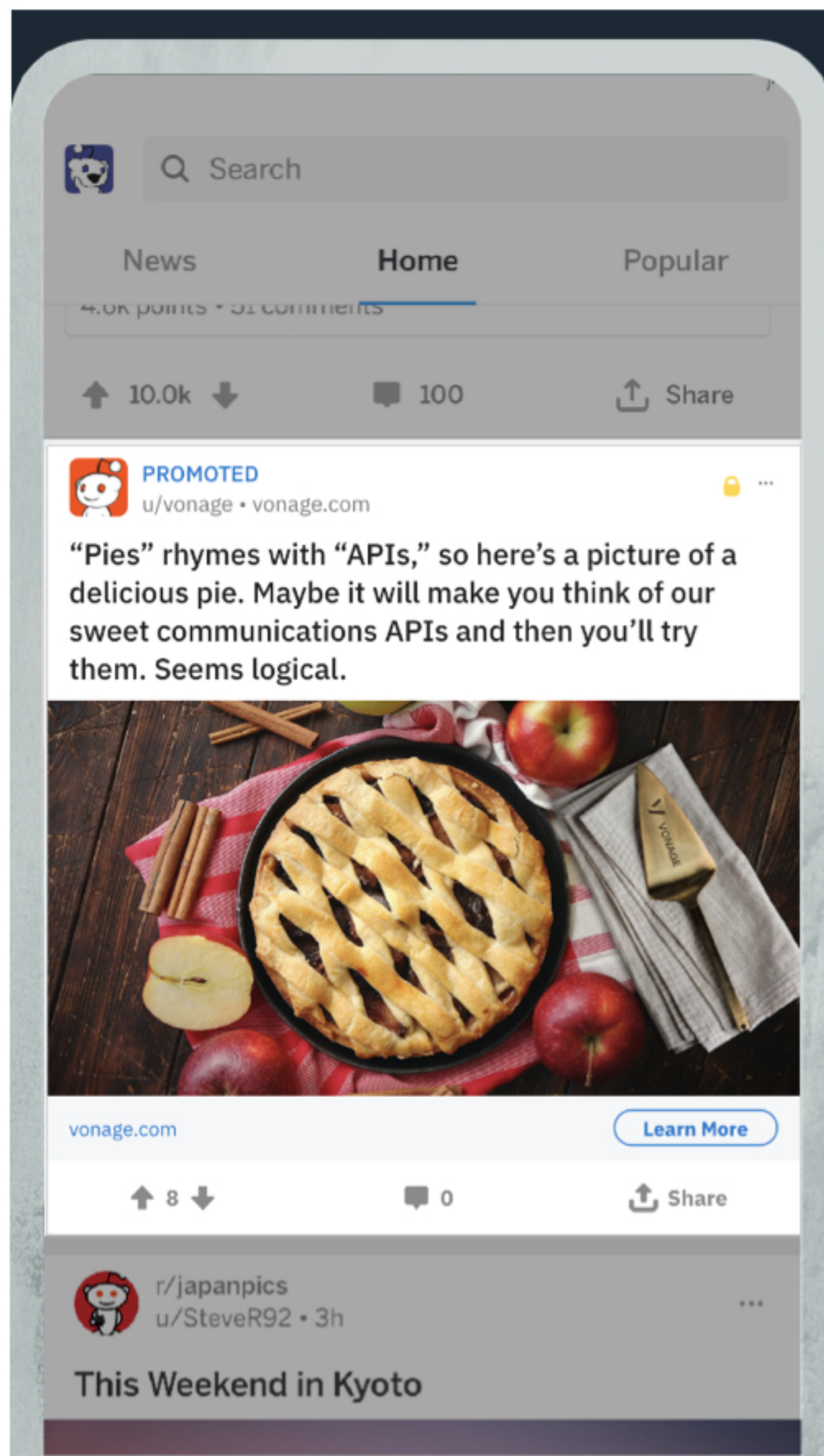


# Vonage engages business and technology audiences with clever creative



Key Interest Groups: Business, Computing, Programming



## The Story

Vonage stood out from their jargon-heavy competitors by utilizing Reddit to position themselves as *the* provider of straightforward business cloud communications. Reddit offered massive reach to Vonage's target audiences (business builders, developers, and users who enjoyed their quirky creatives), resulting in traffic to their site and success across their brand metrics.

## The Strategy

By tapping Reddit's Creative Strategy Team, Vonage created a variety of fun and cheeky ads that resonated with Reddit users. Creative testing and easy optimizations towards best-performing assets steered the campaign towards lift in favorability and consideration content.

Vonage drove mass brand awareness through a Homepage Takeover, boosted targeted awareness through Category Takeovers, and layered on Promoted Posts for scaled efficiency. Interest Targeting plus authentic creative resulted in CTRs that outperformed platform benchmarks.

+10.8

## Lift in Favorability

Exceeded Kantar's Industry Norms by 3.5x

+9.6

## Lift in Consideration Intent

Exceeded Kantar's Industry Norms by 3.5x

22%

## Higher CTR

Than platform benchmark

## Advertiser Tips

- Test creatives, optimize for what works best
- Show your brand's personality to connect with the audience
- Boost brand awareness with Category and Homepage Takeovers



SOURCE: Reddit Data, Kantar Data, 2020