

MeUndies x Reddit

Tiny titan of tighty-(not-so)-whities sees double-digit lift in the first-ever Reddit Conversion Lift (RCL) study.



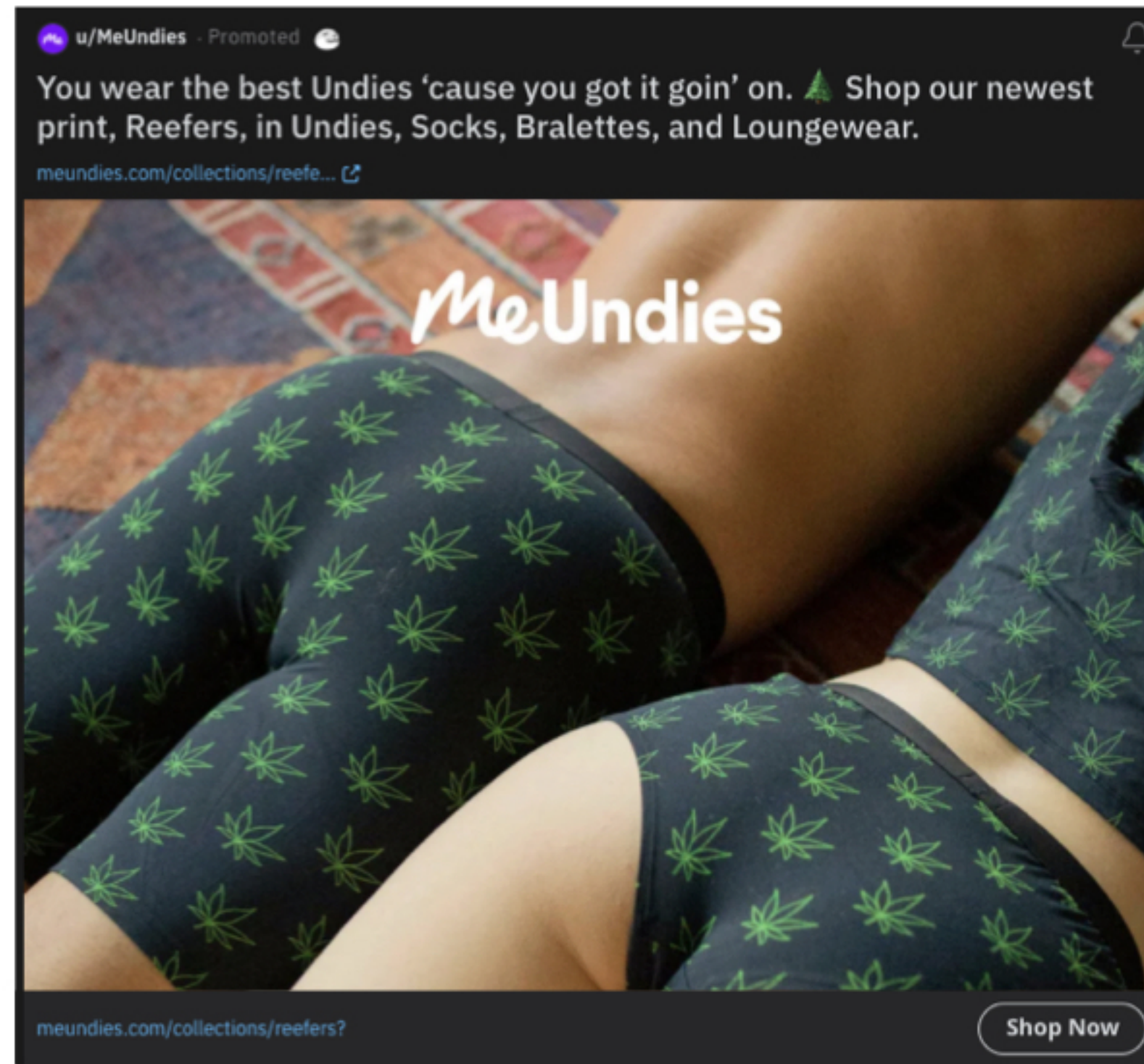
THE CAMPAIGN

- **Industry:** Retail
- **KPIs:** Engagement, Traffic, Sales
- **Targeting:** ROS, Interest, Community
- **Ad Products**
 - Promoted Posts
 - Promoted Videos
 - Promoted Carousel
 - Reddit Pixel

On the tails of their successful Engagement Prompt, direct-to-consumer underwear brand MeUndies launched the first-ever Reddit Conversion Lift study to measure the incrementality of Reddit Ads.

The results were spectacular, indicating **double-digit lift to Page Visits, Add to Carts, and Purchases**; and demonstrating that Reddit drives incremental business for MeUndies across all stages of their marketing funnel.

THE CREATIVE



Copy & Creative Best Practices seen here:

- Use a casual, conversational tone in your copy
- Keep your logo clearly, immediately visible
- Show or tell Redditors exactly what you're offering
- Bonus points for telling Redditors what makes your brand or product unique

THE RESULTS

..... OVERALL



to MeUndies.com, where Redditors were highly encouraged to explore



to total MeUndies purchases attributable to Reddit during the study period

..... BY AD PRODUCT

Overall lift in MeUndies purchases was driven across all promoted ad products...



Note: All figures shown are significant at 90%+ confidence level. Source: Reddit Conversion Lift study.