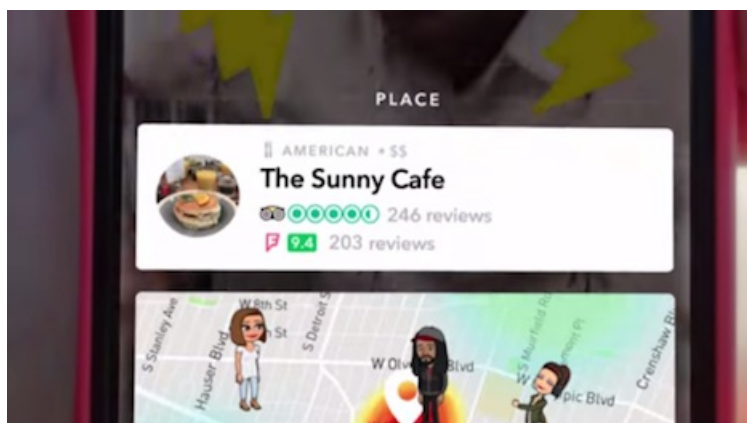


MARKETING

Snapchat ups advertising strategy, allows more info for users

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Snapchat provides added utility with Context Cards. Image credit: Snapchat

By BRIELLE JAEKEL

Social media application Snapchat's latest offering is opening the door for advertisers to have greater interaction and call-to-action strategies on user-generated content.

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Snapchat is investing another inventive advertising strategy that offers more information to consumers while benefiting marketers. Snapchat's newly launched Context Cards feature allows users to swipe up for more information regarding a snap, powered by advertisers such as TripAdvisor, Foursquare, Michelin and Goop.

"This has huge benefits to brands and consumers," said Carrie McIlveen, managing director at Metia. "The user benefits by a real world discovery to find what their looking for based on their needs and true interests.

"It benefits brands, especially hotels, restaurants, and other venues to have their information populated and sourced from the variety of partners with a host of services."

Context Cards

Opportunities for luxury retailers and travel brands are vast with Snapchat's new Context Cards. The mutual benefits for consumers and advertisers make this a useful tool.

The more helpful or entertaining an advertising tool is for consumers, the better it is for marketers, as this provides a positive reaction while also creating a seamless path to spend.

Users will now be able to swipe up on certain Snapchat content posted by users for more information about the location. For instance, Snapchat gives the example of looking at an animal featured at a country fair.

Consumers who are interested in attending the fair based on the snap are then able to swipe up to learn more information. The Context Card will include of variety of available info on the event, business or place.

But the important part for advertisers is that retail partners will be able to provide a call-to-action within the Context Card. For instance, Lyft and Uber will provide a preview of the cost and time to travel to the location, while Trip Advisor will provide extra information from its site.

The opportunity for travel brands to book stays and transportation retailers to usher in sales could be very lucrative.

Snapchat / Introducing Context Cards

Snapchat strategy

Social media platform Snapchat recently helped brands gain more perspective on how advertising on the app stimulates in-store visits with a new ad product.

"Snap to Store" is the new ad product from the app that allows ad partners to better track how well their campaigns are doing. Through data mining, Snapchat breaks down visitors based on demographics and how they interacted with the brand ([see more](#)).

When Snapchat, or Snap Inc., as it is now known, went public, predictions were split over how it would turn out, but the company's stock has been performing poorly so far.

Currently, the stock is down to around .25 cents per share, a startlingly low number for the company. But luxury brands should not be hasty in jumping off the Snapchat wagon that was so full a few months ago depending on what kind of engagement they are trying to get out of the service ([see more](#)).

"This type of technology advancement will set Snapchat apart and may even rival Yelp in terms of a contextually relevant experience that benefits the end user," Ms. McIlveen said. "There's a lot of marketing value with this evolving visual communication platform.

"Especially as the Millennials and Gen Z population increasingly accounts for a large percentage of the luxury goods market they tend to think and shop differently from previous generations," she said. "The addition of context cards will help to drive purchases and consumption directly through this form of image discovery."

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