

13 million more people joined Snapchat in Q2 2019 thanks to Android

 By [Shereesa Moodley](#)

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Snapchat is making a comeback since launching an [optimised Android version](#) of its app in April this year. In fact, in its Q2 earnings [announcement](#) on Tuesday, the company revealed that it had gained 13 million more daily users.



Image credit: Snapchat.

“On the majority of Android devices used by new users, Snapchatters are now sending 7% more Snaps when compared to the old version,” Snapchat’s parent company Snap Inc noted.



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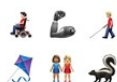
Daily active users now stand at 203-million up from 188-million in Q2 2018.

The stats suggest that Android users are enjoying the new version of Snapchat, with more people now actively using the platform.

Snapchat also noted a 60% increase in daily time spent watching content in its “Discover” section and a 35% increase in Discover’s audience.

“ Snapchatters are now sending 7% more Snaps on Android thanks to the new app ”

The company’s Lens Studio platform, which allows users to create their own augmented reality effects, also had more engagement in Snapchat’s second quarter.



59 new emoji are coming to iOS, MacOS and Apple Watch

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“By the end of Q2 2019, over 500 000 Lenses had been created by our community through Lens Studio. We saw more engagement with Lenses created by our community in Q2 2019 than the entirety of 2018,” Snap said.

“ It’s that smooth. [#SnapForAndroid pic.twitter.com/GXC9EQqc6H](https://twitter.com/GXC9EQqc6H)— Snapchat (@Snapchat) [April 12, 2019](#) ”

The platform’s recent moves to improve Android user-experience and provide unique content like [Snap Games](#) certainly seems to be paying off.

ABOUT SHEREESA MOODLEY

Shereesa is a passionate writer who often delves into the world of social media, online trends and all things photography. She is also a journalism graduate of Rhodes University and can be found frequenting YouTube and Instagram. She lurks on Twitter too, sometimes.

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