

Liquid I.V. x Reddit

Liquid I.V. develops science-backed functional hydration products that make people feel better, faster. Redditors are a thirsty bunch, particularly thirsty for information and knowledge. It was a perfect match.

To boost their presence on Reddit, Liquid I.V. partnered with Tinuiti and their Reddit team on a series of Category Takeovers running alongside their Promoted Posts. The strategy proved highly effective, driving exceptional results for the brand, including a 69% improvement in retargeting conversion rates with help from the Reddit Pixel.

- **Industry:** CPG
- **KPIs:** Sales
- **Targeting:** Community & Interest: Sports, Health and Fitness
- **Ad Products:** Category Takeover, Promoted Post, Reddit Pixel



41%

overall improvement in **conversion rates** during the day of the Category Takeover

69%

improvement in **retargeting conversion rates** during the day of the Category Takeover

26%

improvement in **prospecting conversion rates** during the day of the Category Takeover

Liquid I.V. understands the Reddit community thrives on information and knowledge. As a science-backed hydration brand, we want to engage a community that desires to understand our product, science, and mission on a deeper level. Reddit is allowing us to increase our top-of-funnel reach and engage with a community that we're not seeing on other social platforms. We're excited to further test campaigns that engage the Reddit community with Liquid I.V. in new ways!

Brooke Cullison, **Senior Acquisition Manager, Liquid I.V.**

Category Takeovers have now solidified themselves in our strategy on Reddit. We've been able to use them to enhance our auction-based performance and expand our retargeting pools, while also increasing brand awareness by reaching new communities. Our Reddit account managers are very helpful at fine-tuning our strategies to work best for engaging Redditors, in terms of creative or audience testing and coordinating larger takeover placements to support bigger brand initiatives.

Alyssa Piciucco, **Senior Specialist, Paid Social, Tinuiti**

