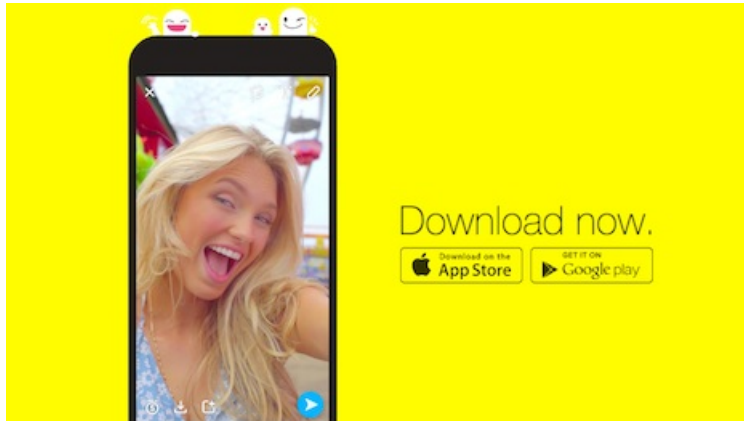


MARKETING

Snapchat unveils new ad capabilities

September 27, 2018



Snapchat hopes to increase its ad offerings. Image credit: Snapchat

By STAFF REPORTS

Multimedia social application Snapchat has been working to gain a lead on other major platforms such as Instagram in the advertising game, and has now launched four new ad capabilities

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to a statement to *Women's Wear Daily*, Snapchat's new ad features will roll out globally to all advertisers starting in October. Collection Ads, Product Catalogues, Advanced Pixel Targeting and third-party agency partners are a variety of the new offerings Snapchat is providing to ad partners.

Snapchat advancements

Collection Ads will allow retailers and brands to unveil new collections, letting users view product details and purchase directly within the app, for a native experience. The experience has been tested since June, with early results showing retailer Wink garnering 17 times greater engagement rates compared to regular Snap Ads.

Product Catalogues will be a simpler way for companies to create product ads on Snap, allowing them to seamlessly integrate details into the ads.

Previously a complaint when Snapchat first came out with ads, partners are now able to gain more insight into their advertising campaigns through Advanced Pixel Targeting. The new feature better tracks data in relation to how users are interacting with ads so that marketers can better target their campaigns as they go along.



Guess tries out Snapchat's new ad features. Image credit: Snapchat

Snapchat also revealed it will be helping users sign up to vote easier right within the app, through a new feature called TurboVote. It will also roll out a variety of filters and content to excite users on the idea of voting.

Users will also now be able to search for products on Amazon within the Snapchat camera.

Through the user's camera, Snapchat will be able to scan bar codes and connect users with products on Amazon that are the same product or very similar. The feature will roll out sporadically over the coming months.

Snapchat has been trying to increase its offerings to advertisers and users in hopes to increase its value. The platform has been in a rough spot over the past few months, with its latest earnings report revealed in August that the company has lost 3 million daily active users in the last quarter.

This statistic is bad news for a company that has been struggling to retain users, keep them happy and appeal to advertisers at the same time. For brands, the question of whether Snapchat remains a viable partner, especially compared to more favorable platforms such as Instagram, remains an open debate ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.