Snapchat Introduces Creative Kit for Web

|
3 hours ago
Snapchat is extending its Creative Kit, which enables its users to share media from outside applications, to the web.

Creative Kit for Web enables publishers and brands to add Share to Snapchat buttons to their websites (mobile and desktop), enabling Snapchatters to easily share content via the messaging app.

Snap Inc. said each Snap shared via those buttons will contain a custom-branded sticker or GIF, along with a link to drive content back to the originating site.

The company added that users can subscribe to partners' Discover channels via those shared Snaps or when sharing content from those partners' websites.

Initial partners for the rollout of Creative Kit for Web include BuzzFeed (mobile site only), FabFitFun, Insider, creative agency RebelMouse and Vice.

FabFitFun/Snapchat

Vice/Snapchat
The company said over 100 million Snapchatters engaged with Snap Kit partner apps in September, adding that more than 450 apps have integrated with Snap Kit.

Snapchat is celebrating the debut of Creative Kit for Web with its first-ever global online Snap Kit hackathon, and interested developers can register here.

https://www.adweek.com/digital/snapchat-introduces-creative-kit-for-web/