

MeUndies drives purchases with playful, creative messaging



Key Interest Groups: Entertainment, Family & Relationships, Art & Design, Television



The Story

MeUndies, a direct-to-consumer online underwear and loungewear retailer brand, added Reddit to their marketing strategy as a channel to acquire new customers and increase sales. By leaning into Reddit's targeting and intent-driven audience, MeUndies successfully converted Redditors into customers and exceeded platform CPC and CTR benchmarks.

The Strategy

MeUndies paired playful, conversational headlines along with product and lifestyle shots to run in Promoted Posts. By combining authentic creative with Reddit's interest-based targeting, MeUndies generated conversions across a wide variety of audience groups. The campaign was focused on direct response by continually optimizing towards CPA and ROAS goals, resulting in highly efficient CPCs.

“The playful creative and audience we targeted on Reddit enabled us to discover a brand new customer which ultimately generated lower-funnel conversions. We actually saw 61% lower CPMs when compared to other core digital channels. Our post-purchase attribution survey also proved that Reddit does in fact drive consideration.”

— Hannah Parry, Sr. Associate, Growth Marketing at MeUndies

60%

Lower Cost per Click (CPC)

compared to Reddit benchmark

5.6x

Higher Click Through Rate (CTR)

compared to Reddit benchmark

Up to 61%

More efficient CPMs

compared to other core digital channels

Advertiser Tips

- Optimize targeting and creatives to hit ROAS goals
- Play with humor and use conversational tone in copy and creative
- Evaluate marketing mix to understand impact beyond last click attribution



SOURCE: Reddit Internal 2020