

High-Impact Awareness with Reddit Category Takeovers

At a glance

Tapped into high-impact awareness initiative through Reddit Category Takeovers with results that proved to drive objective results; with all KPIs on par with Reddit's cumulative benchmarks.



4x

Stronger Impressions than goal



117.74%

Above Video Views goal



42.66%

Less than CPM goal



31.56%

Above Reddit VCR benchmark



13%-54%

On par with Reddit CTR benchmark range

CHALLENGE



To maximize awareness and reach of [specific business product from brand].

SOLUTION/RESULTS



Reddit Category Takeovers (Business & Finance, Current Events & news, Lifestyle & Leisure, and Sports) allowed for the brand to be the first brand seen in multiple relevant category communities for 24+ hours - delivering in-sync messaging to each category. Successfully capitalized on Reddit site traffic within concentrated environments, delivering strong performance across the board, exceeding CTR and VCR benchmarks and CPM + VV expectations.

- Each category saw impressions, video views and VCRs well above goals.
- Shorter format videos resulted in VCRs that were double that of longer format videos.
- Real-life situational creative resonated deeply with users and garnered lower CPMs, higher VCRs, and ultimately added value.
- Accumulated exceptional added value (33% of total investment)!

BENEFITS



Benefit One

1

Connect with the people who matter most; target relevant subreddits and occupy the top advertising spot when redditors visit those communities. This targeted exposure ensures that your message resonates with the right audience.

Benefit Two

2

Foster meaningful engagements with high-potential niche audiences; establish a deeper connection with redditors who share common interest.

Benefit Three


3

Establish brand authority and credibility; brand will be shown across the feed, banners, and in conversations (utilizing text, image and video) for a holistic top-of-mind user experience.



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