

# Snapchat launches creator campaign amid TikTok uncertainty

Article

**The news:** Snapchat has launched a "Find Your Favorites" campaign featuring creators like Loren Gray and Avani Gregg, as the platform positions itself to capture creators and audiences amid TikTok's uncertain future.

**Platform progress:** Snapchat is using the campaign to demonstrate its significant growth and reach:

- We forecast that Snapchat's worldwide ad revenues will grow 12.4% to \$4.74 billion this year —and 11.2% to \$5.27 billion in 2026.
- That expansion would surpass its worldwide user growth, which should be 5.5% (765.9 billion) and 4.8% (795.1 billion) this year and next.
- User engagement shows unique patterns, as 43% of Snapchatters don't use TikTok daily, per October 2023 research from Snap.

**Why it matters:** Snapchat's positioning emphasizes creator support and positive engagement.

The platform is working to upgrade its opportunities for creators:

- A new unified monetization program combines Spotlight and Stories revenues.
- The **Snap Star Collab Studio** facilitates brand partnerships.
- The **523 program** provides support for underrepresented creators.
- Following its Creator Discovery API launch, creator marketing platform **CreatorIQ** saw Snapchat post volume surge 221% YoY, as automated creator discovery and campaign management capabilities replaced manual processes.

User experience remains a key differentiator:

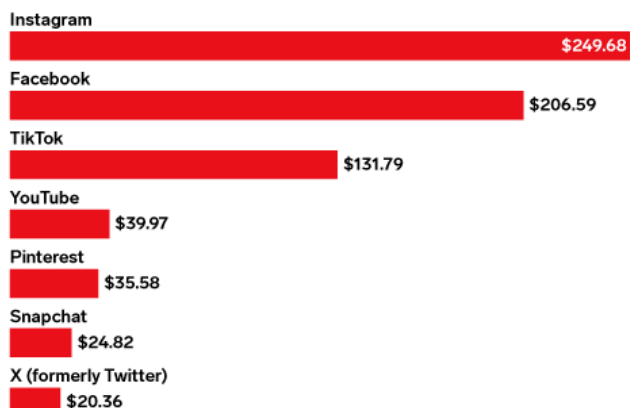
- Over 90% of Snapchat users report feeling happy and connected on the platform.
- Snapchat emphasizes authentic engagement over viral content.
- Recent studies show positive impacts on user well-being and friendships.

**Yes, but:** This push is not dissimilar to one Snap made a year ago, which came amid lawsuits alleging social platforms designed placements to exploit teen vulnerabilities. While Snap had a stronger 2024 than the year prior, it's not clear that this creator-driven campaign will prove to be a game-changer for the platform.

**Our take:** Snapchat's creator-focused campaign represents a strategic move to capitalize on TikTok's potential US ban while differentiating itself from **Meta's** content moderation challenges.

- Success will depend on effectively scaling monetization programs, including new ad formats like **Sponsored Snaps** and major advertisers like **“Wicked.”**
- Given Snap’s young user base and **concerns regarding minors’ social media use** reaching a breaking point in the past year, Snap could be positioning itself for renewed relevancy—though when it comes to monetizing its user base, it still has some work to do.

### US Average Revenues per Social Network User, by Platform, 2025



Note: among users via any device at least once per month; paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media; Instagram includes ad revenues from Instagram Feed, Instagram Stories, other Instagram formats, and Threads; Facebook is among users via mobile device at least once per month; includes advertising revenues from Facebook, Meta Audience Network, and Messenger; YouTube is among individuals of any age who use YouTube via any device at least once per month  
Source: EMARKETER Forecast, Dec 2024

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