How Snapchat’s Pace of Innovation Is Pushing the Industry Forward

In its short history, Snapchat has repeatedly broken new ground with innovations in its application and ads, setting a breakneck pace for other platforms to follow. The result has been sticky usage, with 35 percent of U.S. teens saying that they use Snapchat most often—higher than any other social network, according to Pew Research Center—and… https://www.adweek.com/digital/how-snapchats-pace-of-innovation-is-pushing-the-industry-forward/