

## Snapchat Ads Perks App User Guide

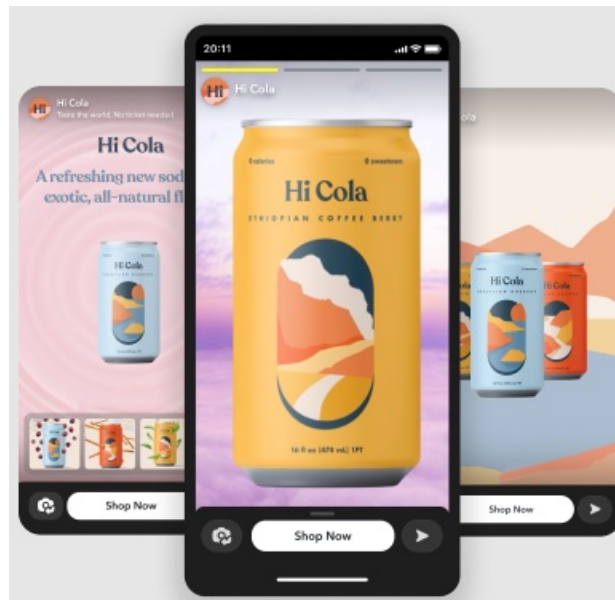
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# Snapchat

## Snapchat Ads Perks App



## Specifications

- **Product Name:** Prepay Payment Method
- **Compatibility:** Snapchat Ads Perks
- **Minimum Balance:** \$20
- **Payment Options:** Card Payment

### Setting up the Prepay Payment Method:

1. Remove your existing payment method by following the steps provided in the manual.
2. Click on "Payment Methods" under Billing & Payments in your Business Manager account.
3. Click on "+ New Payment Method" and select "Prepay".
4. Link your account, name your Prepay account, enter \$20 in the Amount Prepaid field, and complete payment details.
5. Set up the Monthly Autopay Amount by selecting "Yes" under Add Amount Prepaid on a recurring basis, choose Monthly and set today's date.
6. Click on "Create Payment Method" to finalize the setup.

### Turning off Auto-Reload:

1. Click on "Manage Auto-Reload" in your Business Manager account.
2. Type in the Reload Amount, select the desired date, choose the Payment Source, and save changes.
3. Confirm the changes to turn off auto-reload.

### Frequently Asked Questions (FAQ)

#### 1. Why is setting up the Prepay payment method necessary for Snapchat Ads Perks?

Setting up the Prepay payment method is required to join Snapchat Ads Perks and allows for flexibility in manual payments based on time or balance.

#### 2. Can I revert back to an alternate payment method after setting up Prepay for an ad account?

No, once Prepay is set up for an ad account, you cannot revert back to an alternate payment method. You would need to open a new ad account to use a different payment method.

## Prepay Payment Method

Guide on how to set up, add to balance, and turn off auto-reload Written specifically for Snapchat Ads Perks

### Step-by-Step Guides

- How to set up the Prepay Payment Method and Monthly Autopay Amount (set up before 3/1)
- How to add additional spend without changing the auto-reload Monthly Autopay Amount
- How to turn off auto-reload

Prepay payment method is required to join Snapchat Ads Perks. Upon confirmation of complete setup of the

Prepay payment method and Monthly Autopay Amount as required by the Snapchat Ads Perks terms, you will receive a \$20 ad credit. Please note that setting up the Prepay payment method requires loading a one-time minimum \$20 balance that can be used toward future ad spend but does not apply towards the Monthly Prepay Amount.

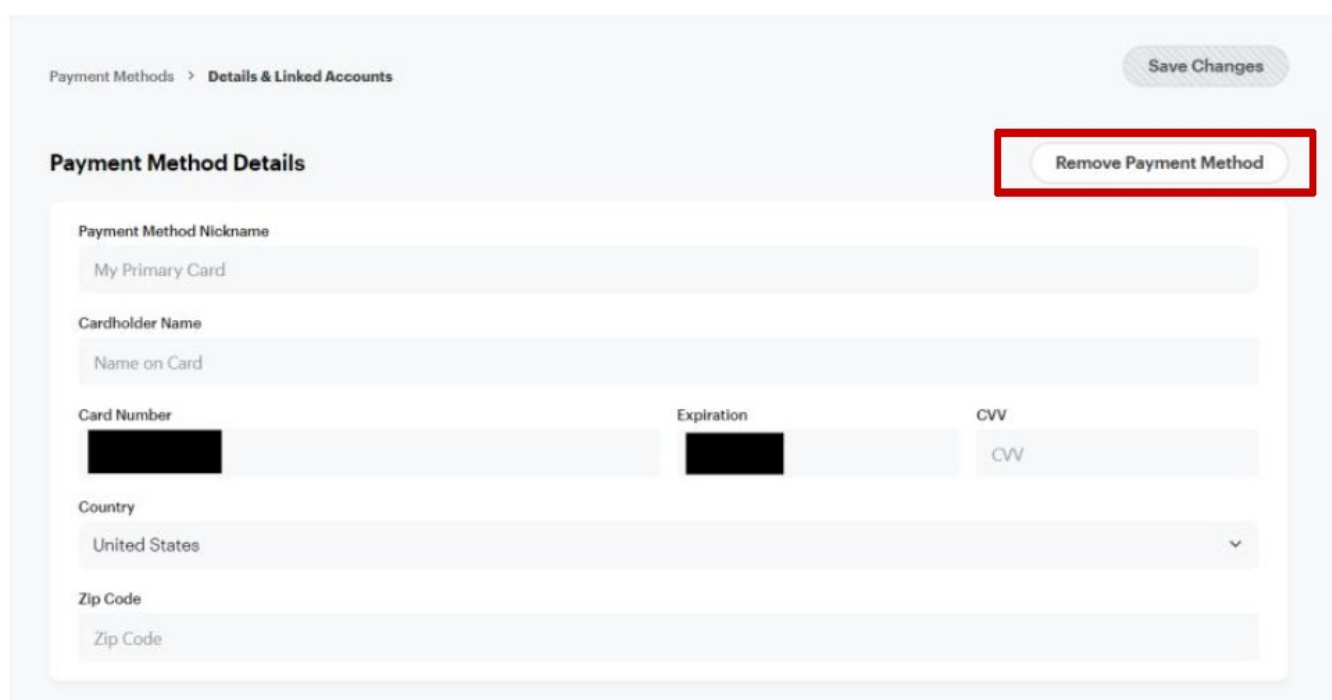
Setting up the Prepay payment method for ad accounts provides flexibility with manual payments based on time or balance. Once prepay is set up for an ad account, you may not revert back to an alternate payment method in the future. Ad accounts that wish to revert to other payment methods will need to open a new ad account.

## How to set up the Prepay Payment Method and Monthly Autopay Amount in Business Manager

Must be set up before March 1, 2024 to complete registration for Snapchat Ads Perks

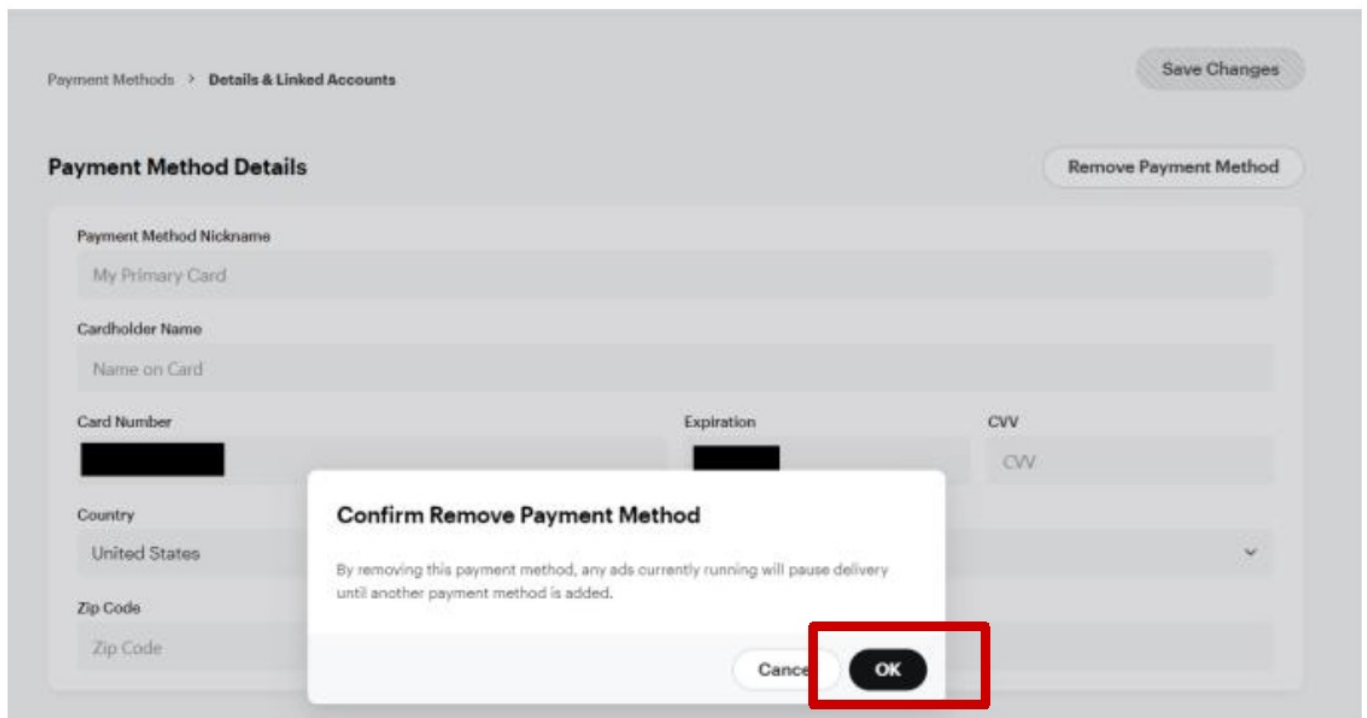
Before Setting up Prepay payment method, you'll need to remove your existing payment method

**Here's how to do it!**



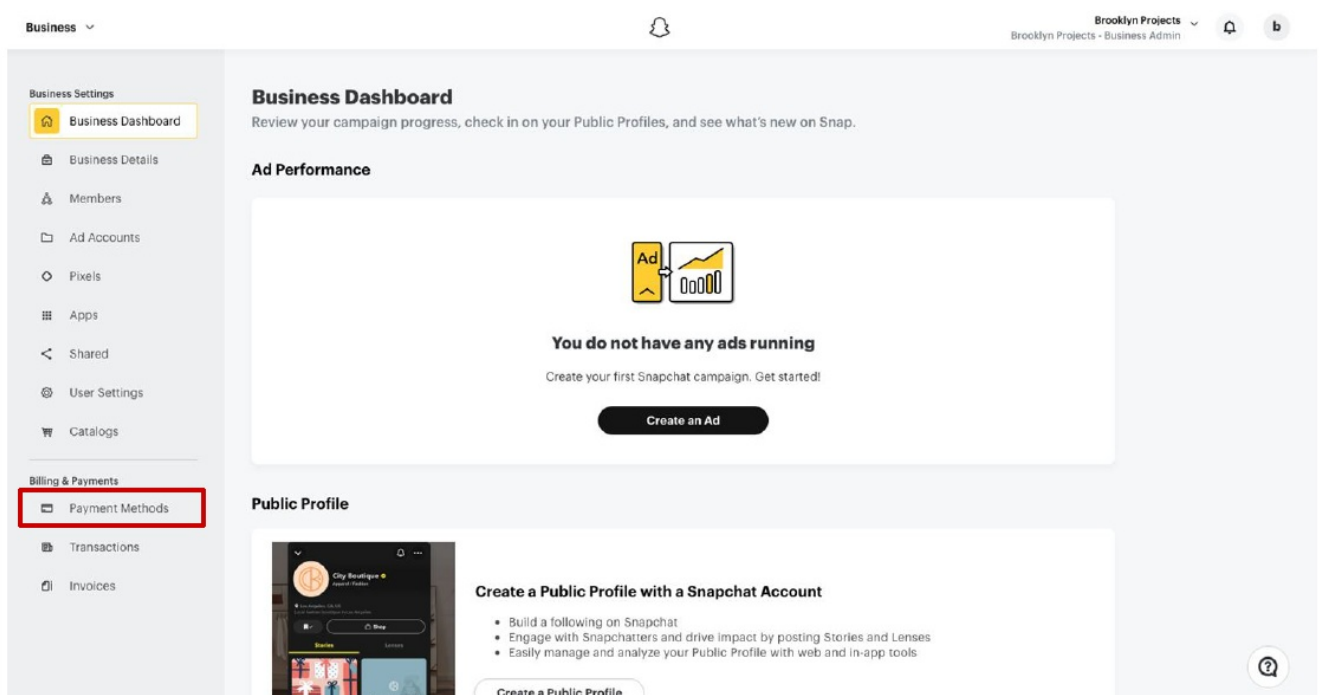
The screenshot shows the 'Payment Method Details' form in Business Manager. At the top right, there is a 'Save Changes' button. Below the form title, there is a 'Remove Payment Method' button highlighted with a red rectangle. The form fields include: 'Payment Method Nickname' (My Primary Card), 'Cardholder Name' (Name on Card), 'Card Number' (masked), 'Expiration' (masked), 'CVV' (CVV), 'Country' (United States), and 'Zip Code' (Zip Code).

1. Click on "Payment Methods" under Billing and Payments
2. Click on "Remove Payment Method"
3. Click "OK" to confirm

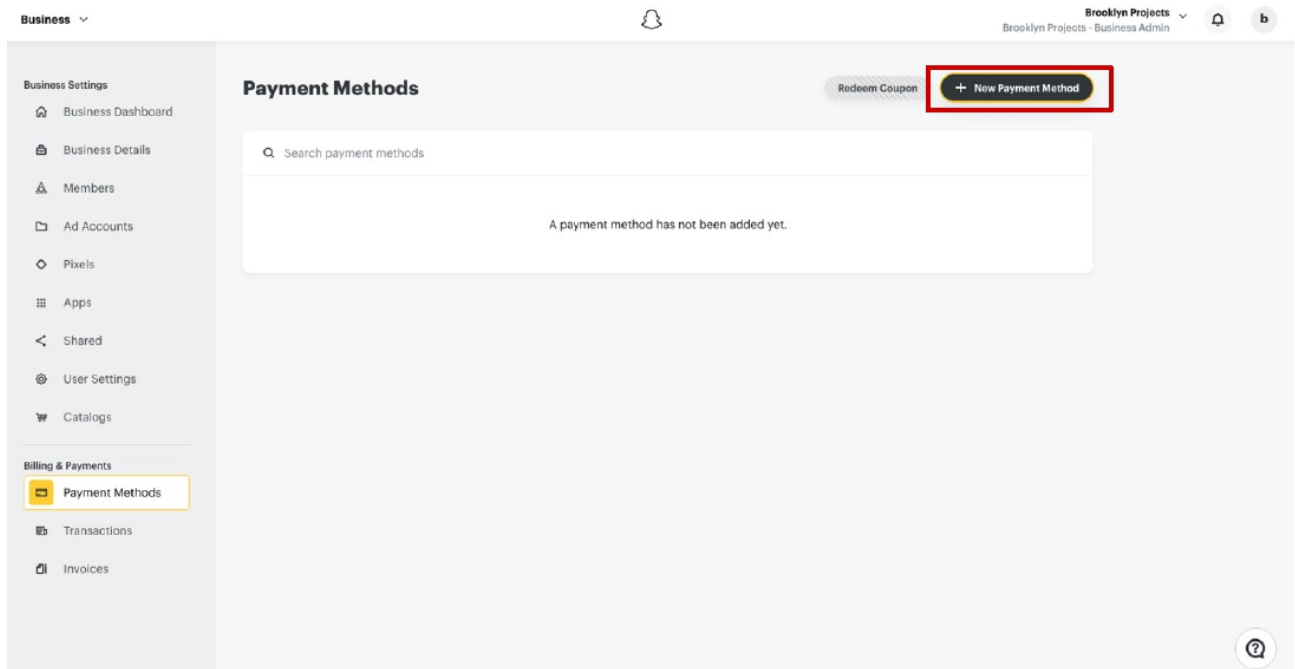


You have now removed your payment method and can proceed with setting up the Prepay payment method!

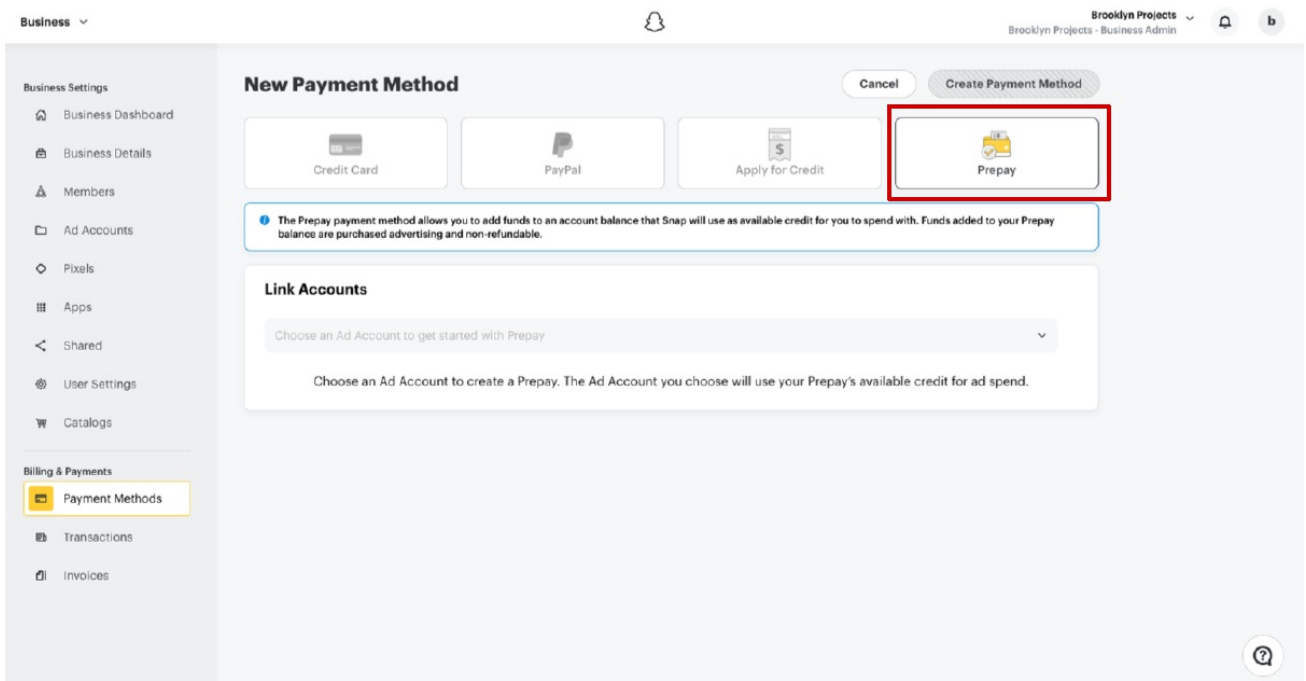
#### 1. Step 1: Click on "Payment Methods" Under Billing & Payments



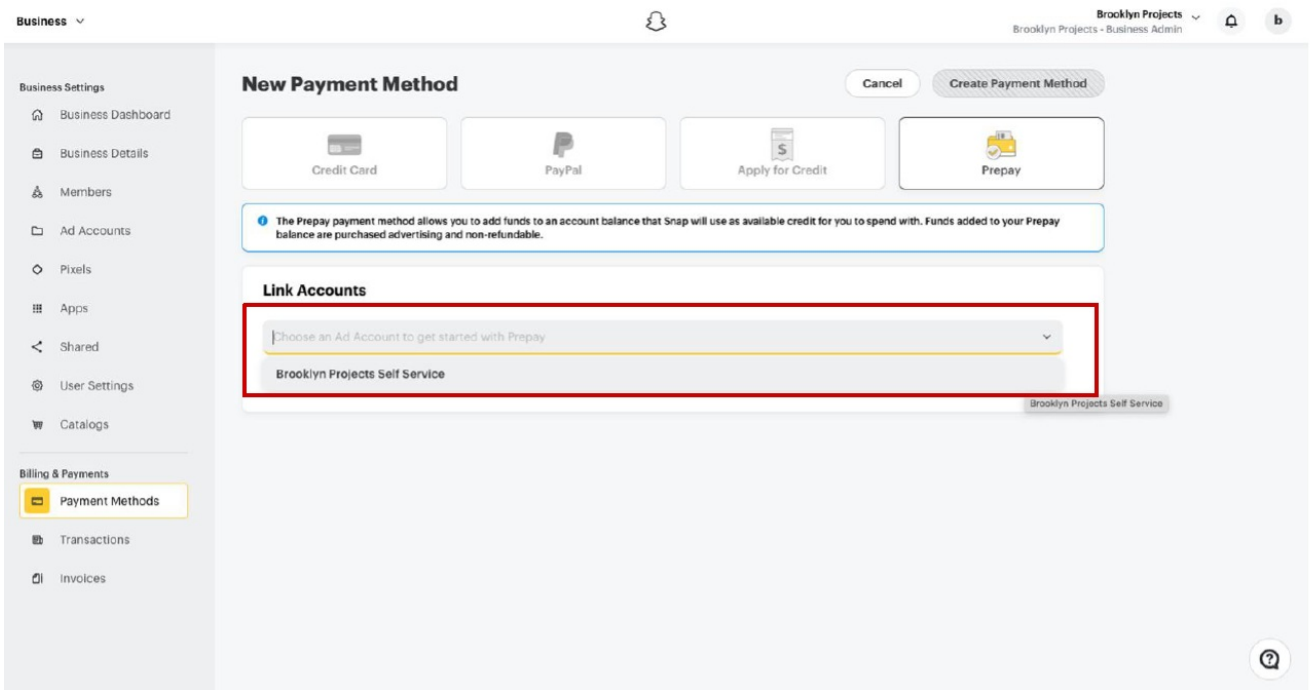
#### 2. Step 2: Click on "+ New Payment Method"



3. Step 3: Click on “Prepay”



4. Step 4: Click on “Link Accounts” dropdown and select account



5. Step 5:

- Under “Payment Method Nickname” type a name for your Prepay account
- Under “Amount Prepaid” type in “20” (minimum amount required to set up prepay payment method and will be applied to future campaigns)\*
- Complete payment details
  - Payment source
- Cardholder Name
- Card Number, Exp, CVV
- Country
- Zip Code
- Once we confirm the entire prepay set up process for Snapchat Ads Perks has been completed, you will receive a \$20 credit via email on 3/1 for setting it up.

**New Payment Method** Cancel Create Payment Method

**Link Accounts**

**Payment Method Details**

Payment Method Name

Amount Prepaid (USD)

Payment Source

Cardholder Name

Card Number

Expiration

CVV

Country

Zip Code

Add Amount Prepaid on a recurring basis?

☒ Yes, add to my balance now and on a recurring basis

When my balance falls below a minimum balance  of \$5.00

☐ No, just add to my balance once for now

6. Step 6: Under “Add Amount Prepaid on a recurring basis?” click on “Yes”, select “Monthly,” set today’s date (note: date will be updated in the next step)

**New Payment Method** Cancel Create Payment Method

**Link Accounts**

**Payment Method Details**

Payment Method Name

Amount Prepaid (USD)

Payment Source

Cardholder Name

Card Number

Expiration

CVV

Country

Zip Code

Add Amount Prepaid on a recurring basis?

☒ Yes, add to my balance now and on a recurring basis

Monthly

starting Jan 22, 2024

1. Click “Yes”

2. Select “Monthly” in dropdown

3. Select today’s date (e.g., Jan. 22)

4. Click on “Create Payment Method”

After selecting today’s date, scroll up and click on “Create Payment Method”

You’ve now set up your Prepay payment method, but there’s one more step needed to complete setting up the Monthly Autopay Amount required for Snapchat Ads Perks.

Please note, the Monthly Autopay Amount MUST MATCH the dollar amount in the email invite you received for Snapchat Ads Perks.

7. Step 7: Click “Manage Auto-Reload” and type in Reload Amount in the pop-up window, select “March 1, 2024,” select the Payment Source, click “Save Changes,” and click “Confirm.”

2. Type in Reload Amount and set "Next Reload Date" to **MARCH 1st**. Please note, Reload Amount **must match** the email invite received for Snapchat Ads Perks

1. Click on "Manage Auto-Reload"

4. Your account is now set for auto-reload on the 1st of every month

3. After clicking "Save Changes," a pop-up confirmation window will appear– click "Confirm"

Your setup is now complete!

How to add additional spend without changing the auto-reload Monthly Autopay Amount

### Use this for the following situations

- During Snapchat Ads Perks (March 1 – May 31): If you want to spend more than the Monthly Autopay Amount you've set for Snapchat Ads Perks (e.g., adding \$100 to the balance in addition to what you've already set for the Monthly Autopay Amount)
- After Snapchat Ads Perks (after May 31): If you have turned off auto-reload and prefer to manually load a balance into your Prepay account as needed

1. Step 1: Under "Payment Methods" select your Prepay Account and click "Add to Balance"

Business Settings

Payment Methods > Snapchat Ads Perks > Details & Linked Accounts

**Add to Balance**

**Payment Method Details**

Prepay Nickname: Snapchat Ads Perks | Available Credit: \$0.00

**Auto-Reload**

Automatically add funds to your Prepay balance with Auto-Reload. Automatically add a specified amount to your Prepay balance on a schedule or when your balance gets low. **Set up Auto-Reload**

**Linked Accounts**

Brooklyn Projects Self Service | Currency: USD

**Reload History**

Date	Payment Source	Type	Reload Amount	Tax	Total
1/22/2024	IL	Charge	\$20.00	-	\$20.00

2. Step 2: Write in "Amount Prepaid", select "Payment Source", click "No", and then click "Add to Balance" → In the pop-up, click "Confirm"



Payment Methods > Snapchat Ads Perks > Reload

### Add to Balance

Fill out the form to add to your current balance of \$0.00

Cancel **Add to Balance**

1. Add the one-time amount you wish to spend

Amount Prepaid (USD)

\$100.00

2. Select the payment source in the dropdown (existing credit card or new credit card)

Payment Source

IL

3. Select "No"

Add Amount Prepaid on a recurring basis?

☐ Yes, add to my balance now and on a recurring basis

☒ No, just add to my balance once for now

When my balance falls below a minimum balance of \$5.00

4. Click "Add to Balance"

### Confirm Prepay Transaction

Available Credit to add to Prepay \$100.00

Total Payment Amount \$100.00

Funds added to your Prepay balance are purchased advertising and non-refundable. Completing this transaction will add \$100.00 to your available credit.

Cancel **Confirm**

5. Click "Confirm" - you have now added a one-time additional amount to your Prepay account

## How to turn off auto-reload

### Use this for the following situations

- During Snapchat Ads Perks (March 1 – May 31): If you decide to opt-out at any time to prevent being charged the Monthly Autopay Amount on the 1st of the following month
- After Snapchat Ads Perks (after May 31): If you no longer want to continue auto-reload and prefer to manually load a balance as needed

#### 1. Step 1: Click on "Payment Methods" Under Billing & Payments

Business > Brooklyn Projects > Brooklyn Projects - Business Admin

### Business Dashboard

Review your campaign progress, check in on your Public Profiles, and see what's new on Snap.

#### Ad Performance

You do not have any ads running

Create your first Snapchat campaign. Get started!

Create an Ad

#### Public Profile

Create a Public Profile with a Snapchat Account

- Build a following on Snapchat
- Engage with Snapchatters and drive impact by posting Stories and Lenses
- Easily manage and analyze your Public Profile with web and in-app tools

Create a Public Profile

Business Settings

- Business Dashboard
- Business Details
- Members
- Ad Accounts
- Pixels
- Apps
- Shared
- User Settings
- Catalogs

Billing & Payments

- Payment Methods**
- Transactions
- Invoices

- #### 2. Step 2: Under "Payment Methods", select the name you chose in the instructions on slide 8 — then click on "Turn off" and select "Turn off" in the pop-up window

Payment Methods

Search payment methods

Visa ending in 0642

Expires 09/2024

1. Click on your Prepay account under Payment Methods

2. Click on "Turn off" and a pop-up appears

Turn off Auto-Reload?

Are you sure you want to turn off auto-reload for Snapchat Ads Perks? Any ads in an ad account using this Prepay balance may be interrupted if your balance runs out.

3. Click on "Turn off"

Payment Method Details

Prepay Nickname: Snapchat Ads Perks, Available Credit: \$20.00

Auto-Reload

Reload Amount: \$500.00, Frequency: Monthly, Next Reload Date: March 1, 2024, Payment Source: \*\*\*\* \* 0642

4. Your account auto-reload is now turned off

Linked Accounts

Brooklyn Projects Self Service, Currency: USD

Reload History

Date	Payment Source	Type	Reload Amount	Tax	Total
1/22/2024	**** * 0642	Charge	\$20.00	-	\$20.00

Documents / Resources

Prepay Payment Method

Quick set how to set up, add to balance, and turn off auto-reload under payment methods in Snapchat Ads Perks

Snapshot Ads Perks App [pdf] User Guide

Ads Perks App, Ads Perks, App

References

- User Manual

Manuals+, Privacy Policy

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