**Snapchat Simplifies Vertical Video Creation**

Snapchat has launched Instant Create, a new tool that enables marketers to create and deploy vertical video ads in three steps through its self-service Ads Manager. Marketers short on time or creative materials can utilize the platform's most popular templates and other ad detail options to quickly launch campaigns.

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[***https://techcrunch.com/2019/07/31/snapchat-instant-create/***](https://techcrunch.com/2019/07/31/snapchat-instant-create/)

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