

## Snapchat Marketing and Right-Wing E-Commerce Scams

As part of its Election Protection Project, Alethea Group, in partnership with the Global Disinformation Index, investigated a marketing firm purchasing political advertisements on Snapchat that claim to give away free Trump merchandise to users. The company, Albbiom Marketing spent \$418,028 on Snapchat advertising so far in 2020, making it the **third largest** political advertiser on the app this year behind only the Bloomberg presidential campaign and the Truth Campaign, a national campaign aimed at eliminating teen smoking in the United States.

Albbiom Marketing is registered in California at a UPS location. Albbiom also runs a network of domains that host right-wing and pro-Trump shops.

Albbiom spent more than \$400,000 on 157 advertisements on Snapchat to push “free” Trump merchandise in 2020, according to Snapchat political advertising records. The most popular ad has over 33 million impressions on the app. Snapchat advertising logs display the organization name as Marud Khan. Alethea Group found no evidence Marud Khan is a real person.



The Albbiom Marketing company can be linked to four other merchandise websites selling Trump-themed apparel and other right-wing themed accessories, including USA Patriot Nation,



We Heart LEOs, Great USA 2020, and United Association. The same website advertising free Trump merchandise was also advertised on Facebook by the page.

All of the advertisements include offers of free Trump merchandise. Many of the advertisements include a headline that says “Patriot 1776”. Some of the advertisements also include small print informing consumers they will be charged a “membership fee” along with shipping and handling fees. It does not

appear that any users have actually received the merchandise.

An investigative thread found on Reddit includes examples of users attempting to receive the free merchandise advertised. Users also complained of mysterious charges to their accounts in the days/weeks after providing these sites with their personal and financial information. Alethea Group found that the charges came from domains connected to Albbiom Marketing.

For more information please contact Alethea Group at [info@aletheagroup.com](mailto:info@aletheagroup.com).