

# Dark Cubed generates qualified leads and drives conversions



Reaching high quality users results in lower cost per acquisition and efficient click traffic

**“Reddit has been a critical component in building our sales pipeline, brand awareness, and engagement with our targeted communities. Any company that isn’t strongly considering testing Reddit Ads to reach communities of interest is doing themselves a grave disservice.”**

*- Eric Clay, Director of Marketing at Dark Cubed*

## The Goal

Increase brand awareness and drive high-quality leads.

## The Strategy

Dark Cubed utilized Reddit’s unique targeting offerings to reach relevant communities and discover high quality users. Initial KPIs were brand awareness, but Reddit quickly became one of Dark Cube’s principal avenues for lead generation.

## The Success

Reddit drove a 60% increase in customer acquisition, outperforming other channels with 30% of qualified leads converting into new partnerships at an 80% lower CPA.



## Lower Cost Per Acquisition

80% lower CPA compared to other advertising platforms



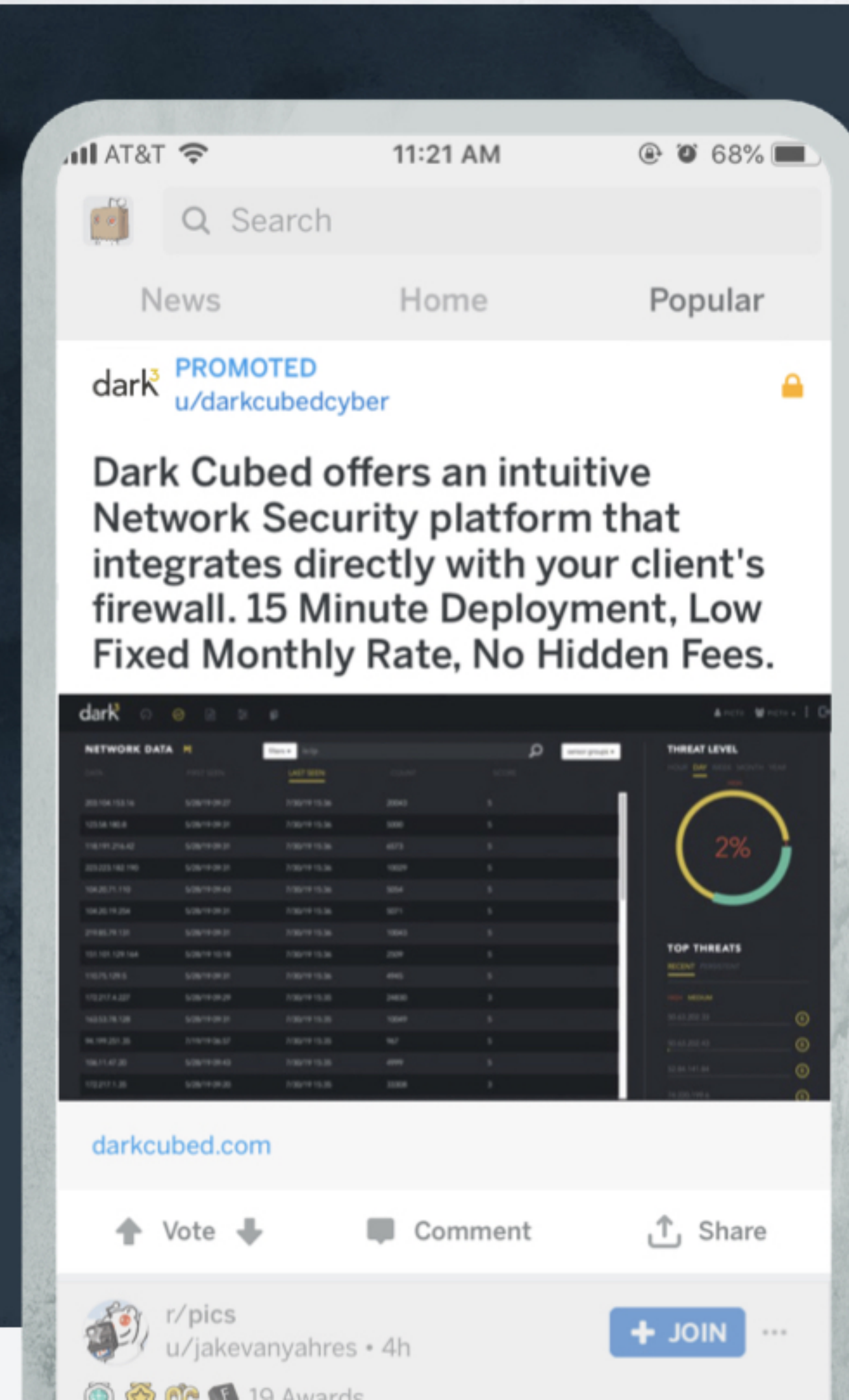
## More Likely to Convert

Over 30% of qualified leads resulted in new partnerships



## Increased Web Traffic

More than doubled daily web traffic, at a lower cost than all other platforms



SOURCE: Internal Data 2019

