

Partner Spotlight: Reddit x Rockerbox

Integration background

Reddit is where users come to be informed and dive into the topics most relevant to them. The Reddit Ads platform is committed to improving opportunities for brands to reach, engage, and drive action with these passionate users who are seeking, not scrolling.

In addition to developing proprietary enhancements in-house, Reddit partners with leading technology providers to offer clients access to tools that maximize value from their Reddit Ads campaigns.

To that end, Reddit is proud to announce our partnership with Rockerbox, Reddit's Preferred Measurement Provider for e-commerce brands. This partnership allows brands to evaluate Reddit Ads' cross-channel impact through an agnostic measurement solution.

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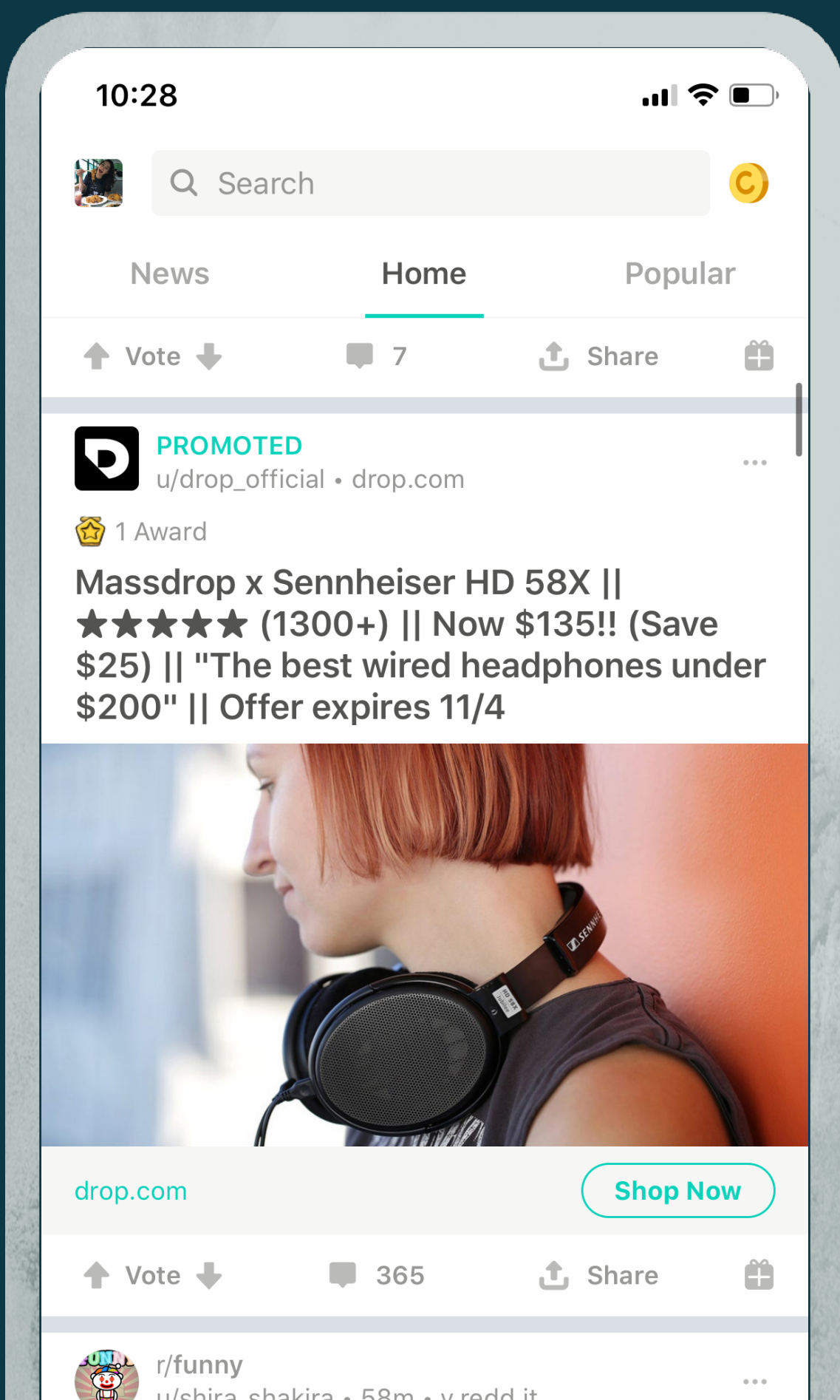
Moving beyond last click

From takeovers opportunities that deliver awareness to a performance based auction, Reddit Ads has products that deliver results across each stage of the funnel.

Using the right measurement is essential to validate the impact of each type of campaign. Rather than relying solely on impact through last click measurement, brands can utilize Rockerbox to evaluate Reddit's influence on the path to purchase across device, channel, and platforms.

Rockerbox has built a range of technology solutions including view-based reporting, path to conversion analysis, and more sophisticated measurement strategies, such as customizable data-driven models and incrementality testing.

Client success story: Drop

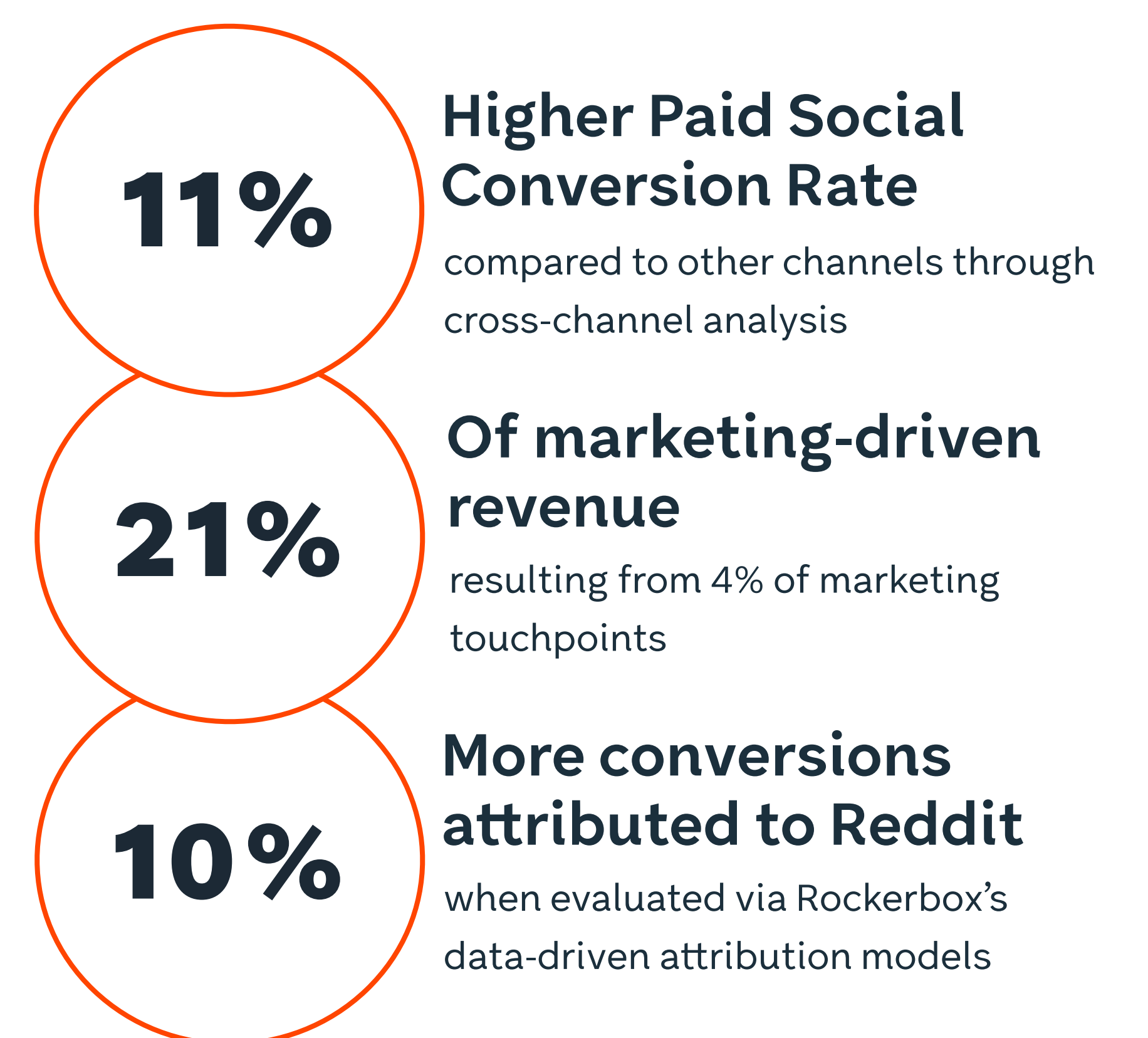


The Story

Drop, a community-focused e-commerce company, wanted to understand their marketing performance beyond the click-based reporting available in Google Analytics. By leveraging the partnership between Reddit and Rockerbox, Drop was able to evaluate the influence of Reddit Ads across the entire customer journey.

The Results

With Rockerbox's multi-touch attribution platform, Drop was able to analyze the impact of both clicks and views served on Reddit. This showed that Reddit Ads actually drove 10% more conversions than what Drop previously observed when relying exclusively on click-based reporting.



“Rockerbox's attribution showcased the impact of Reddit on our marketing. We were able to evaluate beyond clicks, and found that Reddit's conversion rate was higher than other paid channels. Moreover even when Reddit only made up ~4% of our marketing touchpoints, it contributed to ~21% of our marketing driven revenue.”

JASPER CHAN
CTO, DROP



Ready to get started?

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