Bitstamp x Reddit

Bitstamp

The world's longest-standing crypto exchange finds a massive new audience with a combo of Evergreen Auction and savvy, timely Category Takeovers.

THE CAMPAIGN

Bitstamp responded quickly to growing concerns in their industry around safety with a campaign focused on their commitment to customer security

By adding a series of Category Takeovers to their existing Evergreen Auction media, Bitstamp saw a massive increase in brand awareness, including **an 800% increase in organic conversations** on Reddit.

- **Industry:** Crypto, Finance
- **KPIs:** Traffic, Impressions
- **Targeting:** Business & Finance
- **Ad Products:**
  - Evergreen Auction
  - Category Takeovers
  - Conversation Placements
  - Promoted Videos
  - Reddit Pixel

THE CREATIVE
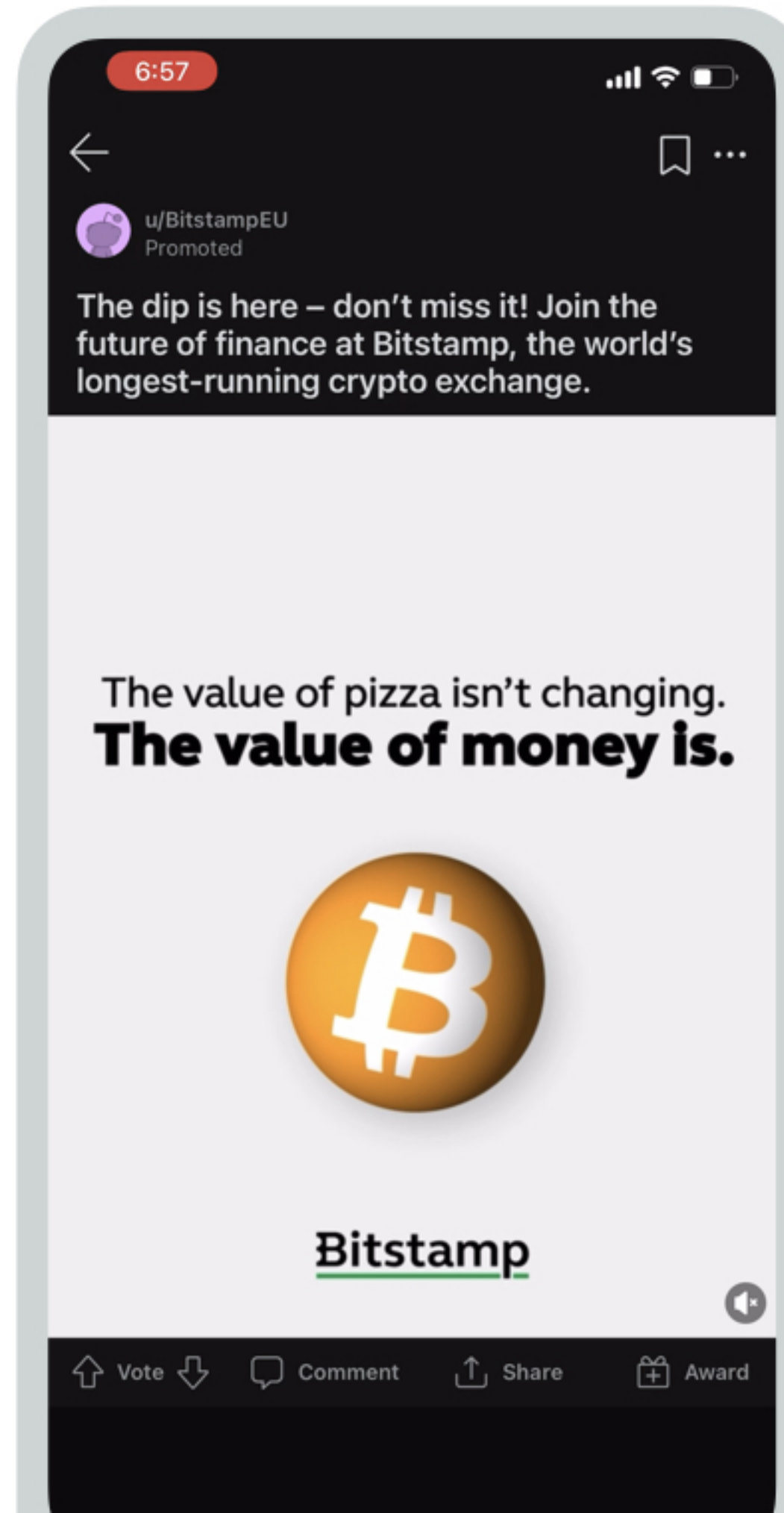
Fun, informative Evergreen Auction media worked in combination with Category Takeovers to drive large-scale awareness, increasing the Reddit Pixel audience pool to over 7k events.

Best Practices:
- Use a light-hearted and conversational tone
- Demonstrate Reddit knowledge

THE RESULTS

23% INCREASE in Auction Page visits whilst running Takeovers *(versus prior & subsequent month)*

22% LOWER Auction CPAs whilst running Takeovers *(versus prior & subsequent month)*

39% HIGHER CTR for Evergreen Auction media during the month of Category Takeovers *(versus prior & subsequent month)*

Working with Reddit has been an evolving relationship, backed by a really hands-on team from Reddit trying to assist at every corner. We'll continue to develop our relationship as far as possible, pushing new ideas and strategies along the way.

Daniel Ayim
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