



# March Madness

**SNAP STAR ACTIVATION | EXPERIAN**





# SNAP STAR | EXPERIAN

## March Madness Snap Stars

### CAMPAIGN SUMMARY

Experian worked with Snap Star Collab studio and Influential to hand select creators: **Katie Feeney** and **Tristan Jass**. Both creators made three videos each, showcasing Boost, Sub X, and Experian overall. Both creators incorporated how they were able to attend basketball games – courtesy of Experian!

Experian ran these creator assets as **Story Ads** from **3/21-5/31**

**\$500K**  
SPEND

**\$18.27**  
CPSKAN APP  
INSTALL

**1.25%**  
CTR





## SNAP STAR | PERFORMANCE



<b>Snap Star Creative</b>	<b>Spend</b>	<b>Impressions</b>	<b>Clicks</b>	<b>SKAN App Installs</b>	<b>CPSKAN App Install</b>	<b>CTR</b>
INFLMMBoostKatie	\$1,066	74,080	20,053	19	\$56.12	27.07%
INFLMMBoostTristan	\$30,535	11,068,718	38,307	2,376	\$12.85	0.35%
<b>INFLMMKatie</b>	<b>\$50,873</b>	<b>14,375,391</b>	<b>248,226</b>	<b>3,123</b>	<b>\$16.29</b>	<b>1.73%</b>
INFLMMSubXBFTristan	\$170,936	47,750,047	823,553	7,357	\$23.23	1.72%
INFLMMSubXKatie	\$142,748	53,461,175	313,593	7,688	\$18.57	0.59%
<b>INFLMMTristan</b>	<b>\$104,303</b>	<b>28,876,213</b>	<b>497,239</b>	<b>6,824</b>	<b>\$15.28</b>	<b>1.72%</b>
<b>Grand Total</b>	<b>\$500,462</b>	<b>155,605,624</b>	<b>1,940,971</b>	<b>27,387</b>	<b>\$18.27</b>	<b>1.25%</b>

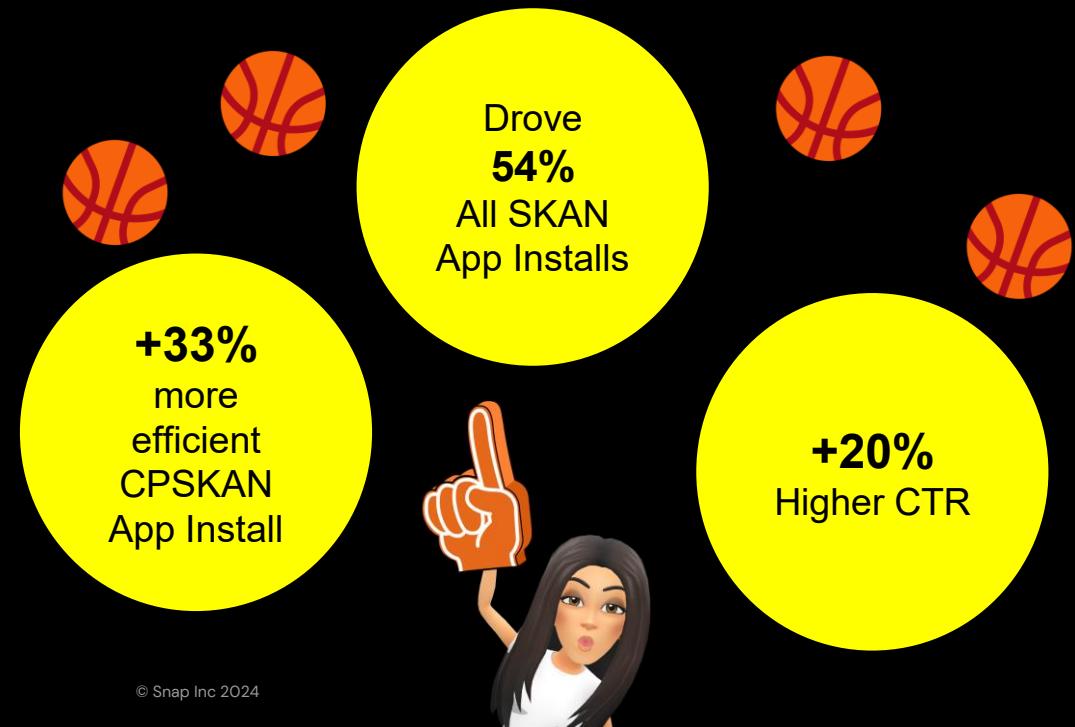




## SNAP STAR | PERFORMANCE

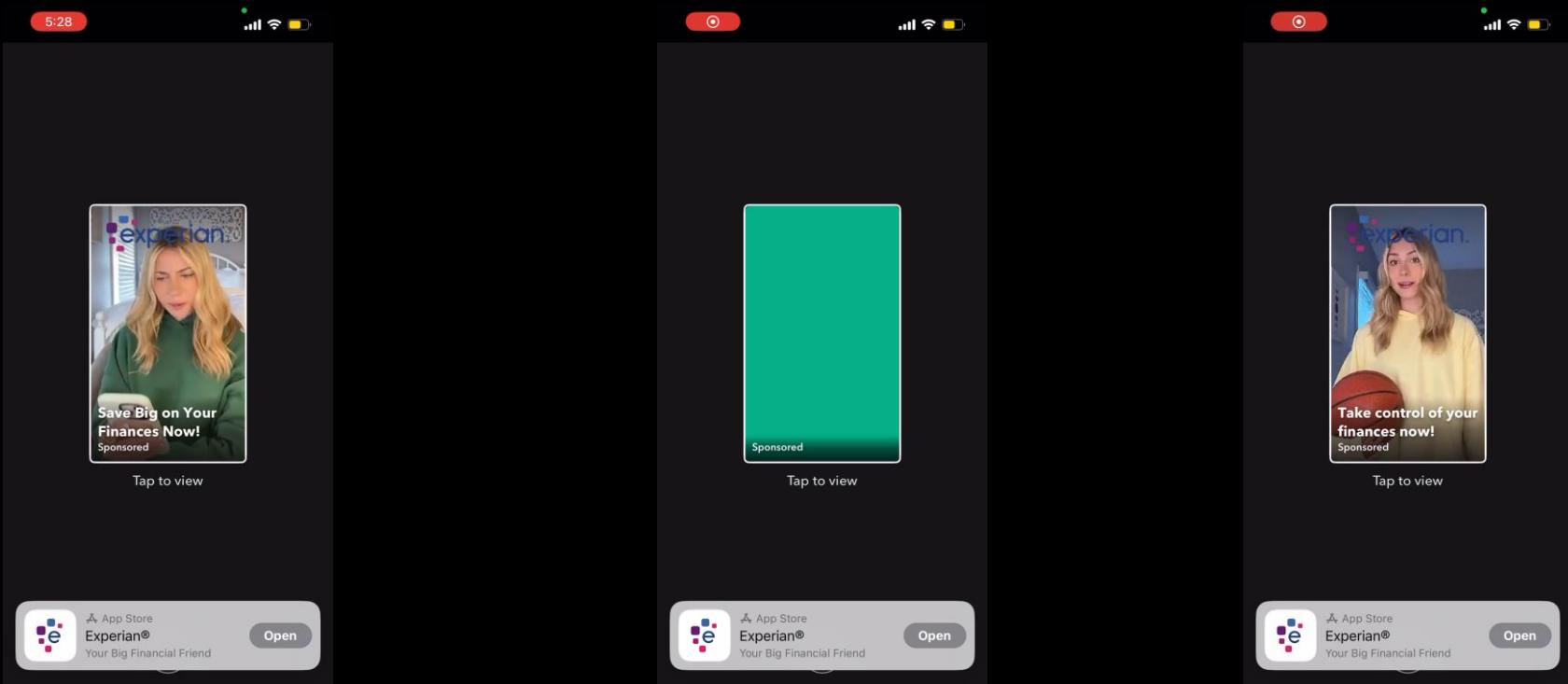
# MARCH MADNESS SNAP STARS DROVE MORE EFFICIENCY AND ENGAGEMENT VS. ALTERNATIVE EXPERIAN MARCH MADNESS CREATIVE

Creative Type	Spend	Clicks	CPSKAN App Install	CTR
Non Snap Star	\$629,454	1,678,381	\$27.32	1.04%
Snap Stars	\$500,463	1,940,971	\$18.27	1.25%
Grand Total	\$1,129,916	3,619,352	\$22.41	1.14%





# KATIE FEENEY | EXPERIAN



INFLMMSubXKatie

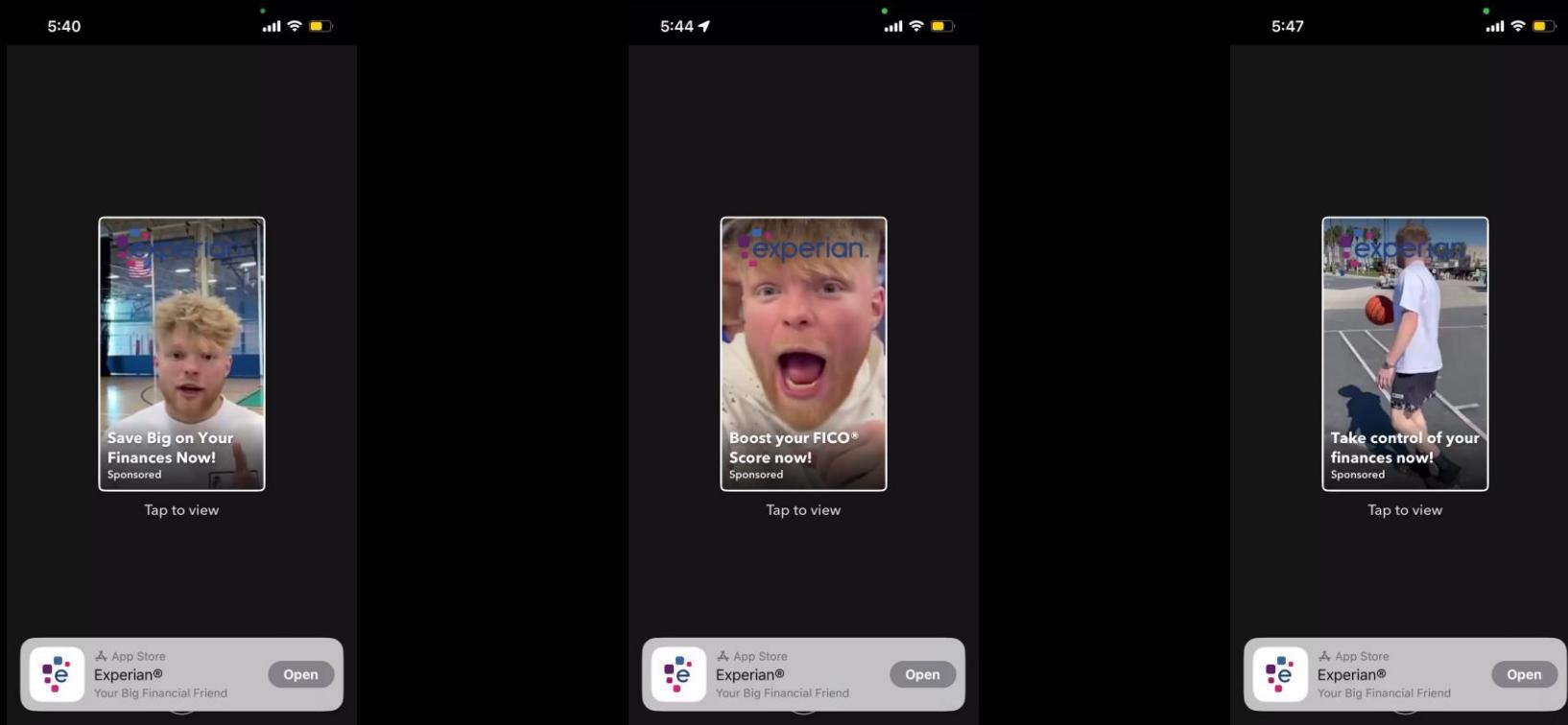
INFLMMBoostKatie

© Snap Inc 2024

INFLMMKatie



# TRISTAN JASS | EXPERIAN



INFLMMSubXBFTristan

INFLMMBoostTristan

© Snap Inc 2024

INFLMMTristan



## 2025 STRATEGY-LOOKING AHEAD

For Experian to make an impact around these tentpole moments, Experian should surround high priority times with...

### TAKEOVERS

- First Snap, First/Second Story, First Commercial
- Limited set of takeovers offered in 2025
- Own major events via Integrated Marketing Packages

### AUCTION

- Highly relevant, direct-response
- Drive action in-session, in Chat
- Start with web, fast-follow with app objectives
- First-to-market opportunities





# TAKEOVERS

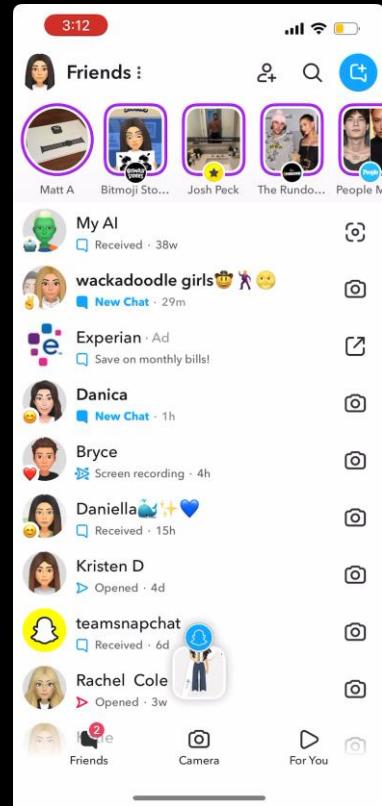
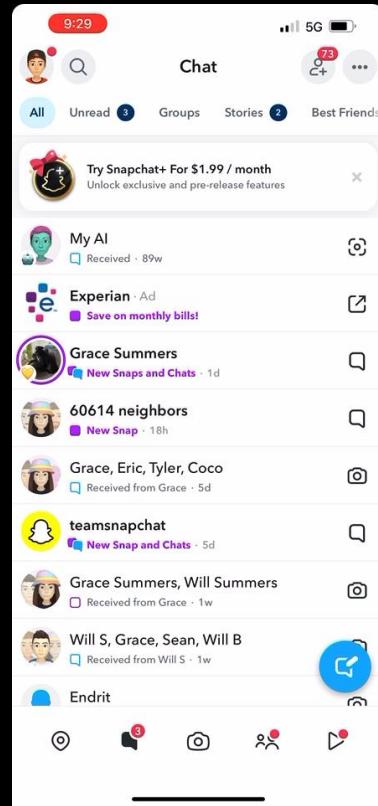
## 2025 STRATEGY-LOOKING AHEAD...

### First Snap – PRICE REDUCTION

Owning the first impression ad slot in the Chat feed just became a lot more accessible, with the price reduction to **\$350K**.

First Snap is our **most efficient and highest reach products** we offer—reaching an estimated **39-43M Snapchatters on a single** day at an estimated **CPM of \$8.14-8.93**.

This makes First Snap the perfect fit for a tentpole moment and/or high priority time/product. See [here](#) for more information on First Snap.





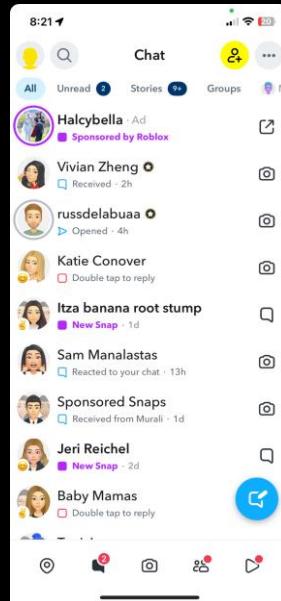
# AUCTION

## 2025 STRATEGY-LOOKING AHEAD... Sponsored Snaps from Creators

Advertisers can now send a Sponsored Snap directly from a creator's handle to Snapchatters in the Chat Feed. Brands can use existing workflows to partner with creators, who can now send Snaps directly to Chat.

The Chat tab is for authentic moments with your closest friends, and Sponsored Snaps are designed to emulate this experience.

*Sponsored Snap*



*Full-screen Media*



*Creator's Public Story*



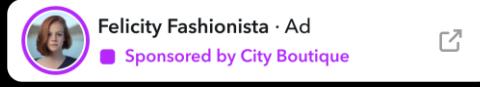
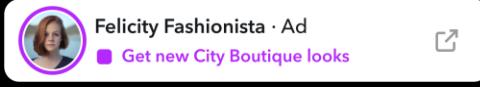


# AUCTION

## 2025 STRATEGY-LOOKING AHEAD...

### Sponsored Snaps from Creators

**Creative Considerations:** Advertiser's name must be present in the headline. If the Advertiser Name is not present in the headline, it will automatically be updated to "Sponsored by [Advertiser Name]"

	Advertiser inputs a headline <b>without</b> the advertiser's name contained in the headline	Advertiser inputs a headline <b>with</b> the advertiser's name contained in the headline
Advertiser Name	City Boutique	City Boutique
Creator Name	Felicity Fashionista	Felicity Fashionista
Headline inputted in AM	<i>I'm loving these looks</i>	<i>Get new City Boutique looks</i>
	↓	↓
Chat cell		



# Thank You!

