



Case Study

Snapchat Story Ad Creative Test

Challenge

A financial technology brand wanted to increase awareness of career opportunities amongst highly sought out tech talent within the Bay Area by showcasing a 3-card story carousel with :10 second cut-downs from a :30 second video using Snapchat's Story Ad format to help reach users seeking out content within their discovery feed

We wanted to test different images for the Story Ad's tile using the same text overlay to see which image would get users to click into the story ad and ultimately swipe-up to view the full the :30 second video

Strategy

The campaign launched in May 2019 with an engagement objective optimized towards story opens, targeting consumers interested in Tech & Science careers as well as Math & Science enthusiasts. The campaign utilized three different tile images, (2) animated and (1) 'real life', with the same headline copy to help identify which tile image consumers resonate better with and drives the best results

Results

After two weeks, we paused the 'real life' tile image as it resulted in a 15% lower story open rate at a 38% higher cost than the animated tiles. It also resulted in the lowest story completion rate (19%) at the highest cost (\$1.12). We continued to run with the two top performing tiles for the remainder of the campaign

Due to the bright, thumb-stopping imagery of the animated blue robot, the robot tile was the top performer, driving the highest amount of story opens. This resulted in the highest story completion rate (24%) at the most efficient cost (\$0.55). While the animated female character tile had a slightly more efficient cost per story open (\$0.13 vs \$0.14), the animated robot image drove the most efficient results overall



Recommendation

Understand your audience and learn what attracts their attention and tailor imagery to their interests

Make sure your imagery is relevant to your audience, is consistent with your content and is thumb stopping, standing out among other content in the feed

Make sure to follow creative best practices when using story tiles by ensuring your brand logo pops on the image as well as clear and concise copy

