EXHIBIT SN01

U.S. Patent No. 8,489,599
Palo Alto Research Center Inc. v. Snap, Inc., Case No. 2:20-cv-10755-AB (C.D. Cal.)
Plaintiff's Disclosure of Asserted Claims and Infringement Contentions

The information in these infringement contentions is exemplary and only intended to evidence PARC's theory(ies) of infringement. PARC provides these infringement contentions before obtaining discovery from Defendant. PARC expects that Defendant and/or third parties will produce additional information regarding the Defendant's products beyond that which is publicly available.

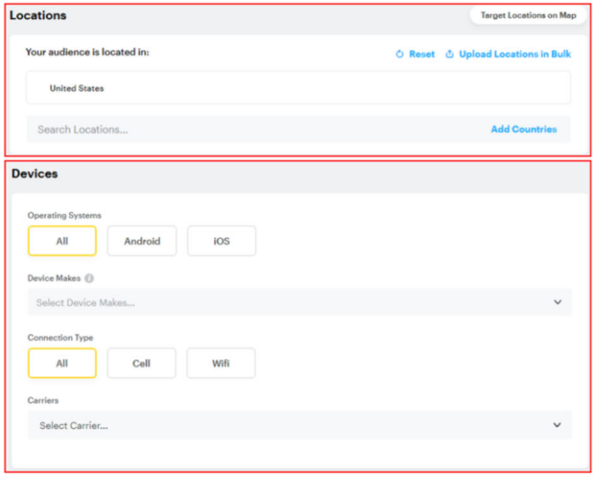
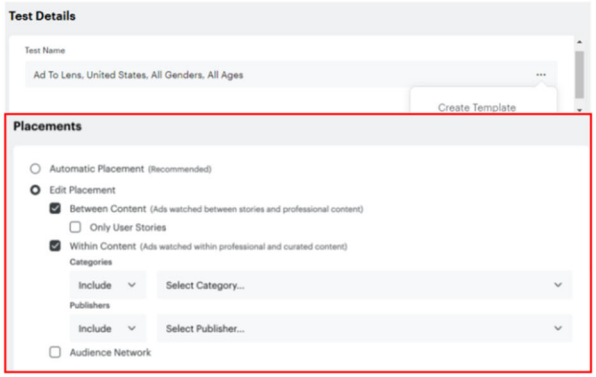
The Accused Functionalities, identified below, include Snapchat's targeted advertising functionalities, tools, and/or products available to Snapchat's customers/clients/users. The Accused Functionalities include at least Snapchat's Ad Manager, Ad Server, Snapchat API, and any other technologies, tools, and software, among other things, that may reside at a Snapchat mobile application, desktop executables/scripts, and/or Snapchat's servers and data centers that are involved in creating targeted advertising campaigns. The Accused Functionalities are available to customers/clients/users on at least the following Snapchat properties: www.snapchat.com; Snapchat's mobile applications (*e.g.*, the Snapchat app available in the App Store and on Google Play).

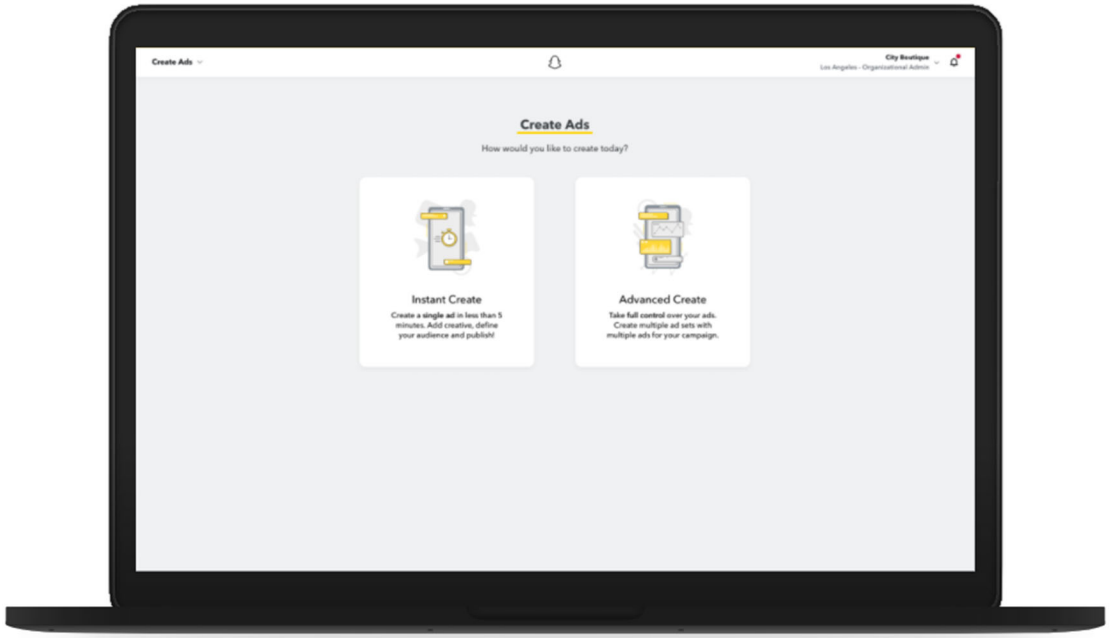
The Accused Functionalities are made available by Defendant, and result in ads displayed to users via various web browsers, including mobile and non-mobile versions of Google Chrome, Google Android, Apple's Safari, Microsoft's Internet Explorer, Microsoft's Edge, Opera, Mozilla Firefox, and others. The Accused Functionalities also display ads to users via various mobile applications. The citations and discussion below applies to all instances of the Accused Functionalities unless specifically noted. Where functionality below is described in terms of non-mobile environments, similar functionality in mobile environments also applies (and vice-versa). Where functionality below is described in terms of web-based environment, similar functionality in mobile application-based environments also applies (and vice-versa).

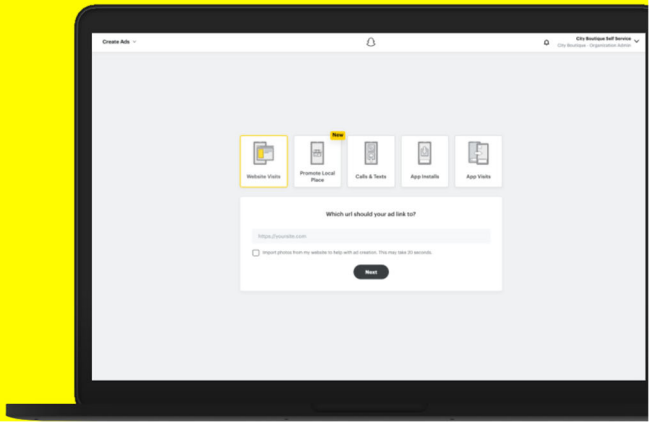
Note: As used herein, the term "ad(s)" or "advertisement(s)" refers to any notice or announcement promoting or recommending a product, service, event, or job vacancy created through the Accused Functionalities. Examples of an ad include, but are not limited to, an image, a video, a link, a message, a card, or a post placed throughout the aforementioned Snapchat properties that is sponsored or otherwise endorsed.

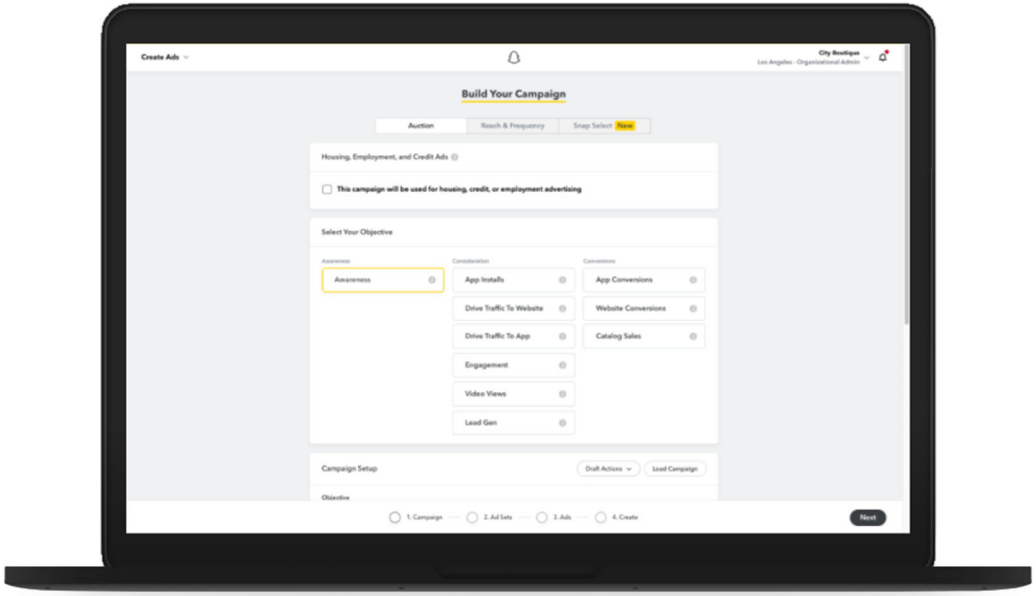
U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Claim 1
[pre] 1. A method for delivering context-based content to a first user, the method comprising:	To the extent that the preamble is a limitation, it is met. Snapchat uses, sells, offers for sale, or otherwise provides a method for delivering context-based content to a first user. For example, Snapchat's Accused Functionalities deliver targeted ads to users based on their location, their device type, and operating system as shown in the following exemplary citations: **Connect with your target audience** Target users based on their online and real world interests and behaviors, their geographic location, and by demographic **Interests and behaviors** Reach Snapchatters based on their online and real world interests and behaviors. **Location** Target by country, metros, radiuses around a specific address, and more. **Demographics** Reach Snapchatters by age, gender, language, and more. **Source:** https://forbusiness.snapchat.com/advertising/targeting

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Campaign Setup Draft Actions Objective Choose an objective Campaign Name Your Campaign Name Status Active Create Split Test New Disabled Starts & Ends Feb 3, 2021 12:24 AM Central Time Feb 10, 2021 11:59 PM Central Time Daily Spend Cap No Cap Lifetime Spend Cap No Cap

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	  **Source:** Snapchat Ads Manager

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Achieve your business goals There are two campaign creation flows within Snapchat's Ads Manager: Instant Create and Advanced Create 

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Instant Create Instant Create is a simplified way to create a Single Image or Video Ad in five minutes or less We offer five different advertising goals: • **Website visits**: Drive Snapchatters to your website • **Promote local place:** Drive nearby Snapchatters to your local business • **Calls & texts**: Drive Snapchatters to call or text your business • **App installs**: Drive Snapchatters to download your app • **App visits**: Drive Snapchatters to return to your app 

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Advanced Create Advanced Create is for advertisers who want more control over their bid, budget and optimization goals and may need more sophisticated ad types to meet their objective  **Source:** https://forbusiness.snapchat.com/advertising/objectives

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Campaigns

A campaign has a business objective and organizes Ad Squads. You can define a goal and view stats for this campaign to see whether your goal has been reached. The reports and stats combines all the ad squads within this campaign.

Attributes

Attribute	Description	Required	Possible Values
ad_account_id	Ad Account ID	R	
daily_budget_micro	Daily Spend Cap (micro-currency)	O	
end_time	End time	O	
name	Campaign name	R	
start_time	Start time	R	
status	Campaign status	R	ACTIVE, PAUSED
lifetime_spend_cap_micro	Lifetime spend cap for the campaign (microcurrency)	O	
measurement_spec	The apps to be tracked for this campaign	R - Required for tracking installs for campaigns containing these ad types: APP_INSTALL, DEEP_LINK, STORY (which swipes up to APP_INSTALL, DEEP_LINK) LENS_APP_INSTALL, LENS_DEEP_LINK	{"ios_app_id":"1234", "android_app_url":"com.snapchat.android"}
objective	Objective of the Campaign	O	Default: BRAND_AWARENESS
buy_model**	Buy Model	O	AUCTION(default), RESERVED
regulations++	Required for Campaigns that run Ads for Credit, Housing, Employment (CHE)	O	{ "restricted_delivery_signals": true }
regulations+-	The candidate / ballot field is optional, but may be required in certain states	O	{ "candidate_ballot_information":"Voting rights for dogs" }
delivery_status	Delivery status	Read-only	See Delivery status

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

	Create a Campaign
	
	This endpoint will create a campaign within a specified ad account.
	
	HTTP Request
	
	`POST https://adsapi.snapchat.com/v1/adaccounts/{ad_account_id}/campaigns`
	
	Parameters
	
	Parameter | Default | Description
	ad_account_id | | Ad Account ID
	
	`curl -X POST \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"campaigns": [{"name": "Cool Campaign", "ad_account_id": "3b0fbace-04b4-4f04-a425-33b5e0af1d0d", "status": "PAUSED", "start_time": "2016-08-11T22:03:58.869Z"}]}' \ "https://adsapi.snapchat.com/v1/adaccounts/{ad_acount_id}/campaigns"`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Ad Squads

An Ad Squad is owned by a Campaign and contains one or more Ads.

Attributes

Attribute	Description	Required	Possible Values
campaign_id	Campaign ID	R	
bid_micro	Max Bid (micro-currency)	R	Minimum value 10000 , Maximum value 1000000000
billing_event	Billing Event	R	IMPRESSION
daily_budget_micro	Daily Budget (micro-currency)	one of daily_budget_micro or lifetime_budget_micro must be set	Minimum value 5000000 across all supported currencies
lifetime_budget_micro	Lifetime budget (micro-currency)	one of lifetime_budget_micro or daily_budget_micro must be set	
end_time	End time	O	
name	Ad Squad name	R	
optimization_goal	Optimization Goal	R	IMPRESSIONS, SWIPES, APP_INSTALLS, VIDEO_VIEWS, VIDEO_VIEWS_15_SEC, USES, STORY_OPENS, PIXEL_PAGE_VIEW, PIXEL_ADD_TO_CART, PIXEL_PURCHASE, PIXEL_SIGNUP, APP_ADD_TO_CART, APP_PURCHASE, APP_SIGNUP, see Squad Optimization Goals

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conversion_window	Conversion window optimization, requires optimization_goal is one of APP_INSTALLS, APP_PURCHASE, APP_SIGNUP, APP_ADD_TO_CART, APP_REENGAGE_OPEN, see Squad Optimization window	O	SWIPE_28DAY_VIEW_1DAY, SWIPE_7D
placement_v2	Placement	R	Json object containing advanced placement options See placement_v2
start_time	Start time	O	
status	Ad Squad status	R	ACTIVE, PAUSED
targeting	Targeting spec	R	
type	Ad Squad Type	R	SNAP_ADS, LENS, FILTER
included_content_types **attribute will be deprecated please use** inclusion	Content Type to be included	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
excluded_content_types **attribute will be deprecated please use** exclusion	Content Type to be excluded	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
cap_and_exclusion_config	The frequency cap and exclusion spec	O	
ad_scheduling_config	The schedule for running ads	O	

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	curl -X PUT \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"adsquads": [{"id": "7e52b0f4-a3fc-46f2-9a33-f03d71c55047","name": "Badger Supplies Ad Squad","status": "ACTIVE","campaign_id": "7b15f643-3052-4eb3-b5e1-09fa1ce0116a","type": "SNAP_ADS","targeting": {"regulated_content": false,"geos": [{"country_code": "uk"}],"devices": [{"os_type": "iOS"}],"enable_targeting_expansion": false},"placement_v2": {"config": "AUTOMATIC"},"billing_event": "IMPRESSION","bid_strategy": "AUTO_BID","daily_budget_micro": 50000000,"start_time": "2021-11-01T17:12:49.707Z","end_time": "2021-12-01T17:12:49.707Z","optimization_goal": "SWIPES","event_sources": {"MOBILE_APP": ["8b5b83ec-c593-4a64-9c6d-a0eb9da0edb8"]}}]}' https://adsapi.snapchat.com/v1/campaigns/88539b6b-93f2-4b3a-8181-ca869cb45088/adsquads

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Create an Ad Squad

This endpoint creates an Ad Squad within a Campaign.

HTTP Request

```
POST https://adsapi.snapchat.com/v1/campaigns/{campaign_id}/adsquads
```

Parameters

Parameter	Default	Description
campaign_id		Campaign ID

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow') api.kittens.get() curl -X
POST -H "Content-Type: application/json" \ -H "Authorization: Bearer
meowmeowmeow" \ -d '{"adsquads": [{"campaign_id": "6cf25572-048b-4447-
95d1-eb48231751be", "name": "Ad Squad Uno", "type": "SNAP_ADS",
"placement_v2":{"config": "AUTOMATIC"}, "optimization_goal":
"IMPRESSIONS", "bid_micro": 1000000, "daily_budget_micro": 1000000000,
"bid_strategy": "LOWEST_COST_WITH_MAX_BID", "billing_event":
"IMPRESSION", "targeting": {"geos": [{"country_code": "us"}]},
"start_time": "2016-08-11T22:03:58.869Z"}]}' \
https://adsapi.snapchat.com/v1/campaigns/6cf25572-048b-4447-95d1-
eb48231751be/adsquads
```

Placement V2

On the 20th of March 2020 we announced the deprecation of the `placement` attribute in favour of `placement_v2`, please ensure that you have switched to using `placement_v2` by the 20th of June 2020. This also means that content targeting via `included_content_types` and `excluded_content_types` moves from the Ad Squad level attributes to the attributes `inclusion` and `exclusion` which are defined within `placement_v2`.

Your App will not be able to set or amend the `placement` attribute via Creation or Update requests for any Ad Squads past the 20th

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[a] receiving at least one content package, wherein the content package includes at least one content piece and a set of rules associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece;	Snapchat receives at least one content package, wherein the content package includes at least one content piece and a set of rules associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece. For example, Snapchat's Accused Functionalities receive ad campaigns containing ads. The ad campaigns include at least one ad and a set of rules for ad targets, such as user location, device type, operating system, and/or the time of day, each of which may trigger presenting an ad to one or more users. The rules also include an expected response and a trigger condition as shown in the exemplary citations below. The expected response may include advertising and/or campaign objective(s) (e.g., whether a user is expected to see, click, view, or otherwise interactive with an ad) being satisfied. The trigger condition may include a user operating a particular device, a user's device running a specified operating system, a user being in a certain location for an given event/at a particular time of day, among other conditions, which, when met, lead to an ad being displayed to the user. The Snapchat Accused Instrumentalities allows advertisers to track and optimize how their ads are seen, clicked, viewed, or otherwise interacted with. This is shown in the exemplary citations below: **Connect with your target audience** Target users based on their online and real world interests and behaviors, their geographic location, and by demographic **Interests and behaviors** Reach Snapchatters based on their online and real world interests and behaviors. **Location** Target by country, metros, radiuses around a specific address, and more. **Demographics** Reach Snapchatters by age, gender, language, and more.

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	Source: https://forbusiness.snapchat.com/advertising/targeting
	
	Information We Get When You Use Our Services
	
	When you use our services, we collect information about which of those services you've used and how you've used them. We might know, for instance, that you watched a particular Story, saw a specific ad for a certain period of time, and sent a few Snaps. Here's a fuller explanation of the types of information we collect when you use our services:
	
	• **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
	  ◦ how you interact with our services, such as which filters you view or apply to Snaps, which Stories you watch on Discover, whether you're using Spectacles, or which search queries you submit.
	  ◦ how you communicate with other Snapchatters, such as their names, the time and date of your communications, the number of messages you exchange with your friends, which friends you exchange messages with the most, and your interactions with messages (such as when you open a message or capture a screenshot).
	• **Content Information.** We collect content you create on our services, such as custom stickers, and information about the content you create or provide, such as if the recipient has viewed the content and the metadata that is provided with the content.
	• **Device Information.** We collect information from and about the devices you use. For example, we collect:
	  ◦ information about your hardware and software, such as the hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, apps installed, unique device identifiers, browser type, language, battery level, and time zone;
	  ◦ information from device sensors, such as accelerometers, gyroscopes, compasses, microphones, and whether you have headphones connected; and
	  ◦ information about your wireless and mobile network connections, such as mobile phone number, service provider, IP address, and signal strength.
	• **Device Phonebook.** Because Snapchat is all about communicating with friends, we may—with your permission—collect information from your device's phonebook.
	• **Camera and Photos.** Many of our services require us to collect images and other information from your device's camera and photos. For example, you won't be able to send Snaps or upload photos from your camera roll unless we can access your camera or photos.
	• **Location Information.** When you use our services we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.
	• **Information Collected by Cookies and Other Technologies.** Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. We may also use these technologies to collect information when you interact with services we offer through one of our partners, such as advertising and commerce features. For example, we may use information collected on other websites to show you more relevant ads. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services. To learn more about how we and our partners use cookies on our services and your choices, please check out our Cookie Policy.
	
	Source: https://snap.com/en-US/privacy/privacy-policy

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	Campaign Setup Draft Actions Objective Choose an objective Campaign Name Your Campaign Name Status Active Create Split Test New Disabled Starts & Ends Feb 3, 2021 12:24 AM Central Time Feb 10, 2021 11:59 PM Central Time Daily Spend Cap No Cap Lifetime Spend Cap No Cap

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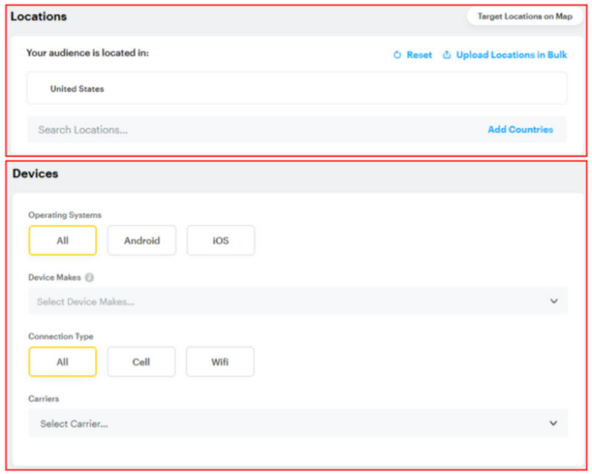
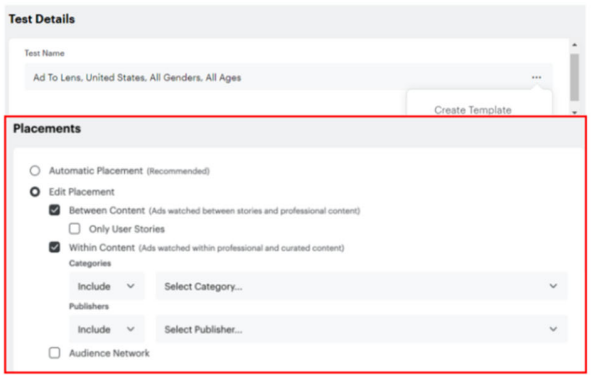
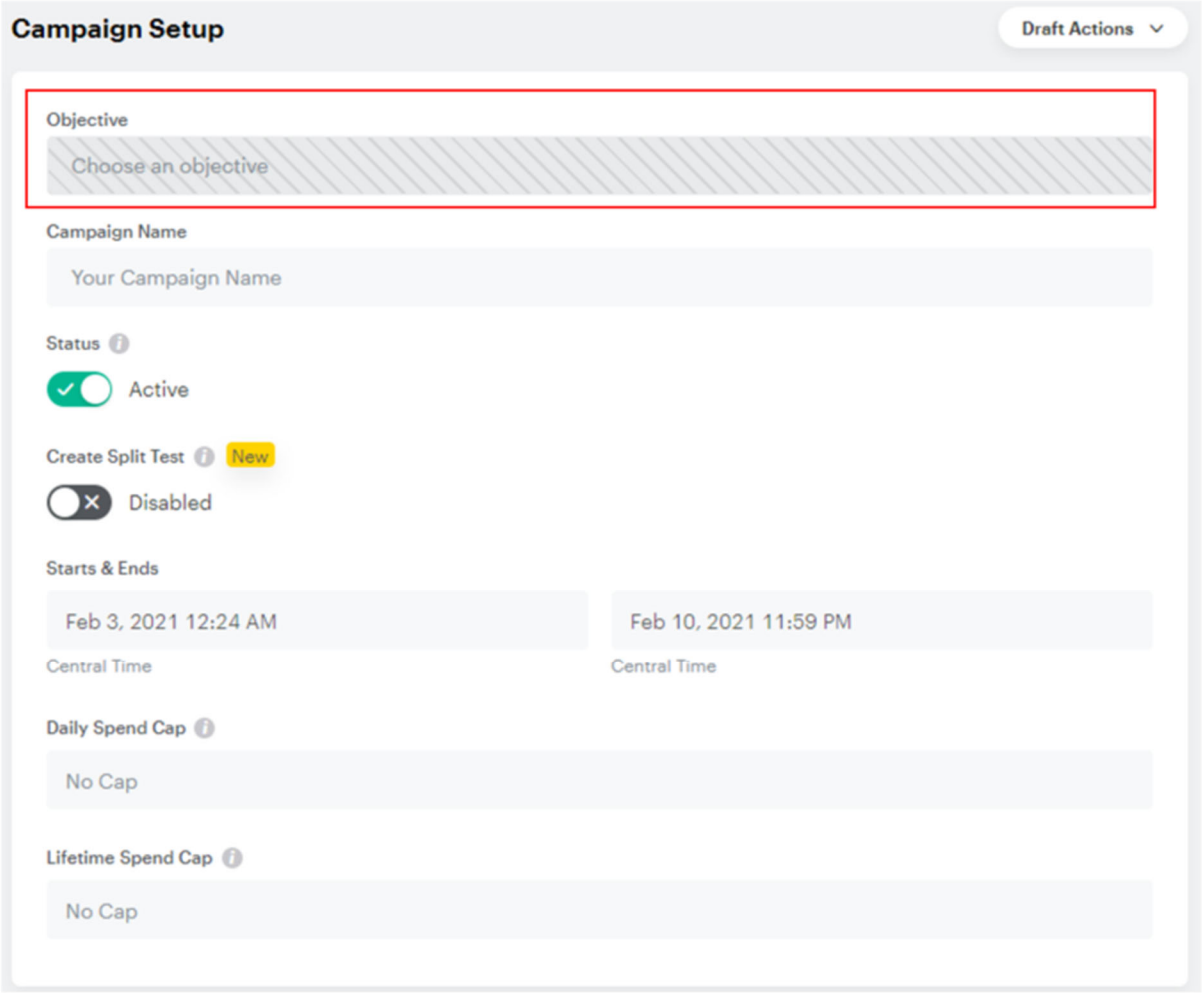
	  **Source:** Snapchat Ads Manager

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	 **Source:** Snapchat Ads Manager

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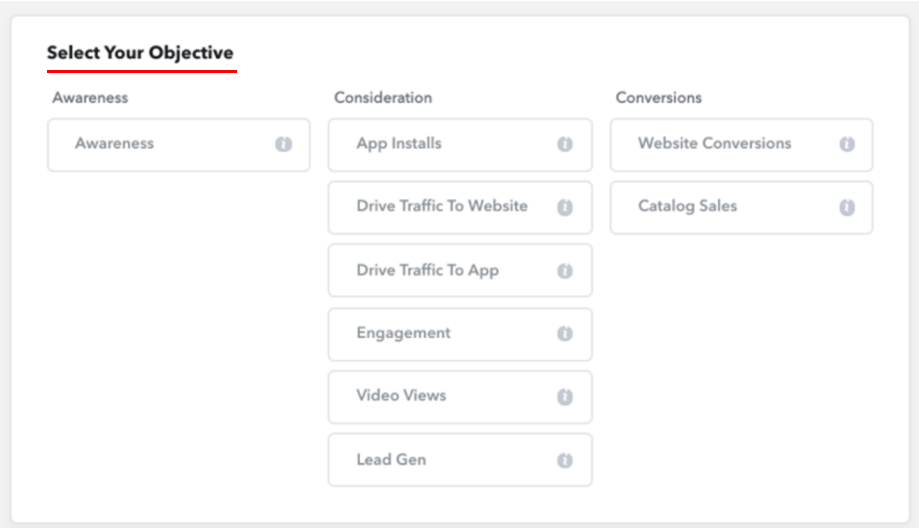
	Campaign Objectives You should choose your campaign objective based on your business goal. An objective is the action you want a Snapchatter to take when they see your ad. Learn about the available campaign objectives below. 

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Awareness: Increase awareness of your brand or products across Snapchat.

Objective	Business Goal
Awareness	Increase awareness of your brand or product

Consideration: Send Snapchatters to your app, website, AR experience, or drive more engagement, leads, or views.

Objective	Business Goal
App Installs	Send Snapchatters to the app store to download your app
Drive Traffic to Website	Send Snapchatters directly to your website
Drive Traffic to App	Send Snapchatters to your app or third-party app
Engagement	Get more Snapchatters to engage with your ad
Video Views	Promote your brand or product to Snapchatters through video
Lead Gen	Generate leads for your business

Conversions: Drive actions on your website.

Objective	Business Goal
Website Conversions	Increase awareness of your brand or product
Catalog Sales	Drive online product sales
App Conversions	Drive conversions in your app

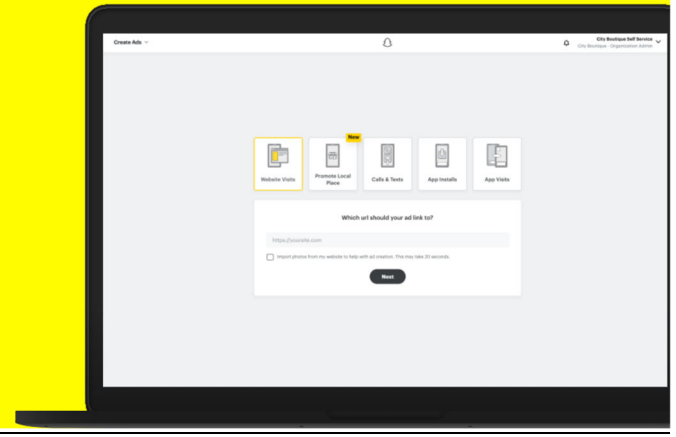
Source: https://businesshelp.snapchat.com/s/article/objectives?language=en_US

Instant Create

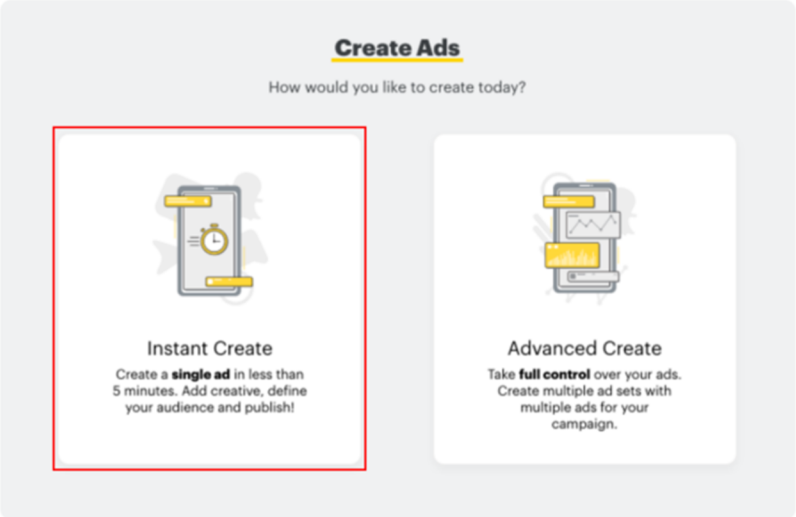
Instant Create is a simplified way to create a Single Image or Video Ad in five minutes or less

We offer five different advertising goals:

- **Website visits**: Drive Snapchatters to your website
- **Promote local place:** Drive nearby Snapchatters to your local business
- **Calls & texts**: Drive Snapchatters to call or text your business
- **App installs**: Drive Snapchatters to download your app
- **App visits**: Drive Snapchatters to return to your app



Source: https://forbusiness.snapchat.com/advertising/objectives

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Before we get started, log into Ads Manager click '**Create Ads**', and then select '**Instant Create.**'  **Step 1: Choose your objective** The first step in the Instant Create flow is to choose your advertising objective. With every campaign you run in Snapchat, your objective should align with your overall business goals. Please keep in mind, your Instant Create setup will vary slightly depending upon the advertising objective you choose. → Website Visits: drive Snapchatters to your website → Promote Local Place: drive nearby Snapchatters to your local business → Calls & Texts: drive Snapchatters to call or text your business directly → App Installs: drive Snapchatters to download your app → App Visits: drive Snapchatters to return to your app **Source**: https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create

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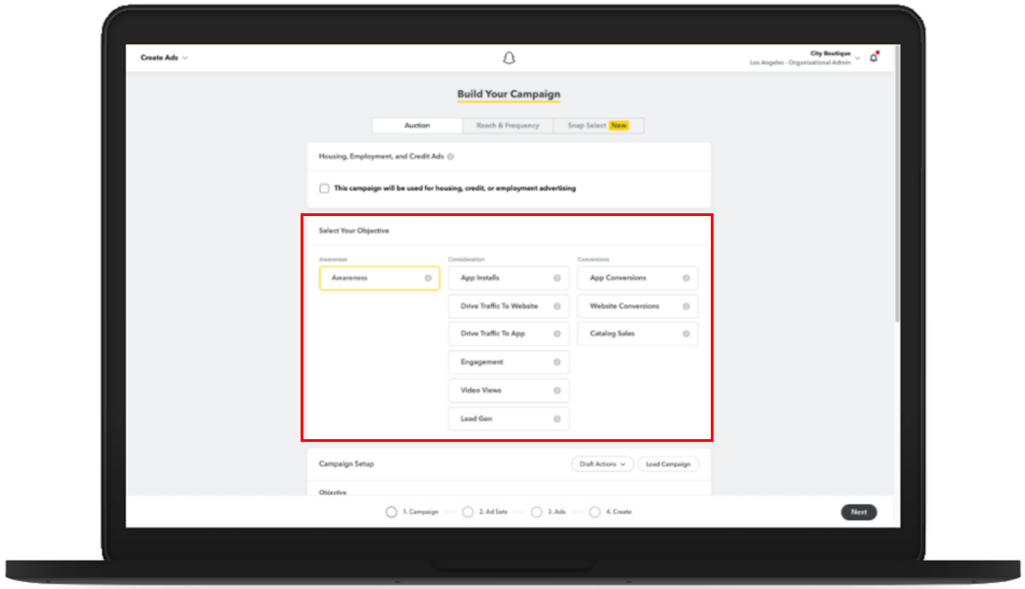
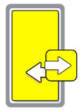
	Advanced Create Advanced Create is for advertisers who want more control over their bid, budget and optimization goals and may need more sophisticated ad types to meet their objective  **Source:** https://forbusiness.snapchat.com/advertising/objectives

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Advanced Campaign Guide Depending on your role, you will be able to create and launch Campaigns in Ads Manager. This guide gives you step-by-step instructions on how to advertise on Snapchat with an Advanced Create campaign. To create an Advanced Campaign in Ads Manager: 1. Log in to Ads Manager. 2. Select an Ad Account from the dropdown in the top right corner. 3. Click the menu in the top corner and select 'Create Ads.' 4. Select 'Advanced Create.' ***Please Note**: We are currently experiencing high ad submission volumes and review times may be delayed. We recommend submitting your ads in advance to minimize any impact. Learn more about the* ad review process. Click one of the following links to jump to a section: • Campaign • Ad Sets • Ads • Create Campaign **Housing, Employment, and Credit Ads** Select whether or not your campaign will be used for housing, credit, or employment advertising. This option will populate if you selected it on the ad account level. If you check this box, your Ad may be rejected if it uses targeting parameters that could include age, gender, or postal code level targeting. Minimum age targeting may be applied to up to 21 years of age. **Housing, Employment, and Credit Ads** ☐ This campaign will be used for housing, credit, or employment advertising **Select Your Objective** Select your Campaign objective. Learn more about which ad types are available by objective. **Select Your Objective** Awareness: Awareness Consideration: App Installs; Drive Traffic To Website; Drive Traffic To App; Engagement; Video Views; Lead Gen Conversions: App Conversions; Website Conversions; Catalog Sales **Source:** https://businesshelp.snapchat.com/s/article/create-first-campaign?language=en_US

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Measure results that matter for your business Customize your reporting and create saved and shared views for quick analysis **Campaign performance** Get delivery and engagement metrics such as impressions, swipes, installs, and more.  **Web conversions** Track conversions, build retargeting audiences, and optimize with the Snap Pixel. **App conversions** Measure app installs, app visits, and post-install app events with attribution and analytics tools.

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Track conversions with the Snap Pixel The Snap Pixel measures the impact of your campaigns across devices. See how many Snapchatters take action on your website after seeing your ads Get started with three simple steps • **Create:** First, log into your Ads Manager account, select 'Snap Pixel' from the navigation, then select 'Create my Snap Pixel'. Watch video. • **Implement:** Next, find the header tags within your website code and paste the code onto every page you want to track actions on. Watch video. • **Analyze:** To see your Pixel data in Ads Manager, click on 'Snap Pixel' from the navigation. This gives you a view of the aggregate statistics and detailed dashboards from your Pixel Data. Watch video. Learn more **Source:** https://forbusiness.snapchat.com/advertising/measurement

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Copy the Pixel snippet below and paste it into the <head></head> of your website.

```
<!-- Snap Pixel Code -->
<script type='text/javascript'>
(function(e,t,n){if(e.snaptr)return;var a=e.snaptr=function()
{a.handleRequest?
a.handleRequest.apply(a,arguments):a.queue.push(arguments)};
a.queue=[];var s='script';r=t.createElement(s);r.async=!0;
r.src=n;var u=t.getElementsByTagName(s)[0];
u.parentNode.insertBefore(r,u);})(window,document,
'https://sc-static.net/scevent.min.js');

snaptr('init', '47f201ac-67d8-4b77-91e6-383d8ff78fd6', {
'user_email': '__INSERT_USER_EMAIL__'
});

snaptr('track', 'PAGE_VIEW');

</script>
<!-- End Snap Pixel Code -->
```

Event Type	Description	Example
PURCHASE	Track purchases	snaptr('track','PURCHASE')
SAVE	Track add to wishlist events of specific items	snaptr('track','SAVE')
START_CHECKOUT	Track checkout events	snaptr('track','START_CHECKOUT')
ADD_CART	Track add to cart events of specific items	snaptr('track','ADD_CART')
VIEW_CONTENT	Track content view events	snaptr('track','VIEW_CONTENT')
ADD_BILLING	Track payment info configuration status	snaptr('track','ADD_BILLING')
SIGN_UP	Track user registration methods	snaptr('track','SIGN_UP')
SEARCH	Track search events	snaptr('track','SEARCH')
PAGE_VIEW	Track webview pages	snaptr('track','PAGE_VIEW')
SUBSCRIBE	Track subscriptions	snaptr('track','SUBSCRIBE')
AD_CLICK	Track advertisement clicks	snaptr('track','AD_CLICK')
AD_VIEW	Track advertisement views	snaptr('track','AD_VIEW')
COMPLETE_TUTORIAL	Track tutorial completions	snaptr('track','COMPLETE_TUTORIAL')
INVITE	Track invitations	snaptr('track','INVITE')
LOGIN	Track logins	snaptr('track','LOGIN')
SHARE	Track shares	snaptr('track','SHARE')
RESERVE	Track reservations	snaptr('track','RESERVE')
ACHIEVEMENT_UNLOCKED	Track achievement unlocks	snaptr('track','ACDHIEVEMENT_UNLOCKED')
ADD_TO_WISHLIST	Track adds to a wishlist	snaptr('track','ADD_TO_WISHLIST')
SPENT_CREDITS	Track credits spent	snaptr('track','SPENT_CREDITS')
RATE	Track rates	snaptr('track','RATE')
START_TRIAL	Track trials started	snaptr('track','START_TRIAL')
LIST_VIEW	Track viewership of lists	snaptr('track','LIST_VIEW')
CUSTOM_EVENT_1	Track up to 5 custom events	snaptr('track','CUSTOM_EVENT_1')
CUSTOM_EVENT_2		snaptr('track','CUSTOM_EVENT_2')
CUSTOM_EVENT_3		snaptr('track','CUSTOM_EVENT_3')
CUSTOM_EVENT_4		snaptr('track','CUSTOM_EVENT_4')
CUSTOM_EVENT_5		snaptr('track','CUSTOM_EVENT_5')

Source: https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-installit#:~:text=The%20Snap%20Pixel%20is%20a%20piece%20of%20JavaScript%20code%20placed,Snapchatters%20take%20on%20your%20website

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Campaigns A campaign has a business objective and organizes Ad Squads. You can define a goal and view stats for this campaign to see whether your goal has been reached. The reports and stats combines all the ad squads within this campaign. **Attributes**

Attribute	Description	Required	Possible Values
ad_account_id	Ad Account ID	R	
daily_budget_micro	Daily Spend Cap (micro-currency)	O	
end_time	End time	O	
name	Campaign name	R	
start_time	Start time	R	
status	Campaign status	R	ACTIVE, PAUSED
lifetime_spend_cap_micro	Lifetime spend cap for the campaign (microcurrency)	O	
measurement_spec	The apps to be tracked for this campaign	R - Required for tracking installs for campaigns containing these ad types: APP_INSTALL, DEEP_LINK, STORY (which swipes up to APP_INSTALL, DEEP_LINK) LENS_APP_INSTALL, LENS_DEEP_LINK	{"ios_app_id":"1234", "android_app_url":"com.snapchat.android"}
objective	Objective of the Campaign	O	Default: BRAND_AWARENESS
buy_model**	Buy Model	O	AUCTION(default), RESERVED
regulations++	Required for Campaigns that run Ads for Credit, Housing, Employment (CHE)	O	{ "restricted_delivery_signals": true }
regulations+-	The candidate / ballot field is optional, but may be required in certain states	O	{ "candidate_ballot_information":"Voting rights for dogs" }
delivery_status	Delivery status	Read-only	See Delivery status

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

	Create a Campaign
	
	This endpoint will create a campaign within a specified ad account.
	
	HTTP Request
	
	`POST https://adsapi.snapchat.com/v1/adaccounts/{ad_account_id}/campaigns`
	
	Parameters
	
	Parameter | Default | Description
	ad_account_id | | Ad Account ID
	
	`curl -X POST \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"campaigns": [{"name": "Cool Campaign", "ad_account_id": "3b0fbace-04b4-4f04-a425-33b5e0af1d0d", "status": "PAUSED", "start_time": "2016-08-11T22:03:58.869Z"}]}' \ "https://adsapi.snapchat.com/v1/adaccounts/{ad_acount_id}/campaigns"`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Ad Squads

An Ad Squad is owned by a *Campaign* and contains one or more *Ads*.

Attributes

Attribute	Description	Required	Possible Values
campaign_id	Campaign ID	R	
bid_micro	Max Bid (micro-currency)	R	Minimum value 10000 , Maximum value 1000000000
billing_event	Billing Event	R	IMPRESSION
daily_budget_micro	Daily Budget (micro-currency)	one of daily_budget_micro or lifetime_budget_micro must be set	Minimum value 5000000 across all supported currencies
lifetime_budget_micro	Lifetime budget (micro-currency)	one of lifetime_budget_micro or daily_budget_micro must be set	
end_time	End time	O	
name	Ad Squad name	R	
optimization_goal	Optimization Goal	R	IMPRESSIONS, SWIPES, APP_INSTALLS, VIDEO_VIEWS, VIDEO_VIEWS_15_SEC, USES, STORY_OPENS, PIXEL_PAGE_VIEW, PIXEL_ADD_TO_CART, PIXEL_PURCHASE, PIXEL_SIGNUP, APP_ADD_TO_CART, APP_PURCHASE, APP_SIGNUP, see Squad Optimization Goals

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

conversion_window	Conversion window optimization, requires optimization_goal is one of APP_INSTALLS, APP_PURCHASE, APP_SIGNUP, APP_ADD_TO_CART, APP_REENGAGE_OPEN, see Squad Optimization window	O	SWIPE_28DAY_VIEW_1DAY, SWIPE_7D
placement_v2	Placement	R	Json object containing advanced placement options See placement_v2
start_time	Start time	O	
status	Ad Squad status	R	ACTIVE, PAUSED
targeting	Targeting spec	R	
type	Ad Squad Type	R	SNAP_ADS, LENS, FILTER
included_content_types **attribute will be deprecated please use** inclusion	Content Type to be included	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
excluded_content_types **attribute will be deprecated please use** exclusion	Content Type to be excluded	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
cap_and_exclusion_config	The frequency cap and exclusion spec	O	
ad_scheduling_config	The schedule for running ads	O	

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

```
curl -X PUT \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"adsquads":
[{"id": "7e52b0f4-a3fc-46f2-9a33-f03d71c55047","name": "Badger Supplies Ad Squad","status":
"ACTIVE","campaign_id": "7b15f643-3052-4eb3-b5e1-09fa1ce0116a","type": "SNAP_ADS","targeting":
{"regulated_content": false,"geos": [{"country_code": "uk"}],"devices": [{"os_type":
"iOS"}],"enable_targeting_expansion": false},"placement_v2": {"config": "AUTOMATIC"},"billing_event":
"IMPRESSION","bid_strategy": "AUTO_BID","daily_budget_micro": 50000000,"start_time": "2021-11-
01T17:12:49.707Z","end_time": "2021-12-01T17:12:49.707Z","optimization_goal": "SWIPES","event_sources":
{"MOBILE_APP": ["8b5b83ec-c593-4a64-9c6d-a0eb9da0edb8"]}}]}' https://adsapi.snapchat.com/v1/campaigns/88539b6b-
93f2-4b3a-8181-ca869cb45088/adsquads
```

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

	Create an Ad Squad
	
	This endpoint creates an Ad Squad within a Campaign.
	
	HTTP Request
	
	`POST https://adsapi.snapchat.com/v1/campaigns/{campaign_id}/adsquads`
	
	Parameters
	
	Parameter | Default | Description
	campaign_id | | Campaign ID
	
	`import snapchat_ads_api` api = snapchat_ads_api.authorize('meowmeowmeow') api.kittens.get() `curl -X POST -H "Content-Type: application/json" \ -H "Authorization: Bearer meowmeowmeow" \ -d '{"adsquads": [{"campaign_id": "6cf25572-048b-4447-95d1-eb48231751be", "name": "Ad Squad Uno", "type": "SNAP_ADS", "placement_v2":{"config": "AUTOMATIC"}, "optimization_goal": "IMPRESSIONS", "bid_micro": 1000000, "daily_budget_micro": 1000000000, "bid_strategy": "LOWEST_COST_WITH_MAX_BID", "billing_event": "IMPRESSION", "targeting": {"geos": [{"country_code": "us"}]}, "start_time": "2016-08-11T22:03:58.869Z"}]}' \ https://adsapi.snapchat.com/v1/campaigns/6cf25572-048b-4447-95d1-eb48231751be/adsquads`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Placement V2 On the 20th of March 2020 we announced the deprecation of the `placement` attribute in favour of `placement_v2`, please ensure that you have switched to using `placement_v2` by the 20th of June 2020. This also means that content targeting via `included_content_types` and `excluded_content_types` moves from the Ad Squad level attributes to the attributes `inclusion` and `exclusion` which are defined within `placement_v2`. Your App will not be able to set or amend the `placement` attribute via Creation or Update requests for any Ad Squads past the 20th June 2020. Any AdSquads that have only the `placement` attribute set will continue to serve based on that setting post 20th June 2020 The below table outlines the relationship between `placement` and `placement_v2`.

placement	placement_v2 - snapchat_positions
SNAP_ADS	INTERSTITIAL_USER, INTERSTITIAL_CONTENT, INSTREAM
USER_STORIES	INTERSTITIAL_USER
CONTENT	INSTREAM
DISCOVER_FEED	FEED
CAMERA	CAMERA
-	GAMES

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Placement V2 Specification

Attribute	Description	Required	Possible Values
config	Configuration for placement	R	AUTOMATIC, CUSTOM
platforms	The platform to place the ads	O	SNAPCHAT
snapchat_positions	List of possible placement positions	INTERSTITIAL_USER, INTERSTITIAL_CONTENT, INSTREAM, FEED, GAMES, CAMERA	
inclusion	Details about the content types to be included	O	{"content_types": [List of possible content types]} Ad Squad must be of `type` SNAP_ADS. `snapchat_positions` must include INSTREAM. Inclusion and exclusion content types must be mutually exclusive NEWS, ENTERTAINMENT, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GAMING, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
exclusion	Details about the content types to be included	O	{"content_types": [List of possible content types]}. Ad Squad must be of `type` SNAP_ADS. `snapchat_positions` must include INSTREAM. Inclusion and exclusion content types must be mutually exclusive NEWS, ENTERTAINMENT, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GAMING, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD

Placement v2 gives advertisers more options and control over the location and context of where ads are placed, and includes all the advanced placement options that Snapchat has to offer. The `inclusion` and `exclusion` attributes within `placement_v2` replaces the previously used `included_content_types` and `included_content_types` attributes which were defined at Ad Squad level.

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Targeting

The API offers a variety of **Targeting** options to allow an advertiser to find the right user at the right time.

There are a variety of endpoints offered that expose the available targeting options.

Targeting Spec

The targeting spec should be constructed based on the possible dimensions outlined below.

Attribute	Description	Required	Note
app_install_states	Defines whether targeted user has App installed or not	O	For usage see App Install states
demographics	List of Demographic Targets	O	Required when using Multi-country targeting
devices	List of Device Targets	O	
geos	List of Geo/Location Targets	R	Multi-country targeting is allowed from 1st April 2020, each country needs to be placed in a `geos` entry, a targeting spec that uses multi-country targeting needs to also include a `demographics` entry that incorporates a single `languages` entry
interests	List of Interest Targets	O	
locations	List of Location categories/Circles	O	
regulated_content	Flag to mark content within the Ad Squad as Regulated Content	O	FALSE (default), TRUE
segments	List of Snap Audience Match Segment Targets	O	
enable_targeting_expansion	Boolean, enabling this allows Snapchat to expand the audience beyond the selected targeting	O	FALSE, TRUE

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Targeting Inclusion / Exclusion

Category	Type	Support	Description
app_install_states	app installation state	See App Install states	Defines whether targeted user has App installed or not
demographics	gender, languages, age_group, min_age, max_age, DLXD	INCLUDE	Gender, Language, Age Groups, Age Range, Advanced Demographics
devices	connection_type, os_type, os_version, carrier, marketing_name	INCLUDE	Connection type, OS Type, OS Version, Carrier, Make
geos	country	INCLUDE/EXCLUDE	Multi-country targeting is allowed from 1st April 2020, each country needs to be placed in a `geos` entry, a targeting spec that uses multi-country targeting needs to also include a `demographics` entry that incorporates a single `languages` entry
geos	region	INCLUDE/EXCLUDE	Region/State
geos	metro	INCLUDE/EXCLUDE	Metro/DMA
geos	postal_code	INCLUDE/EXCLUDE	Zipcode/Post code
interests	SLC	INCLUDE/EXCLUDE	Snap Lifestyle Categories
interests	DLX, DLXS, DLXC, NLN	INCLUDE	Oracle Datalogix DLX/DLXS/DLXC Interest Targeting, Nielsen Interest Targeting
locations	categories_loi, circles	INCLUDE	Location Categories, Location Point Radius
segments	segment_id	INCLUDE/EXCLUDE	Snap Audience Match, Pixel Custom Audiences, Mobile Audiences, Engagement Audiences

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Device

Device targeting allows an advertiser to find a user based on a variety of criteria regarding the user's mobile device.

Device - Connection Type

Get Connection Type Targeting Options

This endpoint retrieves the list of device connection type targeting options.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/device/connection_type
```

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.device.connection_types() curl
"https://adsapi.snapchat.com/v1/targeting/device/connection_type" -H
"Authorization: Bearer meowmeowmeow"
```


```
{ "status": "success", "request_id": "57abbd65000543a87d7116e2",
"targeting_dimensions": [ { "sub_request_status": "success",
"connection_type": { "name": "WIFI", "id": "1" } }, { "sub_request_status":
"success", "connection_type": { "name": "CELL", "id": "2" } } ] }
```


Device - OS Type

Get Device OS Type Targeting Options

This endpoint retrieves the list of device OS type targeting options.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/device/os_type
```

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.device.os_types() curl
"https://adsapi.snapchat.com/v1/targeting/device/os_type" -H "Authorization:
Bearer meowmeowmeow"
```


```
{ "status": "success", "request_id": "57abbe48000da048b37f6ddc",
"targeting_dimensions": [ { "sub_request_status": "success", "os_type": {
"name": "iOS", "id": "1" } }, { "sub_request_status": "success", "os_type": {
"name": "ANDROID", "id": "2" } } ] }
```


Device - OS Version

Get Device OS Version Targeting Options

This endpoint retrieves the list of device OS version targeting options. These OS versions can then be used in targeting as os_version_min and os_version_max.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/device/{{OS_TYPE}}/os_version
```

Parameter	Possible Values
OS_TYPE	iOS, ANDROID

```
import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.device.os_types() curl
"https://adsapi.snapchat.com/v1/targeting/device/iOS/os_version" -H "Authorization: Bearer
meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id": "5913bd1900ff0878f97f6fb40f0001737",
"targeting_dimensions": [ { "sub_request_status": "SUCCESS", "os_version": { "id":
"1970324836974592", "name": "7.0" } }, { "sub_request_status": "SUCCESS", "os_version": {
"id": "1970333426909184", "name": "7.0.2" } }, [[snip]] { "sub_request_status": "SUCCESS",
"os_version": { "id": "2818056891924480", "name": "10.3.2" } } ] }
```


Device - Carrier

Get Device Carrier Targeting Options

This endpoint retrieves the list of device carrier targeting options.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/device/carrier
```

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.device.carriers() curl
"https://adsapi.snapchat.com/v1/targeting/device/carrier" -H
"Authorization: Bearer meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id":
"5833291400ff098fc49db751b80001737e6164736170697363000162756 96c642d32663
033323832622d646d612d6361727269657232000101 1e", "targeting_dimensions":
[ { "sub_request_status": "SUCCESS", "carrier": { "id": "US_ATT",
"name": "AT&T", "valid_country": "us" } }, { "sub_request_status":
"SUCCESS", "carrier": { "id": "US_BOOSTMOBILE", "name": "Boost Mobile",
"valid_country": "us" } }, { "sub_request_status": "SUCCESS", "carrier":
{ "id": "US_CSPIRE", "name": "C Spire", "valid_country": "us" } } ] }
```

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	Device - Make
	
	Get Device Make Targeting Options
	
	This endpoint retrieves the list of device make targeting options. Please note that specifying a parent level make option like "Apple/" in the targeting spec will include all devices of the kind "Apple/*" like "Apple/iPad (3rd Gen)/", "Apple/iPhone 4/", "Apple/iPhone 7 Plus/" etc.
	
	HTTP Request
	
	`GET https://adsapi.snapchat.com/v1/targeting/device/marketing_name`
	
	`import snapchat_ads_api` `api = snapchat_ads_api.authorize('meowmeowmeow')`
	`api.targeting.device.marketingname()` `curl "https://adsapi.snapchat.com/v1/targeting/device/marketing_name" -H "Authorization: Bearer meowmeowmeow"`
	
	{ "request_status": "SUCCESS", "request_id": "5964167200ff0255988362e6420001737e6164736170697363000162756 96c642d32353936663565632d312d38312d3100010126", "paging": {}, "targeting_dimensions": [{ "sub_request_status": "SUCCESS", "marketing_name": { "id": "Acer/", "name": "Acer" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Apple/", "name": "Apple" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Apple/iPad (3rd Gen)/", "name": "Apple > iPad (3rd Gen)" } }, [[[snip]]] { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Xiaomi/Redmi Note 4/", "name": "Xiaomi > Redmi Note 4" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "ZTE/", "name": "ZTE" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "ZTE/Zmax Pro/", "name": "ZTE > Zmax Pro" } }] }

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Geolocation Geolocation targeting is based on the device's location at the time the ad is served. **Geolocation - Country** **Get Country Targeting Options** This endpoint retrieves the list of country targeting options. **HTTP Request** `GET https://adsapi.snapchat.com/v1/targeting/geo/country` `import snapchat_ads_api` api = snapchat_ads_api.authorize('meowmeowmeow') api.targeting.geo.countries() `curl "https://adsapi.snapchat.com/v1/targeting/geo/country" -H "Authorization: Bearer meowmeowmeow"` { "status": "success", "request_id": "57abb71f00067458450ddec8", "targeting_dimensions": [{ "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "3", "name": "au" }, "country": { "id": "166", "name": "cocos (keeling) islands", "code": "cck", "code2": "cc" } } }, { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "5", "name": "eu" }, "country": { "id": "246", "name": "finland", "code": "fin", "code2": "fi" } } }, [[[snip]]] { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "3", "name": "au" }, "country": { "id": "334", "name": "heard and mc donald islands", "code": "hmd", "code2": "hm" } } }, { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "1", "name": "af" }, "country": { "id": "454", "name": "malawi", "code": "mwi", "code2": "mw" } } }] }

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Geolocation - Region / State

Get Region / State Targeting Options

This endpoint retrieves the list of region/state targeting options.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/region
```

Parameters

Parameter	Default	Description
country_code		ISO ALPHA-2 Country Code (lowercase)

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.geo.regions(country_code='us') curl
"https://adsapi.snapchat.com/v1/targeting/geo/us/region" -H
"Authorization: Bearer meowmeowmeow"
```


```
{ "status": "success", "request_id": "57abb9ac000caa30eb4ac303",
"targeting_dimensions": [ { "sub_request_status": "success", "region":
{ "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" },
"country": { "id": "840", "name": "united states", "code": "usa",
"code2": "us" }, "region": { "id": "16", "code": "ia", "name": "iowa" }
} }, { "sub_request_status": "success", "region": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "usa", "code2": "us" }, "region": {
"id": "21", "code": "md", "name": "maryland" } } }, [[[ snip ]]] {
"sub_request_status": "success", "region": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "usa", "code2": "us" }, "region": {
"id": "31", "code": "nj", "name": "new jersey" } } }, {
"sub_request_status": "success", "region": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "usa", "code2": "us" }, "region": {
"id": "22", "code": "ma", "name": "massachusetts" } } }, {
"sub_request_status": "success", "region": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "usa", "code2": "us" }, "region": {
"id": "48", "code": "wa", "name": "washington" } } } ] }
```


Geolocation - Metro / DMA

Get Metro / DMA Options

This endpoint retrieves the list of metro/dma targeting options.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/metro
```

Parameters

Parameter	Default	Description
country_code		ISO ALPHA-2 Country Code (lowercase)

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.geo.metros(country_code='us') curl
"https://adsapi.snapchat.com/v1/targeting/geo/us/metro" -H
"Authorization: Bearer meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id":
"5848879d00ff0ade2a482631b50001737e6164736170697363000162756 96c642d39323
764616530622d312d32372d330001010c", "targeting_dimensions": [ {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"557", "name": "knoxville", "regions": "ky/tn" } } }, {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"641", "name": "san antonio", "regions": "tx" } } }, [[[ snip ]]] {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"717", "name": "quincy-hannibal-keokuk", "regions": "ia/il/mo" } } }, {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"546", "name": "columbia, sc", "regions": "sc" } } } ] }
```

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Zipcode

Get Zipcode Targeting Options

This endpoint retrieves the list of zipcode targeting options.

This endpoint supports pagination. Specify the number of entries to be returned using the limit paramter. The paging object in the response will include next_link which indicates the next url to be fetched.

Please note that United Arab Emirates do not use zip codes.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/postal_code?cursor=0&limit=500
```

Parameters

Parameter	Default	Description
country_code		ISO ALPHA-2 Country Code (lowercase)
cursor		cursor/page number
limit		Page size. the number of entries to be retrieved in one page. Can be between 10-10000

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.geo.zipcode() curl
"https://adsapi.snapchat.com/v1/targeting/geo/us/postal_code?cursor=0&limit=500" -H "Authorization: Bearer meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id":
"594db13f00ff05364288a100ff4b0001737e6164736170697363000162756 96c642d3635
6130306562372d312d37382d3100010121", "paging": { "next_link":
"https://adsapisc.appspot.com/v1/targeting/geo/us/postal_code?limit=500&c
ursor=1" }, "targeting_dimensions": [ { "sub_request_status": "SUCCESS",
"postal_code": { "postalCode": "13024", "lat": 0, "lon": 0, "continent":
{ "id": "6", "name": "na" }, "country": { "id": "840", "name": "united
states", "code": "us", "code2": "us" }, "region": { "id": "33", "code":
"ny", "name": "new york" }, "city": { "id": "4587", "name": "auburn" } }
}, [[snip] { "sub_request_status": "SUCCESS", "postal_code": {
"postalCode": "94927", "lat": 0, "lon": 0, "continent": { "id": "6",
"name": "na" }, "country": { "id": "840", "name": "united states",
"code": "us", "code2": "us" }, "region": { "id": "5", "code": "ca",
"name": "california" }, "city": { "id": "2370", "name": "rohnert park" }
} } ] }
```


Location

Location targeting allows an advertiser to target users based on their location.

Location - Categories

Get Location Categories Targeting Options

This endpoint retrieves the list of location categories.

HTTP Request

```
GET https://adsapi.snapchat.com/v1/targeting/location/categories_loi
```

Attributes

Attribute	Description	Required	Possible Values
proximity	Proximity to selected location categories	R	
proximity_unit	Unit to be used for radius	R	METERS (default), KILOMETERS, FEET, MILES

```
import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.location.catgeories() curl
"https://adsapi.snapchat.com/v1/targeting/location/categories_loi" -H
"Authorization: Bearer meowmeowmeow"
```


```
Response: { "request_status": "SUCCESS", "request_id":
"5a01027200ff0e853c41a9d48100017 37e7465616d6b6f363139000161646d616e616765722d617
0693a6275696c642d3335613934326163 2d6c6f632d6c6f6900010106", "paging": {},
"targeting_dimensions": [ { "sub_request_status": "SUCCESS", "categories_loi": {
"id": "LOI_1000", "name": "Arts & Entertainment", "path":"/Arts & Entertainment"
} }, { "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1001",
"name": "Comedy Clubs", "parent_id": "LOI_1000", "path":"/Arts &
Entertainment/Comedy Clubs" } }, { "sub_request_status": "SUCCESS",
"categories_loi": { "id": "LOI_1002", "name": "Galleries & Museums",
"parent_id": "LOI_1000", "path":"/Arts & Entertainment/Galleries & Museums" } },
{ "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1003", "name":
"Movie Theaters", "parent_id": "LOI_1000", "path":"/Arts & Entertainment/Movie
Theaters" } }, ... // etc. ] }
```

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Location - Point Radius

Using point radius targeting advertisers can pass in lists of latitude, longitude, and radius "circles" for location targeting. You can add up to 500 circles in the targeting spec.

Attributes

Attribute	Description	Required	Possible Values
latitude	Latitude in decimal degrees	R	
longitude	Longitude in decimal degrees	R	
radius	Radius in meters (minimum 96 meters and maximum 100000 meters)	R	
unit	Unit to be used for radius	O	METERS (default), KILOMETERS, FEET, MILES

```
"targeting": { "regulated_content": "false", "demographics": [ { "age_groups": [ "21-24" ] } ], "geos": [ {
"country_code": "us" } ], "locations": [ { "circles": [ { "latitude": 47.612447, "longitude": -122.336751,
"radius": 500 }, { "latitude": 47.617102, "longitude": -122.203961, "radius": 50, "unit": "KILOMETERS" } ],
"operation": "INCLUDE" } ] }
```

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Core Metrics The following metrics are available for all Snap Ads. **Field Name** / **Description** impressions — Impression Count swipes — Swipe-Up Count view_time_millis — Use screen_time_millis instead. Total Time Spent on top Snap Ad (milliseconds) screen_time_millis — Total Time Spent on top Snap Ad (milliseconds) quartile_1 — Video Views to 25% quartile_2 — Video Views to 50% quartile_3 — Video Views to 75% view_completion — Video Views to completion spend — Amount Spent (micro-currency) video_views — The total number of impressions that meet the qualifying video view criteria of at least 2 seconds of consecutive watch time or a swipe up action on the Top Snap *For additional metrics, see also:* https://developers.snapchat.com/api/docs/#additional-metrics)

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Conversion Reporting The **action_report_time** parameter specifies the timing to use when requesting conversion reporting. Passing the value **conversion** will return conversions based on the time the user triggered the conversion event, passing the value **impression** will return conversions based on the time the ad impression took place. Reporting for conversions based on ad impression (action_report_time=impression), are available from 1st May 2020 onwards.

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Conversion Event Stats The following conversion event metrics are available for ads that have been setup to track conversions through Snap Pixel.

Fields	Granularity	Description
conversion_purchases	Any	# of attributed "PURCHASE" conversion events
conversion_purchases_value	Any	Value of attributed "PURCHASE" conversion events (microcurrency in Ad Account's currency)
conversion_save	Any	# of attributed "SAVE" conversion events
conversion_start_checkout	Any	# of attributed "START_CHECKOUT" conversion events
conversion_add_cart	Any	# of attributed "ADD_CART" conversion events
conversion_view_content	Any	# of attributed "VIEW_CONTENT" conversion events
conversion_add_billing	Any	# of attributed "ADD_BILLING" conversion events
conversion_sign_ups	Any	# of attributed "SIGN_UP" conversion events
conversion_searches	Any	# of attributed "SEARCH" conversion events
conversion_level_completes	Any	# of attributed "LEVEL_COMPLETE" conversion events
conversion_app_opens	Any	# of attributed "APP_OPEN" conversion events
conversion_page_views	Any	# of attributed "PAGE_VIEW" conversion events
conversion_subscribe	Any	# of attributed "SUBSCRIBE" conversion events
conversion_ad_click	Any	# of attributed "AD_CLICK" conversion events
conversion_ad_view	Any	# of attributed "AD_VIEW" conversion events
conversion_complete_tutorial	Any	# of attributed "COMPLETE_TUTORIAL" conversion events
conversion_invite	Any	# of attributed "INVITE" conversion events
conversion_login	Any	# of attributed "LOGIN" conversion events

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conversion_share	Any	# of attributed "SHARE" conversion events
conversion_reserve	Any	# of attributed "RESERVE" conversion events
conversion_achievement_unlocked	Any	# of attributed "ACHIEVEMENT_UNLOCKED" conversion events
conversion_add_to_wishlist	Any	# of attributed "ADD_TO_WISHLIST" conversion events
conversion_spend_credits	Any	# of attributed "SPENT_CREDITS" conversion events
conversion_rate	Any	# of attributed "RATE" conversion events
conversion_start_trial	Any	# of attributed "START_TRIAL" conversion events
conversion_list_view	Any	# of attributed "LIST_VIEW" conversion events
conversion_visit	Any	# of attributed "VISIT" conversion events
custom_event_1	Any	# of attributed "CUSTOM_EVENT_1" conversion events
custom_event_2	Any	# of attributed "CUSTOM_EVENT_2" conversion events
custom_event_3	Any	# of attributed "CUSTOM_EVENT_3" conversion events
custom_event_4	Any	# of attributed "CUSTOM_EVENT_4" conversion events
custom_event_5	Any	# of attributed "CUSTOM_EVENT_5" conversion events

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Conversion breakout The parameter **conversion_source_types** provides a breakout of conversions based on where the conversions occurred. **Parameter** / **Description** total — All conversion events web — Events reported via the Snap Pixel SDK app — Events reported within an App offline — Events reported from an offline source (in-store) `curl "https://adsapi.snapchat.com/v1/adsquads/0b7e62aa-a8bc-48f6-a410-c65eee9cc9a7/stats?fields=conversion_purchases,impressions,spend,swipe_up_percent,swipes,view_completion&conversion_source_types=total,web,app" -H "Authorization: Bearer meowmeowmeow"`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Conversion Event Stats The conversion event metrics available are listed here **Get Campaign Stats** This endpoint retrieves stats for the specified Campaign. **HTTP Request** `GET https://adsapi.snapchat.com/v1/campaigns/{campaign-id}/stats` **Parameters** Parameter | Default | Description campaign-id | | Campaign ID

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	`import snapchat_ads_api` `api = snapchat_ads_api.authorize('meowmeowmeow')` `api.campaigns.get('123').stats()` `curl "https://adsapi.snapchat.com/v1/campaigns/69d120bd-b319-4201-9a2a-0e64b2ee5411/stats?granularity=DAY&fields=impressions,swipes,conversion_purchases,conversion_save,conversion_start_checkout,conversion_add_cart,conversion_view_content,conversion_add_billing,conversion_sign_ups,conversion_searches,conversion_level_completes,conversion_app_opens,conversion_page_views&start_time=2017-04-28T07:00:00.000-00:00&end_time=2017-04-30T07:00:00.000-00:00" \ -H "Authorization: Bearer meowmeowmeow"`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	Snap Pixel Snap Pixel provides an entity that advertisers can use to build a correlation between the ads that the users viewed and the conversions that happened on advertiser's website. **Create a Pixel** You can create a Snap Pixel for your Ad Account on Ad Manager **Get the Pixel associated with an Ad Account** This endpoint retrieves the pixel associated with the specified Ad Account. **HTTP Request** `GET https://adsapi.snapchat.com/v1/adaccounts/{ad_account_id}/pixels` **Parameters** Parameter | Default | Description ad_account_id | | Ad Account ID

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	`import snapchat_ads_api` api = snapchat_ads_api.authorize('meowmeowmeow') api.ad_accounts.getpixel() curl "https://adsapi.snapchat.com/v1/adaccounts/{ad_account_id}/pixels" \ -H "Authorization: Bearer meowmeowmeow"

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

	Implementing the Snap Pixel
	
	Please check Business Help Center for steps to implement the pixel on your website.
	
	Get a Specific Pixel
	
	This endpoint retrieves a specific pixel.
	
	HTTP Request
	
	`GET https://adsapi.snapchat.com/v1/pixels/<PIXEL_ID>`
	
	URL Parameters
	
	Parameter: ID
	Description: The ID of the Pixel to retrieve
	
	`import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')`
	`api.pixels.get('d150c297-55a5-44e4-a4a0-37180a694ba8') curl "https://adsapi.snapchat.com/v1/pixels/sf6f3815-3527-49e3-a5a7-b9681b31daf4" \ -H "Authorization: Bearer meowmeowmeow"`
	
	Source: https://developers.snapchat.com/api/docs/

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	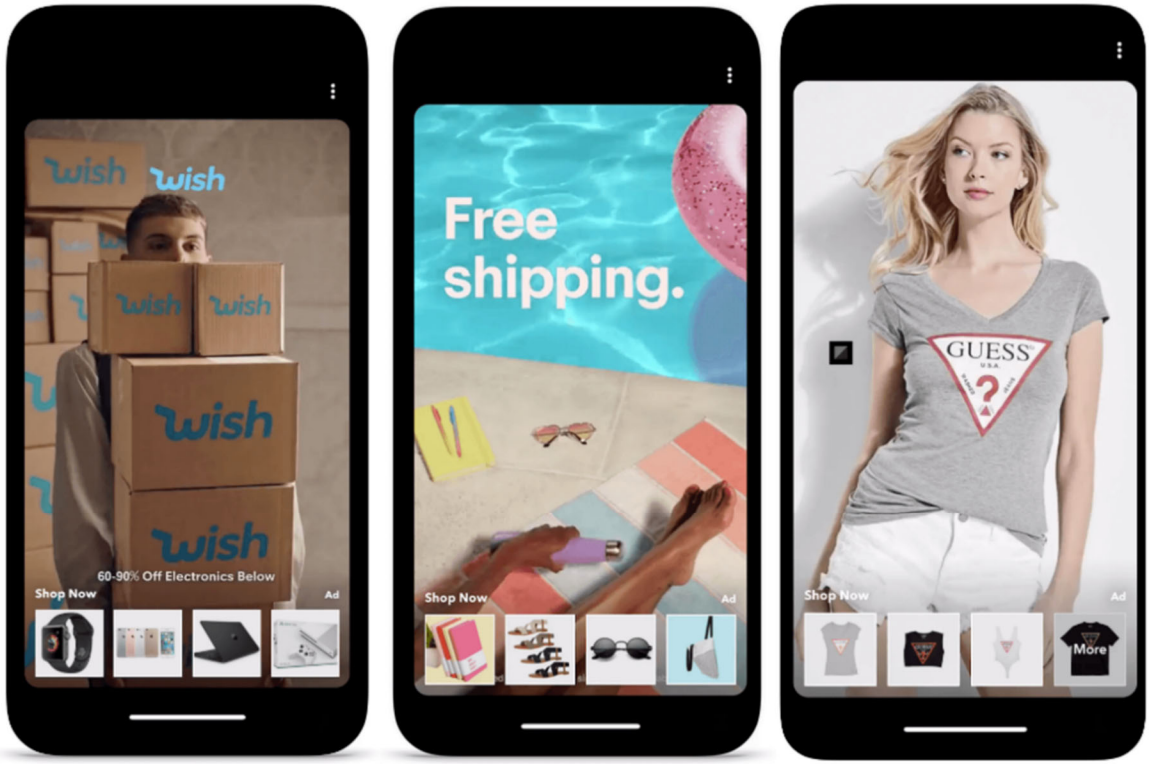 **Source:** https://marketingland.com/snapchat-launches-multiple-e-commerce-ad-options-in-time-for-holiday-shopping-249063 *See also* claim element [1pre]; https://forbusiness.snapchat.com/advertising (discussing Snapchat advertising); https://forbusiness.snapchat.com/advertising/objectives (discussing Snapchat advertising objectives); https://forbusiness.snapchat.com/advertising/targeting (discussing Snapchat advertising

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	targeting); https://forbusiness.snapchat.com/blog/how-to-create-a-retargeting-campaign-on-snapchat (describing Snapchat advertising re-targeting); https://forbusiness.snapchat.com/advertising/measurement (discussing Snapchat advertising measurement); https://www.snap.com/en-US/ad-policies (discussing Snapchat ad policies); https://forbusiness.snapchat.com/resources/advertising-guides (providing Snapchat advertising guides); https://forbusiness.snapchat.com/blog/creative-best-practices-snapchat-for-business (describing Snapcht ads best practices); https://forbusiness.snapchat.com/resources/ad-specs (describing Snapchat ad specifications); https://forbusiness.snapchat.com/resources/creative-tools (describing Snapchat ad creative tools); https://forbusiness.snapchat.com/advertising/industry/app (describing app ads on Snapchat); https://forbusiness.snapchat.com/advertising/industry/ecommerce (describing ecommerce ads on Snapchat); https://www.youtube.com/playlist?list=PLZry9RsQ-S0Iw_38whqq-pMdeWwKmhn7U (providing Snapchat ad tutorials); https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create (describing Instant Create); https://forbusiness.snapchat.com/blog/how-to-promote-on-snapchat-with-advanced-create (describing Advanced Create); https://forbusiness.snapchat.com/advertising/pricing (describing Snapchat ad pricing); https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-install-it (describing Snap Pixel); https://developers.snapchat.com/ads/ (Snapchat Marketing APIs) https://developers.snapchat.com/api/docs/ (describing Snapchat API documentation); https://developers.snapchat.com/api/docs/#ads (Snapchat API regarding Ads); https://developers.snapchat.com/api/docs/#targeting (Snapchat API regarding Targeting); https://developers.snapchat.com/api/docs/#snap-audience-match (Snapchat API regarding Audience); https://developers.snapchat.com/api/docs/#sam-lookalikes (Snapchat API regarding Lookalikes); https://developers.snapchat.com/api/docs/#example-targeting-specs (Snapchat API regarding Example Targeting Specs); https://developers.snapchat.com/api/docs/#audience-insights (Snapchat API regarding Audience Insights); https://developers.snapchat.com/api/docs/#delivery-status (Snapchat API regarding Delivery Status); https://developers.snapchat.com/api/docs/#audience-filters (Snapchat

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	API regarding Audience Filters); https://developers.snapchat.com/api/docs/#measurement (Snapchat API regarding Measurement); https://developers.snapchat.com/api/docs/#conversion-api (Snapchat API regarding Conversion API)
[b] receiving a set of contextual information with respect to the first user;	Snapchat receives a set of contextual information with respect to the first user. For example, Snapchat's Accused Functionalities receive information about users, including information about user location (whether through GPS, IP address, WiFi, cell towers, or other information), which informs Snapchat about user location and user device type, and the operating system running on the user's device as shown in the following exemplary citations:

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	Information We Get When You Use Our Services
	
	When you use our services, we collect information about which of those services you've used and how you've used them. We might know, for instance, that you watched a particular Story, saw a specific ad for a certain period of time, and sent a few Snaps. Here's a fuller explanation of the types of information we collect when you use our services:
	
	• **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
	  ◦ how you interact with our services, such as which filters you view or apply to Snaps, which Stories you watch on Discover, whether you're using Spectacles, or which search queries you submit.
	  ◦ how you communicate with other Snapchatters, such as their names, the time and date of your communications, the number of messages you exchange with your friends, which friends you exchange messages with the most, and your interactions with messages (such as when you open a message or capture a screenshot).
	• **Content Information.** We collect content you create on our services, such as custom stickers, and information about the content you create or provide, such as if the recipient has viewed the content and the metadata that is provided with the content.
	• **Device Information.** We collect information from and about the devices you use. For example, we collect:
	  ◦ information about your hardware and software, such as the hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, apps installed, unique device identifiers, browser type, language, battery level, and time zone;
	  ◦ information from device sensors, such as accelerometers, gyroscopes, compasses, microphones, and whether you have headphones connected; and
	  ◦ information about your wireless and mobile network connections, such as mobile phone number, service provider, IP address, and signal strength.
	• **Device Phonebook.** Because Snapchat is all about communicating with friends, we may—with your permission—collect information from your device's phonebook.
	• **Camera and Photos.** Many of our services require us to collect images and other information from your device's camera and photos. For example, you won't be able to send Snaps or upload photos from your camera roll unless we can access your camera or photos.
	• **Location Information.** When you use our services we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.
	• **Information Collected by Cookies and Other Technologies.** Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. We may also use these technologies to collect information when you interact with services we offer through one of our partners, such as advertising and commerce features. For example, we may use information collected on other websites to show you more relevant ads. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services. To learn more about how we and our partners use cookies on our services and your choices, please check out our Cookie Policy.

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	How We Use Information What do we do with the information we collect? For the detailed answer, go here. The short answer is: Provide you with an amazing set of products and services that we relentlessly improve. Here are the ways we do that: • develop, operate, improve, deliver, maintain, and protect our products and services. • send you communications, including by email. For example, we may use email to respond to support inquiries or to share information about our products, services, and promotional offers that we think may interest you. • monitor and analyze trends and usage. • personalize our services by, among other things, suggesting friends, profile information, or Bitmoji stickers, or customizing the content we show you, including ads. • contextualize your experience by, among other things, tagging your Memories content using your precise location information (if, of course, you've given us permission to collect that information) and applying other labels based on the content. • provide and improve our advertising services, ad targeting, and ad measurement, including through the use of your precise location information (again, if you've given us permission to collect that information), both on and off our services. See the Control Over Your Information section below for more information about Snap Inc.'s advertising practices and your choices. • enhance the safety and security of our products and services. • verify your identity and prevent fraud or other unauthorized or illegal activity. • use information we've collected from cookies and other technology to enhance our services and your experience with them. • enforce our Terms of Service and other usage policies and comply with legal requirements. **Source:** https://snap.com/en-US/privacy/privacy-policy

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Targeting

The API offers a variety of **Targeting** options to allow an advertiser to find the right user at the right time.

There are a variety of endpoints offered that expose the available targeting options.

Targeting Spec

The targeting spec should be constructed based on the possible dimensions outlined below.

Attribute	Description	Required	Note
app_install_states	Defines whether targeted user has App installed or not	O	For usage see App Install states
demographics	List of Demographic Targets	O	Required when using Multi-country targeting
devices	List of Device Targets	O	
geos	List of Geo/Location Targets	R	Multi-country targeting is allowed from 1st April 2020, each country needs to be placed in a `geos` entry, a targeting spec that uses multi-country targeting needs to also include a `demographics` entry that incorporates a single `languages` entry
interests	List of Interest Targets	O	
locations	List of Location categories/Circles	O	
regulated_content	Flag to mark content within the Ad Squad as Regulated Content	O	FALSE (default), TRUE
segments	List of Snap Audience Match Segment Targets	O	
enable_targeting_expansion	Boolean, enabling this allows Snapchat to expand the audience beyond the selected targeting	O	FALSE, TRUE

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Targeting Inclusion / Exclusion

Category	Type	Support	Description
app_install_states	app installation state	See App Install states	Defines whether targeted user has App installed or not
demographics	gender, languages, age_group, min_age, max_age, DLXD	INCLUDE	Gender, Language, Age Groups, Age Range, Advanced Demographics
devices	connection_type, os_type, os_version, carrier, marketing_name	INCLUDE	Connection type, OS Type, OS Version, Carrier, Make
geos	country	INCLUDE/EXCLUDE	Multi-country targeting is allowed from 1st April 2020, each country needs to be placed in a `geos` entry, a targeting spec that uses multi-country targeting needs to also include a `demographics` entry that incorporates a single `languages` entry
geos	region	INCLUDE/EXCLUDE	Region/State
geos	metro	INCLUDE/EXCLUDE	Metro/DMA
geos	postal_code	INCLUDE/EXCLUDE	Zipcode/Post code
interests	SLC	INCLUDE/EXCLUDE	Snap Lifestyle Categories
interests	DLX, DLXS, DLXC, NLN	INCLUDE	Oracle Datalogix DLX/DLXS/DLXC Interest Targeting, Nielsen Interest Targeting
locations	categories_loi, circles	INCLUDE	Location Categories, Location Point Radius
segments	segment_id	INCLUDE/EXCLUDE	Snap Audience Match, Pixel Custom Audiences, Mobile Audiences, Engagement Audiences

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	Device
	Device targeting allows an advertiser to find a user based on a variety of criteria regarding the user's mobile device.
	Device - Connection Type
	Get Connection Type Targeting Options
	This endpoint retrieves the list of device connection type targeting options.
	HTTP Request
	`GET https://adsapi.snapchat.com/v1/targeting/device/connection_type`
	`import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow') api.targeting.device.connection_types() curl "https://adsapi.snapchat.com/v1/targeting/device/connection_type" -H "Authorization: Bearer meowmeowmeow"`
	`{ "status": "success", "request_id": "57abbd65000543a87d7116e2", "targeting_dimensions": [ { "sub_request_status": "success", "connection_type": { "name": "WIFI", "id": "1" } }, { "sub_request_status": "success", "connection_type": { "name": "CELL", "id": "2" } } ] }`
	Device - OS Type
	Get Device OS Type Targeting Options
	This endpoint retrieves the list of device OS type targeting options.
	HTTP Request
	`GET https://adsapi.snapchat.com/v1/targeting/device/os_type`
	`import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow') api.targeting.device.os_types() curl "https://adsapi.snapchat.com/v1/targeting/device/os_type" -H "Authorization: Bearer meowmeowmeow"`
	`{ "status": "success", "request_id": "57abbe48000da048b37f6ddc", "targeting_dimensions": [ { "sub_request_status": "success", "os_type": { "name": "iOS", "id": "1" } }, { "sub_request_status": "success", "os_type": { "name": "ANDROID", "id": "2" } } ] }`

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	Device - OS Version **Get Device OS Version Targeting Options** This endpoint retrieves the list of device OS version targeting options. These OS versions can then be used in targeting as os_version_min and os_version_max. **HTTP Request** `GET https://adsapi.snapchat.com/v1/targeting/device/{{OS_TYPE}}/os_version` Parameter: OS_TYPE — Possible Values: iOS, ANDROID `import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')` `api.targeting.device.os_types() curl "https://adsapi.snapchat.com/v1/targeting/device/iOS/os_version" -H "Authorization: Bearer meowmeowmeow"` `{ "request_status": "SUCCESS", "request_id": "5913bd1900ff0878f97f6fb40f0001737", "targeting_dimensions": [{ "sub_request_status": "SUCCESS", "os_version": { "id": "1970324836974592", "name": "7.0" } }, { "sub_request_status": "SUCCESS", "os_version": { "id": "1970333426909184", "name": "7.0.2" } }, [[SNIP]] { "sub_request_status": "SUCCESS", "os_version": { "id": "2818056891924480", "name": "10.3.2" } }] }`  **Device - Carrier**  **Get Device Carrier Targeting Options** This endpoint retrieves the list of device carrier targeting options.  **HTTP Request** `GET https://adsapi.snapchat.com/v1/targeting/device/carrier`  `import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')` `api.targeting.device.carriers() curl "https://adsapi.snapchat.com/v1/targeting/device/carrier" -H "Authorization: Bearer meowmeowmeow"`  `{ "request_status": "SUCCESS", "request_id": "5833291400ff098fc49db751b80001737e61647361706973630001627569 6c642d32663033323832622d646d612d6361727269657232000101 1e", "targeting_dimensions": [{ "sub_request_status": "SUCCESS", "carrier": { "id": "US_ATT", "name": "AT&T", "valid_country": "us" } }, { "sub_request_status": "SUCCESS", "carrier": { "id": "US_BOOSTMOBILE", "name": "Boost Mobile", "valid_country": "us" } }, { "sub_request_status": "SUCCESS", "carrier": { "id": "US_CSPIRE", "name": "C Spire", "valid_country": "us" } }] }`

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	Device - Make
	
	Get Device Make Targeting Options
	
	This endpoint retrieves the list of device make targeting options. Please note that specifying a parent level make option like "Apple/" in the targeting spec will include all devices of the kind "Apple/*" like "Apple/iPad (3rd Gen)/", "Apple/iPhone 4/", "Apple/iPhone 7 Plus/" etc.
	
	HTTP Request
	
	`GET https://adsapi.snapchat.com/v1/targeting/device/marketing_name`
	
	`import snapchat_ads_api` `api = snapchat_ads_api.authorize('meowmeowmeow')`
	`api.targeting.device.marketingname()` `curl "https://adsapi.snapchat.com/v1/targeting/device/marketing_name" -H "Authorization: Bearer meowmeowmeow"`
	
	`{ "request_status": "SUCCESS", "request_id": "5964167200ff0255988362e6420001737e6164736170697363000162756 96c642d32353936663565632d312d38312d3100010126", "paging": {}, "targeting_dimensions": [{ "sub_request_status": "SUCCESS", "marketing_name": { "id": "Acer/", "name": "Acer" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Apple/", "name": "Apple" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Apple/iPad (3rd Gen)/", "name": "Apple > iPad (3rd Gen)" } }, [[[snip]]] { "sub_request_status": "SUCCESS", "marketing_name": { "id": "Xiaomi/Redmi Note 4/", "name": "Xiaomi > Redmi Note 4" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "ZTE/", "name": "ZTE" } }, { "sub_request_status": "SUCCESS", "marketing_name": { "id": "ZTE/Zmax Pro/", "name": "ZTE > Zmax Pro" } }] }`

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	Geolocation Geolocation targeting is based on the device's location at the time the ad is served. **Geolocation - Country** **Get Country Targeting Options** This endpoint retrieves the list of country targeting options. **HTTP Request** `GET https://adsapi.snapchat.com/v1/targeting/geo/country` `import snapchat_ads_api` api = snapchat_ads_api.authorize('meowmeowmeow') api.targeting.geo.countries() `curl "https://adsapi.snapchat.com/v1/targeting/geo/country" -H "Authorization: Bearer meowmeowmeow"` { "status": "success", "request_id": "57abb71f00067458450ddec8", "targeting_dimensions": [{ "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "3", "name": "au" }, "country": { "id": "166", "name": "cocos (keeling) islands", "code": "cck", "code2": "cc" } } }, { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "5", "name": "eu" }, "country": { "id": "246", "name": "finland", "code": "fin", "code2": "fi" } } }, [[[snip]]] { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "3", "name": "au" }, "country": { "id": "334", "name": "heard and mc donald islands", "code": "hmd", "code2": "hm" } } }, { "sub_request_status": "success", "country": { "lat": 0, "lon": 0, "continent": { "id": "1", "name": "af" }, "country": { "id": "454", "name": "malawi", "code": "mwi", "code2": "mw" } } }] }

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	Geolocation - Region / State
	
	Get Region / State Targeting Options
	
	This endpoint retrieves the list of region/state targeting options.
	
	HTTP Request
	
	`GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/region`
	
	Parameters
	
	Parameter | Default | Description
	country_code | | ISO ALPHA-2 Country Code (lowercase)
	
	`import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow') api.targeting.geo.regions(country_code='us') curl "https://adsapi.snapchat.com/v1/targeting/geo/us/region" -H "Authorization: Bearer meowmeowmeow"`
	
	`{ "status": "success", "request_id": "57abb9ac000caa30eb4ac303", "targeting_dimensions": [{ "sub_request_status": "success", "region": { "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" }, "country": { "id": "840", "name": "united states", "code": "usa", "code2": "us" }, "region": { "id": "16", "code": "ia", "name": "iowa" } } }, { "sub_request_status": "success", "region": { "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" }, "country": { "id": "840", "name": "united states", "code": "usa", "code2": "us" }, "region": { "id": "21", "code": "md", "name": "maryland" } } }, [[[snip]]] { "sub_request_status": "success", "region": { "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" }, "country": { "id": "840", "name": "united states", "code": "usa", "code2": "us" }, "region": { "id": "31", "code": "nj", "name": "new jersey" } } }, { "sub_request_status": "success", "region": { "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" }, "country": { "id": "840", "name": "united states", "code": "usa", "code2": "us" }, "region": { "id": "22", "code": "ma", "name": "massachusetts" } } }, { "sub_request_status": "success", "region": { "lat": 0, "lon": 0, "continent": { "id": "6", "name": "na" }, "country": { "id": "840", "name": "united states", "code": "usa", "code2": "us" }, "region": { "id": "48", "code": "wa", "name": "washington" } } }] }``

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Geolocation - Metro / DMA

Get Metro / DMA Options

This endpoint retrieves the list of metro/dma targeting options.

HTTP Request

`GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/metro`

Parameters

Parameter	Default	Description
country_code		ISO ALPHA-2 Country Code (lowercase)

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.geo.metros(country_code='us') curl
"https://adsapi.snapchat.com/v1/targeting/geo/us/metro" -H
"Authorization: Bearer meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id":
"5848879d00ff0ade2a482631b50001737e6164736170697363000162756 96c642d39323
764616530622d312d32372d330001010c", "targeting_dimensions": [ {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"557", "name": "knoxville", "regions": "ky/tn" } } }, {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"641", "name": "san antonio", "regions": "tx" } } }, [[[ snip ]]] {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"717", "name": "quincy-hannibal-keokuk", "regions": "ia/il/mo" } } }, {
"sub_request_status": "SUCCESS", "metro": { "lat": 0, "lon": 0,
"continent": { "id": "6", "name": "na" }, "country": { "id": "840",
"name": "united states", "code": "us", "code2": "us" }, "metro": { "id":
"546", "name": "columbia, sc", "regions": "sc" } } } ] }
```


Zipcode

Get Zipcode Targeting Options

This endpoint retrieves the list of zipcode targeting options.

This endpoint supports pagination. Specify the number of entries to be returned using the limit paramter. The paging object in the response will include next_link which indicates the next url to be fetched.

Please note that United Arab Emirates do not use zip codes.

HTTP Request

`GET https://adsapi.snapchat.com/v1/targeting/geo/{country_code}/postal_code?cursor=0&limit=500`

Parameters

Parameter	Default	Description
country_code		ISO ALPHA-2 Country Code (lowercase)
cursor		cursor/page number
limit		Page size. the number of entries to be retrieved in one page. Can be between 10-10000

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow')
api.targeting.geo.zipcode() curl
"https://adsapi.snapchat.com/v1/targeting/geo/us/postal_code?cursor=0&lim
it=500" -H "Authorization: Bearer meowmeowmeow"
```


```
{ "request_status": "SUCCESS", "request_id":
"594db13f00ff05364288a100ff4b0001737e6164736170697363000162756 96c642d3635
613030656 2372d312d37382d3100010121", "paging": { "next_link":
"https://adsapisc.appspot.com/v1/targeting/geo/us/postal_code?limit=500&c
ursor=1" }, "targeting_dimensions": [ { "sub_request_status": "SUCCESS",
"postal_code": { "postalCode": "13024", "lat": 0, "lon": 0, "continent":
{ "id": "6", "name": "na" }, "country": { "id": "840", "name": "united
states", "code": "us", "code2": "us" }, "region": { "id": "33", "code":
"ny", "name": "new york" }, "city": { "id": "4587", "name": "auburn" } }
}, [[snip] { "sub_request_status": "SUCCESS", "postal_code": {
"postalCode": "94927", "lat": 0, "lon": 0, "continent": { "id": "6",
"name": "na" }, "country": { "id": "840", "name": "united states",
"code": "us", "code2": "us" }, "region": { "id": "5", "code": "ca",
"name": "california" }, "city": { "id": "2370", "name": "rohnert park" }
} } ] }
```

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	Location Location targeting allows an advertiser to target users based on their location. **Location - Categories** **Get Location Categories Targeting Options** This endpoint retrieves the list of location categories. **HTTP Request** `GET https://adsapi.snapchat.com/v1/targeting/location/categories_loi` **Attributes** | Attribute	Description	Required	Possible Values
---	---	---	---
proximity	Proximity to selected location categories	R	

proximity_unit	Unit to be used for radius	R	METERS (default), KILOMETERS, FEET, MILES	
				
				`import snapchat_ads_api api = snapchat_ads_api.authorize('meowmeowmeow')`
				`api.targeting.location.catgeories() curl "https://adsapi.snapchat.com/v1/targeting/location/categories_loi" -H "Authorization: Bearer meowmeowmeow"`
				
				`Response: { "request_status": "SUCCESS", "request_id": "5a01027200ff0e853c41a9d4810001737e7465616d6b6f36313900016164 6d616e616765722d6170693a6275696c642d333561393432616 32d6c6f632d6c6f6900010106", "paging": {}, "targeting_dimensions": [{ "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1000", "name": "Arts & Entertainment", "path":"/Arts & Entertainment" } }, { "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1001", "name": "Comedy Clubs", "parent_id": "LOI_1000", "path":"/Arts & Entertainment/Comedy Clubs" } }, { "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1002", "name": "Galleries & Museums", "parent_id": "LOI_1000", "path":"/Arts & Entertainment/Galleries & Museums" } }, { "sub_request_status": "SUCCESS", "categories_loi": { "id": "LOI_1003", "name": "Movie Theaters", "parent_id": "LOI_1000", "path":"/Arts & Entertainment/Movie Theaters" } }, ... //etc] }`
				
				Source: https://developers.snapchat.com/api/docs/
				
				See also claim elements [1pre] and [1a]; https://forbusiness.snapchat.com/advertising (discussing Snapchat advertising); https://forbusiness.snapchat.com/advertising/objectives (discussing Snapchat advertising objectives); https://forbusiness.snapchat.com/advertising/targeting (discussing Snapchat advertising targeting); https://forbusiness.snapchat.com/blog/how-to-create-a-retargeting-campaign-on-snapchat (describing Snapchat advertising re-targeting); https://forbusiness.snapchat.com/advertising/measurement (discussing Snapchat advertising measurement); https://www.snap.com/en-US/ad-policies (discussing Snapchat ad policies); https://forbusiness.snapchat.com/resources/advertising-guides (providing Snapchat advertising guides); https://forbusiness.snapchat.com/blog/creative-best-practices-snapchat-for-business (describing Snapcht ads best practices); https://forbusiness.snapchat.com/resources/ad-specs (describing Snapchat ad specifications); https://forbusiness.snapchat.com/resources/creative-tools (describing Snapchat ad creative tools); https://forbusiness.snapchat.com/advertising/industry/app (describing app ads on Snapchat); https://forbusiness.snapchat.com/advertising/industry/ecommerce (describing ecommerce ads on Snapchat); https://www.youtube.com/playlist?list=PLZry9RsQ-

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	S0Iw_38whqq-pMdeWwKmhn7U (providing Snapchat ad tutorials); https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create (describing Instant Create); https://forbusiness.snapchat.com/blog/how-to-promote-on-snapchat-with-advanced-create (describing Advanced Create); https://forbusiness.snapchat.com/advertising/pricing (describing Snapchat ad pricing); https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-install-it (describing Snap Pixel); https://developers.snapchat.com/ads/ (Snapchat Marketing APIs) https://developers.snapchat.com/api/docs/ (describing Snapchat API documentation); https://developers.snapchat.com/api/docs/#ads (Snapchat API regarding Ads); https://developers.snapchat.com/api/docs/#targeting (Snapchat API regarding Targeting); https://developers.snapchat.com/api/docs/#snap-audience-match (Snapchat API regarding Audience); https://developers.snapchat.com/api/docs/#sam-lookalikes (Snapchat API regarding Lookalikes); https://developers.snapchat.com/api/docs/#example-targeting-specs (Snapchat API regarding Example Targeting Specs); https://developers.snapchat.com/api/docs/#audience-insights (Snapchat API regarding Audience Insights); https://developers.snapchat.com/api/docs/#delivery-status (Snapchat API regarding Delivery Status); https://developers.snapchat.com/api/docs/#audience-filters (Snapchat API regarding Audience Filters); https://developers.snapchat.com/api/docs/#measurement (Snapchat API regarding Measurement); https://developers.snapchat.com/api/docs/#conversion-api (Snapchat API regarding Conversion API)
[c] processing the contextual information to determine a current context for the first user;	Snapchat processes the contextual information to determine a current context for the first user. For example, based at least on the exemplary evidence cited in [1a] and [1b], and on further information and belief, Snapchat's Accused Functionalities process information about the user, including signals information and other information to determine a user's location and time zone, and information about a user's device to determine whether the device is mobile (including tablet) or desktop (or laptop), the device's operating system, web browser, application version, and the device's display and graphics capabilities.
[d] determining whether the current context satisfies the trigger condition;	Snapchat determines whether the current context satisfies the trigger condition. For example, based at least on the exemplary evidence cited in [1a] - [1c], before presenting an ad to

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	the user, Snapchat's Accused Functionalities determine whether the user is in an advertiser's desired location, within an advertiser's desired time window, or using an advertiser's preferred device type.
[e] in response to the trigger condition being satisfied, presenting the content piece to the first user;	Snapchat, in response to the trigger condition being satisfied, presents the content piece to the first user. For example, based at least on the exemplary evidence cited in [1a] - [1d], once Snapchat's Accused Functionalities determine that the user is in an advertiser's desired location, within an advertiser's desired time window, or using an advertiser's preferred device type, Snapchat's Accused Functionalities present an ad to the user.

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	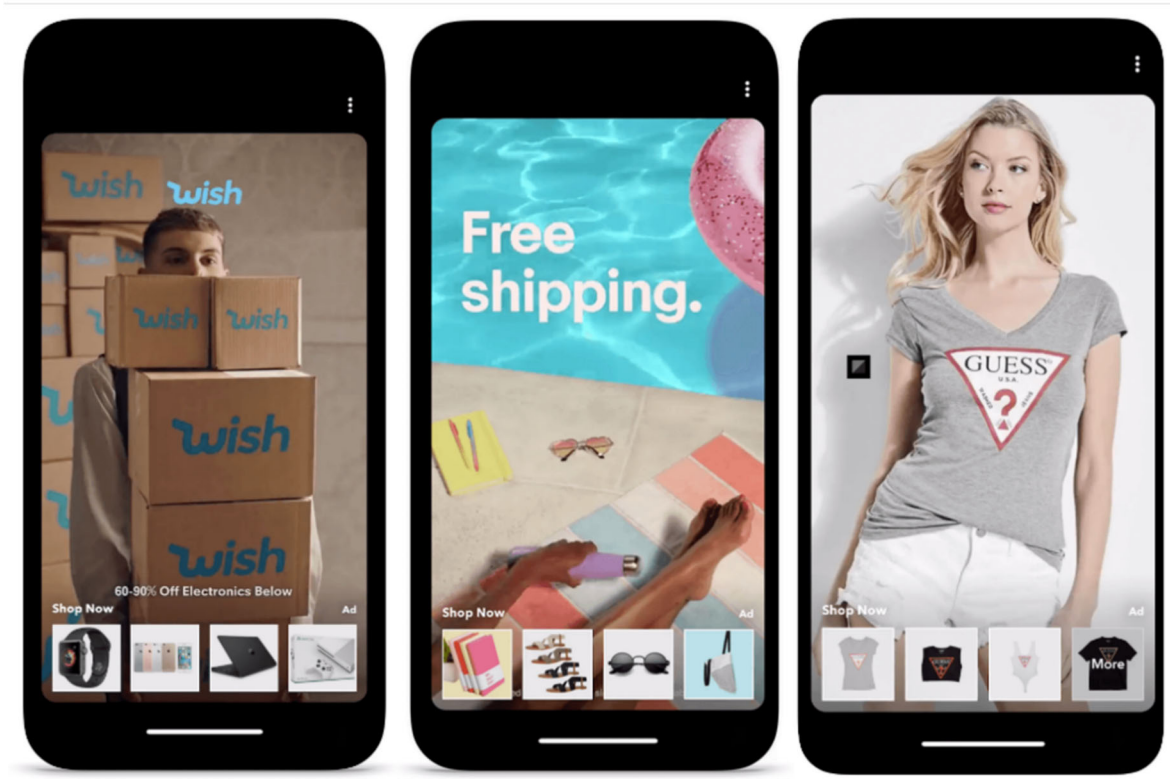 **Source:** https://marketingland.com/snapchat-launches-multiple-e-commerce-ad-options-in-time-for-holiday-shopping-249063 *See also* claim elements [1pre], [1a], [1b], [1c], [1d]; https://forbusiness.snapchat.com/advertising (discussing Snapchat advertising); https://forbusiness.snapchat.com/advertising/objectives (discussing Snapchat advertising objectives); https://forbusiness.snapchat.com/advertising/targeting (discussing

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	Snapchat advertising targeting); https://forbusiness.snapchat.com/blog/how-to-create-a-retargeting-campaign-on-snapchat (describing Snapchat advertising re-targeting); https://forbusiness.snapchat.com/advertising/measurement (discussing Snapchat advertising measurement); https://www.snap.com/en-US/ad-policies (discussing Snapchat ad policies); https://forbusiness.snapchat.com/resources/advertising-guides (providing Snapchat advertising guides); https://forbusiness.snapchat.com/blog/creative-best-practices-snapchat-for-business (describing Snapcht ads best practices); https://forbusiness.snapchat.com/resources/ad-specs (describing Snapchat ad specifications); https://forbusiness.snapchat.com/resources/creative-tools (describing Snapchat ad creative tools); https://forbusiness.snapchat.com/advertising/industry/app (describing app ads on Snapchat); https://forbusiness.snapchat.com/advertising/industry/ecommerce (describing ecommerce ads on Snapchat); https://www.youtube.com/playlist?list=PLZry9RsQ-S0Iw_38whqq-pMdeWwKmhn7U (providing Snapchat ad tutorials); https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create (describing Instant Create); https://forbusiness.snapchat.com/blog/how-to-promote-on-snapchat-with-advanced-create (describing Advanced Create); https://forbusiness.snapchat.com/advertising/pricing (describing Snapchat ad pricing); https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-install-it (describing Snap Pixel); https://developers.snapchat.com/ads/ (Snapchat Marketing APIs) https://developers.snapchat.com/api/docs/ (describing Snapchat API documentation); https://developers.snapchat.com/api/docs/#ads (Snapchat API regarding Ads); https://developers.snapchat.com/api/docs/#targeting (Snapchat API regarding Targeting); https://developers.snapchat.com/api/docs/#snap-audience-match (Snapchat API regarding Audience); https://developers.snapchat.com/api/docs/#sam-lookalikes (Snapchat API regarding Lookalikes); https://developers.snapchat.com/api/docs/#example-targeting-specs (Snapchat API regarding Example Targeting Specs); https://developers.snapchat.com/api/docs/#audience-insights (Snapchat API regarding Audience Insights); https://developers.snapchat.com/api/docs/#delivery-status (Snapchat API regarding Delivery Status); https://developers.snapchat.com/api/docs/#audience-filters (Snapchat API regarding Audience Filters); https://developers.snapchat.com/api/docs/#measurement (Snapchat API regarding Measurement); https://developers.snapchat.com/api/docs/#conversion-api (Snapchat API regarding Conversion API)

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[f] receiving a response from the first user corresponding to the presented content piece;	Snapchat receives a response from the first user corresponding to the presented content piece, and determines whether the received response matches the expected response. For example, Snapchat's Accused Functionalities track whether the user saw, clicked, viewed, or otherwise interacted with the presented ad— as shown in the following exemplary citations:

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	Campaign Setup Draft Actions Objective Choose an objective Campaign Name Your Campaign Name Status Active Create Split Test New Disabled Starts & Ends Feb 3, 2021 12:24 AM Central Time Feb 10, 2021 11:59 PM Central Time Daily Spend Cap No Cap Lifetime Spend Cap No Cap **Source:** Snapchat Ads Manager

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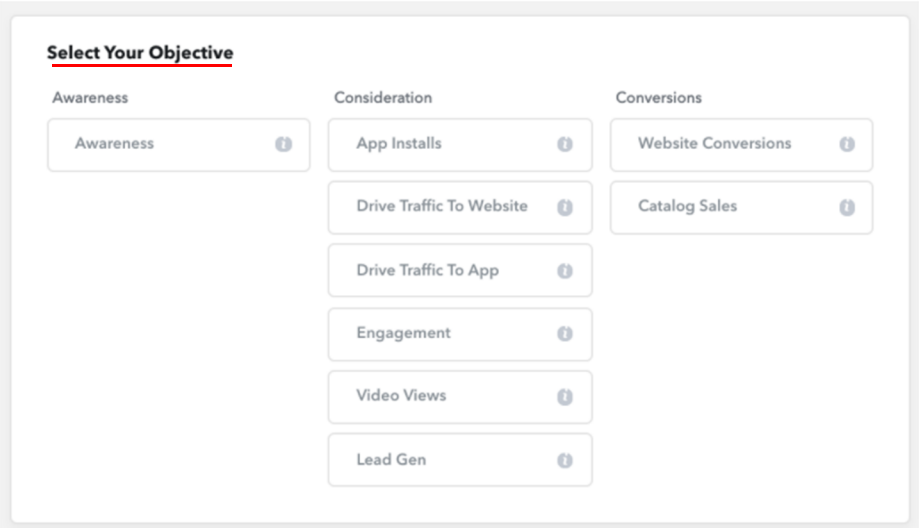
	Campaign Objectives You should choose your campaign objective based on your business goal. An objective is the action you want a Snapchatter to take when they see your ad. Learn about the available campaign objectives below. 

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Awareness: Increase awareness of your brand or products across Snapchat.

Objective	Business Goal
Awareness	Increase awareness of your brand or product

Consideration: Send Snapchatters to your app, website, AR experience, or drive more engagement, leads, or views.

Objective	Business Goal
App Installs	Send Snapchatters to the app store to download your app
Drive Traffic to Website	Send Snapchatters directly to your website
Drive Traffic to App	Send Snapchatters to your app or third-party app
Engagement	Get more Snapchatters to engage with your ad
Video Views	Promote your brand or product to Snapchatters through video
Lead Gen	Generate leads for your business

Conversions: Drive actions on your website.

Objective	Business Goal
Website Conversions	Increase awareness of your brand or product
Catalog Sales	Drive online product sales
App Conversions	Drive conversions in your app

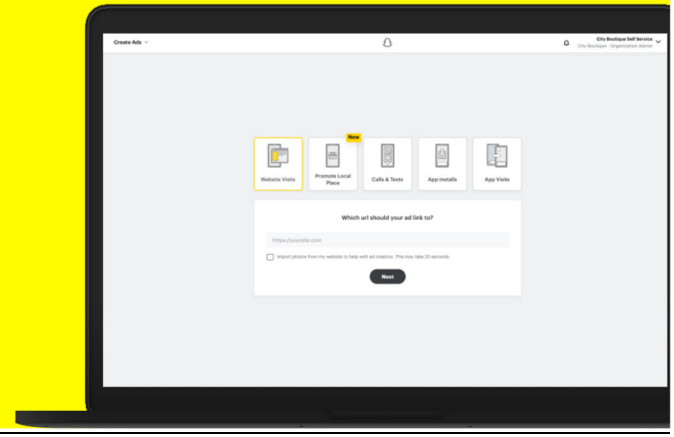
Source: https://businesshelp.snapchat.com/s/article/objectives?language=en_US

Instant Create

Instant Create is a simplified way to create a Single Image or Video Ad in five minutes or less

We offer five different advertising goals:

- **Website visits**: Drive Snapchatters to your website
- **Promote local place:** Drive nearby Snapchatters to your local business
- **Calls & texts**: Drive Snapchatters to call or text your business
- **App installs**: Drive Snapchatters to download your app
- **App visits**: Drive Snapchatters to return to your app



Source: https://forbusiness.snapchat.com/advertising/objectives

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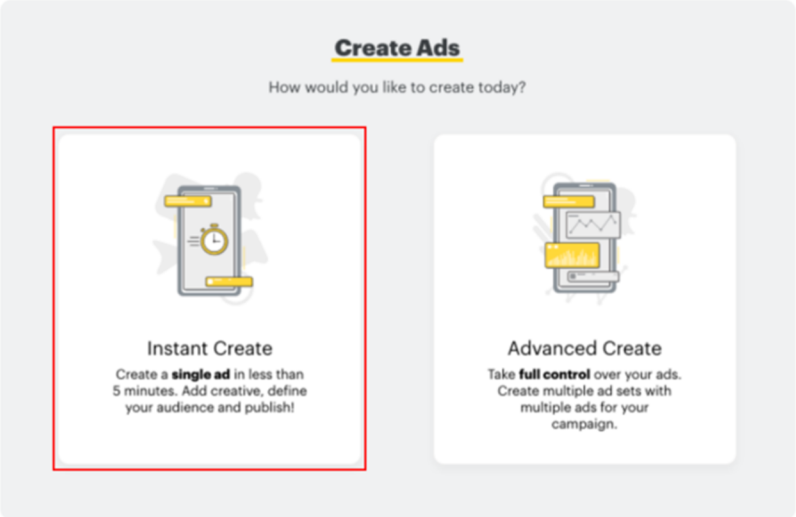
	Before we get started, log into Ads Manager click '**Create Ads**', and then select '**Instant Create.**'  **Step 1: Choose your objective** The first step in the Instant Create flow is to choose your advertising objective. With every campaign you run in Snapchat, your objective should align with your overall business goals. Please keep in mind, your Instant Create setup will vary slightly depending upon the advertising objective you choose. → Website Visits: drive Snapchatters to your website → Promote Local Place: drive nearby Snapchatters to your local business → Calls & Texts: drive Snapchatters to call or text your business directly → App Installs: drive Snapchatters to download your app → App Visits: drive Snapchatters to return to your app **Source**: https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create

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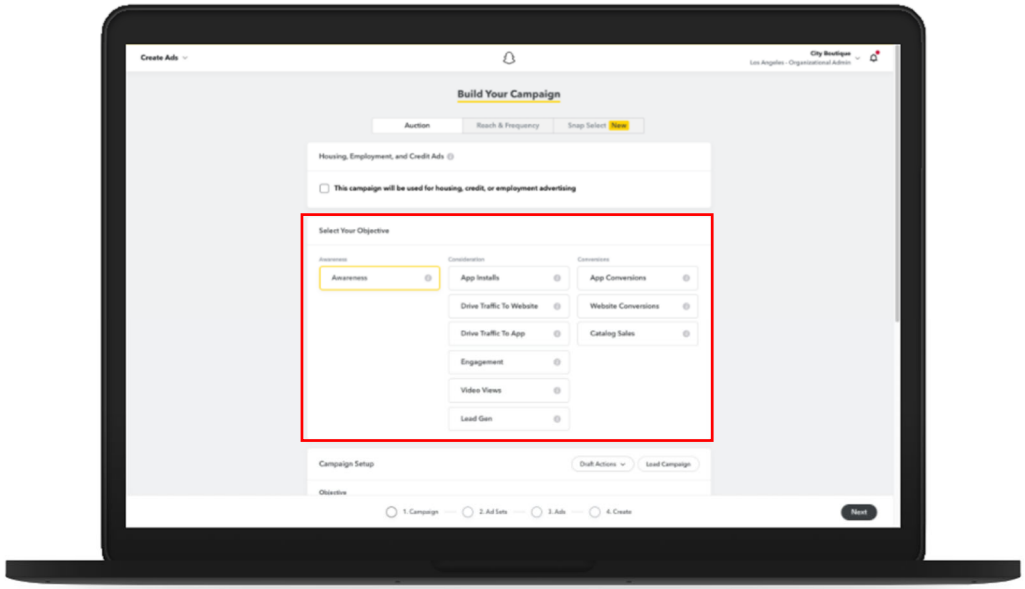
	Advanced Create Advanced Create is for advertisers who want more control over their bid, budget and optimization goals and may need more sophisticated ad types to meet their objective  **Source:** https://forbusiness.snapchat.com/advertising/objectives

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	Advanced Campaign Guide Depending on your role, you will be able to create and launch Campaigns in Ads Manager. This guide gives you step-by-step instructions on how to advertise on Snapchat with an Advanced Create campaign. To create an Advanced Campaign in Ads Manager: 1. Log in to Ads Manager. 2. Select an Ad Account from the dropdown in the top right corner. 3. Click the menu in the top corner and select 'Create Ads.' 4. Select 'Advanced Create.' ***Please Note**: We are currently experiencing high ad submission volumes and review times may be delayed. We recommend submitting your ads in advance to minimize any impact. Learn more about the* ad review process. Click one of the following links to jump to a section: • Campaign • Ad Sets • Ads • Create Campaign **Housing, Employment, and Credit Ads** Select whether or not your campaign will be used for housing, credit, or employment advertising. This option will populate if you selected it on the ad account level. If you check this box, your Ad may be rejected if it uses targeting parameters that could include age, gender, or postal code level targeting. Minimum age targeting may be applied to up to 21 years of age. **Housing, Employment, and Credit Ads** ☐ This campaign will be used for housing, credit, or employment advertising **Select Your Objective** Select your Campaign objective. Learn more about which ad types are available by objective. **Select Your Objective** Awareness: Awareness Consideration: App Installs; Drive Traffic To Website; Drive Traffic To App; Engagement; Video Views; Lead Gen Conversions: App Conversions; Website Conversions; Catalog Sales **Source:** https://businesshelp.snapchat.com/s/article/create-first-campaign?language=en_US

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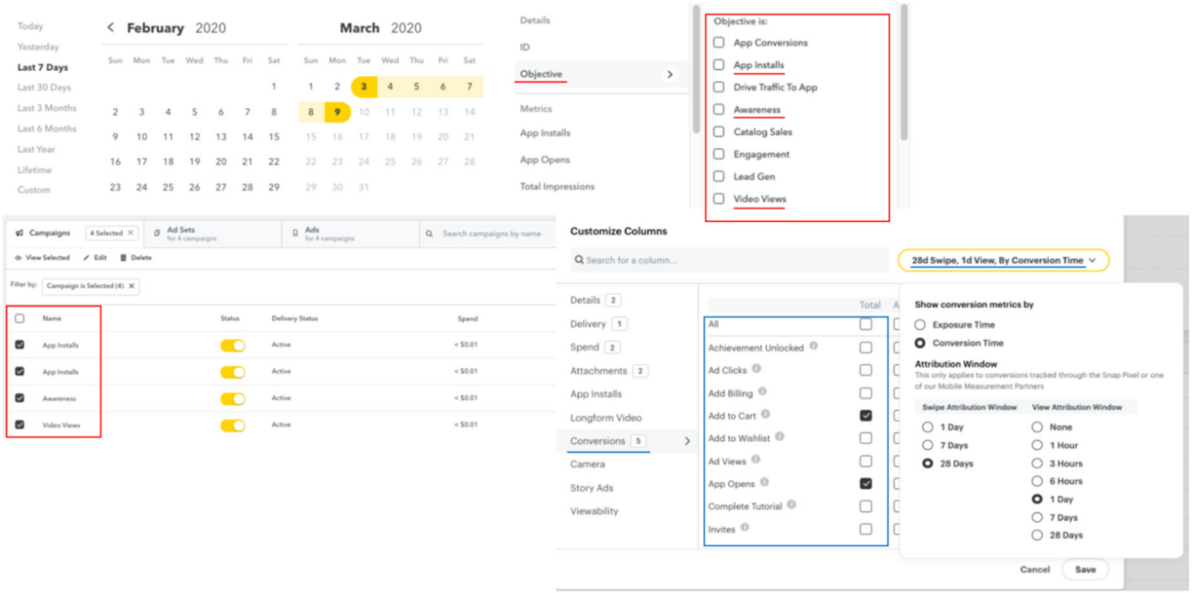
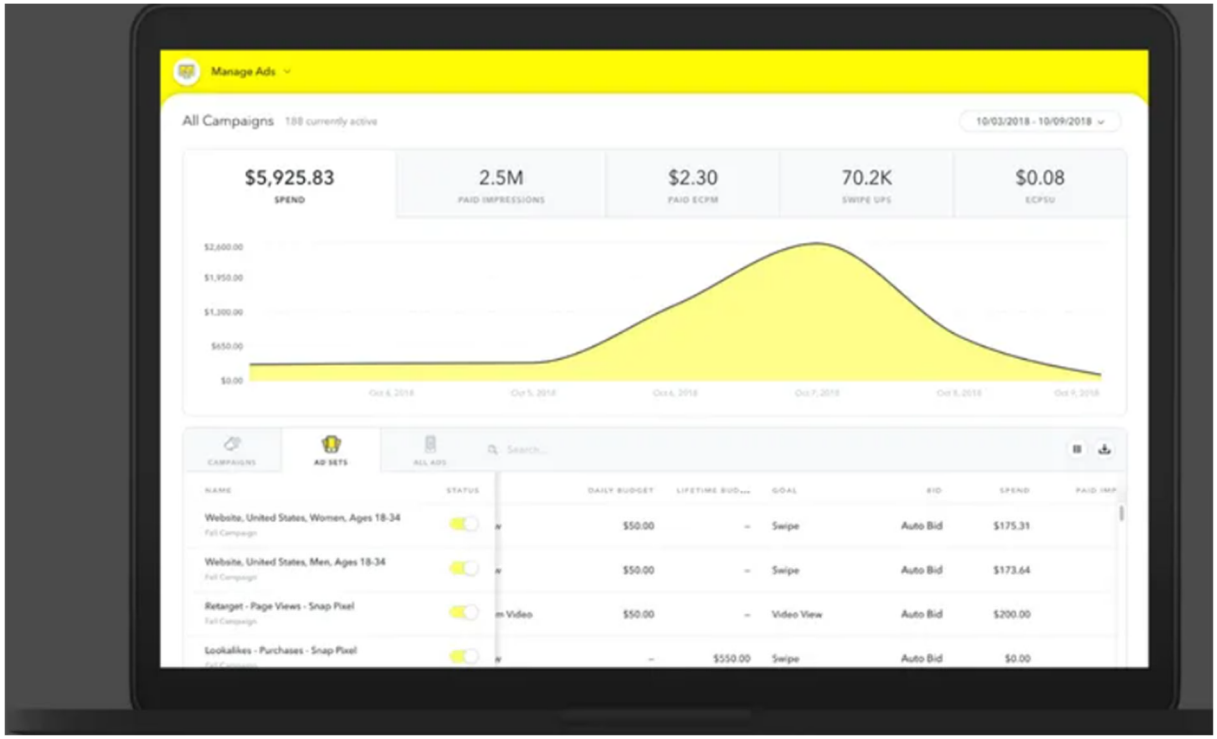
	Copy the Pixel snippet below and paste it into the <head></head> of your website.
	
	`<!-- Snap Pixel Code -->`
	`<script type='text/javascript'>`
	`(function(e,t,n){if(e.snaptr)return;var a=e.snaptr=function()`
	`{a.handleRequest?`
	`a.handleRequest.apply(a,arguments):a.queue.push(arguments)};`
	`a.queue=[];var s='script';r=t.createElement(s);r.async=!0;`
	`r.src=n;var u=t.getElementsByTagName(s)[0];`
	`u.parentNode.insertBefore(r,u);})(window,document,`
	`'https://sc-static.net/scevent.min.js');`
	
	`snaptr('init', '47f201ac-67d8-4b77-91e6-383d8ff78fd6', {`
	`'user_email': '__INSERT_USER_EMAIL__'`
	`});`
	
	`snaptr('track', 'PAGE_VIEW');`
	
	`</script>`
	`<!-- End Snap Pixel Code -->`
	
	Source: https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-installit#:~:text=The%20Snap%20Pixel%20is%20a%20piece%20of%20JavaScript%20code%20placed,Snapchatters%20take%20on%20your%20website

Event Type	Description	Example
PURCHASE	Track purchases	snaptr('track','PURCHASE')
SAVE	Track add to wishlist events of specific items	snaptr('track','SAVE')
START_CHECKOUT	Track checkout events	snaptr('track','START_CHECKOUT')
ADD_CART	Track add to cart events of specific items	snaptr('track','ADD_CART')
VIEW_CONTENT	Track content view events	snaptr('track','VIEW_CONTENT')
ADD_BILLING	Track payment info configuration status	snaptr('track','ADD_BILLING')
SIGN_UP	Track user registration methods	snaptr('track','SIGN_UP')
SEARCH	Track search events	snaptr('track','SEARCH')
PAGE_VIEW	Track webview pages	snaptr('track','PAGE_VIEW')
SUBSCRIBE	Track subscriptions	snaptr('track','SUBSCRIBE')
AD_CLICK	Track advertisement clicks	snaptr('track','AD_CLICK')
AD_VIEW	Track advertisement views	snaptr('track','AD_VIEW')
COMPLETE_TUTORIAL	Track tutorial completions	snaptr('track','COMPLETE_TUTORIAL')
INVITE	Track invitations	snaptr('track','INVITE')
LOGIN	Track logins	snaptr('track','LOGIN')
SHARE	Track shares	snaptr('track','SHARE')
RESERVE	Track reservations	snaptr('track','RESERVE')
ACHIEVEMENT_UNLOCKED	Track achievement unlocks	snaptr('track','ACDHIEVEMENT_UNLOCKED')
ADD_TO_WISHLIST	Track adds to a wishlist	snaptr('track','ADD_TO_WISHLIST')
SPENT_CREDITS	Track credits spent	snaptr('track','SPENT_CREDITS')
RATE	Track rates	snaptr('track','RATE')
START_TRIAL	Track trials started	snaptr('track','START_TRIAL')
LIST_VIEW	Track viewership of lists	snaptr('track','LIST_VIEW')
CUSTOM_EVENT_1	Track up to 5 custom events	snaptr('track','CUSTOM_EVENT_1')
CUSTOM_EVENT_2		snaptr('track','CUSTOM_EVENT_2')
CUSTOM_EVENT_3		snaptr('track','CUSTOM_EVENT_3')
CUSTOM_EVENT_4		snaptr('track','CUSTOM_EVENT_4')
CUSTOM_EVENT_5		snaptr('track','CUSTOM_EVENT_5')

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	 **Source:** https://businesshelp.snapchat.com/s/article/ad-performance-metrics?language=en_US

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
	 **Source**: https://tinuiti.com/blog/paid-social/snapchat-ads/

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Campaigns

A campaign has a business objective and organizes Ad Squads. You can define a goal and view stats for this campaign to see whether your goal has been reached. The reports and stats combines all the ad squads within this campaign.

Attributes

Attribute	Description	Required	Possible Values
ad_account_id	Ad Account ID	R	
daily_budget_micro	Daily Spend Cap (micro-currency)	O	
end_time	End time	O	
name	Campaign name	R	
start_time	Start time	R	
status	Campaign status	R	ACTIVE, PAUSED
lifetime_spend_cap_micro	Lifetime spend cap for the campaign (microcurrency)	O	
measurement_spec	The apps to be tracked for this campaign	R - Required for tracking installs for campaigns containing these ad types: APP_INSTALL, DEEP_LINK, STORY (which swipes up to APP_INSTALL, DEEP_LINK) LENS_APP_INSTALL, LENS_DEEP_LINK	{"ios_app_id":"1234", "android_app_url":"com.snapchat.android"}
objective	Objective of the Campaign	O	Default: BRAND_AWARENESS
buy_model**	Buy Model	O	AUCTION(default), RESERVED
regulations++	Required for Campaigns that run Ads for Credit, Housing, Employment (CHE)	O	{ "restricted_delivery_signals": true }
regulations+-	The candidate / ballot field is optional, but may be required in certain states	O	{ "candidate_ballot_information":"Voting rights for dogs" }
delivery_status	Delivery status	Read-only	See Delivery status

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	Create a Campaign
	
	This endpoint will create a campaign within a specified ad account.
	
	HTTP Request
	
	`POST https://adsapi.snapchat.com/v1/adaccounts/{ad_account_id}/campaigns`
	
	Parameters
	
	Parameter | Default | Description
	ad_account_id | | Ad Account ID
	
	`curl -X POST \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"campaigns": [{"name": "Cool Campaign", "ad_account_id": "3b0fbace-04b4-4f04-a425-33b5e0af1d0d", "status": "PAUSED", "start_time": "2016-08-11T22:03:58.869Z"}]}' \ "https://adsapi.snapchat.com/v1/adaccounts/{ad_acount_id}/campaigns"`

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Ad Squads

An Ad Squad is owned by a Campaign and contains one or more Ads.

Attributes

Attribute	Description	Required	Possible Values
campaign_id	Campaign ID	R	
bid_micro	Max Bid (micro-currency)	R	Minimum value 10000 , Maximum value 1000000000
billing_event	Billing Event	R	IMPRESSION
daily_budget_micro	Daily Budget (micro-currency)	one of daily_budget_micro or lifetime_budget_micro must be set	Minimum value 5000000 across all supported currencies
lifetime_budget_micro	Lifetime budget (micro-currency)	one of lifetime_budget_micro or daily_budget_micro must be set	
end_time	End time	O	
name	Ad Squad name	R	
optimization_goal	Optimization Goal	R	IMPRESSIONS, SWIPES, APP_INSTALLS, VIDEO_VIEWS, VIDEO_VIEWS_15_SEC, USES, STORY_OPENS, PIXEL_PAGE_VIEW, PIXEL_ADD_TO_CART, PIXEL_PURCHASE, PIXEL_SIGNUP, APP_ADD_TO_CART, APP_PURCHASE, APP_SIGNUP, see Squad Optimization Goals

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conversion_window	Conversion window optimization, requires optimization_goal is one of APP_INSTALLS, APP_PURCHASE, APP_SIGNUP, APP_ADD_TO_CART, APP_REENGAGE_OPEN, see Squad Optimization window	O	SWIPE_28DAY_VIEW_1DAY, SWIPE_7D
placement_v2	Placement	R	Json object containing advanced placement options See placement_v2
start_time	Start time	O	
status	Ad Squad status	R	ACTIVE, PAUSED
targeting	Targeting spec	R	
type	Ad Squad Type	R	SNAP_ADS, LENS, FILTER
included_content_types **attribute will be deprecated please use** inclusion	Content Type to be included	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
excluded_content_types **attribute will be deprecated please use** exclusion	Content Type to be excluded	O	NEWS, ENTERTAINMENT, GAMING, SCIENCE_TECHNOLOGY, BEAUTY_FASHION, MENS_LIFESTYLE, WOMENS_LIFESTYLE, GENERAL_LIFESTYLE, FOOD, SPORTS, YOUNG_BOLD
cap_and_exclusion_config	The frequency cap and exclusion spec	O	
ad_scheduling_config	The schedule for running ads	O	

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	curl -X PUT \ -H "Authorization: Bearer meowmeowmeow" \ -H "Content-Type: application/json" \ -d '{"adsquads": [{"id": "7e52b0f4-a3fc-46f2-9a33-f03d71c55047","name": "Badger Supplies Ad Squad","status": "ACTIVE","campaign_id": "7b15f643-3052-4eb3-b5e1-09fa1ce0116a","type": "SNAP_ADS","targeting": {"regulated_content": false,"geos": [{"country_code": "uk"}],"devices": [{"os_type": "iOS"}],"enable_targeting_expansion": false},"placement_v2": {"config": "AUTOMATIC"},"billing_event": "IMPRESSION","bid_strategy": "AUTO_BID","daily_budget_micro": 50000000,"start_time": "2021-11-01T17:12:49.707Z","end_time": "2021-12-01T17:12:49.707Z","optimization_goal": "SWIPES","event_sources": {"MOBILE_APP": ["8b5b83ec-c593-4a64-9c6d-a0eb9da0edb8"]}}]}' https://adsapi.snapchat.com/v1/campaigns/88539b6b-93f2-4b3a-8181-ca869cb45088/adsquads

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)

Create an Ad Squad

This endpoint creates an Ad Squad within a Campaign.

HTTP Request

```
POST https://adsapi.snapchat.com/v1/campaigns/{campaign_id}/adsquads
```

Parameters

Parameter	Default	Description
campaign_id		Campaign ID

```
import snapchat_ads_api api =
snapchat_ads_api.authorize('meowmeowmeow') api.kittens.get() curl -X
POST -H "Content-Type: application/json" \ -H "Authorization: Bearer
meowmeowmeow" \ -d '{"adsquads": [{"campaign_id": "6cf25572-048b-4447-
95d1-eb48231751be", "name": "Ad Squad Uno", "type": "SNAP_ADS",
"placement_v2":{"config": "AUTOMATIC"}, "optimization_goal":
"IMPRESSIONS", "bid_micro": 1000000, "daily_budget_micro": 1000000000,
"bid_strategy": "LOWEST_COST_WITH_MAX_BID", "billing_event":
"IMPRESSION", "targeting": {"geos": [{"country_code": "us"}]},
"start_time": "2016-08-11T22:03:58.869Z"}]}' \
https://adsapi.snapchat.com/v1/campaigns/6cf25572-048b-4447-95d1-
eb48231751be/adsquads
```

Placement V2

On the 20th of March 2020 we announced the deprecation of the `placement` attribute in favour of `placement_v2`, please ensure that you have switched to using `placement_v2` by the 20th of June 2020. This also means that content targeting via `included_content_types` and `excluded_content_types` moves from the Ad Squad level attributes to the attributes `inclusion` and `exclusion` which are defined within `placement_v2`.

Your App will not be able to set or amend the `placement` attribute via Creation or Update requests for any Ad Squads past the 20th

U.S. Patent No. 8,489,599	Exemplary Evidence of Plaintiff's Theory(ies) for Targeted Advertising (599)
[g] determining whether the received response matches the expected response; and	Snapchat determines whether the received response matches the expected response. For example, based at least on the exemplary evidence cited in [1f], Snapchat's Accused Functionalities determine whether the user's response is as expected such that the advertiser will be charged.
[h] performing an action based on an outcome of the determination.	Snapchat performs an action based on an outcome of the determination. For example, based at least on the exemplary evidence cited in [1f], Snapchat's Accused Functionalities charge an advertiser if the user clicks, views, or otherwise responds to the presented ad based on the advertiser's specified user action. As a further example, Snapchat's Accused Functionalities track user responses to ads and modifies the ad's relevance score. Snapchat's Accused Functionalities also log user responses to ads, such as clicks, views, or other responses, so that the ad creator can monitor the performance of ad campaigns, ad sets, or individual ads.

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	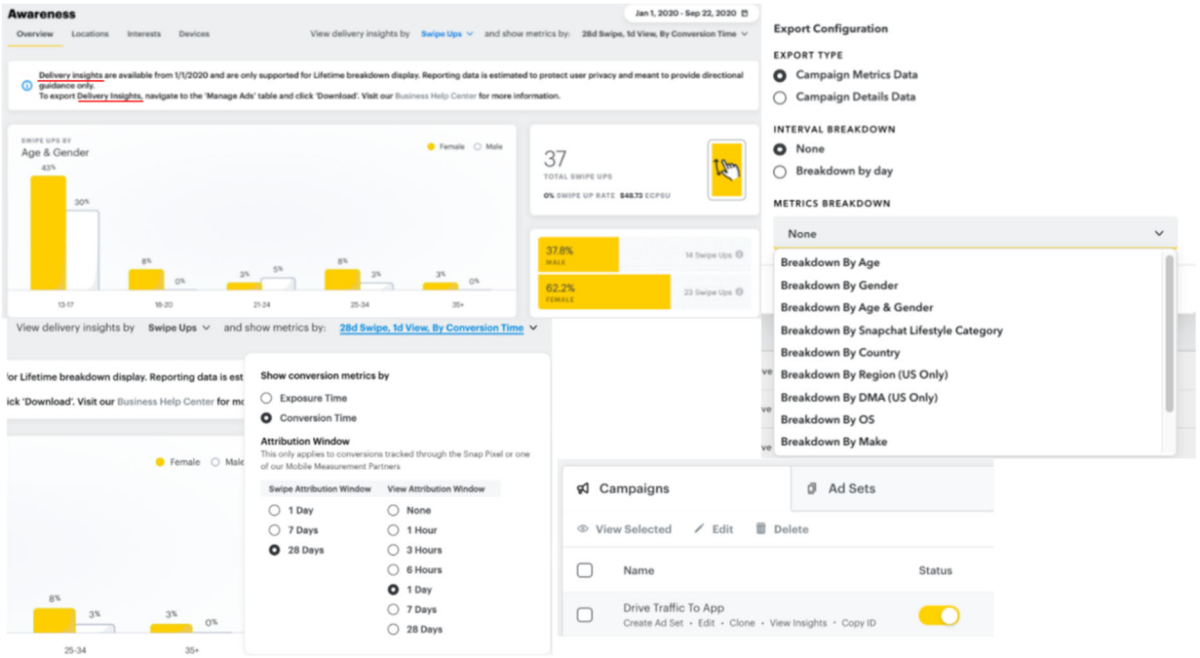 **Source:** https://businesshelp.snapchat.com/s/article/about-delivery?language=en_US *See also* claim elements [1pre], [1a], [1b], [1c], [1d], [1e], [1f], and [1g]; https://forbusiness.snapchat.com/advertising (discussing Snapchat advertising); https://forbusiness.snapchat.com/advertising/objectives (discussing Snapchat advertising objectives); https://forbusiness.snapchat.com/advertising/targeting (discussing Snapchat advertising targeting); https://forbusiness.snapchat.com/blog/how-to-create-a-retargeting-campaign-on-snapchat (describing Snapchat advertising re-targeting); https://forbusiness.snapchat.com/advertising/measurement (discussing Snapchat advertising measurement); https://www.snap.com/en-US/ad-policies (discussing Snapchat ad policies); https://forbusiness.snapchat.com/resources/advertising-guides (providing

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	Snapchat advertising guides); https://forbusiness.snapchat.com/blog/creative-best-practices-snapchat-for-business (describing Snapcht ads best practices); https://forbusiness.snapchat.com/resources/ad-specs (describing Snapchat ad specifications); https://forbusiness.snapchat.com/resources/creative-tools (describing Snapchat ad creative tools); https://forbusiness.snapchat.com/advertising/industry/app (describing app ads on Snapchat); https://forbusiness.snapchat.com/advertising/industry/ecommerce (describing ecommerce ads on Snapchat); https://www.youtube.com/playlist?list=PLZry9RsQ-S0Iw_38whqq-pMdeWwKmhn7U (providing Snapchat ad tutorials); https://forbusiness.snapchat.com/blog/how-to-advertise-on-snapchat-with-instant-create (describing Instant Create); https://forbusiness.snapchat.com/blog/how-to-promote-on-snapchat-with-advanced-create (describing Advanced Create); https://forbusiness.snapchat.com/advertising/pricing (describing Snapchat ad pricing); https://forbusiness.snapchat.com/blog/the-snap-pixel-how-it-works-and-how-to-install-it (describing Snap Pixel); https://developers.snapchat.com/ads/ (Snapchat Marketing APIs) https://developers.snapchat.com/api/docs/ (describing Snapchat API documentation); https://developers.snapchat.com/api/docs/#ads (Snapchat API regarding Ads); https://developers.snapchat.com/api/docs/#targeting (Snapchat API regarding Targeting); https://developers.snapchat.com/api/docs/#snap-audience-match (Snapchat API regarding Audience); https://developers.snapchat.com/api/docs/#sam-lookalikes (Snapchat API regarding Lookalikes); https://developers.snapchat.com/api/docs/#example-targeting-specs (Snapchat API regarding Example Targeting Specs); https://developers.snapchat.com/api/docs/#audience-insights (Snapchat API regarding Audience Insights); https://developers.snapchat.com/api/docs/#delivery-status (Snapchat API regarding Delivery Status); https://developers.snapchat.com/api/docs/#audience-filters (Snapchat API regarding Audience Filters); https://developers.snapchat.com/api/docs/#measurement (Snapchat API regarding Measurement); https://developers.snapchat.com/api/docs/#conversion-api (Snapchat API regarding Conversion API)
Claim 4	
[pre] 4. The method of claim 1, wherein the method further comprises defining a context by:	Snapchat performs the method of claim 1, wherein the method further comprises defining a context. See claim [1] and claim [4a] – [4b].

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[a] creating one or more context entries in a context manager; and	Snapchat creates one or more context entries in a context manager. For example, as shown in the exemplary evidence in claim [1a], Snapchat's Accused Functionalities create entries such as user location information and user device information in a context manager, such as a social graph or other repository of context information, among others.
[b] associating a respective context entry with a set of contextual information.	Snapchat associates a respective context entry with a set of contextual information. For example, on information and belief and consistent with the exemplary evidence in claim [1a], Snapchat's Accused Functionalities associate information such as user location information and user device information with user location and user device properties.
Claim 6	
6. The method of claim 1, wherein the context is defined as a combination of at least a high-level abstraction which corresponds to one or more low-level contextual information values, wherein the low-level contextual information values can correspond to one or more measurable parameters.	Snapchat performs the method of claim 1, wherein the context is defined as a combination of at least a high-level abstraction which corresponds to one or more low-level contextual information values, wherein the low-level contextual information values can correspond to one or more measurable parameters. For example, on information and belief and consistent with the exemplary evidence in claim [1a], Snapchat's Accused Functionalities define a user's location and time zone using information such as GPS, cell tower, WiFi, or other similar information that can be used to determine locations. Snapchat further defines a user's device type, such as mobile or desktop, using information such as the device's operating system, web browser, application version, and the device's display and graphics capabilities.
Claim 7	
7. The method of claim 1, wherein a respective rule is defined with one or more high-level abstractions.	Snapchat performs the method of claim 1, wherein a respective rule is defined with one or more high-level abstractions. For example, as shown with the exemplary evidence in claim [1a], Snapchat's Accused Functionalities define rules with user's location, device type, or the time of day.
Claim 9	

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9. The method of claim 1, wherein presenting the content piece comprises sharing the content piece with a remote device.	Snapchat performs the method of claim 1, wherein presenting the content piece comprises sharing the content piece with a remote device. For example, as shown with the exemplary evidence in claim [1a], Snapchat's Accused Functionalities share ads with users on devices that are remote from Snapchat's servers and other computers that store ads.
Claim 10	
10. The method of claim 1, wherein the contextual information includes one or more of: time, date, location, proximity to a system-detectable tag, device orientation, velocity, direction, distance, vibration, altitude, temperature, pressure, humidity, sound, luminous intensity, camera image, and video stream.	Snapchat performs the method of claim 1, wherein the contextual information includes one or more of: time, date, location, proximity to a system-detectable tag, device orientation, velocity, direction, distance, vibration, altitude, temperature, pressure, humidity, sound, luminous intensity, camera image, and video stream. For example, as shown with the exemplary evidence in claim [1b], Snapchat's Accused Functionalities receive information about users, including information about user location (whether through GPS, IP address, WiFi, cell towers, or other information), which informs Snapchat about at least user location and time zone.
Claim 11	
11. The method of claim 1, wherein the content piece includes one or more of: audio clip, image, video stream, language lesson, e-mail, weather report, calendar reminder, news feed, rich site summary (RSS) feed, information update from a Web 2.0 application, and Internet blog.	Snapchat performs the method of claim [1], wherein the content piece includes one or more of: audio clip, image, video stream, language lesson, e-mail, weather report, calendar reminder, news feed, rich site summary (RSS) feed, information update from a Web 2.0 application, and Internet blog. For example, as shown with the exemplary evidence in claim [1a], Snapchat's Accused Functionalities receive ads that include audio, images, videos, weather, news, and Internet blog posts.
Claim 12	

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[pre] 12. A computer-readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for delivering context-based content to a first user, the method comprising:	To the extent that the preamble is a limitation, it is met. Snapchat uses, sells, offers for sale, or otherwise provides a computer-readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for delivering context-based content to a first user. See discussion in claim 1[pre]. For example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the following exemplary citation: > We spend considerable resources and investment on the underlying architecture that powers our products, such as optimizing the delivery of billions of videos to hundreds of millions of people every day. We currently partner with Google as our primary infrastructure partner to support our growing needs. Partnering with Google has allowed us to scale quickly without upfront infrastructure costs, letting us focus on building great products and experiences. We are currently negotiating an agreement with another cloud provider for redundant infrastructure support of our business operations. For further information, see "Risk Factors—Our business depends on our ability to maintain and scale our technology infrastructure. Any significant disruption to our service could damage our reputation, result in a potential loss of users and decrease in user engagement, and seriously harm our business." **Source:** https://www.sec.gov/Archives/edgar/data/1564408/000119312517029199/d270216ds1.htm
[a] receiving at least one content package, wherein the content package includes at least one content piece and a set of rules	See discussion in claim [1a].

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associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece;	
[b] receiving a set of contextual information with respect to the first user;	See discussion in claim [1b].
[c] processing the contextual information to determine a current context for the first user;	See discussion in claim [1c].
[d] determining whether the current context satisfies the trigger condition;	See discussion in claim [1d].
[e] in response to the trigger condition being satisfied, presenting the content piece to the first user;	See discussion in claim [1e].
[f] receiving a response from the first user corresponding to the presented content piece;	See discussion in claim [1f].
[g] determining whether the received response matches the expected response; and	See discussion in claim [1g].
[h] performing an action based on an outcome of the	See discussion in claim [1h].

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determination.	
Claim 15	
[pre] 15. The computer-readable storage medium of claim 12, wherein the method further comprises defining a context by:	See discussion in claim [4pre].
[a] creating one or more context entries in a context manager; and	See discussion in claim [4a].
[b] associating a respective context entry with a set of contextual information.	See discussion in claim [4b].
Claim 17	
17. The computer-readable storage medium of claim 12, wherein the contextual information includes one or more of: time, date, location, proximity to a system-detectable tag, device orientation, velocity, direction, distance, vibration, altitude, temperature, pressure, humidity, sound, luminous intensity, camera image, and video stream.	See discussion in claim [10].
Claim 18	
18. The computer-readable storage medium of claim 12, wherein the content piece includes one or more of: audio clip, image, video stream,	See discussion in claim [11].

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language lesson, e-mail, weather report, calendar reminder, news feed, rich site summary (RSS) feed, information update from a Web 2.0 application, and Internet blog.	
Claim 19	
[pre] An apparatus for delivering context-based content to a first user, comprising:	To the extent that the preamble is a limitation, it is met. Snapchat uses, sells, offers for sale, or otherwise provides an apparatus for delivering context-based content to a first user. See discussion in claim [1pre]. For example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the following exemplary citation: > We spend considerable resources and investment on the underlying architecture that powers our products, such as optimizing the delivery of billions of videos to hundreds of millions of people every day. We currently partner with Google as our primary infrastructure partner to support our growing needs. Partnering with Google has allowed us to scale quickly without upfront infrastructure costs, letting us focus on building great products and experiences. We are currently negotiating an agreement with another cloud provider for redundant infrastructure support of our business operations. For further information, see "Risk Factors—Our business depends on our ability to maintain and scale our technology infrastructure. Any significant disruption to our service could damage our reputation, result in a potential loss of users and decrease in user engagement, and seriously harm our business." **Source:**https://www.sec.gov/Archives/edgar/data/1564408/000119312517029199/d270216ds1.htm

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[a] a processor;	Snapchat uses, sells, offers for sale, or otherwise provides a processor. For example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, as shown in the exemplary citations in claim [12pre]
[b] an input mechanism configured to receive a set of contextual information with respect to the first user;	Snapchat uses, sells, offers for sale, or otherwise provides an input mechanism configured to receive a set of contextual information with respect to the first user. For example, see the discussion in claim [1b]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[c] a receiving mechanism configured to receive at least one content package, wherein the content package includes at least one content piece and a set of rules associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece;	Snapchat uses, sells, offers for sale, or otherwise provides a receiving mechanism configured to receive at least one content package, wherein the content package includes at least one content piece and a set of rules associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece. For example, see the discussion in claim [1a]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[d] a content delivery mechanism configured to present the context-based content to a first user; and	Snapchat uses, sells, offers for sale, or otherwise provides a content delivery mechanism configured to present the context-based content to a first user. For example, see the discussion in claim [1e]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more

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	data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[e] a context manager configured to process the contextual information to determine a current context for the first user, and to determine whether the current context satisfies the trigger condition;	Snapchat uses, sells, offers for sale, or otherwise provides a context manager configured to process the contextual information to determine a current context for the first user, and to determine whether the current context satisfies the trigger condition. For example, see the discussion in claim [1c] – [1d]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[f] wherein in response to the trigger condition being satisfied, the content delivery mechanism is configured to present the content piece to the first user and	Snapchat uses, sells, offers for sale, or otherwise provides in response to the trigger condition being satisfied, the content delivery mechanism is configured to present the content piece to the first user. For example, see the discussion in claim [1e]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[g] wherein while presenting the content piece to the first user, the content delivery mechanism is further configured to:	Snapchat uses, sells, offers for sale, or otherwise provides wherein presenting the content piece to the first user, the content delivery mechanism is further configured to. For example, see the discussion in claim [1f] – [1h]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[h] receive a response from the first user corresponding to the presented content piece,	Snapchat uses, sells, offers for sale, or otherwise provides a content delivery mechanism configured to receive a response from the first user corresponding to the presented content piece.

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	For example, see the discussion in claim [1f]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[i] determine whether the received response matches the expected response, and	Snapchat uses, sells, offers for sale, or otherwise provides a content delivery mechanism configured to determine whether the received response matches the expected response. For example, see the discussion in claim [1g]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
[j] perform an action based on an outcome of the determination.	Snapchat uses, sells, offers for sale, or otherwise provides a content delivery mechanism configured to perform an action based on an outcome of the determination. For example, see the discussion in claim [1h]. As another example, Snapchat's Accused Functionalities are located on/operated from one or more data centers and/or servers with processors, memory, and other storage, as shown in the exemplary citations in claim [12pre]
Claim 22	
[pre] 22. The apparatus of claim 19, wherein the context manager defines a context by:	See discussion in claim [4pre].
[a] creating one or more context entries for the context; and	See discussion in claim [4a].
[b] associating a respective context entry with a set of	See discussion in claim [4b].

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contextual information.	
Claim 24	
24. The apparatus of claim 19, wherein the contextual information includes one or more of: time, date, location, proximity to a system-detectable tag, device orientation, velocity, direction, distance, vibration, altitude, temperature, pressure, humidity, sound, luminous intensity, camera image, and video stream.	See discussion in claim [10].
Claim 25	
25. The apparatus of claim 19, wherein the content piece includes one or more of: audio clip, image, video stream, language lesson, e-mail, weather report, calendar reminder, news feed, rich site summary (RSS) feed, information update from a Web 2.0 application, and Internet blog.	See discussion in claim [11].