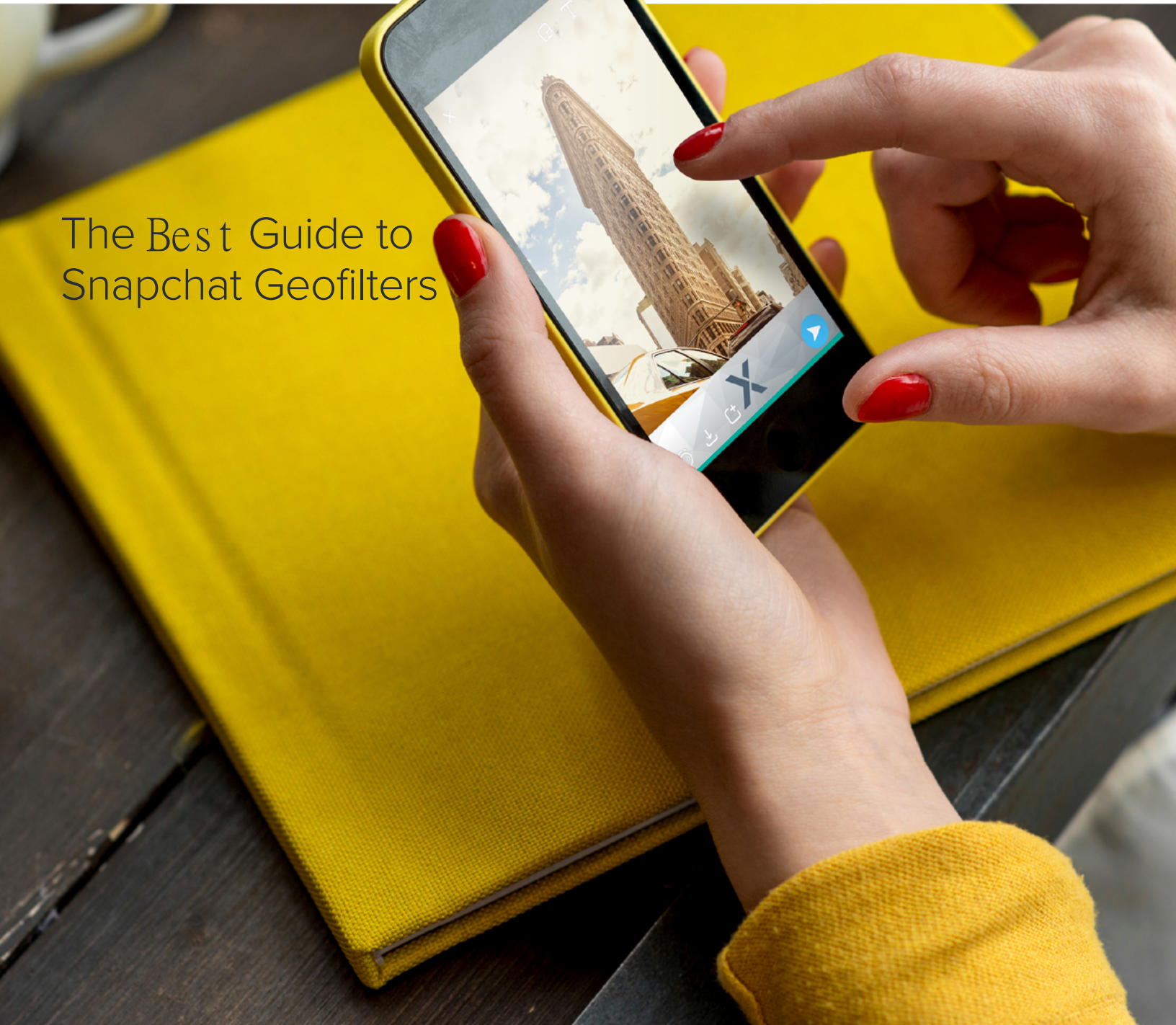


The Best Guide to Snapchat Geofilters



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Snapchat has rapidly become one of the most widely-used apps on the market, offering users a storytelling stage that is at once local, candid, exclusive, and hyper-relevant. Most recently, the platform made headlines for [surpassing Instagram as the second most used app in the United States](#). Over [60% of Americans between the ages of 13 and 38 use Snapchat](#) and its user base [is expected to grow 27% in the next year alone](#). Brands across all industries are taking notice, and have discovered that the best way to reach these users is through — you guessed it — location.

Snapchat Geofilters present brands with a unique opportunity to engage with local customers. At Yext, we help brands provide customers with the location data they need to go places quickly. Now we also help those brands provide Snapchat with the precise geodata necessary for them to effectively reach those customers once they've arrived!

Snapchat Overview

Snapchat is arguably the most potent word-of-mouth marketing tool for brands. With [10 billion snap video views daily](#), [1 Snapchat follower is now considered equal to 20 Instagram followers](#). [Snapchat users share over 400 million Snaps a day](#) and have viewerships that are faithfully watching. These users can be some of your brand's most powerful marketing messengers. Your brand can best leverage these propellants by ensuring they can engage with and capture your brand in their Snaps while at your locations. As you begin crafting Geofilters for your brand's Snapchat campaign, remember these key concepts to help steer it on the road to success:

Snapchat content is raw and unedited.

Unlike other social media platforms, Snapchat only enables users to take Snaps from within the platform, removing the ability to manicure photos or videos (aside from the available Snapchat filters). This gives viewers an authentic peek into the user's experience — and your brand. If your brand is known for its outstanding customer service or enticing menu, Snapchat will be a particularly useful outlet.

Time is of the essence.

All Snaps, whether private or posted to a Snapchat story, will expire within 24 hours. This makes Snapchat the perfect venue to publicize your brand's special promotions and sales, pop-up events, daily specials, limited quantities, and more.

Reach is exclusive.

Visibility and penetration on Snapchat extends beyond your audience to *their* audiences, presenting a huge opportunity for your brand. Use this to your brand's advantage and run a Geofilter at your locations, which can help amplify the impact of one visit to a location. Geofilters can help your brand get seen in a personal light by your visitors' audiences — their families, friends, and followers. They're one of the most fun ways your brand can maximize customer engagement on-location and generate value from every visit.

The combination of real-time, on-location engagement and visibility to all your visitors' followers makes Geofilters an impactful feature for your brand to leverage in its Snapchat campaigns.

Creating a Snapchat Geofilter

As Snapchat Geofilters gain traction, brands who want to deploy Geofilter campaigns across multiple locations should work with their Snapchat representative to define the scope and duration of the campaign.

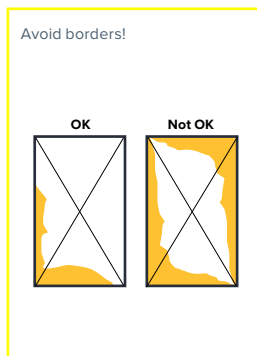
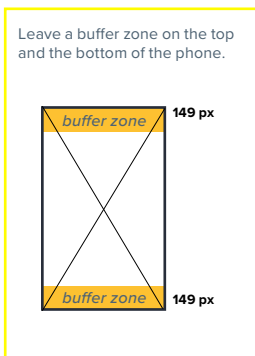
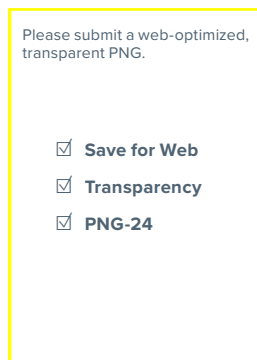
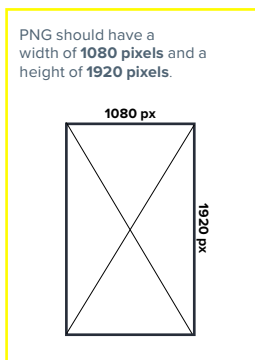
Snapchat has specific guidelines for how to design the Geofilters that your customers can then choose to add to their Snaps from your locations. Read on to learn more about these guidelines and how to use Yext to define where you enable your Geofilters.

Design

All Geofilter graphics must be 100% original and created in either Adobe Illustrator or Photoshop. Snapchat has provided free, downloadable templates for both programs [here](#).

When designing your brand's Geofilter, make sure it meets these specifications:

- Web-optimized, transparent PNG file
- 1080 pixels wide and 1920 pixels high
- Under 300 KB in file size



Snapchat requests that you leave a buffer zone of 149 pixels at both the top and bottom of the design template to account for the screen area your phone cover may block. There should be no competing design or imagery within these ranges. Avoid borders or any designs that will cover up too much snap surface area as well.

Make sure your brand abides by these general rules of thumb when designing the creative portion of your brand's Geofilter.

- Ensure you have the rights and permissions to include brand name, marks, logos, and/or trademarks in your Geofilter.
- Your brand name must be included in your Geofilter.
- Geofilters must be unique and cannot be reused from campaign to campaign.
- Note: Snapchat may display your brand's name to inform Snapchat users that you're providing the Geofilter.

Additional content guidelines can be found in [Snapchat's On-Demand Geofilter Submission Guidelines](#).

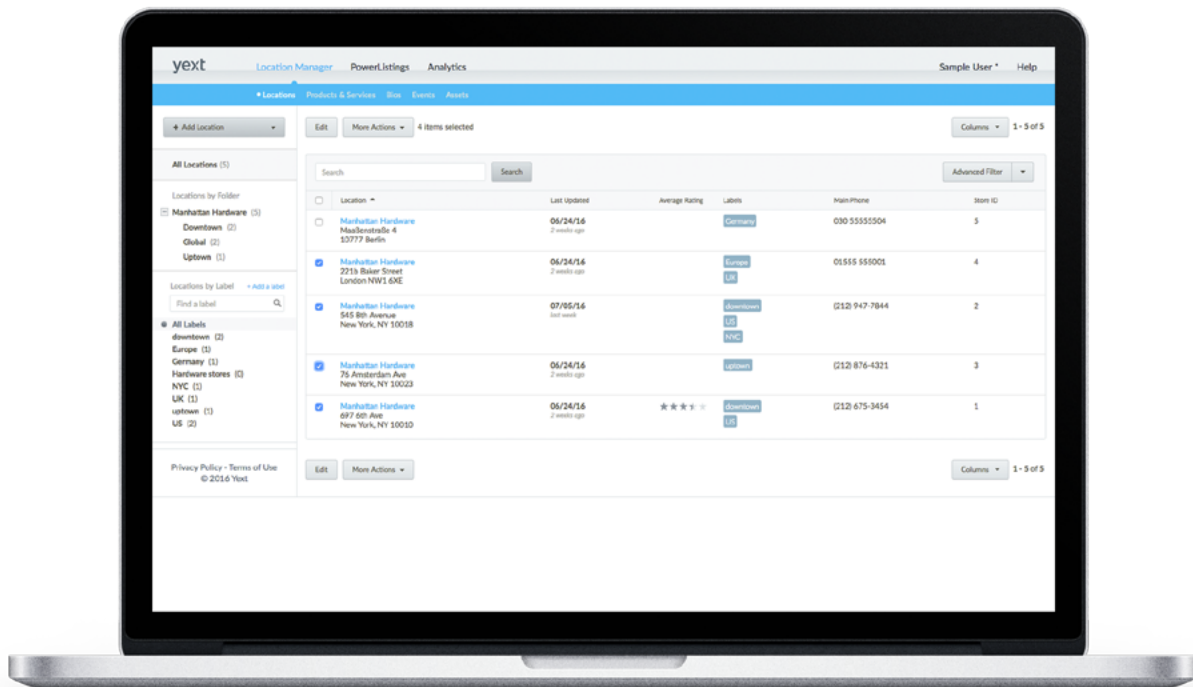
Yext for Snapchat

Yext now makes creating Snapchat Geofilters even easier and more efficient! Snapchat is now an available format in Location Export, meaning that you can export your brand's location information from the Yext Location Cloud so that it's Geofilter-ready.

Location Export

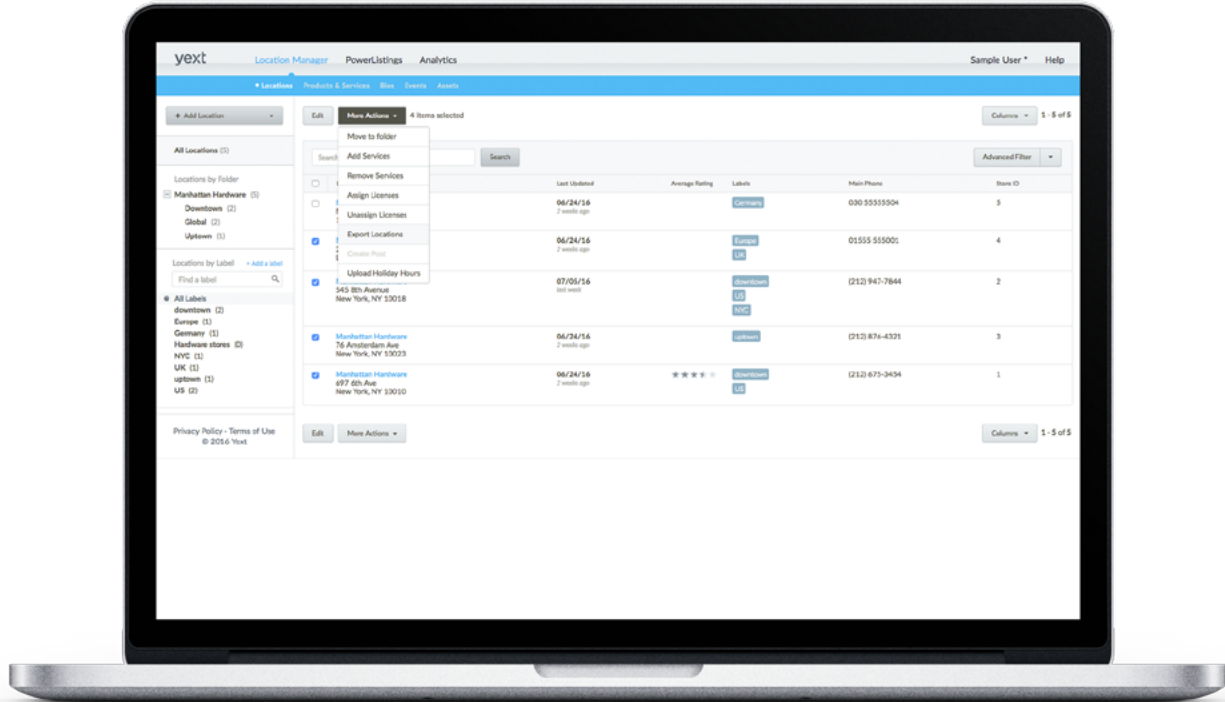
Export the lat/long data for your brand's various locations directly from Yext to be well on your way to setting up your brand's Snapchat Geofilter campaign.

- Begin in the Locations tab in Location Manager and select the folder or label of the locations at which you want to run your Geofilter campaign.
- Check the checkbox(es) on the left-hand side of the row, or select all.

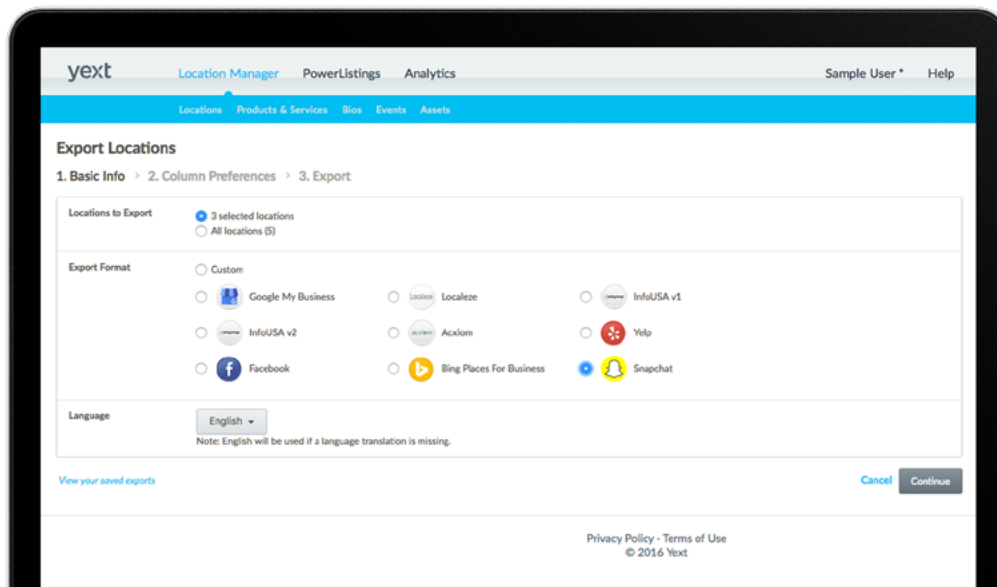


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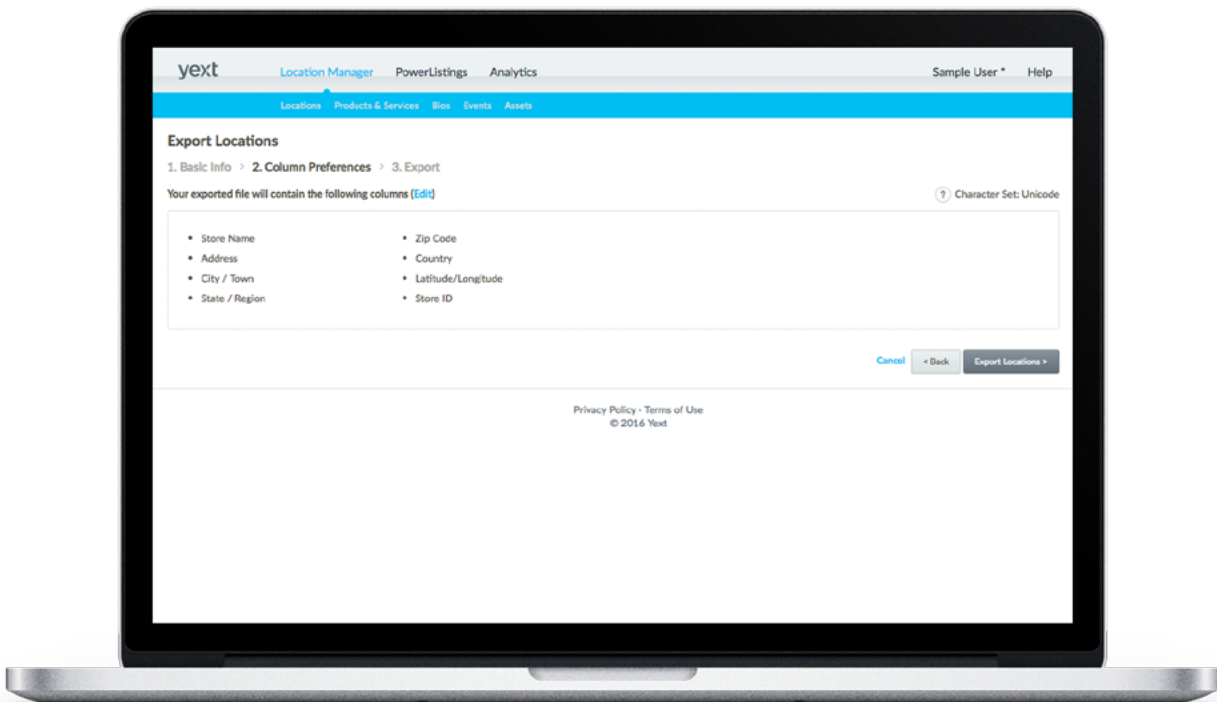
- Once you've selected your desired location(s), select Export Locations from the More Actions dropdown at the top of the menu.



- Here, on the Export Locations page, you'll be able to select the format in which you'd like to export your geodata. In the Export Format row, select Snapchat.
- Press Continue.



- On the next page, you'll be shown the fields your file export will contain; these are determined by your chosen Export Format. For Snapchat, Yext automatically selects the fields that Snapchat requires.
- When you're ready to export, press the Export Locations button in the bottom right-hand corner.



- And voilà! You have the building blocks for creating stellar Snapchat Geofilters for your brand's locations. From here, send the exported geodata to your brand's Snapchat representative to coordinate your campaign.

Looking Ahead

In recent news, [Snapchat announced that it will soon be launching an advertising API, called Snapchat Partners](#). This API will bring together more than 20 collaborators in an effort to help advertisers optimize and better navigate advertisements on Snapchat. There will be two kinds of partners — Ads Partners and Creative Partners. Snapchat Ads Partners will help develop advertising software, including ad buying, campaign optimization, and campaign analytics programming. Snapchat Creative Partners will help guide advertisers on content creation and content optimization for Snapchat's vertical video format, 3V, soon to be renamed Snap Ads. Ad inventory will be auctioned via an automated platform through the API.

As Snapchat continues to make enhancements that help brands take customer engagement to new places, we look forward to keeping you informed.