
Snap Inc adds Nepa to MMM Partner Program

Nepa's Consumer Science Platform will now include information from Snapchat to help determine the impact of marketing investments on sales and brand.

Nepa, a leading consumer science platform providing customer experience insights and marketing optimization solutions, is thrilled to announce a partnership with Snap Inc. This collaboration answers the call heard from global brands to provide better tracking methods on Snapchat.

"Snap is a leader in applying new technology such as augmented reality into advertising and swiftly bringing new ad formats to market. We're excited to work with them to accelerate innovation in measurement to keep pace with rapid development on their platform. Together, we aim to decode how interactions between brands and users on Snapchat fit into the overall marketing modelling mix." - Robert Beatus, Nepa Head of Research & Development

Snap will provide resources and training sessions to help Nepa's consumer scientists understand the nuances of their robust product and data sets. The social media platform will also provide customized on-demand access to data streams in order to monitor the impact of Snap ads at the market-level. Additionally, Nepa will now have the capability to integrate granular product-level metrics such as the usage of filters, lens and Snapcodes into MMM projects.

"We're honored Snap approached us with the opportunity to apply our advanced MMM methods to their growing userbase and blue-chip advertiser portfolio. This partnership goes beyond data-sharing and will attempt to help identify insights, best practices and produce research showing how to leverage Snap-specific learnings into media plans. As part of an organizational focus on MMM priorities, Nepa will utilize Snap data to help our clients optimize investment for both long-term brand and short-term sales effects." - Daniela Lueth, Nepa MMM Product Lead

This is the third major strategic MMM partnership Nepa has announced in the last 12 months that adds value and more robust capabilities. As the media landscape changes, the Nepa Consumer Science Platform will continue to seek partners that help us better advise clients on their media investments.

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to get more effect out of their marketing and sales. Nepa has been awarded

DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011.

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