

Ulta Beauty x Reddit

Ulta Beauty broke through the holiday hullabaloo by surrounding their Reddit audience with merry messaging that delighted as much as it informed.



THE CAMPAIGN

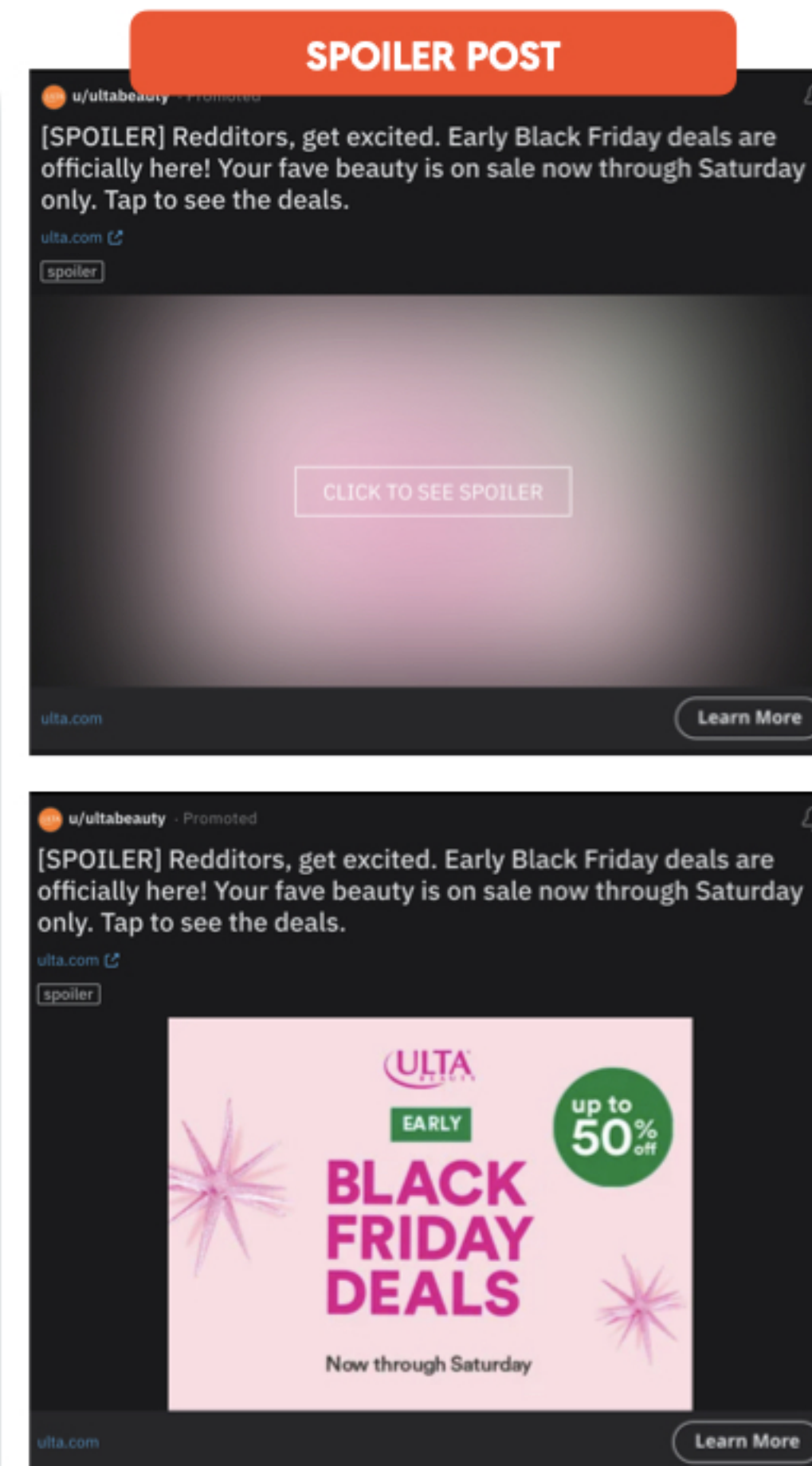
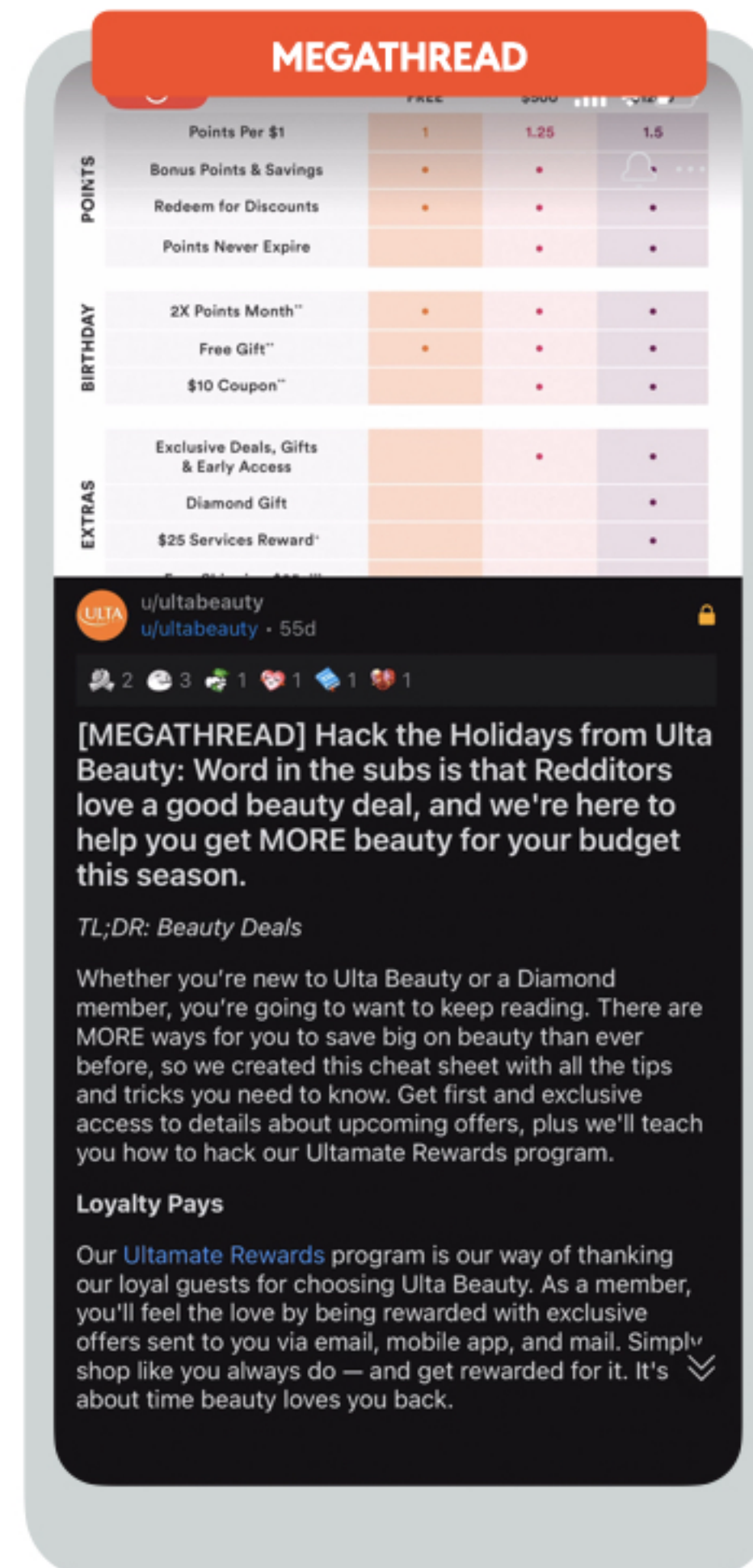
- **Industry:** Retail
- **KPIs:** Engagement, Traffic, Sales
- **Targeting:** Interest & Community

Major beauty retailer Ulta Beauty's holiday campaign gifted Redditors with spoilerific posts, delightful deals, and holiday hacks. But the true treasure was the friends they made along the way—where by “friends” we mean “**ROAS**.”

Working with Rise Interactive and their Reddit account team, Ulta utilized a **mix of Reddit-native ad products and placements** to drive traffic and sales, including:

- **Spoiler Post** to click and reveal deals
- **Megathreads** for robust one-stop shopping
- **Category Takeovers and Conversation Placements** to grab Redditors' interest where they're most engaged
- **Reddit Pixel** retargeting to re-engage shoppers throughout their journey

THE CREATIVE



THE RESULTS

4x
ROAS

when using the traffic/sales objective with the Reddit Pixel (**first-time metadata beta**)

2x
HIGHER
CTR

than Reddit's Retail vertical benchmark thanks to enticing creative

“ With 85% of Redditors basing cyber week purchases on platform research, developing a Holiday strategy for Ulta Beauty on Reddit was a priority component of our holistic social campaign. The successful performance of the program was the result of a collaborative partnership with the Reddit Sales team, their uniquely innovative ad products, and the highly-engaged beauty communities on the platform. **Natalie Salim, Paid Social Manager @ Ulta Beauty** ”

Reddit continues to help us expand our marketing reach and results with distinctive audiences, impactful insights, and innovative ad types. We're truly grateful for such a fantastic partnership! **Bonnie Bird, Social Media Manager @ Rise Interactive** ”

