

Alienware UK x Reddit

Small but mighty: Conversation Placements drive exceptional performance for Dell's Alienware UK



THE CAMPAIGN

- **Industry:** Technology
- **KPIs:** Traffic, Views
- **Targeting:** Category Takeover: Gaming; Interest Targeting: Esports, PC Gaming, Video Gaming
- **Ad Products:** Conversation Placements, Promoted Posts, Promoted Videos, Category Takeover

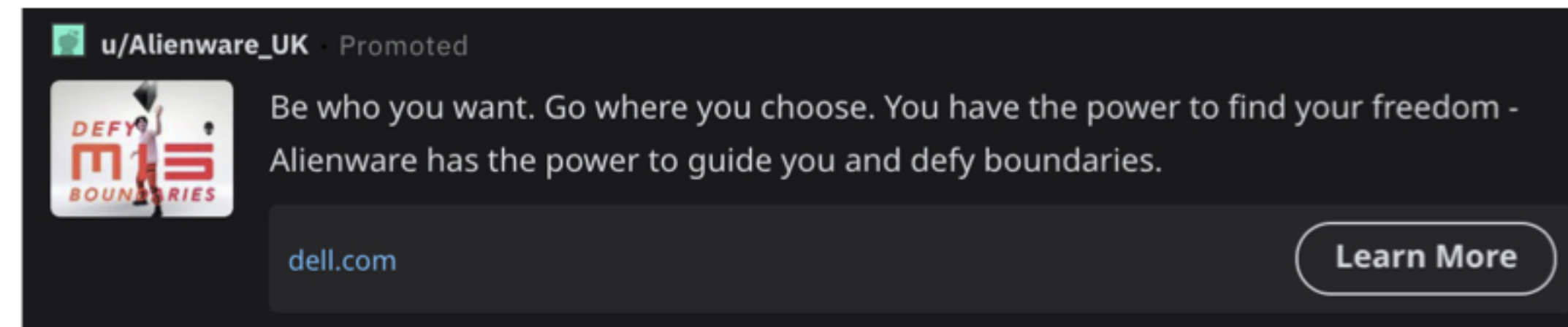
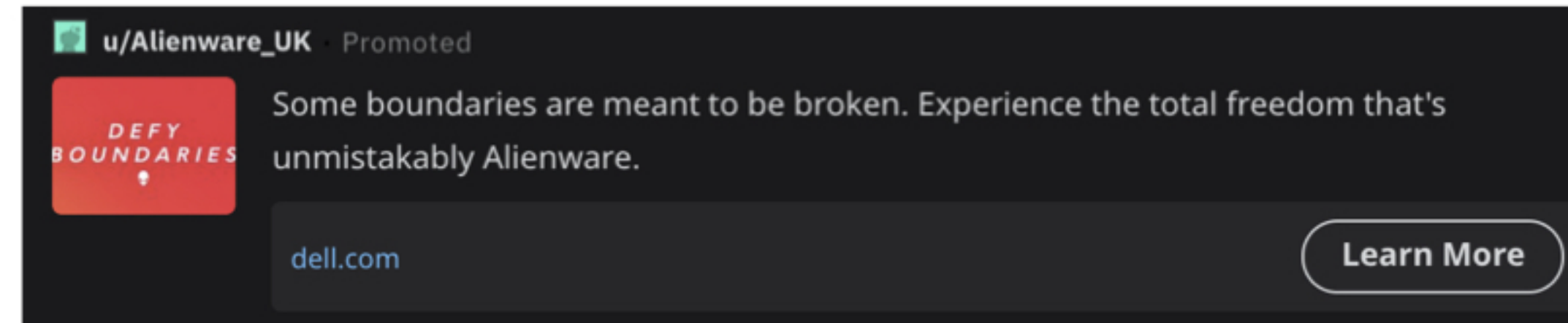
For their first dip into our UK market, Alienware UK took a test-and-learn approach, running assets from their “Defy Boundaries” campaign across a variety of Reddit Ad Products and Placements.

Conversation Placements broke through as the clear winner. Despite their limited real estate, these small but mighty ads drove much higher CTR for the brand versus their Feed Placements. As the saying goes, what truly matters is *location, location, location*.

THE CREATIVE

Conversation Placements: *Location, Location, Location*

Alienware UK’s Conversation Placements put the brand precisely where their audience is most actively engaged: inside a Reddit post, right next to the conversation thread. Fun fact: **42% of the average Redditor’s time on platform is spent in a conversation thread.**



THE RESULTS

- **20% HIGHER CTR** across the campaign, Alienware saw a 20% higher CTR than Reddit’s Retail vertical benchmark
- **59% LOWER eCPM** 59% lower eCPM than Reddit’s Retail vertical benchmark
- **59% HIGHER CTR** with Conversation Placements versus Feed Placements alone

