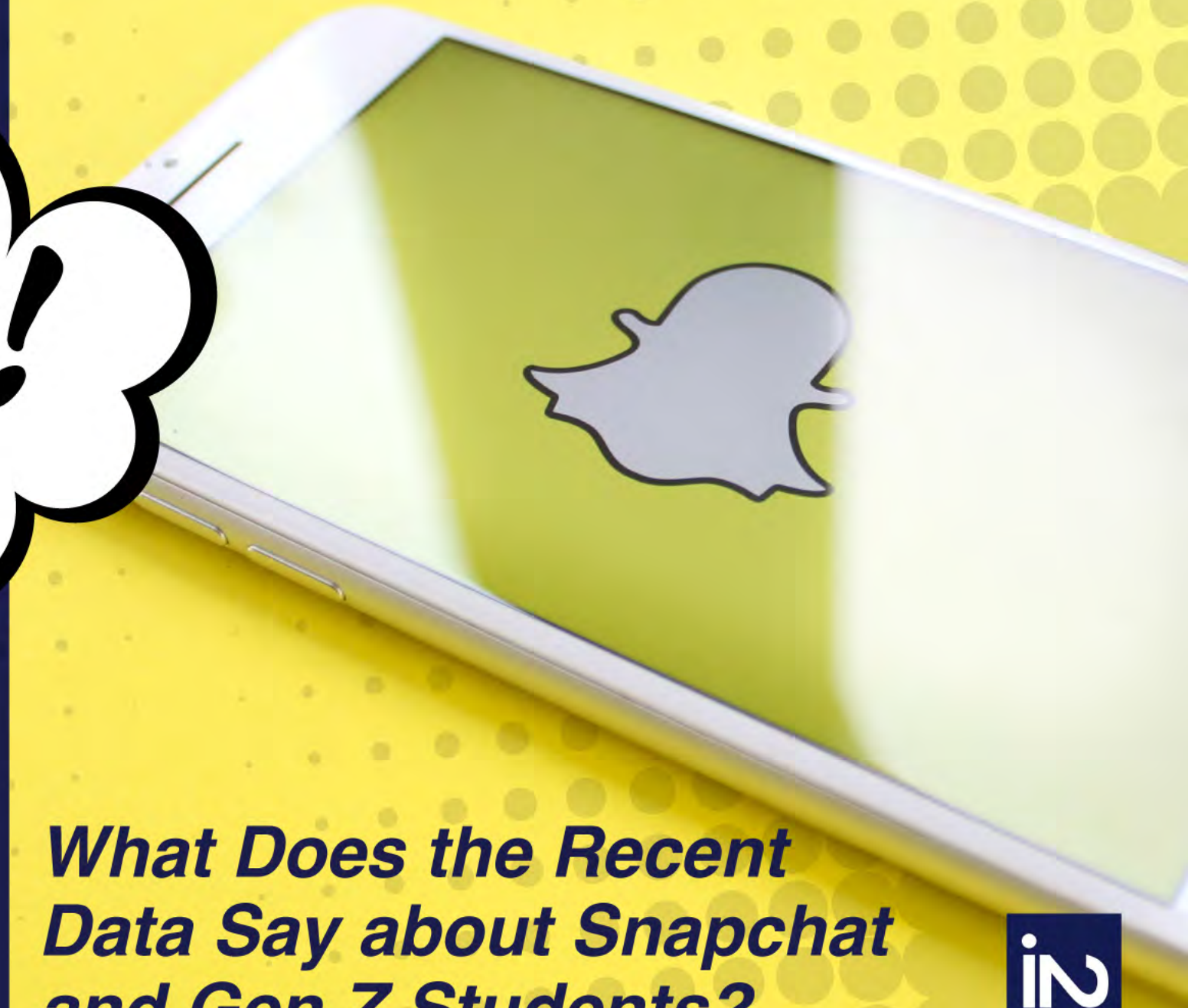
OH SNAP!



What Does the Recent Data Say about Snapchat and Gen Z Students?

interact
2-Year College Experts

REACHLOCAL®

Agenda.

- **Welcome!**
  By Mary De Luca, Interact VP, East Coast Communications
- **Gen Z, Student Journey & Social Media**
  by Erin Green, ReachLocal, Director, Digital Sales Enablement
- **Snapchat Insights**
  by André Augusto Joel, Snap Inc., Global Partnership Lead
- **5 Tips for Creating Swipe-Worthy Snapchat Ads**
  by Alana Villemez, Interact VP, Business Development & Angela Carollo, Interact VP, Marketing & Strategy

The Interact & ReachLocal Partnership

Our Partnership Together…

- 2,000+ digital campaigns ran with Interact & ReachLocal clients
- Community college expertise meets digital media expertise
- Partnerships with top publishers & extensive certifications
- Most campaigns crush industry benchmarks

We focus **beyond** strategy to the media buy…

…and **beyond** the media buy to enrollment **growth**

interact
2-Year College Experts

REACHLOCAL

Socialscape for Community Colleges

What We'll Learn

Tour the Social Media Universe

Learn the latest stats and landscape for social today

Explore the Modern Student Journey

Unpack how students today are making education choices

Understand Gen Z

Dig into the key drivers impacting this generation of students

REACHLOCAL | interact

https://www.statista.com/
Consumer Technology Association

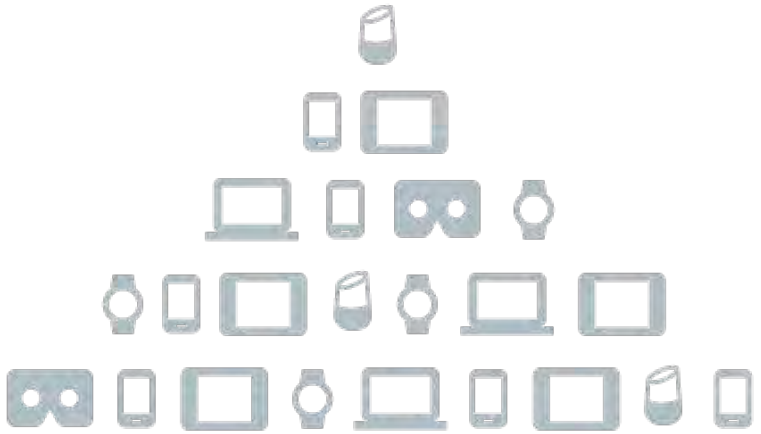
REACHLOCAL | interact

REACHLOCAL
LOCALiQ
PART OF THE USA TODAY NETWORK

Connected devices

8 billion

2018

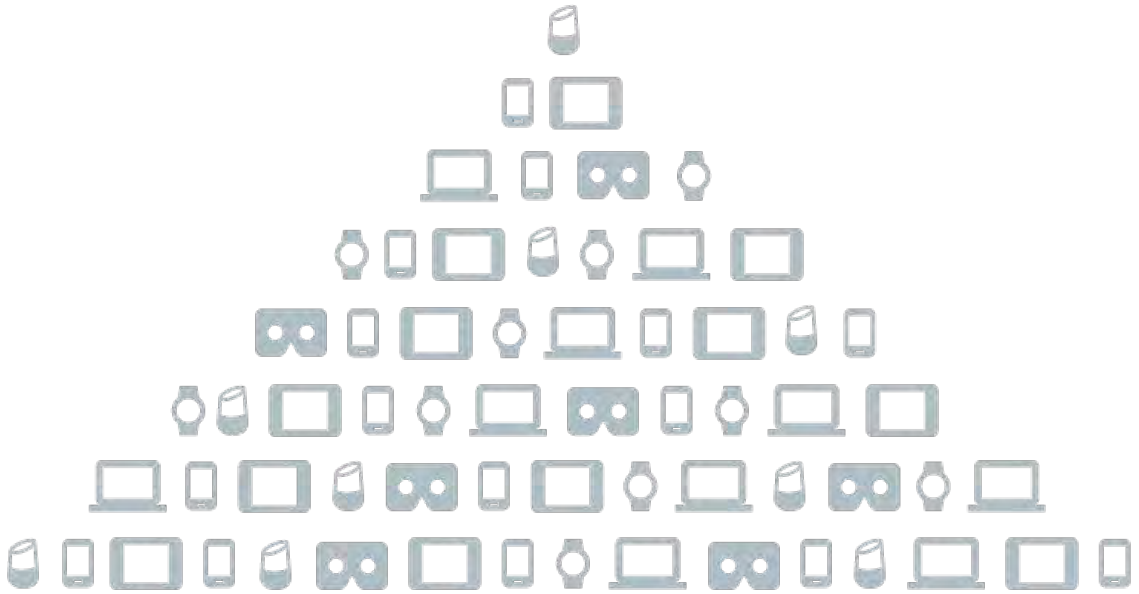


Source: Gartner says 8.4 billion connected "things" were in use in 2017, up 31 percent from 2016

Connected devices

20 billion

2020



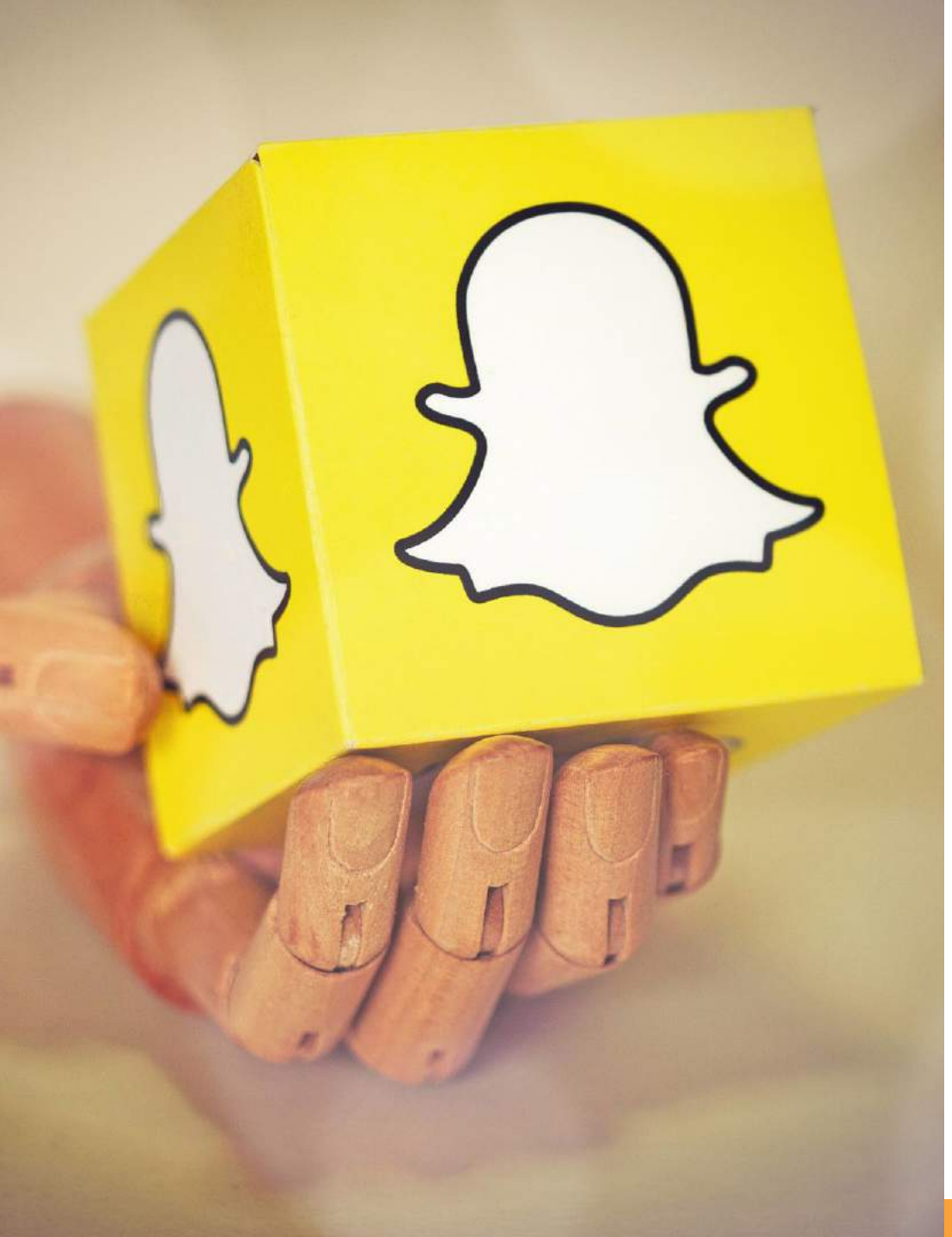
Source: Gartner says 8.4 billion connected "things" were in use in 2017, up 31 percent from 2016

1995	1998	2002	2004	2005	2007	2011	2012	2014
amazon	NETFLIX	PayPal	facebook	YouTube	iPhone	SnapChat	iPad	amazon echo
Age of Oldest Gen Z	1	5	7	8	10	14	15	17

REACHLOCAL | interact

Source: Kantar Consulting

3.81 Billion People
Use social media in 2020. It was only roughly 2 billion in 2015.
LOCALiQ
PART OF THE USA TODAY NETWORK

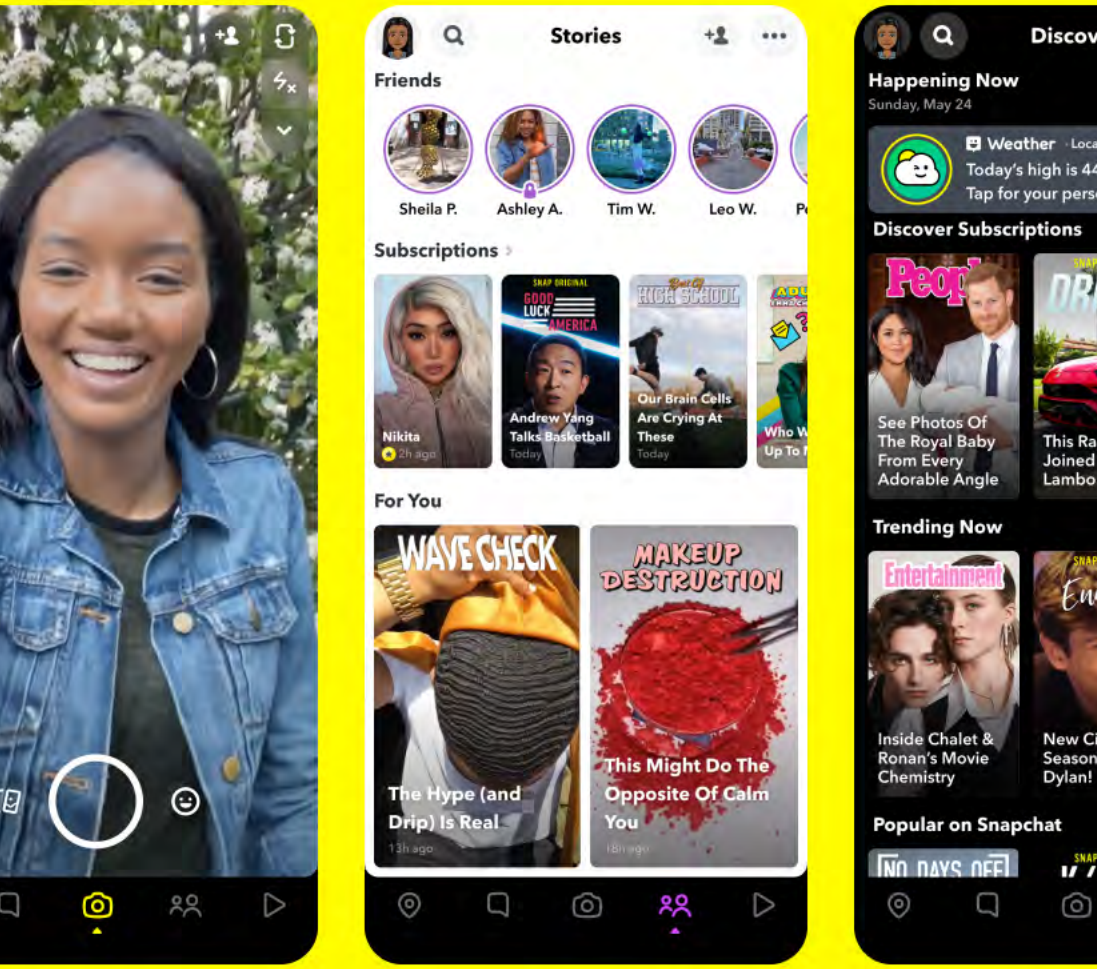


238M

People use Snapchat every day.

SnapChat

REACHLOCAL | interact



4B

Snaps are created and sent daily.

SnapChat

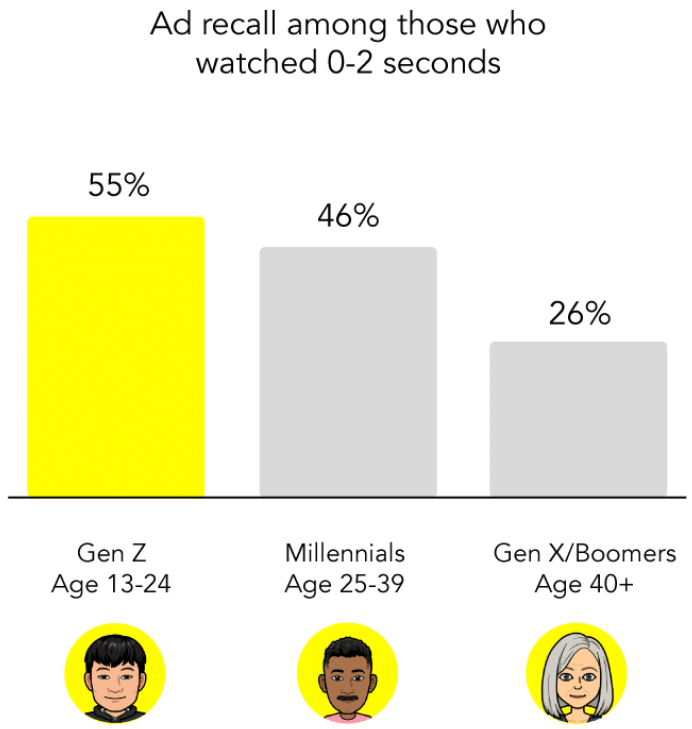
30x

Number of times Snapchatters use the app per day.

SnapChat

REACHLOCAL | interact

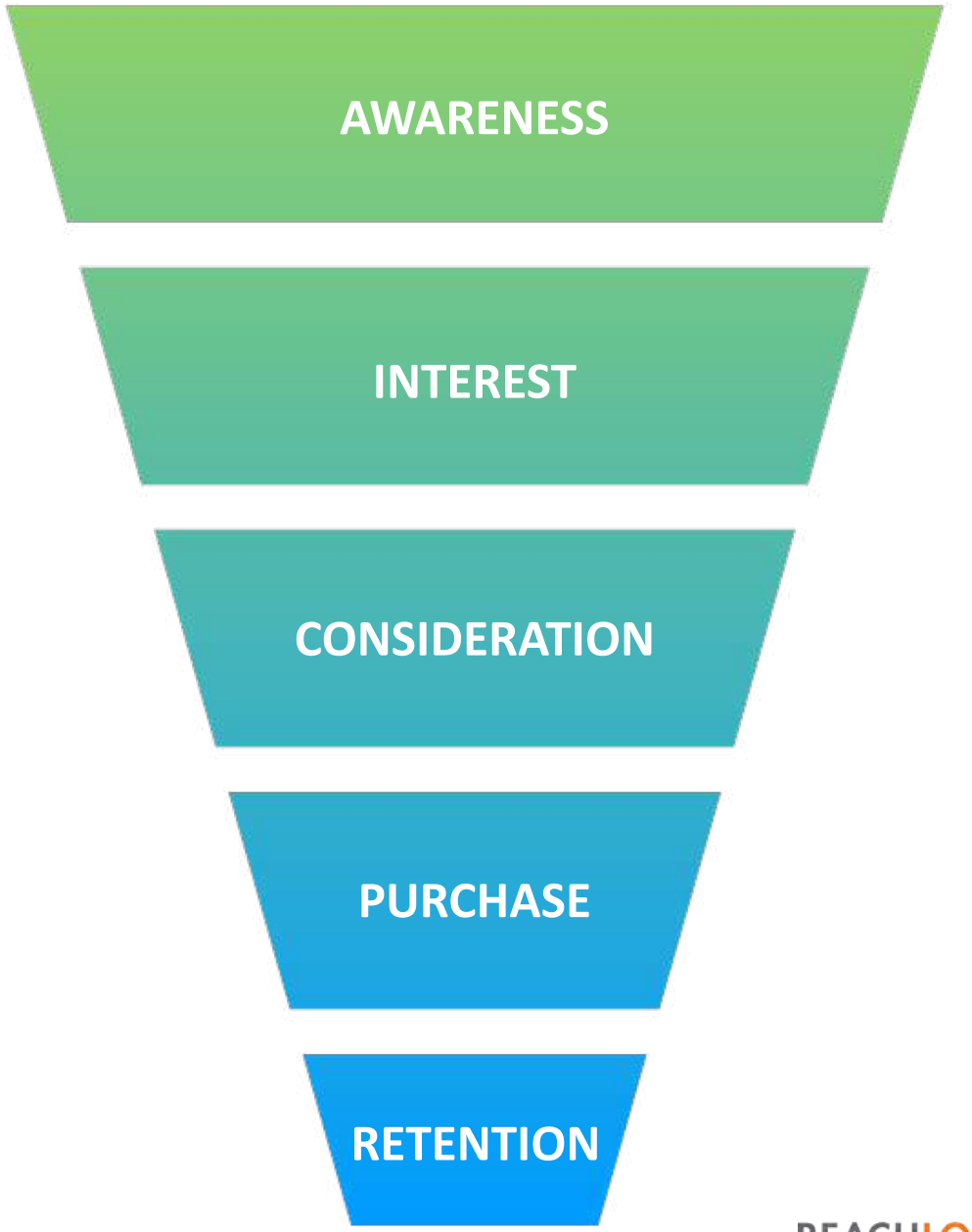
Advertisers need only seconds to break through with Gen Z



Source: 2020 Kantar Context Lab study commissioned by Snap Inc.; 2000 participants from AU, CA, UK, and US (500 / market), April 7 - April 27; full screen skippable video; aided ad recall

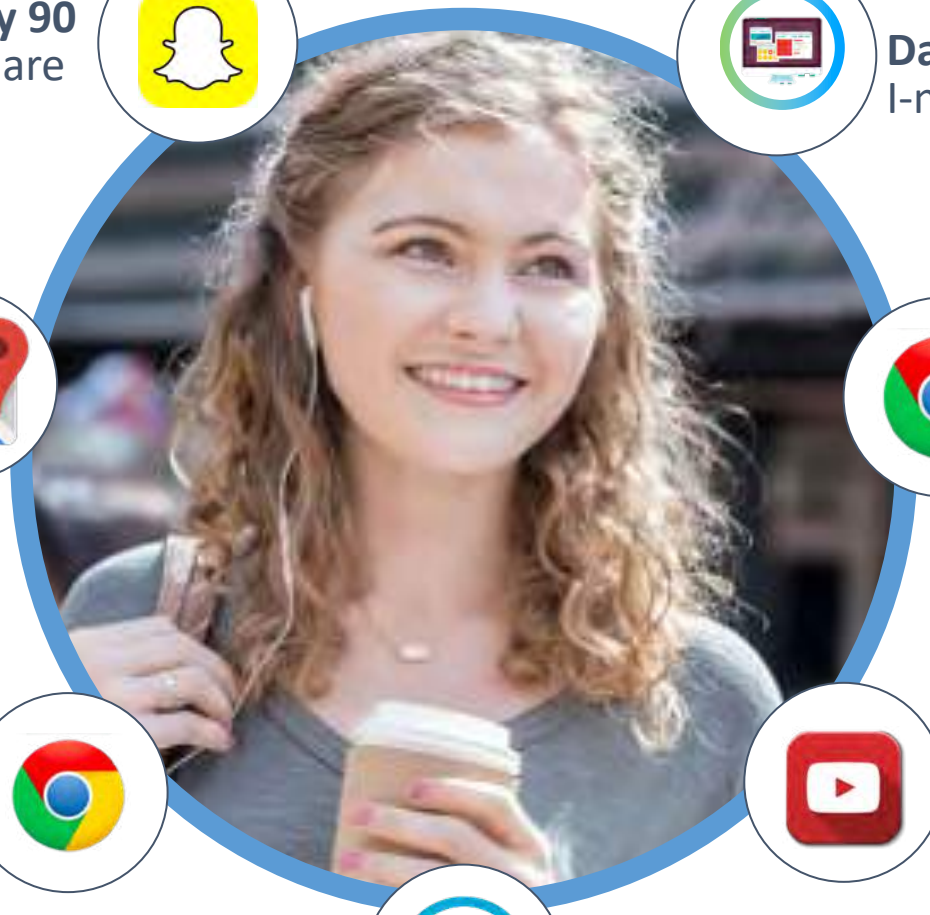
LOCALiQ
PART OF THE USA TODAY NETWORK

LOCALiQ
PART OF THE USA TODAY NETWORK



REACHLOCAL | interact

Student Journey



Day 0
I-need-to-act

Day 1
I-want-to-learn

Day 10
I want-to-understand

Day 30
I want-to-relax

Day 45
I want-to-schedule

Day 60
I want-to-go

Day 90
I want-to-share

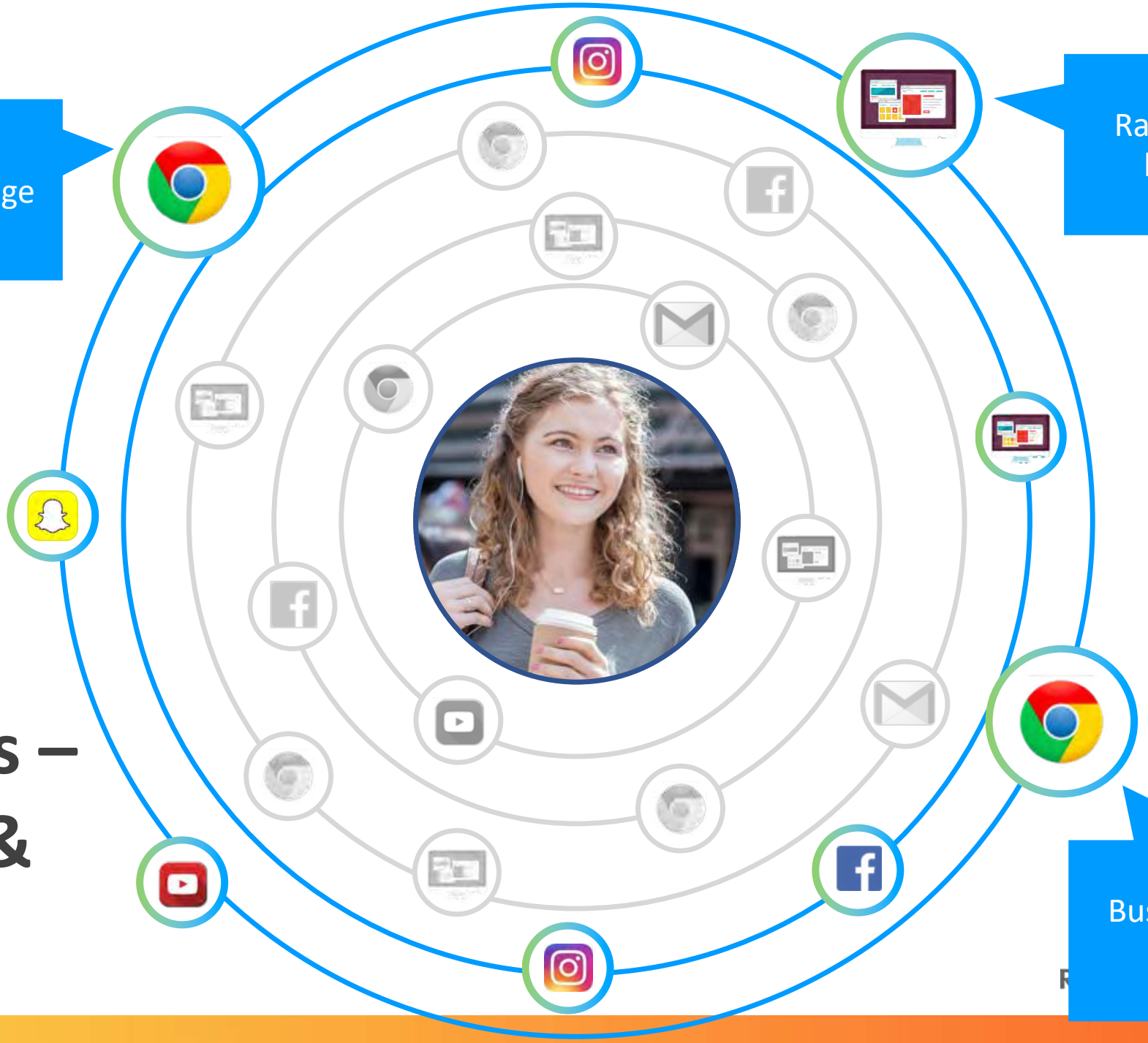
REACHLOCAL | interact

Modern Student Journey

REACHLOCAL | interact

Best community college

Rankings website for business schools

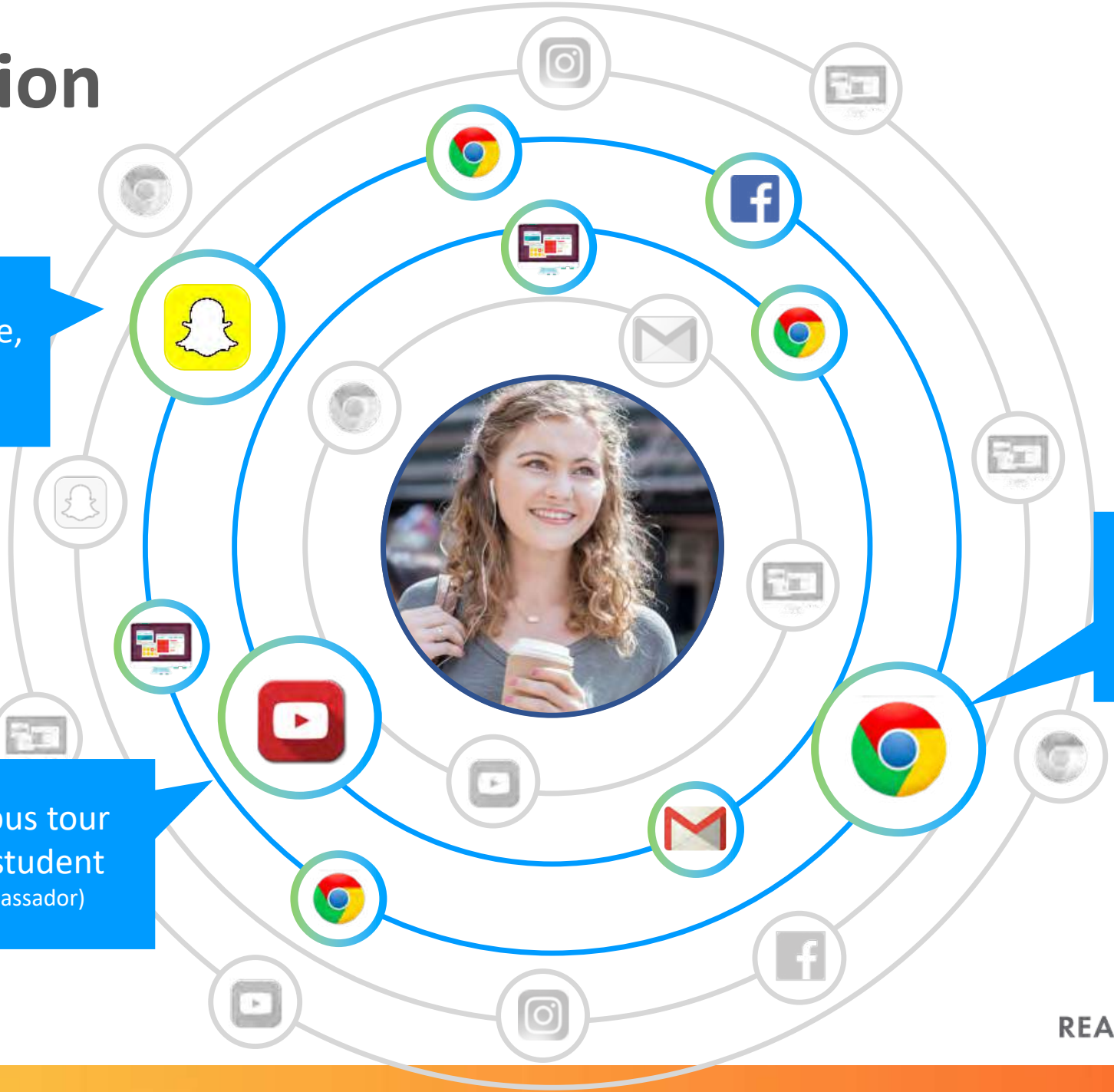


Awareness – Research & Planning

Business degrees near me

Consideration

Feel for campus culture, defines “fit”

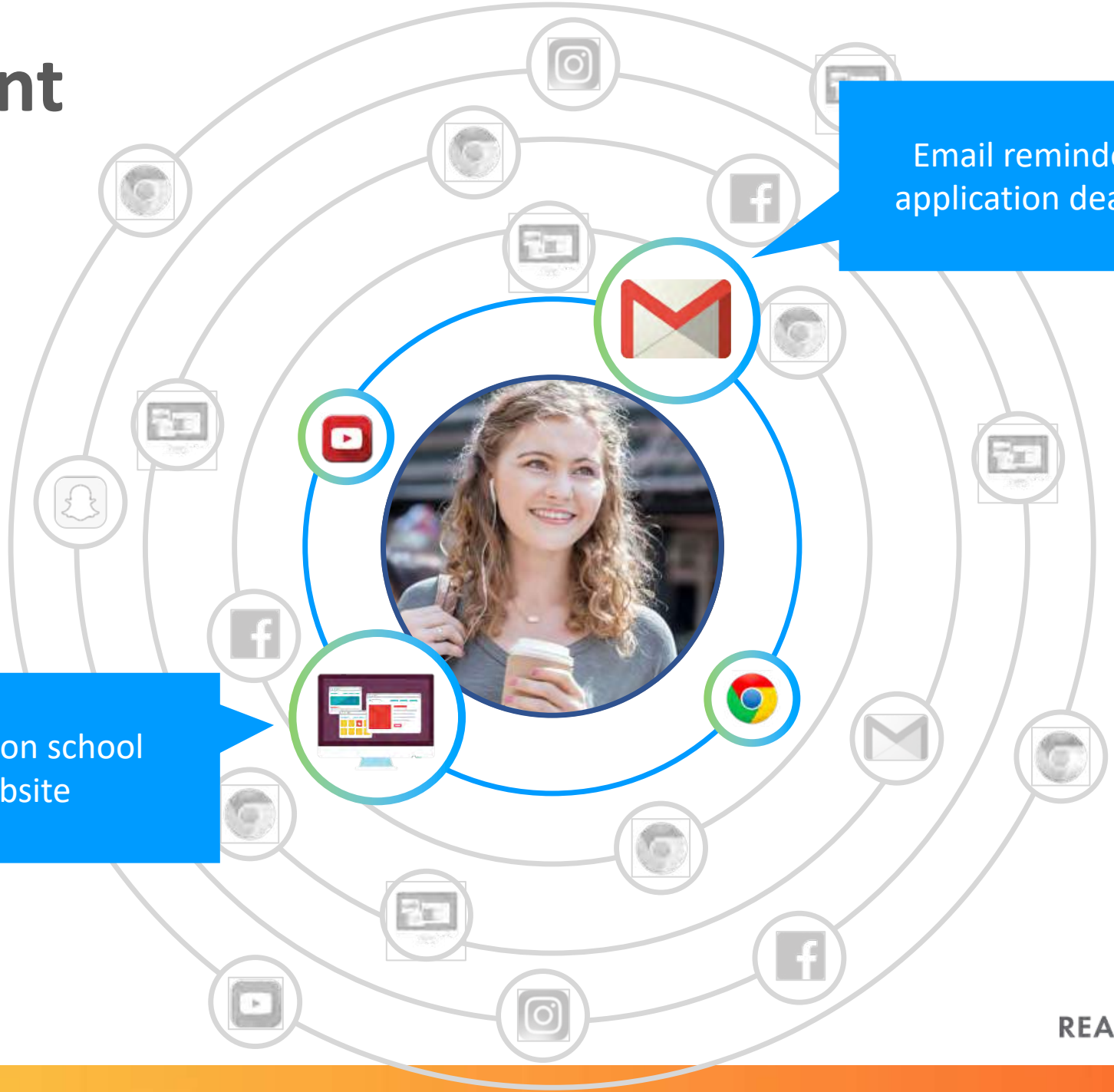


Scholarships

Watches campus tour from current student
(hidden brand ambassador)

REACHLOCAL | interact

Commitment



Email reminder of application deadline

Applies on school website

REACHLOCAL | interact

Anatomy of Gen Z

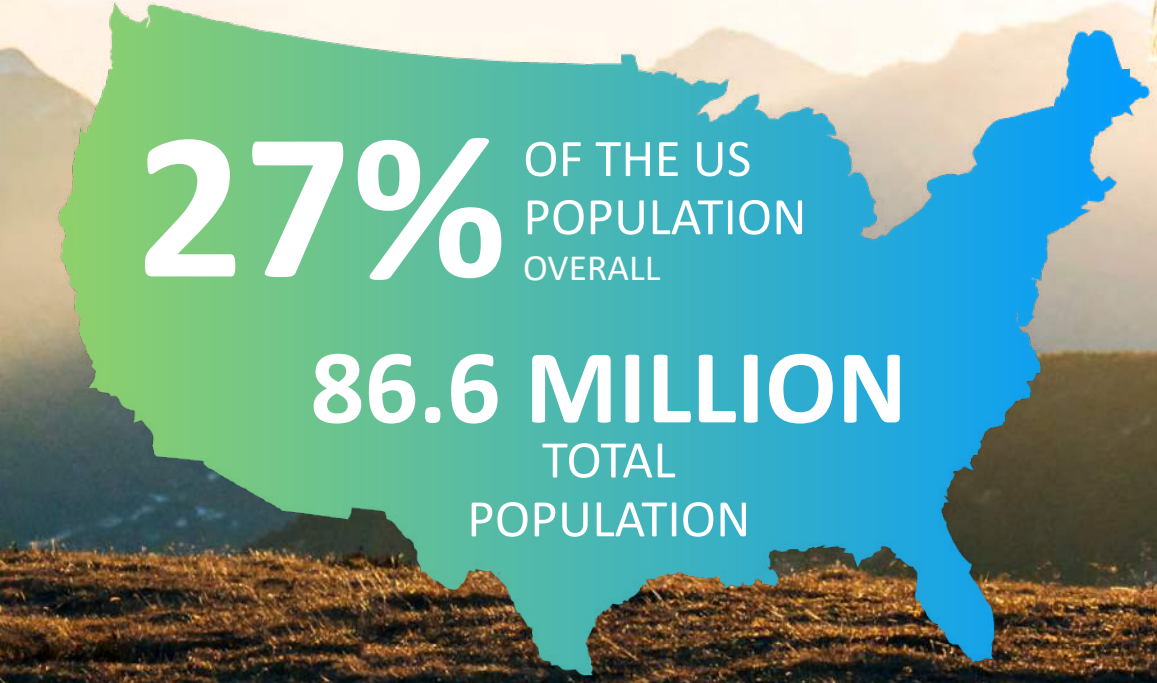
REACHLOCAL | interact

Who Is Gen Z?

BORN
1997 - PRESENT

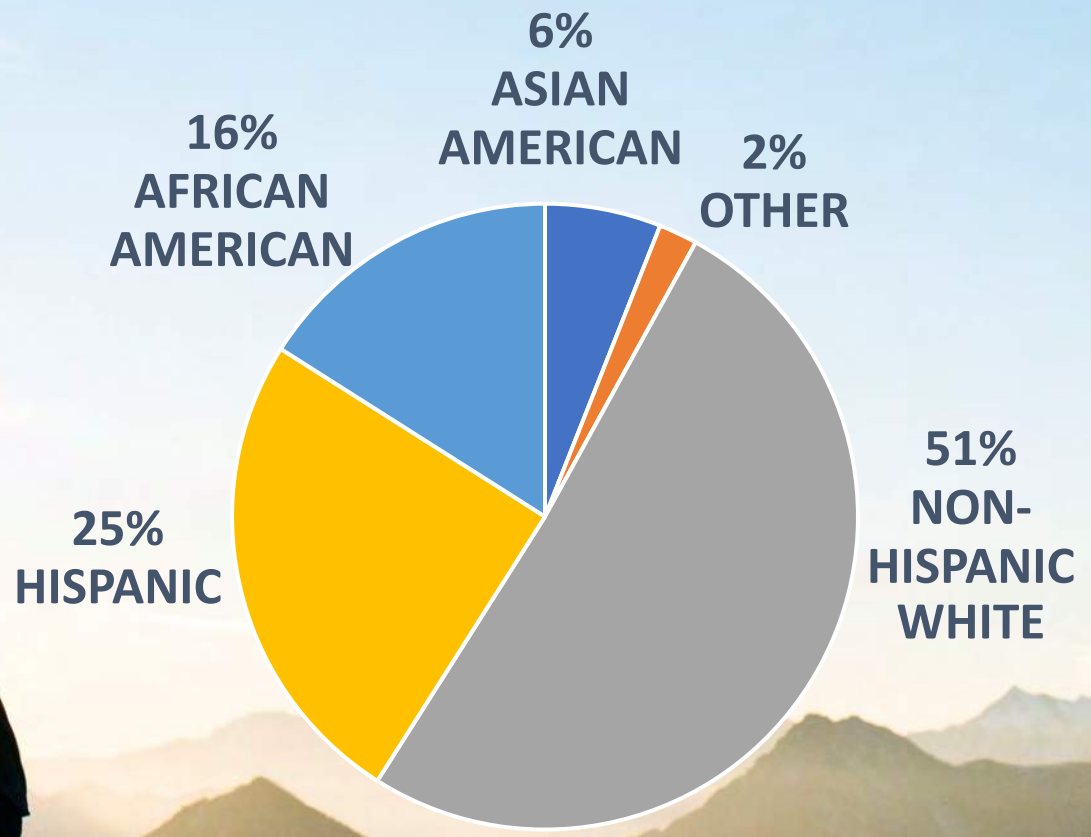
AGES 0 – 21 *IN 2018*

4 GENERATIONS
IN THE WORKFORCE



27% OF THE US POPULATION OVERALL

86.6 MILLION TOTAL POPULATION



Source: Kantar Consulting

March 2003

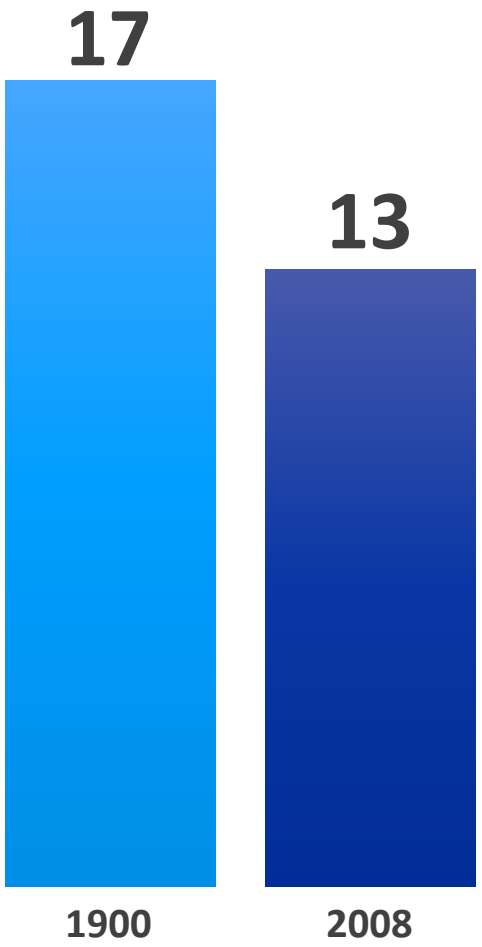
Dec 2019

REACHLOCAL interact

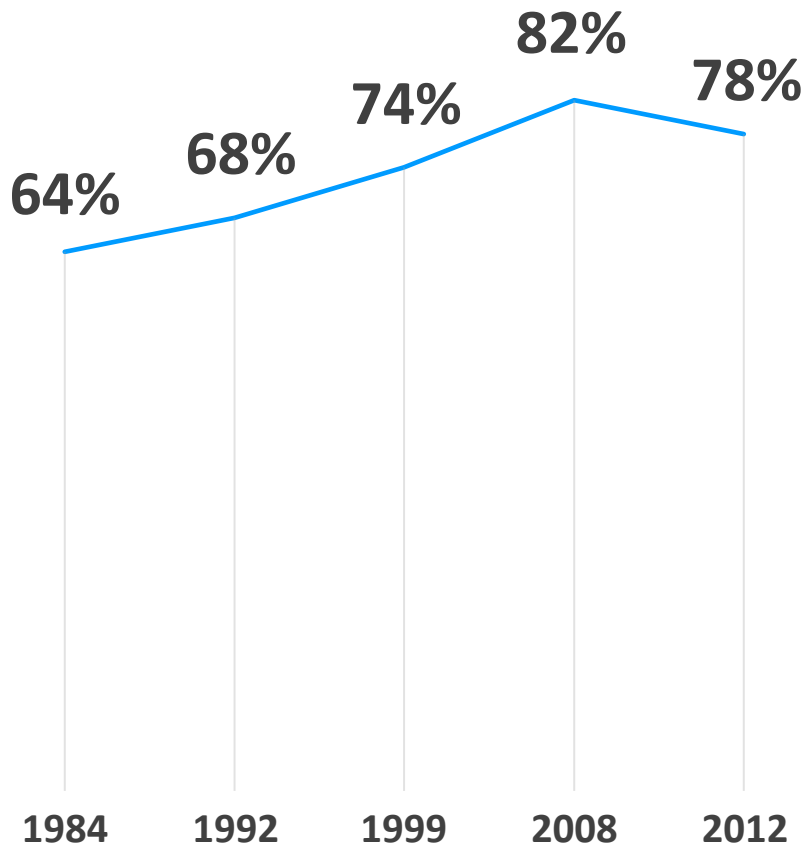
Source: Kantar Consulting

Growing Up Fast

Average age of puberty among American girls

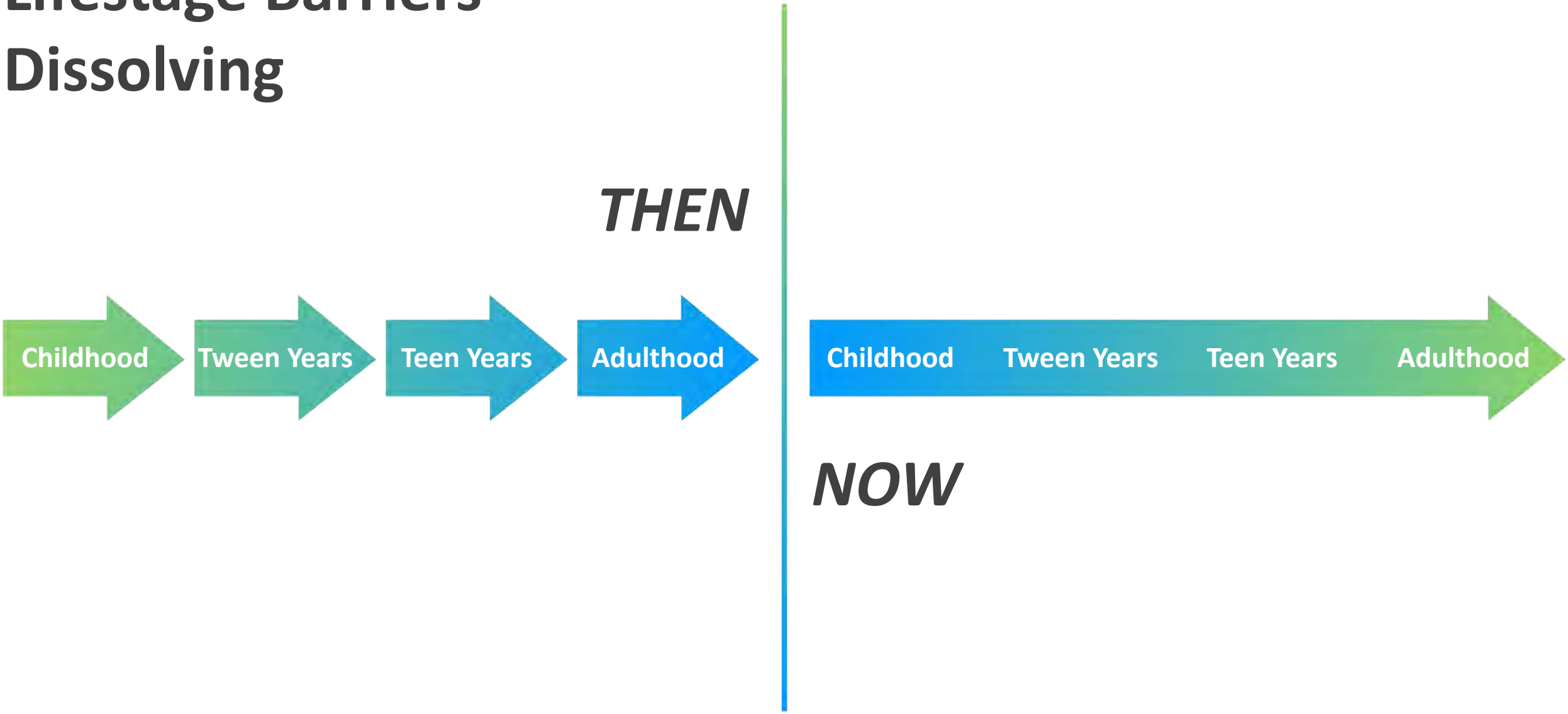


% of 9 year olds who were given homework yesterday



REACHLOCAL | interact

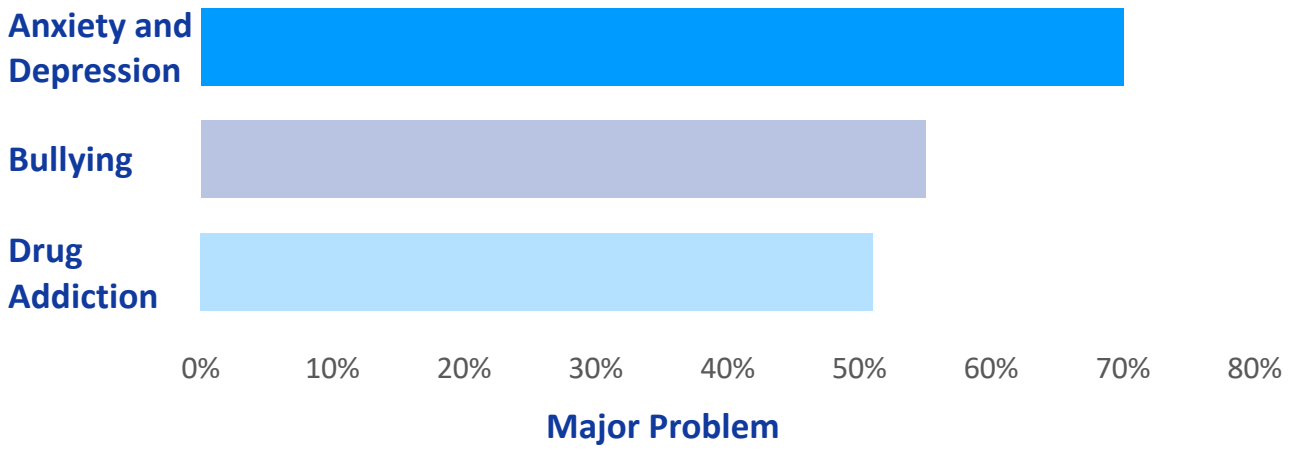
Lifestage Barriers Dissolving



Source: Kantar Consulting

Students are far more likely than in the past to report being depressed, anxious, lonely, and plagued by stress

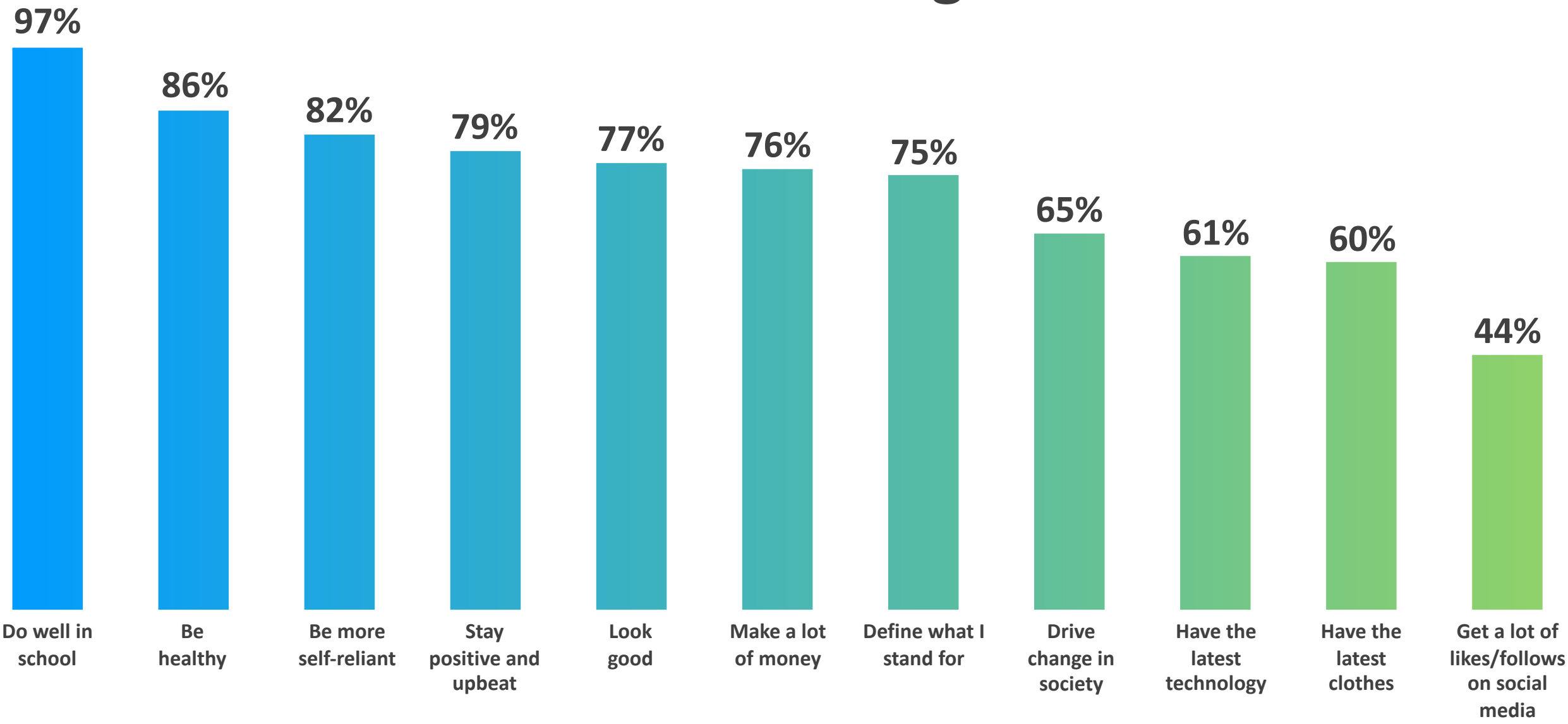
The Number 1 issue reported by many members of Generation Z involves mental health, with fully 70 percent of respondents to a recent survey reporting that anxiety and depression were a major issue among their peers



Source: https://www.insidehighered.com/blogs/higher-ed-gamma/are-colleges-ready-generation-z

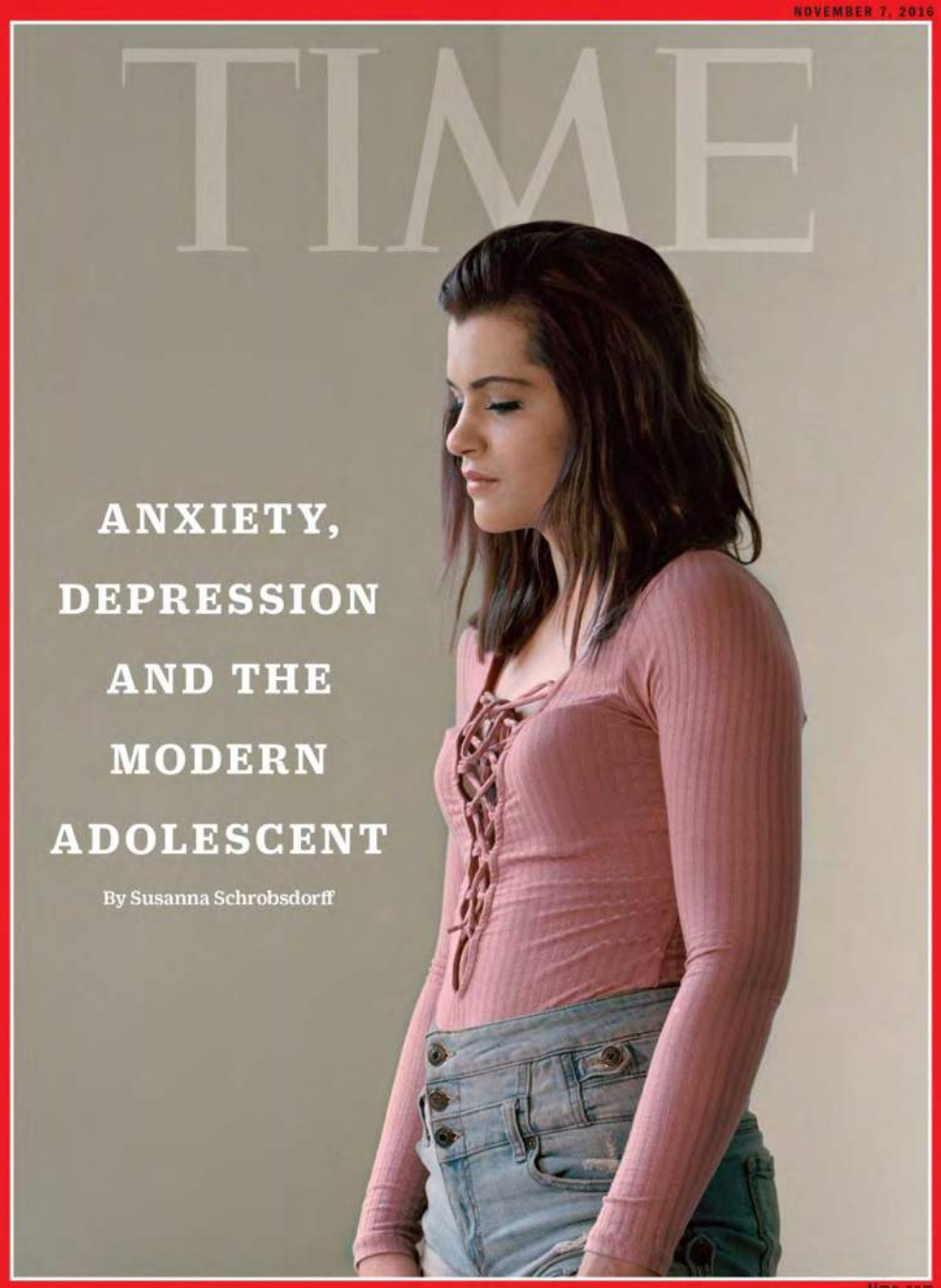
REACHLOCAL | interact

Pressures Affecting Gen Z



Source: Kantar Consulting

REACHLOCAL | interact



Not Child's Play

"We're the first generation that cannot escape our problems at all.

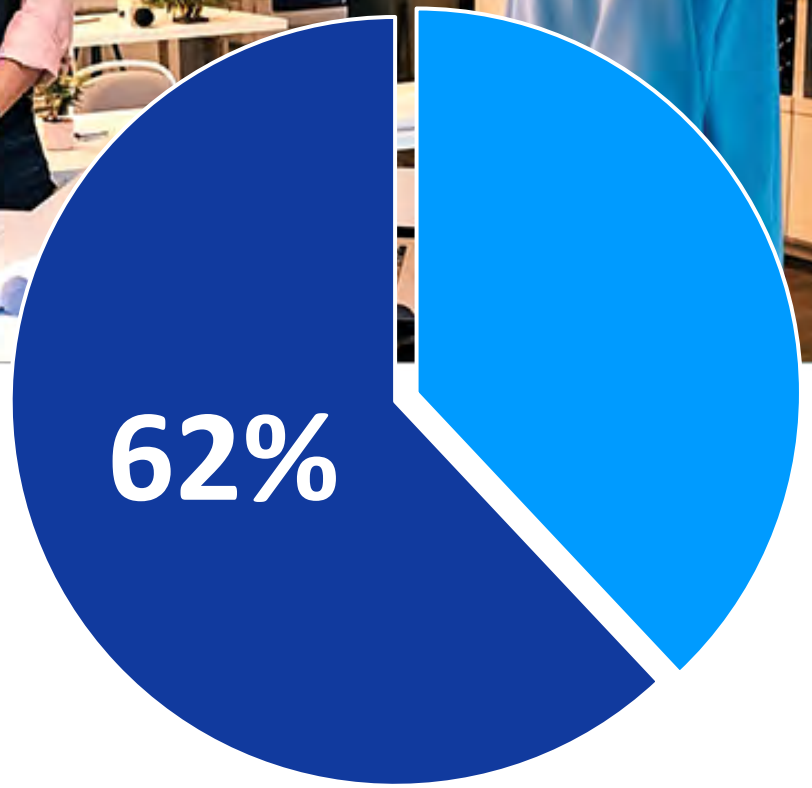
We're all like little volcanoes.

We're getting this constant pressure, from our phones, from our relationships, from the way things are today."

Faith-Ann Bishop, Age 20

Source: Kantar Consulting

62% of Gen Z are open to the idea of joining the workforce instead of pursuing college/university

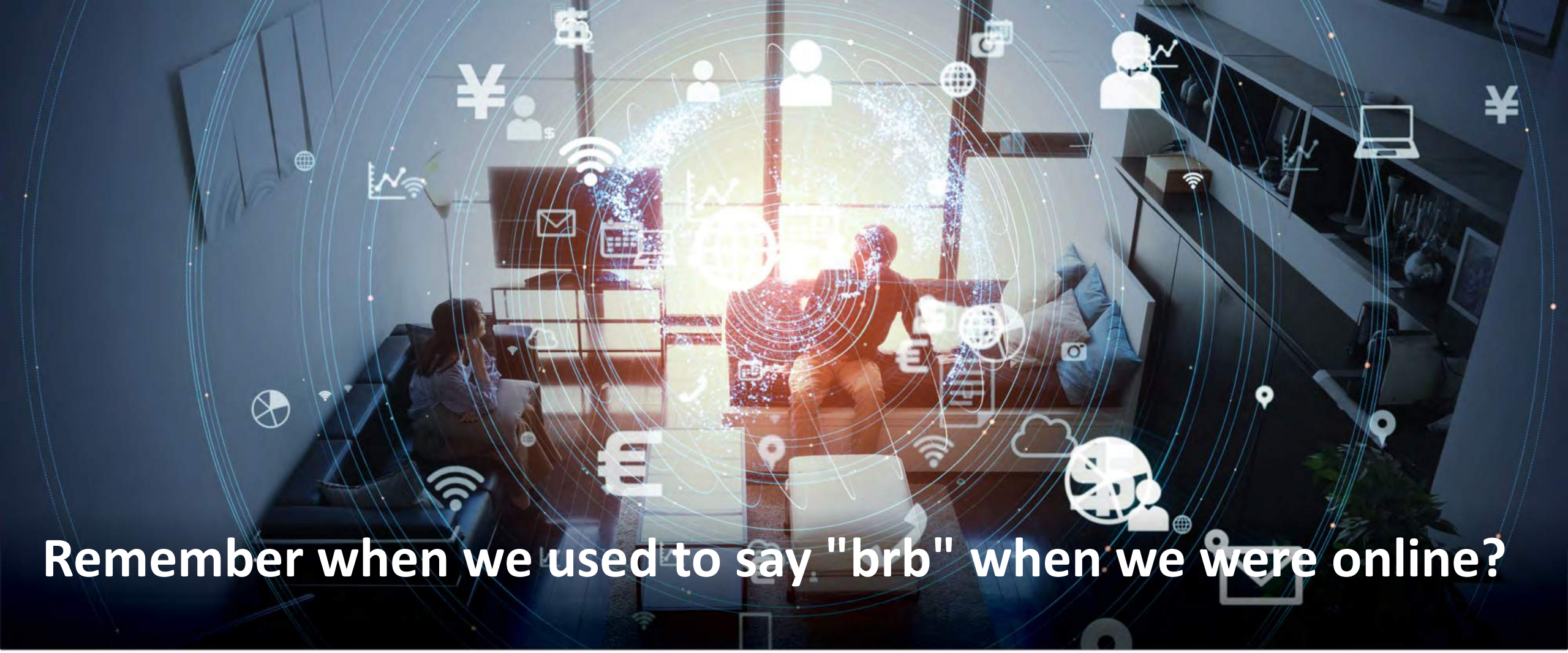


REACHLOCAL | interact

Source: Yourcareerintel and HRTechnologist

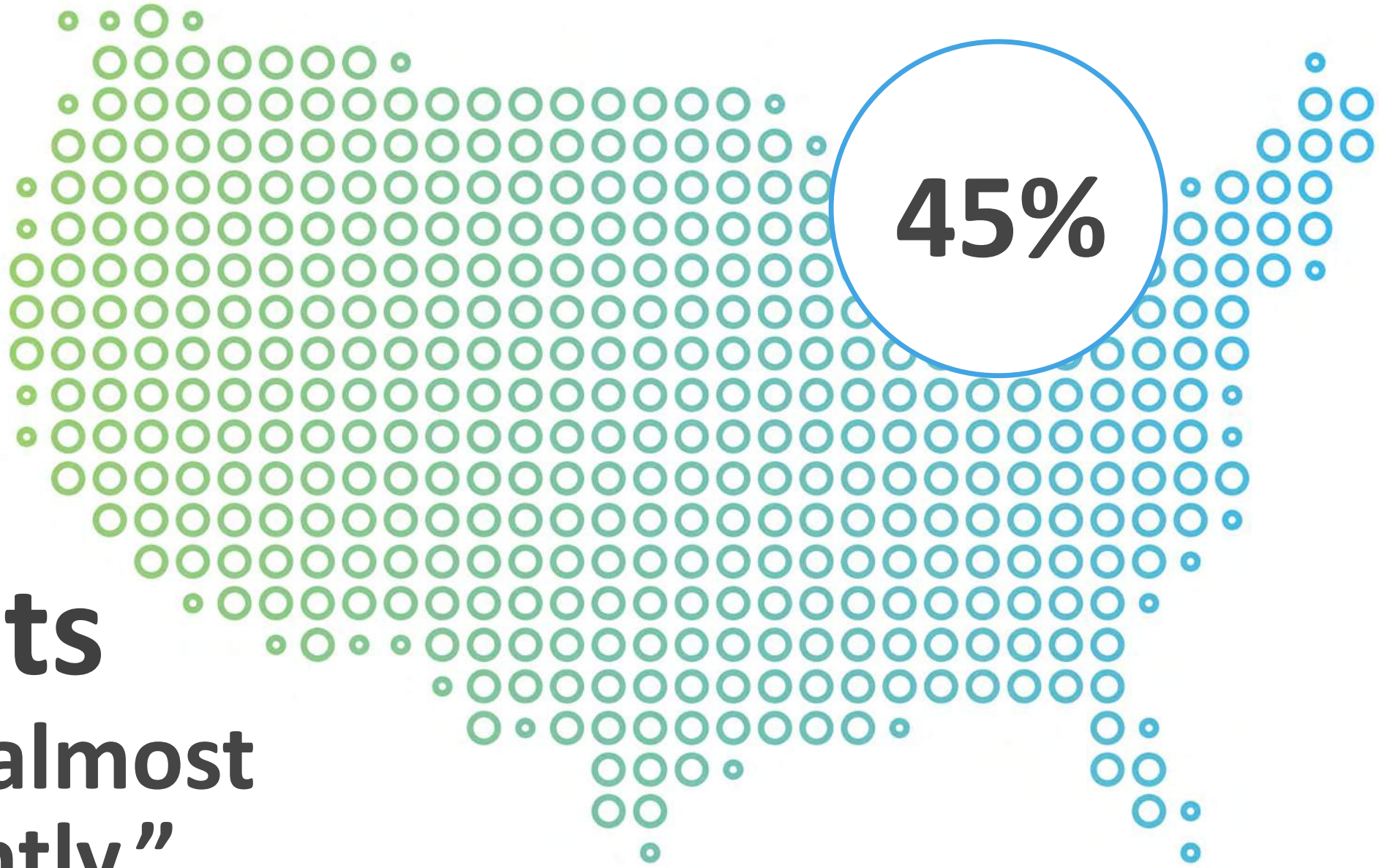
Source: http://www.businessinsider.com/forget-millennials-here-are-8-things-to-know-about-gen-z-2017-7

LOCALiQ
PART OF THE USA TODAY NETWORK



Remember when we used to say "brb" when we were online?

We don't say it anymore. We no longer leave. We live here now.

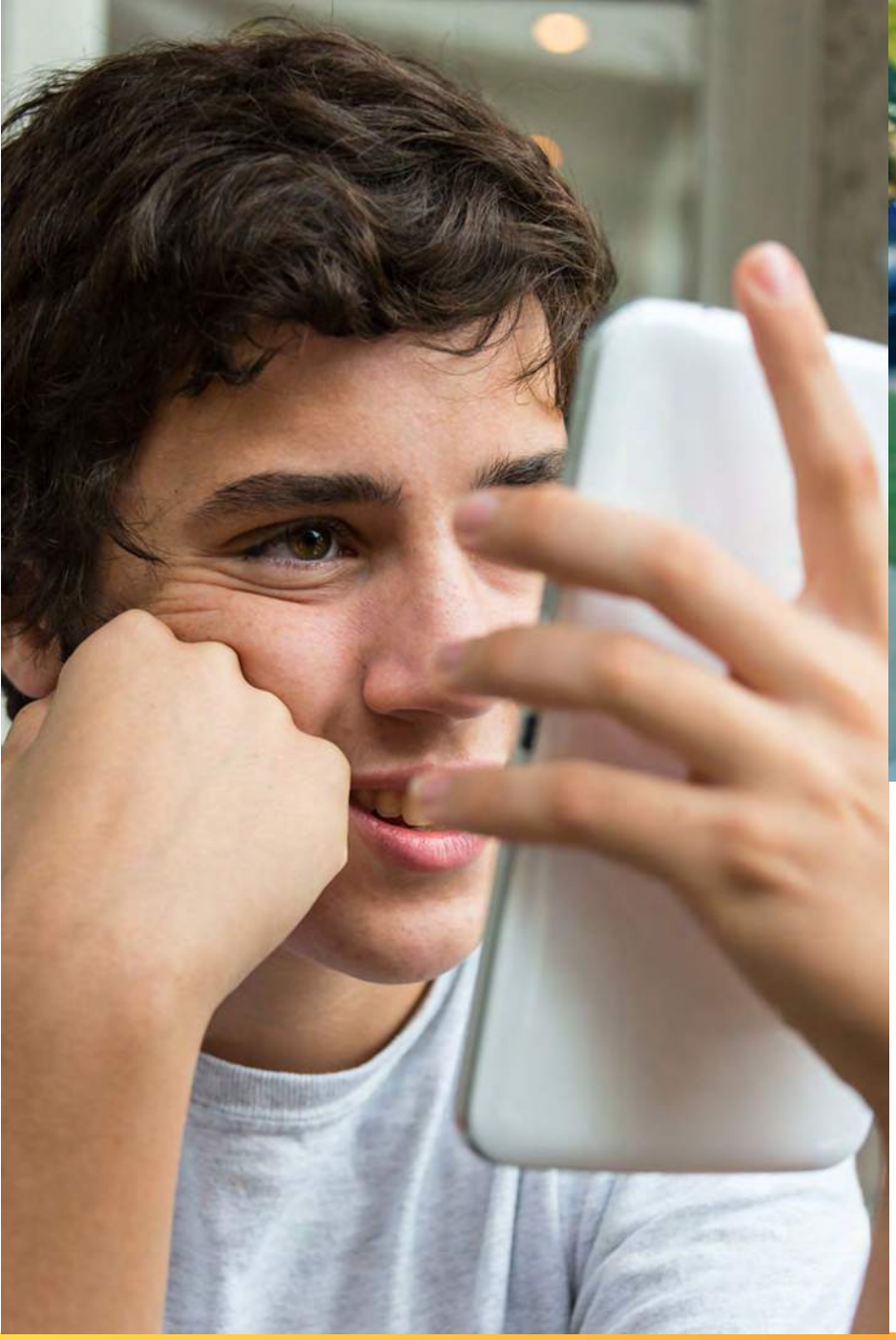


Students

“Online almost constantly.”

REACHLOCAL | interact

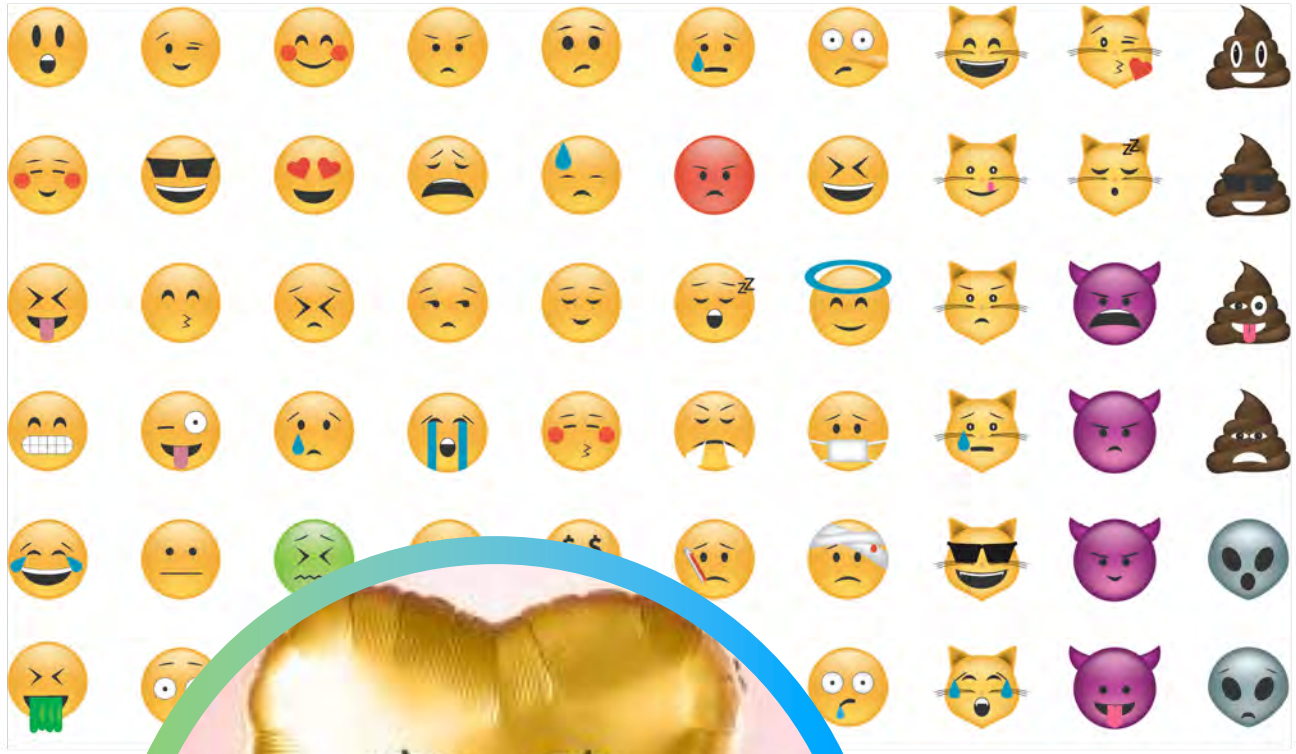
Source: Ad Week 2017



Nathan Sharp
@NateWantsToBtl

I really miss that month Pokemon GO came out. I feel like that was the happiest everyone had been for a while. Everyone was out loving life.

REACHLOCAL | interact



Gen Z is Communication Efficient in So Many Ways

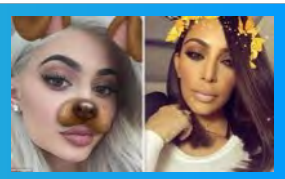
Gen Z, unlike Millennials, feels that typing and texting is inefficient. Therefore, they've developed their own language.

Source: https://socialmediaweek.org/blog/2017/07/emoji-facts/, https://socialmediaweek.org/blog/05/crowdtap-brand-emoji-index/

Source: Kantar Consulting

Target Tomorrow

Think like Gen Z

	Boomers	Xers	Millennials	Gen Z
Texting	"Please call me"	"Can you pick the kids up"	"Who's going out tonight"	
Email	"Here's an article I thought you'd like"	"Let's schedule a meeting"	"Where's my Amazon package"	"This is just a login for other apps"
Facebook	"I'm so proud of my grandkids"	"I have thoughts about that article you shared"	"Here's an article I have feelings about"	"Hi, Grandma"
Snapchat	"Snap what?"	"My kids like the filers"	"Check out how much fun I'm having"	

REACHLOCAL | interact

What We Learned

Be Where Your Audience Is

From Gen Z to life long learners, everyone is on social so you should be too.

Student Journey

The way students are making choices is changing in a noisy world so it’s time to adapt.

Gen Z

They have more pressure and more options than ever before. Be a resource for them.

Action

If you don’t have an on paper 2021 plan to handle all of this, we can help.

REACHLOCAL | interact

Real friends.
Real results.

CONFIDENTIAL

Intro to Snapchat

A Camera for Talking with Your Real Friends

Together at Home

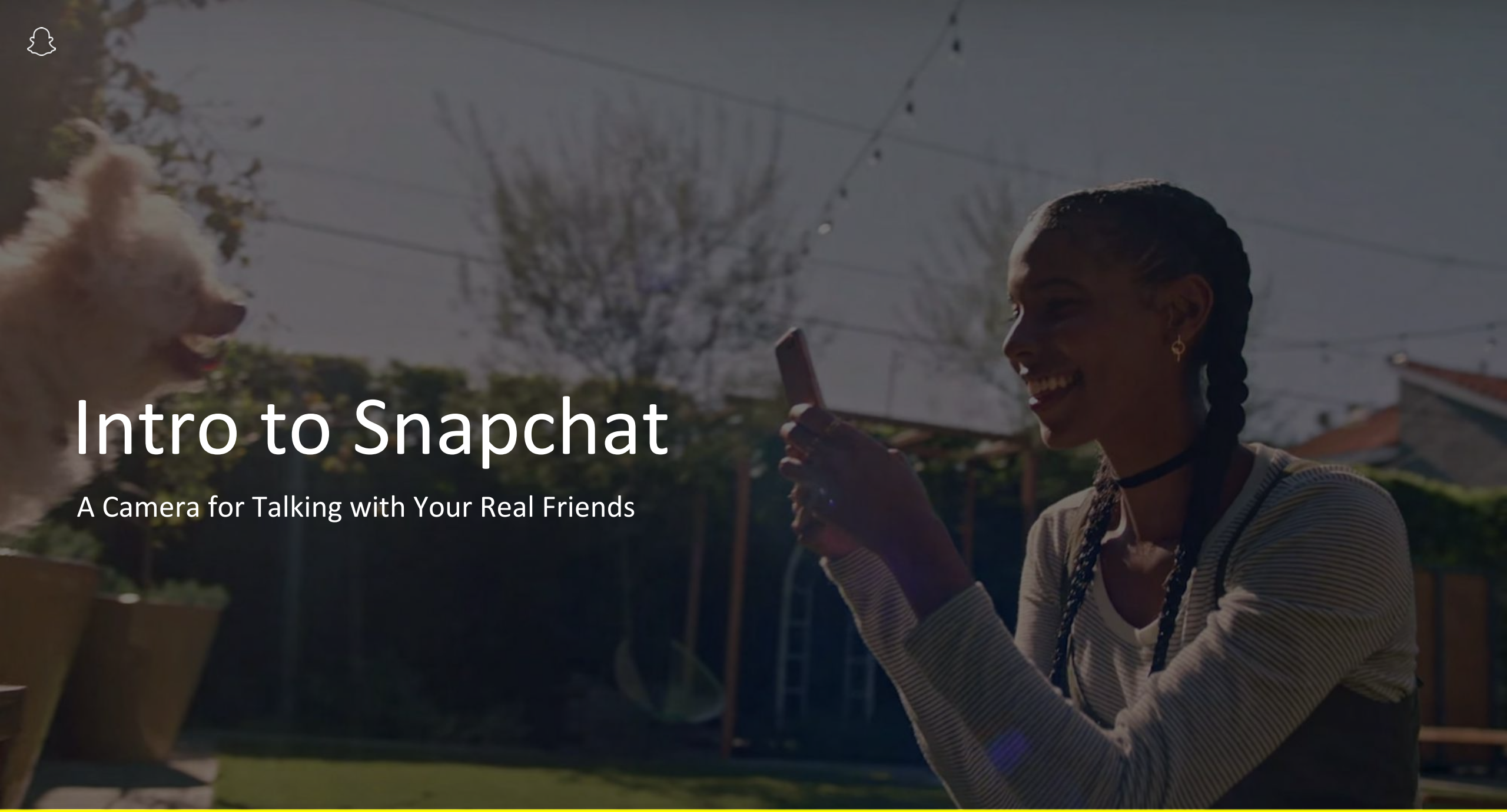
How Snapchatters are Adapting to the COVID-19 Health Crisis

The Snapchat Generation

Millennials and Gen Z

Ways to Reach Our Community

Snap Ads + Creative Tools



Intro to Snapchat

A Camera for Talking with Your Real Friends

Snapchat, 2012

Snapchat isn’t about capturing the traditional Kodak moment. It’s about communicating with the full range of human emotion — not just what appears to be pretty or perfect.

Evan Spiegel, May 2012

No public likes, comments, or pressure.

Free to be you

with the people you care about most.

Our Community

On average

249M Daily Active Users

18% YoY Growth in Q3 2020

Snap Inc. internal data Q3 2020 vs. Q3 2019.

Snap Earnings Call Q3

Content

Total daily time spent by Snapchatters watching Shows **increased by over 50%** year-over-year in Q3

More than 40% of then US Gen Z population watched sports Discover content on Snapchat last month.

SportsCenter viewership on Snapchat **increased by 80%** from July to September

Innovation

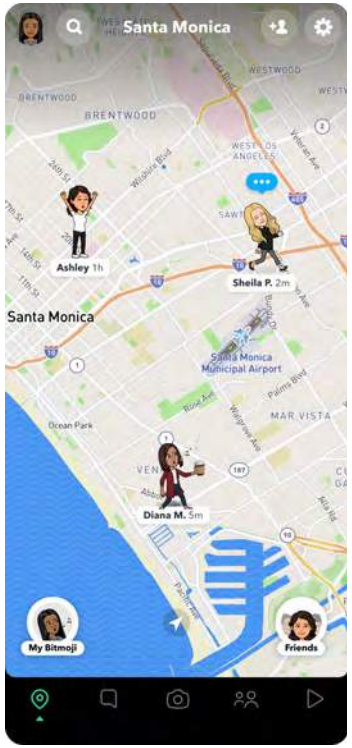
As of the end of Q3 2020, over 1.5 million Lenses have been created by our community through Lens Studio

Snap Inc. internal data Q3 2020 vs. Q3 2019.

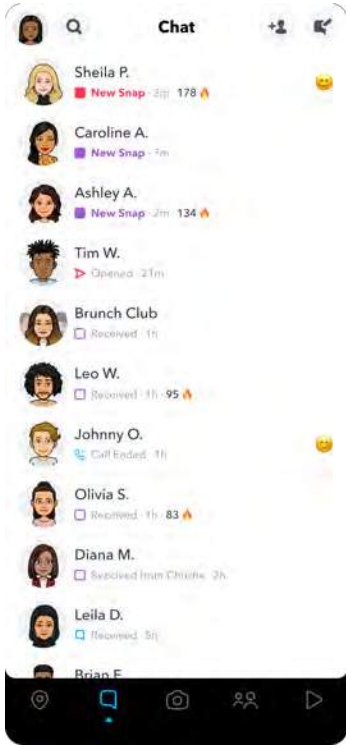
Communicating With Friends Is Seamless on Snapchat

Our new Action Bar provides top-level navigation so Snapchatters can get to all of their favourite things in one tap.

MAP

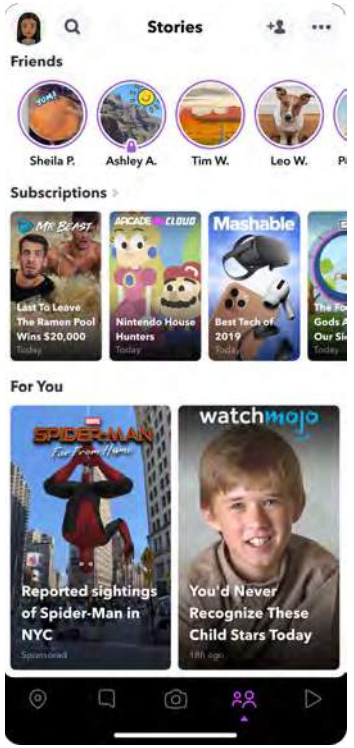


CHAT

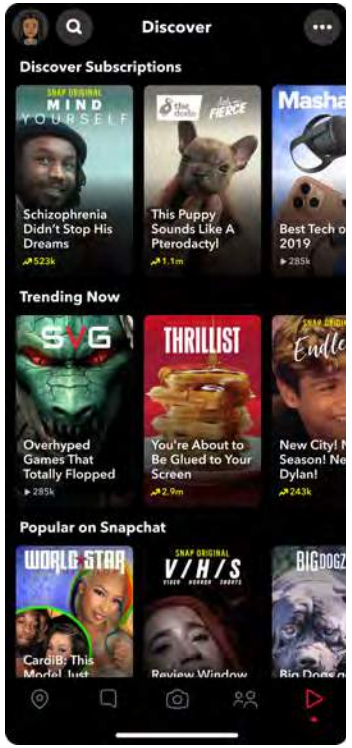


CAMERA

COMMUNITY



DISCOVER



Next-Generation Communication

Having conversations with real friends is a fulfilling and frequent behavior.

Over 60%

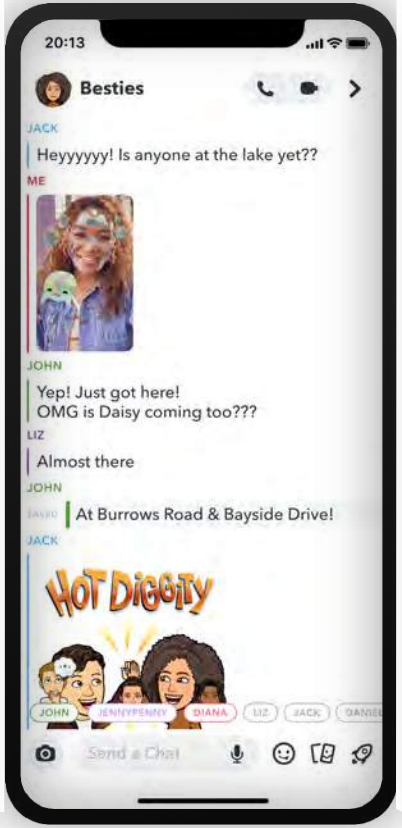
of DAUs create Snaps with our Camera every day, on average.

30+

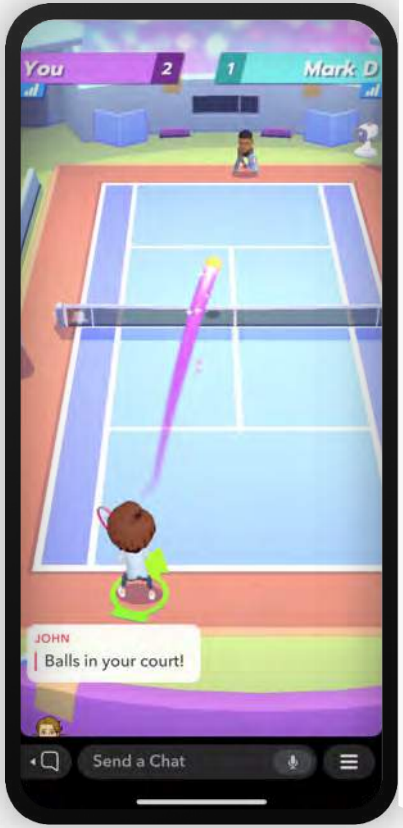
App opens per day

Snap

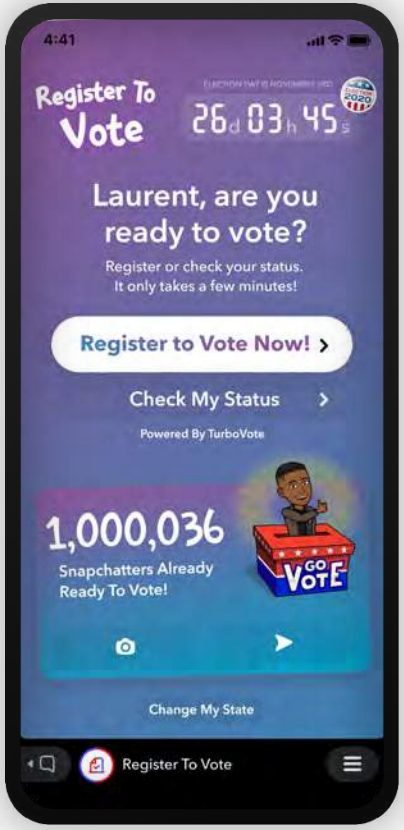
Chat



Games



Minis



Snap Inc. internal data. Average for Daily Active Users Q2 2020. See Snap Inc. public filings with the SEC.

One of the most-used cameras in the world

Over

4 billion

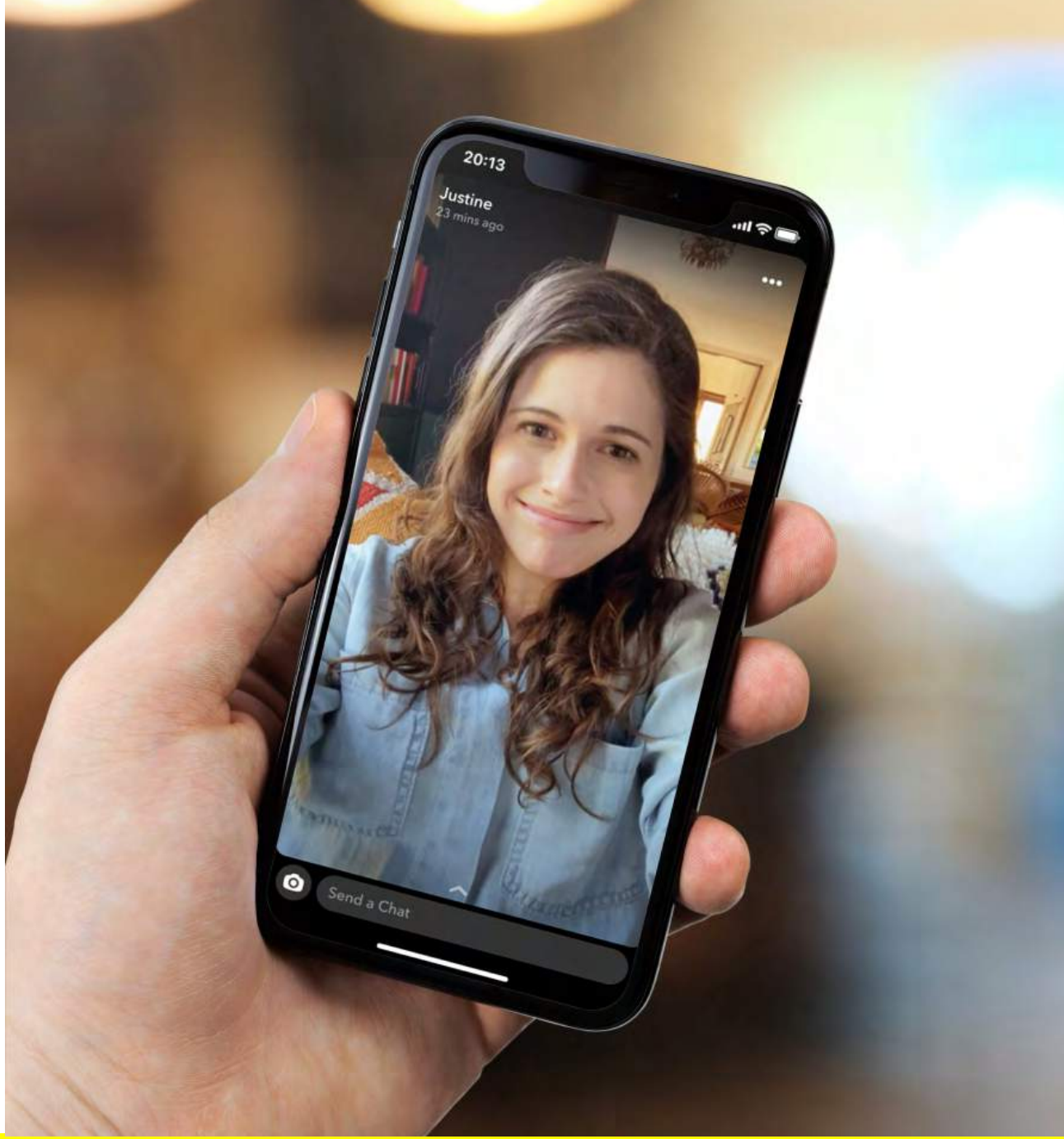
Snaps created every day, on average.

Snap Inc. internal data Q1 2020. See Snap Inc. public filings with the SEC.

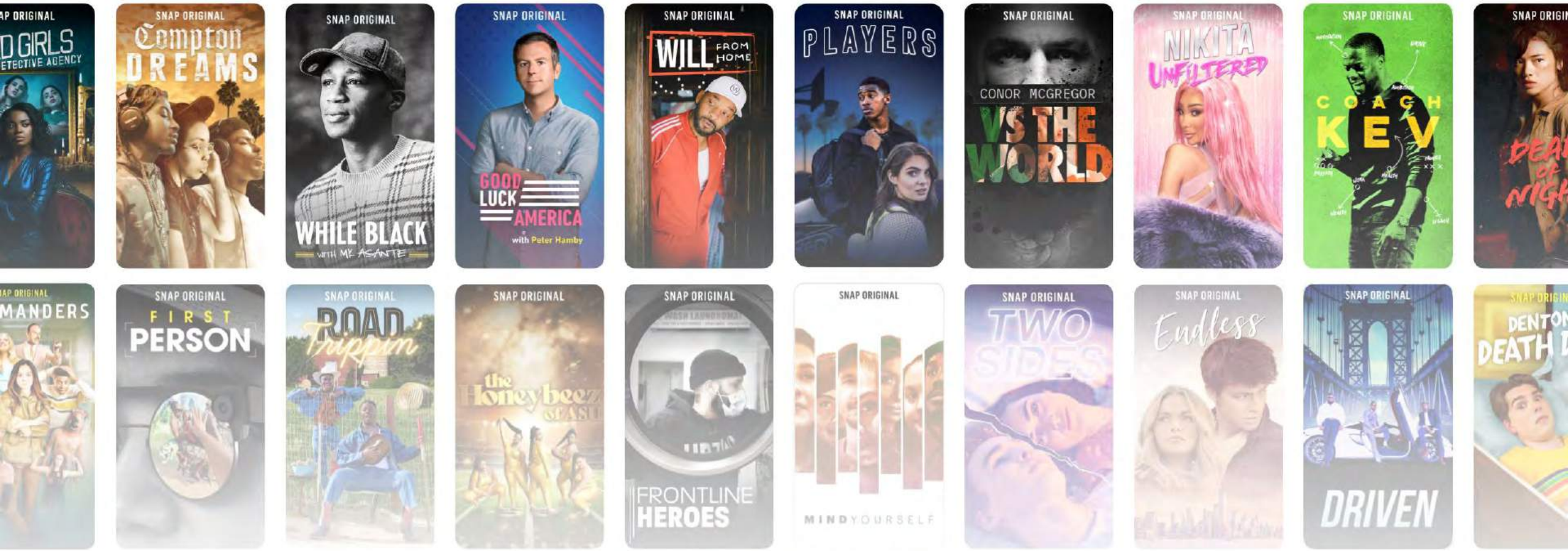
10 billion

videos watched by our community on Snapchat, daily.

Snap Inc. internal data Q2 2019.



But Snapchat it is not just about communicating to your best friends…



High Quality, Award-Winning Content

Made for Mobile

Over 60 Shows

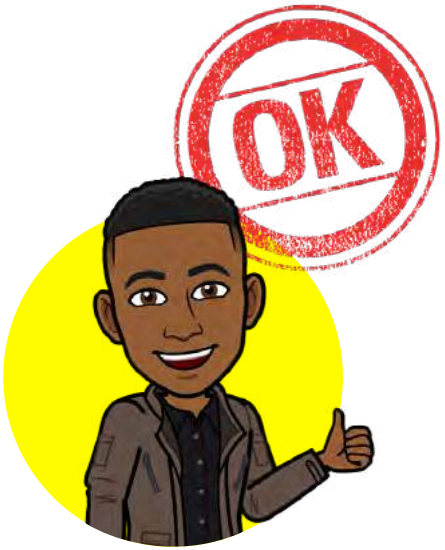
reaching monthly audiences of

10+ million viewers

Snap Inc. internal data Q2 2020. See Snap Inc. public filings with the SEC.

CONFIDENTIAL

All Of Our Discover Content is…



Brand Safe

Hand Curated

Quality Content

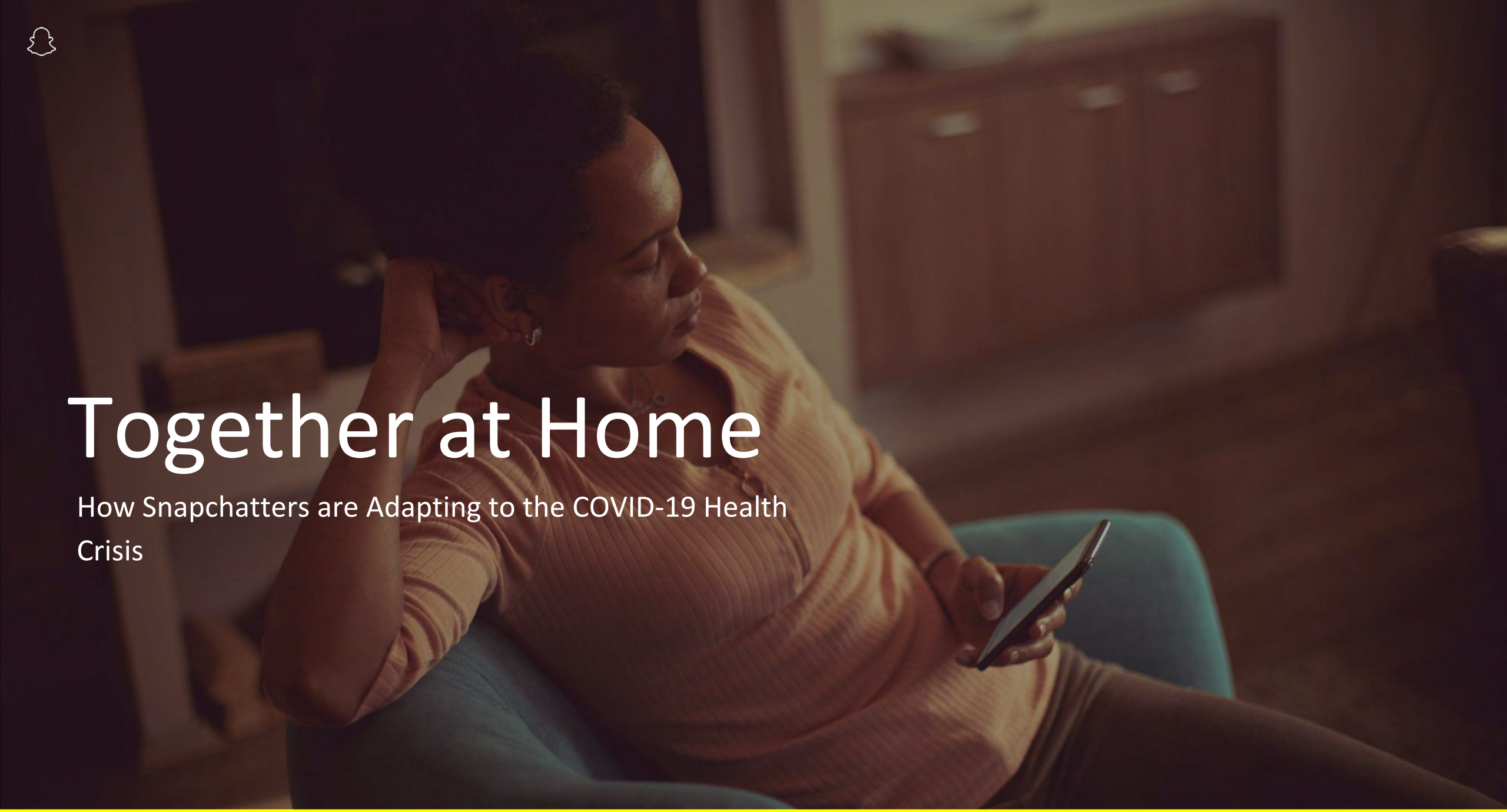
Discover Content is defined as Publisher content and Shows

And most importantly…

95%

of Snapchatters say that the app makes them feel happy, more than any other app tested.

Source: 2018 US Murphy Research Study commissioned by Snap Inc.



Together at Home

How Snapchatters are Adapting to the COVID-19 Health Crisis

Real Connections Are More Important Than Ever

We've seen a sharp increase in group activities across Chat, calling, and Snap Games.[1]

Communication with friends increased by over 30% in the last week of March compared to the last week of January, with more than a 50% increase in some of our larger markets.[2]

1 Snap Inc internal data February 22 - March 6, 2020 vs. March 16 - March 29, 2020. See Snap Inc. public filings with the SEC.

2 Snap Inc. internal data January 25-31, 2020 vs. March 25-31, 2020. See Snap Inc. public filings with the SEC.

CONFIDENTIAL

AR Lens Experiences From Home

Since mid-March, we've seen more than a 30x increase in daily downloads of Snap Camera.

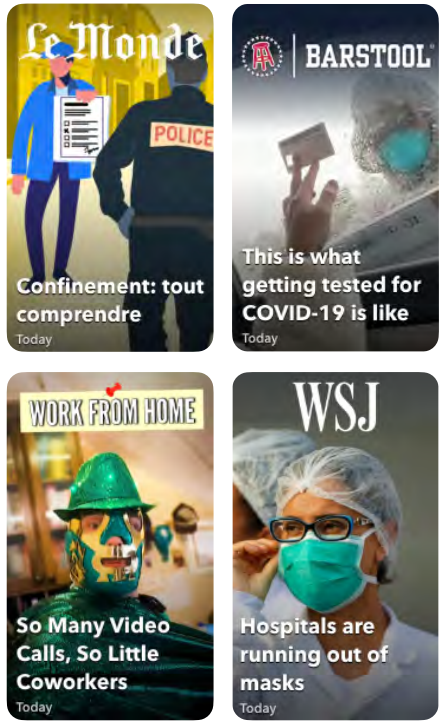
Snap Inc. internal data February 23-29, 2020 vs. March 25-31, 2020. See Snap Inc. public filings with the SEC.

We’re committed to keeping our community well-informed

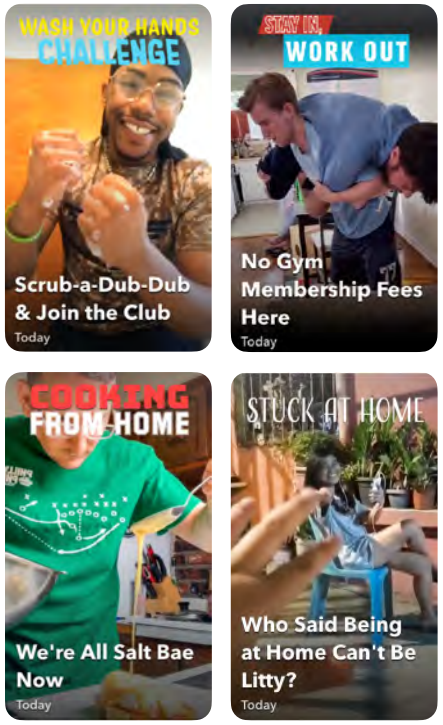
Over 700

Discover editions featuring up-to-the-minute coverage on COVID-19 from our content partners, our in-house news teams, and agencies like the CDC and WHO.

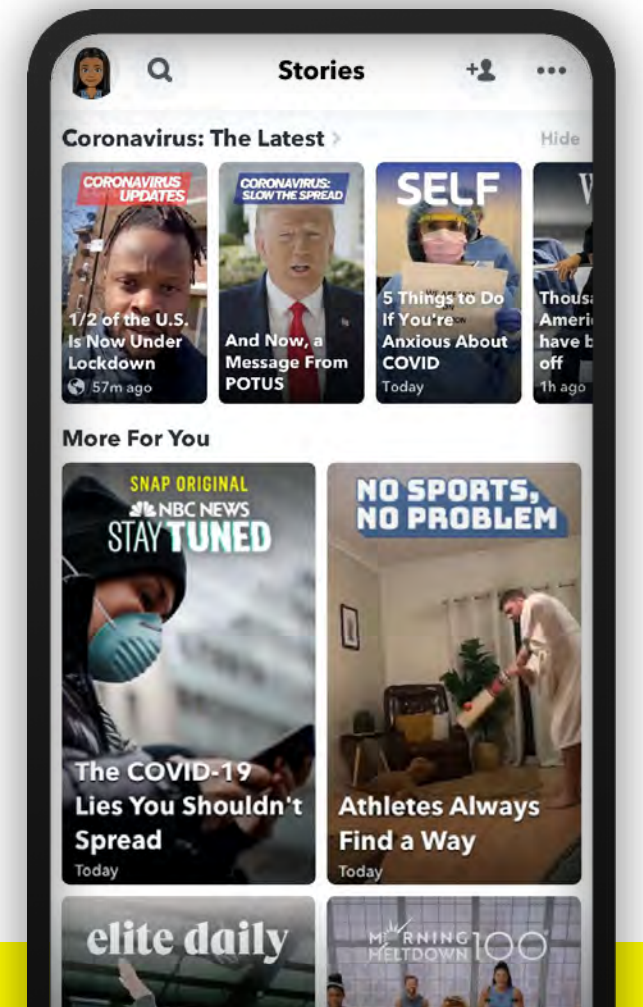
Curated Publisher Content



Curated Community Stories



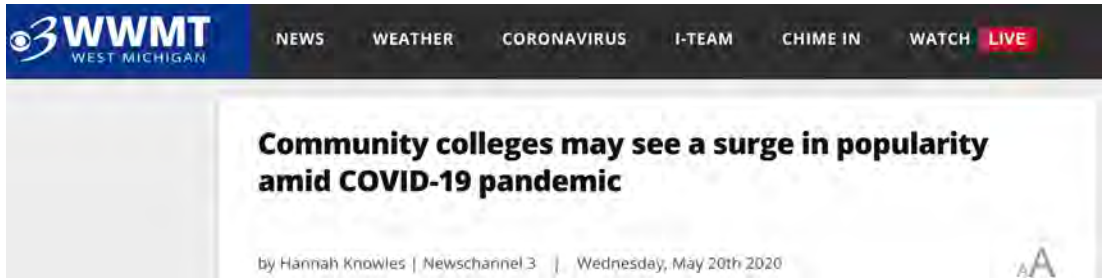
COVID-19: The Latest



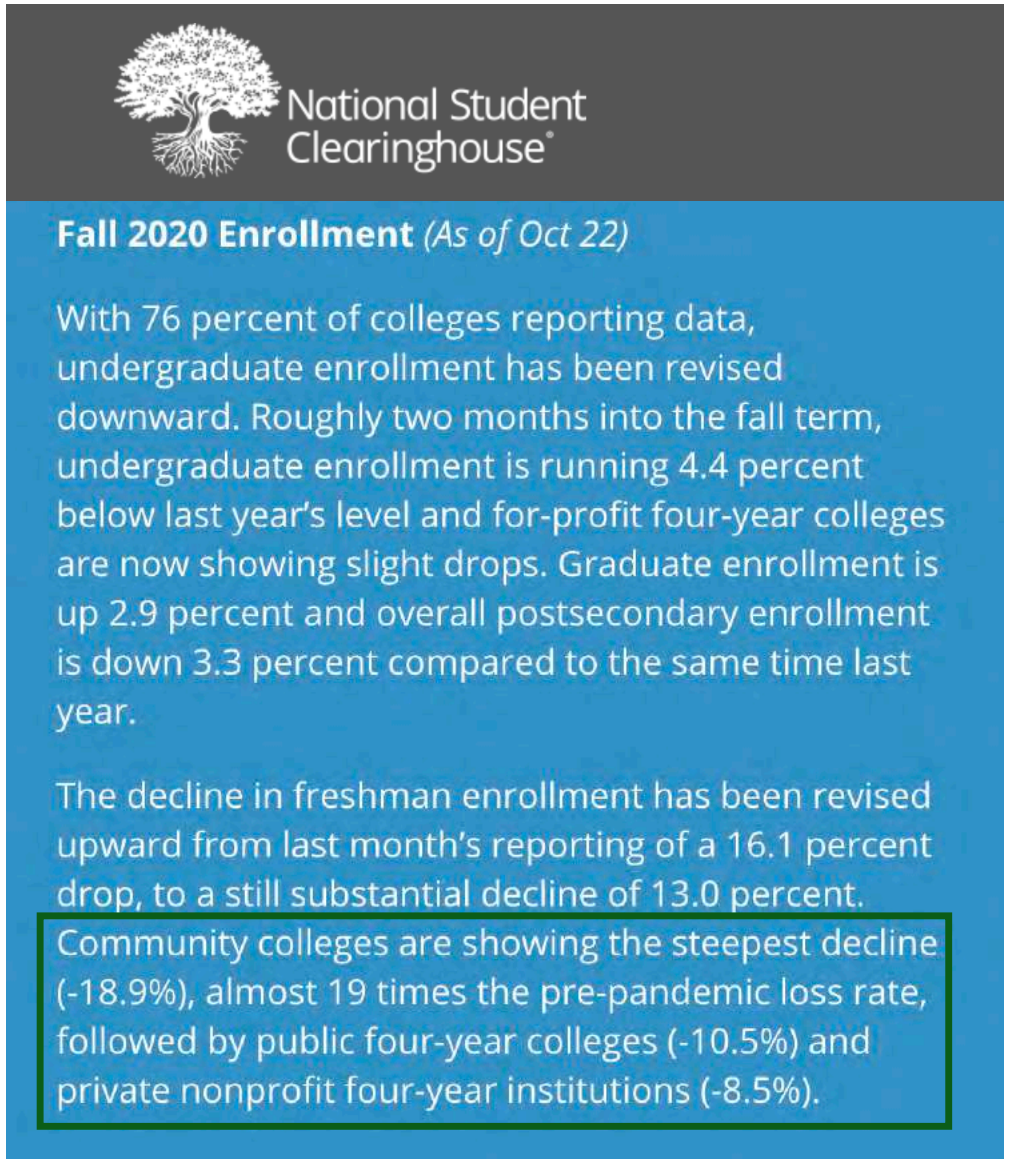
Snap Inc. internal data as of April 13, 2020. See Snap Inc. public filings with the SEC.

Community Colleges among Covid-19

> **From a college savings standpoint, I think it's the best investment you can make.**
>
> — Julio Martinez EXECUTIVE DIRECTOR OF SCHOLARSHARE INVESTMENT BOARD



We haven’t seen that yet…



National Student Clearinghouse

Fall 2020 Enrollment *(As of Oct 22)*

With 76 percent of colleges reporting data, undergraduate enrollment has been revised downward. Roughly two months into the fall term, undergraduate enrollment is running 4.4 percent below last year’s level and for-profit four-year colleges are now showing slight drops. Graduate enrollment is up 2.9 percent and overall postsecondary enrollment is down 3.3 percent compared to the same time last year.

The decline in freshman enrollment has been revised upward from last month’s reporting of a 16.1 percent drop, to a still substantial decline of 13.0 percent. Community colleges are showing the steepest decline (-18.9%), almost 19 times the pre-pandemic loss rate, followed by public four-year colleges (-10.5%) and private nonprofit four-year institutions (-8.5%).

UB University Business

ADMIN & MANAGEMENT ACCESS & ENROLLMENT FACILITIES SECURITY & SAFETY

College enrollment numbers show further declines

The latest National Student Clearinghouse report shows steep drops at community colleges.

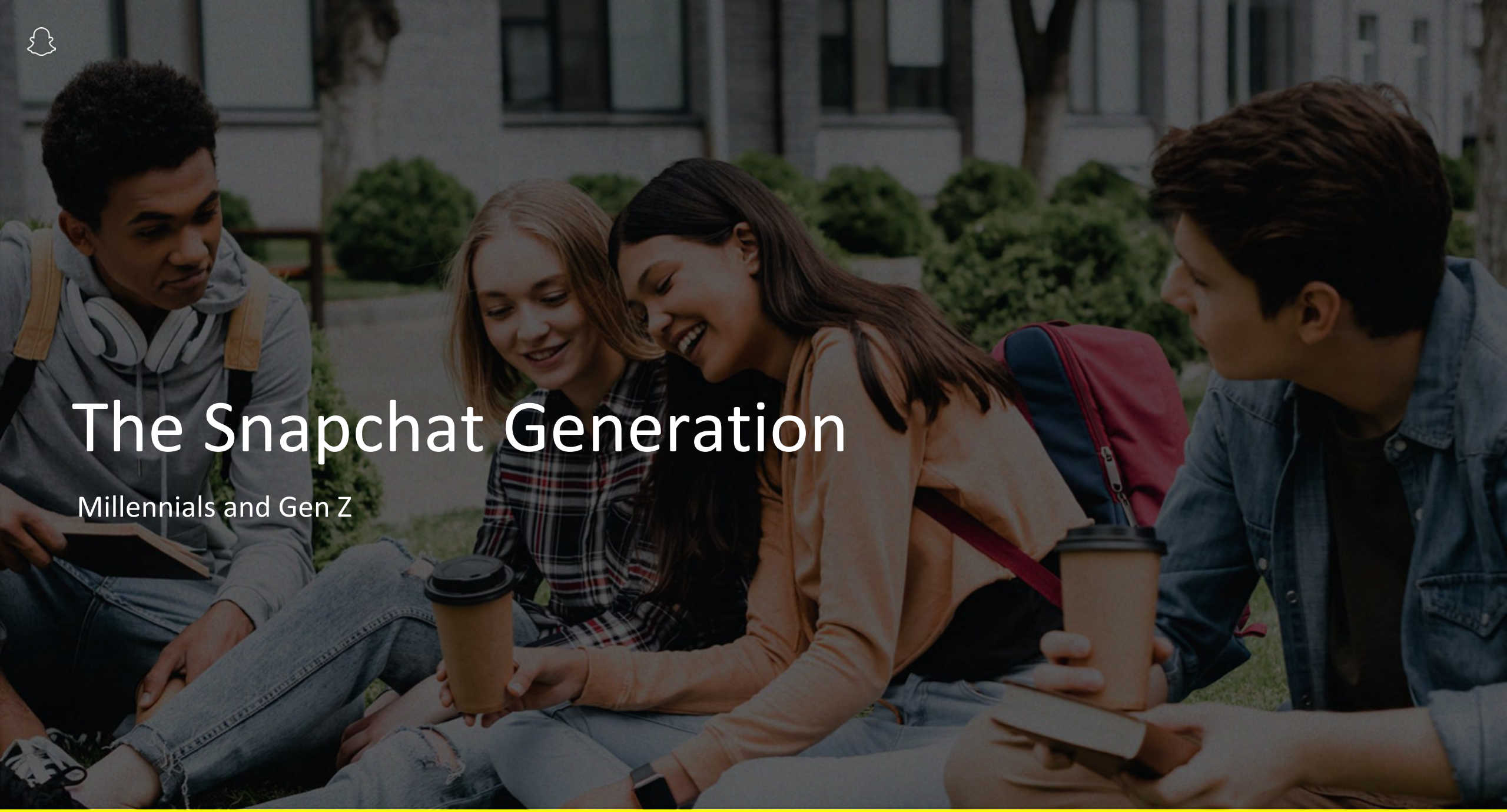
By: Chris Burt | November 12, 2020

SECTIONS SEARCH Chicago Tribune

CORONAVIRUS

Illinois community colleges see big drop in enrollment amid the coronavirus pandemic, reflecting national declines in higher education

By ELYSSA CHERNEY
CHICAGO TRIBUNE



The Snapchat Generation

Millennials and Gen Z

Reaching

100+ million

people in the US alone

Snap Inc. internal data Q1 2020. Addressable reach data is subject to limitations. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details.

Snapchat reaches

90%

of 13 to 24-year-olds in the US.

Data from Snap Ads Manager Q2 2020. Percentages calculated by dividing addressable reach by relevant census figures.

That means Snapchat reaches more 13 to 24-year-olds in the US than Facebook.

Based on estimated reach data from Snap Ads Manager and Facebook Ads Manager as of June 30, 2020. Snap and Facebook use different definitions and methodologies for estimating advertising reach on their respective platforms. Given differing methodologies, this comparison is illustrative and subject to change. Data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool and https://www.facebook.com/business/help/166533308016738?id=176276233019487 for more details.

That means Snapchat reaches more 13 to 24-year-olds in the US than Instagram.

Based on estimated reach data from Snap Ads Manager and Facebook Ads Manager as of June 30, 2020. Snap and Facebook use different definitions and methodologies for estimating advertising reach on their respective platforms. Given differing methodologies, this comparison is illustrative and subject to change. Data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool and https://www.facebook.com/business/help/166533308016738?id=176276233019487 for more details.

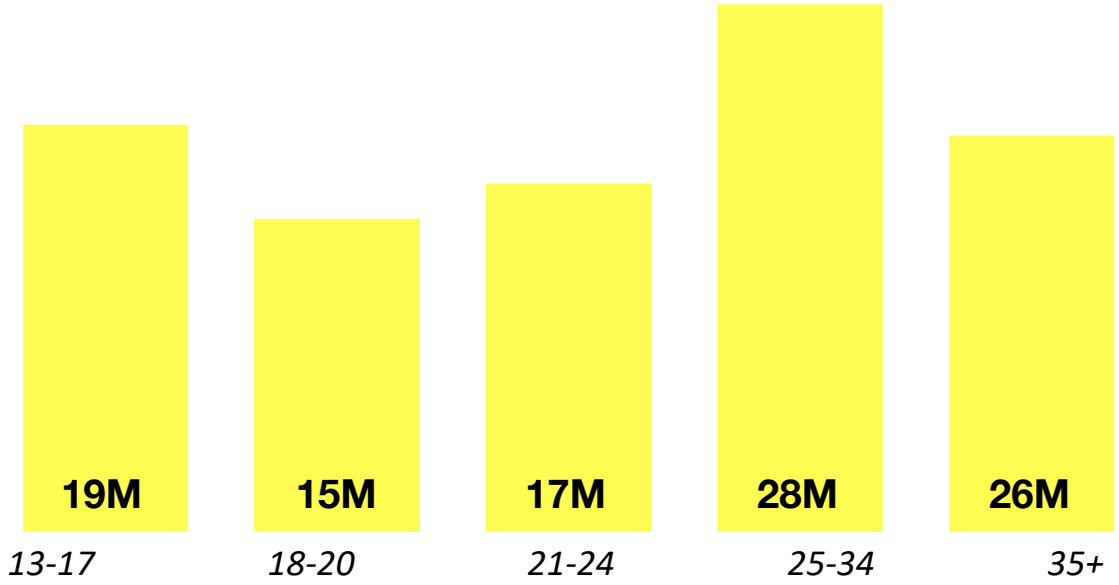
That means Snapchat reaches more 13 to 24-year-olds in the US than Messenger.

Based on estimated reach data from Snap Ads Manager and Facebook Ads Manager as of June 30, 2020. Snap and Facebook use different definitions and methodologies for estimating advertising reach on their respective platforms. Given differing methodologies, this comparison is illustrative and subject to change. Data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool and https://www.facebook.com/business/help/166533308016738?id=176276233019487 for more details.

combined.

Based on estimated reach data from Snap Ads Manager and Facebook Ads Manager as of June 30, 2020. Snap and Facebook use different definitions and methodologies for estimating advertising reach on their respective platforms. Given differing methodologies, this comparison is illustrative and subject to change. Data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool and https://www.facebook.com/business/help/166533308016738O?id=176276233019487 for more details.

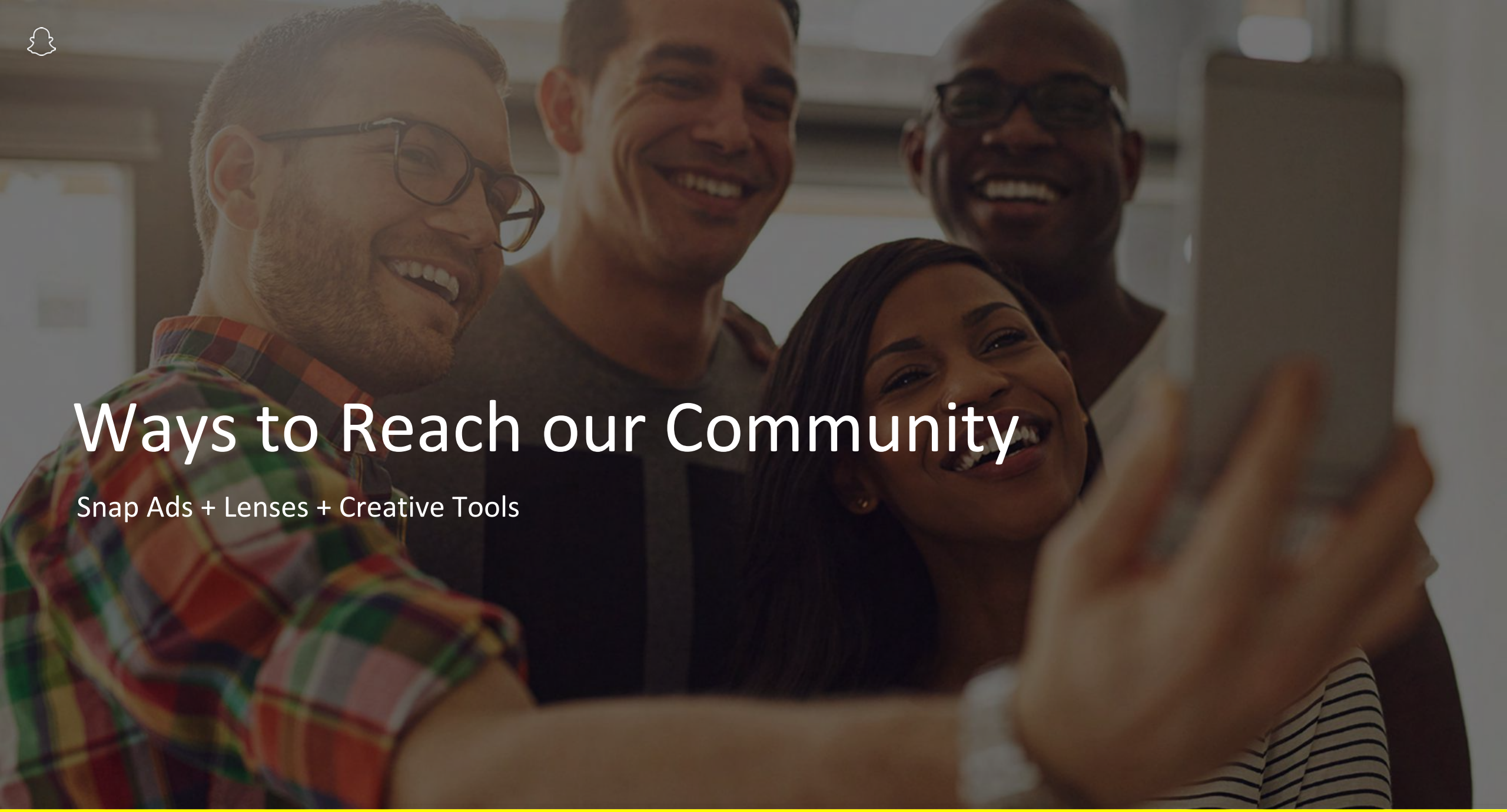
Snapchatters are anyone and everyone



Estimated Monthly Addressable Reach in the US (by Age)

Source: Data from Snap Ads Manager as of November 1st, 2020.

Addressable reach and demographic data are subject to limitations. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details



Ways to Reach our Community

Snap Ads + Lenses + Creative Tools

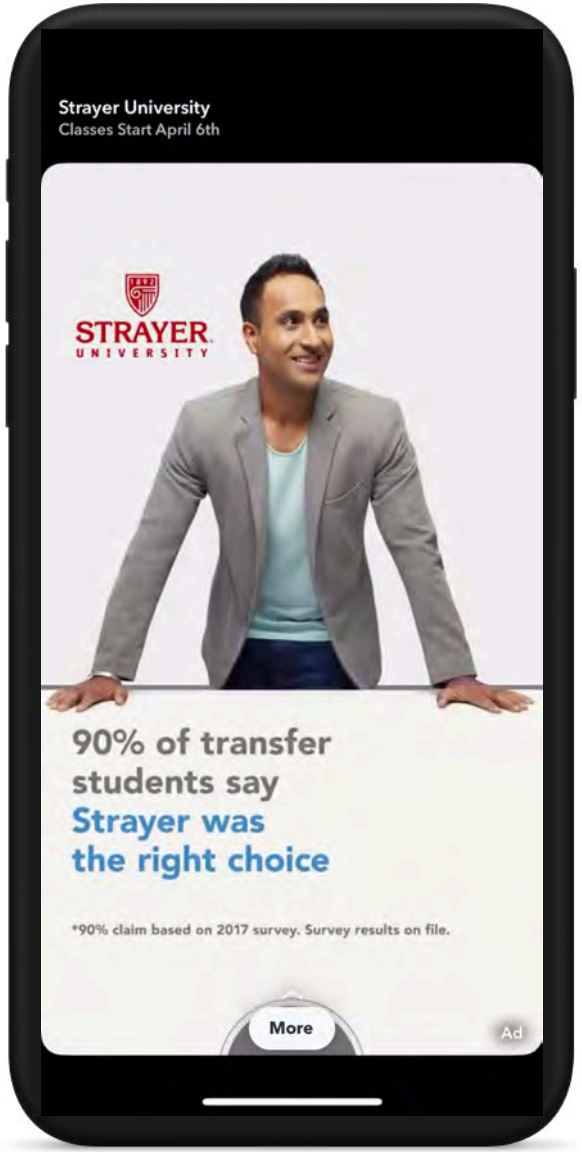
Ad Formats

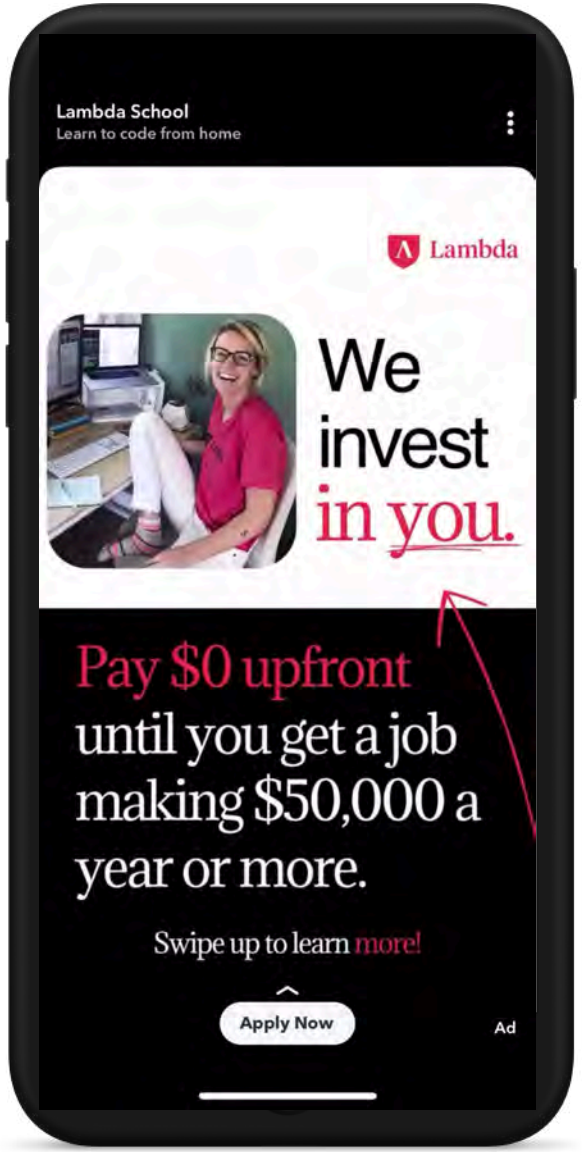
Immersive Fullscreen Video Ads

Snap Ads

- Full Screen
- Sound On
- Appears in Stories, Community Content and Discover Content

Average CPM: $1-$3

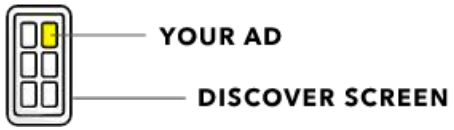


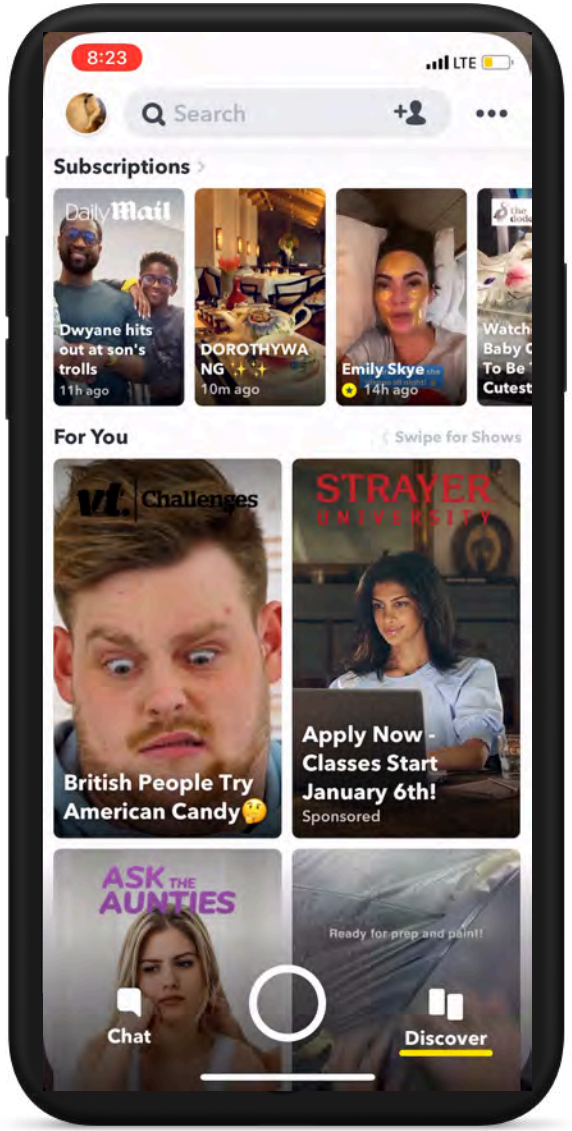


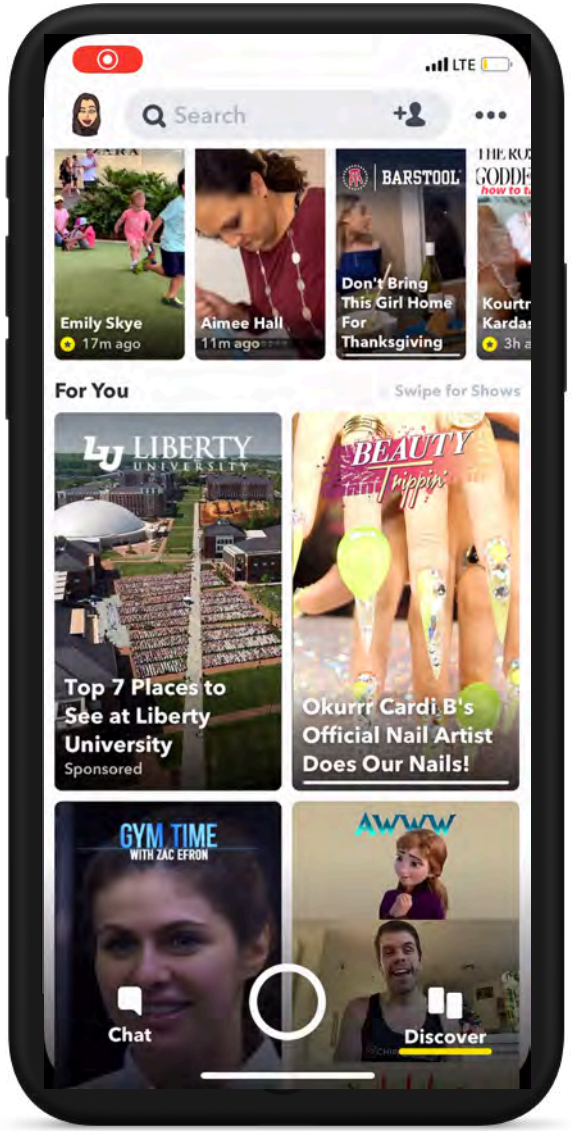
Story Ads

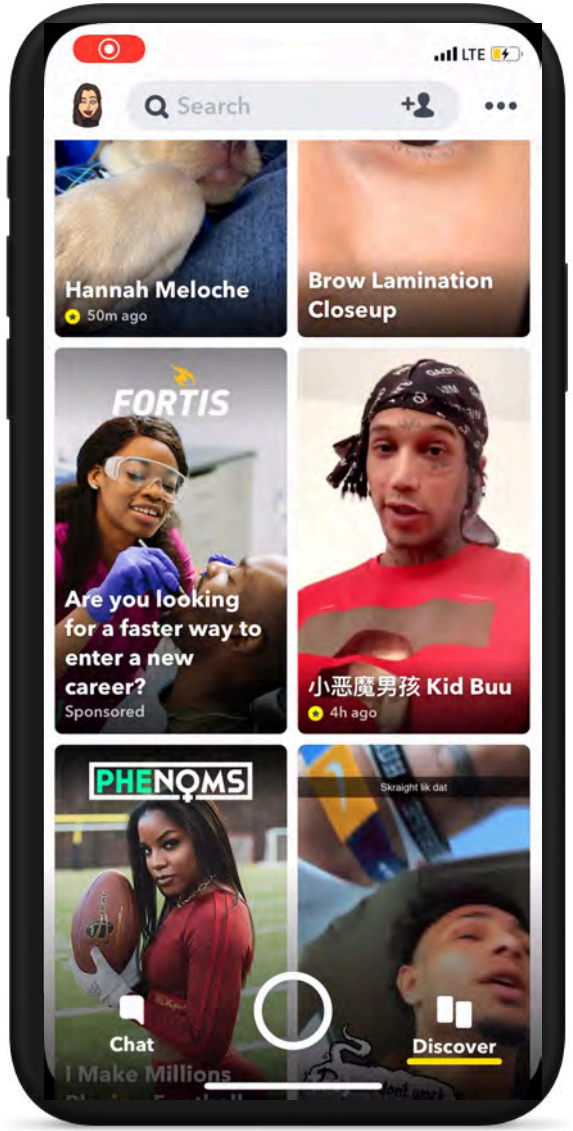
- 3-20 Snaps
- 100% Opt-In
- Featured in Curated Content

Average CPM: $1-$3









Targeting

A Sophisticated Ad Platform

Demographic Targeting	●	●	●	●	●
Psychographic Targeting	●	●	●	●	●
Location Targeting	●	●	●	●	●
Bulk CRUD Tools / Advanced Buy Flow	●	●	●	●	●
Scalable Ads API	●	●	●	●	●
Premium Content Targeting	●	●	●	●	●
Advanced Delivery Options (e.g., GBBs)	●	●	●	●	●
Audience and Delivery Insights	●	●	●	●	●
Reach and Frequency	●	●	●	●	●

Data from Snap Ads Manager as of April 20, 2020. Data from Facebook Ads Manager and official websites as of April 20, 2020. Data from Google Ads Manager and official websites as of April 20, 2020. Data from Twitter Ads Manager and official websites as of April 20, 2020.

Junior / Community Colleges (16-19)

20M

Monthly Addressable Reach in the United States

Targeting Ideas

Snap Audience Match + Lookalikes

Pixel Custom Audiences

Location + Radius Targeting

Location Category: Colleges & Universities, High Schools

Snapchat Lifestyle Category: High Schoolers, Collegiates, Parents

Datalogix: Some College

Experian: Education (Some High School), Education (High School Diploma) Children 16-18, Moms (of child 16-18)

DLX: High School Diploma, Moms (High Schoolers), Parents

Data from Snap Ads Manager as of November 1st, 2020.

See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details.

Impactful ads for every business objective

Awareness

Brand Awareness

Consideration

App Installs

Drive Traffic to Website

Drive Traffic to App

Engagement

Video Views

Lead Gen

Conversions

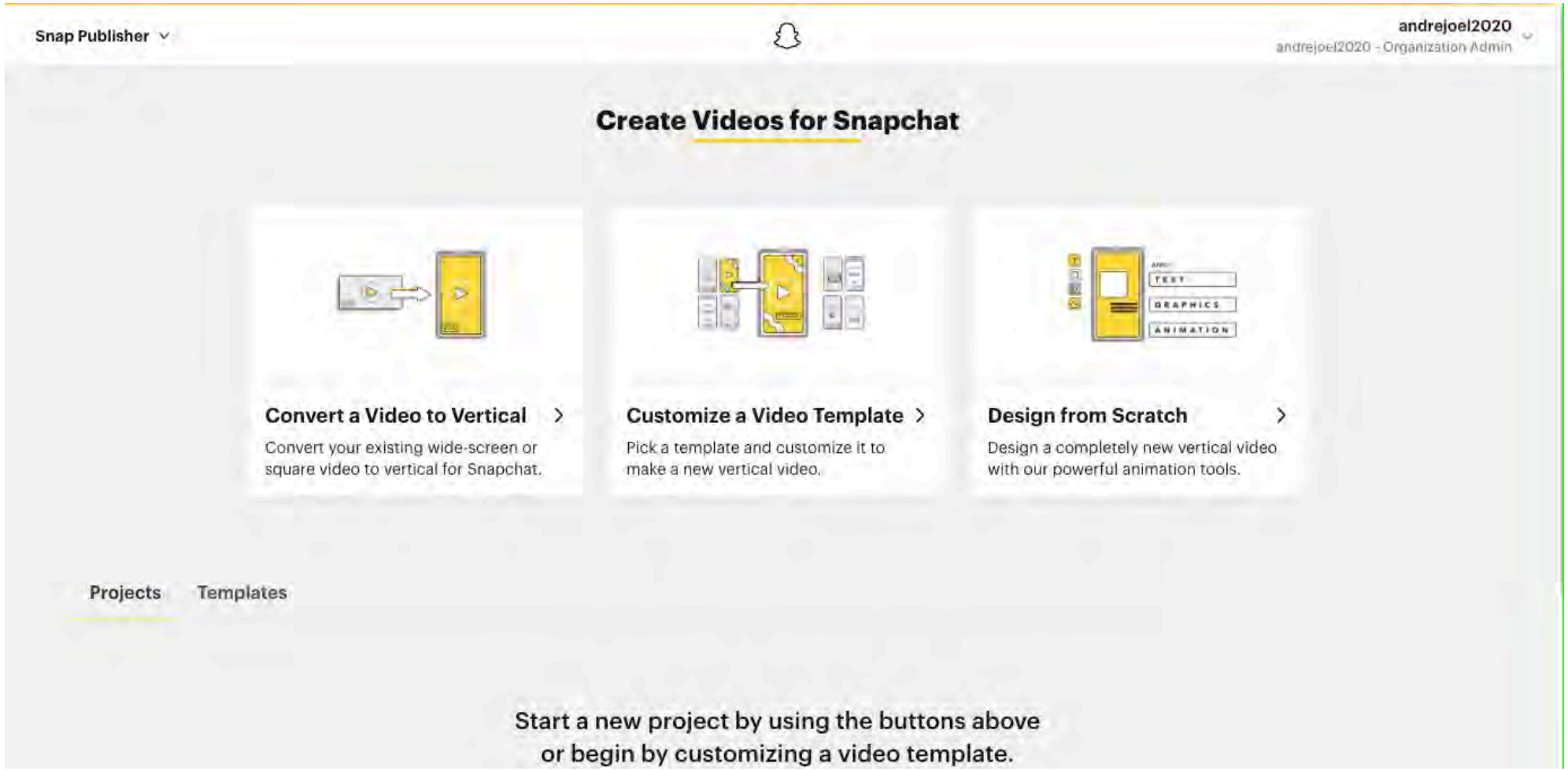
Website Conversions

Catalog Sales

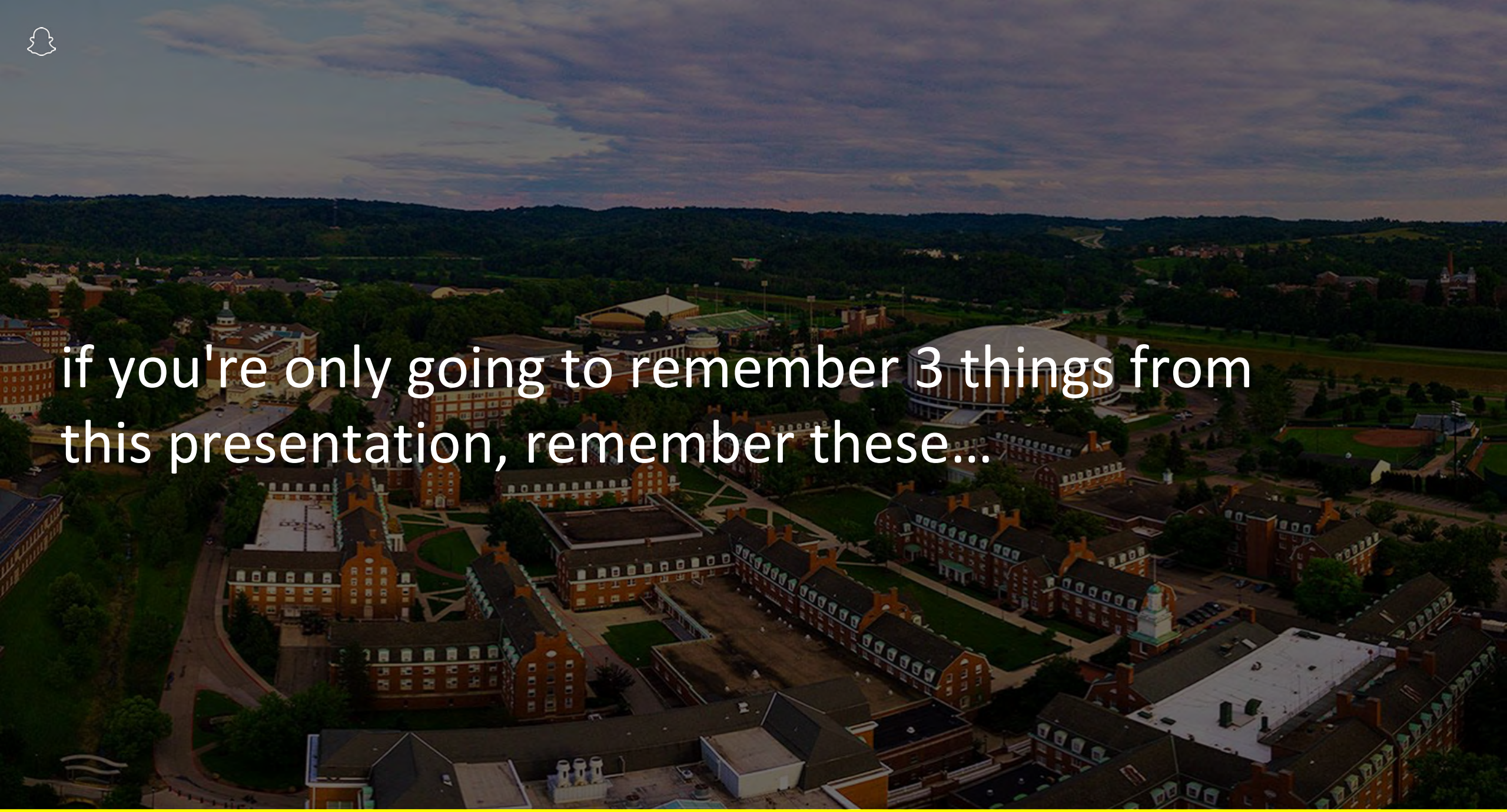
Creating Video Ads with Snapchat

As fast as 3 minutes to be done…

Snap Publisher



1 minute and 17 seconds to create…



if you're only going to remember 3 things from this presentation, remember these...

Takeaways

Snapchat audience is growing in a fast pace and has the strongest presence over the 13-24 years old in North America.

You can reach this audience using our precise targeting options focusing on your business objective.

Our self service creative tool is easy to use and can take less than 2 minutes to create a new Ad.

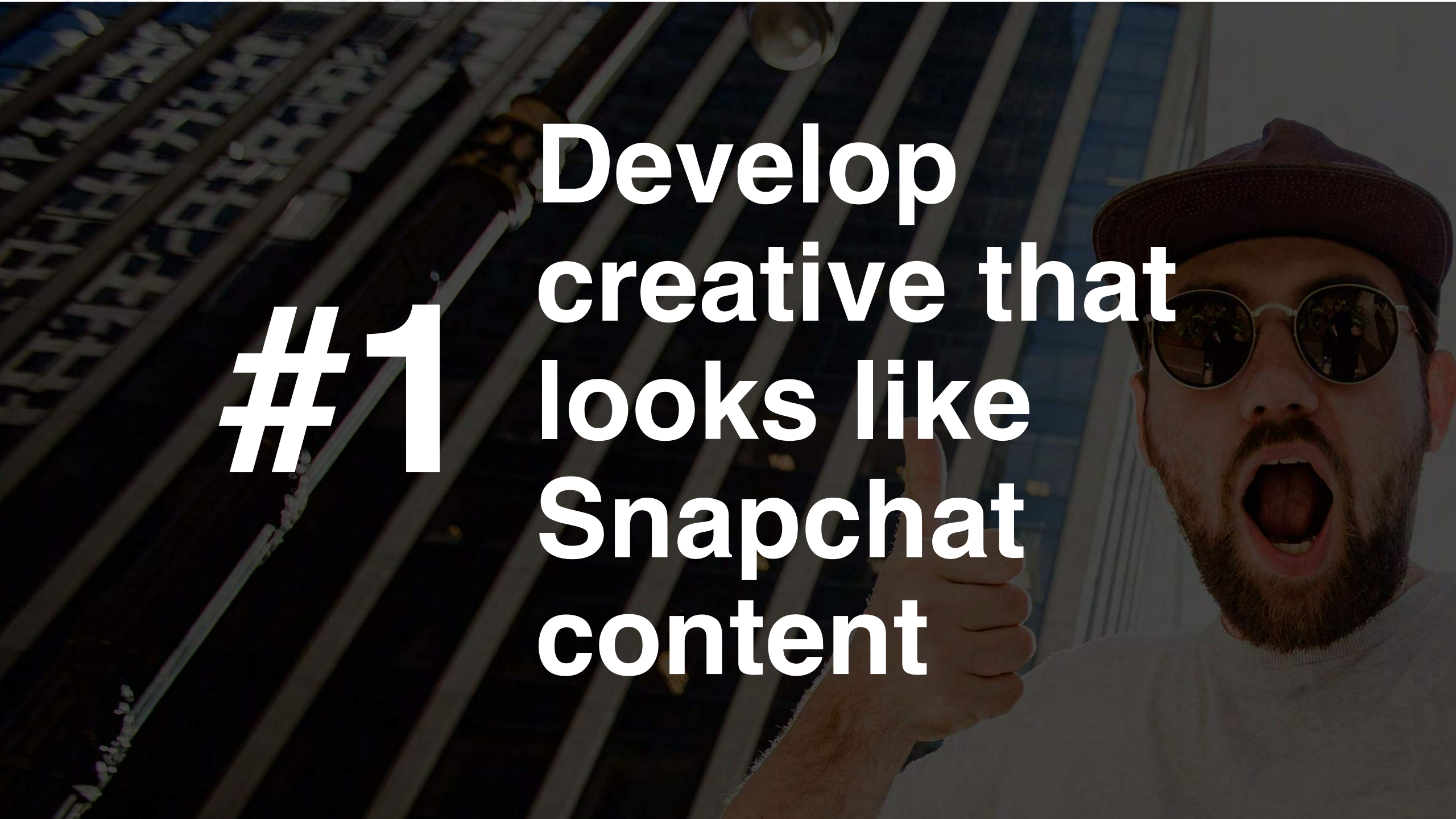
5 tips for creating swipe-worthy Snapchat ads

Interact
2-Year College Experts

Alana Villemez
Vice President of Business Development

Angela Carollo, MBA
Vice President of Marketing & Strategy

interact


#1
Develop creative that looks like Snapchat content

Are *you* a Snapchat user?

It's much easier to come up with creative ideas when you engage on the platform as a user.

interact
2-Year College Experts

Do your ads “fit in?”

Blending in with organic content can actually help your paid content stand out.

Results:

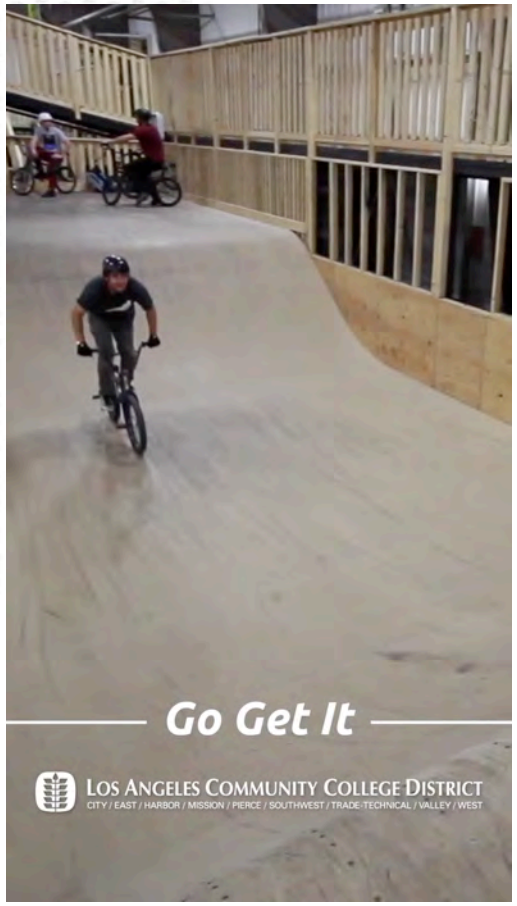
- Impressions: >10M
- Swipe-Ups: >100K
- Average CPM: $3.49 (~$7-$9 benchmark)

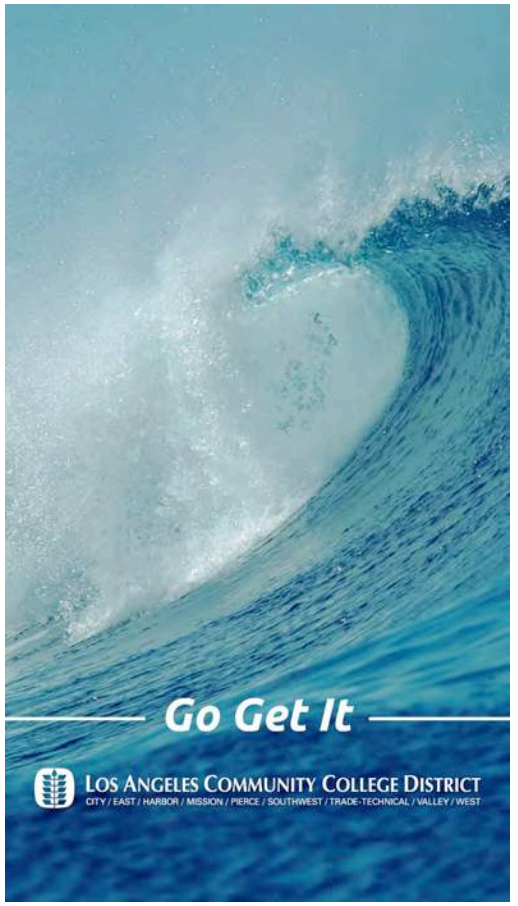
interact

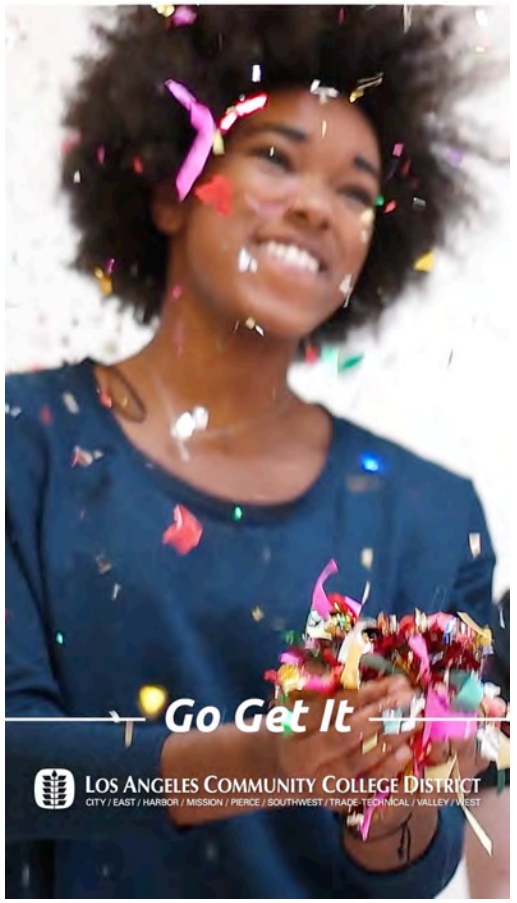
#2 Create valuable content

Create experiences, not ads…

Okay, they know it's an ad. Did you at least give them something to enjoy or think about?







Results:

- Impressions: >400K
- Swipe-Ups: >10K
- Average CPM: $5 (~$7-$9 benchmark)

interact

Create experiences, not ads…

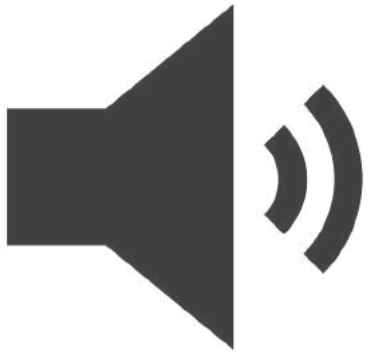
Okay, they know it's an ad. Did you at least give them something to enjoy or think about?

interact

#3 Know your audiences

(and how they consume content)

Not all platforms are used the same way…



Sound ON

Portrait

Be Quick

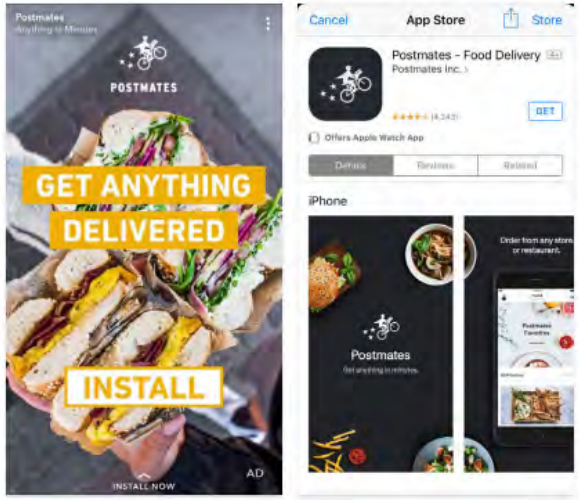
Swipe Up

Make the biggest impact where it counts.

Vibe Check

Use Stop Animation or GIFs

Start with a "Hero" Message



Drive Action

#4 Leverage unique opportunities

(even if you don’t have video assets)

Take advantage of Snapchat's unique targeting options.

Location, age, gender, language, interests, content categories, devices, connection type, Snap Audience Match, and Lookalikes

The goal *was to increase enrollment in ESL courses* ***(300 sign-ups).***

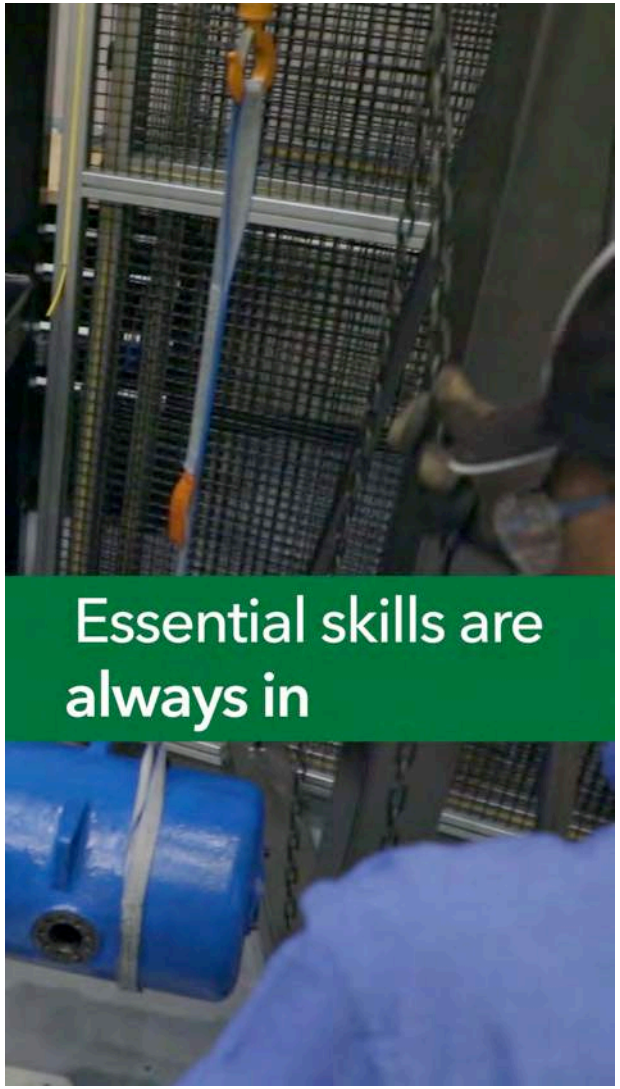
This campaign ***generated more than 700 sign-ups*** *after only running for* ***a week!***

#5 Have fun with it...

And see what works best for your college. ☺

Not all creatives or messages will resonate the same way… run tests to see what works best for you.

And see what works best for your college. ☺



Not all creatives or messages will resonate the same way… run tests to see what works best for you.

Going organic? Here are some fun ideas…

Student takeovers, behind the scenes, fun compilations, interviews, encouraging messages during exams, etc.

There's no secret formula for success…

but if you're not there, meeting students where they're at, there's no opportunity for success either.

iNteract
2-Year College Experts

THANK YOU!

Access More at

news.interactcom.com

Let's Keep Talking

info@interactcom.com

interact
2-Year College Experts