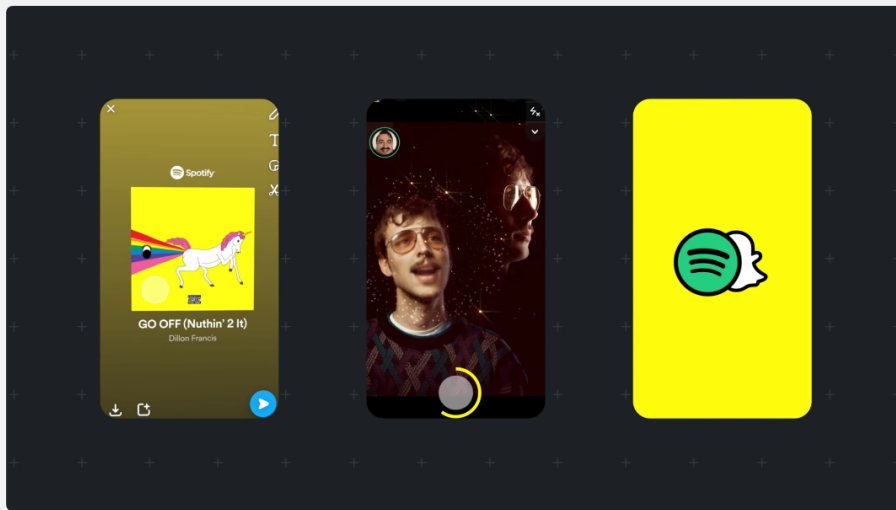


Build with Snap

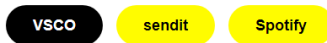
A Vibrant Development Platform

Amplify your product on Snapchat – and beyond – with our development tools. Build immersive AR experiences within the music, entertainment, fashion, sports and art worlds through our platform.



Snap Kit

Build for your own audience and apps using powerful Snap solutions.



VSCO

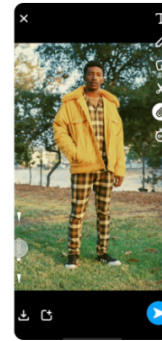
Snap Kit

For more than ten years, VSCO remains the gold standard for innovative creative tools used for photo and video editing — with a vibrant community of creators who share to Snapchat. VSCO implemented Login Kit to make it even easier for Snapchatters to create VSCO accounts. VSCO also integrated Creative Kit so their users could quickly share their creative visual communications back to Snapchat.

[Login Kit](#)

[Creative Kit](#)

[Sticker Kit](#)



Camera Kit

Hear from Camera Kit partners on how AR has transformed the experience for their mobile app communities.



¹sendit internal data, April 2021

Company

[Snap Inc.](#)
[Careers](#)
[News](#)

Community

[Snapchat Support](#)
[Pixy Support](#)
[Community Guidelines](#)
[Safety Center](#)

Advertising

[Buy Ads](#)
[Advertising Policies](#)
[Political Ads Library](#)
[Brand Guidelines](#)
[Promotions Rules](#)

Legal

[Privacy Center](#)
[Cookie Policy](#)
[Cookie Settings](#)
[Report Infringement](#)
[Custom Creative Tools Terms](#)
[Community Geofilter Terms](#)
[Lens Studio Terms](#)

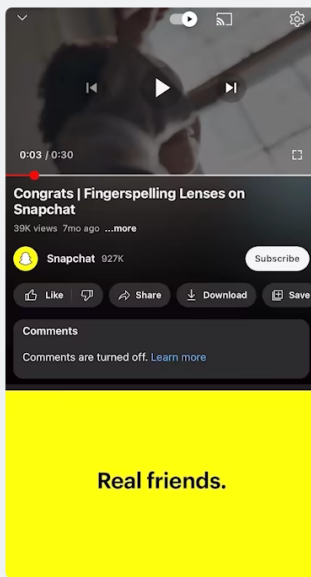
Language

English (US) ▾

Creative Kit

Sharing to Snapchat seamlessly. Let your community share content from your app or website with friends on Snapchat.

Get Started



Share to Snapchat

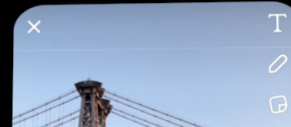
Inspire Sharing With Fun Creative Tools

With just a tap, your community can share Lenses AR experiences, Filters, GIFs, videos, links, or captions from your website or app to Snapchat.

Learn More

Make Sharing Even More Interactive

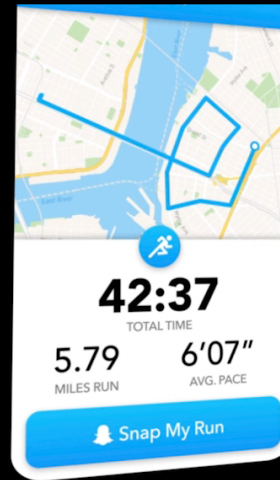
Build an engaged community by creating more interactive moments with Dynamic Lenses and Stickers.





Dynamic Lenses

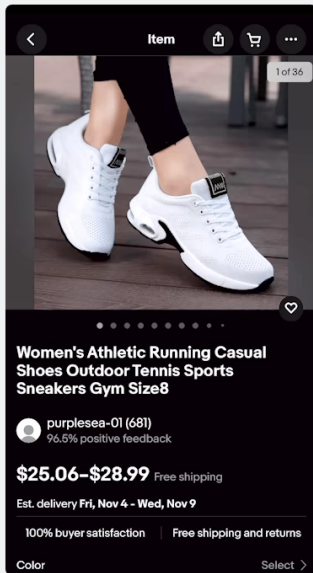
Give your users a way to share live scores, weather, and other dynamic data through easy-to-build AR experiences.



Stickers

Let your users decorate their Snaps with branded stickers that show friends where they are or what they're doing.

[Learn More](#)



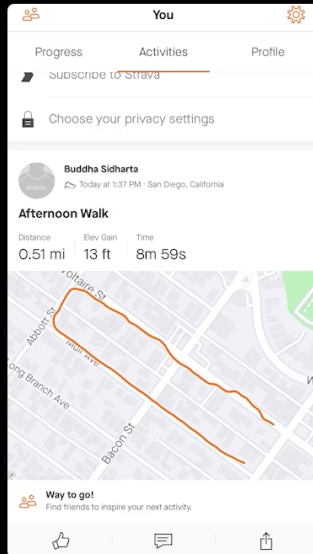
Valuable Engagement

Reach Communities of Friends

On average, 280 million people use Snapchat every day to communicate with their closest friends.¹ Creative Kit gives you a way to take part in those conversations.

[Learn More](#)





Community Growth

Drive Engagement on Your App or Website

Snaps and Stories shared with Creative Kit link back to your content, driving more engagement on your app or website.

[Learn More](#)

Frequently Asked Questions

Why should I use Creative Kit?

Creative Kit is the perfect solution for people to share your content with their friends on Snapchat via Chat or their Story. Use amazing creative tools, like AR Lenses, stickers, GIFs, videos, or standard links, and Creative Kit will always attribute back to your app or website so you can grow your audience for free.

Can I select the type of sharing experience I want to enable?

Yes. Creative Kit supports a wide range of creative tools, such as AR Lenses, stickers, GIFs, videos, and standard links. You can share any type of content on Snapchat, from your website or app.

Does Creative Kit work on desktop?

Yes. Your community will scan a Snapcode, which will bring your content directly to their Snapchat mobile app. They can then share content easily with their friends, via Chat or in their Story.

Will my community need to connect to Snapchat in order to share with their friends?

No. Creative Kit works by deep linking inside Snapchat, removing the need for an extra login step.

What are Dynamic AR Lenses?

Augmented reality has massive usage, with over 200 million Snapchatters engaging with AR daily. With Dynamic AR Lenses, you can customize your augmented-reality experience to include dynamically generated fields, such as live scores, weather, location, and more! This will make each sharing experience unique and customized for your community.

How will people get to my app or website?

When someone sees a message or Story from Creative Kit, a link to your app or website will be attached, and they can easily visit your property by swiping up. This is a great way to grow your audience and engagement for free.



- Getting Started
- Developer Portal >
- App Review >
- Camera Kit >
- Creative Kit** < >
- Overview
- Tutorials >
- Login Kit >
- Changelog
- Downloads
- Explorer
- Support

Getting Started

Getting Started

Ready to get started? Choose a Kit from the left to learn a bit more about its features and dive into some code samples.

Sample Code

Download sample code to get started with [Creative Kit](#) and [Login Kit](#).

Manage Your App

Once you complete your integration, you can use the [developer portal](#) to manage testing, usage analytics, and more.

Feedback?

We regularly update our documentation to give you everything you need for creative, easy integrations. If something's not working for you, [please report it to us here](#).

To stay up to date with our SDKs, [see what's new](#) and follow [@snapfordevs](#) on Twitter.

Next
[Developing Your App »](#)

- Sample Code**
- Manage Your App
- Feedback?

Company
[Snap Inc.](#)
[Careers](#)
[News](#)

Community
[Support](#)
[Community Guidelines](#)
[Safety Center](#)

Advertising
[Buy Ads](#)
[Advertising Policies](#)
[Political Ads Library](#)
[Brand Guidelines](#)
[Promotions Rules](#)

Legal
[Privacy Center](#)
[Cookie Policy](#)
[Report Infringement](#)
[Custom Creative Tools Terms](#)
[Community Geofilter Terms](#)
[Lens Studio Terms](#)

- Getting Started
- Developer Portal >
- App Review >
- Camera Kit >
- Creative Kit
 - Overview
 - Tutorials >
- Login Kit >
- Changelog
- Downloads
- Explorer
- Support

Home > Creative Kit > Overview

Creative Kit

Available For: iOS, Android, Web, Unity, and React Native

Creative Kit makes sharing even more interactive!

Creative Kit allows users to share Lenses, AR Experiences, Filters, GIFs, videos, links, or captions from your website or app directly to Snapchat's camera or preview screen.

After the content is shared into Snapchat, users can apply any of Snapchat's creative tools to edit the shared content before sending it to their friends or stories.

Snaps and Stories shared with Creative Kit link back to your content, driving more engagement on your app or website!

- Features**
- Resources
- Example Integration

Features

Creative Kit has three main features: Dynamic Lenses, Stickers, and Spotlight Posting.

- **Dynamic Lenses:** Provide your users a way to share live scores, weather, and other dynamic data through easy-to-build AR experiences.
- **Stickers:** Allow your users to decorate their Snaps with branded stickers that show friends where they are or what they're doing.
- **Creative Kit for Spotlight:** Provides Spotlight Creators and Snapstars with the ability to share content, with optionally attached topics, from third-party applications to Spotlight using Creative Kit; this makes it easier for them to create and share new content from their favorite Apps to Spotlight.

With Creative Kit, you can:

- Share media to the Preview screen (images and videos)
- Share stickers to the Preview or Camera screen
- Populate a web url or mobile deep link to be attached to the Snap
- Prepopulate a caption
- Add a Lens Attachment created in [Lens Studio](#)
- Share content with attached topics from 3PAs to Spotlight (iOS only)

Resources

- Creative Kit Tutorials: [iOS](#), [Android](#), [Web](#), [React Native](#), [Unity](#)
- Creative Kit References: [iOS](#), [Android](#), [React Native](#), [Unity](#)
- Sample Applications: [iOS](#), [Android](#)

Example Integration

Allow Users to Share Accomplishments With Friends

Using Creative and Interactive Stickers on Snapchat





Snap Tokens

Snap Tokens can be purchased from inside the Snapchat app! Tokens can be redeemed for Gifts to send to Creators, and they can also be redeemed for digital goods within Games to upgrade your gameplay experience.

Buying Snap Tokens

Snap Tokens are only available for purchase in the Token Shop within the Snapchat app. To access the Token Shop, ensure you're signed into the App Store on your iOS device, or the Play Store on your Android device.

To purchase Snap Tokens...

1. **Tap the Profile icon** at the top to go to your Profile screen 
2. Scroll down to '**My Snap Tokens**' and tap on your Token balance to open the Token Shop
3. **Select the amount of Tokens** you would like to purchase 
4. **Follow the on-screen instructions** to complete your purchase

After you purchase Tokens, you can see how

