

SNAPCHAT

ADVERTISING TARGETING OPTIONS

Snapchat's advertising options give you the chance to target a specific group, based on age, location and a host of other features. Creating a custom ad on Snapchat means your brand will reach the people it wants, without breaking the bank.

GEOGRAPHY

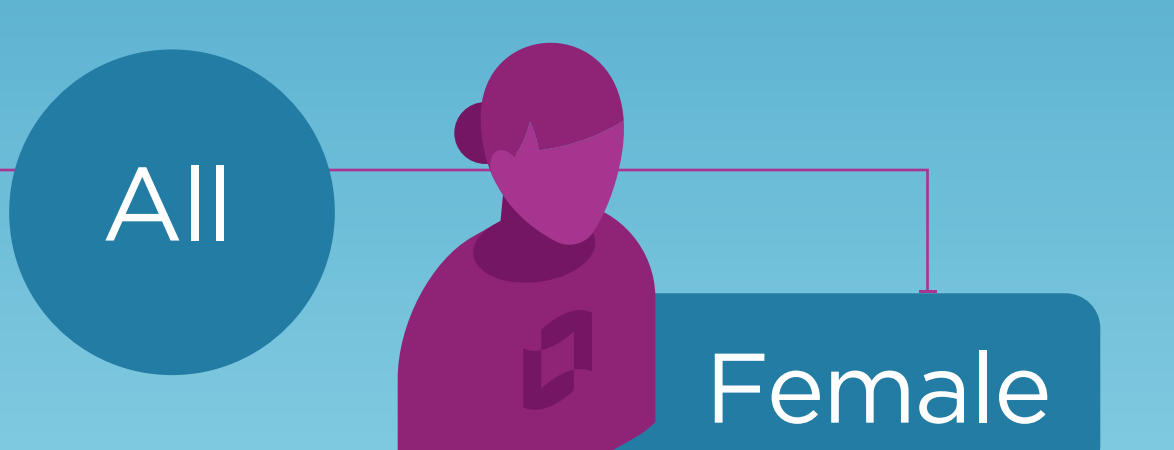


CHOOSE YOUR COUNTRY

Choose to include or exclude a specific metropolitan region or zip/post code

DEMOGRAPHICS

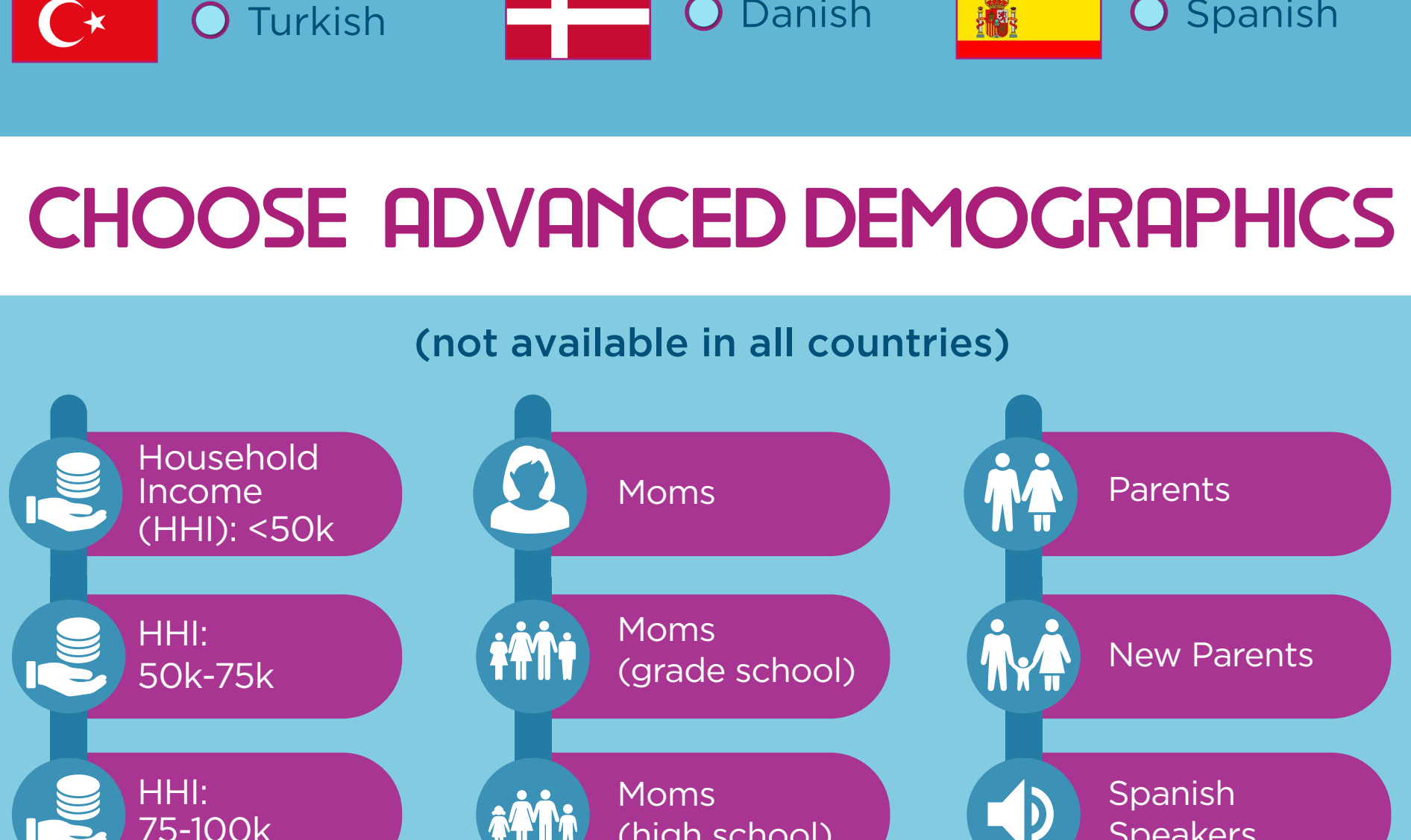
PICK YOUR AUDIENCE'S AGE:



PICK YOUR AUDIENCE'S GENDER



CHOOSE A LANGUAGE



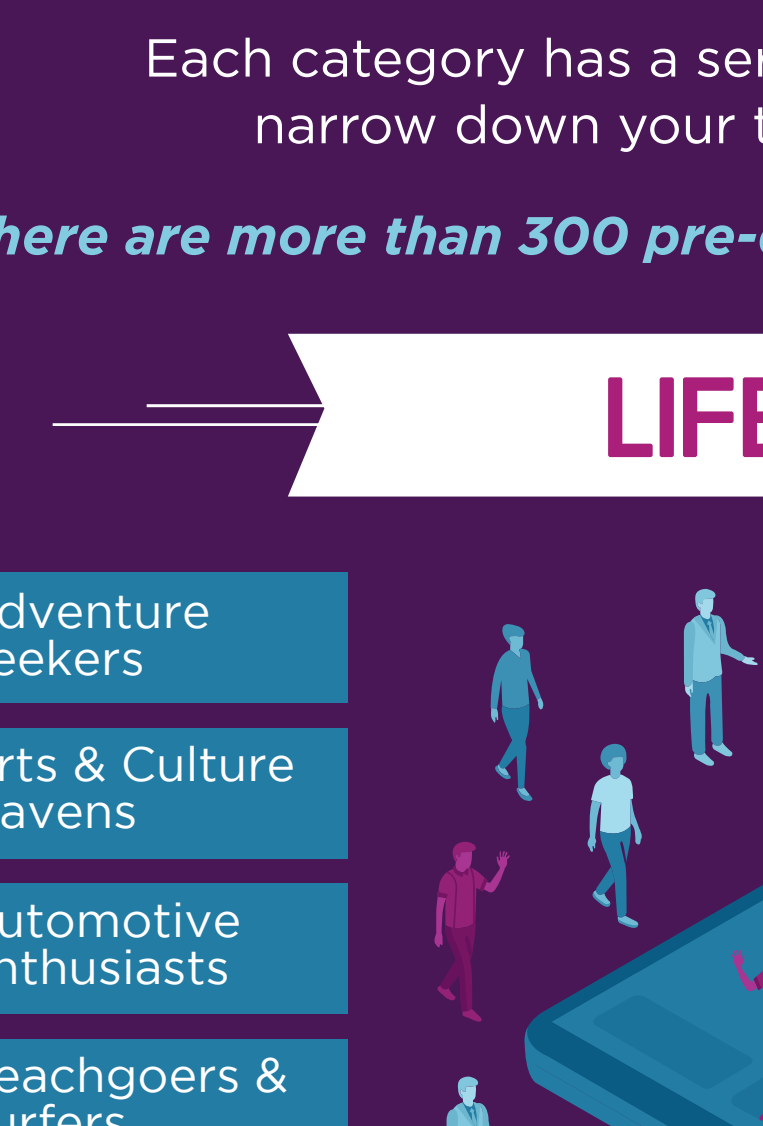
CHOOSE ADVANCED DEMOGRAPHICS

(not available in all countries)



AUDIENCES

CHOOSE PRE-DEFINED AUDIENCES FROM 4 CATEGORIES



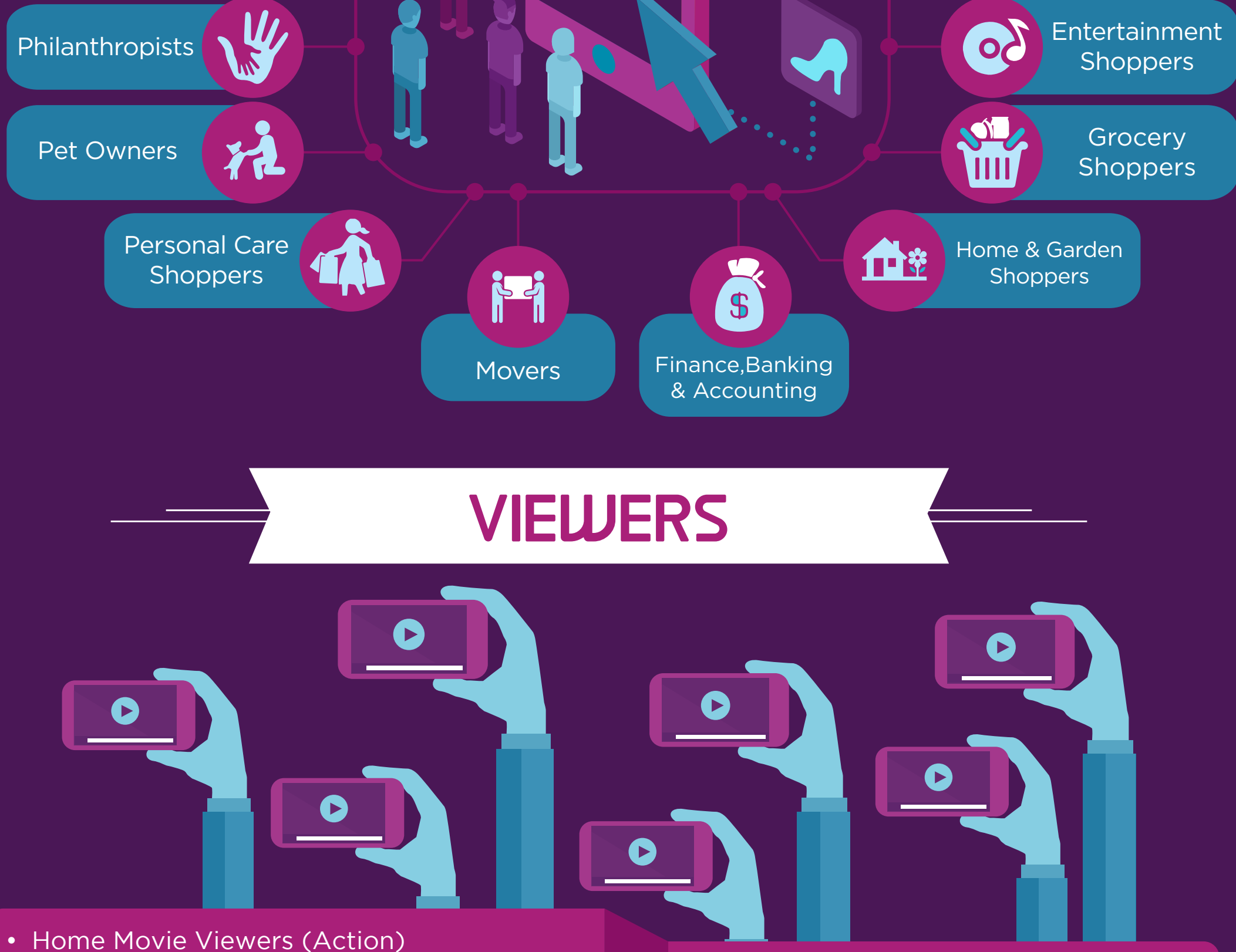
Each category has a series of subcategories that let you narrow down your target audience even further.

There are more than 300 pre-defined audience options on Snapchat:

LIFESTYLES



SHOPPERS



VIEWERS



- Home Movie Viewers (Action)
- Home Movie Viewers (Animation)
- Home Movie Viewers (Comedy)
- Home Movie Viewers (Documentary)
- Home Movie Viewers (Drama)
- Home Movie Viewers (Horror)
- Home Movie Viewers (Kids & Family)
- Home Movie Viewers (Science Fiction)
- TV Daypart Viewers (Weekday Daytime)
- TV Daypart Viewers (Weekday Late Fringe)
- TV Daypart Viewers (Weekday Overnight)
- TV Daypart Viewers (Weekday Prime)
- TV Daypart Viewers (Weekend Daytime)
- TV Daypart Viewers (Weekend Late Fringe)
- TV Daypart Viewers (Weekend Overnight)
- TV Daypart Viewers (Weekend Prime)
- TV Heavy Viewers
- TV Light Viewers
- TV Network Viewers (A&E)
- TV Network Viewers (ABC)
- TV Network Viewers (AMC)
- TV Network Viewers (BBC America)
- TV Network Viewers (BET)
- TV Network Viewers (CBS)
- TV Network Viewers (CMT)
- TV Network Viewers (CNN)
- TV Network Viewers (Comedy Central)
- TV Network Viewers (Discovery Channel)
- TV Network Viewers (Disney Channel)
- TV Network Viewers (E!
- TV Network Viewers (ESPN)
- TV Network Viewers (Food Network)
- TV Network Viewers (FOX News Channel)
- TV Network Viewers (FOX)
- TV Network Viewers (FX)

- TV Network Viewers (HBO)
- TV Network Viewers (IFC)
- TV Network Viewers (MSNBC)
- TV Network Viewers (MTV)
- TV Network Viewers (NBC)
- TV Network Viewers (PBS)
- TV Network Viewers (Showtime)
- TV Network Viewers (Starz)
- TV Network Viewers (SundanceTV)
- TV Network Viewers (The CW)
- TV Network Viewers (VH1)
- TV Network Viewers (ViceLand)
- TV Viewers (Action & Adventure)
- TV Viewers (Animation)
- TV Viewers (Comedy)
- TV Viewers (Cooking)
- TV Viewers (Documentary)
- TV Viewers (Drama)
- TV Viewers (Educational)
- TV Viewers (Game Shows)
- TV Viewers (Home & Garden)
- TV Viewers (Home Shopping)
- TV Viewers (Kids & Family)
- TV Viewers (Movies)
- TV Viewers (Music Shows)
- TV Viewers (News)
- TV Viewers (Politics & Public Affairs)
- TV Viewers (Reality TV)
- TV Viewers (Science Fiction & Fantasy)
- TV Viewers (Soap Operas)
- TV Viewers (Sports Channels)
- TV Viewers (Talk Shows)
- TV Viewers (Thriller & Horror)
- TV Viewers (Travel Shows)
- TV Viewers (Variety Shows)

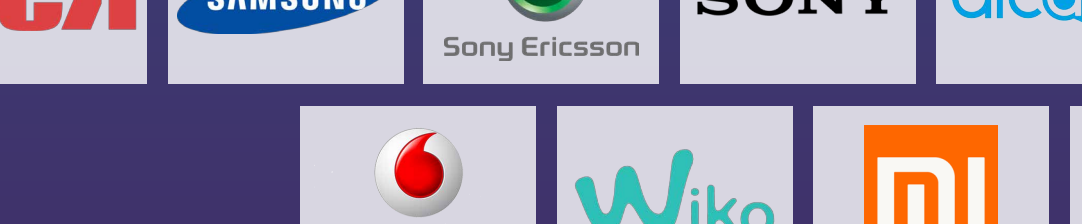
VISITORS



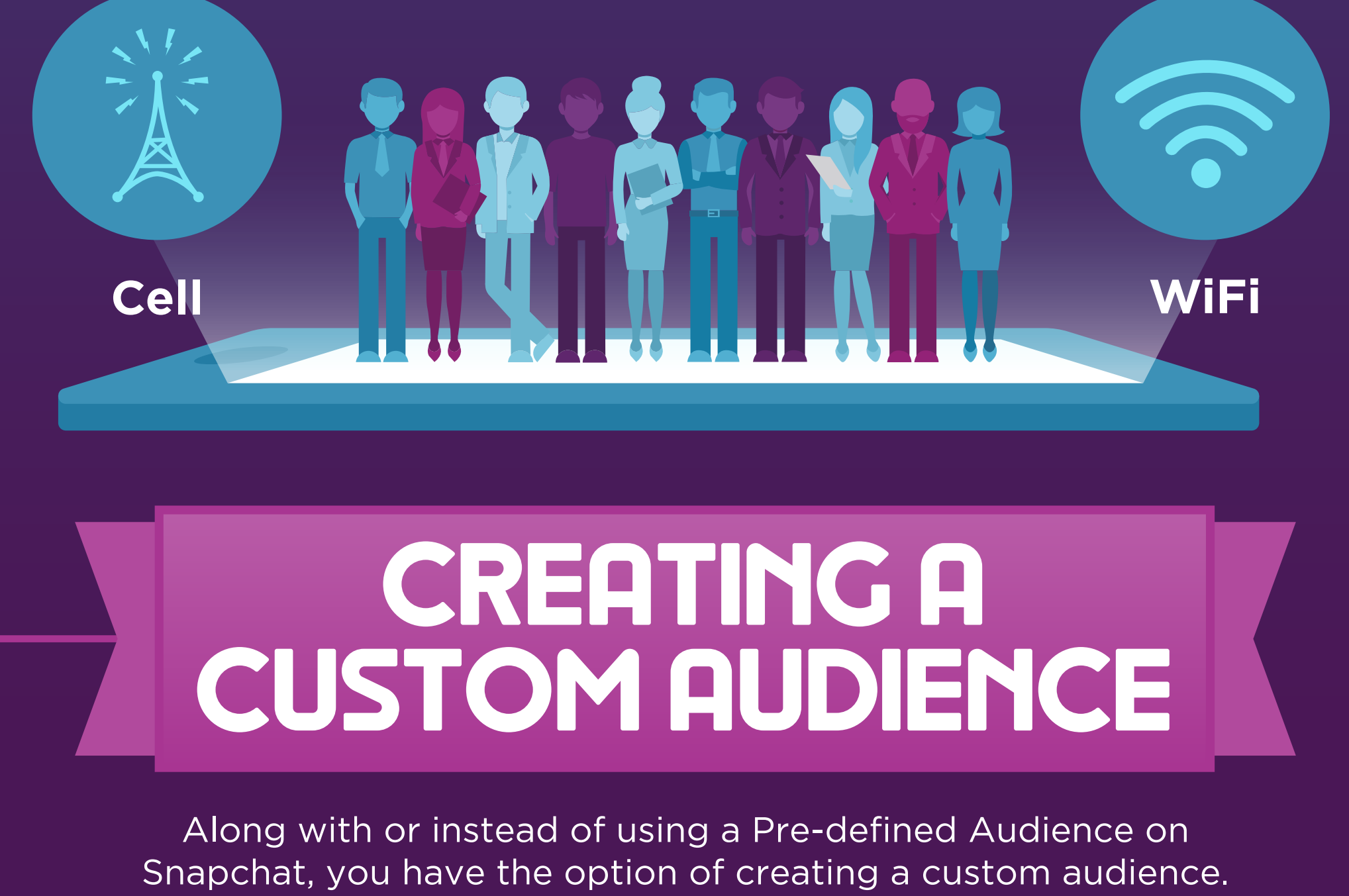
DEVICES AND CARRIERS

OPERATING SYSTEM

Finally, you can choose to target your ad to users of a specific type of device or to users on a particular carrier.



DEVICE MAKES



CONNECTION TYPE



CREATING A CUSTOM AUDIENCE

Along with or instead of using a Pre-defined Audience on Snapchat, you have the option of creating a custom audience. Your custom audience can come from:

SNAP AUDIENCE MATCH (SAM)
Create a SAM audience from your customer email lists or device ids. With SAM,

LOOKALIKE AUDIENCES
Create a lookalike audience of Snapchatters who are similar to your current audience. You need to upload a SAM to create a Lookalike audience. You can select a size and country for your Lookalike audience (US, UK, Canada and Australia).



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