

[Reddit] Technology company— Tech Leaders & Public Sector

Opportunity

A leading technology company sought to target a B2B audience on Reddit, aiming at Tech Leaders and individuals in the Public Sector across France, Germany, and the United Kingdom. They approached Socialdatabase for assistance in leveraging audience expertise to expose their video content and enhance user engagement with their solutions.

Approach

Drawing on our advanced data analysis capabilities, Socialdatabase mapped out the various Subreddits frequented by Tech Leaders and Public Sector professionals – actualizing their campaign strategy into a highly relevant, targetable audience on Reddit.

Result

Supporting the launch of the video view campaign, Socialdatabase audiences delivered the video to the most relevant audience generating an impressive view rate of up to 24%. Furthermore, the tailored audiences delivered cost-efficient CPM metrics, surpassing those achieved with Reddit's native targeting.

+11%

Improved CPM

+27%

Increased Impact