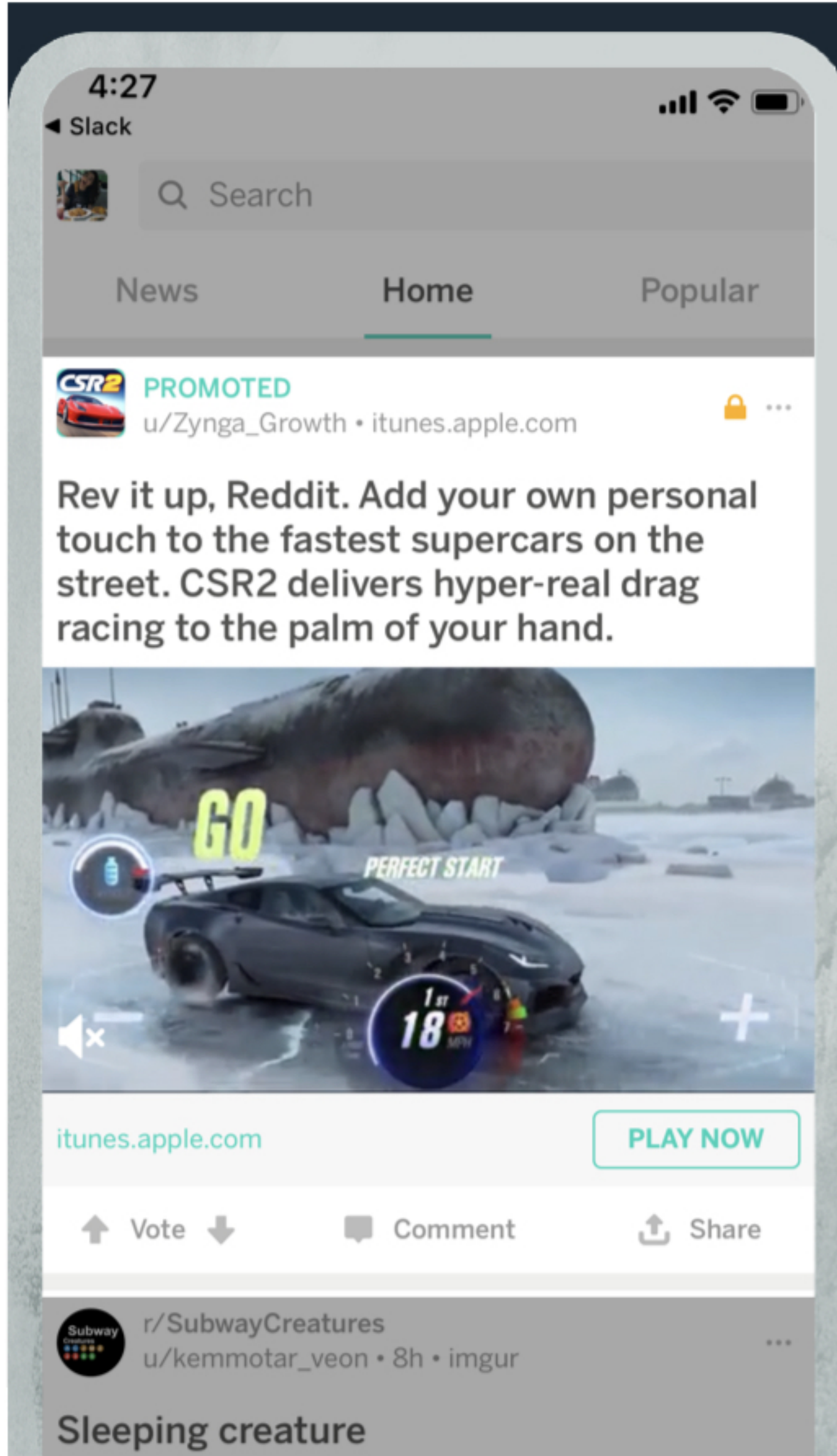


# Drive active gamers to high-quality conversions with promoted video

Key interest: Automobiles, Sports, Gaming



## The Story

Zynga, a gaming company, leveraged Reddit to reach avid gamers and encourage them to download the CSR2 racing game.

## The Strategy

By leveraging our customer success team, Zynga was able to hone in on a successful targeting strategy reaching not just gamers, but racing enthusiasts, as well. Continuous testing of variations – from interest group targeting to ad formats – helped achieve higher customer lifetime value.

**“For CSR2, Reddit successfully drove 1.5x higher LTVs compared against other emerging social channels. Additionally, the retention rates were 16% better than any other channel and organic installs. We continue looking for new opportunities on the platform to unlock additional higher quality players.”**

—Hagop Hagopian, Sr. Manager, Growth Marketing, Zynga

1.5x

**Higher customer lifetime value (LTV)**

compared to other emerging social channels in U.S.

16%

**Higher retention rate**

compared to organic retention rate

1.5x

**Higher conversion rate (CVR)**

compared to Reddit's Gaming benchmark

## Advertiser Tips

- Utilize video for down-funnel success
- Align targeting with resonating creatives
- Test different ad formats in different interest groups

