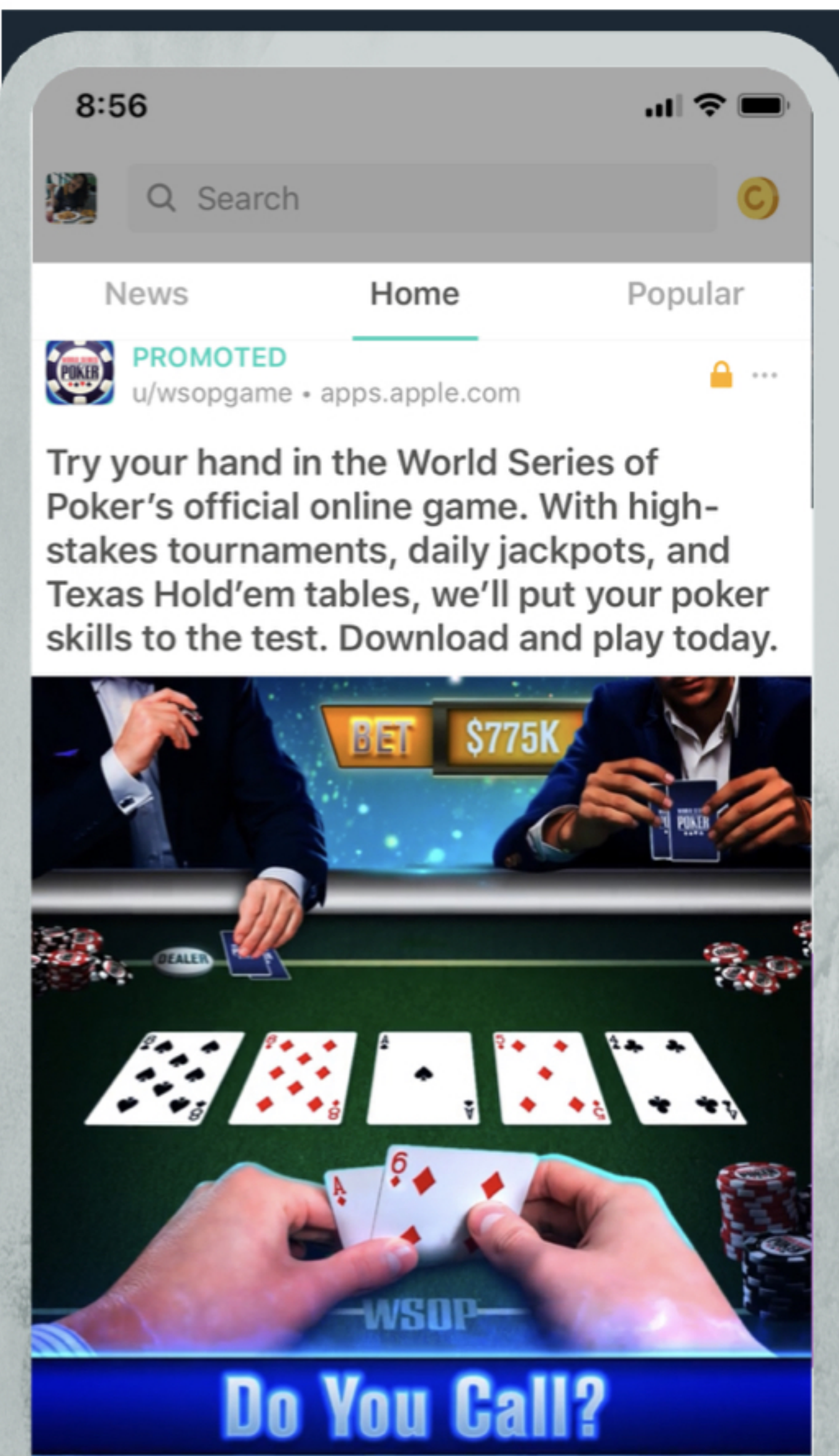


Increase installs and discover high lifetime value clients



Key Targeting: Poker-specific communities, then expanded to broader Gaming and Sports Interests



The Story

Playtika, a gaming company, utilized Reddit's targeting capabilities to uncover poker fans from all different Reddit audiences and drive downloads of the free to play World Series of Poker App.

The Strategy

With Reddit as a new platform, Playtika tested, optimized, and let success guide their strategy. By experimenting with different creatives and copy, Playtika saw high performance from videos and longer headlines. Expansion into broader interest targeting and geo targeting helped to increase scale and drive efficient CPIs. Postbacks in the Reddit dashboard allowed for easy optimization and analysis.

"We were looking to scale our activity beyond the usual platforms we use. Reddit's targeting abilities provided us the opportunity to test and build a successful strategy that combined different audiences and creatives. Not only did we achieve better results, but we were able to always optimize and try new things."
—Or Shatz, User Acquisition Manager, Playtika

15%

Higher ARPI

(average revenue per install)
Compared to benchmark

16%

Higher retention rate

Compared to other social platforms

70%

Higher assisted installs

Compared to 8-10% on other social platforms

Advertiser Tips

- Experiment with video and GIFs
- Start a conversation with longer headlines
- Expand to broader targeting

