



March Madness

SNAP STAR ACTIVATION | EXPERIAN





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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



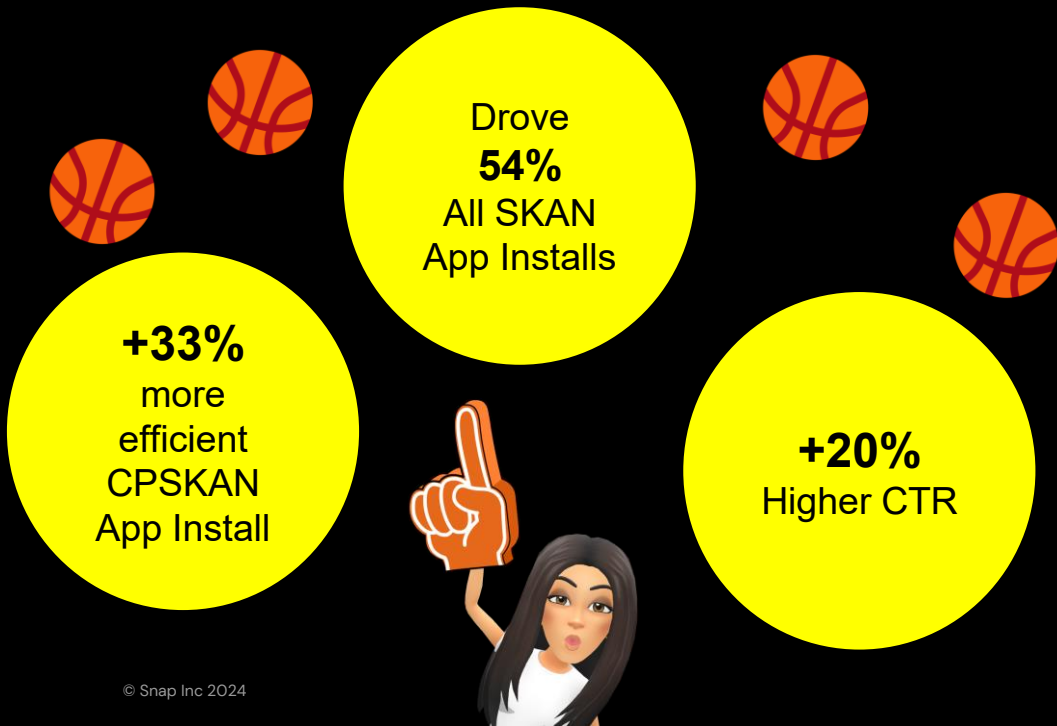
Snap Star Creative	Spend	Impressions	Clicks	SKAN App Installs	CPSKAN App Install	CTR
INFLMMBoostKatie	\$1,066	74,080	20,053	19	\$56.12	27.07%
INFLMMBoostTristan	\$30,535	11,068,718	38,307	2,376	\$12.85	0.35%
★ INFLMMKatie	\$50,873	14,375,391	248,226	3,123	\$16.29	1.73%
INFLMMSubXBFTTristan	\$170,936	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%
★ INFLMMTristan	\$104,303	28,876,213	497,239	6,824	\$15.28	1.72%
Grand Total	\$500,462	155,605,624	1,940,971	27,387	\$18.27	1.25%



SNAP STAR | PERFORMANCE

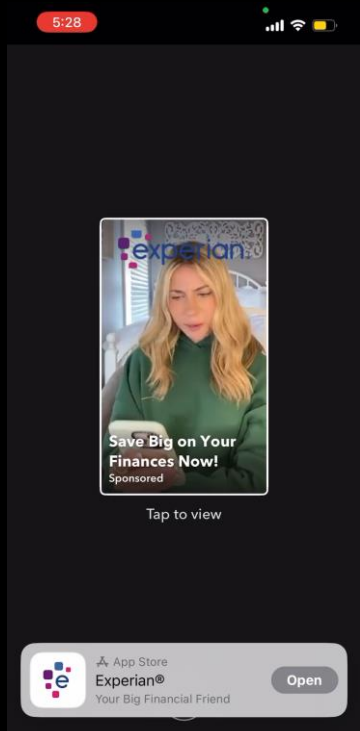
MARCH MADNESS SNAP STARS DROVE MORE EFFICIENCY AND ENGAGEMENT VS. ALTERNATIVE EXPERIAN MARCH MADNESS CREATIVE

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%

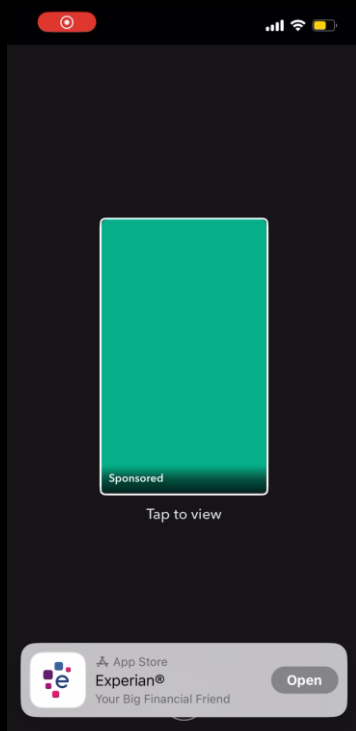




KATIE FEENEY | EXPERIAN

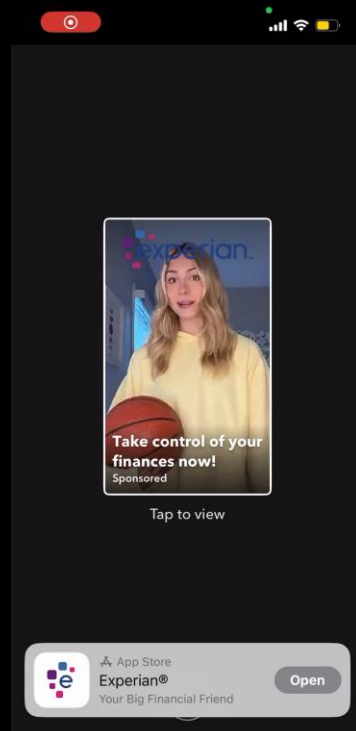


INFLMMSubXKatie



INFLMMBoostKatie

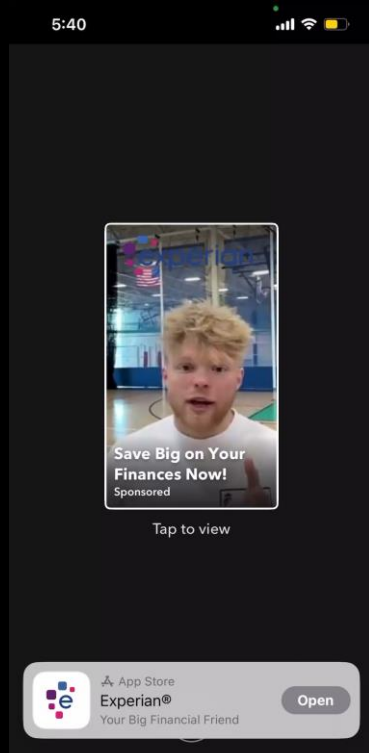
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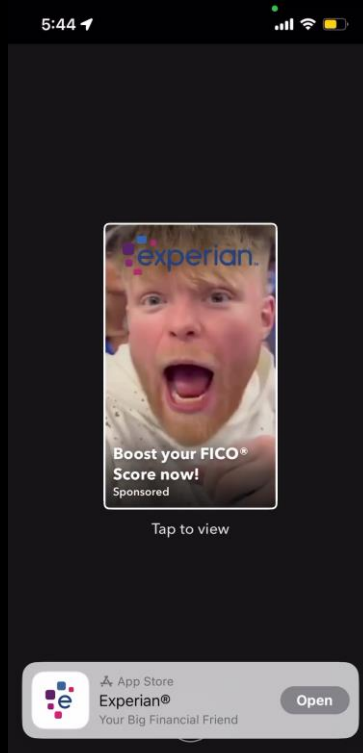
INFLMMKatie



TRISTAN JASS | EXPERIAN

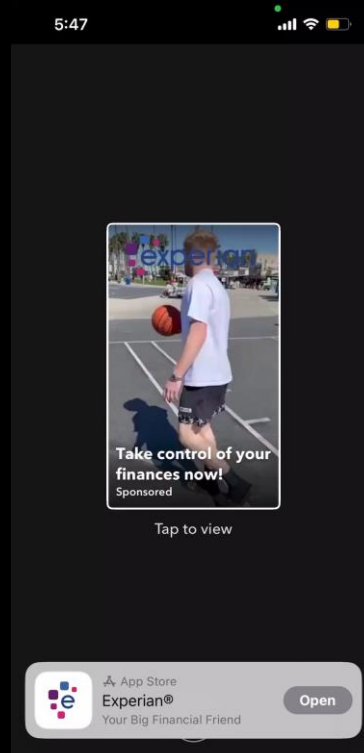


INFLMMSubXBFTTristan



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

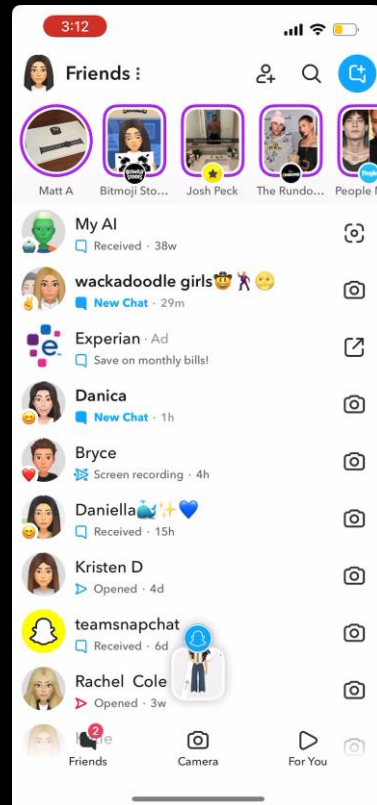
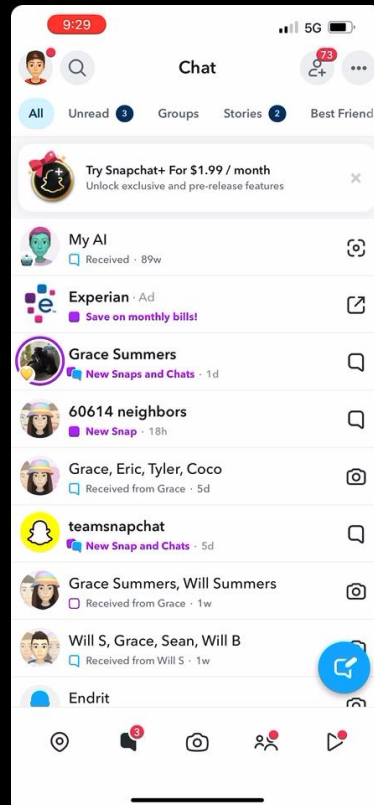
2025 STRATEGY-LOOKING AHEAD...

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

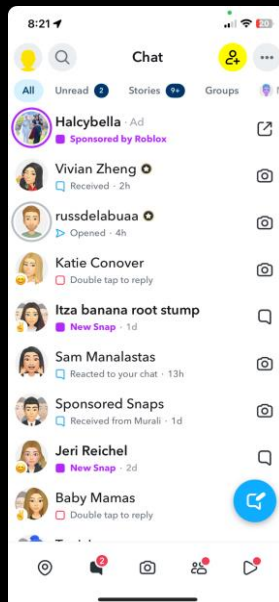
2025 STRATEGY-LOOKING AHEAD...

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

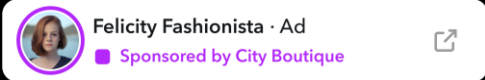
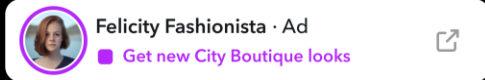




2025 STRATEGY-LOOKING AHEAD...

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 without the advertiser's name contained in the headline	Advertiser inputs a headline with 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!

