

AMENDED Exhibit 865

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

From: [REDACTED]
Sent: 6/21/2023 12:49:36 PM
To: designteam [REDACTED]; productresearch [REDACTED]
Subject: 13-17 female lens engagement survey report

i everyone,

I'm sharing the research report on 13-17 female lens decline. Based on user surveys, we found four main reasons behind the lens decline:

1. **Snapchat lenses are considered childish:** Funny and role-play lenses are considered more childish than beautification lenses; Snapchat lenses are believed to be more childish than TikTok lenses overall
2. **Users switched to competitors:** 13-17 females switched to TikTok lenses, which are believed to have more positive user experience and be way cooler than Snapchat lenses. 13-17 females are using TikTok lenses for killing time, especially with interactive lenses; Snapchat lenses are used for taking selfies or being funny more than TikTok
3. **Users prefer less edited selfies:** Teen culture has shifted to less- to no-edit selfies among 13-17 females and user experience of light beautification lens Snapchat is not positive
4. **Users have difficulty finding lenses on Snapchat:** 13-17 females with declined Snapchat lens engagement mostly reuse lenses and found it hard to explore and discover new lenses

Accordingly, we propose four strategies to grow lens engagement on Snapchat:

1. **Strategy 1: Play to our strength of funny lenses.** Users still think Snapchat lenses are good for making funny photos or videos
2. **Strategy 2: Upsell interactive lenses to combat TikTok erosion of the killing-time use case.** Users switched to TikTok because it's cooler and has better user experience; they are killing time with interactive lenses on TikTok
3. **Strategy 3: Upsell light beautification lenses and camera style lenses to cater to the authentic Gen Z.** For users who think funny lenses are childish, light beautification lenses are critical; they prefer less edited selfies and believe that heavily edited selfies are not socially acceptable, therefore preferring light beautification lenses than heavy beautification ones
4. **Strategy 4: Maximize the important and frequent use cases, i.e., social use of cameras.** Use cases that are effective in driving growth should be ones that are both important to users and frequently engaged with by users; importance drives users to come back to Snapchat; frequency drives deep engagement; important and frequent use cases tend to be camera use cases. TikTok is leading the social-oriented ones (Taking selfies to share with people) whereas Snapchat is leading the self-oriented ones (Taking selfies to save for myself, capturing a moment).

Please follow this [link](#) to review the full report and let me know if you have any questions!

Thanks!

[REDACTED]
Lead User Researcher

Snap Inc.

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