

THE COMPLETE GUIDE TO SNAPCHAT AD TARGETING

INTERESTS & BEHAVIORS

LIFESTYLE

- **Adventure Seekers**
- **Arts & Culture Mavens**
- **Automotive Enthusiasts**
- **Beachgoers & Surfers**
- **Beauty Mavens**
- **Bookworms & Avid Readers**
- **Clubbers & Nightcrawlers**
- **Collegiates**
- **Comics & Animation Fans**
- **Do-It-Yourself**
- **Fashion & Style Gurus**
- **Film and TV Fans**
 - Comedy Fans
 - Cordcutters
 - Reality TV Fans
 - Sci-fi & Fantasy Fans
- **Fitness Enthusiasts**
- **Running Enthusiasts**
- **Foodies**
 - Cooking Enthusiasts
 - Fast Food Junkies
- **Gamers**
 - Serious Gamers
- **Music Fans**
 - Concert & Festival Goers
 - Country Music Fans
 - Dance & Electronic Music Fans
 - Indie & Alternative Music Fans
 - Pop Music Fans
 - Urban & Hip-Hop Music Fans
- **Green Living Enthusiasts**
- **Hipsters & Trendsetters**
- **Home Decoristas**
- **Investors & Entrepreneurs**
- **Math & Science Enthusiasts**
- **Men's Lifestyle**
- **News Watchers**
 - Business News Watchers
 - Celebrity News Watchers
 - Political News Watchers
- **Outdoor & Nature Enthusiasts**
- **Parents & Family-Focused**
- **Pet & Animal Lovers**
- **Photographers**
- **Sports Fans**
 - American Football Fans
 - Baseball Fans
 - Basketball Fans
 - College Football Fans
 - Fight & Wrestling Fans
 - Golfers
 - Hockey Fans
 - Motor Sports Fans
 - Snow Sport Enthusiasts
 - Soccer Enthusiasts
 - Street Sport Enthusiasts
 - Tennis & Racquet Enthusiasts
- **Techies & Gadget Fans**
- **Travel Enthusiasts**
- **Women's Lifestyle**

SHOPPERS

- **Apparel Shoppers**
 - Children's Apparel Shoppers
 - Jewelry Shoppers
 - Luxury Apparel Shoppers
 - Men's Apparel Shoppers
 - Women's Apparel Shoppers
- **Automotive Shoppers**
 - Compact & Economy Vehicle
 - Crossover Vehicle Shoppers
 - Full-Size Sedan Shoppers
 - Full-Size SUV Shoppers
 - Hybrid & Alternative Vehicle
 - Luxury Sedan Shoppers
 - Luxury SUV Shoppers
 - Mid-Size Car Shoppers
 - Minivan Shoppers
 - Motorcycle Shoppers
 - Pickup Truck Shoppers
 - Pickup Truck Shoppers
 - Small & Mid-Size SUV Shoppers
 - Sports Car Shoppers
- **Eco-Conscious Shoppers**
- **Children's Products Shoppers**
 - Baby Products Shoppers
 - Toy Shoppers
- **Entertainment Shoppers**
 - Cable & Satellite Subscribers
 - Casual & Mobile Game
 - Console Game Shoppers
 - Movie Theater Shoppers
 - Streaming Media Spenders
- **Grocery Shoppers**
 - Beer Buyers
 - Candy Consumers (Choc.)
 - Candy Consumers (Non-Choc.)
 - Coffee Consumers
 - Energy Drink Shoppers
 - Frozen Food Shoppers
 - Healthy Food Shoppers
 - Household Supply Shoppers
 - Liquor & Spirits Buyers
 - Low Fat Food Shoppers
 - Meat & Seafood Shoppers
 - Salty Snacks Shoppers
 - Soft Drink Shoppers
 - Sports Drink Shoppers
 - Sweets & Snack Shoppers
 - Vegetarian & Organic Shoppers
 - Wine Buyers
- **Gamers**
 - Serious Gamers
- **Home & Garden Shoppers**
 - DIYers
 - Home Improvement Shoppers
 - Home Owners
 - Home Renters
- **MoneyMinders**
 - Car Insurance Shoppers
 - Investment Service Shoppers
 - Mortgage Shoppers
- **Movers**
 - New Movers
 - Pre-Movers
- **Music Fans**
 - Concert & Festival Goers
 - Country Music Fans
 - Dance & Music Fans
 - Indie & Alternative Music Fans
 - Pop Music Fans
 - Urban & Hip-Hop Music Fans
- **Pet Owners**
 - Cat Owner
 - Dog Owner
- **Restaurant-Goers**
 - Casual Diners
 - Fast Food Diners
- **Philanthropists**
- **Retail Shoppers**
 - Big Box & Superstore
 - Consumer Tech Shoppers
 - Deal & Value Shoppers
 - Department Store Shoppers
 - Discount Store Shoppers
 - Gift Shoppers
 - Luxury Shoppers
 - Online Shoppers
- **Travelers**
 - Budget Travels
 - Business Travels
 - Cruise Seeks
 - Frequent Travelers
 - Leisure Travelers
 - Luxury Travelers
- **Personal Care Shoppers**
 - Cosmetics Shoppers
 - Hair Care Product Shoppers
 - Luxury Beauty Products
 - Men's Grooming Supply
 - Skin Care Product Shoppers

VISITORS

- **Auto Dealer Visitors**
 - Asian Vehicle Dealers
 - Big 3 Vehicle Dealers
 - Chevrolet Dealers
 - Domestic Vehicle Dealers
 - Ford Dealers
 - Foreign Vehicle Dealers
 - Honda Dealers
 - Luxury Vehicle Dealers (Domestic)
 - Nissan Dealers
 - Toyota Dealers
 - Truck Dealers
- **Bank Visitors**
 - Bank of America Locations
 - Chase Locations
 - Citibank Locations
 - TD Bank Locations
 - Wells Fargo Locations
- **Dining Establishment Visitors**
 - Breakfast Establishments
 - Casual Restaurants
 - Applebees Restaurants
 - Casual Breakfast
 - Casual Dinner Restaurants
 - Casual Lunch Restaurants
 - Chilis Restaurants
 - Denny's Restaurants
 - IHOP Restaurants
 - Little Caesars Restaurants
 - Olive Garden Restaurants
 - Pizza Hut Restaurants
 - Coffee Shops
 - Dunkin Donuts Locations
 - Starbucks Locations
 - Dinner Establishments
 - Fast Casual Restaurants
 - Chipotle Restaurants
 - Panera Bread Restaurants
 - Lunch Establishments
 - QSR Restaurants
 - Baskin Robbins Locations
 - Breakfast QSRs
 - Burger King Restaurants
 - Dairy Queen Restaurants
 - Dinner QSRs
 - Dominos Pizza Rest.
 - Kentucky Fried Chicken
 - Lunch QSRs
 - McDonald's Restaurants
 - Papa John's Restaurants
 - Popeyes Louisiana Kitch.
 - Subway Restaurants
 - Taco Bell Restaurants
 - Wendy's Restaurants
- **Entertainment Venue Visitors**
 - Bars
 - Casinos
 - Concert Venues
 - Gyms
 - Sports Centric Destinations
 - Nightlife Destinations
- College Sports Venues
 - Basketball Arenas
 - Football Stadiums
- Athletic Recreation Venues
 - Golf Courses
 - Ski Areas
- Retail Store Visitors
 - Furniture Stores
 - General Stores
 - Golf Store Shoppers
 - Grocery Stores
 - Kroger Stores
 - Safeway Stores
 - Supervalu Stores
 - Hardware Stores
 - Home Depot Locations
 - Lowes Locations
 - Home Goods Stores
 - Luxury Stores
 - Malls
 - Office Supply Stores
 - Office Depot Stores
 - Office Max Stores
 - Staples Stores
 - Pet Stores
 - Petco Stores
 - PetSmart Stores
 - Pharmacies
 - CVS Pharmacies
 - Rite Aid Pharmacies
 - Walgreens Pharmacies
 - Sports Stores
 - Toy Stores
 - Electronics Stores
 - Best Buy Stores
 - Discount Stores
 - Department Stores
 - JC Penny Locations
 - Kohl's Locations
 - Macy's Locations
 - Sears Locations
 - Convenience Stores
 - 7 Eleven Stores
 - Children Stores
 - Babies R Us Stores
 - Toys R Us Stores
 - Cellular Phone Stores
 - AT&T Stores
 - Sprint Stores
 - T-Mobile Stores
 - Verizon Stores
 - Clothing Stores
 - Big Box Stores
 - Big Lots Stores
 - Costco Stores
 - Kmart Stores
 - Sam's Club Stores
 - Target Stores
 - Walalmart Stores
- **Travel Venue Visitors**
 - Business Travel Venues
 - Car Rental Locations
 - Commercial Airports

VIEWERS

- **Viewers**
 - Home Movie Viewers (Action)
 - Home Movie Viewers (Animation)
 - Home Movie Viewers (Comedy)
 - Home Movie Viewers (Documentary)
 - Home Movie Viewers (Drama)
 - Home Movie Viewers (Horror)
 - Home Movie Viewers (Kids & Family)
 - Home Movie Viewers (Science Fiction)
 - TV Heavy Viewers
 - TV Light Viewers
 - TV Viewers (Action & Adventure)
 - TV Viewers (Animation)
 - TV Viewers (Comedy)
 - TV Viewers (Cooking)
 - TV Viewers (Documentary)
 - TV Viewers (Drama)
 - TV Viewers (Educational)
 - TV Viewers (Game Shows)
 - TV Viewers (Home & Garden)
 - TV Viewers (Home Shopping)
 - TV Viewers (Kids & Family)
 - TV Viewers (Movies)
 - TV Viewers (Music Shows)
 - TV Viewers (News)
 - TV Viewers (Politics & Public Affairs)
 - TV Viewers (Reality TV)
 - TV Viewers (Science Fiction & Fantasy)
 - TV Viewers (Soap Opera)
 - TV Viewers (Sports Channels)
 - TV Viewers (Talk Shows)
 - TV Viewers (Thriller & Horror)
 - TV Viewers (Travel Shows)
 - TV Viewers (Variety Shows)

DEMOGRAPHICS

- **Age**
- **Gender**
- **College Graduates**
- **Household Income**
 - \$250K+
 - \$75-100K
 - \$50K-75K
 - \$<50K
- **Married People**
- **Parents**
 - New Parents
- **Moms**
 - Moms (Grade School)
 - Moms (High School)
 - Moms (Preschool)
 - New Moms
- **Small Business**
 - Decision Makers
 - Employees
 - Spanish Speakers



DEVICES

Operating Systems

- Android
- iOS

Connection Type

- Cell

- WiFi

Carriers

- 3 ITA (IT)

- 3/Orange/One Connect (AT)

- A1 MobileKom (AT)

- AT&T (US)

- AT&T/IUSACell(MX)

- Bell-Virgin (CA)

- Blue Two Chile (CL)

- Boost Mobile (US)

- Bouygues Telecom (FR)

- Brazil Telcom (BR)

- C Spire (US)

- Cellular One (US)

- Claro (CL)

- Claro/Albra/America Movil (BR)

- Claro/Amer.Mov./TIM (PE)

- Crickit Wireless (US)

- E-Plus (DE)

- EUSKALTEL (ES)

- Eastlink (CA)

- Entel (Telefonia (CL)

- Fido (CA)

- H3G (AT)

- H3G (SE)

- ICE Nordisk Mobiltelefon AS (NO)

- JAZZ TELECOM (ES)

- KPN (NL)

- Lycamobile (FR)

- Lycamobile (ES)

- Lycamobile (NL)

- Lycamobile (NO)

- Lycamobile (UK)

- MTS (CA)

- Meteor (IE)

- MetroPCS (US)

- Milicom Tango (LU)

- Mobilicity (CA)

- Movistar (ES)

- Mtel (AT)

- NRJ (FR)

- Netcom (NO)

- Network Norway (NO)

- Nextel (BR)

- Nextel (CL)

- Nextel (PE)

- O2 (DE)

- O2 (UK)

- Oi (BR)

- Optus (AU)

- Orange (ES)

- Orange (LU)

- Orange (UK)

- Orange France (FR)

- Post (LU)

- SFR (FR)

- Simyo (ES)

- Sprint (US)

- Spark/NZ Telecom (NZ)

- Spusu/Mass Response (AT)

- T-Mobile (AT)

- T-Mobile (LU)

- T-Mobile (NL)

- T-Mobile (UK)

- T-Mobile (US)

- T-Mobile/Telekom (DE)

- TDC Denmark (DK)

- TIM (BR)

- TIM (IT)

- TelCel/America Movil (MX)

- Tele2 (AT)

- Tele2 (NL)

- Tele2 (SE)

- Telefonica (CL)

- Telenor (NO)

- Telenor/Sonofon (DK)

- Telenor/Vodafone (SE)

- Telering (AT)

- Telfort/KPN (NL)

- Telia (DK)

- Telia Mobile (SE)

- Telstra (AU)

- Telstra (NZ)

- Telus-Koodo (CA)

- Three (UK)

- Three/O2/Digifone (IE)

- Two Degrees (NZ)

- U.S. Cellular (US)

- UPC (AT)

- UPC (AT)

- UPC Netherland BV (NL)

- VRT Banda Ancha (CL)

- Vectone Mobile (UK)

- Verizon (US)

- Videotron (CA)

- Viettel Mobile (PE)

- Vivo S.A./Telemig (BR)

- Vodafone (AU)

- Vodafone (ES)

- Vodafone (IT)

- Vodafone (NL)

- Vodafone (NZ)

- Vodafone (UK)

- Vodafone D2 (DE)

- Vodafone (Eircell (IE)

- WIND (Blu) (IT)

- Walker Wireless (NZ)

- Wind Mobile (CA)

- Yoigo (ES)

- Outdoorsy Destinations

- Theme Parks

- Disneyland Parks and Hotels

- Professional Sports Venues

- MLB Stadiums

- NBA Arenas

- NFL Stadiums

- NHL Arenas

- Nature & Outdoor Destinations

- Beaches

- Dog Parks

- Park & Gardens

- Movie Theaters

- AMC Theaters

- Independent Movie Theaters

- Regal Cinemas

- Weekday Matinee Visitors

- Weekend Matinee Visitors

- Hotels

- Baymont Inn and Suites

- Best Western

- Choice Hotels Chain

- Cost Conscious Hotels

- Hampton Inn & Suites

- Hilton Chain Hotels

- Holiday Inn Express Hotels

- Holiday Inn Hotels

- Hyatt Chain Hotels

- Hyatt Chain Hotels

- IHG Chain Hotels

- Luxury Hotels

- Marriott Chain Hotels

- Premium Hotels

- Residence Inn Hotels

- Starwood Chain Hotels

- Westin Hotels

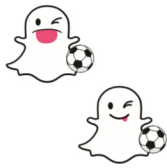
- Tour Destinations



CUSTOM AUDIENCES

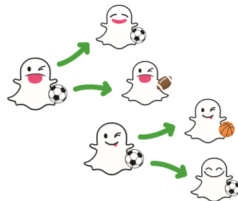


SNAPCHAT AUDIENCE MATCH (SAM)



Match Targeting

Reach your audience using existing contacts (e-mail or device ID)



Lookalike Targeting

Expand your reach to similar users.



Exclusion Targeting

Reach only net-new snapchatters.



Engagement Targeting

- Users who interacted with ads
- Users who interacted with geofilters
- Users who interacted with lenses



WHAT'S REQUIRED?

1

Audience List

Email addresses and mobile ad IDs (IDFA/AAID)

2

Data Transfer

We support multiple options for transferring audience lists

3

Terms & Conditions

Agree to terms and conditions via the Snap Audience Match Data Transfer Form



ADVERTISEMINT

A SNAPCHAT ADVERTISING AGENCY