

BACKGROUND:

April 2019

- ❑ We grabbed follow-up feedback from Snapchat users to see if engagement with the new games changed at all in the week following the broad launch of the new Snapchat games.

Key Takeaways:

- ❑ Games
 - ❑ The data didn't change much compared to our initial read a week ago. Around 10% of users have played one of the games, with Bitmoji Party being the most popular. Playing frequency and sentiment toward whether it makes them spend more time in the app remains tepid..

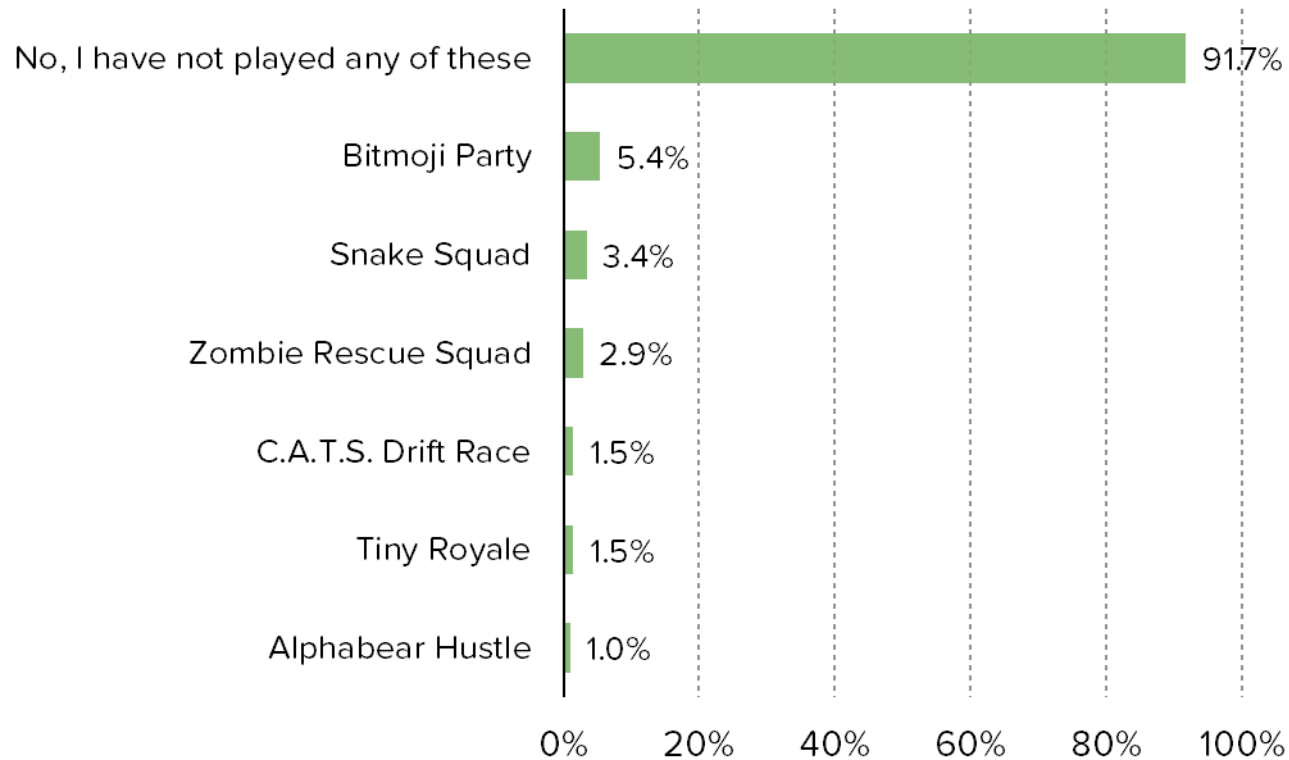


SNAP Games Update



Have you played any of the following games on Snapchat?

Posed to Snapchat users.



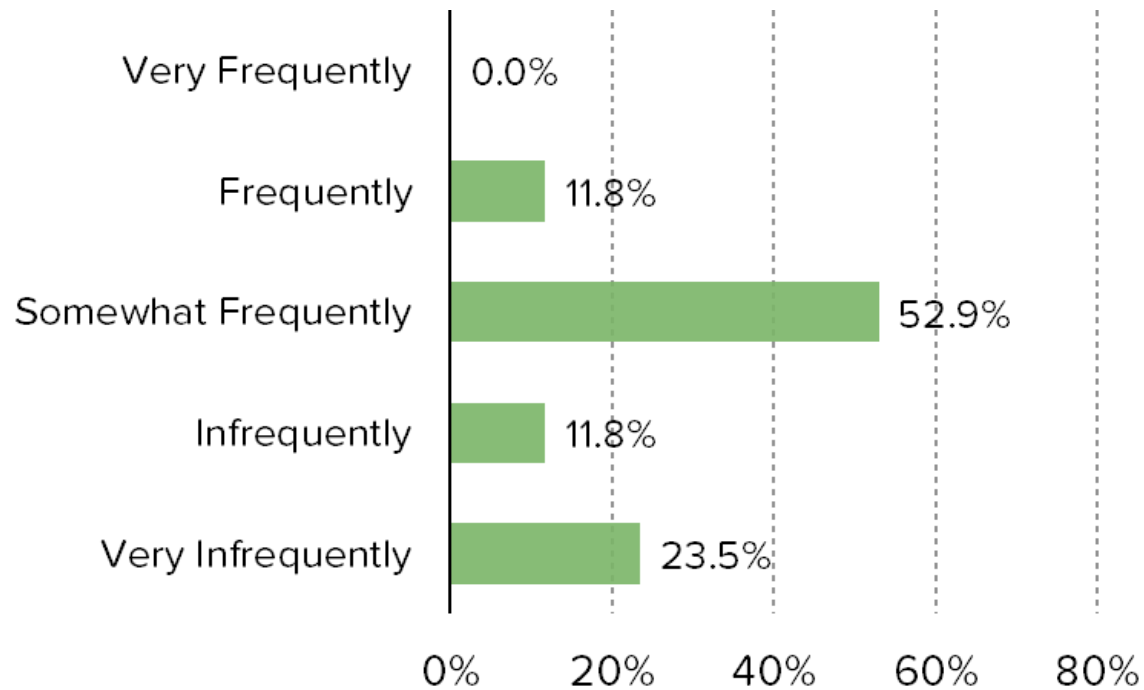
N = 205 Snapchat Users

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How often do you play?

Posed to Snapchat users who have played one or more of the new games.

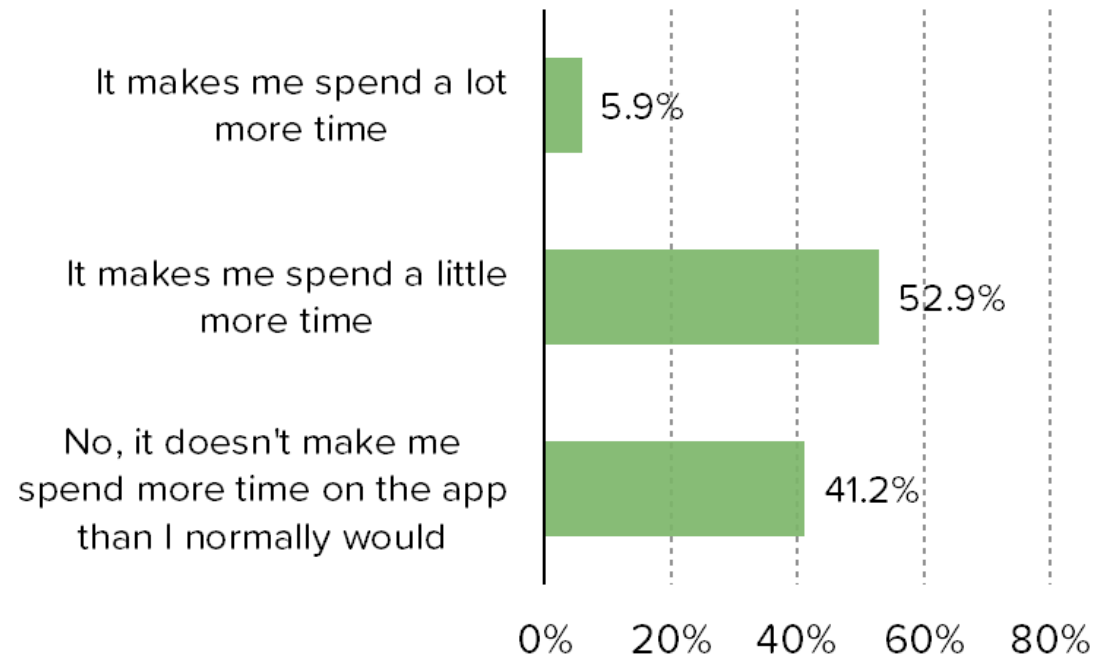


N = 17 Snapchat Users who have played one or more of the new games

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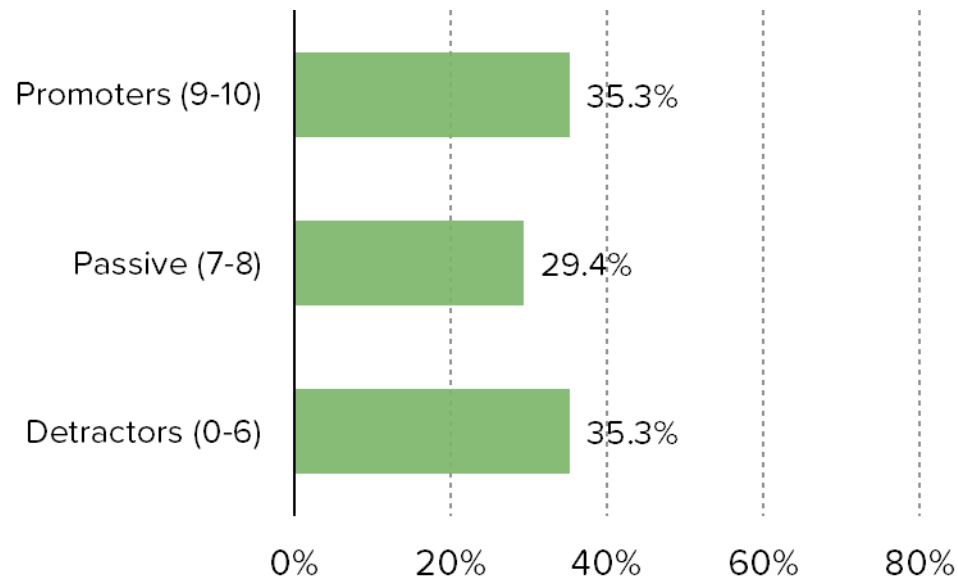
Do you think you spend more time on Snapchat BECAUSE of the video games?
Posed to Snapchat users who have played one or more of the new games.



N = 17 Snapchat Users who have played one or more of the new games



How likely is it that you would recommend Snapchat video games to a friend or colleague?
Posed to Snapchat users who have played one or more of the new games.



N = 17 Snapchat Users who have played one or more of the new games

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