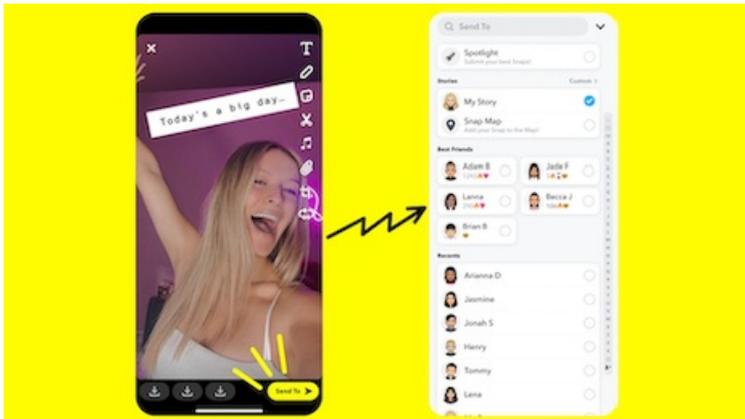


SOFTWARE AND TECHNOLOGY

Snapchat introduces new creator revenue stream

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Snap, Inc is providing more opportunities for creators to earn money. Image credit: Snap, Inc.

By LUXURY DAILY NEWS SERVICE

Media and ecommerce platform Snap, Inc. is expanding its support of content creators through new mid-roll advertisements in creator stories.



These advertisements will appear within "Snap Star" stories, and creators will earn shares of the revenue generated from the ads. Snap Stars, who must apply for and be granted this distinction, are what the platform designates as its biggest content creators.

Supporting creators

As part of its commitment to rewarding its community for creativity and supporting creators as they grow their audiences and businesses, Snap hopes the new revenue stream will present greater opportunities for its users as well as brand advertisers.

The share of revenue is determined by a number of factors including frequency and engagement.

The new program is currently in beta testing with an early set of Snap Stars in the United States but will become available to star creators later this year.



More advertising means brands have more opportunities to reach consumers. Image credit: Snap, Inc.

Snap hopes that by placing advertisements within public stories, creators will discover a simplified path to financial success.

For advertisers, this could provide more opportunities to reach the Snapchat community with a new, high-value placement.

Over the past year, the company has rolled out a number of tools and programs to help support creators, from Spotlight Snaps incentives to Spotlight Challenges and gifting.

The company has also been pushing into the ecommerce and social shopping category, and last summer, launched a partnership, Verishop Mini, with Southern California-based online retailer Verishop.

The curated shopping experience, which lives exclusively within the Snapchat app, allows users to discover and shop fashion and beauty products without leaving the app ([see story](#)).

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