

# Snap Inc.

## INVESTOR NEWSLETTER

Welcome back to the Snap Inc. Investor Newsletter. Below, please find our recent news, business and product updates, and AR experiences.

Later this month on June 16 at 9:30AM Pacific, Snap Inc. co-founder and CEO Evan Spiegel will headline Augmented World Expo (AWE) USA 2026 with a keynote address titled “Making Computing More Human.” We kindly invite you to tune in at [experience.snap.com/awe-2026](https://experience.snap.com/awe-2026).

We hope you find this helpful – please reach out with any questions.

Best,

- Snap Investor Relations

### WHAT WE'RE WRITING

**For Business Blog:** [Announcing Unified Attribution on Snapchat](#)

**Newsroom Blog:** [Bringing Fans Closer to the Action: Snapchat's Spring of Sports](#)

**Newsroom Blog:** [Inside the First Spectacles Developer Bootcamp](#)

### WHAT WE'RE READING

BUSINESS 

**Tiger Sisters:** [He Turned Down \\$3B at 23. How Evan Spiegel Thinks Now.](#)

**AdExchanger:** [Snap Stops Grading Its Own Homework](#) [Unified Attribution launch]

**Mediaweek (AU):** [Snapchat turns foot traffic into media strategy with new Place Loyalty data](#)

**Campaign (DE):** [Snap has grown up and is positioning itself as an advertising medium.](#)

**Fortune India:** [Snapchat-Kantar report signals shift to chat-led advertising, delivers higher brand recall in India](#)

**Music Ally:** [Hybe India partners with Snapchat for girl group hunt's online auditions](#)

**Performance Marketing World:** [How NatWest used Snapchat to boost Gen Z's financial literacy.](#)

**LBB:** [Snapchat's 'The Conversation Advantage' Offers Brands a Path to Meaningful Engagement](#)

**PRODUCT** 

**USA Today:** [Carson Daly downloaded Snapchat for this surprising parenting reason](#)

**Wired:** [Meta copies Snapchat's homework again](#)

**Campaign (CA):** [Canada Soccer gives special access to Snapchat creators for World Cup](#)

**Zeitjüng (DE):** [Football Summer 2026: Snapchat Trends](#)

**Galerie:** [JR Transforms Pont-Neuf Bridge in Paris with an Inflatable "Cave"](#) [Snap mention]

**Social Media Today:** [Snapchat underlines its value as a sports engagement platform](#)

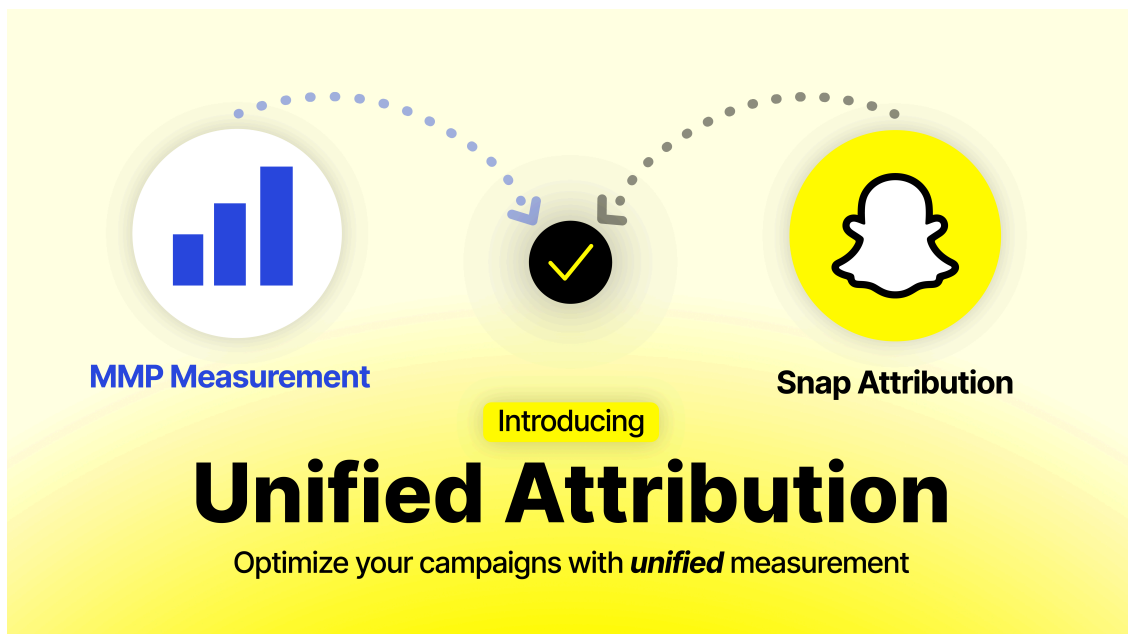
**Vogue:** [Baz Luhrmann's Monsieur Met Gala after-party](#) [Specs mention]

**9to5Google:** [Snap's AR glasses with display reportedly beat Android XR to launch, but for \\$2,500](#)

## WHAT WE'RE **SNAPPING**

### Announcing Unified Attribution on Snapchat

Last month, we introduced new optimization and app measurement capabilities on our platform through **Unified Attribution**. Currently in beta and slated to launch later this year, this new product accounts for multiple touch points across the buyer journey, aligning closely with Mobile Measurement Partners (MMPs), to help app advertisers evaluate and optimize campaigns in real-time with more confidence. Read more [here](#).



**MMP Measurement**

**Introducing**

**Snap Attribution**

# Unified Attribution

Optimize your campaigns with *unified* measurement

The below examples help illustrate our advancements in phone-based AR, and how we're evolving the technology from fun and entertainment into utility.

To try these Lenses yourself,

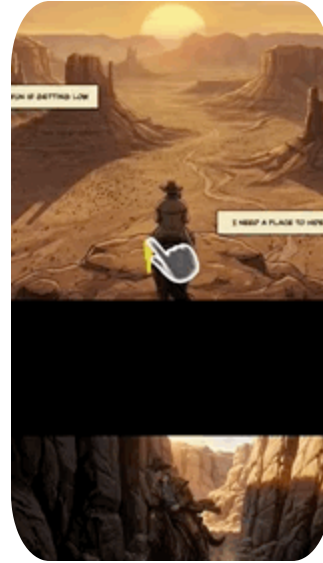
- Open Snapchat and point your camera at the yellow [Snapcode](#)

- Press and hold on the Snapcode on your screen to scan it 🖱️
- The Lens will pop up in your Lens carousel for use 🧐
- Be sure to flip your camera for world Lenses!

[Gold Rose by Jean-Michel Othoniel Lens by Snapchat](#)



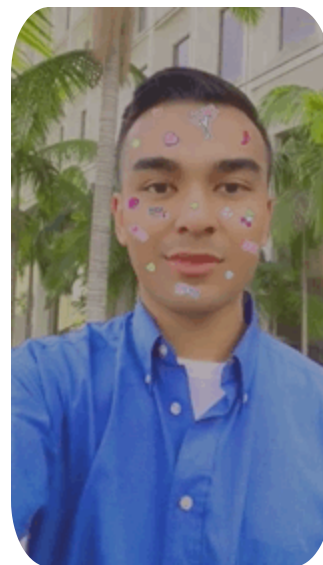
[Gold Road Lens by Snapchat](#)



[Frame With Stars Lens by Snapchat](#)



[Cute Baby Lens by Snapchat](#)





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