



NEWS RELEASE

DICK'S Sporting Goods and Snapchat Bring Next-Gen Measurement for the Next-Gen Athlete to Social

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After years of collaboration on social campaigns, DICK'S Sporting Goods and Snapchat are evolving their partnership to focus on turning engagement into measurable business impact.

Through DICK'S Media, brands advertising on Snapchat can now directly connect impression-level exposure to verified online and in-store sales at DICK'S. It's the first time Snapchat campaigns can be measured this way, bringing a new level of accountability to social advertising.

"Snapchat is where many of our athletes are already engaging with content every day, making it a natural place for brands to show up in authentic ways," said David Young, VP of DICK'S Media Network at DICK'S Sporting Goods. "By connecting that engagement directly to verified sales, we're giving our partners a clearer understanding of how their investment is driving real growth and unlocking new ways to reach athletes with greater precision."

Following the partnership with Roku last year and becoming the first retail media network to leverage the Roku Data Cloud, DICK'S Media set out to better understand where its athletes are spending time and engaging most.

Snapchat quickly stood out.

With a global community nearing 1 billion Snapchatters and a strong presence among Gen Z and Gen Alpha, Snapchat is where culture moves fast, where trends take shape, athletes show up, and brands have an opportunity to connect in more authentic ways.

“Sports is one of the biggest ways our community shows up on Snapchat,” said Ashley Phillips, Senior Manager, Head of RMN and Luxury at Snapchat. “They love Snapping game day photos, following their favorite athletes, and celebrating big wins together. By pairing that deep engagement with DICK’S Media’s sales, we’re giving advertisers a clearer picture into how ads on Snapchat directly drive business results and showing just how powerful it can be to reach fans where they already are.”

For DICK’S Media, that creates a powerful opportunity: translating that cultural relevance into measurable revenue.

At the center of the partnership is DICK’S Media’s secure data clean room integration, powered by LiveRamp, which allows brands to measure purchases made by DICK’S athletes after being exposed to ads on Snapchat. This closed-loop measurement not only helps brands understand what’s working, but it also enables more precise targeting using DICK’S first-party data, reduces wasted impressions, and improves overall return on ad spend.

Putting the concept into action, DICK’S Media and Snapchat launched a series of pilot campaigns with partners including adidas, bringing this new measurement capability to life around high-impact footwear launches. Campaigns featured products like the adidas Anthony Edwards 2 and Harden Volume 10 basketball shoes, aligning with moments that already had strong cultural momentum.

The results made the opportunity clear. Across campaigns, partners saw a 5–7x return at the brand level, with direct, attributable lifts in both ecommerce and in-store sales, proving that Snapchat can do more than drive awareness; it can drive action. The pilots also unlocked deeper insights that gave brands a clearer view of who is responding and where those conversions are happening, whether online or in-store.

By linking Snapchat engagement directly to verified sales, DICK’S Media is helping redefine what’s possible for social advertising, giving brands the tools to not only show up in culture, but prove its driving growth.