

Aviva UK

What does it take to get Reddit excited about insurance? It takes Aviva.
(Plus Promoted Video, a Front-Page Takeover and Conversation Placements.)



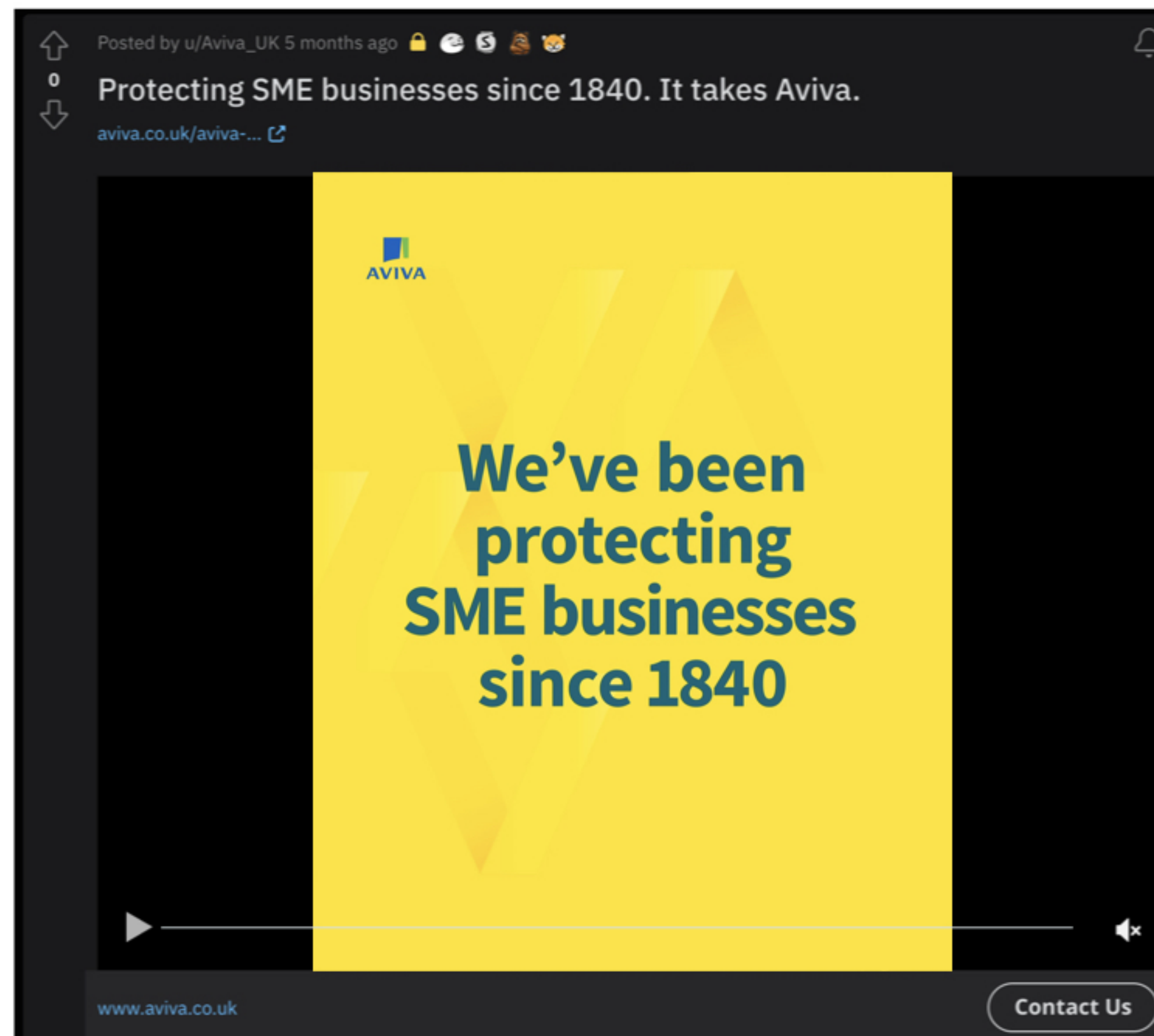
THE CAMPAIGN

Founded in 1696, Aviva has supported roughly 18 million customers across the UK, Ireland, and Canada for 325 years. To reach its next generation of insurance customers, Aviva turned to Reddit.

Aviva went big for their first Reddit campaign, running a variety of ad products and placements to reach Redditors in a variety of ways. Their Front-Page Takeover and Conversation Placements proved particularly potent, driving impressive click-through and video-completion rates.

- **Industry:** Finance
- **KPIs:** Awareness
- **Targeting:** Finance, Lifestyle, Life Moments; Run of Site for Front-Page Takeover
- **Ad Products:**
 - Promoted Video
 - Conversation Placement
 - Category Takeovers
 - Front-Page Takeover

THE CREATIVE



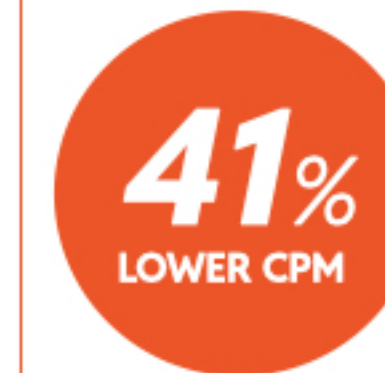
THE RESULTS



Aviva's Front-Page Takeover and Conversation Placements doubled or nearly doubled VCR versus Reddit benchmarks, respectively.



Conversation Placements were particularly effective at driving down-funnel outcomes, with 27% higher CTRs vs. Reddit benchmarks.



Great results, great efficiency! Aviva's Reddit campaign saw 41% lower CPMs vs. other social media partners.

“Aviva has set the tone for other insurance and financial services providers to start advertising on the platform. The campaign beat benchmarks based on verticals typically more popular with users (telecoms, FMCG, etc.) showing that there is a positive response and a place for this vertical on Reddit.”

Chloe Duval, Paid Social Account Director @ Zenith

