

## [Reddit] Technology company— IT Ops

### Opportunity

A leading technology company, offering a suite of computer hardware technologies, sought to bolster its presence on Reddit, specifically targeting IT Ops Professionals in Germany. However, due to the platform's nature, challenges were faced in effectively reaching this target audience with the appropriate Subreddits. Seeking expertise, the company engaged Socialdatabase to optimize their targeting strategy.

### Approach

A comprehensive approach was undertaken, leveraging data analysis capabilities and technology. Various Subreddits were meticulously examined and analyzed, with technology being utilized to identify those frequented by IT Professionals. This enabled the curation of a highly relevant audience for the company, allowing content and strategy to be tailored for maximum impact.

### Result

Through this tailored approach, support was provided for the execution of three traffic campaigns, surpassing the performance of Reddit's native targeting solution. Impressive results were achieved, with click-through rates of up to 0.3%, along with lower costs per click and cost per thousand impressions. Additionally, the sustained utilization of the audience targeting solution over an additional quarter further amplified these favorable outcomes.

By seamlessly integrating a data-driven approach, the target audience on Reddit was effectively engaged, resulting in notable success for the campaigns and the client.



0.28%  
CTR

+50%  
Improved CPC

