



DIGITAL
A Harte Hanks Company

Retail: 1300% Increase in Views,
92% Decrease in Cost Per Use with
Snapchat Geo-Filters

CLIENT

A department store offering stylish beachwear and coastal home décor with over 500 retail locations, looking to expand brand awareness in the geographical area around some of their storefronts.

CHALLENGE

The client wanted to use Snapchat Geo-Filters to gain exposure to, and increase brand awareness within, a geo-specific targeted audience.

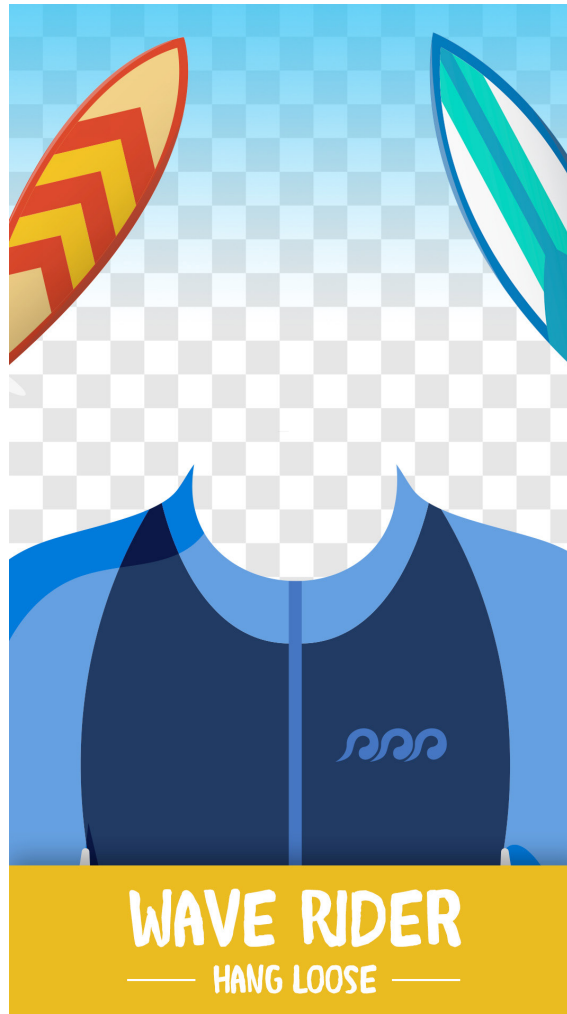
Snapchat Geo-Filters use location-based targeting that allows a business to promote their brand with a Snapchat lens overlay. Users within the chosen area can apply the sponsored lens to their personal Snaps and Stories.

A previous test of Snapchat Geo-Filters drove minimal engagement, so 3Q had to revise the strategy in order to increase impressions and use rates.

SOLUTION

Poor creative seemed to be the main culprit of sub-par performance in the previous Snapchat Geo-Filter test. Using learnings from the original test, 3Q developed a new strategy that honed in on creative elements to re-test the effectiveness of Snapchat Geo-Filters.

The previous test that drove disappointing results had been heavily branded and could only be applied to a specific type of image, limiting its audience engagement. For the new test, creative elements were adjusted to appeal to a wider audience and could be applied to nearly any type of image. The new test's creative retained a branded aspect, but it was much smaller and less at the forefront. 3Q also changed the creative to allow a user to "brag" about their location by having the overlay include the name of the user's location. This aided in efforts to target popular locations.



Original Snapchat test filter



New Snapchat test filter

RESULTS

The new Snapchat Geo-Filter test yielded much stronger performance. While Paid Impressions (swipes) decreased, the total number of Users astronomically improved (600%+ increase) and Earned Impressions (views) increased over 1000%. Cost per Use decreased by 91.7%, leading total spend to decrease by 41.6%.

The results showed that quality creative - in this case, creative that was lightly branded, tied to a location both textually and thematically, and did not require a specific pose to use - significantly improved the performance of Snapchat Geo-Filter campaigns.



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