Integrate with Snapchat

12/19/2025 2:47 pm EST

Integrating your company's Snapchat business account with Bluecore allows you to target customers with ads on Snapchat using Bluecore's audience filtering and segmentation.

> ⓘ The minimum audience size to sync is 1,000 emails (or a ~2,000 person Bluecore list, given the 50% match rate).

User Role	View	Edit
Client Admin		✓
Advertise Campaign Author		✓
Viewer	✓	

To learn more about how to create effective campaigns, see how tooptimize your campaigns with Bluecore Advertise.

Before you begin

Before integrating with Snapchat, you must do the following:

- Contact your Customer Success Manager (CSM) to turn on the integration in Bluecore.
- Access to your company's Snap Ads Manager ID.

Install the Bluecore Snapchat integration

In order to integrate with Snapchat, you must install the integration in your Bluecore Namespace.

If you have multiple Snap Ad accounts, you can add each one as a separate integration in your Bluecore Namespace.

1. In your Bluecore Namespace, navigate to **Data Management** > **Integrations** page. The installed integrations appear.
2. Click **Marketplace**. The Marketplace list appears.
3. Search for Snapchat and click **New Integration**. The Snapchat page appears, defaulted to the Account Settings page.

Account Settings page

1. In the Account ID field, enter your company's Snap Ads Manager ID and click **Save**.
2. Click **Connect.** Snap's sign-in screen appears.

3. Sign in with the Snap credentials. If the correct admin account did not display, click **Switch Account** to log into the correct admin account.

4. After signing in, click **Confirm** to grant Bluecore permissions. The setup is complete.

Create a Snapchat campaign

Once the integration is complete, you can set up a Snapchat Advertise campaign that will sync your audience from Bluecore into Snapchat.

Snapchat requires using an audience with at least 1,000 customers.

1. In your Bluecore Namespace, navigate to **Campaigns** and click on **Campaigns** under the Advertise header. The Advertise campaigns list appears.

2. Click **New** > **Campaign**. The Channel page appears.

3. Select Snapchat from the channel options and click **Create**. The Snapchat Settings page appears.

Snapchat Settings

1. Choose your audience from the drop-down.

2. Select the frequency, date, and time to send the audience, which will sync the audience from Bluecore into Snapchat.

3. Choose the Snapchat integration from the drop-down that you want to sync with this audience.

4. When finished, click **Save & Continue**. The Summary page appears.

Summary

1. In the Campaign Settings header, click **Edit**. The Edit Campaign Settings dialog box appears.

2. In the Snapchat Audience Name field, enter an audience name. This will appear in Snapchat.

3. When finished, click **Save**. The audience name is saved and the dialog box closes.

4. Review the campaign details and, when finished, click **Save & Launch Campaign**. The campaign saves and will sync to Snapchat at the date and time specified in the settings.