

Poshmark reaches high intent users with app install product

App Install campaign resulted in strong conversions and efficiency outperforming other major partners

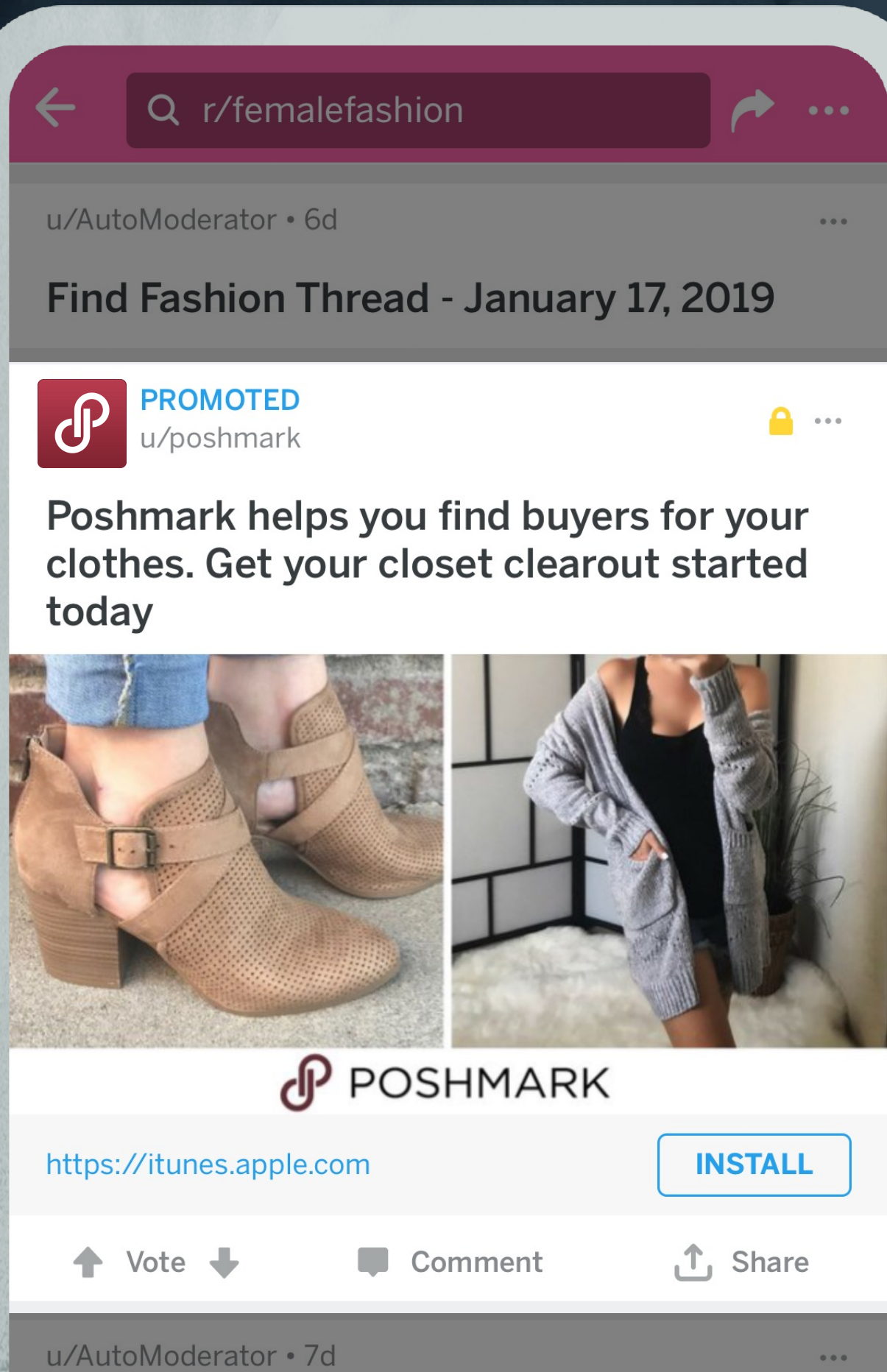


Success with Reddit

Poshmark leveraged the new app install product to drive efficient conversions and user marketing efficiency. Reddit partnered with Poshmark to review performance and evaluate which platform (Android vs iOS), audience targets, and creatives were driving the best results, and optimized accordingly. This allowed the campaign to reach high intent users resulting in efficient conversions and a 65% higher marketing efficiency than the expected benchmark.

“We’re excited to partner with Reddit to continue growing our platform and targeting new audiences. The community on Reddit is highly engaged, similar to that of Poshmark’s, so there were natural synergies between the brands, while also providing the opportunity to reach people outside our traditional channels.”

—IkJae Chung, Growth Manager, Poshmark



Stronger user Marketing Efficiency

during first post-install week compared to biggest spending partners



Lower Cost Per User

compared to biggest spending partners



Avg Conversion Rate

3.1% Android and 4.2% iOS

SOURCE: Internal Data 2018

