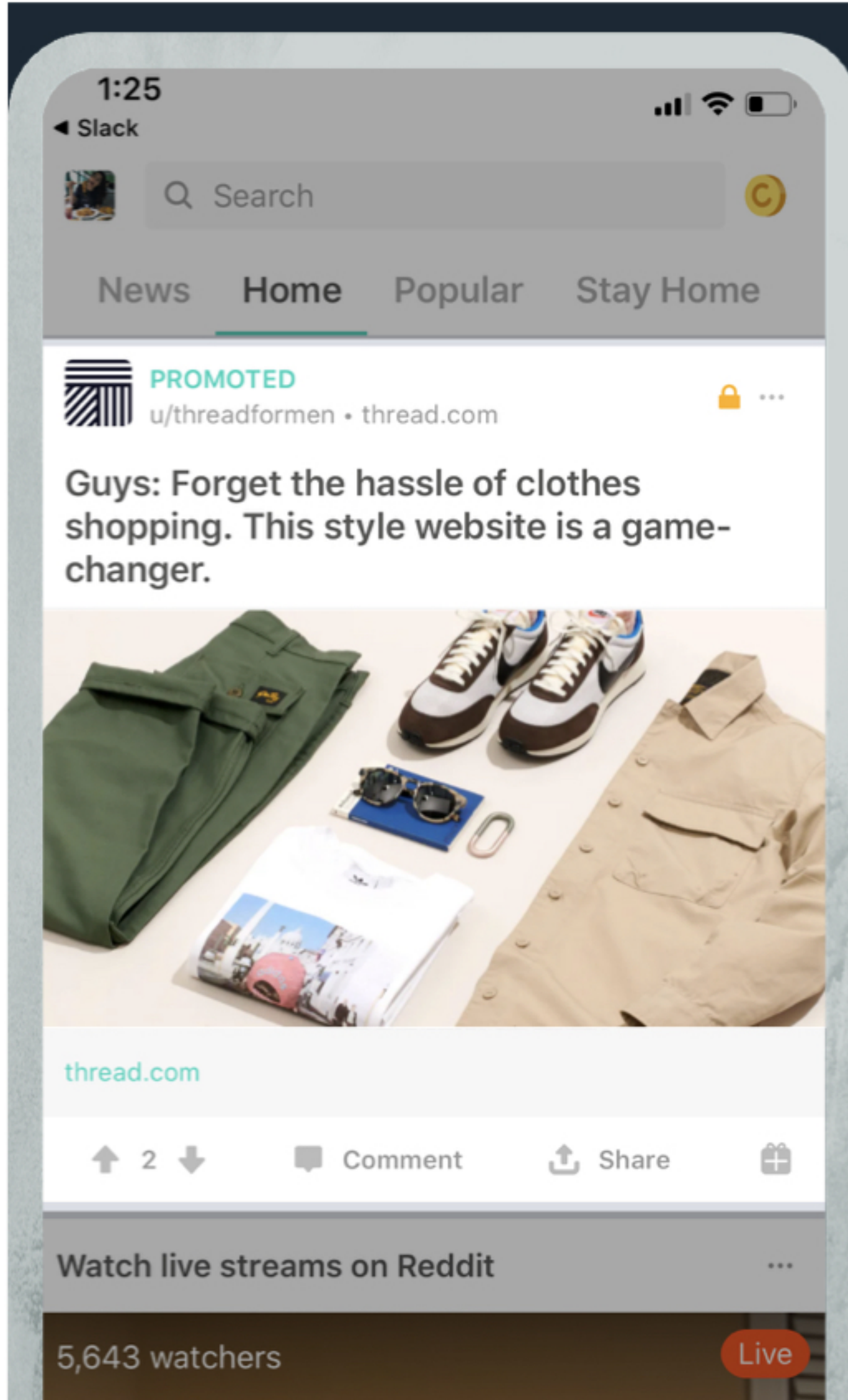


Thread discovers high-quality customers through innovative testing

Key targeting: 1) Broad with run-of-site, and 2) Niche with specific fashion/style communities for men



The Story

Thread, a clothes recommendation service, tested different strategies to discover high-quality customers at an efficient cost, lower than other core digital channels.

The Strategy

Through testing of various targeting segments (location, scale, device), Thread applied different bidding strategies to optimize for performance while rotating in fresh creative. Launching in UK first, they replicated their success by applying their learnings to their US campaign. Their innovative testing approach achieved efficient CPMs, resulting in lower cost per registration (CPR).

“We saw lower cost per registration (CPR) and increases to average order value (AOV), which demonstrates that Reddit is providing high quality, high life time value (LTV) customers at a low cost. Our account team provided excellent day-to-day optimisations that helped shape our successful strategy.”

—Nina Ricafort, Marketing Manager at Thread

Up to

86%

More efficient CPM

than other core digital channels

Up to

48%

Lower Cost Per Registration

than other core digital channels

+15%

Increase in LTV/CPR

ratio in Q1, compared to Q4

Advertiser Tips

- Customize unique bidding strategies for each targeting segment
- Consider first expanding into non-primary markets
- Rotate in new creatives to prevent ad fatigue

