Triplebyte drives quality conversions with creativity and community
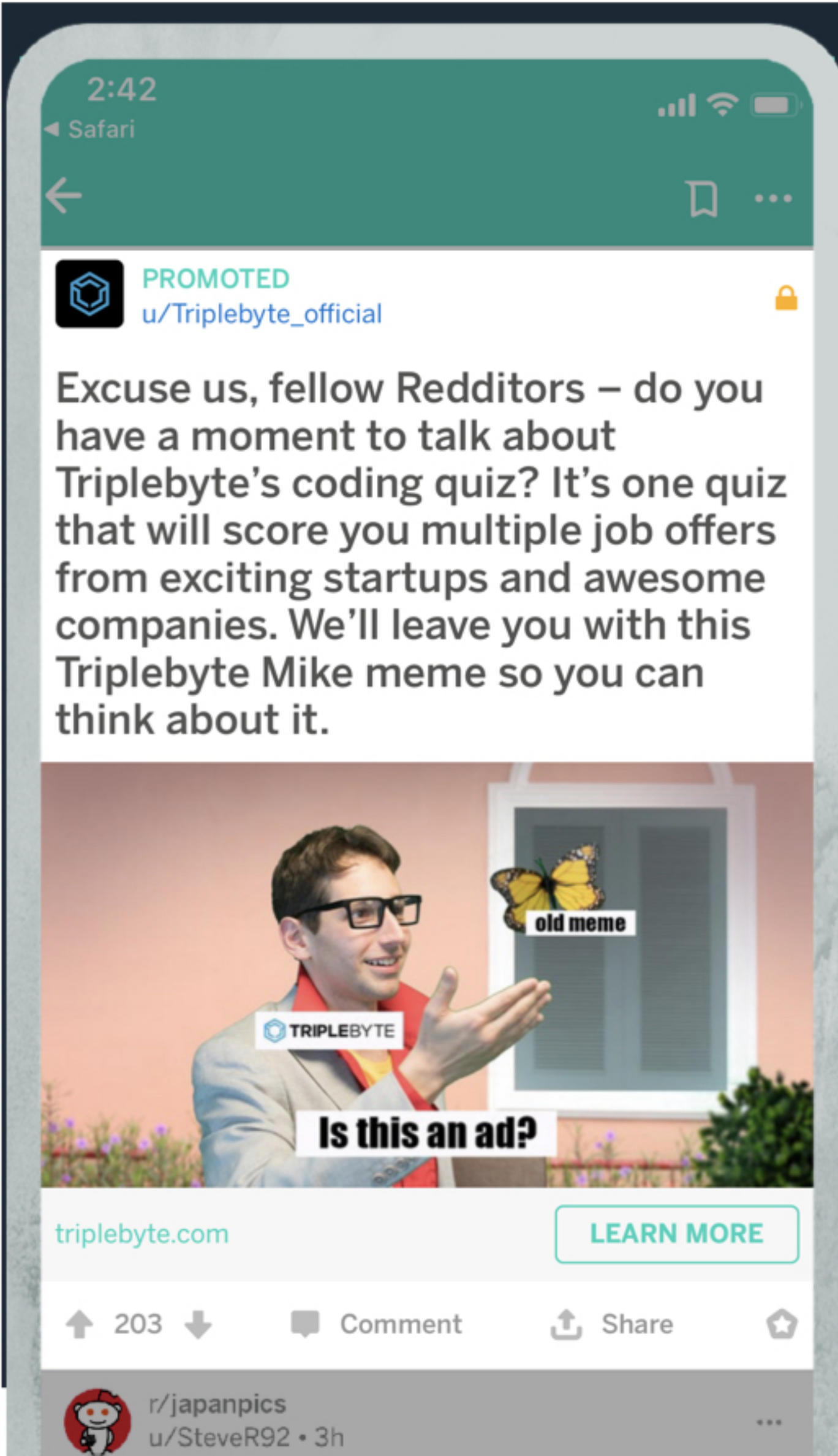
The Story

Tech recruiting company Triplebyte places top engineering talent at some of the fastest-growing companies in the world. On Reddit, their goal is to drive qualified users to complete an online coding quiz and enter the Triplebyte recruiting system.

The Strategy

By leveraging our customer success and brand strategy teams, Triplebyte has mapped out an evergreen advertising approach for Reddit. Continuous testing of variations – from interest group targeting to ad formats – helped drive down-funnel efficiency.

"Not only do we see good quality engineers coming from Reddit, we're able to test so many different types of creative and audiences to reach these engineers. Reddit's audience is so unique and we're able to tailor our ads to speak to the different communities in the most effective way to increase both reach and conversions when compared to our other paid media channels. "

—Meghana Muppidi, Growth Marketing Manager, Triplebyte

60%
More efficient CPM
compared to the biggest spending partners

31%
Average quiz completion rate

2.6x
Higher CVR
compared to the biggest spending partners

Advertiser Tips

- Play with popular culture and humor
- Test multiple creatives, ad formats, and targeting
- Tap Reddit's Brand Strategy team for creative ideation

The Evolution of Triplebyte Creative on Reddit

"Reddit's brand strategy team transformed our approach to the platform, moving us into this playful space that not only converts viewers but makes our brand memorable to Redditors. The tactical use of memes and Triplebyte Mike created some of the most innovative and entertaining ads we've ever had. It's been fun!"
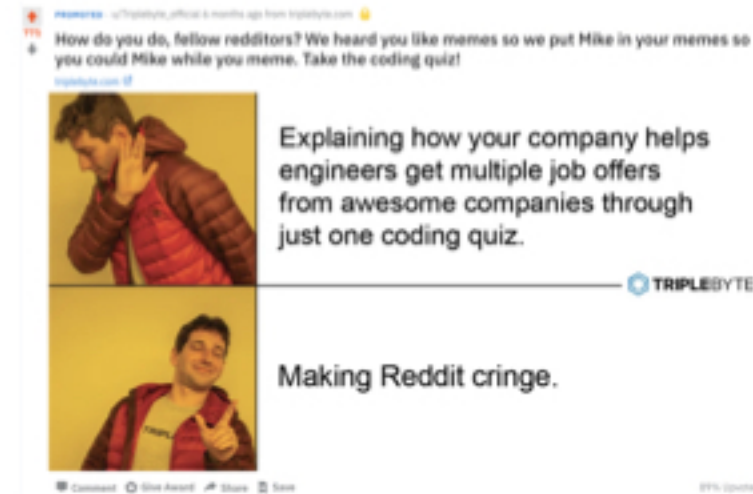
—Meghana Muppidi, Growth Marketing Manager, Triplebyte

Triplebyte's **original creative** was simple and grew stale quickly. It needed a revamp.

Triplebyte sought Reddit's help for a new campaign. We pitched an old meme to **speak Reddit's language, feel native to the platform,** and **highlight Triplebyte's USP.** A stock photo-based meme was a turnkey fix.


Tapped for ongoing creative support, we chose another dated meme whose **format conveyed information within the asset,** while still feeling native to Reddit. **Copy signaled Triplebyte's growing self-awareness;** upvotes signaled Redditors' receptivity.

As the ads gained popularity, it was essential to convey that **Triplebyte was in on the joke,** choosing outdated memes intentionally for humor, as opposed to blindly appropriating Reddit culture (*see: r/FellowKids*). The new ad – starring Triplebyte employee "Triplebyte Mike" – was produced entirely in-house at Reddit.

Continuing the resurrection of old memes, our next batch of ads featured Triplebyte Mike reenacting scenes from Shia Labeouf's motivational video. This round **ventured beyond still image assets** to short looping gifs and videos – all produced onsite at Reddit. Of the three formats tested, looping gifs performed best.
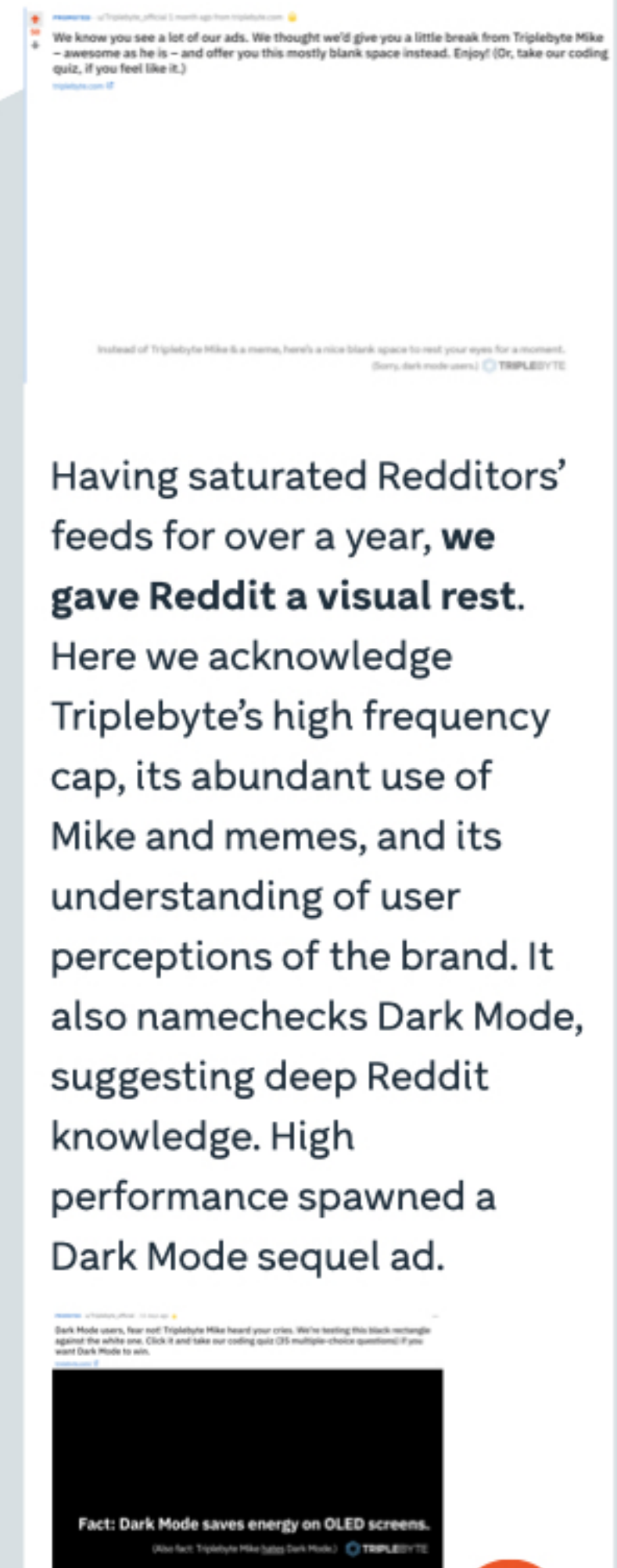
Having saturated Redditors' feeds for over a year, **we gave Reddit a visual rest.** Here we acknowledge Triplebyte's high frequency cap, its abundant use of Mike and memes, and its understanding of user perceptions of the brand. It also namechecks Dark Mode, suggesting deep Reddit knowledge. High performance spawned a Dark Mode sequel ad.