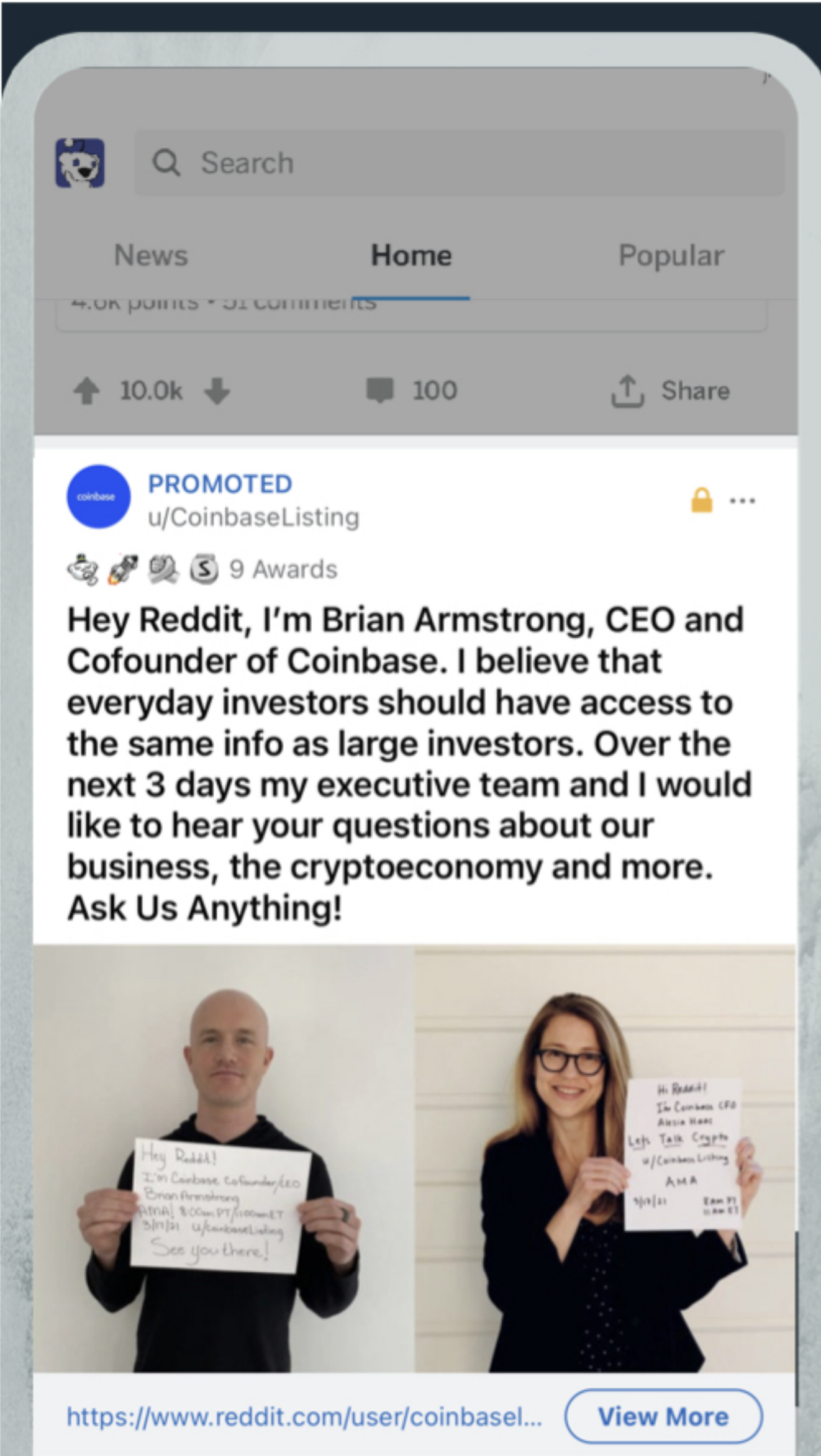


# Coinbase takes their Investor Roadshow to Reddit

Key Communities: Crypto Currency Interest Group, communities discussing investing



## The Story

Coinbase is an industry leading, crypto-exchange preparing to go public at a time when institutional appetite to invest in Bitcoin and cryptocurrencies is at an all-time high. With the recent explosion of retail investing reverberating across Reddit, Coinbase seized the opportunity to speak directly to this highly engaged audience.

## The Strategy

Investor roadshows historically cater to a few large investing firms, however r/Wallstreetbets showcases the power of retail traders that rally behind a unified front. Reddit and Coinbase identified this explosion of investing interest and knowledge sharing as the perfect time to host a Promoted AMA to make their investor roadshow accessible to investors of all shapes and sizes.

Questions ranged from expert-level knowledge to general curiosity of cryptocurrency, further validating that Reddit is home to some of the most passionate financial communities.

200%

**Higher Question Rate**  
(Question/View)

Compared to Reddit AMA benchmark

80%

**Higher Click Through Rate** (CTR)

Compared to Reddit AMA benchmark

250%

**More Questions Asked**

Compared to Reddit AMA benchmark

## Advertiser Tips

- Approach Reddit users authentically to build direct relationships with key audiences
- AMA's are a great format to gather insights that inform your full funnel campaign

