

CASE STUDY ON SNAPCHAT

A Project Report

Submitted in partial fulfillment of the
Requirements for the award of the Degree of

BSc IT Semester - II

By

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(20-A)

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MAHARASHTRA

2022 – 2023

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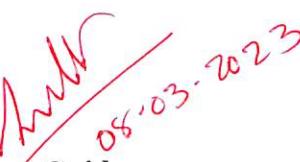
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CERTIFICATE

This is to certify that the project titled, "CASE STUDY ON SNAPCHAT", is
bonafied work of Student name bearing Seat No: **20** submitted in partial fulfilment
of the requirements for the award of degree of BSC IT Semester - II from
University of Mumbai


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College seal

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DECLARATION

I hereby declare that the project entitled, "CASE STUDY ON SNAPCHAT" done at "Nagindas Khandwala College", has not been in any case duplicated to submit to any other university for the award of any degree. To the best of my knowledge other than me, no one has submitted to any other university.

The project is done in partial fulfilment of the requirements for the award of degree of BACHELORS OF SCIENCE (INFORMATION TECHNOLOGY) to be submitted as II Semester project as part of our curriculum.

Rhushi

Rhushi Doshi

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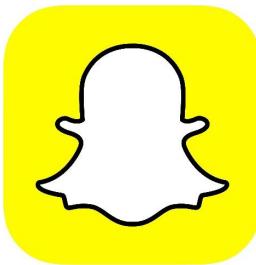
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I. Introduction

(i) What is Snapchat

Snapchat is a popular messaging app that lets users exchange pictures and videos (called snaps) that are meant to disappear after they're viewed. It's advertised as a "new type of camera" because the essential function is to take a picture or video, add filters, lenses or other effects and share them with friends.



Snapchat is a one-to-one and group messaging app that lets users send photo, video, and text messages that disappear after several seconds. Roughly 150 million people use Snapchat every day, and they consume around 800 hours of video per second. That's like watching every episode of "Game of Thrones" 13 times, per second.

In addition to its messaging features, Snapchat features Stories (photo or video messages that can be replayed for 24 hours), Memories (saved photos for sharing later), and stickers to embellish messages. The app has been widely adopted, especially among teenagers and Millennials: 26% of people surveyed between the ages of 12 and 24 said they used Snapchat the most, second only to Facebook.

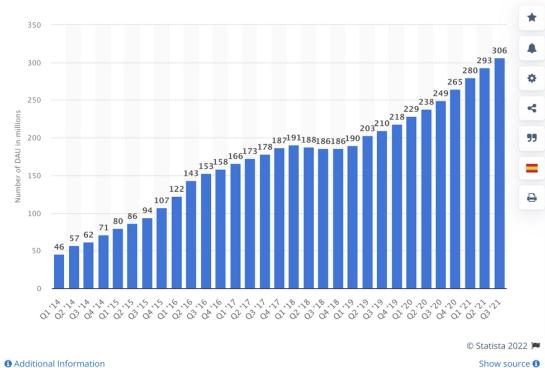
Now that we're all up to speed, let's dive into some of Snapchat's major developments and achievements over the last five years -- and what we might expect from five more.

(ii) Why Snapchat is created

The owner of snapchat wanted to create an app that would send photos that would eventually disappear, and the initial Picaboo app was launched in the IOS App Store in July -- to little fanfare.

Snapchat Launched in 2011, Snapchat has since become one of the most popular social media apps worldwide.

Their platform has given its users the ability to capture memories with friends and family. It has provided endless entertainment with its filters. And the "Stories" feature has gone on to be copied by the apps likes of Instagram and Facebook.



To give you a better understanding of this powerhouse platform, we've compiled a list of Snapchat statistics spanning its usage, demographics, and even its advertising data.

Snapchat Has 363 Million Daily Active Users Worldwide

(iii) Snapchat Lens campaign

Taco Bell set a Snapchat Lens campaign record with its recent Cinco de Mayo campaign by receiving 224 million views in one day, besting Gatorade's Super Bowl effort which hit 165 million views, according to reporting by Adweek.

The Taco Bell lens turned Snapchat users' heads into giant taco shells and featured audio with the fast food restaurant's bong sound that was previously used in branding.

According to Adweek, Snapchat Lens campaigns cost as much as \$750,000 for holidays and events such as the Super Bowl, although there was no reporting on what Taco Bell paid for the Cinco de Mayo campaign.

(iv) Snapchat Earning

Snapchat's earning primarily comes from advertising revenue and the sales of its Spectacles product. As a privately held company, the exact figures of Snapchat's earnings and employee salaries are not publicly available. However, according to estimates, Snapchat's revenue was around \$1.7 billion in 2020.

As for employee salaries, it depends on the position and seniority of the employee, as well as the location of their workplace. According to Glassdoor, the average salary for a Snapchat employee is around \$120,000 per year, with software engineers and product managers earning the highest salaries. However, these numbers are only estimates and may vary based on the individual employee and company policies.

A. Background Information

(i) History of Snapchat

According to documents and deposition statements, Reggie Brown brought the idea for a disappearing pictures application to Evan Spiegel because Spiegel had prior business experience. Brown and Spiegel then pulled in Bobby Murphy, who had experience coding. The three worked closely together for several months and launched Snapchat as "Picaboo" on the iOS operating system on July 8, 2011. Reggie Brown was ousted from the company months after it was launched.

The app was relaunched as Snapchat in September 2011, and the team focused on usability and technical aspects, rather than branding efforts. One exception was the decision to keep a mascot designed by Brown, "Ghostface Chillah", named after Ghostface Killah of the hip-hop group Wu-Tang Clan

On May 8, 2012, Reggie Brown sent an email to Evan Spiegel during their senior year at Stanford, in which he offered to renegotiate his equitable share regarding ownership of the company. Lawyers for Snapchat claimed that Reggie Brown had made no contributions of value to the company, and was therefore entitled to nothing. In September 2014, Brown settled with Spiegel and Murphy for \$157.5 million and was credited as one of the original authors of Snapchat.

In their first blog post, dated May 9, 2012, CEO Evan Spiegel described the company's mission: "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." He presented Snapchat as the solution to stresses caused by the longevity of personal information on social media, evidenced by "emergency detagging of Facebook photos before job interviews and photoshopping blemishes out of candid shots before they hit the internet.

(ii) Key features and functions

Snapchat has several key features and functions, including:

Snap: Users can take photos or short videos (up to 10 seconds) and send them to their friends or post them to their story. Snaps can be decorated with filters, lenses, and other creative tools.

Chat: Users can send text messages and hold group chats with friends on Snapchat.
Stories: A collection of snaps that a user can post to their profile and share with their friends for 24 hours.

Lenses: Animated filters that use facial recognition technology to add special effects to a user's face in real-time.

Filters: Colourful overlays that can be added to a snap to enhance its appearance.

Discover: A section of Snapchat where users can find news, entertainment, and other content from media partners.

Bitmoji: A personalised cartoon avatar that users can create and use as a profile picture and in chats.

Snap Map: A feature that allows users to see the location of their friends on a map.

Filters: Special effects that can be applied to snaps, including graphics, text, and animations.

(iii) User demographics

Snapchat has a predominantly young user base, with the majority of its users being under the age of 34. According to statistics, over 60% of Snapchat's users are aged between 13 and 34, and the majority of them are female. In recent years, Snapchat has made efforts to appeal to an older demographic, but it remains primarily popular among younger people. The app has a strong presence in the United States, but it also has a significant number of users in Europe and other regions. Overall, Snapchat is known for its engaged and active user base, with many people using the app multiple times per day to communicate with friends and follow their favourite content creators.

In the United States, the most popular age group on Snapchat is those ages 15-25, as they make up 48% of users. Those ages 26-35 make up 30% of users, ages 36-45 are 18%, ages 46-55 are 11%, and those 56 and older make up just 5% of the platform. Focusing just on users within the UK, those ages 18-24 make up 77% of the platform's users. Ages 35-44 are 38%, ages 55-64 are 8%, and those 75 and older are just 2% of Snapchat's users.

B. Problem Statement (Challenges)

(i) Challenges faced by Snapchat

Competition:

Snapchat faces intense competition from other social media and messaging apps, such as Instagram, Facebook, and WhatsApp, which offer similar features and experiences. These apps have similar features and experiences, such as stories, filters, and messaging capabilities, which can make it difficult for Snapchat to stand out and maintain its user base. The competition can lead to a decline in user engagement and a loss of market share, which can impact Snapchat's revenue and growth potential. To remain competitive, Snapchat must continue to innovate and offer unique and compelling experiences that differentiate it from its rivals.

User engagement:

Snapchat has struggled to maintain user engagement, particularly as other apps have adopted similar features, such as stories and filters. Snapchat was one of the pioneers in popularising features like ephemeral stories and augmented reality filters, but in recent years, many other social media platforms have adopted similar features, making it harder for Snapchat to differentiate itself and maintain user engagement.

Monetization:

Snapchat has had difficulty monetizing its user base, which has resulted in a slower-than-expected revenue growth and has led to concerns about its ability to generate profits. Monetizing its user base has been a challenge for Snapchat, and the company has struggled to generate significant revenue growth. Despite having a large user base, Snapchat has not been able to monetize its audience as effectively as some other social media companies, leading to concerns about its long-term profitability.

Privacy and security:

Snapchat has faced criticism for its handling of user data and privacy, and has been the target of numerous hacking incidents, which have resulted in the theft of user information and data. Snapchat has faced criticism for its handling of user data and privacy, as well as several high-profile hacking incidents that have resulted in the theft of user information and data. These security breaches have raised concerns about the safety and protection of user data on Snapchat, and have led some users to question the platform's commitment to privacy and security.

Advertiser appeal:

Snapchat has struggled to appeal to advertisers, who may prefer more established and reliable advertising platforms, such as Facebook and Google. Despite having a large and young user base, Snapchat has struggled to demonstrate the value and effectiveness of its advertising platform to brands, which has limited its ability to generate significant revenue from advertising.

User demographics:

Snapchat has a limited user demographic, with a higher concentration of younger users, which may limit its potential for growth and profitability. Snapchat has a higher concentration of younger users and is particularly popular among teens and millennials, which can limit its potential for growth and profitability as older demographics may not find the platform as appealing. However, Snapchat has been actively trying to expand its user base and diversify its offerings to attract a wider audience.

Technical issues:

Snapchat has experienced technical issues, such as app crashes, slow performance, and server downtime, which can impact user experience and engagement. There can be a variety of technical issues that users might face while using Snapchat. Some common ones include:

1. Login issues: trouble signing in, incorrect password, account temporarily locked, etc.
2. Camera problems: camera not working, black screen, video not recording, etc.
3. Snap sending and receiving problems: snaps not sending or not showing up, snaps stuck in sending, etc.
4. Performance issues: slow app, crashing, freezing, etc.

C. Research Objective

(i) Storage Issue

Snapchat has had a number of security issues in the past, including:

Account breaches: In 2014, hackers were able to access the usernames and phone numbers of 4.6 million Snapchat users.

Third-party app vulnerabilities: Third-party apps that connect to Snapchat's API have been found to expose user data, including usernames and passwords.

Geolocation data: Snapchat's geolocation feature can reveal the user's exact location, which can be a privacy concern.

False sense of security: Snapchat's self-destructing messages can give users a false sense of security, leading them to share sensitive information that can still be captured by screenshots or saved through other means.

To address these issues, Snapchat has implemented various security measures, such as two-factor authentication and end-to-end encryption for certain features. However, users should still exercise caution when using the app and be aware of the risks involved with sharing sensitive information.

(ii) Updates

Snapchat releases regular updates to improve user experience and add new features. Some recent updates include:

Augmented reality (AR) features: Snapchat's AR lenses have become a popular feature, allowing users to add fun and interactive animations to their snaps.

Snap Map: This feature allows users to share their location with friends on a map, and see where their friends are located as well.

Group video chats: Snapchat now allows users to have group video chats with up to 16 people.

Bitmoji Deluxe: This update allows users to create more personalised Bitmoji avatars with more customization options.

Snap Originals: Snapchat has started producing its own original content, including short-form shows and documentaries, which can be viewed within the app.

Overall, Snapchat is constantly evolving to stay relevant and offer new ways for users to connect and share with their friends.

II. Review Of Literature

A. Case Study on Snapchat

A case study on Snapchat would involve analyzing the company's history, growth, market position, and challenges. Here is a brief overview:

History: Snapchat was founded in 2011 by Evan Spiegel, Bobby Murphy, and Reggie Brown. Initially, the app was used as a way to send disappearing photos and messages. Over the years, it has evolved into a multimedia messaging platform with various features, including filters, lenses, and stories.

Growth: Snapchat has grown rapidly, reaching over 200 million daily active users in 2021. The company has also expanded into new markets and developed partnerships with media companies and advertisers.

Market position: Snapchat is considered a major player in the social media market, competing with giants such as Facebook and Instagram. The app has a younger demographic compared to these platforms, which has helped it attract a large user base.

Challenges: Snapchat has faced several challenges, including privacy concerns, competition from other social media platforms, and difficulty monetizing its user base. The company has also struggled to attract and retain users outside of its core demographic.

This case study could be used to analyze Snapchat's strategies, strengths, weaknesses, opportunities, and threats, as well as its future potential and prospects for growth.

Brands Nailing it on Snapchat

1. SHEIN
2. FITBOD
3. BMW
4. ADIDAS

Why Businesses Should Use Snapchat?

Snapchat is a social media platform that allows users to post pictures and updates to all their friends or specific users.

What sets Snapchat apart is that individual posts are deleted after 10 seconds, while public updates disappear after 24 hours.

Though widely considered a millennials-only app, Snapchat's reach is undeniable.

Some Snapchat Statistics:

- **Total Number of Monthly Active Users: 300 million+**
- **Total Number of Daily Active Snapchat Users: 188 million**
- **Number of Snaps Created Everyday (Photos & Videos): 3 billion**
- **Average Time Spent per User on Daily Basis: 30+ minutes**
- **Number of Snapchat Daily Video Views: More than 10 billion**

Snapchat for Business Strategies

Snapchat success lies in its ability to tell stories, and the most popular brands still use a little basic marketing strategy.

Combining one of these strategies with a little creativity will go a long way in an effective Snapchat campaign. The opportunities to create engagement and brand awareness are infinite. The four brands that nailed on Snapchat:

1. SHEIN

The Story

SHEIN is a global, fashion brand that delivers quality and stylish clothes to women and men. It has over 10 million users and operating in 224 countries.

The Objective

SHEIN was looking to expand their reach to a differentiated audience. They connected with Snapchat to create immersive full-screen ad experiences to drive purchases amongst the millennial and Gen Z audience.

The Solution: Snap Ads + Story Ads

SHEIN used Snap Ad App Install ads to drive install for their app. They followed the creative best practice of using a short-form video that showcased their products front and center as a way to lure Snapchatters to swipe up.

It also used Story Ads to showcase the breadth and depth of their product lines and engage with an audience that showed high signals of intent.

SHEIN was able to drive better performance by leveraging Snapchat's optimization tools like Audience Insights and Goal-based Bidding.

Results

- 20% higher return on investment vs. goal
- 50% lower cost per purchase vs. other channels
- 30% lower cost per signup vs. other channels

2. Fitbod

The Story

Fitbod is a mobile fitness app that uses machine learning to modify your workout and guide you through the right sets, reps and weight to reach your fitness goals.

The Objective

Looking to drive more engaged users, the brand came to Snapchat to reach new audiences that would not only download the app but also spend on the platform.

The Solution

With the goal of gaining new users at the lowest CPI and CAC, Fitbod ran an always-on App Install campaigns through Snapchat's Ads Manager platform. They used a combination of lookalike and predefined audience targeting to effectively reach Snapchatters who were most likely to engage.

They tested multiple creative reiterations to promote their fitness app and subscription service.

Their each Snap Ad also followed the creative best practice of using a strong CTA to quick Snapchatters to swipe up and download the app.

Results

- 54% lower CPI than other platforms
- 31% lower CPA vs. goal

3. BMW

The Story

For the launch of the BMW X2 they wanted to change the way people discover new cars by turning the world into a showroom. With the power of augmented reality, Snapchat and BMW created the world's first product trial Lens.

The Objective

To further encourage excitement for the X2 we turned Snapchatter's gold to drive awareness of the new car colour.

The Solution

Snap Ads + Lens Attachment

BMW was the first advertiser to run Snap Ads that deep connected to a World Lens, so customers could swipe up on the Ad to unlock the Lens. The Lens was a unique way to experience the car. The campaign was worldwide, running in 7 markets.

Lens

BMW also launched their campaign on Snapchat with an audience Lens to drive awareness of the X2 launch. To challenge one of the new colours of the car, the face Lens turned Snapchatters into gold.

Results

- 54 seconds Average engagement with the X2 Lens
- 40 million Impressions of the face Lens
- 1 in 4 Shared or saved the X2 Lens

4. Adidas

The Story

Adidas is a multinational corporation that designs and manufactures shoes, clothing and accessories.

“Here to Create” is a multimedia Adidas’s social campaign celebrating the creator inside every athlete.

The Objective

To turn that idea into a drive, Adidas needed a storytelling vehicle that let millions tap into its positive message and express it their own way. Snapchat had the creative tools, engaged audiences, and the scale to appreciate such an ambitious campaign.

The Solution

Snap Ads

Snap Ads provided Adidas the power of vertical video to spread the “Here to Create” message to the crowds. Top Snaps featured renowned athletes admiring the force of creativity and encouraged Snapchatters to swipe up and watch a long-form video of inspiring high school athletes showing off their skills.

Adidas assisted Snapchatters the ads most related to their favourite sports with Sport Snapchat Lifestyle Category targeting to maximize engagement.

Filter

To get Snapchatters to adopt and support the “Here to Create” drive themselves, Adidas launched local Filters that featured the campaign message.

Audience Lens

Lenses offered Snapchatters a communicating way to further spread the “Here to Create” message. The Selfie Lens targeted at high school and college athletes, encouraged users to engage by raising their eyebrows, which activated a ball of their choice to bounce on their heads.

The World Lens element featured many plus sign graphics moving in users’ space allowing Snapchatters to spread their positivity in the surroundings around them.

Results

- +5 pt Lift in message awareness
- +9 pt Lift in action intent
- 18% Increase in new visitation to Adidas stores

Conclusion

If you want to use Snapchat for your Business, it isn’t easy. But with its unbelievable reach among the millennial audience and comparatively low cost to advertisers, it is worth a try.

III. Methodology

Snapchat's methodology involves the use of a combination of features and algorithms to create a unique and engaging user experience. These include:

Augmented Reality (AR): Snapchat uses AR technology to create interactive and immersive experiences for its users. Users can use filters, lenses, and other AR features to add fun and creative elements to their snaps.

User-generated content: Snapchat relies heavily on user-generated content (UGC) to keep its platform fresh and engaging. Users can create and share their own stories, snaps, and other content, which can be viewed by their friends and followers.

Machine learning: Snapchat uses machine learning algorithms to personalize the user experience, suggest friends to add, and curate content in users' feeds.

Gamification: Snapchat incorporates gamification features, such as Snapstreaks, trophies, and scores, to incentivize users to engage with the platform and continue using it.

Advertising: Snapchat's methodology also includes advertising features that allow businesses to reach Snapchat's audience through sponsored content, filters, and lenses.

Overall, Snapchat's methodology is focused on creating a fun and engaging user experience through the use of innovative technology, UGC, and gamification, while also offering advertising opportunities for businesses.

Augmented Reality (AR) is a technology that overlays digital information, such as images, videos, and 3D objects, onto the real world. AR enhances the user's perception of reality by blending the physical and digital worlds. AR technology can be used on mobile devices, such as smartphones and tablets, as well as dedicated AR devices like smart glasses.

In the context of Snapchat, AR is used to create fun and interactive experiences for users. Snapchat's AR features include filters, lenses, and virtual backgrounds that can be applied to photos and videos taken through the app. These AR elements can be animated, interactive, and can respond to the user's movements and actions. For example, users can use a lens to add virtual glasses to their face, or a filter to change the background of their snap.

Snapchat's AR technology uses computer vision and machine learning algorithms to track the user's face and movements, and to render 3D objects and animations in real time. This allows for a seamless and immersive AR experience that is easy and fun to use.

User-generated content (UGC) refers to any form of content, such as photos, videos, and text, that is created by users of a particular platform, rather than by the platform itself. In the

context of Snapchat, UGC refers to the photos and videos that users create and share with their friends and followers on the app.

Snapchat is a platform that heavily relies on UGC to keep its content fresh and engaging. Users can create and share stories, snaps, and other content that can be viewed by their friends and followers. They can also use various creative tools, such as filters, lenses, and text overlays, to enhance their content and make it more interesting and entertaining.

Snapchat's emphasis on UGC allows for a more personalized and authentic user experience. Users can express themselves creatively and share moments from their daily lives with their friends and followers. This creates a sense of community and social interaction on the platform.

Snapchat also uses machine learning algorithms to personalize the user experience and curate content in users' feeds. This means that users are more likely to see content from their friends and accounts they are interested in, rather than irrelevant or spammy content.

Machine learning is a subfield of artificial intelligence (AI) that focuses on the development of algorithms and statistical models that allow computer systems to learn from data, identify patterns, and make decisions or predictions without being explicitly programmed.

In the context of Snapchat, machine learning is used to personalize the user experience and improve the app's performance. Snapchat's machine learning algorithms analyze user data, such as their behaviour, interests, and preferences, to create personalized recommendations and curate content in their feeds. This includes suggestions for accounts to follow, content to view, and lenses and filters to use.

Snapchat's machine learning algorithms also help to optimize the app's performance and improve its functionality. For example, the app uses machine learning to detect and filter out spammy or inappropriate content, as well as to improve the accuracy of its facial recognition technology for lenses and filters.

Overall, machine learning is an important part of Snapchat's technology and helps to create a more personalized and engaging user experience for its users.

Gamification is the process of adding game-like elements to non-game contexts to motivate and engage users. In the context of Snapchat, gamification is used to encourage users to engage with the app and its features.

Snapchat's gamification features include Snapstreaks, trophies, and scores. Snap Streaks are a feature that rewards users for sending snaps to a friend on consecutive days, with longer streaks resulting in higher rewards. Trophies are awarded for completing certain achievements, such as reaching a certain score or using a certain lens. Scores are based on a

user's activity on the app, such as sending and receiving snaps, and are used to compare a user's activity with their friends.

By incorporating gamification features, Snapchat encourages users to stay active on the app and engage with its features, while also creating a sense of competition and social interaction among users. These features can also incentivize users to continue using the app and share it with their friends, as they strive to achieve higher scores, longer Snapstreaks, and earn trophies.

A. Types of Data

Snapchat uses a variety of data types to provide its users with an interactive and engaging experience. Some of the data types used in Snapchat include:

Images and videos: Snapchat is primarily known for its image and video sharing features. Users can take photos or record short videos and add filters, stickers, and other effects before sharing them with their friends or adding them to their Stories.

Messages: In addition to images and videos, users can also send text-based messages to their friends on Snapchat. These messages can be sent individually or as part of a group chat.

User profiles: Each Snapchat user has a profile that contains information such as their username, display name, and profile picture. Users can also add a short bio and links to their other social media profiles.

Friend lists: Users can add friends on Snapchat and create custom friend lists to control who can view their content.

Location data: Snapchat can use a user's location data to provide location-based filters and other features. Users can also share their location with friends on the platform.

Analytics data: Snapchat collects data on user engagement and behaviour, such as the number of snaps sent and received, time spent on the app, and other metrics. This data is used to improve the platform and provide more relevant content to users.

Overall, Snapchat uses a variety of data types to provide users with a dynamic and engaging experience, while also collecting data to improve the platform and provide more relevant content to users.

B. Resources

Snapchat uses various resources to provide its features to users. Here are some of the resources used by Snapchat:

Camera: Snapchat relies heavily on the camera of the user's device to capture photos and videos.

Storage: Snapchat stores user's photos, videos, and other data on its servers to provide features like Memories, which allows users to save and access their snaps later.

Processing Power: Snapchat uses the processing power of the user's device to apply filters, effects, and other enhancements to photos and videos in real-time.

Internet Connection: Snapchat requires an active internet connection to send and receive snaps, stories, and messages.

Location Services: Snapchat allows users to share their location with their friends to use location-based filters and to view friends' location on the Snap Map.

Audio and Microphone: Snapchat uses the device's microphone to record audio for videos and to add voice filters.

Augmented Reality (AR) technology: Snapchat uses AR technology to apply filters, lenses, and other effects to photos and videos.

Artificial Intelligence (AI): Snapchat uses AI to provide features like Snap Map, which uses machine learning to suggest relevant content to users based on their location and interests.

Server and Database: Snapchat uses servers and databases to store and manage user data, including messages, stories, and other content.

Advertising: Snapchat uses advertising as a source of revenue, which includes sponsored content, branded filters, and other marketing initiatives.

Developers and Engineers: Snapchat relies on a team of developers and engineers to create and maintain the app, including updates, bug fixes, and new features.

User-generated content: Snapchat relies on user-generated content, including snaps, stories, and other posts, to keep the app engaging and dynamic.

C. Advertising on Snapchat

Snapchat Ads start at just \$5 a day: Set your own budget and adjust as you go.

Connect with a highly-engaged audience: Reach an audience of 347 million daily active users.

Easily optimize your campaigns: Use the Snap Pixel and goal-based bidding to optimize your ad campaigns in real time.

(i) Advertising options:

Snapchat offers several advertising options for businesses, including:

Snap Ads: Full-screen video ads that appear in between snaps in the Stories section of the app.

Sponsored Lenses and Filters: AR effects that users can interact with, including animations and filters, sponsored by brands.

Discover Ads: Advertisements that appear in the Discover section, where users can find content from media partners and publishers.

Collection Ads: E-commerce advertisements that allow users to purchase products directly within the app.

Snap Map Ads: Sponsored content that appears on the Snap Map, which shows the location of users and their friends.

Snap Publisher: A self-serve ad platform that allows businesses to create and manage their own Snapchat campaigns.

These advertising options provide businesses with a variety of ways to reach Snapchat's highly engaged user base and target specific demographics. Snapchat has also continued to develop new ad products and tools to help advertisers effectively reach its users.

(ii) Advertiser benefits and targeting

1. No Stale Profiles

Early advice for businesses just getting started with Facebook was to make sure to post to profiles regularly. Failing to post regularly could mean that a person arriving at a profile that hasn't been updated in weeks, months or years (if at all) would likely leave rather than choosing to Like the Page.

With Snapchat, however, there is no profile to review before choosing to become "friends" with a contact or company. Thus, the frequency at which one posts can completely be controlled by the marketer - choosing to post when they have something worthy of sharing versus feeling the need to always post (creating a more authentic experience for both parties).

2. Better Reach

While there is no doubt some ranking system at work, a company's Snaps will get seen by those who choose to follow them or seek them out (Snaps can be public). Organic reach is a true benefit of these "younger" social media networks versus Facebook where business posts get pushed down in the News Feed or not shown at all.

3. An Inner Circle

For many Snapchat users, their friends list is much, much smaller on that app versus other networks. Since the audience base is younger, the people who they interact with on Snapchat are likely close friends and peers versus family members and parents. In other words, they will post pictures and videos to Snapchat that they would not post to other networks - partly because their friends list is more fine-tuned and because Snaps will disappear anyway.

Brands that are able to grow their following on Snapchat can benefit from being in that "inner circle" - with the end result being followers feeling a closer connection to that company. What's more, since Snapchat has a less-formal environment, brands can methodically "let their hair down" and earn the trust of audiences.

4. Our Story

While its parent company, Snap Inc., positions itself as a camera company primarily, Snapchat is becoming more and more of a location-based service. For example, users can add to a community narrative by submitting their Snaps to "Our Story" (grouped together with other Snaps from the same location, event or about the same topic) to appear in Snap Map or in Search. Snap Map shows users' Snaps from across the world (when they enable this feature) and Search allows users to type in something they are interested in.

The benefit of Our Story is that brands do not have to be overly active on Snapchat to be able to add to a community narrative. One well-timed and well-placed photo or short video could do wonders for brand awareness.

5. The Chat Service

SEC filings state that, on average, more than 60 percent of Snapchat's DAUs use its Chat Service every day to send Snaps and talk with friends. Thanks to the chat service, Snapchat indicates that it benefits from the frequency with which its user base communicates with one another "because each message invites a user back to the application when they receive a push notification."

For businesses, this means that audiences have compelling reasons to return to Snapchat multiple times a day - increasing the chance their Snaps will be reviewed.

6. Relevance

While regulated industries (financial, health) must be hyper-careful about what they post to social media (even when it disappears after a day), there is something to be said of companies that take a chance on channels younger audiences enjoy. Since consumer interest shifts rapidly, it can be difficult for brands to stay relevant but Snapchat is a quick and easy way to do so.

7. Engaging Ads

Unlike Facebook, there isn't a dire need to advertise on Snapchat (perhaps because its algorithms do not seem to be forcing businesses in that direction... yet). Still, savvy brands are using paid options to reach more people. Snapchat offers a few different advertising options such as Sponsored Creative Tools (Sponsored Lenses, Sponsored Geofilters) and Snap Ads with Attachments (allowing users to directly respond to an ad - like watch more content or take an action - without leaving the Snapchat app). As far as delivery, Snapchat states that it shows advertisements it thinks will be relevant to each user.

"Our advertising delivery framework is designed to optimize relevance across the entire platform, decreasing the number of wasted impressions and improving the advertising shown to our community."

8. Snapcodes

Similar to QR codes, businesses can create a Snapcode (image #1 on the left) that will send users to a URL destination when a photo/Snap is taken of it in Snapchat (image #2 on the right). Snapcodes are somewhat good news for businesses that are rightfully worried about the very few opportunities to drive website traffic from newer apps like Snapchat (considering Facebook is a top traffic source for many companies).



The problem is that these Snapcodes, like QR codes, will mostly be used to get people from marketing collateral (e.g., landing pages, print material) to a site. The only real way to use Snapcodes in Snapchat is to have two phones, which is unlikely and clunky (one phone that displays the Snapcode and one phone that can Snap). There is also a slim chance that users will save a Snapcode to their camera roll, upload it to use as a Snap and then follow through to a website - unless there is an extremely motivating reason to do so. One reason users may be compelled to share a Snapcode in their Stories is to become part of a promotion but tracking at this point will prove difficult.

9. Defensive Registration

If none of these benefits are compelling enough for your company to join Snapchat, consider signing up just to secure your company name before someone else does. Currently, businesses sign up like the average user. (Word from experience, make sure to put your first and last name as the company name versus your personal name because it takes a while for that change to take effect.) Like Instagram did recently, however, there could come a time when users can switch to a business account for added benefits (like analytics).

D. Market Position and Growth

(i) Market share and competition:

As of 2021, Snapchat is a publicly traded company with a market capitalization of around \$30 billion. The company went public in March 2017 and has since seen its stock price fluctuate. In terms of market share, Snapchat is one of the smaller social media platforms compared to giants like Facebook and Twitter. However, it has a large and engaged user base, particularly among younger generations, which has made it attractive to advertisers and media partners. Snapchat's advertising revenue has been growing steadily, and the company has focused on expanding its offerings, including its Discover section and Snap Map, to attract more users and advertisers.

(ii) User growth and engagement:

Snapchat has seen significant growth in its user base since its launch in 2011. According to data from the company, Snapchat had over 280 million daily active users as of Q4 2020, representing year-over-year growth of 15%. The platform is particularly popular among younger users and has seen particularly strong engagement in terms of daily usage. Snapchat users spend an average of over 30 minutes per day on the app, which is higher than the average for other social media platforms. This high level of engagement is driven by the app's unique features, including its ephemeral messaging and augmented reality lenses, as well as its strong community of users and influencers. Snapchat has also continued to invest in new features and initiatives to drive user growth and engagement, such as its Discover section, Snap Map, and Bitmoji.

(iii) Revenues and monetization:

Snapchat generates its revenue primarily through advertising. The company sells ad space in its Discover section, as well as sponsored lenses and filters. Snapchat has also expanded its offerings to include ecommerce, as well as partnerships with media companies and publishers to create content for its Discover section. In terms of monetization, Snapchat's advertising revenue has been growing steadily, with the company reporting over \$2 billion in revenue for 2020, up from around \$1.7 billion in 2019. Snapchat has a highly engaged user base, particularly among younger generations, which has made it an attractive platform for advertisers looking to reach this demographic. The company has also focused on developing new ad products and tools to help advertisers reach its users more effectively. In addition to advertising, Snapchat has also explored other revenue streams, including gaming and e-commerce, as it looks to continue its growth and monetization efforts.

E. Advancement in Snapchat

(i) Virtual and Augmented Reality:

Snapchat could expand its use of virtual and augmented reality to offer even more immersive experiences to its users. Expansion of virtual and augmented reality experiences on Snapchat refers to the possibility of Snapchat offering more immersive and interactive experiences to its users through the use of virtual and augmented reality technology. This could include new augmented reality filters, lenses, and other interactive experiences that allow users to add virtual elements to their snaps and videos in real-time. For example, Snapchat could offer virtual try-on experiences for makeup, clothes, or accessories, or allow users to explore virtual environments in a more interactive and engaging way. The goal of expanding virtual and augmented reality experiences on Snapchat is to provide its users with even more creative and fun ways to capture and share their memories and experiences.

(ii) Social Commerce:

Snapchat could integrate e-commerce capabilities, allowing users to purchase products directly from the app. Social commerce refers to the integration of e-commerce capabilities within a social media platform, and in this case, it refers to the potential for Snapchat to allow its users to purchase products directly from the app. This could include the ability for users to discover products and make purchases from within Snapchat, without having to leave the app. For example, Snapchat could partner with brands to create shoppable posts or stories, where users can see a product and make a purchase with just a few clicks. This integration of social commerce on Snapchat could make shopping even more convenient and seamless for its users, and provide brands with new opportunities to reach and engage with their target audience.

(iii) Enhanced privacy and security:

Snapchat could introduce new privacy and security features to protect user data and information. Enhanced privacy and security on Snapchat refers to the possibility of Snapchat introducing new features to better protect the data and information of its users. With growing concerns about data privacy and security, it is important for social media platforms to provide their users with adequate protection. Snapchat could introduce new privacy controls that allow users to manage their data and information more effectively, such as the ability to limit data sharing or control who can see their snaps and stories. Additionally, Snapchat could implement stronger security measures to protect against data breaches or unauthorised access to user information. By enhancing privacy and security on Snapchat, the company could increase the trust of its users and provide a safer and more secure environment for them to share their memories and experiences.

(iv) Improved camera technology:

Snapchat could improve the camera technology on its app to offer even better quality snaps and videos. Improved camera technology on Snapchat refers to the possibility of Snapchat enhancing the camera capabilities on its app to offer higher quality snaps and videos. This

could include improvements in image and video quality, as well as new features and tools for capturing and editing snaps and videos. For example, Snapchat could introduce new camera filters and lenses, or new editing tools that make it easier for users to enhance and customise their snaps and videos. By improving the camera technology on its app, Snapchat could provide its users with even more creative and fun ways to capture and share their memories and experiences, and remain competitive in the crowded social media landscape.

(v) Artificial Intelligence:

Snapchat could utilise AI to improve its filters and lenses, provide better recommendations and personalization, and enhance its overall user experience. Utilisation of artificial intelligence (AI) on Snapchat refers to the possibility of Snapchat using AI technology to enhance its filters, lenses, recommendations, and overall user experience. AI has the potential to significantly improve the user experience on Snapchat by making the app more personalised and interactive. For example, Snapchat could use AI to provide users with customised recommendations for filters and lenses based on their individual preferences, or to create more realistic and immersive augmented reality experiences. Additionally, AI could be used to enhance the performance and efficiency of Snapchat's filters and lenses, making them faster and more responsive. By incorporating AI technology, Snapchat could provide its users with an even more enjoyable and engaging experience, and differentiate itself from other social media platforms.

(vi) Integration with other platforms:

Snapchat could integrate with other social media platforms or messaging apps to allow users to share snaps with a wider audience. Integration with other platforms on Snapchat refers to the possibility of Snapchat allowing its users to share their snaps and stories with a wider audience by integrating with other social media platforms or messaging apps. This could include the ability for users to share their snaps directly on platforms such as Facebook, Twitter, or Instagram, or to send snaps directly to friends through messaging apps like WhatsApp or Messenger. By integrating with other platforms, Snapchat could provide its users with new and more convenient ways to share their memories and experiences with a wider audience, and expand its reach and visibility in the crowded social media landscape. Additionally, integration with other platforms could help Snapchat to attract new users and increase its user base, as well as provide new opportunities for advertisers to reach and engage with their target audience.

F. Storage in Snapchat

(i) Limited duration:

Snaps and stories on Snapchat have a limited duration, and may automatically disappear after a certain period of time, such as 24 hours for stories.

Snaps and stories on Snapchat have a limited duration, and may automatically disappear after a certain period of time. For example, snaps sent to friends through the app may disappear once they have been viewed, while stories are set to disappear after 24 hours. This ephemeral nature of Snapchat is one of its defining features, and is meant to encourage users to share candid and spontaneous moments with their friends, without worrying about them being stored forever. However, this limited duration can also be a drawback for users who want to keep their memories and experiences for a longer period of time. To address this issue, Snapchat provides users with the option to save snaps and stories to their device's camera roll, which can be useful for those who want to keep their memories and experiences for longer.

(ii) Reduced quality:

To save on storage space, the quality of snaps and videos stored on Snapchat may be reduced, which could impact their overall appearance and clarity. To save on storage space, the quality of snaps and videos stored on Snapchat may be reduced, which could impact their overall appearance and clarity. This reduction in quality is a trade-off for being able to store snaps and stories on Snapchat's servers, and is meant to help ensure that the app remains fast and responsive for all users. However, this reduction in quality can be noticeable, particularly for snaps and videos taken in low light or with a high level of detail, and may result in a less-than-ideal viewing experience for some users. To address this issue, Snapchat provides users with the option to save snaps and stories to their device's camera roll, which can be useful for those who want to keep their memories and experiences with the best possible quality.

(iii) Deletion:

Users may have to manually delete snaps and stories to free up storage space, which could result in the loss of important memories and experiences. If users take a lot of snaps and videos on Snapchat, they may have to manually delete some of them to free up storage space on their device. This can result in the loss of important memories and experiences, which can be frustrating for users who want to keep their memories and experiences for a longer period of time. To address this issue, Snapchat provides users with the option to save snaps and stories to their device's camera roll, which can be useful for those who want to keep their memories and experiences without having to worry about manually deleting them to free up storage space. However, this still requires users to actively save their snaps and stories, which may not be feasible for some users who are busy or forgetful.

(iv) Limited capacity:

Snapchat's storage capacity is limited, which could result in users having to choose which snaps and stories they want to keep, and which they want to delete. Snapchat's storage capacity is limited, and this can result in users having to choose which snaps and stories they want to keep, and which they want to delete. This can be especially challenging for users who take a lot of snaps and videos on the app, and want to keep their memories and experiences for a longer period of time. This limited storage capacity is a trade-off for the ephemeral nature of Snapchat, and is meant to encourage users to share candid and spontaneous moments with their friends, without worrying about them being stored forever. However, this limited storage capacity can still result in a difficult choice for some users, who may have to decide which memories and experiences are the most important to them, and which ones they can afford to delete.

G. Algorithm

Snapchat uses various algorithms to provide its features and make the user experience more engaging and personalized. Here are some of the algorithms used by Snapchat:

Snap Map Algorithm: Snap Map uses a machine learning algorithm to recommend relevant content to users based on their location and interests. This algorithm analyzes user behaviour, such as the types of snaps they view and post, to suggest content that is most likely to interest them.

Filters and Lenses Algorithm: Snapchat uses computer vision and machine learning algorithms to apply filters and lenses to photos and videos in real-time. These algorithms analyze the user's face and surroundings to identify and track facial features and apply the appropriate filter or lens.

Story Algorithm: The Story algorithm analyzes user behaviour, such as the types of stories they view and engage with, to recommend stories that are most likely to interest them. This algorithm also prioritizes stories from users that the user interacts with frequently.

Personalization Algorithm: Snapchat uses a personalization algorithm to recommend friends, stories, and other content to users based on their previous behaviour and preferences. This algorithm considers factors such as the user's snap history, friends, and interests.

Discover Algorithm: The Discover algorithm analyzes user behaviour, such as the types of articles and stories they view, to recommend articles and stories that are most likely to interest them. This algorithm also considers the user's demographics, such as age and location, to provide relevant content.

Advertisements Algorithm: Snapchat uses an advertising algorithm to deliver ads to users based on their behaviour, interests, and demographics. This algorithm analyzes user data to determine the most effective targeting strategy for each ad.

H. Opportunities

(i) Opportunities for growth and expansion

Snapchat has several opportunities for growth and expansion, some of which include:

1. International Expansion:

Snapchat can expand its user base by launching its services in new markets, particularly in countries with a large number of smartphone users. International expansion is one of the key opportunities for Snapchat to increase its user base and reach new markets. By launching its services in countries with a large number of smartphone users, Snapchat can tap into new markets, offer localized features and content, and attract new users. This can help Snapchat establish a larger and more diverse user base, and position itself as a leading social media platform on a global scale.

2. Advertising and Monetization:

Snapchat can continue to grow its advertising revenue by offering more targeted advertising options and expanding its advertising partnerships. Advertising and monetization is another key opportunity for Snapchat to grow its revenue. By offering more targeted advertising options and expanding its advertising partnerships, Snapchat can provide advertisers with more opportunities to reach their desired audiences, increase the value of its advertising offerings, and grow its advertising revenue. This can also help Snapchat differentiate itself from its competitors and establish itself as a leading platform for advertising and monetization.

3. Virtual and Augmented Reality:

Snapchat can explore the potential of virtual and augmented reality technology, such as 3D lenses and filters, to create new user experiences and attract new users. Virtual and augmented reality technology, such as 3D lenses and filters, is another opportunity for Snapchat to explore and expand its offerings. By using this technology, Snapchat can create new and engaging user experiences, differentiate itself from its competitors, and attract new users. Additionally, Snapchat can explore new revenue opportunities by offering branded virtual and augmented reality experiences and offering them to advertisers. This can help Snapchat establish itself as a leading player in the virtual and augmented reality space and drive growth for the company.

4. E-commerce and Shopping:

Snapchat can integrate e-commerce and shopping capabilities into the platform, allowing users to purchase products directly from the app.

(ii) Future prospects

Snapchat has been growing in popularity and usage over the years, and has become a well-established player in the social media market. The company has made efforts to expand its user base and revenue streams, including the introduction of new features, partnerships with advertisers, and a push into ecommerce.

In the future, Snapchat may continue to focus on these areas, as well as explore new ways to engage its users and monetize its platform. It is likely that the company will continue to face competition from other social media companies, but it has a strong brand and dedicated user base that it can leverage.

Overall, Snapchat has good prospects for the future, and as the social media landscape continues to evolve, the company may be able to take advantage of new opportunities to grow and succeed.

IV. Survey Results

We have Collected 332 Responses

332 responses

View in Sheets ⋮

Accepting responses Switch

Summary Question Individual

Name

332 responses

Sneha Gupta

Meet

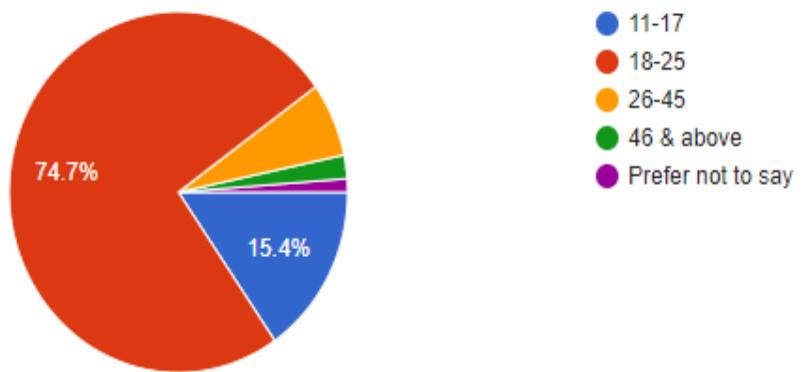
Janak YOGESH MEHTA

Nikita

Pranavkumar Kirti

Age

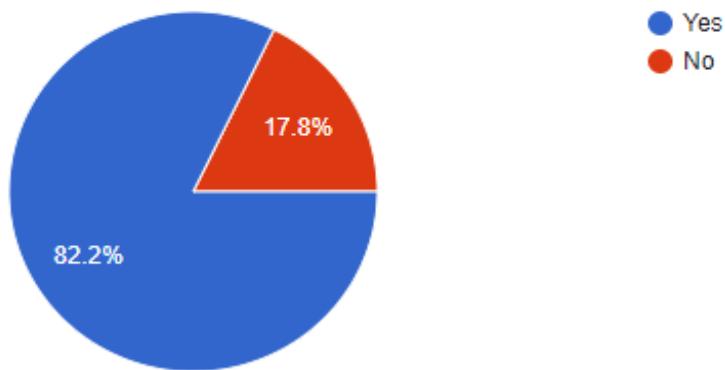
332 responses



- 74.7% are from 18-25 Age Group
- 15.4% are from 11-17 Age Group
- 6.6% are from 26-45 Age Group
- 2.1% are from 46 & above Age Group

1. Do you have Snapchat in your device ?

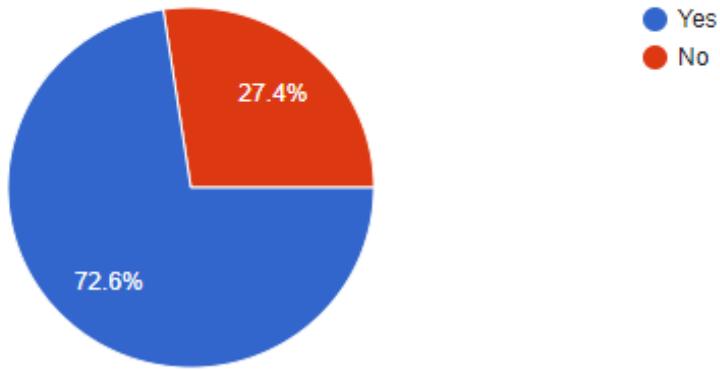
332 responses



- 82.2% has Snapchat in their devices
- 17.8% doesn't have Snapchat in their devices

2. Do you like to take selfies or photos with filters ?

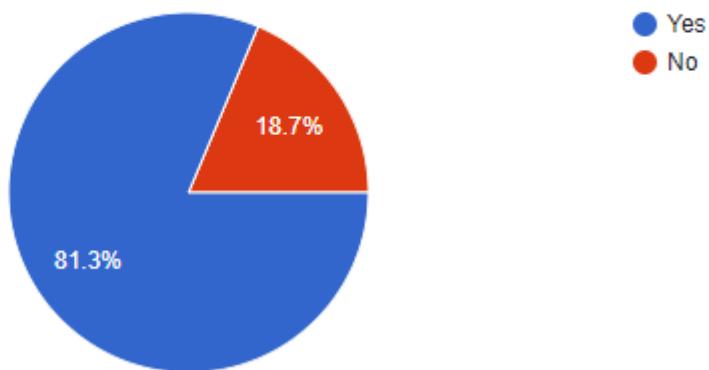
332 responses



- 72.6% likes to take selfies or photos with filters.
- 27.4% doesn't like to take selfies or photos with filters.
- Snapchat has a large variety of filters, including augmented reality effects, and filters that react to movements or sounds. The exact number of filters can vary, but there are hundreds available, with new ones being added regularly

3. Are you aware of Snap streaks ?

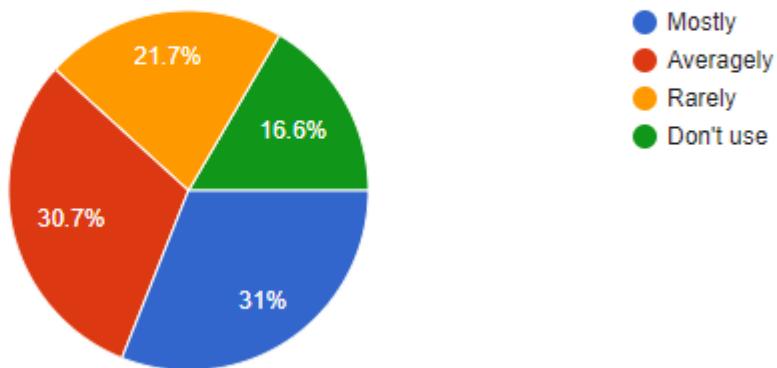
332 responses



- 81.3% are aware of Snap Streaks .
- 18.7% are not aware of Snap Streaks.
- Snap Streaks are a feature on Snapchat where two users send snaps to each other back and forth for consecutive days. The number next to a friend's name represents the number of consecutive days you've snapped each other, and the longest snap streak is recorded.

4. How often you use Snapchat?

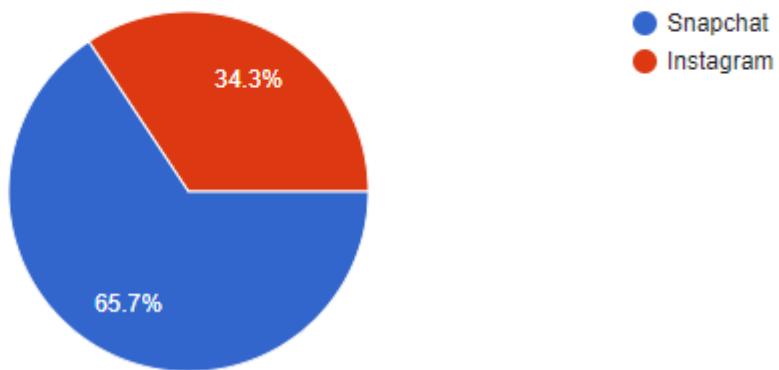
332 responses



- 31% Often/Mostly uses Snapchat.
- 30.7% uses Snapchat Averagely.
- 21.7% Rarely uses Snapchat.
- However, in general, it's common for people to use Snapchat several times a day, often for short periods. Snapchat usage is highest among younger users, especially for sharing and viewing content. Additionally, usage patterns can also vary depending on the day of the week and other factors such as holidays or special events.

5. Which app would you prefer for filtered image?

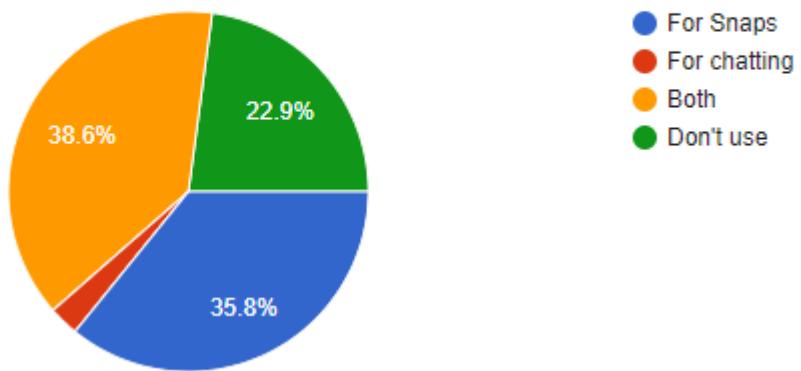
332 responses



- 65.7% People prefer Snapchat for Filtered Images.
- 34.3% People prefer Instagram for Filtered Images.

6. For what you use Snapchat?

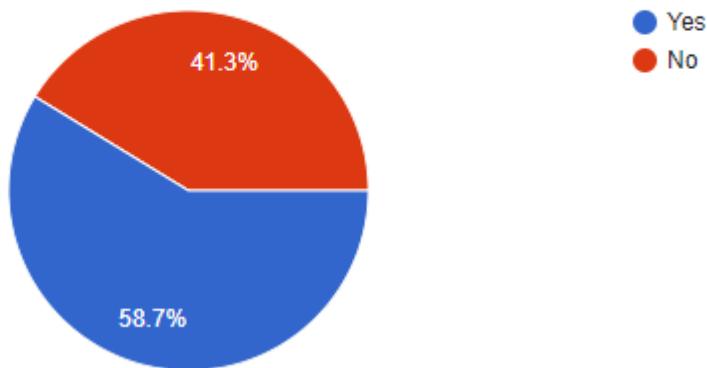
332 responses



- 38.6% People uses Snapchat for both(Snaps and Chats).
- 35.8% People uses Snapchat for Snaps Only.
- 22.9% People don't uses Snapchat at all.
- People use Snapchat for both snaps and chats, but the frequency and balance of usage can vary. Snaps, which are short-lived photo or video messages, are a key part of the Snapchat experience, and many users enjoy sharing and viewing snaps with friends and family.

7. Are you aware of Snapchat's Spotlight like Instagram Reels?

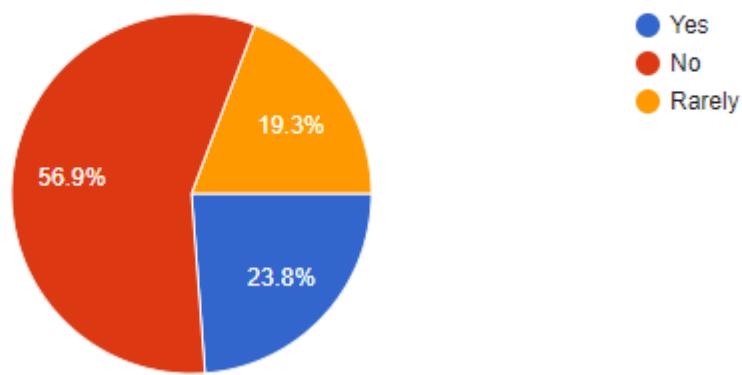
332 responses



- 58.7% People are aware of Snapchat's Spotlight.
- 41.3% People are not aware of Spotlight.
- Snapchat Spotlight is a feature that allows users to discover and watch user-generated videos on Snapchat. It features the best and most entertaining short-form videos, and some creators are paid for their content.

8. Do you use Snapchat's Map?

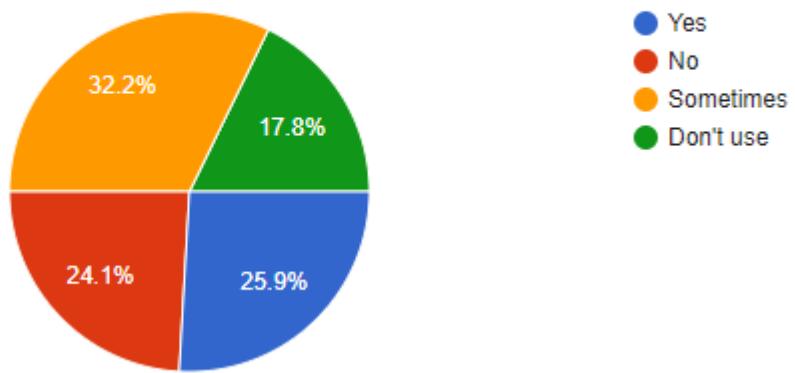
332 responses



- 56.9% People don't uses Snapchat Maps.
- 23.5 People uses Snapchat Maps.
- 19.3% People Rarely uses Snapchat Map.

9. Does the notification of Snapchat annoys you or create disturbance ?

332 responses

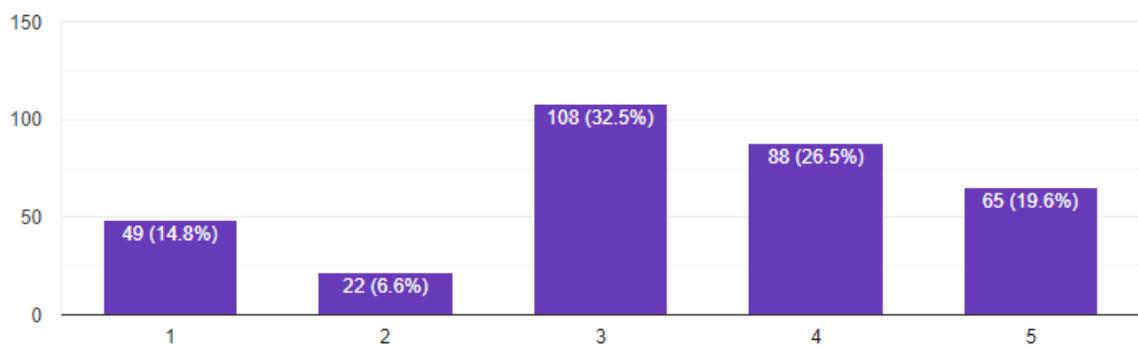


- 32.2% Says, Sometimes it annoys or creates Disturbance.
- 25.9% Says, It annoys or creates Disturbance mostly.
- 24.1% Says, It doesn't annoy or create Disturbance.

10. Rate your Snapchat Experience till now.

[Copy](#)

332 responses



V. Conclusion

A. Summary of key findings:

Some key findings about Snapchat include:

Growing user base: Snapchat has seen consistent growth in its user base, particularly among younger generations, and now has over 250 million daily active users.

Innovative features: Snapchat is known for its innovative features, such as filters, lenses, and Stories, which have helped the platform stand out in a crowded social media market.

Revenue streams: Snapchat has multiple revenue streams, including advertising, e-commerce, and premium content. The company has been expanding its advertising offerings and finding new ways to monetize its platform.

Competition: Snapchat faces significant competition from other social media companies, including Facebook, Instagram, and TikTok, and must continually innovate to stay ahead.

Brand recognition: Despite the competition, Snapchat has established itself as a recognizable brand with a dedicated user base. The company's unique features and focus on privacy have helped it differentiate itself from other social media platforms.

B. Recommendations for future growth:

Here are some recommendations for Snapchat's future growth:

Expand international presence: Snapchat has a strong presence in North America and Europe, but it could expand its user base by entering new markets and localizing its offerings for different regions.

Invest in new technologies: Snapchat could stay ahead of the competition by investing in new technologies, such as augmented reality, artificial intelligence, and virtual reality, to enhance its offerings and attract new users.

Diversify revenue streams: Snapchat could consider new revenue streams, such as subscription-based services or partnerships with other companies, to reduce its dependence on advertising and increase its financial stability.

Enhance user experience: Snapchat could continue to focus on the user experience by improving its existing features, such as the camera and Discover, and adding new ones to keep users engaged.

Foster community: Snapchat could create a stronger sense of community among its users by offering more opportunities for interaction and collaboration, such as through groups or shared experiences.

By implementing these recommendations, Snapchat can position itself for long-term growth and success in the competitive social media market.

C. Future Scope:

The use of AI in Avatar features in Snapchat is likely to become even more advanced in the future. Here are some possible ways AI could be used:

Personalized Avatars: AI algorithms could analyze a user's facial features, skin tone, hair style, and other physical characteristics to create a highly personalized avatar that resembles the user.

Emotion Detection: AI algorithms could be used to detect a user's emotional state, such as happiness, sadness, or anger, and then adjust the avatar's facial expression and body language to match.

Voice Recognition: AI could be used to recognize a user's voice and mimic the tone, inflection, and accent in the avatar's speech, creating a more immersive and realistic experience.

Interactive Avatars: AI could be used to create more interactive avatars that respond to user input, such as touch or gestures, to create a more interactive experience.

These are just a few examples of how AI could be used in Avatar features in Snapchat in the future. As AI technology continues to advance, the possibilities for the use of AI in avatars are virtually limitless.

D. Final thoughts:

In conclusion, Snapchat is a well-established social media platform that has carved out a niche for itself in the crowded market with its innovative features and focus on privacy. With over 250 million daily active users, Snapchat has a large and dedicated user base, and has multiple revenue streams, including advertising, e-commerce, and premium content.

While Snapchat faces competition from other social media companies, it has the potential for future growth by expanding its international presence, investing in new technologies, diversifying its revenue streams, enhancing the user experience, and fostering a sense of community among its users.

Overall, Snapchat has good prospects for the future, and with continued innovation and a focus on the user experience, it has the potential to grow and succeed in the competitive social media market.

E. Findings

Snapchat conducts research and analyzes user data to identify trends and make improvements to the app. Here are some of the recent findings in Snapchat:

Users value privacy: In a recent survey, Snapchat found that privacy is a top concern for users. Many users appreciate Snapchat's ephemeral nature, which allows them to share content without worrying about it being permanently stored.

AR is popular: Snapchat's augmented reality (AR) features, such as lenses and filters, are very popular among users. In a survey, Snapchat found that 70% of users have used an AR lens or filter.

Video content is important: Snapchat found that video content is very important to users, with users watching an average of 30 minutes of video content per day on the app.

Personalization is key: Snapchat's personalization algorithm, which recommends friends, stories, and other content to users based on their behaviour and preferences, has been well-received by users. In a survey, 56% of users said that Snapchat's personalization is better than other social media apps.

Advertisements can be effective: Snapchat's advertising platform has been successful in reaching users. In a survey, Snapchat found that 70% of users have used a filter or lens from a sponsored campaign, and 60% of users have made a purchase after seeing an ad on the app.

F. Scope of Enhancement

There are several areas in which Snapchat could enhance its app to provide a better user experience and increase engagement. Here are some potential areas for enhancement:

Personalization: While Snapchat's personalization algorithm is already well-received, there is still room for improvement. Snapchat could continue to refine its algorithm to better understand user behaviour and preferences, and provide more tailored recommendations for friends, stories, and other content.

AR technology: Snapchat has been a leader in AR technology, but there is still a lot of potential for enhancement in this area. Snapchat could continue to develop new AR features and tools to make the app more interactive and engaging for users.

Content creation tools: Snapchat could enhance its content creation tools to make it easier for users to create and share high-quality content. This could include tools for editing and enhancing photos and videos, as well as new features for creating unique and creative content.

Monetization options: While Snapchat already offers advertising as a source of revenue, there may be opportunities to expand its monetization options. For example, Snapchat could explore options for in-app purchases or other forms of revenue generation.

Accessibility: Snapchat could enhance its accessibility features to make the app more inclusive for users with disabilities. This could include options for closed captioning or other assistive technologies.

Safety and security: As privacy and safety concerns continue to be a top priority for users, Snapchat could enhance its safety and security features to provide a more secure and trustworthy platform. This could include more robust options for reporting and blocking inappropriate content, as well as new measures to prevent cyberbullying and other forms of online harassment.

These are just a few potential areas for enhancement in Snapchat, but there are many other opportunities for improvement as well. By continuing to listen to user feedback and adapting to changing trends and preferences, Snapchat can continue to provide a fun and engaging user experience for its millions of users.

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- Privacy and Safety Hub- <https://values.snap.com/privacy/privacy-policy>
- LifeStyle Asia-
<https://www.lifestyleasia.com/ind/gear/tech/snapchat-updates-in-2022-to-note/>
- Wikipedia of Snapchat- <https://en.wikipedia.org/wiki/Snapchat>

VII. Glossary:

Snapchat: A messaging app that allows users to exchange pictures and videos that disappear after they're viewed.

Snaps: Pictures and videos that are sent through Snapchat.

Filters: Digital effects that can be added to pictures and videos on Snapchat.

Lenses: Augmented reality effects that can be added to pictures and videos on Snapchat.

Stories: Photo or video messages that can be replayed for 24 hours.

Memories: A feature on Snapchat that allows users to save photos for sharing later.

Stickers: Digital images that can be added to pictures and videos on Snapchat.

Millennials: People born between 1981 and 1996.

Demographics: Characteristics of a population, such as age, gender, and location.

Advertising data: Information about how advertisers use Snapchat to promote their products or services.

Revenue: The amount of money a company earns from its business activities.

Salaries: The amount of money a person is paid for their work or services.

Mascot: A character, usually an animal or person, that represents a company, organisation, or brand.

User engagement - refers to the level of interaction and activity that users have with a platform or app.

Monetization - the process of generating revenue from a platform or app, often through advertising or other means.

Privacy - the ability of individuals to control the access and use of their personal information and data.

Security - measures taken to protect personal information and data from unauthorised access or theft.

Advertiser appeal - the level of attractiveness that a platform or app has to potential advertisers.

Two-factor authentication - a security process that requires users to provide two forms of identification to access their account, often a password and a verification code sent to their phone.

End-to-end encryption - a security protocol that encrypts data at the source and decrypts it only at the intended destination, providing a high level of security for user data.

Multimedia messaging platform: A messaging platform that allows users to send and receive various forms of media, including photos, videos, and audio.

Engagement: The level of interaction and involvement between a brand and its audience.

Brand awareness: The extent to which a brand is recognized and known by consumers.

Immersive: Creating a feeling of being completely surrounded by a certain environment or experience.

Audience insights: Information and data about a brand's target audience, such as their demographics, interests, and behaviour patterns.

Goal-based bidding: A type of bidding strategy that allows advertisers to set specific goals for their campaigns and bid on ads based on those goals.

Machine learning: A type of artificial intelligence that allows machines to learn and improve from experience without being explicitly programmed.

CAC (Customer Acquisition Cost): The cost a business incurs to acquire a new customer.

Augmented Reality (AR): A technology that overlays digital information, such as images, videos, and 3D objects, onto the real world.

User-generated content (UGC): Any form of content, such as photos, videos, and text, that is created by users of a particular platform, rather than by the platform itself.

Machine learning: A type of artificial intelligence that uses algorithms to learn from data and improve its performance over time.

Gamification: The use of game elements, such as points, badges, and leaderboards, to incentivize and motivate users.

Advertising: The practice of promoting a product or service through paid messages, such as sponsored content, ads, and product placements.

Computer vision: A field of study that focuses on enabling computers to interpret and understand visual information from the world.

Geofilter: A geofilter is a type of Snapchat filter that is only available in a specific location. Geofilters can be created by individuals, businesses, or organisations, and can be used to promote events, locations, or brands. Geofilters are a popular advertising tool on Snapchat, as they can be used to target a specific audience based on location.

Snap Map: The Snap Map is a feature on Snapchat that allows users to see the location of their friends on a map. The Snap Map can be accessed by pinching the screen while in the camera view, and can be customised to show only certain friends or to be in "ghost mode" to hide the user's location. The Snap Map can also show public events and popular locations, making it a useful tool for exploring new places and finding things to do.

Snapstreaks: A feature on Snapchat that rewards users for sending snaps to a friend on consecutive days.

Trophies: Awards given to Snapchat users for completing certain achievements, such as reaching a certain score or using a certain lens.

Scores: A metric on Snapchat that reflects a user's activity on the app, such as sending and receiving snaps.

User profiles: A section on Snapchat that contains information about the user, such as their username, display name, and profile picture.

Friend lists: A feature on Snapchat that allows users to add friends and create custom friend lists.

Location data: Information about a user's geographic location, which can be used to provide location-based features and filters on Snapchat.

Analytics data: Data collected by Snapchat on user engagement and behaviour to improve the platform and provide more relevant content.

Snaps: Photos or videos that are taken and shared on Snapchat.

DAUs: Daily Active Users, referring to the number of unique users who engage with an app or platform on a daily basis.

Sponsored Creative Tools: Advertising options on Snapchat that allow brands to create custom filters and lenses that users can apply to their Snaps.

Snapcodes: QR code-like images that can be used to direct users to a specific website or URL when scanned within Snapchat.

Defensive Registration: The practice of signing up for a social media platform to secure a company or brand name, even if the company does not plan to actively use the platform.

Social Commerce - Social commerce is the integration of e-commerce capabilities within a social media platform, allowing users to discover and purchase products directly from the app.

Data Breach - A data breach is an incident where sensitive, protected, or confidential data is accessed, viewed, or stolen by an unauthorised individual or group. Data breaches can lead to the exposure of personal information, financial data, or other sensitive information.

Ephemeral: Lasting for a short period of time, often used to describe Snapchat's limited duration feature where snaps and stories automatically disappear after a certain period.

Personalization: The process of tailoring products, services, or experiences to individual preferences, often through the use of data and algorithms.

Integration: The act of combining two or more separate systems or platforms to work together seamlessly.

Efficiency: The ability to do something in a way that maximises productivity and minimises waste, often through the use of technology or improved processes.

Differentiate - to distinguish or set apart from others, often for competitive advantage
Virtual Reality - a computer-generated simulation of a three-dimensional environment that can be interacted with using specialised equipment

Targeted Advertising: A type of advertising that is focused on a specific audience or demographic, based on their interests, behaviours, or other characteristics.

E-commerce: The buying and selling of goods and services online, through websites or mobile apps.

User Base: The number of people who regularly use a product or service.

Social Media Landscape: The overall environment and competition within the social media industry, including the different platforms, trends, and user behaviours.

Localization - The process of adapting a product or service to meet the language, cultural, and other specific needs of a particular region or market.

Avatar - A digital representation of a user, often used in virtual or augmented reality environments.

Accessibility: The degree to which something is easy to use and accessible to all individuals, including those with disabilities.

VIII. Appendix :

Screenshot of a Google Sheets document titled "Case Study on Snapchat(Responses)". The document contains two sheets: "Timestamp" and "Form responses 1".

Timestamp Sheet:

Timestamp	Name	E-Mail ID	Age	Gender	1. Do you have Snapchat	2. Do you like to take self 3	3. Are you aware of Sna 4. How often you use Sni 5. Which app would you 6. For what you use Sna 7. Are you aware of Sna 8. Do you use Snapchat 9. Does the notification 10. Rate your Snapchat Experience till now.		
16/01/2023 20:48:12	ANSARI ABU TALHA	talha867900@gmail.com	18-25	Male	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 20:51:52	Hevi	chhedahetvi14@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Instagr
16/01/2023 20:52:23	Samiksha Shankar Ekaw	ekawadadesamiksha@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 20:52:23	Bhavesh	dwivedihavesh1312@gmail.com	18-25	Male	Yes	Yes	Yes	Mostly	Instagr
16/01/2023 20:53:24	Janak YOGESH MEHTA	Mehtajanakfinal@gmail.com	18-25	Male	No	No	No	Don't use	Instagr
16/01/2023 20:54:50	Dhruvi Dhamela	Dhruvidhamela@gmail.com	18-25	Female	No	Yes	No	Rarely	Instagr
16/01/2023 20:56:41	IEVAAN SHUBHANKAR	ievaubhankar@gmail.com	11-17	Male	Yes	Yes	Yes	Average	Snapc
16/01/2023 20:56:47	Rupesh Amin	aminrupesh555@gmail.com	18-25	Male	No	No	Yes	Don't use	Snapc
16/01/2023 21:02:08	Vijay Gupta	gvijay824@gmail.com	18-25	Male	Yes	Yes	Yes	Average	Snapc
16/01/2023 21:02:15	Kkavya vira	kkavyavirik2005@gmail.com	18-25	Male	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:02:15	Priyam	nagdapiyam@gmail.com	Prefer not to say	Male	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:03:19	Zaara Shaikh	zaarashalikh2007@gmail.com	11-17	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:04:50	Aaryaa Chobadia	Chobdiaaaryaa@gmail.com	11-17	Male	Yes	Yes	Yes	Rarely	Instagr
16/01/2023 21:04:51	Nikita	nmalik27@gmail.com	18-25	Female	Yes	Yes	Yes	Average	Snapc
16/01/2023 21:05:02	Khushboo Saliya	Saliyakhushboo255@gmail.com	11-17	Female	Yes	Yes	Yes	Average	Snapc
16/01/2023 21:05:11	Yuvraj Yadav	yuv19072004@gmail.com	18-25	Male	Yes	No	No	Don't use	Instagr
16/01/2023 21:05:17	Mahalaxmi	mahalaxmivelukunda3@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:05:47	Vibhuti pradeep gohil	vibhutipradeepgohil53@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:06:43	Poshal	Poshalwadik3@gmail.com	18-25	Female	Yes	No	Yes	Mostly	Snapc
16/01/2023 21:07:08	Pujita nitti	pujitanitti05@gmail.com	18-25	Female	Yes	Yes	Yes	Average	Snapc
16/01/2023 21:07:57	Evi Soni	evision8@gmail.com	11-17	Female	No	Yes	Yes	Don't use	Snapc
16/01/2023 21:08:20	Navya	navyagandu2004@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc

Form responses 1 Sheet:

H	I	J	K	L	M	N	O	P
3. Are you aware of Sna	4. How often you use Sni	5. Which app would you	6. For what you use Sna	7. Are you aware of Sna	8. Do you use Snapchat	9. Does the notification	10. Rate your Snapchat Experience till now.	
Yes	Mostly	Snapchat	Both	No	Yes	Yes	4	
Yes	Mostly	Instagram	Both	Yes	Yes	Sometimes	4	
Yes	Mostly	Snapchat	For Snaps	Yes	No	Sometimes	4	
Yes	Mostly	Instagram	Both	Yes	Rarely	Yes	3	
No	Don't use	Instagram	Don't use	No	No	Don't use	1	
No	Rarely	Instagram	Don't use	No	No	Don't use	3	
Yes	Average	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Mostly	Snapchat	Both	Yes	Rarely	No	5	
Yes	Mostly	Snapchat	Both	Yes	Rarely	No	5	
Yes	Average	Snapchat	Both	Yes	Rarely	Sometimes	3	
Yes	Mostly	Snapchat	Both	Yes	No	Sometimes	5	
Yes	Rarely	Instagram	Both	No	Rarely	Sometimes	3	
Yes	Average	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Average	Snapchat	For Snaps	Yes	Yes	Yes	4	
No	Don't use	Instagram	Don't use	No	No	Yes	1	
Yes	Mostly	Snapchat	Both	Yes	Yes	No	4	
Yes	Mostly	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Average	Snapchat	For Snaps	No	Rarely	Sometimes	4	
Yes	Don't use	Snapchat	For Snaps	No	No	Yes	4	
Yes	Mostly	Snapchat	Both	No	No	Sometimes	5	

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16/01/2023 20:53:24	Janak YOGESH MEHTA	Mehtajanakfinal@gmail.com	18-25	Male	No	No	No	Don't use	Instagr
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16/01/2023 21:02:15	Kkavya vira	kkavyavirik2005@gmail.com	18-25	Male	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:02:15	Priyam	nagdapiyam@gmail.com	Prefer not to say	Male	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:03:19	Zaara Shaikh	zaarashalikh2007@gmail.com	11-17	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:04:50	Aaryaa Chobadia	Chobdiaaaryaa@gmail.com	11-17	Male	Yes	Yes	Yes	Rarely	Instagr
16/01/2023 21:04:51	Nikita	nmalik27@gmail.com	18-25	Female	Yes	Yes	Yes	Average	Snapc
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16/01/2023 21:05:11	Yuvraj Yadav	yuv19072004@gmail.com	18-25	Male	Yes	No	No	Don't use	Instagr
16/01/2023 21:05:17	Mahalaxmi	mahalaxmivelukunda3@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:05:47	Vibhuti pradeep gohil	vibhutipradeepgohil53@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc
16/01/2023 21:06:43	Poshal	Poshalwadik3@gmail.com	18-25	Female	Yes	No	Yes	Mostly	Snapc
16/01/2023 21:07:08	Pujita nitti	pujantitt05@gmail.com	18-25	Female	Yes	Yes	Yes	Average	Snapc
16/01/2023 21:07:57	Evi Soni	evision8@gmail.com	11-17	Female	No	Yes	Yes	Don't use	Snapc
16/01/2023 21:08:20	Navya	navyagandu2004@gmail.com	18-25	Female	Yes	Yes	Yes	Mostly	Snapc

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H	I	J	K	L	M	N	O	P
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Yes	Mostly	Instagram	Both	Yes	Yes	Sometimes	4	
Yes	Mostly	Snapchat	For Snaps	Yes	No	Sometimes	4	
Yes	Mostly	Instagram	Both	Yes	Rarely	Yes	3	
No	Don't use	Instagram	Don't use	No	No	Don't use	1	
No	Rarely	Instagram	Don't use	No	No	Don't use	3	
Yes	Average	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Mostly	Snapchat	Both	Yes	No	Sometimes	5	
Yes	Rarely	Instagram	Both	No	Rarely	Sometimes	3	
Yes	Average	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Mostly	Snapchat	Both	Yes	Yes	Yes	5	
Yes	Average	Snapchat	Both	Yes	Yes	Yes	5	
No	Don't use	Instagram	Don't use	No	No	Yes	1	
Yes	Mostly	Snapchat	Both	Yes	Yes	No	4	
Yes	Mostly	Snapchat	Both	Yes	No	Sometimes	4	
Yes	Average	Snapchat	For Snaps	No	Rarely	Sometimes	4	
Yes	Don't use	Snapchat	For Snaps	No	No	Yes	4	
Yes	Mostly	Snapchat	Both	No	No	Sometimes	5	