

Snapchat Ads — Workbook

This workbook turns the Snapchat Ads course into a live build. Work through it with your own Ads Manager account open: you will set up the pixel, plan a full funnel, calculate the ROAS you actually need, and run a weekly optimisation cadence. Every template is editable, so leave the calculated cells blank and fill them with your real numbers as your account generates data.

The Snapchat Ads Landscape and Account Setup

Confirm Snapchat is right for your product, then stand up a clean Business and Ad Account.

Exercise: Audience-fit gut check

Before spending a dollar, decide honestly whether Snapchat fits your product. Write your answers, and if two or more point away from Snapchat, reconsider the channel or your angle.

- Who is your core buyer by age, and what share of them realistically sit in the 13 to 34 range that Snapchat dominates?

- What is your average order value, and is the product an impulse or considered purchase?

- Which competitor or comparable brand do you know is already advertising on Snapchat, and what does that tell you?

- Is your offer something a Gen Z or younger Millennial buyer would act on within seconds of seeing it?

Worksheet: Account setup record

Fill this in as you create your Business and Ad Account at business.snapchat.com so you never lose track of who owns what.

Business Account name (legal business name)

Business Account owner email (company, not personal)

Ad Account name

Ad Account currency (locked once set)

Ad Account time zone (controls budget reset and reporting days)

Payment method on file (card or invoicing)

Business verification status (pending / approved)

Restricted category review needed? (alcohol / supplements / finance / dating / none)

Checklist: Clean-account launch checklist

- Business Account created with a company email that you control
- Ad Account currency and time zone set deliberately
- Verified payment method attached and confirmed
- Team members invited with least-privilege roles (Campaign Manager, not Admin, for agencies)
- You, not any agency, own the Business Account
- Snapchat Advertising Policies read once, prohibited and restricted lists bookmarked
- Any restricted-category review submitted before your planned launch date

Ad Formats, Creative, and AR Lenses

Choose formats by funnel stage and build native, hook-first vertical creative.

Exercise: Format-to-funnel mapping

Map each funnel stage to the Snapchat format you will run and justify the choice based on the lesson. There is no single right answer, but your reasoning should reference intent and the format's interaction model.

- For cold prospecting, which format gives you the cheapest reach and cleanest creative test, and why?

- For an engaged ecommerce shopper, why might Collection Ads outperform a single Snap Ad?

- For someone who viewed a product page but did not buy, why are Dynamic Ads the highest-leverage format?

- Does your product have a try-on or see-it-in-place angle that would justify an AR Lens, or is that over-investment?

Worksheet: Creative brief for one Snap Ad

Brief a single 5 to 6 second vertical video ad. Keep it native and hook-first; the first two seconds carry the whole ad.

Concept name

Hook angle (problem-led / social-proof-led / offer-led)

What happens in the first 1 second (must be motion or a face, never a logo card)

On-screen text by second 2 (assume the viewer is muted at first)

Product shown in use (describe the shot)

Call to action (exact swipe-up wording)

Brand name (<= 25 characters)

Headline (<= 34 characters)

Attachment / destination URL

Checklist: Vertical creative spec checklist

- Resolution is 1080 x 1920, 9:16, full screen
- All critical text and logos sit inside the safe zone (clear of top 150 px and bottom 150 px)
- Video is 5 to 6 seconds for the Snap Ad sweet spot
- Designed for sound-on but captioned for muted viewing
- Opens on motion or a face within the first second, not a logo card
- Offer or hook stated in on-screen text by second two
- Shot vertically and native, not a cropped 16:9 TV ad
- Three to five distinct concepts planned, not five variations of one

Exercise: AR Lens cost-ladder decision

Decide where on the AR cost ladder you should start, if at all. Match ambition to budget and to whether AR genuinely fits your product.

- Would a simple 2D Filter serve your goal (for example an event or location), or do you need an interactive Lens?
- Could the free Lens Web Builder templates deliver what you need, keeping cost to media spend only?
- Does a bespoke Lens Studio or partner-built Lens justify the low-thousands-and-up cost for your launch?
- If you ship a Try-On Lens, what attachment will capture the intent the try-on creates?

Targeting, the Snap Pixel, and Audiences

Install reliable measurement and build a prospecting-plus-retargeting audience plan.

Checklist: Pixel and CAPI validation checklist

- Snap Pixel base code placed on every page (ideally via Google Tag Manager)
- Standard events firing: PAGE_VIEW, VIEW_CONTENT, ADD_CART, START_CHECKOUT, PURCHASE
- Price and currency parameters passed on value events
- Snapchat Pixel Helper extension confirms each event on the correct page
- Conversions API (CAPI) enabled server-side (Shopify app, Stape, or server-side GTM)
- Shared event ID set so pixel and CAPI events deduplicate (no double counting)
- Hashed customer data (email, phone) sent through CAPI to lift match rates
- Snap-reported purchases sanity-checked against store order count for one week

Worksheet: Audience plan

Define the audiences you will actually launch. Keep prospecting and retargeting clearly separated so you can read and budget each one.

Broad prospecting ad set definition (age, gender, country only)

Interest or Lookalike challenger ad set 1

Lookalike seed source (purchaser list / high-value event)

Retargeting tier 1: all site visitors, last 14 days

Retargeting tier 2: add-to-cart, last 7 days (Dynamic Ad of viewed product)

Retargeting tier 3: cart abandoners, last 3 days (with offer)

Exclusions (recent purchasers excluded from prospecting and most retargeting)

Exercise: Attribution-window decision and reconciliation

Choose one attribution window and commit to it, then plan how you will reconcile Snap's numbers against your store. Remember Snap-reported ROAS includes view-through and cross-device that last-click store analytics miss.

- Which attribution window will you standardise on (for example 28-day swipe, 1-day view) and why?
 - How will you compute a blended ROAS (total revenue over total spend across all channels)?
 - What independent check will you use (for example a how-did-you-hear-about-us survey) to sanity-check platform attribution?
 - If Snap reports a 2.0x ROAS and your store credits 1.5x, what is your rule for deciding to scale or cut?
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Launching, Measuring ROAS, and Scaling

Launch a full-funnel campaign, know your break-even, and run a weekly scale-and-cut routine.

Worksheet: Break-even ROAS calculation

Work out the ROAS you must beat to be profitable on the first order. Do the arithmetic yourself; the point is to know your real floor.

Product selling price (USD)

Cost of goods per unit (USD)

Shipping and fulfilment per order (USD)

Payment processing and packaging per order (USD)

Total variable cost per order (USD) — you calculate

Contribution margin = (price minus variable cost) / price — you calculate

Break-even ROAS = 1 / contribution margin — you calculate

Target ROAS (break-even plus the margin you want to keep) — you decide

Checklist: Pre-launch campaign checklist

- Objective matches the action you pay for (Sales optimising for Purchase, or Add to Cart if Purchase volume is too low)
- Three-tier structure clean: one campaign per funnel stage, few ad sets, 2 to 4 ads each
- Prospecting and retargeting are separate campaigns
- Budgets set at ad-set level for control while learning
- Auto-bid selected to start (not a too-low manual bid that will not spend)

- Recent purchasers excluded from prospecting
- Pixel and CAPI confirmed firing before any conversion spend
- Daily budgets sized to gather signal without burning budget in the learning phase

Exercise: Diagnose-by-symptom drill

Practise the funnel-chain diagnosis so you fix the real weak link instead of killing the wrong thing. For each scenario, name the likely cause and the action.

- Healthy CTR but poor conversion rate: what is broken, and what do you change?

- Weak CTR: what is the first suspect, and what do you NOT blame?

- CPM rising and CTR falling over several days: what is happening, and what is the fix?

- All metrics healthy but no scale: how do you grow without shocking delivery?

Checklist: Weekly scale-and-cut routine

- New ad sets left untouched 3 to 5 days to exit the learning phase before judging
- Each week, ad sets compared to target ROAS
- Winners scaled by raising budget 20 to 30 percent at a time
- Clear losers below break-even paused once spend is statistically meaningful
- Fresh creative rotated into fatiguing ad sets (rising CPM, falling CTR)
- No edits made to a learning ad set on a bad afternoon
- Every change logged with the metric it targeted and the result

Your Action Plan

1. Confirm product-audience fit, then create your Business Account and Ad Account at business.snapchat.com with currency and time zone set correctly.
2. Install the Snap Pixel via Google Tag Manager, add PAGE_VIEW, VIEW_CONTENT, ADD_CART, START_CHECKOUT, and PURCHASE events with price and currency, and verify with the Pixel Helper.
3. Enable the Conversions API server-side with a shared event ID so pixel and CAPI deduplicate.
4. Calculate your contribution margin and break-even ROAS, then set a target ROAS above it.
5. Produce three to five distinct, native, hook-first 9:16 video concepts plus a product catalogue for Collection and Dynamic Ads.
6. Build a Sales prospecting campaign with one broad ad set (auto-bid, optimise for Purchase) at a modest daily budget.
7. Build a separate retargeting campaign with a 14-day, 7-day, and 3-day audience ladder using Dynamic Ads and an offer.
8. Launch, then leave new ad sets untouched for 3 to 5 days to exit the learning phase.
9. Run the weekly routine: compare to target ROAS, scale winners 20 to 30 percent, pause losers, rotate fatigued creative.
10. Log every change and reconcile Snap-reported ROAS against a consistent blended ROAS each week so the account compounds learning.

