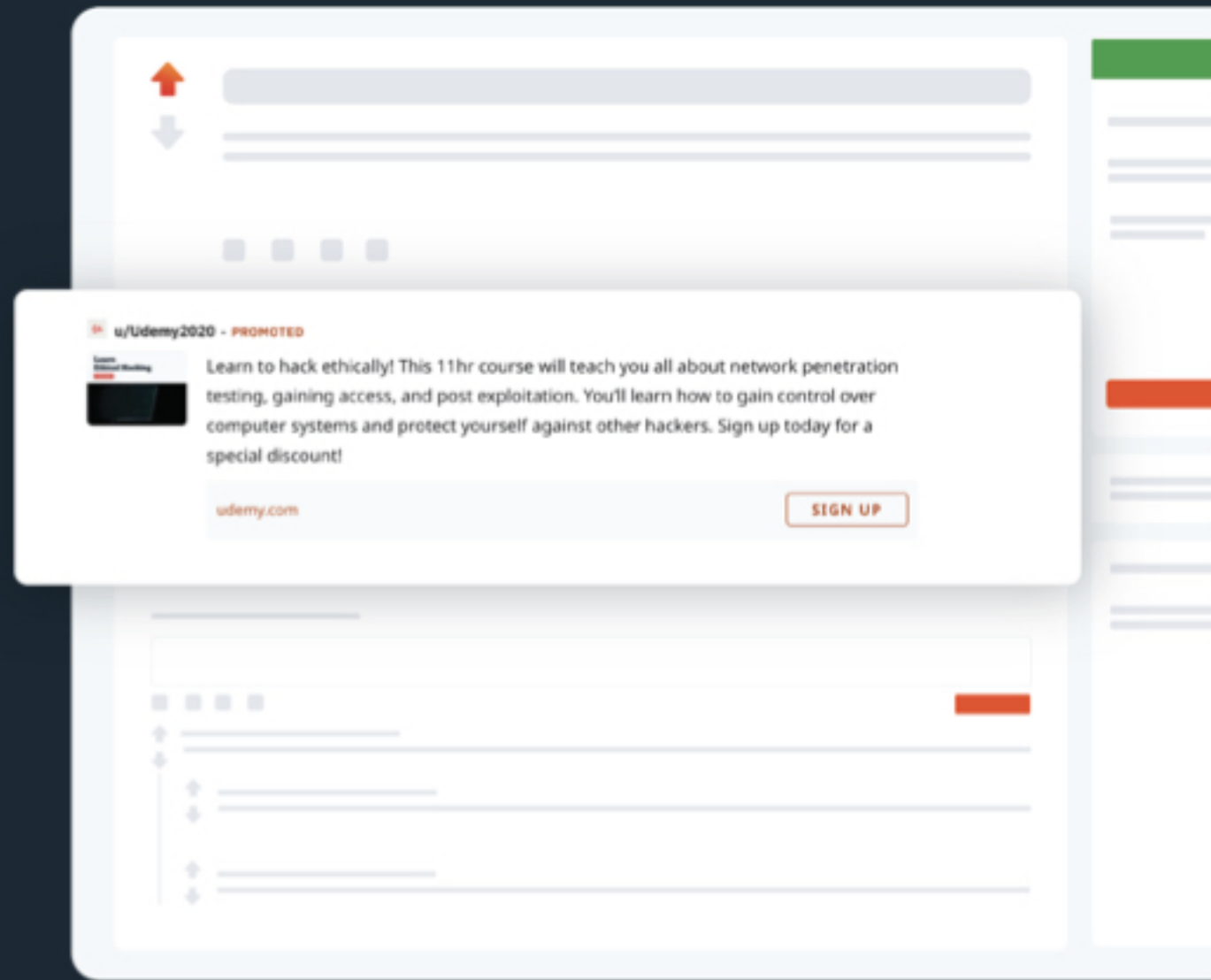# Udemy drives sign-ups by connecting with engaged customers

Key Placements: Conversations | Key Targeting: Desktop, ROS

Udemy

The Story

Udemy, an online learning platform, added Reddit to their marketing strategy as a new channel to drive sign-ups for their Ethical Hacking course. Udemy ran a multi-placement campaign (Feed and Conversations) targeting desktop and opened up their inventory to ROS and international.

The Strategy

Udemy came to Reddit to reach tech enthusiasts and boost sign-ups at high efficiency. By extending their Promoted Post to the Conversations placement, they tapped into unique audiences at their most engaged stage, when participating in community dialogue.

Through this placement, Udemy connected with users as they browsed conversation threads or discovered Reddit content from SEO search, resulting in increased sign-up conversions. This multi-placement approach drove an increase in CTR and ROI, while decreasing overall CPA.

"We are excited to run on a new placement that reaches beyond the Feed and puts us front and center of a super engaged audience. Accessing customers at a key moment in their Reddit experience makes it easier for us to drive down-funnel conversions."

- Boram Lee, Head of Paid Social, Udemy

5% **Increase in ROI**
When running on both on Feed and Conversation placements, compared to Feed only

10% **Decrease in CPA**
When running on both on Feed and Conversation placements, compared to Feed only

6% **Increase in CTR**
When running on both on Feed and Conversation placements, compared to Feed only

Tips for Conversations Placement

- Mobile headlines: 100 character count max, Desktop headlines: 300 character count max
- Keep creative simple for a 400x300 px space
- Include profile picture for branding