

# Up x Reddit Australia

The digital bank helping young people “feel good about money” felt great about Reddit’s Front-Page Takeovers, driving increased awareness and consideration across its key Gen Z audience.

- **Industry:** Finance
- **KPIs:** Website Traffic, Awareness, Consideration
- **Interest Targeting:** Technology, Gaming, Music, Finance
- **Ad Products:** Front-Page Takeovers, Promoted Posts

## WHY REDDIT?

Reddit's the original 'front page of the internet,' especially for those a bit more tech-savvy. At a macro level, we knew it had the national scale we needed to hit our reach objectives and get in front of those who weren't already aware of Up. At a micro level, there were already some meaty, honest conversations happening on the platform about particular in-app features people loved and our awesome, local customer support. It made sense to build further on this existing organic activity while expanding beyond those core 'money'-related interest areas.

Seb Neylan, Growth Marketing, Up

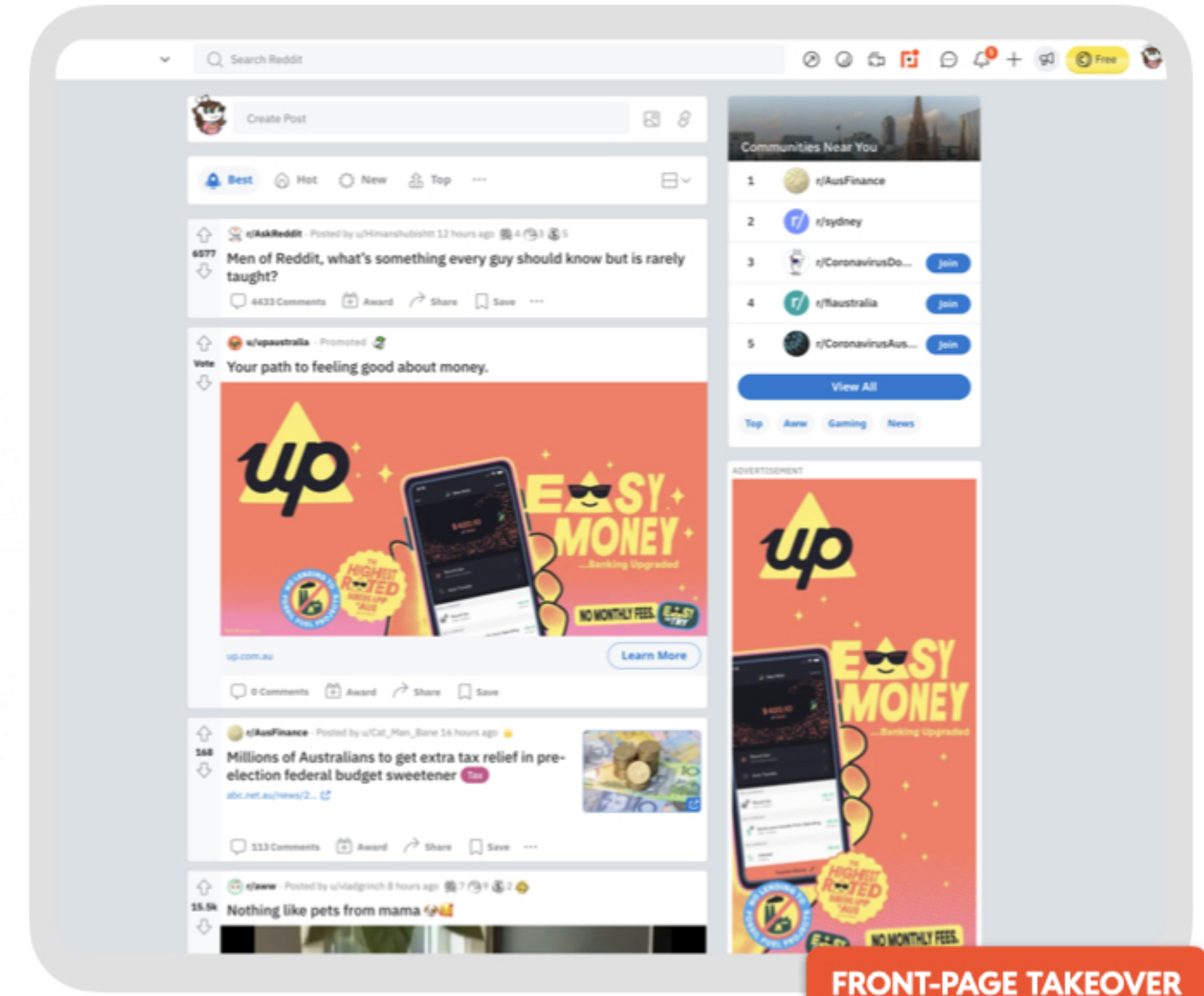


## HOW DID REDDIT DRIVE VALUE?

*Eyeballs! We know we have a solid product our existing customers love but we've only been around a few years. Compared to some of the big banks, our budgets are humble. Simply put: not enough folks know about us yet. We wanted to drive some notable spikes in reach (in particular with young Aussies), to run alongside our 'always on' activity. Daisy chaining the four Reddit Front Page Takeovers gave us those spikes—over half a million in unique reach each time—and within our CPM parameters.*

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- **51% INCREASE** in on-site, ad-driven conversions MoM. Reddit FPTOs were the main contributor.
- **2X HIGHER** monthly landing page sessions versus Facebook.
- **3X HIGHER** average time on site for landing page sessions versus Snapchat or TikTok.



FRONT-PAGE TAKEOVER