## Strategy

A financial technology brand wanted to increase awareness of career opportunities among the highly sought-after tech talent within the Bay Area

With Reddit being a new advertising platform for most brands, we aimed to determine how Reddit can reach these niche audiences at higher reach & frequency levels compared to other more commonly used platforms

Reddit's ability to target specific communities where our intended audience is engaging with content allowed Intuit to reach a highly attentive and relevant audience

## Tactic

Utilizing the video objective across Facebook, Twitter, and Reddit we launched a test targeting Top Tech Talent within the San Francisco Bay Area with a mix of :30 second and :06 second animated videos with general tech, software engineering and data science messaging

We targeted relevant subreddits and interest group communities with Bay Area geo-fencing layered in as well. Some of our key subreddits included r/cs career questions, r/programmer humor, r/data is beautiful & r/machine learning

## Results

Over the 3-month campaign, Reddit proved to be the most efficient in reaching these audiences in terms of CPM compared to Facebook and Twitter. Although Twitter had a higher frequency than Reddit, it came at a slightly higher cost to reach those users

**$7.75** Reddit CPM

**$9.76** Facebook CPM

**$8.00** Twitter CPM