

Targeting Strategy	Rationale
Demographic Targeting	<ul style="list-style-type: none"> - Targets users based on age, gender, and other demographic information. - Useful for campaigns aimed at specific demographic segments.
Location Targeting (Geofilters)	<ul style="list-style-type: none"> - Targets users in specific geographic locations. - Ideal for local businesses or events, enhancing relevance based on user location.
Interest Targeting	<ul style="list-style-type: none"> - Focuses on users' interests and hobbies, inferred from their Snapchat activity. - Aligns ads with user preferences for more engaging content.
Behavioral Targeting	<ul style="list-style-type: none"> - Targets based on users' past behaviors and purchasing patterns. - Tailors ads to users likely to be interested in similar products or services.
Custom Audiences	<ul style="list-style-type: none"> - Targets users who have previously interacted with your brand. - Effective for retargeting and engaging users already familiar with your products or services.
Lookalike Audiences	<ul style="list-style-type: none"> - Reaches new users similar to your existing customers. - Expands audience reach while maintaining relevance.
Engagement Targeting	<ul style="list-style-type: none"> - Focuses on users who have interacted with specific types of content. - Increases engagement by targeting users based on past interactions.
Story Ads	<ul style="list-style-type: none"> - Ads appear within Snapchat's Stories feature. - Enables storytelling and creative engagement with users in a familiar format.
Dynamic Ads	<ul style="list-style-type: none"> - Automatically personalizes ads based on user behavior and interests. - Offers a tailored shopping experience, ideal for e-commerce.