



SNAPCHAT INVENTORY ADS

STATE OF
AUTOMOTIVE

GETTING SHOPPERS IN A SNAP.

Snapchat inventory ads will double your in-market shopper reach.

- ✓ Proactively reach and retarget shoppers with live, dynamic vehicle ads synced to your inventory.
- ✓ Snapchat isn't just for the younger generations! 82% of Snapchat's audience is over 18YO and 51% are over 25YO.
- ✓ Expand into new channels to maximize your brand: On any given day, 40% of Snapchat users aren't using Instagram, and 47% aren't on Facebook!



FEATURES YOU'LL LOVE



BUILT IN AUTO DATA

Snapchat offers Datalogix and Edmunds audiences to narrow your targeting to known in-market shopper segments.



DYNAMIC AUTO CATALOGS

Dynamically display multiple vehicles in a single ad for prospecting and retargeting.



SEAMLESS ENGAGEMENT

With "Swipe to Call or Text" campaigns, users can easily contact your dealership for more information.

Brought to you by:

