



## **Snaplytics Launching First Snapchat Influencer Tracking Platform so Brands Can Measure Campaign Success**

*Influencers and brands now can easily answer question about how many viewed a campaign and for how long; Platform to be launched at Snaphappen in London*

**September 22, 2016 — LONDON, UK** — Snaplytics, a SaaS company offering Snapchat marketing insights to brands, agencies, and online influencers, announced today the launch of their new Influencer Tracking Platform. Launched less than one year ago, Snaplytics tracks and measures native Snapchat channels as well as provides insights and data so brands and agencies can assess and optimize stories and the dialog with their followers. The new solution removes much of the manual effort around working with influencers on Snapchat and provides additional insights to answer the question of how many saw the campaign and for how long. With hundreds of millions of Snaps sent each day, there's no question that Snapchat is a crucial platform for brands. (See Influencer Tracking Platform [demo analytics](#).)

The new Snaplytics Influencer Tracking Platform reduces the guesswork for both brands and influencers because with Snapchat the stories – and the statistics - disappear after 24 hours. The challenge from the influencers' perspective has been that they must be prepared to deliver proof that their activity was engaging and effective. Currently this is done 23 hours and 59 minutes from when the story was posted, by manually capturing a screenshot of the statistics and downloading the content – a cumbersome task at best.

For brands, they need to know they're getting value from the influencers they deploy on various projects which is difficult to do while juggling multiple contracts and campaigns and trying to grab the statistics at exactly the moment before the campaign disappears.

“Snapchat is one of the fastest-growing social networks in history. Many brands want to take advantage of this exciting marketing opportunity, but need a way to measure the ROI of their influencer campaigns and really understand the effectiveness,” said Snaplytics CEO Thomas Cilius. “We wanted to make analysis easier for brands and the Influencers, and our new Influencer Tracking Platform will encourage Snapchat influencers, and the brands they work with, to embrace the power of social media analytics. Most of the people we're working with don't want intricate data analysis; they want accessible, actionable insights that can be applied to their future campaigns.”

With the new Platform, brands and Influencers can obtain insights such as number of views per story, per influencer, per campaign and number of seconds watched in total – essentially answering the question of how many viewers did the campaign have, for how long and how engaged they were.

Officially launching the new Platform at Snaphappen™ in London today, Snaplytics is using the platform to measure the total reach on Snapchat among all collaborators during the event. This will include stories from hundreds of influencers over a 24-hour period.

“Snaphappen is the biggest gathering of Snapchat influencers to date, and to measure and report on the total reach on Snapchat for the conference is extremely exciting for us,” said Cilius.

Snaplytics has already worked with well-known brands including Marriott, Vodafone, and Ben & Jerry’s and currently has users in more than 30 countries around the world.

### **About Snaplytics**

Snaplytics is a SaaS company focusing exclusively on providing Snapchat analytics for brands, agencies and influencers. Snaplytics analyzes usage statistics, including views, average number of screenshots per story, and average story duration, and provides industry benchmarks to help marketers determine if they are creating compelling campaigns and reaching their target audiences. For more information, visit <http://snaplytics.io>.