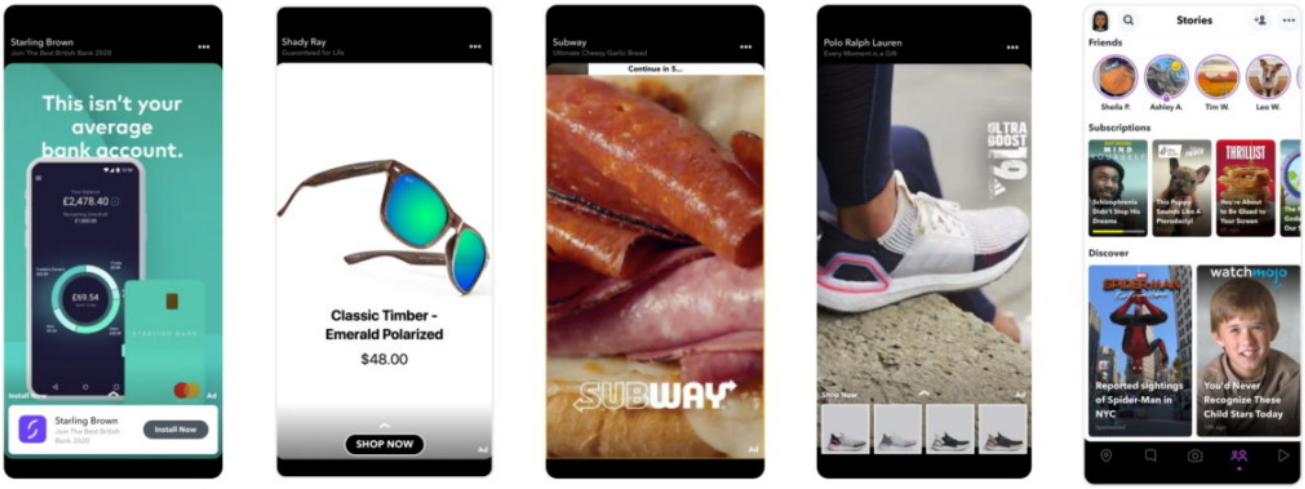
Snap Introduces Revamped Global Partner Solutions Program

Snap Inc. introduced its revamped Global Partner Solutions program Wednesday, placing partners into two distinct categories—Strategic Partners and Certified Partners—and incorporating companies that were in its Creative Partners Program.

Snap described Strategic Partners as companies that develop specialized technology using the Snapchat Marketing API (application-programming interface) to provide advanced, differentiated ad buying solutions to help marketers improve workflow efficiency and ad performance.

And Certified Partners are companies that provide brands with advertising expertise via the API and campaign executions.

The complete list of partners is available here.

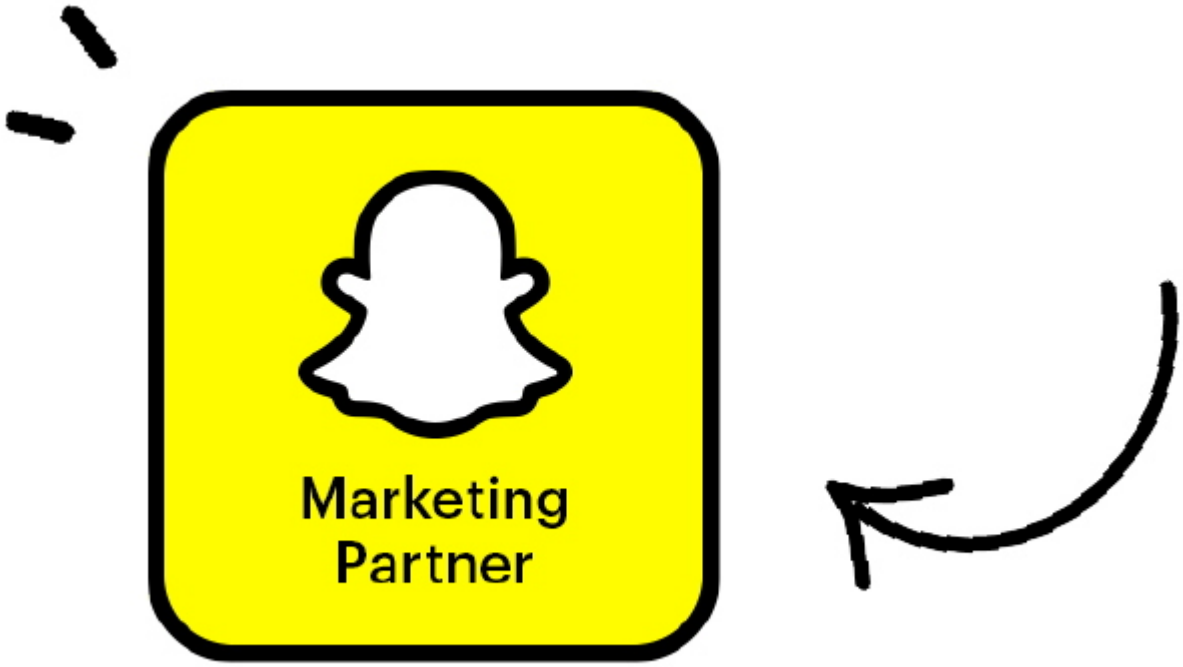


Snap Ad | Dynamic Ad | Commercial Ad | Collection Ad | Story Ad

Snap Inc.

When Snap introduced Snap Partners alongside its advertising API in June 2016, the program was split into Ads Partners and Creative Partners.

Snap also rolled out a custom badge Wednesday that partners can display on their websites and promotional materials.



Snap Inc.

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