

Brands' AR Lenses on Snapchat Score Big on Super Sunday

More than 59 million Snapchatters in the U.S. engaged with augmented reality lenses on Super Bowl Sunday, and much of that engagement was with content from brands, as sponsored AR lenses saw over 200 million engagements from U.S. Snapchatters on game day.

<https://www.adweek.com/media/brands-ar-lenses-on-snapchat-score-big-on-super-sunday/>