

Poshmark reaches high intent users with app install product

App Install campaign resulted in strong conversions and efficiency outperforming other major partners

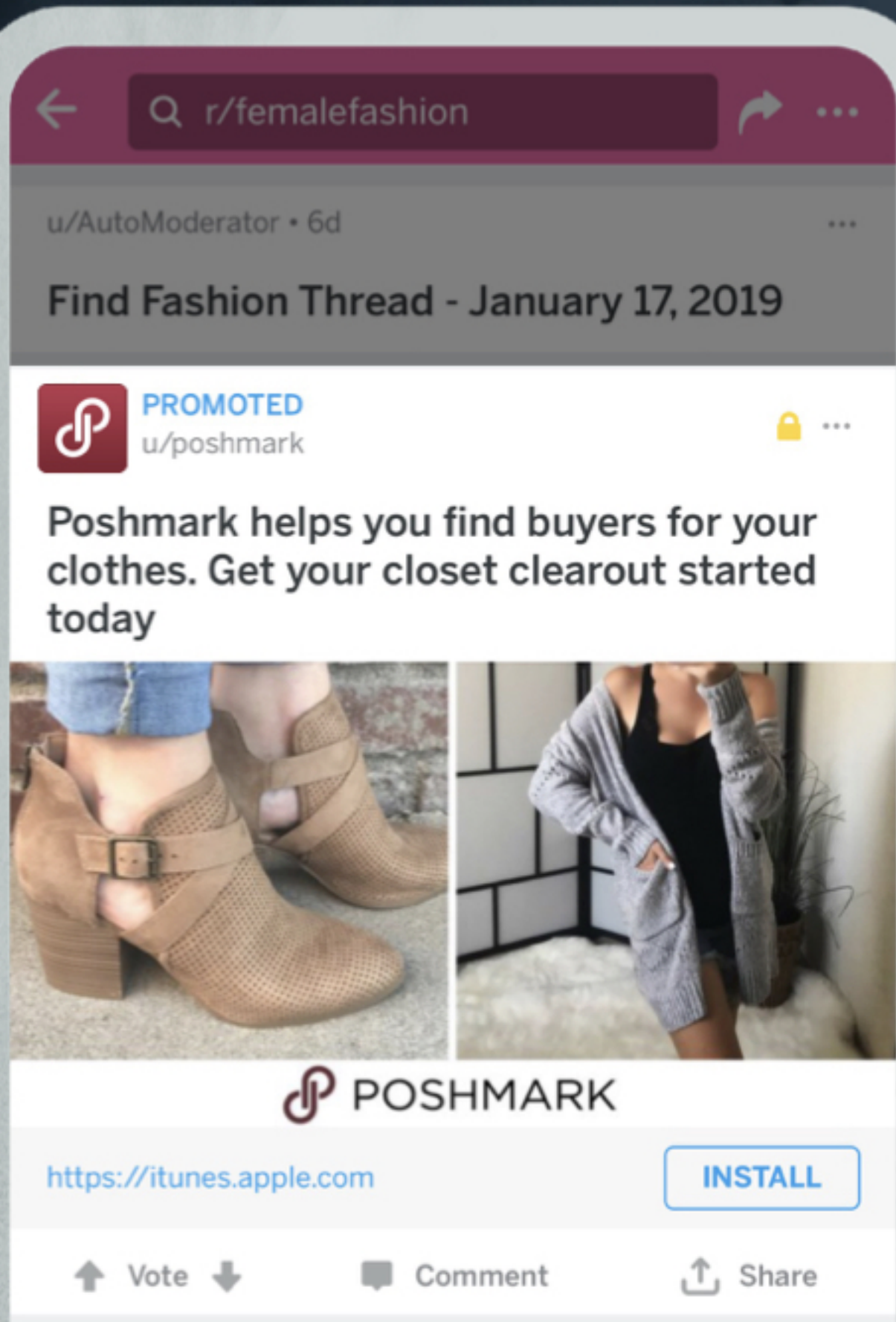


Success with Reddit

Poshmark leveraged the app install product to drive efficient conversions and user marketing efficiency. Reddit partnered with Poshmark to review performance and evaluate which platform (Android vs iOS), audience targets, and creatives were driving the best results, and optimized accordingly. This allowed the campaign to reach high intent users resulting in efficient conversions and a 65% higher marketing efficiency than the expected benchmark.

“We’re excited to partner with Reddit to continue growing our platform and targeting new audiences. The community on Reddit is highly engaged, similar to that of Poshmark’s, so there were natural synergies between the brands, while also providing the opportunity to reach people outside our traditional channels.”

—IkJae Chung, Growth Manager, Poshmark



SOURCE: Reddit Internal Data 2018

