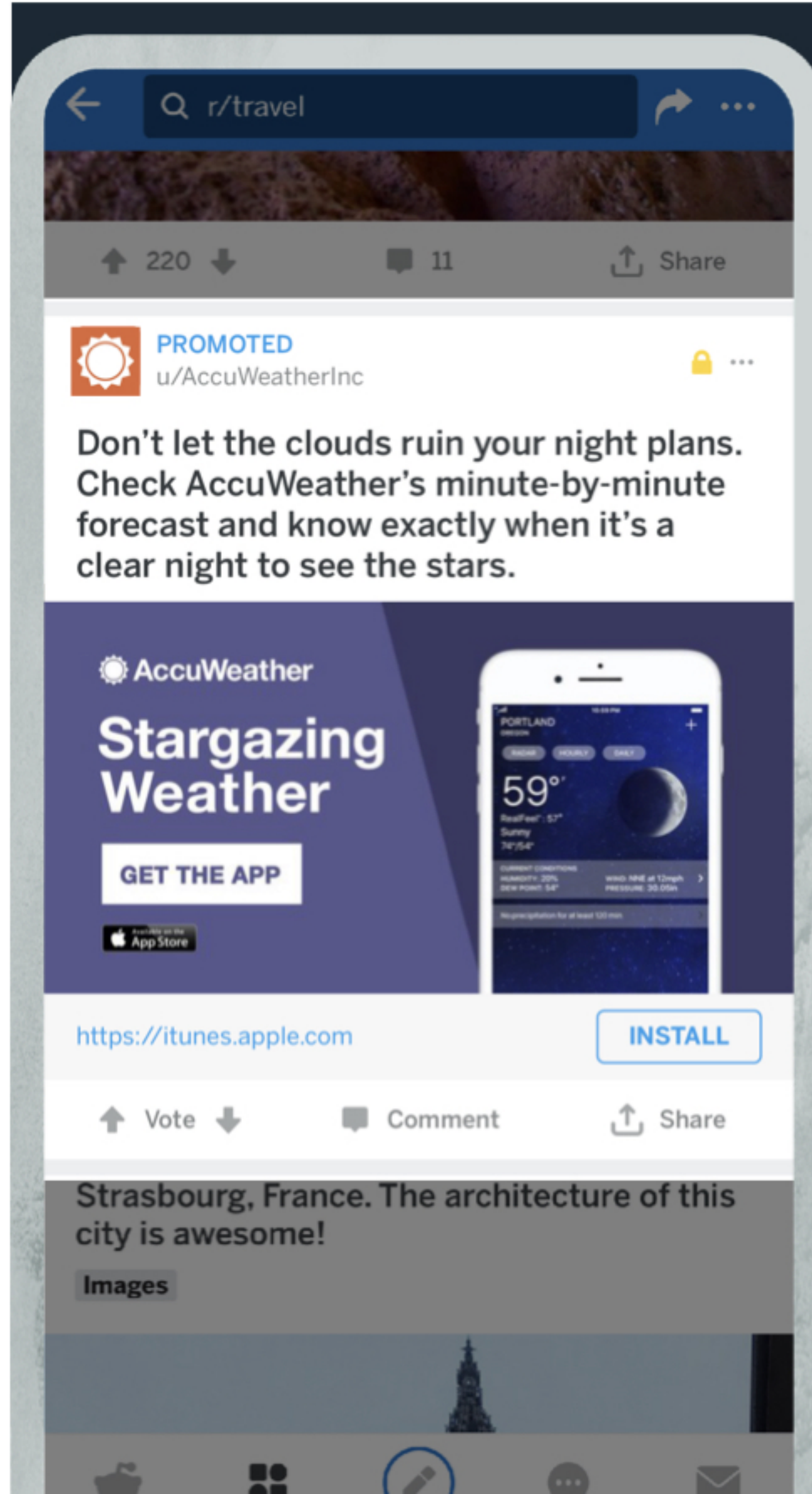


AccuWeather drives efficient conversions with app install product



App Install campaign resulted in more efficient conversions and lower CPIs



The Story

AccuWeather leveraged the app install product to drive efficient installs of the AccuWeather app.

The Strategy

The campaign tested platforms (iOS vs. Android), various interest groups (Outdoors, Science, Travel) against Run of Site, as well as a number of creative messages. Reddit was able to gather learnings and optimize the campaign towards the most efficient audience targets and creatives, resulting in increased conversion rates and lower CPIs.

“Reddit’s highly engaged audiences and breadth of topics relevant to weather made them a natural fit for a partnership. Working closely with the Reddit team made launching the campaign a breeze. They gave us tips on how to improve the creative, worked with us to refine our targeting for the new test, and helped ensure everything was set up properly.”

—Sarah Forster, Senior Paid Social Media Manager

67%

Decrease in CPI

compared with previous Reddit app install campaign

3x

Increase in Conversion Rate

compared with previous Reddit app install campaign

115%

Increase in Sessions Per Install

by the conclusion of the test

