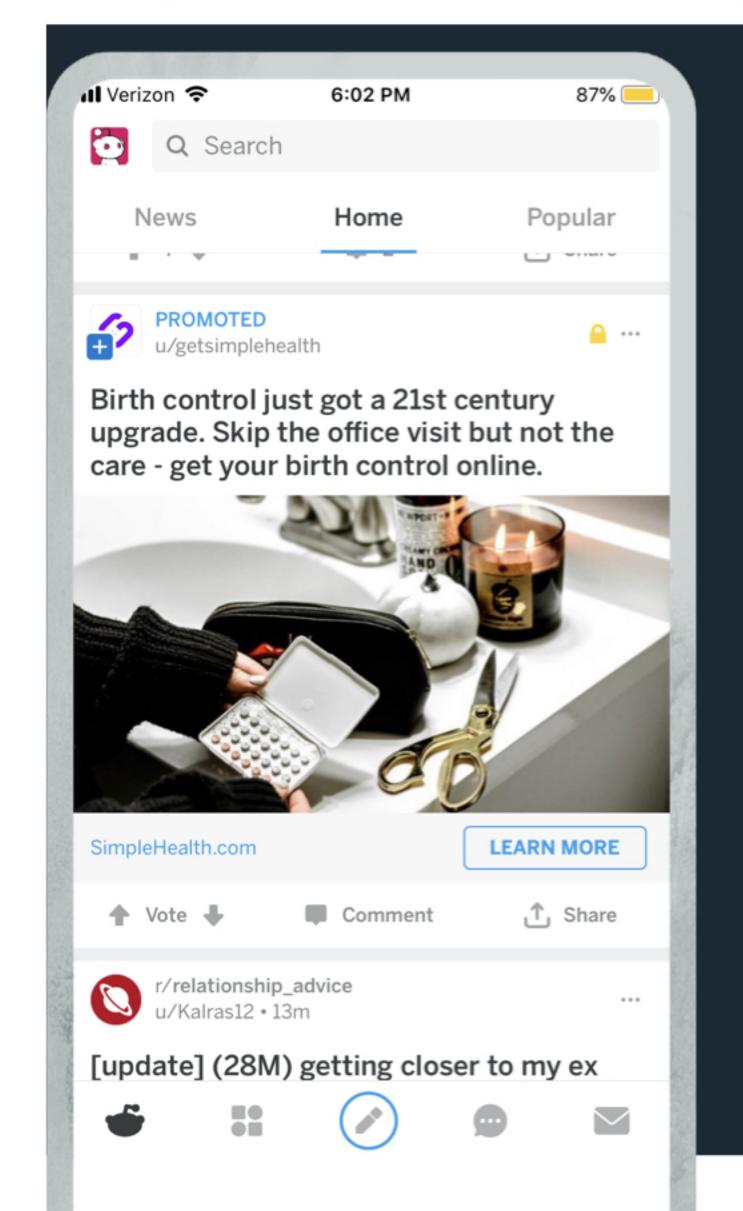
Simple Health drives high conversion rates with low costs



Scaling new customer acquisition and reaching high quality users, while hitting performance goals



The Goal

Drive leads and new customer acquisition on Reddit.

The Strategy

Simple Health partnered with Reddit to build a comprehensive testing strategy. This included identifying the correct audiences to target, a creative strategy aimed at acquiring new customers and a campaign-long optimization strategy to ensure performance goals were being met.

The Success

The partnership resulted in a successful campaign with conversion costs coming in 39% lower when compared to other platforms with those leads also converting to paying customers at a much higher rate.

