

## [Reddit] Cloud-based Software Company— BDMs in Finance, IT & HR

### Opportunity

A leading cloud-based software platform sought to expand its advertising reach on Reddit. Their agency, which had achieved success on other platforms, aimed to replicate those results by targeting the right B2B audience. The challenge, however, lay in identifying and engaging a highly specific audience on Reddit, particularly business influencers within the Finance, IT, and HR sectors.

### Approach

Input provided by the agency guided an analysis of Reddit's subreddits and user behavior to identify the most relevant audiences for the campaign. A comparison was set up to test the ability of advanced audience-targeting solutions against Reddit's native targeting. Subreddits aligned with the campaign's goals were carefully evaluated, with a focus on engaging Finance, IT, and HR professionals to maximize impact.

### Result

The campaign tests were executed with traffic and video view objectives. Results exceeded expectations, prompting the agency to extend the partnership for an additional three months. Significant performance improvements were observed, including a 9% increase in view rate compared to Reddit's native targeting. The Video Completion Rate also improved by 2.4%, despite Reddit not being a video-centric platform. Additionally, CTR saw a 14% improvement, while CPC became more cost-efficient during the test period.

Overall, the campaign demonstrated the effectiveness of the advanced audience-targeting approach on Reddit, delivering strong results and leading to an extended partnership for further optimization.

+9%  
View Rate\*

+14%  
Click Rate\*