

Mitsubishi Motors Canada x Reddit

Breaking out the Category Takeovers drove breakout performance for the all-new 2022 Outlander.



THE CAMPAIGN

- **Industry:** Automotive
- **KPIs:** CTR, Video Views, Video Efficiency
- **Ad Products Used:** Category Takeovers, Promoted Videos
- **Targeting:** Interest targeting based on key Mitsubishi audiences and topics

Mitsubishi Motors Canada launched an all-new Outlander SUV for 2022. As a challenger brand built on innovation, Mitsubishi felt right at home on Reddit, driving awareness and incremental reach in Canada through Category Takeovers and Promoted Videos.

THE CREATIVE

Video assets showed the 2022 Outlander in action, allowing Redditors to take a closer look at the SUV.

THE RESULTS

- **45% HIGHER CTR** than Reddit's benchmark for Category Takeovers on mobile
- **62% MORE REACH PER DOLLAR** compared to other social channels
- **99% NEW USERS** 99% of traffic had never visited the Mitsubishi site before

We saw an opportunity to engage with specific audiences that we struggle to reach on other platforms. Launching the campaign was very smooth, especially considering we were one of the first advertisers to launch in Canada.

Mike Zablocki, Digital Marketing Manager
Mitsubishi Motors Canada

Sources: Reddit Internal, Google Analytics

