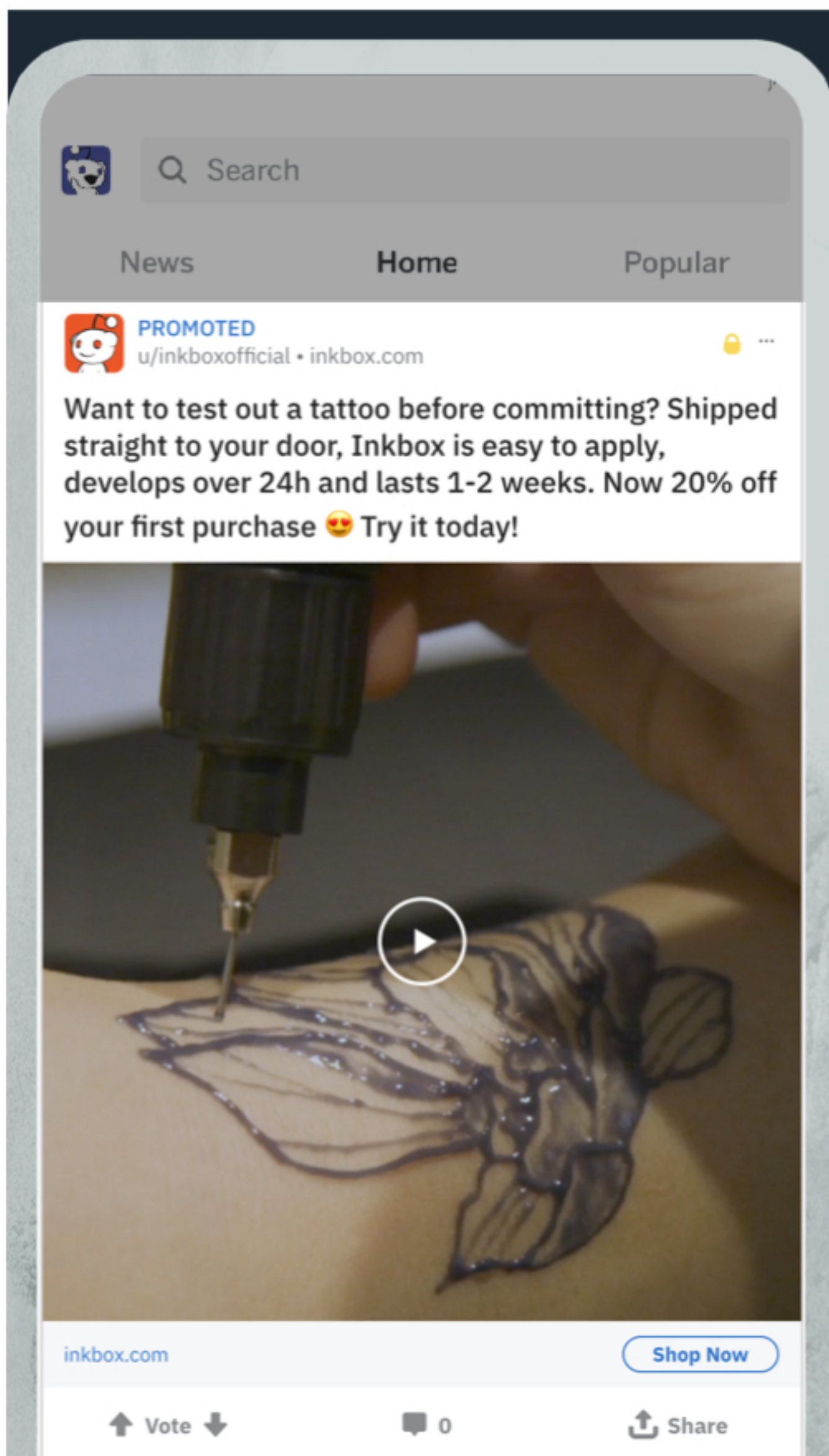# Inkbox leverages retargeting to increase purchases at a lower cost

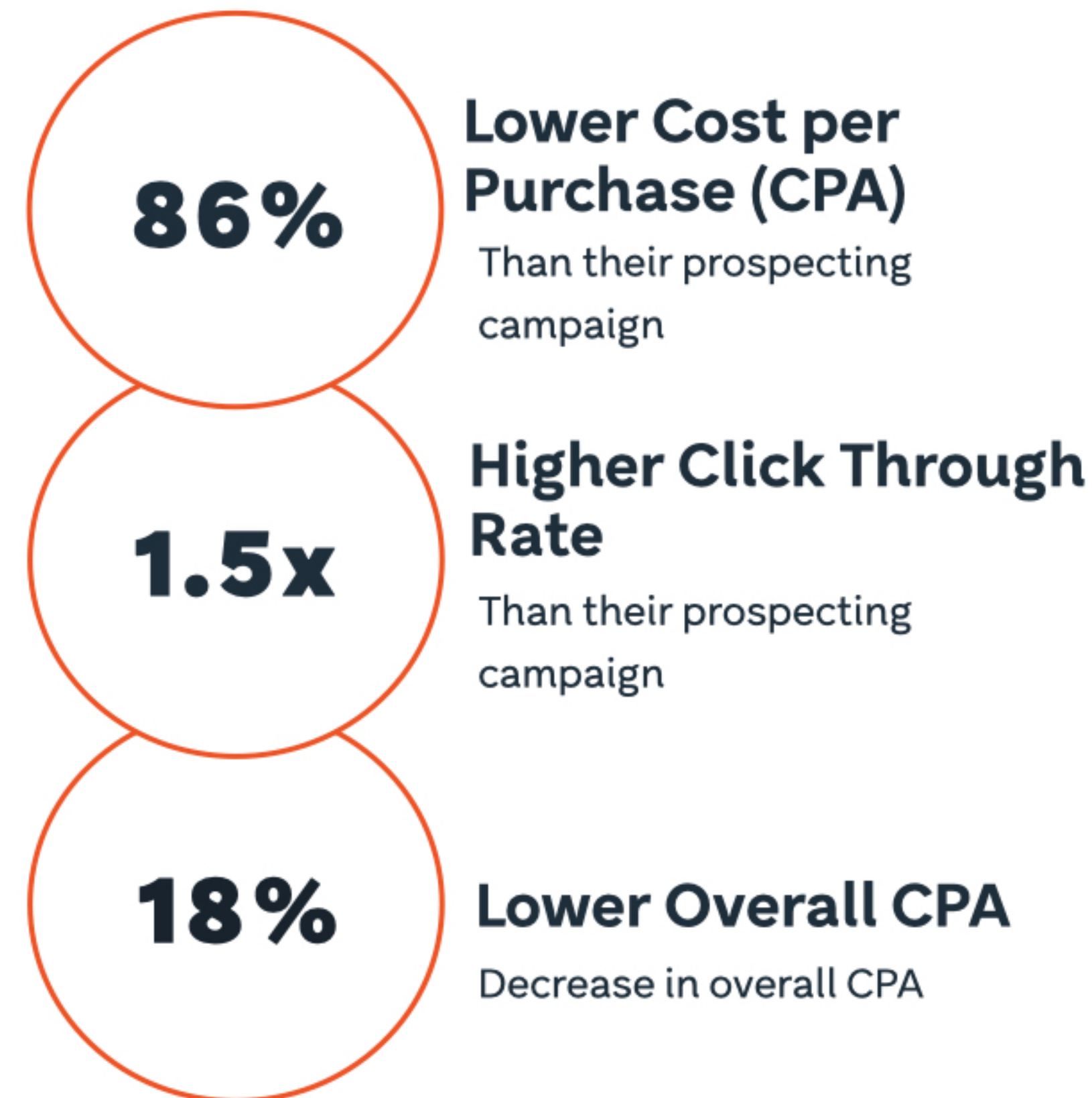Key Ad Products: Reddit Pixel and Retargeting

INKBOX

The Story

Inkbox, a temporary tattoo e-commerce store added Reddit to their strategy as a new channel to drive purchases while lowering overall CPA. By using Reddit retargeting, Inkbox encouraged previous customers to re-engage and drive them further down the conversion funnel.

The Strategy

With the Reddit Pixel, Inkbox ran a prospecting campaign that tracked multiple conversion events, capturing a larger audience pool of high quality users. By customizing messaging and creative to speak specifically to a user's drop-off point, Inkbox enticed the users back into the purchase funnel with a cross-device retargeting strategy.

"Tracking as many events as possible with the Reddit Pixel helped us to identify a larger pool of users at each stage of the purchase journey. With Reddit's retargeting feature, we were able to strategically re-engage with personalized messaging and drive a higher conversion rate (CVR) at a much lower acquisition cost. "
— Brodie Mazurek, Performance Marketing Lead, Inkbox

86% — **Lower Cost per Purchase (CPA)** Than their prospecting campaign

1.5x — **Higher Click Through Rate** Than their prospecting campaign

18% — **Lower Overall CPA** Decrease in overall CPA

Advertiser Tips

- Install Reddit Pixel to track user's post click events
- Tailor copy and creative to stage in purchase journey
- Retarget users to re-engage and drive purchases