

MARKETING

Snapchat rolls out new location features for advertisers

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Snapchat's new location features are meant to lure in more advertisers. Image credit: Snapchat

By DANNY PARISI

Snapchat is debuting a new way for advertisers to connect with the right customers on its platform through the use of location.

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The social media platform is offering two new methods for advertisers to reach customers based on their whereabouts: location categories and radius targeting. These new tools could help the struggling platform continue to monetize more effectively in the face of rising unrest from its users.

Location targeting

Snapchat has always had issues with monetization.

While the platform became incredibly popular in a short amount of time when it first launched, there were few opportunities for brands and advertisers to reach the large audience that Snapchat had amassed.

Since that time, Snapchat has slowly been introducing new concepts that allow brands to reach specific customers. The latest evolution of that trend is two new features from Snapchat: location categories and radius targeting.

With location categories, advertisers can target customers by what type of location they find themselves in.



Location Categories: Reach Snapchatters by the type of location they're in, like Universities or beaches



Radius targeting: Reach Snapchatters within a radius of any address, pin, city, or location of interest

Location categories and radius targeting. Image credit: Snapchat

For example, rather than targeting users at Rockaway Beach, advertisers can now target customers at beaches in general. Other categories exist for universities, sporting events and more.

With this feature, advertisers can now reach a much wider range of users while ensuring that the advertisement remains relevant and engaging.

Meanwhile, radius targeting allows advertisers to target users within a certain radius of a chosen area.

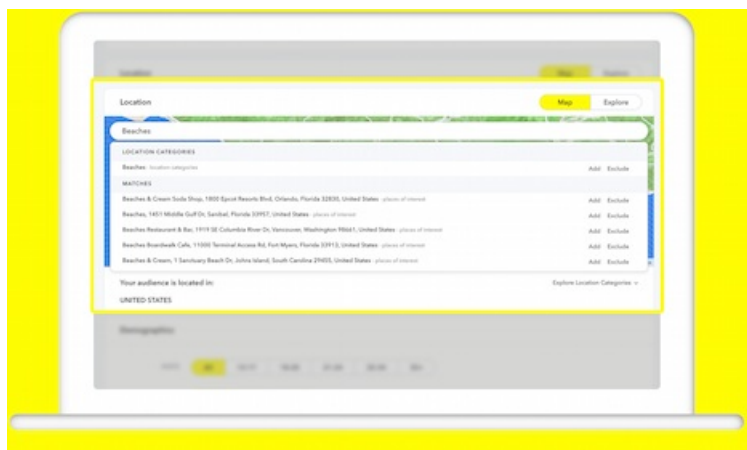
For example, a smaller business could put a radius ad around its central location or a travel brand could market to the radius around an airport.

Taken together, these features show how Snapchat is leveraging location as a tool for bringing advertisers and consumers closer together.

Fashion week

Snapchat's location efforts were on display earlier this month at Paris Fashion Week. As Snapchat's reach continues to spread to older and younger demographics, the Paris government supported its plan to become a digital-first city with the social application during its fashion week.

Happening in France until March 6, Paris Fashion Week was supported by a series of Snapchat filters created in partnership with digital agency IRM. The campaign was a part of the city's ongoing project to become more of a "startup" culture to attract more young travelers and individuals ([see story](#)).



Location categories. Image credit: Snapchat

Last month, Snapchat rolled out a major update to its user interface, segmenting brand content and user content into two distinct pages along with a number of other changes, to massive user disapproval.

The update has been met with such backlash that a Change.org petition with more than 1 million signatures has arisen asking the social platform to change it back. While users have been the most vocal, the update has also had a negative effect on the way influencers use the app ([see story](#)).

While users may be unhappy, Snapchat is hoping that appeals to its advertisers such as its new location services will help keep it on track.