400M+ Snapchat Monthly Active Users Are on Snap Map

More than 400 million Snapchat users are using the application's Snap Map feature, according to the social media platform.

Snap Map displays a real-time map of a user's location, provided that they opt in into the feature, allowing other users to see where they are and what's happening around them.

"Our Map is about more than getting directions from point A to point B; it enables Snapchatters to stay connected, in real time, to their physical world," Snapchat said.

This high usage has naturally attracted brands to the feature, with Snapchat launching Promoted Places, which businesses can use to show people their locations or what is happening, as the company says, during "moments that matter."

Promoted Places highlights sponsored places of interest on Snap Map, letting advertisers reach incremental customers, gain visibility, and engage with users locally.

Snap said marking locations as "Top Picks" results in a typical visitation lift of 17.6% for frequent Snapchat users compared with places lacking that designation.

McDonald's and Taco Bell are among brands that have already taken advantage of the Promoted Places option on Snap Map.

During its NewFronts presentation Wednesday, Snapchat revealed a new brand campaign and ways for advertisers to connect with users better.

It’s launching a “Say It in a Snap” brand campaign to highlight spontaneous moments that can be shared inside Snapchat and come to life in specific cities through-out-of-home billboards.

Also mentioned at NewFronts was a new performance series hosted at Snapchat’s studio in Santa Monica, Calif., launching under the Under the Ghost title—a playful reference to its white logo.

Musicians can engage directly with fans, and brands can sponsor the shows through full-funnel media packages, including Sponsored Snaps, creator content, Total Takeover placements, and more.

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