

# tails.com x Reddit UK

tails.com is bringing their mission to change the world of pet food for good to Reddit's community of dog lovers. After an initial test, tails.com's Reddit team recommended implementation of third-party, multitouch attribution tracking with Fospha, providing a more holistic, accurate view of performance across their media landscape.

By optimising for Fospha results, tails.com and their Reddit team beat client benchmarks in a subsequent campaign, paving the way for bigger, ever better campaigns—and happier, healthier dogs—to come.

- **Industry:** CPG
- **KPIs:** Sales, Awareness
- **Targeting:** ROS, Interest, Retargeting
- **Ad Products:** Promoted Posts, Promoted Video, Conversation Placements, Reddit Pixel



versus comparable channels in Q1



*We knew Reddit has many passionate and highly engaged communities, including dog lovers, not all of whom might be aware of tails.com yet. So, we were keen to explore whether we could introduce them to the benefits of individually tailored nutrition. By tracking the full-funnel impact of our investment in Reddit, we were able to see the role Reddit played in introducing new customers early in their journey of understanding how tails.com could benefit them and their dogs. As we learned how different placements and creative worked, we were able to optimise performance throughout our initial four-week test period. This gave us confidence to continue spending on Reddit as part of our ongoing channel mix.*

Jamie MacNaughton, **Head of Digital, tails.com**

