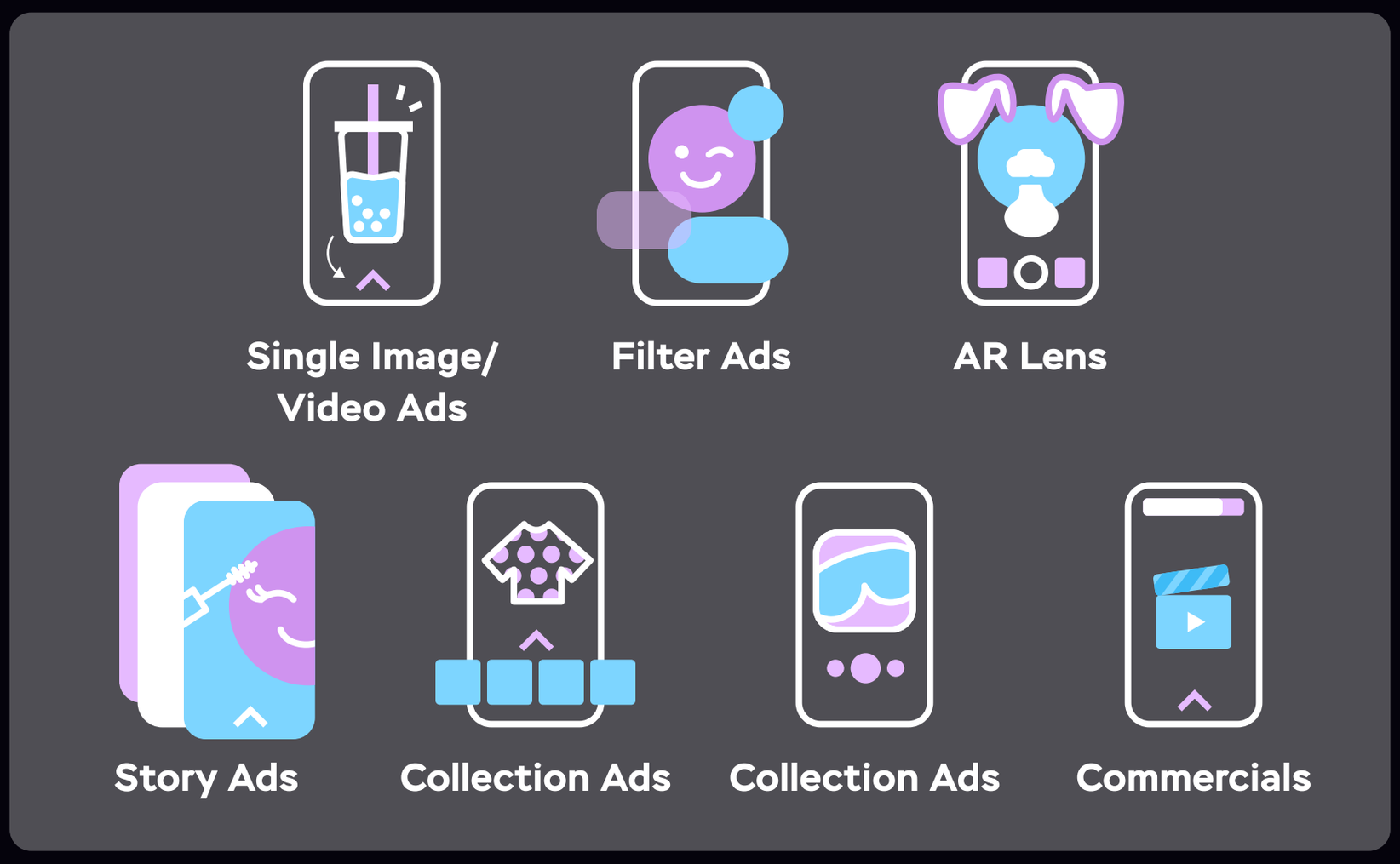
Snapchat users are used to fast, engaging content, so your ad needs to grab attention in the first three seconds.



Snapchat Ad Formats Overview

Snapchat offers a range of ad formats, each designed for different objectives. Whether you're new to the platform or an experienced marketer, you can choose the format that best suits your goals. Let's take a closer look at the key formats and how they can be used.

Ads that drive results

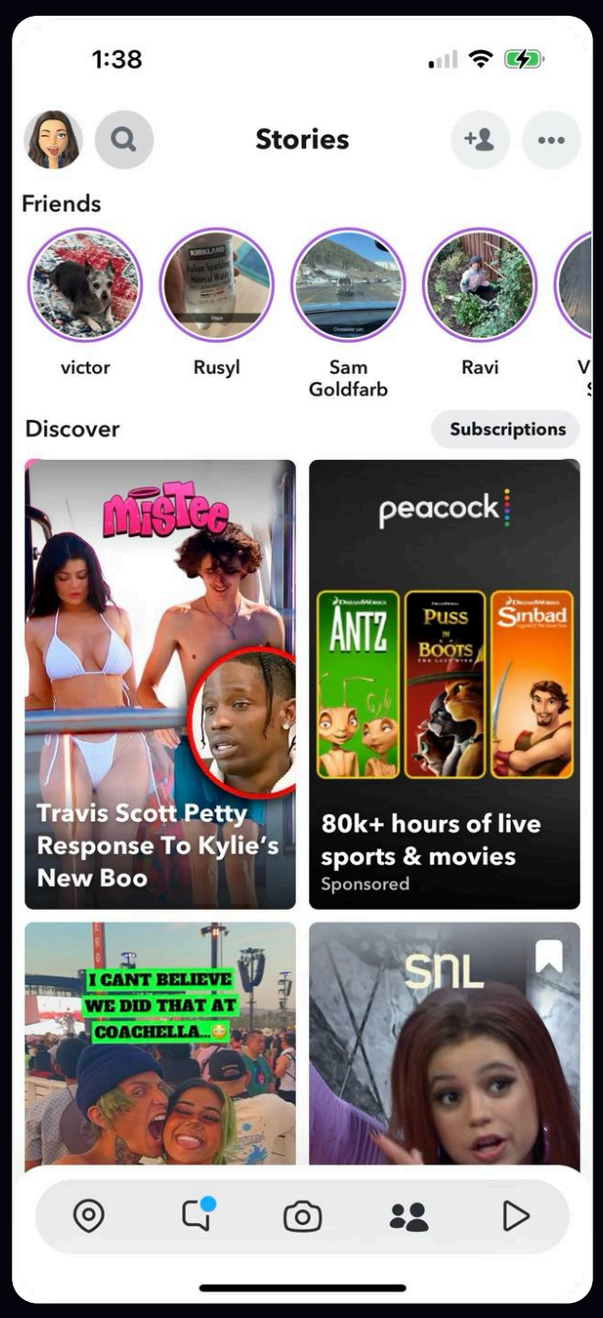


Below are the ad formats that are particularly suitable if you're looking to get Snapchatters to install your app or engage with it. These formats allow you to link to an app install page, website, or deep link.

	Single Image & Video Ads	Collection Ads	Story Ads
Format	Single image or video	Video with tappable product tiles	Series of 3–20 Snaps
Placement	Between user content (Stories, Shows)	Between content or in Discover	Discover section (as a tile)
Duration	Up to 3 minutes (best: <10s)	5–15s video, tiles stay interactive	Depends on Snap count
Objective	Direct response, app installs, conversions	Product discovery, e-commerce, subscriptions	Branding + performance (swipe-ups possible)
CTA	Tap or swipe up	Tap on product tiles	Swipe up on individual Snaps
Best for	Performance-driven campaigns like app installs and conversions	E-commerce and subscription-based apps	Blend branding with performance-driven results

Story Ads

1 ad consisting of multiple videos/still images

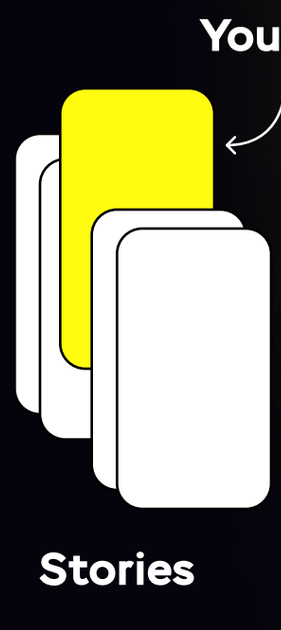


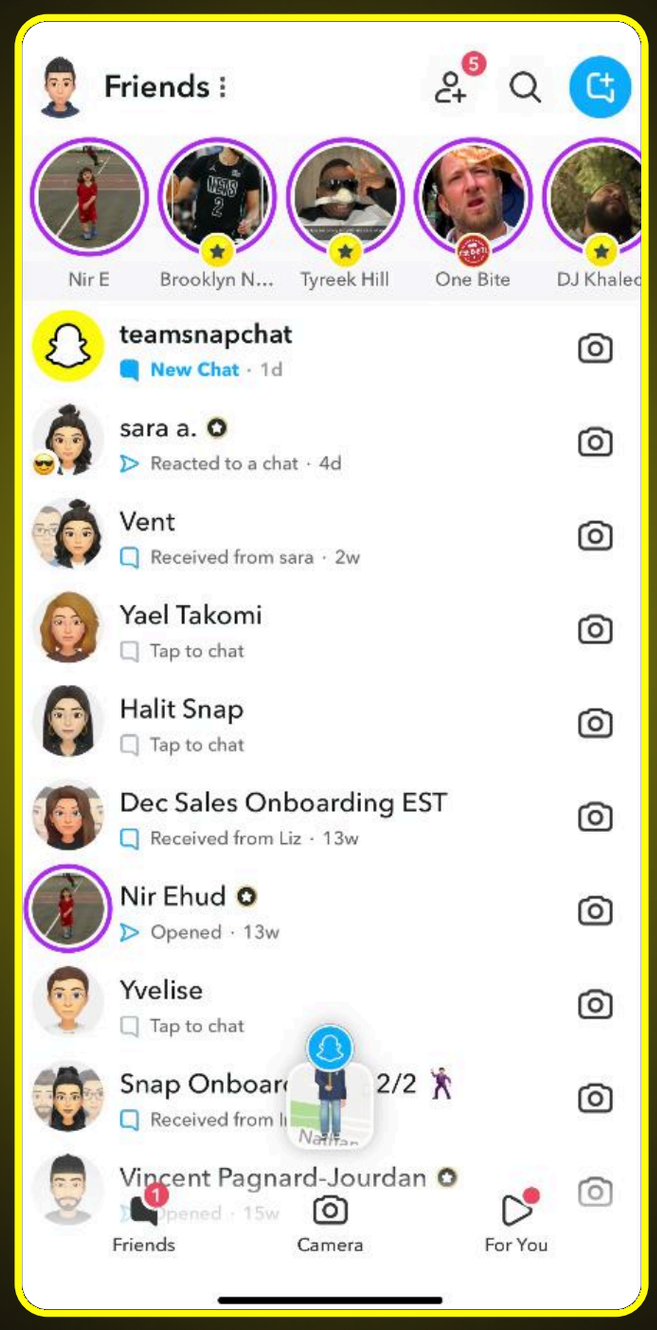
Previous version of Snapchat:

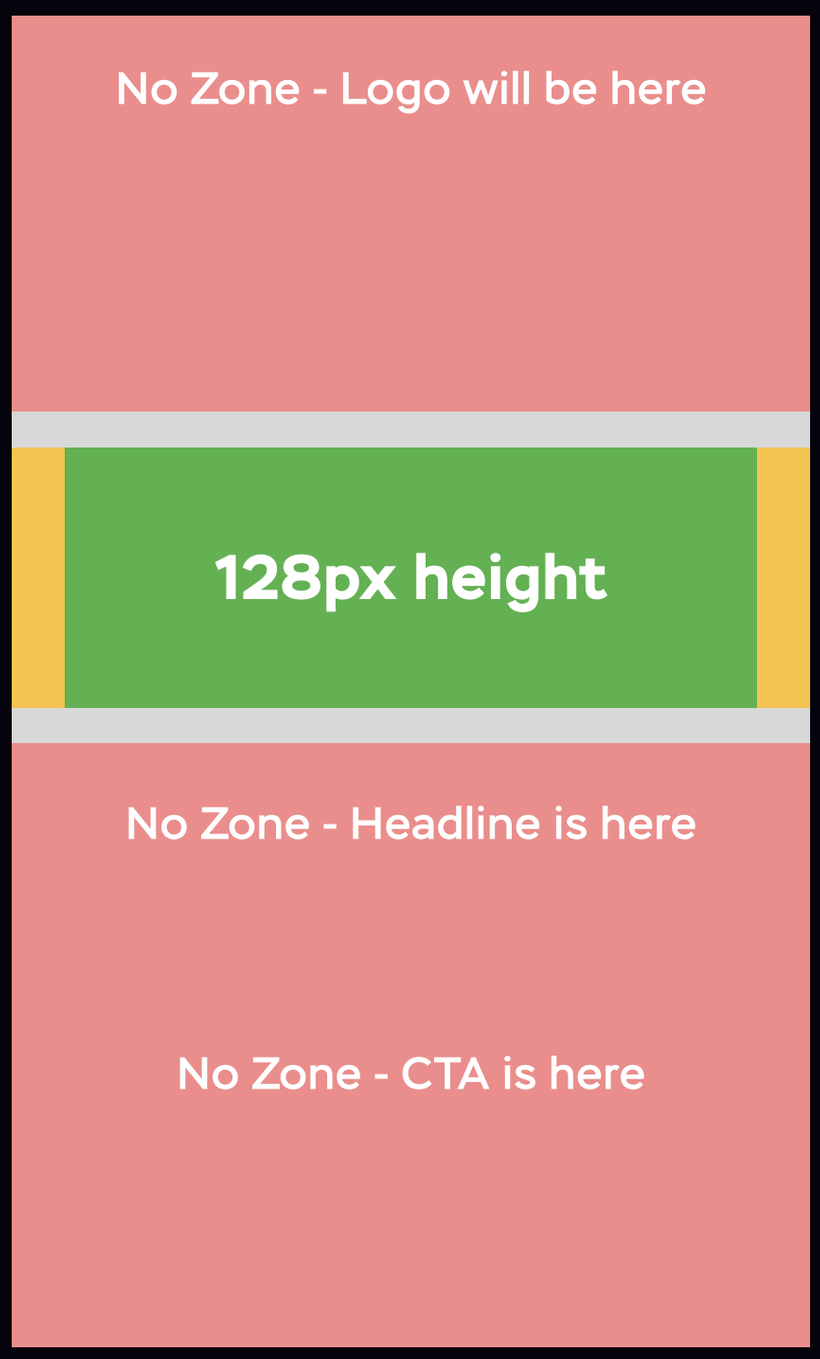
Appeared in the Discover Feed with a tile (thumbnail)

New Simple Snapchat:

Will appear "tileless" between and within content, just like Snap Ads (single image/video ads)







Story Asset Deliverables

- 1-10 Single Image or Video ads provided as separate files for flighting*
- Attachments to the 1-10 Single Image or Video ads: WebView, App Install, Deep Link
- Brand Name: Up to 32 characters with spaces
- Headline: Up to 34 characters with spaces

Single Image and Video Ads

While they're beginner-friendly due to their simplicity and fast testing capabilities, they're also widely used by **experienced advertisers** for ongoing performance optimization. These ads offer flexibility, broad reach, and easy creative iteration — making them a **core format** for scaling both gaming and non-gaming apps.





Copy Requirements:

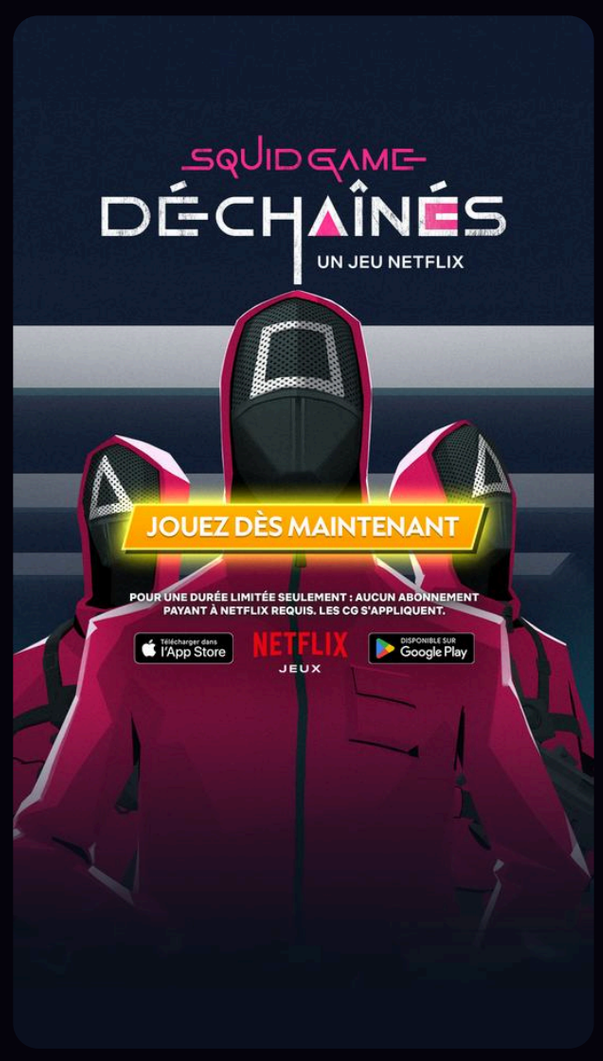
- **Brand**: Up to 25 characters with spaces
- **Headline**: Up to 34 characters with spaces

1 Emotional Appeal & Motivation

- Using expressive characters instantly conveys emotion and draws attention.
- Shows clear benefits: quick money, exclusive gifts, bonuses, or prestige items.
- Motivates immediate action through rewards or enjoyable experiences.

2 Strong Visual Triggers

- Bright, colorful backgrounds and eye-catching elements highlight key messages.
- Contrasts (e.g., cute character with a "battle-ready" pose, bright CTA against dark figures) guide focus to the main action or offer.
- Familiar visual cues (Netflix Squid Game, App Store interface) increase trust and recognition.





3 Clear & Specific Offers

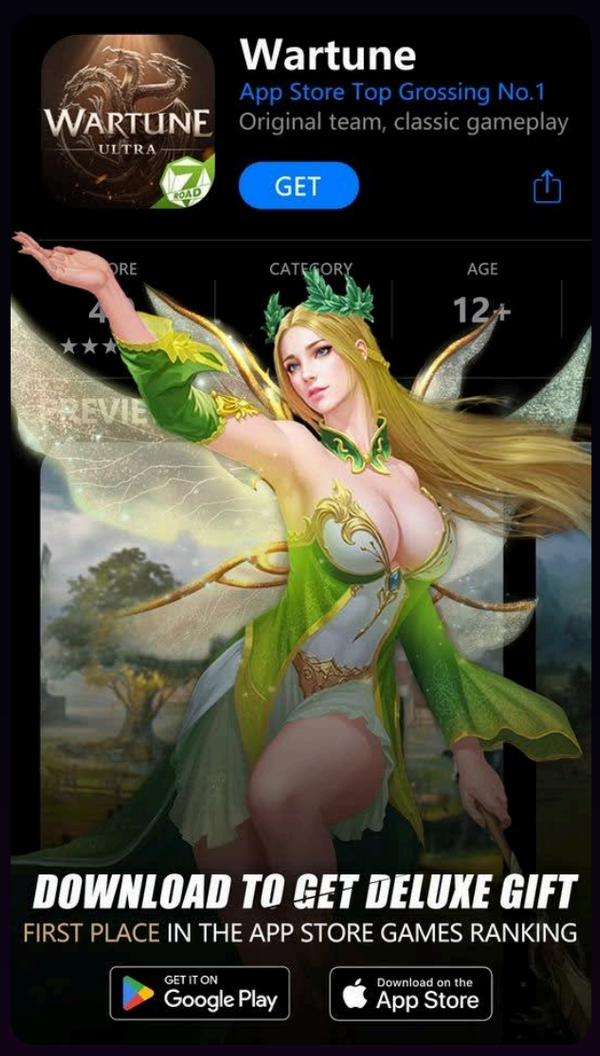
- Text highlights concrete benefits: “1500 EUR + 250FS,” “3,000 Free Draws,” “First Place in App Store.”
- Limited-time phrases (specific dates, “only for a short time”) create urgency and FOMO.
- Removing barriers (“No Netflix subscription required”) simplifies the decision to engage.

4 Credibility & Social Proof

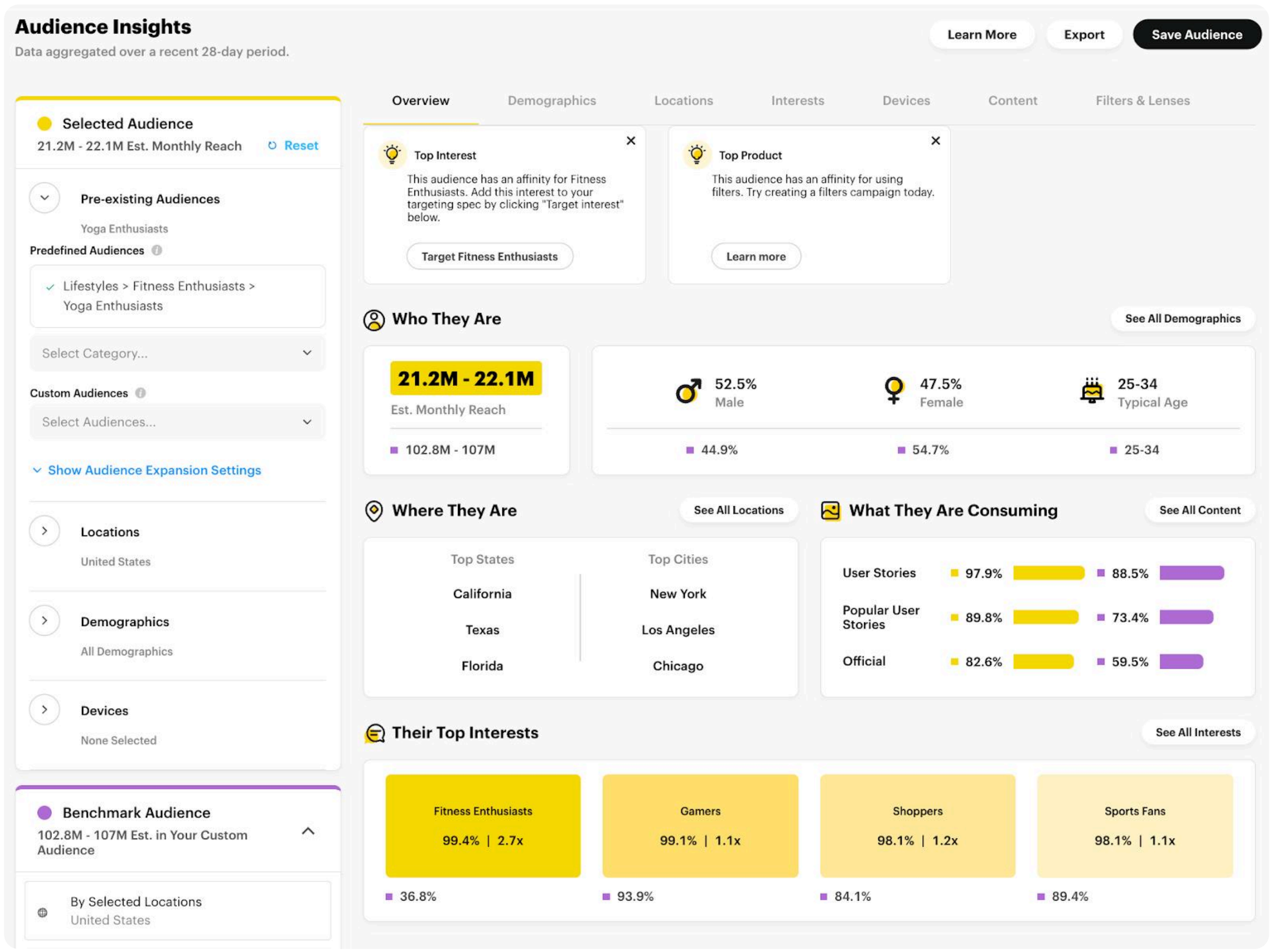
- Incorporating official logos, store interfaces, or rankings builds trust.
- Signals authority or quality, lowering skepticism and increasing conversions.

5 Attention to Layout & Composition

- Centralized focus on character + offer ensures clarity.
- Layering different visual elements (chibi gameplay below epic art, background with bright game elements) makes creatives dynamic and engaging.
- Minimalistic design for shopping ads emphasizes joy and the key offer without clutter.



Use Audience Insights for exploring exactly what your audience is watching, reading, and engaging with on Snapchat. That information becomes a creative blueprint for your ads. If you see that your audience consumes a lot of quick, punchy videos in the beauty category, you'll know to design your ads in a similar style so they blend seamlessly into the content they already enjoy.

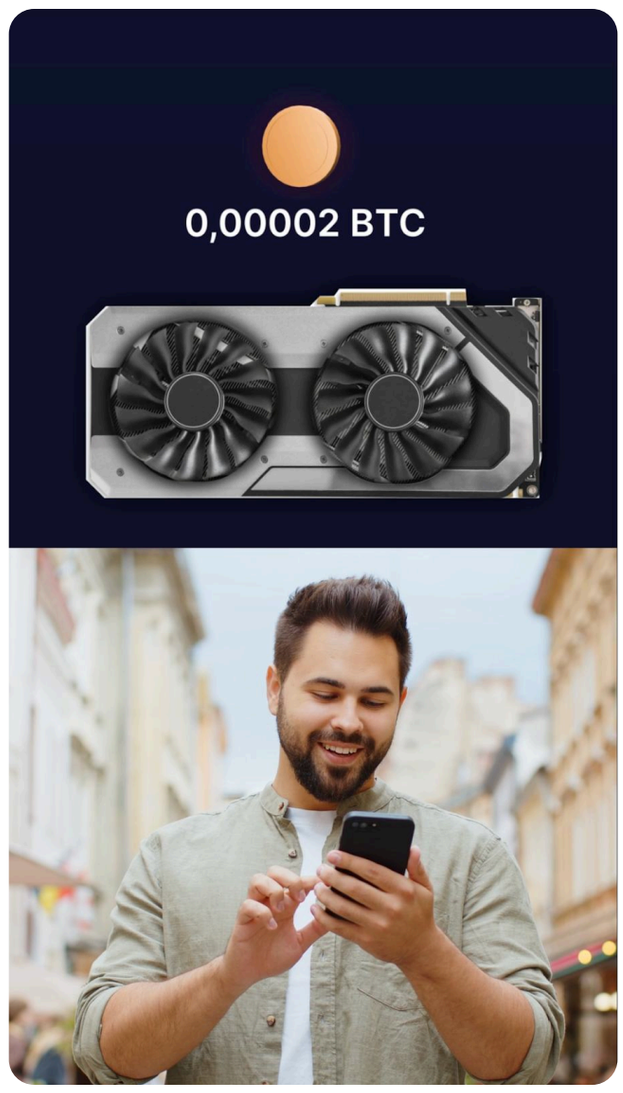


Non-gaming ad creatives

Format

Snappy, full-screen clip tailored for Snapchat's interface.

- **A bold opening**: within the first 2 seconds it delivers a clear hook showing a man that earns with the app.
- **Real people**: the video uses expressive reactions to humanize finance — because UGC and relatable voices drive engagement.
- **App notifications** — the ad prominently displays real-time app notifications showing earnings in BTC, instantly reinforcing the app's value proposition.
- **Sound on**: includes upbeat background music —employing Snapchat's data showing most users watch with sound enabled.
- **Clear CTA**: ends with "Try now" directing to the App Store/ Google Play.



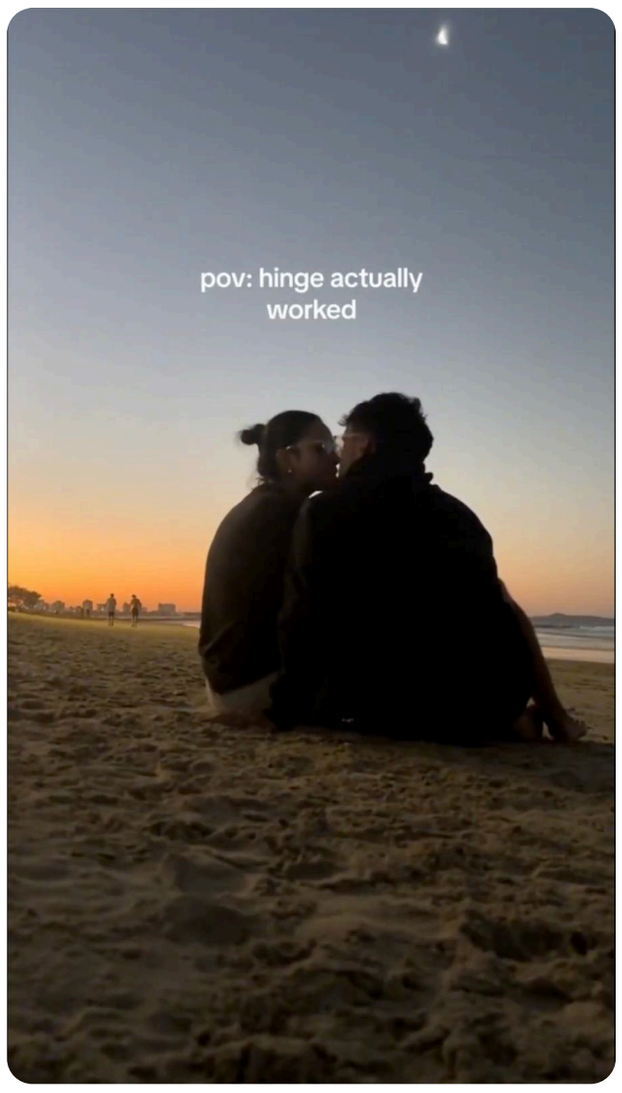
WATCH

Here's the creative iteration that was nearly identical to the top-performing version above in terms of structure, messaging, and design — it featured the same vertical format, bold hook, upbeat music, app notifications showing BTC earnings, and a clear call-to-action. The only notable difference was the depiction of older men as the main characters. Despite following all best practices, this small change significantly impacted performance, highlighting how crucial audience relatability is — especially on Snapchat with a predominantly younger user base.



WATCH

- **Relatability**: Users don't see themselves in the user shown
- **Perceived relevance**: The app feels less tailored to their peer group
- **Energy & native feel**: Slightly more mature presence can subtly lower perceived platform-native vitality



WATCH

Format

UGC style: real-life scene + short on-screen text. Minimal staging, maximum authenticity.

Why it works on Snapchat

- **Native POV format**: Feels like a story, not an ad.
- **Direct social proof**: Short phrase signals, “It worked for others → it could work for me.”
- **Simple, relatable emotion**: Viewers quickly connect with the goal — “find a match.”
- **Strong text hook**: “Actually worked” breaks skepticism and builds trust.
- **Perfect length**: 12 seconds deliver hook, emotion, and message efficiently.



WATCH

Format

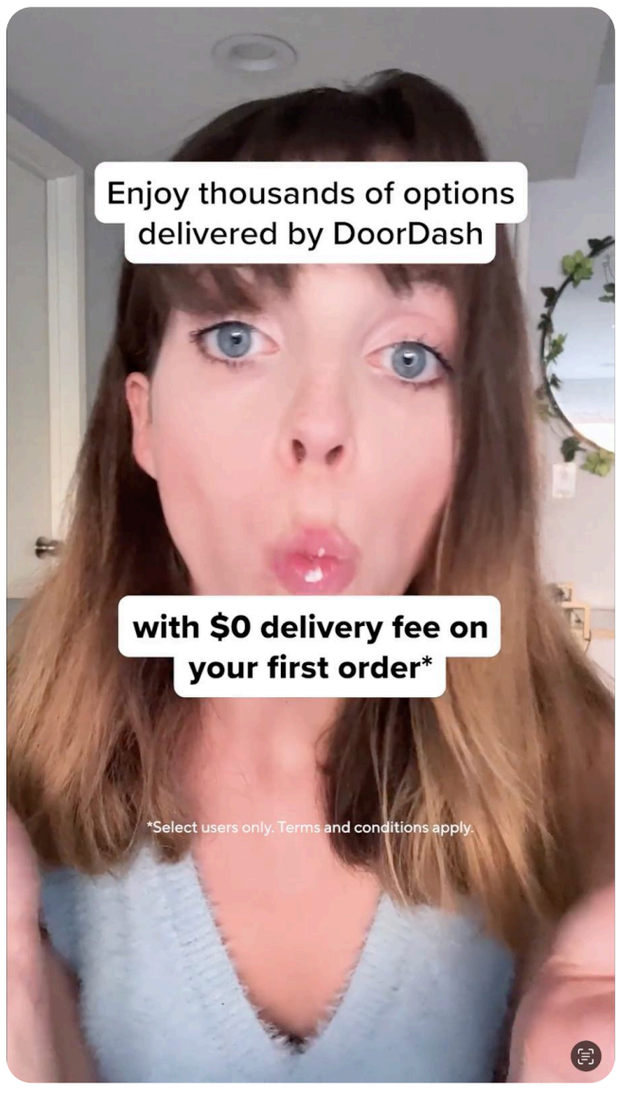
Fully UGC-style: a real person plays the app, talks through the process, and explains the mechanics, while the gameplay is shown on-screen.

Why it works on Snapchat

- **Native UGC feel**: Looks like a friend’s story, not an ad.
- **Interactive challenge**: Motivates viewers to test themselves.
- **Clear mechanics + visual progress**: Rocket rising reinforces a sense of improvement.
- **Player emotions hold attention**: Viewers stay to see the outcome and absorb the host’s energy.
- **Social proof**: A real person demonstrates the app works and is fun.

Format

Built on quick cuts showing delivery and tasting, with minimal text and no spoken words.



WATCH

Why it works on Snapchat

- **Native content**: Both delivery and tasting are filmed simply, from a first-person perspective, resembling casual content for personal social pages.
- **Social proof**: Multiple people visibly enjoy their meals, naturally showing satisfaction.
- **Triggers**: Provocative headlines, food tasting (especially effective when viewers are hungry), and a $0 delivery CTA.
- **Straight to the point**: The first few frames show deliveries arriving at various locations, immediately establishing the app's purpose.
- **Headlines**: Subtle and playful, not overtly advertising:
  - "Why does food taste 10x better when someone else brings it to you?" (feels like a meme, not a direct ad)
  - "Enjoy thousands of options delivered by DoorDash" (highlights variety without being pushy) "With $0 delivery fee on your first order*" (simple CTA, shown at the end for interested viewers)
- **Dynamic pacing**: Short and energetic while staying clear and easy to follow.

Gaming ad creatives



WATCH

Format

Vertical (9:16) video combining gameplay + UGC. Gameplay runs at the bottom (chopping trees, production, logistics), while at the top an animated log with expressions and commentary adds humor.

Why it works on Snapchat

- **Native feel**: The UGC-style character mimics a reaction story, fitting seamlessly into the platform.
- **Humor & contrast**: Exaggeration plus irony make the ad light and memorable.
- **Simple meta**: The core loop is instantly clear — “cut logs, grow your empire.”
- **Emotional engagement**: Gameplay amplified by the log’s reactions keeps attention longer.
- **Triggers**: Fast results, abundance, scale, and easy entry.



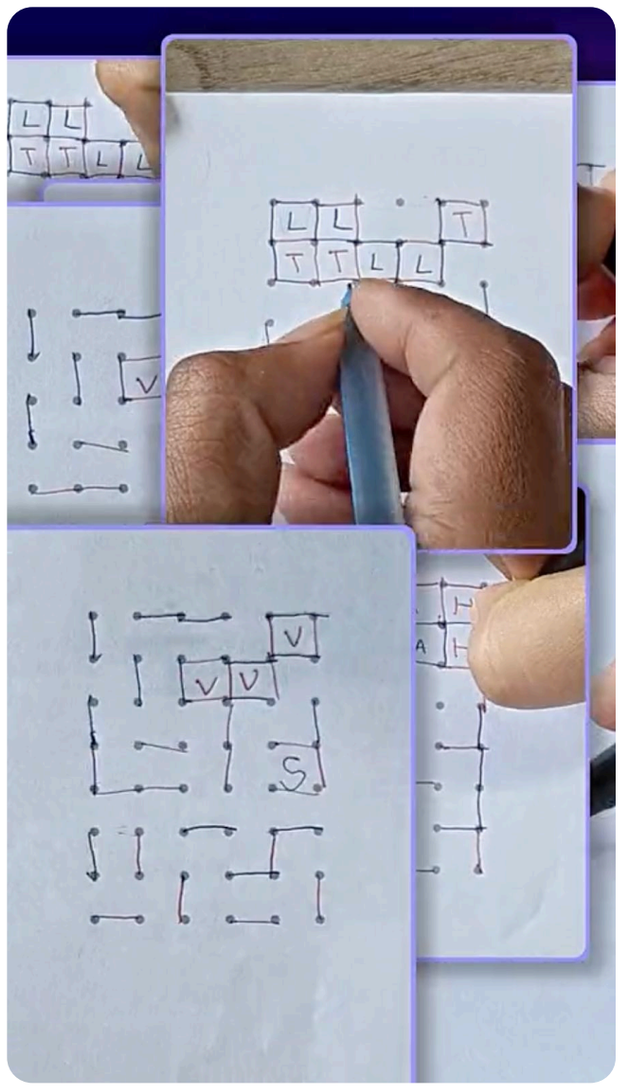
WATCH

Format

Entirely gameplay-based, no UGC. Focuses on a single character collecting resources.

Why it works on Snapchat

- **Gameplay as a viral hook**: Even without UGC, the contrast between minimal effort and huge payoff keeps viewers watching.
- **Clarity & simplicity**: Snapchat’s audience loves instantly understandable scenarios; here the meta is explained in two seconds.
- **“Easy money” effect**: The psychology of quick wins and rapid progress strongly motivates trial.
- **Visual wow-factor**: Oversized rewards look spectacular and trigger excitement.
- **Triggers**: Quick results, abundance, low entry barrier, and fast growth.



WATCH

Format

Built on contrast: first shows a boring, “manual” version of the game (like a school notebook with simple dot-connecting), then quickly switches to a dynamic visualization of the updated product with characters and effects.

Why it works on Snapchat

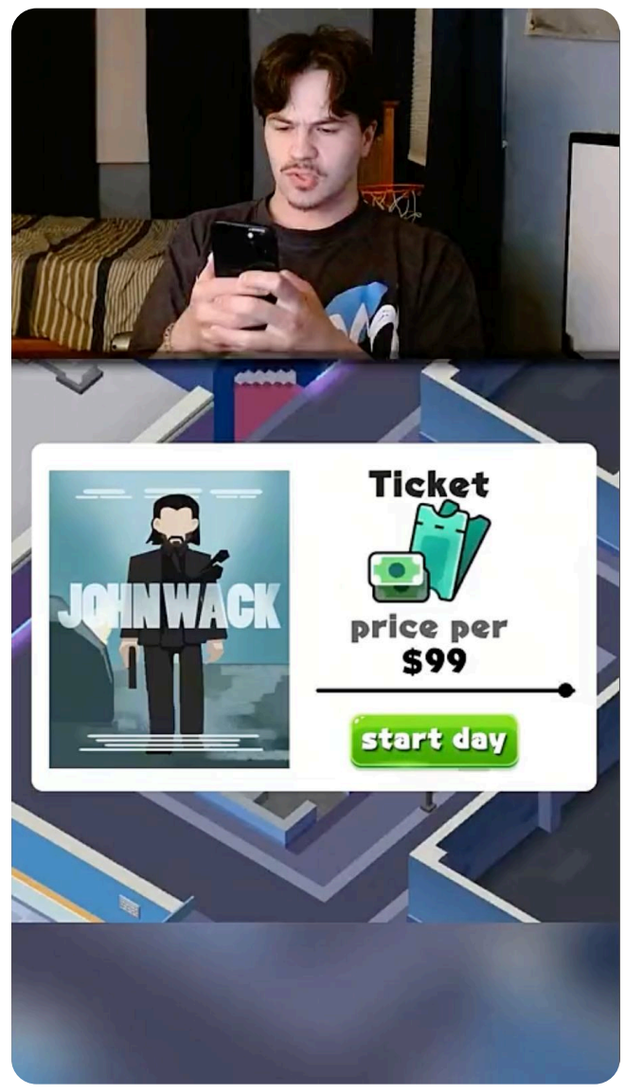
- **Visual wow-effect**: The boring-to-exciting contrast lands instantly, crucial on a fast-scrolling platform.
- **Native dynamic**: Feels like familiar “before/after” meme-style content that performs well on Snapchat.
- **Emotional engagement**: Even without fully grasping the mechanics, viewers feel the game’s energy — often more important than rational explanation.
- **Curiosity**: Mystery makes people want to click and explore for themselves.
- **Triggers**: Contrast (routine → thrill), brightness, speed, intrigue.

Format

Styled as UGC commentary over gameplay: the player acts and narrates but makes obvious mistakes, leading to failure.

Why it works on Snapchat

- **Native UGC style**: Feels like a casual, funny player diary, not a polished ad.
- **“I can do better” emotion**: The player’s failure motivates viewers to prove they’d succeed.
- **Humor & parody**: Silly decisions and movie references make it light and entertaining.
- **Fast pacing**: A full mini-narrative fits neatly into 30 seconds, holding attention.
- **Triggers**: Humor at others’ mistakes, challenge to try yourself, desire for control and mastery.



WATCH

Ad Creative Production Best Practices

Successful Snapchat ads are built at the intersection of the right tools, strong creative strategy, and an understanding of the platform’s culture.



The most effective tools and best practices for producing high-performing ad creatives – from quick mobile edits and advanced motion design to AI-powered content generation.

Snapchat ad creative production toolkit

For ad creative research

SocialPeta

Quick mobile-first creative editing

CapCut InShot Canva

Advanced editing and motion design

blender Ae Pr CINEMA 4D by MAXON

AI-enhanced editing and fast UGC processing

runway

AI tools for for static image production

DALL·E flux Midjourney stability.ai Easy-Peasy.AI

AI tools for video creative production

HeyGen Fliki KlingAI Hailuo AI

AI tools for ad copy generation

ChatGPT Optimo. Built by FATJOE

General Snapchat Ad Production Tips

- 🧨 Be thumb-stopping – hook your audience from the very first second.
- 📣 Deliver the key message or value proposition clearly.
- ☝🏻 Feature **ONE clear and concise message** per creative.
- ✅ Highlight the most important aspects of your app or game.
- ⚡ Use an **early CTA** and repeat CTAs throughout the video.

Creative Briefing Tips for Production Teams

Copywriting

- Use emojis to highlight CTAs – Snapchat users respond well to visual cues.
- Keep text short: under 40 characters per panel or line.
- Start with a strong hook: surprise, emotion, or a bold promise.
- Always end with a clear CTA like “Try now,” “Download now,” or “Play now” – works for both static and video ads.
- A/B test CTAs and headlines regularly – small wording changes can have a big impact.

Images

- Use bold, bright visuals – Snapchat’s culture thrives on high-contrast, eye-catching imagery.
- Test meme-style or UGC-style images – these often blend in better with native Snapchat content.

Video

- Capture attention in the first 2 seconds with movement, contrast, or a surprising moment.
- Use native-looking content – vertical videos shot on phones or designed to mimic UGC often outperform polished studio ads.
- Design for sound-off viewing: add subtitles, captions, or on-screen text for clarity.

Creative testing



How to test ad creatives on Snapchat to find out which ones perform best?

- **GEO**: Use one target country only – solo GEO
- **Audience**: Keep it broad
- **Structure**: 1 ad set = 5 creatives
- **Bidding**: Target Cost/Max Bid

Auto-bid is recommended at the initial launch stage if there's no campaign history — it helps you understand auction dynamics and gauge what kind of results are realistic. After that, it's usually better to switch to target cost.

The primary metrics to focus on are those directly or indirectly related to revenue or your main KPI. For subscription-based apps, if your KPI is trials, track the number of trials. If it's purchases, you should monitor them. The same goes for ROAS – you should evaluate the creative's ROAS.

If you want to predict how a creative will perform in a live campaign, focus on live campaign metrics.

Proxy metrics such as **CTR, CPI, IPM**, etc., are **useful only for secondary validation**.

For example, if a creative shows high CTR and IR, but the traffic doesn't convert into purchases, it's a signal to analyze and improve it to better align with purchase intent.

Recommendations for analyzing performance on Snapchat

Test design guidelines:

✅ **1 Campaign = 1 Hypothesis**

Isolate each variable (creative theme, call-to-action, visual format, etc.) to keep results clean and insights actionable. Don't test a new gameplay concept and a new voiceover and a new call-to-action in the same ad set.

✅ **GEO Strategy**

Test on a Tier-1 or Tier-2 GEO with reliable traffic quality. Avoid using "Worldwide" targeting — it adds excessive noise.

✅ **Conversion Thresholds:**

- Wait until a creative achieves at least 5 key conversions (e.g. purchases, deep events) to make an early judgment.
- If promising, scale vertically or re-upload with a higher budget to reach 30–40 conversions within the next 2–3 days.
- If performance holds, mark it as a winner and move it into your main campaign structure.

Primary performance metric:

ROAS or CPA for the key event – the core benchmark for evaluating test success (measured in monetary terms).

Proxy metrics:

- Swipe Up Rate (SUR): Indicator of ad engagement and hook effectiveness
- CPI (Cost Per Install): A proxy for economic viability within the selected GEO
- Install Rate (Installs/Swipe Ups): A secondary measure of creative quality and relevance

Use the same approach for the web campaigns, but without the Install Rate and CPI

User Acquisition Best Practices for Snapchat

Snap’s recent innovation in marketing measurement has been a major factor, including CAPIs which unlocked significant direct response revenue. Snap has also added SKOverlay ad formats, matchmaking tools to connect marketers and creators, a 7/0 delivery optimization window which has boosted profitable app installs, and value optimization campaign options for non-SKAN bidding on iOS.



Sponsored Snaps

Step by Step

*Now available for web advertisers.
Rollout for Apps begins Apr 14



1

Send a Snap directly to the Chat inbox

2

Snapchatters opt in to view your Snap with a high-intent, full screen experience.

3

1:1 Chat between Snapchatter and brand; advertisers can choose to send an auto-response or disable the Chat input bar.

Over 30%

Incremental Ads Reach

In the US, our new Sponsored Snaps present a unique opportunity to grow the number of unique Snapchatters reached by advertisers by more than 30% when compared to BAU

Sponsored Snaps are effective at driving your outcomes

In first-party data, including Sponsored Snaps as a placement drives large **increases in conversion volumes** and corresponding **decreases in CPA** compared to the same ads when not delivering to Chat Feed.

Goal-Based Bid (Optimization window)	1-0 Conversions[1]	CPA
Pixel Purchase 7-0	9%	-5%
Pixel Page View 7-0	4%	-4%
Pixel Add to Cart 7-0	23%	-14%
Pixel Sign Up 7-0	16%	-8%
App Installs 7-0*	9%	-7%
App Purchase 7-0*	11%	-4%

Goal-Based Bid (Optimization window)	2-1 Conversions[2]	CPA
Pixel Purchase 28-1	13%	-9%
Pixel Page View 28-1	7%	-8%
Pixel Add to Cart 28-1	14%	-12%
Pixel Sign Up 28-1	18%	-13%
App Installs 28-1*	13%	-11%
App Installs SKAN 28-1*	14%	-9%
App Installs SKAN SKO 28-1*	17%	-12%
App Purchase 28-1*	14%	-11%
App Purchase SKAN 28-1*	10%	-9%
App Purchase SKAN SKO 28-1*	33%	-19%

Snap Inc. internal data; A/B test of ads delivered to Global Snapchatters (ex. EU), May, 2025. All metrics are 1P data (not SKAN-attributed data). Figures in green are statistically significant

1. *7-0 GBB conversions are measured on 1 day click, 0 day view attribution window*
2. *28-1 GBB conversions are measured on 2 day click, 1 day view attribution window*
3. *"SKAN" is SKAdNetwork. SKO is "SKOverlay". "SKAN SKO" data refers to ads that are SKAN-enabled and utilize the SKOverlay UI.*

SKAN 4.0 Capabilities

Apple SKAN 4.0	Snap's Implementation
✓ **Multiple Conversions**: Apps receive up to three postbacks to better understand how often someone who installed an app from a campaign angagws with the app over time	→ Snap has completed integration with SKAN 4.0 so for eligible apps, we receive SKAN 4.0 postbacks for all 3 postbacks. Advertisers will need to refer to MMP's SKAN 4.0 reporting to view postback 2 and postback 3 as Snap's Ad reporting currently only reports on postback 1.
✓ **Coarse Conversion value**: Receive less specific attribution information when the privacy threshold for conversion value is not met, reducing null privacy rates.	→ Snap receives coarse conversion value for postback 1 when privacy threshold is not met. Coarse conversion values are accumulated and posted with the relevant SKAN in-app event along with fine conversion value postback.
✓ **Hierarchical Source Identifiers**: Additional attribution information to match an install to a campaign with more granularity when available	→ Snap plans to use the additional digits for optimization. We will evaluate this design as we have more market adoption on SKAN 4.
✓ **SKAdNetwork for web ads**: Attribute web advertising that directs to App Store product pages	→ We don't have the plan to support this.

Effective UA strategies for Snapchat

1. **Campaign type**: start with MAI to collect the data and train the algorithm. Once you gather enough data and see early performance results, switch to Purchase AEO.

2. **Goal**: initial goal – Install, final goal – Purchase

3. **GEO Strategy**: Start with 1-3 top-performing countries if you already have organic traffic there. Then scale to:
   - TIER GEOs
   - Cleaned from low-quality WW

   ***Note**: some GEOs have creative policy restrictions, which can lead to adset disapprovals.*

4. **Targeting Type**:
   - Broad
   - Snap Lifestyle Categories
   - Lookalike Targeting (Similarity/Balance)

5. **Age Groups**: Start with a broad age range of 18–55+ to widen and lower the cost of your potential audience. The algorithms will then automatically focus on the most relevant age segments based on user actions and conversions. It's worth testing both broad and narrow targeting — and later excluding irrelevant age groups.

6. **Gender**: All genders. However, it's not always necessary to target both. For instance, if your product is a web funnel for women's workouts, it's better to start with a female-only audience.

   Still, running campaigns for both genders can be a good hypothesis for audience expansion and lowering acquisition costs — since even with both selected, the algorithms will naturally deliver around 95% of traffic to women if the creatives are clearly aimed at a female audience.

7. **Bid type**: start with Auto-Bid and, depending on performance and scaling needs, switch to Target CPA

8. **Daily Budget**: 3–4 target CPAs per ad set. This is a good starting point — but don't be afraid to scale further if the campaign shows stable performance day after day.

9. **Creative Placement**: automatic

Once the initial technical launch is complete and you've confirmed that all funnel events are being tracked correctly with no discrepancies, you can move on to building a full-scale media buying process.

1 Choose the right optimization event

At the very beginning, it's crucial to define the event you'll optimize toward. If your product monetizes through purchases, it's best to test purchase or trial events as your goal.

2 Set benchmarks for intermediate events

Establish benchmark costs for mid-funnel events across each core GEO, taking into account the optimization type and product vertical. If your project focuses on high-cost GEOs and the main event is too far down the funnel, consider testing against a more frequent event instead.

3 Start small with multiple campaigns

Launch several campaigns with modest budgets, but avoid making their settings completely identical. Don't dive too deep into audience experiments right away. At the same time, avoid splitting campaigns and ad sets into too many fragments.

4 Test only the key variables at first:

- Automatic vs. manual campaigns
- Different optimization events
- Optimization window
- GEO tiers
- Creatives

5 Over-optimizing attribution settings or testing niche interests won't dramatically improve performance, but a well-matched **creative + GEO** combination often can.

6 Start with autobid

To save time early on, it's better to begin with automatic bidding. After the first few days of spend, you'll see what bid levels work for your target GEOs and creatives, and can then switch to Target Cost or Max Bid strategies. To minimize risk, consider setting a **Daily Spend Cap** per campaign.

7 Launch with a small creative pack

Begin with 5–10 creatives covering different concepts. Then, iterate and scale based on results and available budget.

8 Prioritize creative testing

This is the most important step. You can optimize production costs by breaking creatives into modular parts and only changing the opening, as long as the structure allows it. Use **Hook Rate** as the key metric to evaluate what grabs users' attention, and then iterate on video variations based on data. Meanwhile, ensure your creative has a consistently strong core — whether it's addressing user pain points and solutions, or highlighting the main gameplay mechanic.

Lookalike audiences

This tool allows you to find Snapchat users who are similar to the existing ones. Here’s how it works:

Upload a customer list or use data collected from your Snap Pixel, and Snapchat will generate an audience of users who share similar traits, behaviors, and interests with your current customers.

Types of lookalikes on Snapchat

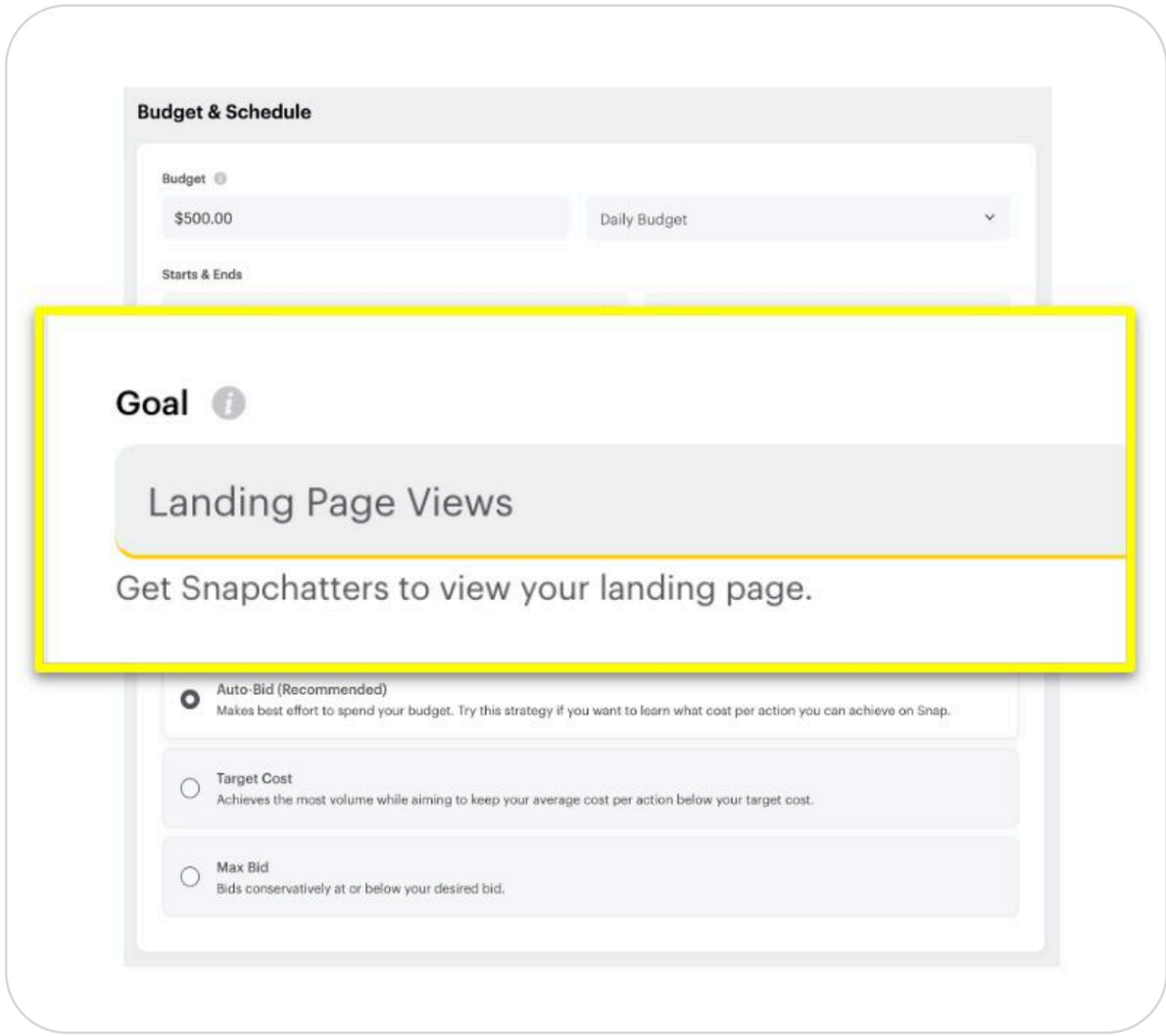
Similarity	Balance	Reach
Helps you create a smaller audience that is as similar to the seed audience as possible. Use it if you’re running a highly targeted campaign or your goal is quality over quantity — like focusing on customers with a high likelihood of converting.	These are mid-sized audiences that strike a balance between precision and scale. Ideal when you want to grow your campaign while keeping it relevant — for example, when launching a new product or service and aiming to reach a wider group without sacrificing quality or intent.	These lookalike audiences are broader in scope, sharing more general similarities with your original audience. Best suited for awareness campaigns where the goal is maximum exposure, or when you want to introduce your project to a wide and diverse audience.

Use **Snapchat Audience Insights** tool to save your best-performing audience settings — this makes it easy to run future campaigns without starting from scratch.

Mid Funnel Bidding

Landing Page View is an optimization goal catered to advertisers that are looking for high quality website traffic.

For campaigns focused on driving consideration with KPIs such as session volume, landing page views, or reducing bounce rates, Landing Page View is a performant option.



Targeting users with products more likely to make a purchase rather than those more likely to click without buying (click vs. swipe optimization). For instance, if a model is optimized towards clicks (high click-through rate but low conversion), it might drive a lot of traffic but not necessarily purchases.

Analytics & Optimization



Campaign Management and Optimization

1 Structure and track campaign variables properly

Once your spend scales, intuition isn't enough — you need structure, precision, and constant optimization. This section covers how to break down campaigns into building blocks, spot performance shifts early, and make smarter adjustments without over-restricting the algorithm.

This approach differs from the classic breakdown analysis. For example: if you're running slightly below KPI and notice through breakdowns that traffic is skewing toward the 45+ audience, you might disable that segment and get a lower CPA overall. However, narrowing the audience too much reduces algorithm flexibility, which often makes traffic more expensive.

2 Track campaign dynamics daily

If a campaign that was performing well suddenly "breaks," don't rush to turn it off — instead, give it another chance on the best-performing days of the week by slightly adjusting its daily budget. Throughout the day, traffic performance varies across different GEOs. For example, in Germany or other European countries (GMT+3), results might look negative before noon, but performance often improves hour by hour in the afternoon — leading the campaign to end the day with a profit.

If you draw conclusions too early and switch off campaigns prematurely without this kind of analysis, you risk missing out on significant earnings.

3 Plan campaign launch timing

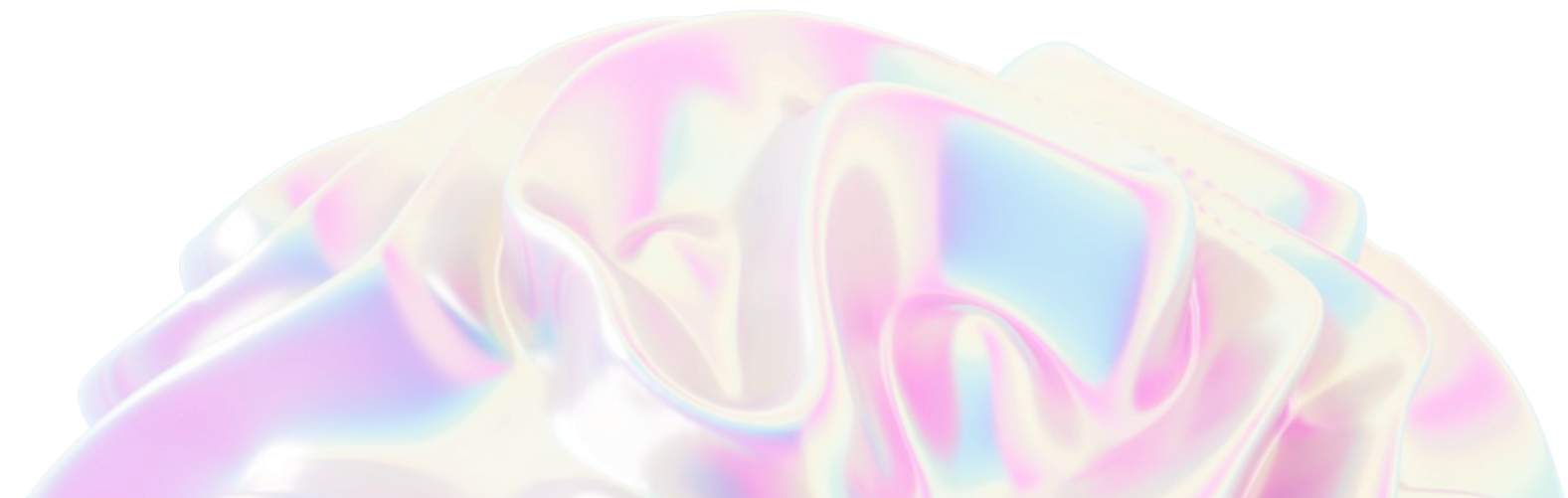
Launching a campaign at the end of the ad account's day can trigger accelerated pacing and result in more expensive traffic. The optimal approach is to use a delayed start set to the beginning of the account's day. That said, there are exceptions — for instance, some campaigns in accounts set to UTC−4 start performing very well when launched in the evening GMT+3.

4 Don't be afraid of broad targeting

Even if you feel the need to narrow your audience, broader setups often perform better. Example: if you're running an English-language web funnel targeting Europe and the U.S., you might assume you should restrict targeting to English speakers only — but leaving the language open can still yield excellent results.

5 Balance wide targeting with GEO prioritization

Structure your country targeting as broadly as possible, but ensure that your creatives and campaigns are skewed toward buying impressions in your primary target GEOs. Secondary GEOs that perform less effectively can still help expand reach and reduce overall costs, but they shouldn't dominate spend.



Benchmarks for games

Gaming benchmark data and performance standards for ad creatives across different app verticals, helping to set realistic goals and measure success.

Gaming - Multi Platform

GEO	CPI	CTR	IPM	eCPM
US	$5.73	14.00%	0.84	$4.83
QA	$4.01	5.30%	0.37	$1.48
DE	$3.09	8.10%	0.67	$2.07
MA	$3.61	11.20%	0.64	$2.30
UK	$43.55	0.50%	0.04	$1.66
SA	$2.88	8.00%	0.43	$1.23

GEO	CPI	CTR	IPM	eCPM
DE	$5.61	1.70%	1.26	$7.06
US	$12.08	1.00%	0.8	$9.66
QA	$4.16	0.60%	1	$4.15
UK	$27.03	0.10%	0.08	$2.27
BH	$11.20	0.40%	0.43	$4.79

Benchmarks for web-to-web campaigns, Health & Fitness, US

16%
CR click to lead

2%
CR click to purchase

$67
CPA

Pre-Launch Checklist

A practical checklist to ensure your ad creatives are optimized for performance, covering all essential aspects from concept development to final execution.

- ✅ Set up the integration and ensure you're sending postbacks for the events you plan to optimize for across all media sources, including organic.
- ✅ Prepare enough creatives with a resolution of 1080x1920. Ideally, you should have at least 3 to 10 creatives ready at launch.
- ✅ Create a separate Public Profile for each app.
- ✅ Choose the regions (geo) you want to target and decide on your optimization goals.
- ✅ Prepare an App Icon, as you won’t be able to create ads without it (requirements: a minimum size of 200x200px, maximum size of 2000x2000px. The icon must be a square, with a maximum file size of 2MB).



Common Mistakes When Working with Snapchat

When testing campaign settings, UA managers don’t account for the overall traffic trend or the number of variables changed during the test – leading to misleading conclusions.

Chaotic work with creatives: no clear strategy, no breakdown of assets into parts, and no step-by-step iteration.

Drawing conclusions about campaign performance based on a single day of data (though this doesn’t mean we recommend waiting too long without making changes).

No dedicated focus on improving the hook rate.

Trying too hard to match the audience by demographics, interests, or lookalikes – which narrows the reach too much and drives up costs.

Using branding/media creatives for performance-driven campaigns.

Optimizing for high-level events only.

Useful tools
with Snapchat Integration

MMPs

singular · AppsFlyer · KOCHAVA · ADJUST · branch

Lead Generation

zapier · leadsbridge powered by activeprospect · datahash

Marketing intelligence

FUNNEL

Automated Rules & Campaign Management

Bïrch

Web-to-web & web-to-app

FunnelFox · web2wave

About AdQuantum

AdQuantum is a performance marketing partner. We help mobile apps and web projects reach new revenue streams and scale their businesses with new paying users.

over 200
web & app brands

And other brands

Marketer partner of

FunnelFox

TikTok Creative Exchange & Marketing partner

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