

M&A key to unlocking Snap's future success

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\$17.00

Snap's IPO price

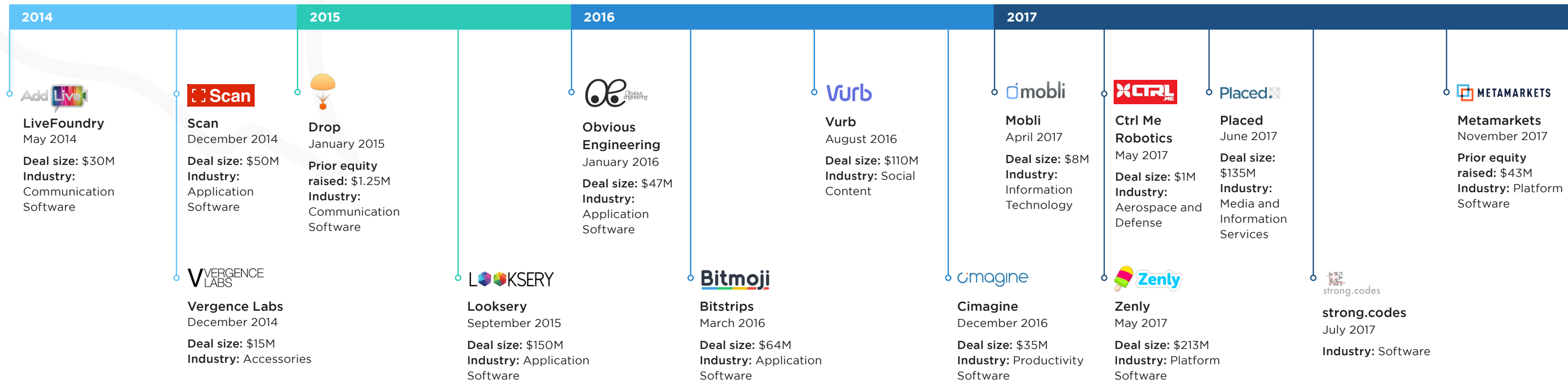
\$24.48

Snap's closing price March 2, first day of trading

\$15.12

Snap's closing price November 7, last day of trading before reporting 3Q earnings

Snap's M&A timeline



As of 11/15/2017

Biggest



Antoine Martin
Co-founder & CEO of Zenly
Year founded: 2011

In May, Snap acquired Zenly, a provider of a mobile-based, location-sharing platform that leverages users' sensor and location data for an in-app messaging service enabling users to meet up in real time.



David Shim
Founder & CEO of Placed
Year founded: 2011

Knock-on effect: About a month later, Snap picked up Placed, the designer of a location analytics platform that provides intelligence on offline consumer behavior to evaluate the impacts of ad campaigns on foot traffic to brick-and-mortar retailers.

Best



Moshe Hoge
Co-founder & CEO of Mobli
Year founded: 2011

Snap acquired the patent for its location-based filters earlier this year from Mobli, an Instagram competitor, securing the underlying intellectual property behind one of its major revenue streams from future litigation.

Latest



Mike Driscoll
Founder & CEO of Metamarkets
Year founded: 2010

Just last week, Snap acquired adtech startup Metamarkets. The company's platform allows marketers to measure the performance of ad campaigns. The startup had raised roughly \$43 million in equity financing from the likes of Founder Collective and Khosla Ventures.