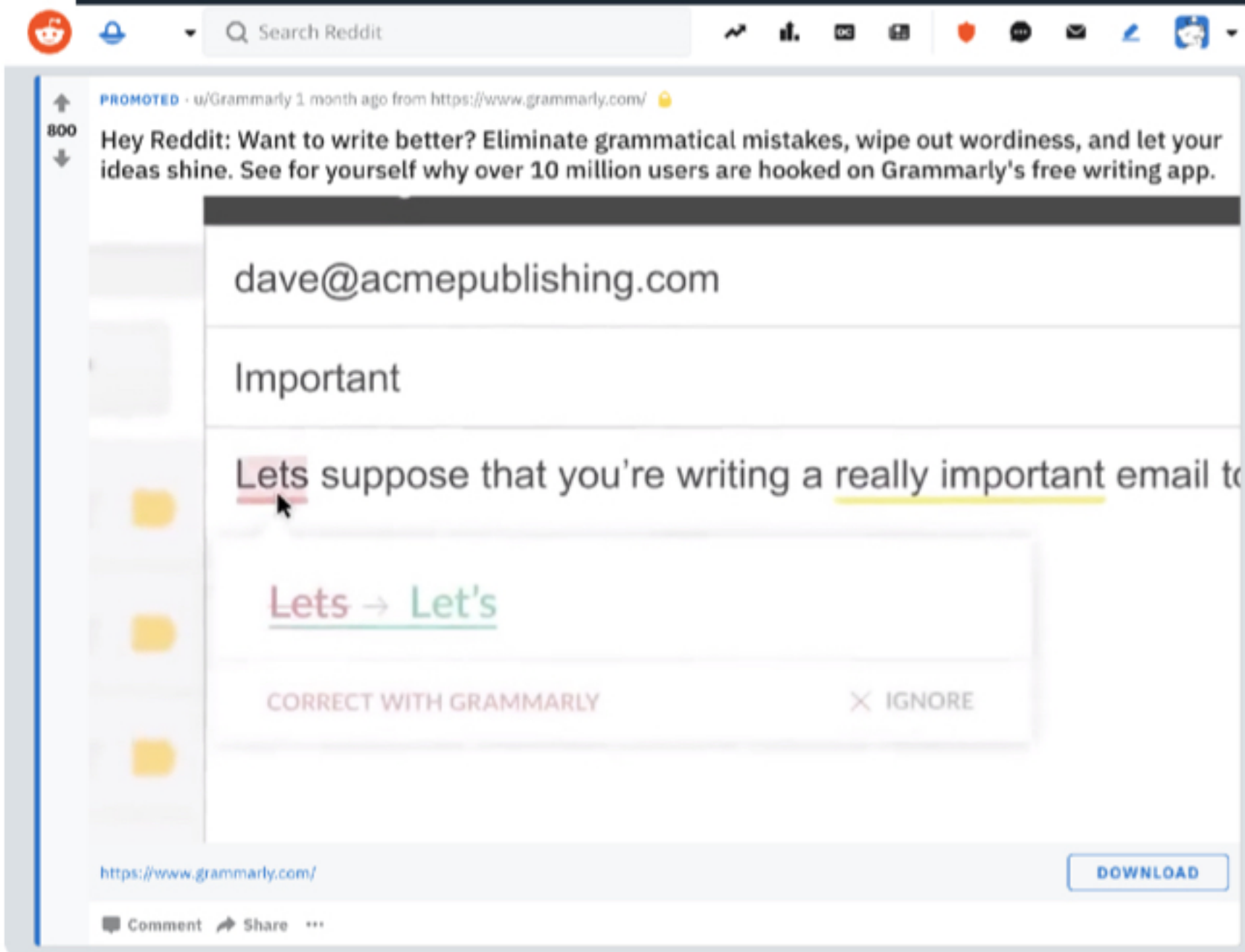# Grammarly drives installs with promoted video

The Strategy

Grammarly saw success by utilizing Reddit's flexible ad platform and ability to find students, writers, and working professionals in highly-engaged communities, Grammarly discovered that promoted video combined with interest-based targeting generated the most conversions. Grammarly and Reddit continuously optimized and fine-tuned the campaign, resulting in increasing conversion rates that outperformed benchmarks.

"The look and feel of the redesign makes for a better advertiser experience. The card-view format enables us to create larger images and videos that really get redditors more engaged with our ads. Partnering with the Reddit account team to optimize our campaigns also ensured high engagement and significantly increased return on ad spend."
—Claire Baecher, Social Manager, Grammarly

3x **Higher PV to Install**
compared to Grammarly's avg. for sponsored content

12% **Average CTR**
for video ads

2x **Higher CVR**
with interest & community targeting compared to run-of-site

SOURCE: Internal Data 2018