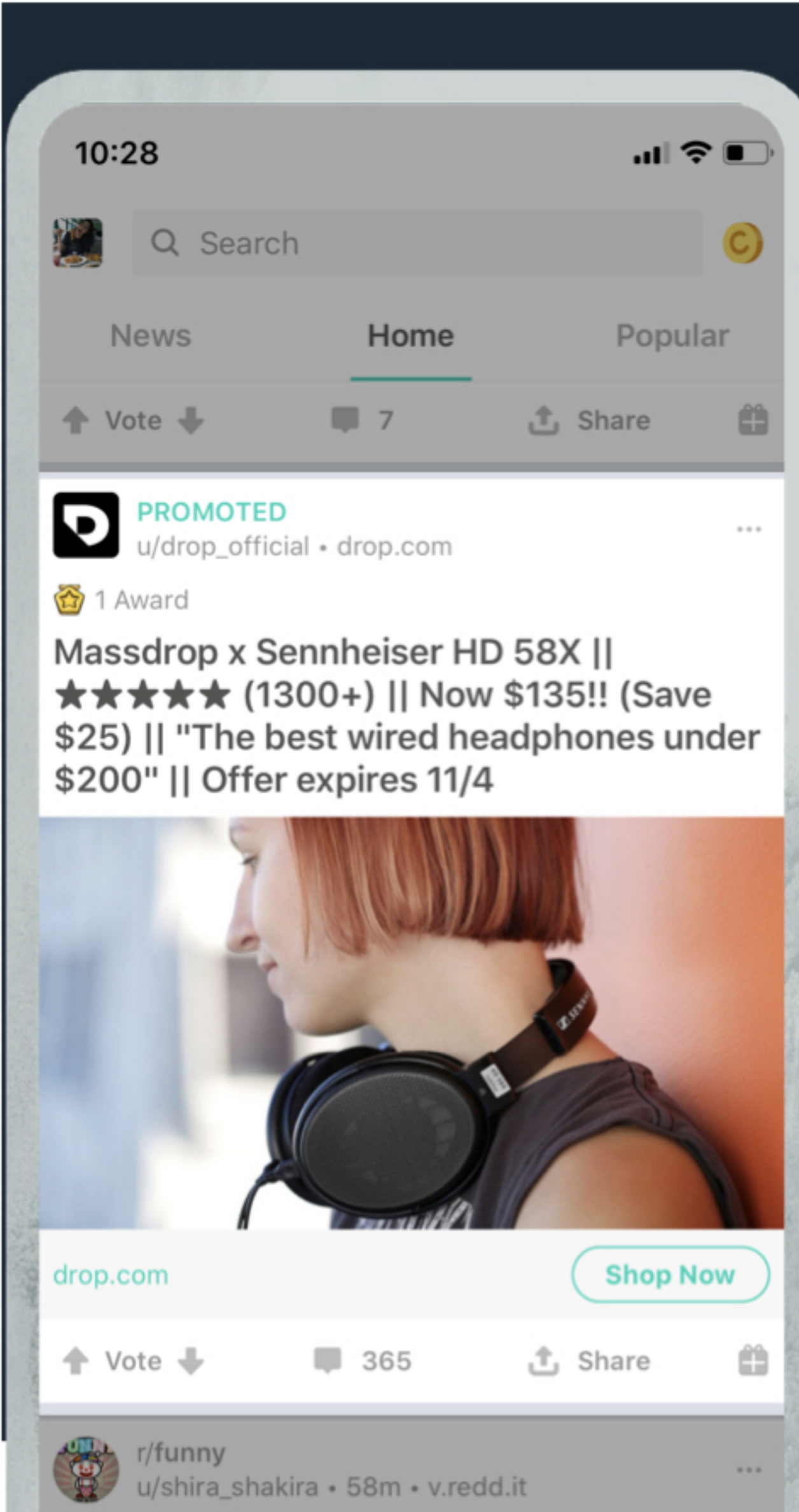


Drop builds trust through open comments to drive sales

Key Targeting: Technology & Computing and Gaming Interests; Audiophile and Mechanical Keyboard Communities



The Story

Drop, a community-focused e-commerce company, came to Reddit seeking to engage with tech enthusiasts and increase their sales and website traffic.

The Strategy

Because authentic conversation is a shared core value for both Drop and Reddit, Drop naturally resonates with Reddit users. Drop was genuinely interested in feedback from the community and left their comments on for their Promoted Posts. Given the initial objective to drive engagement, Drop utilized Rockerbox to track conversions beyond the last click to better understand Reddit's role within their marketing mix.

"We allowed comments on our Promoted Posts because we wanted to engage with the Reddit community in the same authentic and honest way we do at Drop. By being ourselves on the platform, we started a real conversation about our products and leveraged the power of the Reddit community, and acquired new customers."

- Jasper Chan, CTO, Drop

848M

Impressions

on 40 Promoted Posts with comments-enabled

1k

Comments

with positive sentiment, brand appreciation, and intent to buy

11%

Higher Conversion Rate

compared to other paid social channels when analyzed cross-channel rather than last click

Advertiser Tips

- Transparency wins the community's trust
- Highlight special offers or deals
- Evaluate beyond last click with an attribution measurement partner

