

Finding Your Next Growth Channel

Snapchat, RedTrack, and Performance Marketing in 2026

SNAPCHAT 

X

 REDTRACK



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Snapchat was built for conversations

While other platforms were built around content consumption, Snapchat has always been built around communication with your inner circle.

971 Million

monthly active users¹

2 Trillion

Snaps posted in 2025²

3.5 Billion

Friend connections active every day³



Source: 1. Snap Inc. internal data Q2 2026. 2. Snapchat Newsroom 2026. 3. Snap Inc., Q4 earnings 2025



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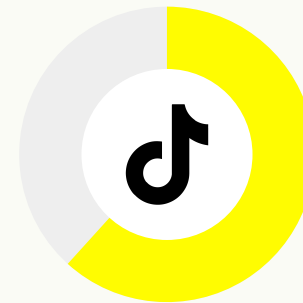
Real growth
comes from
finding
customers
your current
media mix
isn't reaching.

SNAPCHAT REACHES NEW PEOPLE



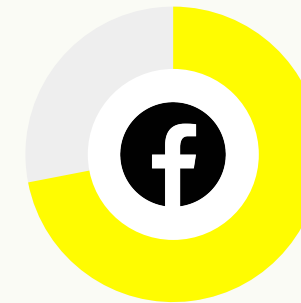
51%

of Snapchatters aren't
on **Youtube** daily



39%

of Snapchatters aren't
on **TikTok** daily



29%

of Snapchatters aren't
on **Facebook** daily



37%

of Snapchatters aren't
on **Instagram** daily



Approximately
Half
of Snapchatters
are 25+



Nearly
1 in 4
Snapchatters
are 35+

Source: Data from Snap Ads Manager as of June 9th, 2026



Source: Snap Inc. Internal Data April 5, 2024 (Global)

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Snapchat should be a part of your **new playbook**

Reach a large and
incremental audience



**971
MAU¹**
& not just for teens

Diversify channels to
drive performance



**Top
Channel**
customer acquisition²

Plug into your existing
workflow



CAPI Integration
with
 **REDTRACK**



Use the same vertical
assets as other
platforms





White-Glove Support: You're not doing this alone

Snap is your performance partner. Dedicated technical and strategic audits.



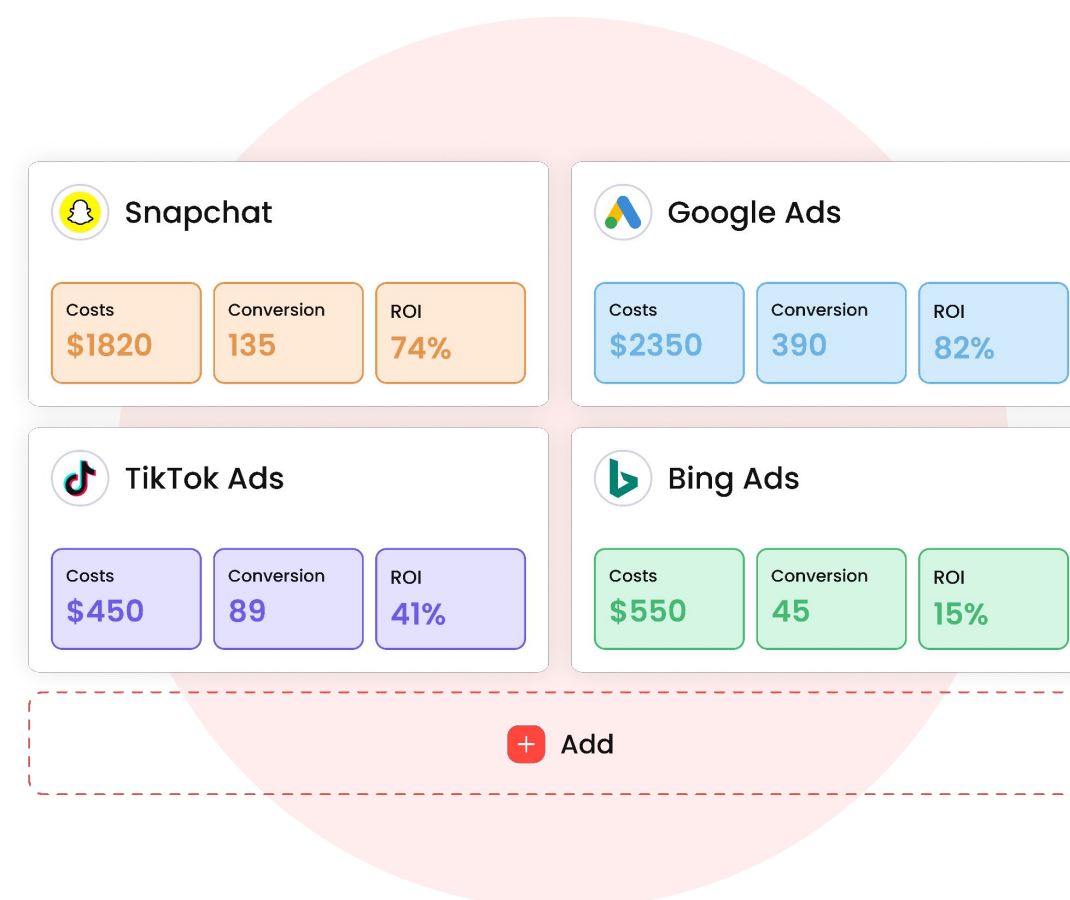


THE WHY



Diversification demands stronger attribution

- ✓ Adding another channel = another channel claiming credit
- ✓ Platform dashboards can't see across each other, so numbers may overlap or conflict
- ✓ Without unified tracking, you scale blind, simply adding spend you can't properly measure



Every new traffic source adds a blind spot unless you track it independently

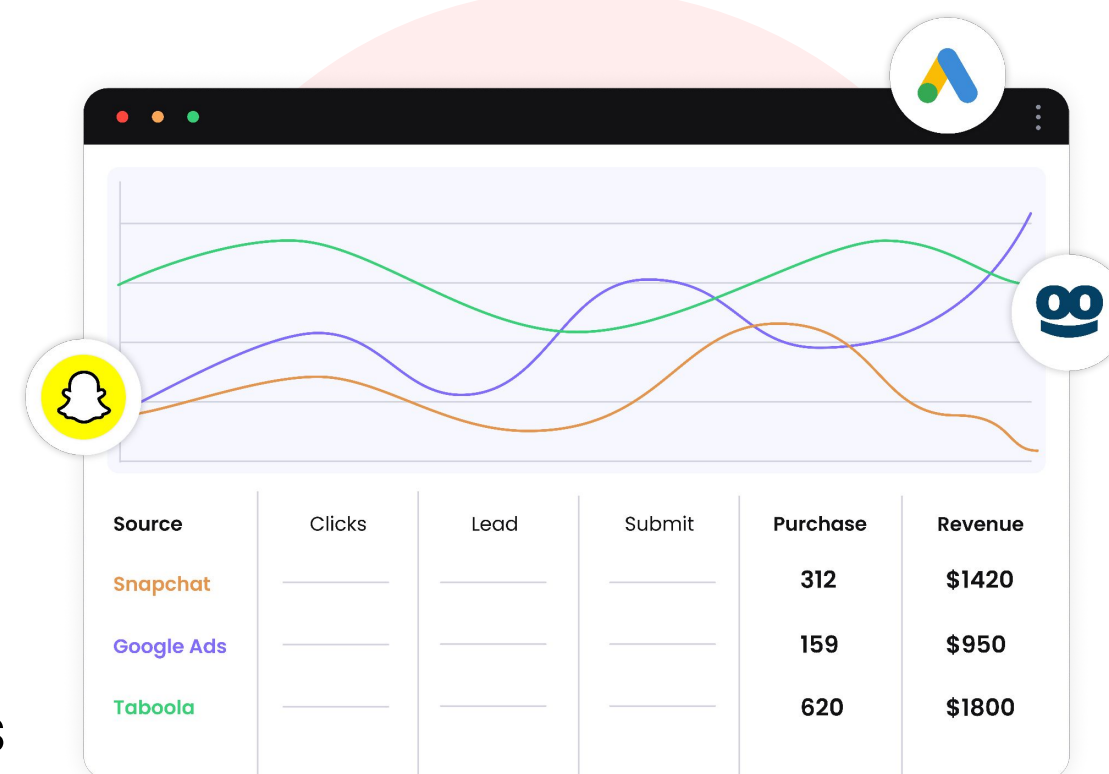


APPLES TO APPLES



Compare Snapchat & Native the right way

- ✓ Native & Snapchat report on different rules & windows, so both can overclaim results
- ✓ Judge both on one deduplicated source to discover the truth
- ✓ Compare real cost-per-result, not platform claims to find out each channel's ROAS on equal footing



Equal measurement = same conversion definition, same window measured outside the platforms

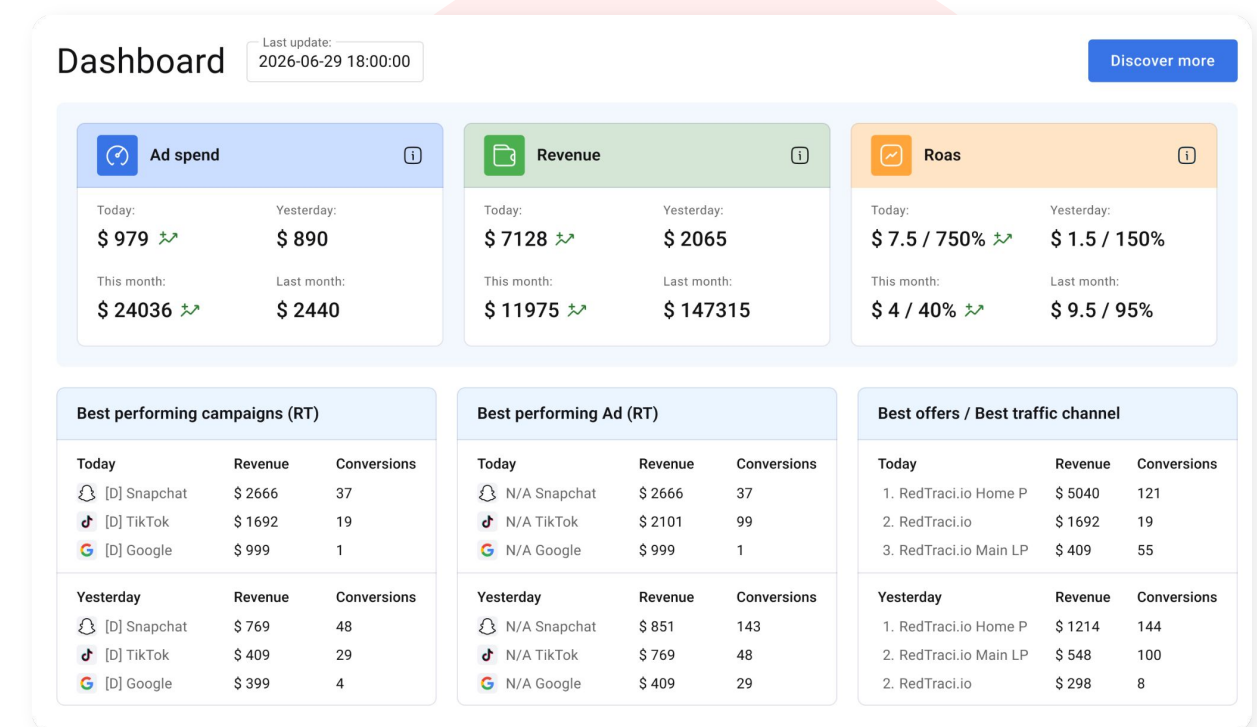


WHAT ACTUALLY MATTERS



Track ROI & profit across every source

- ✓ One dashboard: spend, revenue & profit per source
- ✓ Server-side tracking recovers conversions pixels miss
- ✓ See true margin, not vanity metrics



See profit per source, not clicks,
not platform-reported ROAS

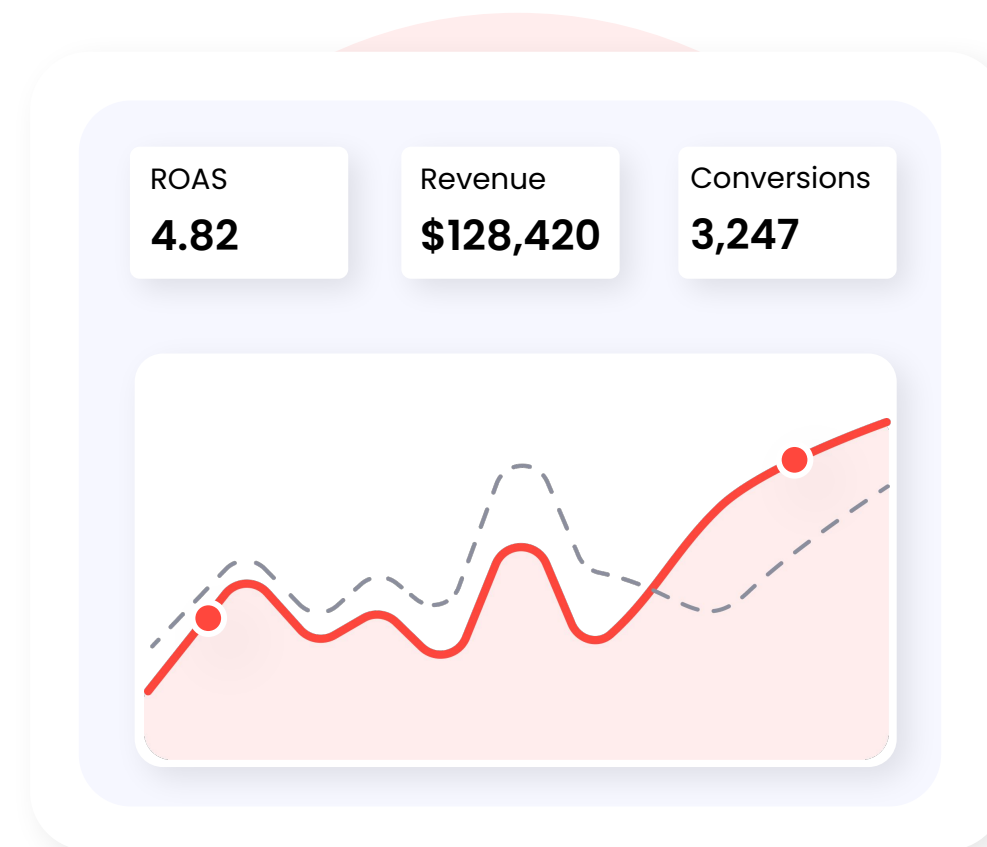


THE PAYOFF



RedTrack helps you scale with confidence

- ✓ Decide budget on real, deduplicated numbers
- ✓ Feed conversions back to optimize each source
- ✓ Grow native & Snapchat on proof, not guesswork



Shift budget to proven winners and cut what doesn't pay



SEE IF YOUR ELIGIBLE FOR NEW ADVERTISER INCENTIVES

Use this QR Code to Book Time Directly with
Gabe & Team. Connect with a Dedicated
Account Manager.



SNAPCHAT

Gabe Piacentini

Head of Business Development
Lead Generation & Affiliates



The old playbook no longer works

OLD GROWTH PLAYBOOK

Optimize existing channels



Improve ROAS

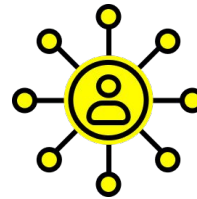


Reach same audiences



The winners do things differently

NEW GROWTH PLAYBOOK



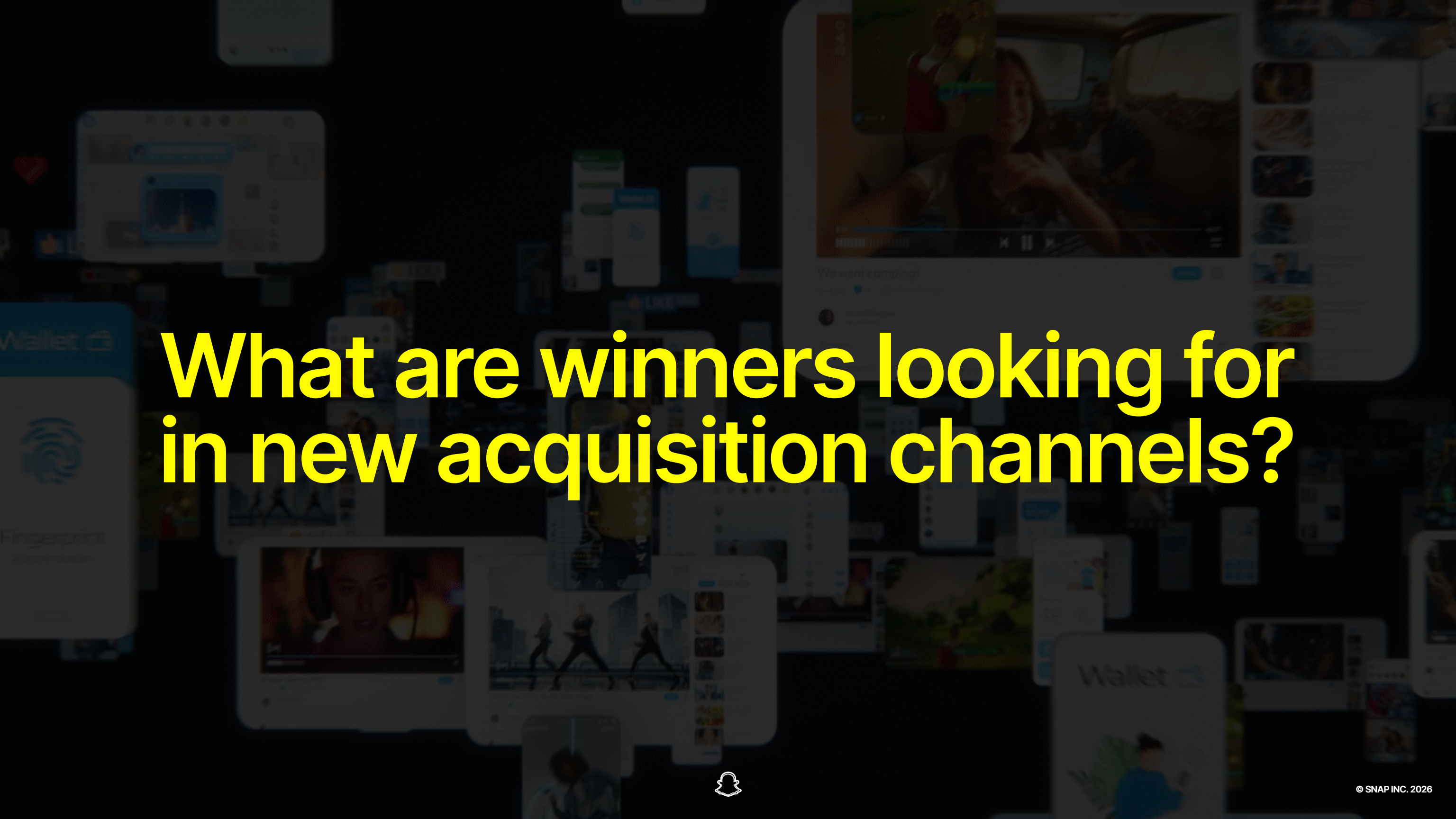
Channel Diversification

They hunt for 'Attention Arbitrage' and are not dependant on one channel



 Incremental growth





What are winners looking for in new acquisition channels?



Consumer Behavior Has Shifted

Endless scrolling once
drove discovery.

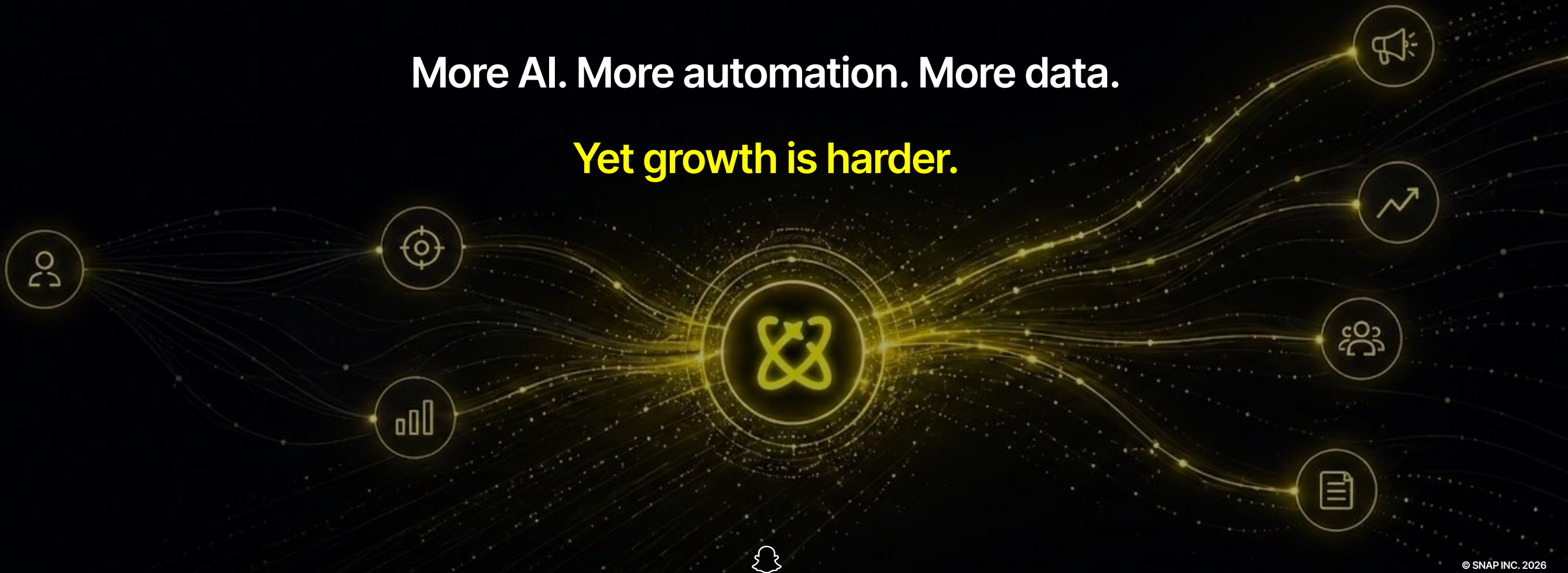
Now it's driving fatigue
and a shift to more private
and intentional spaces.



Growth is getting harder, even as marketing gets smarter

More AI. More automation. More data.

Yet growth is harder.



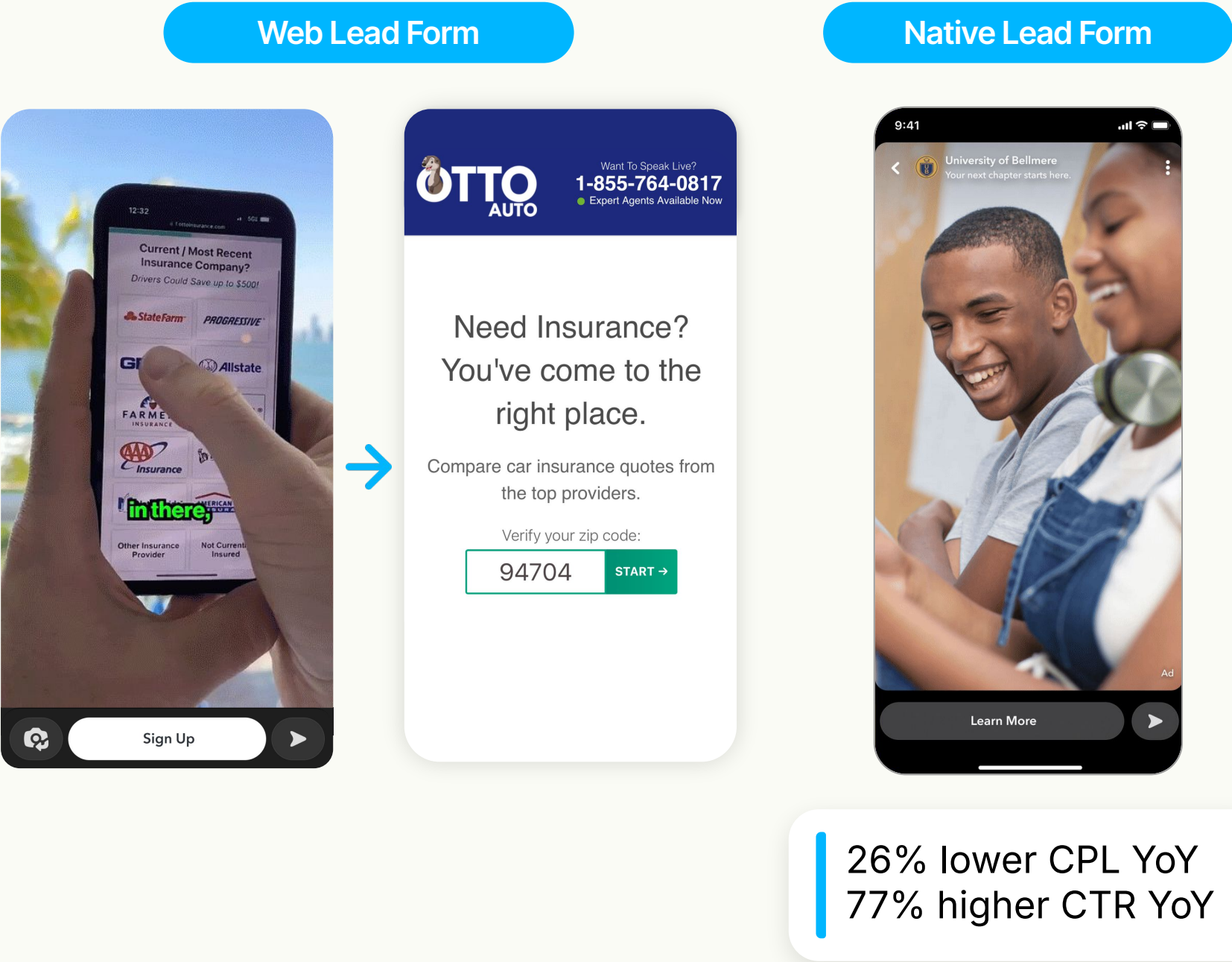


From Public Feeds to Private Chats

Consumers still discover products in feeds but are increasingly validating, recommending and making decisions in private chats with people they trust.

64% of consumers are likely to buy a product after discussing it in private chats.

Snapchat's Lead Generation Ad Suite

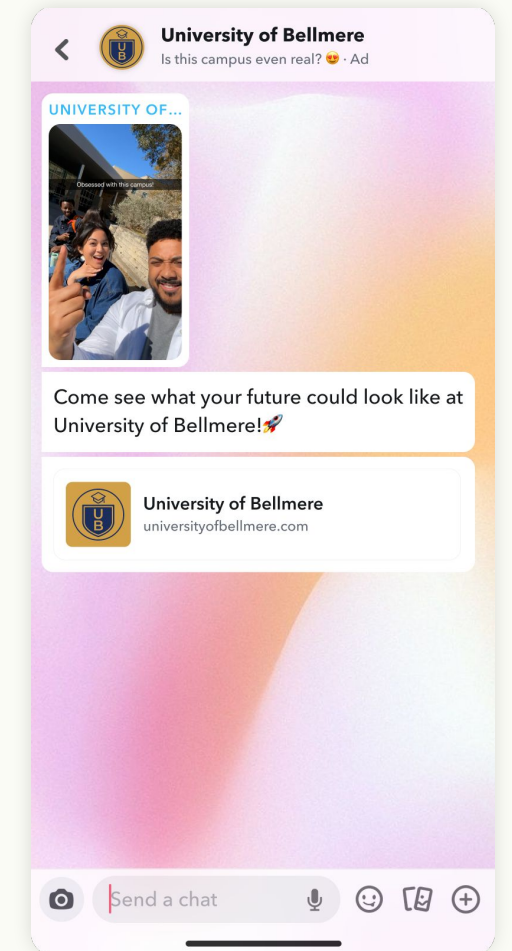
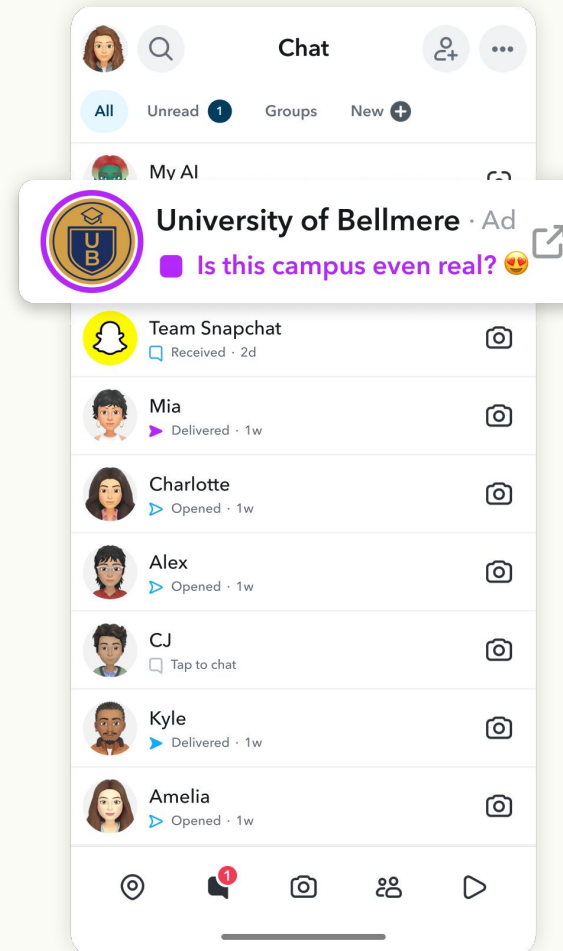


Source: Jan 1 - Jan 31 2025 vs Jan 1 - Jan 31 2026 Snap Inc. internal data, Jan 2026 vs Jan 2025



Lead Gen Ads in Chat

Unlock new, premium ad inventory where conversation happens.



Snapchat's CPL outperformed industry benchmarks

FASHION & BEAUTY



88%

below industry
median CPL

B2B



87%

below industry
median CPL

ENTERTAINMENT



68%

below industry
median CPL

FINANCIAL SERVICES



58%

below industry
median CPL

HEALTH & WELLNESS



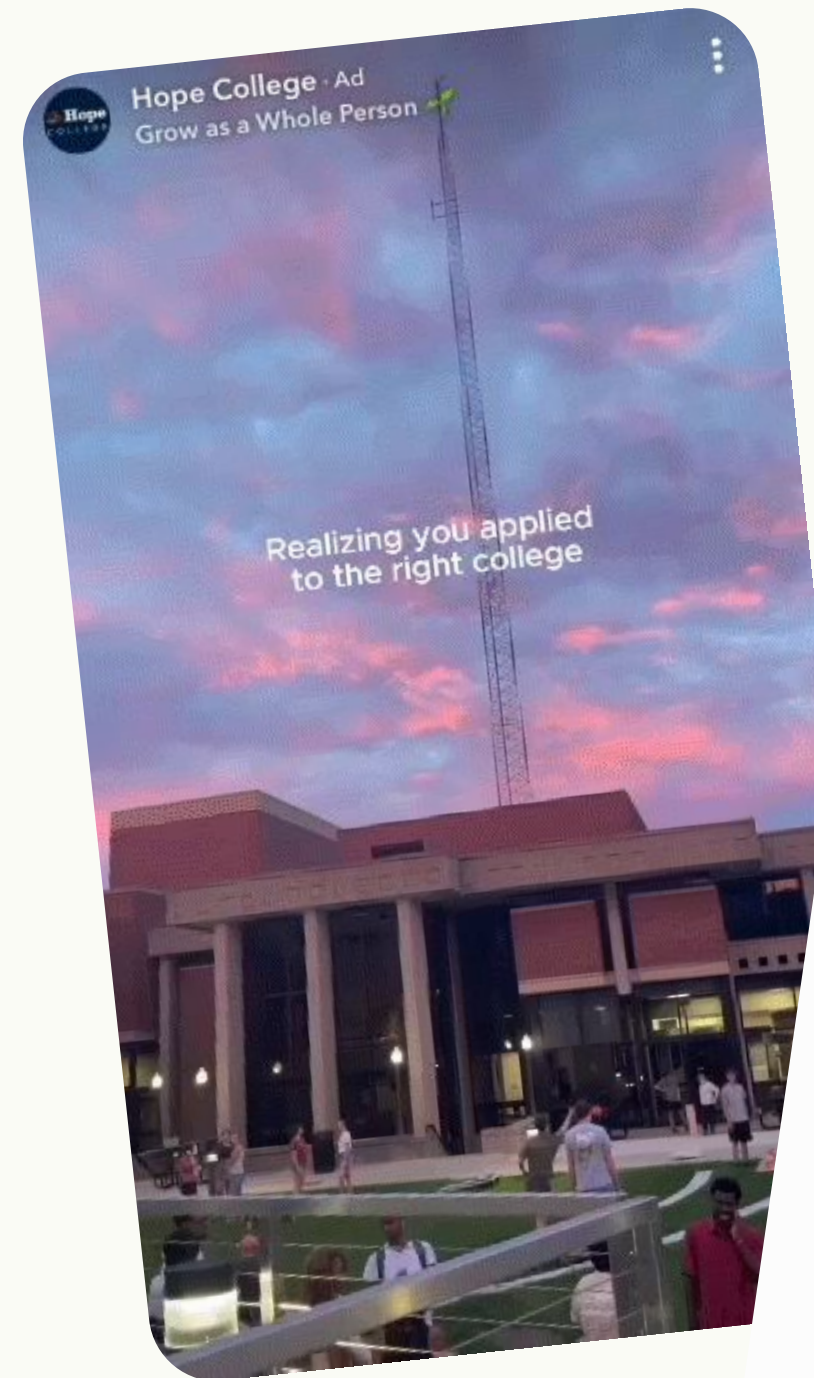
58%

below industry
median CPL

Source: Snap Inc. internal data May 2025 compared to 3rd Party Research commissioned by Snap Inc



Snapchat Campaign Generates 80% of all Hope College Undergrad Conversions



Source: Carnegie internal data, Dec. 1, 2024 – Feb. 28, 2025



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FIRESIDE CHAT

Finding Your Next Growth Engine



TITLE

NAME

Title
Title



SNAPCHAT

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