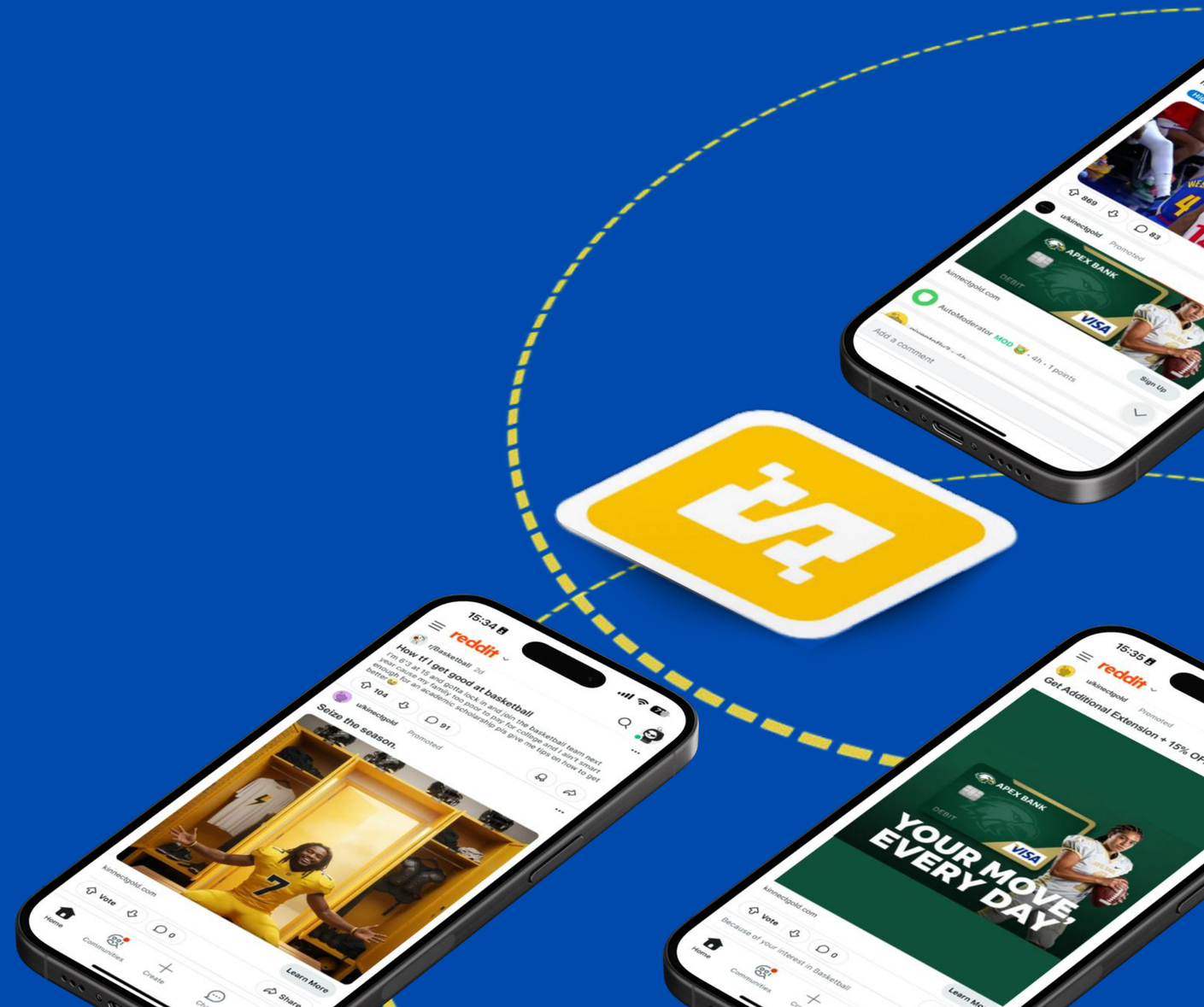
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TURNING FAN AFFINITY INTO FINANCIAL AWARENESS

REDDIT AUDIENCE LAYERING EXCEEDED GUARANTEED IMPRESSIONS BY 35%

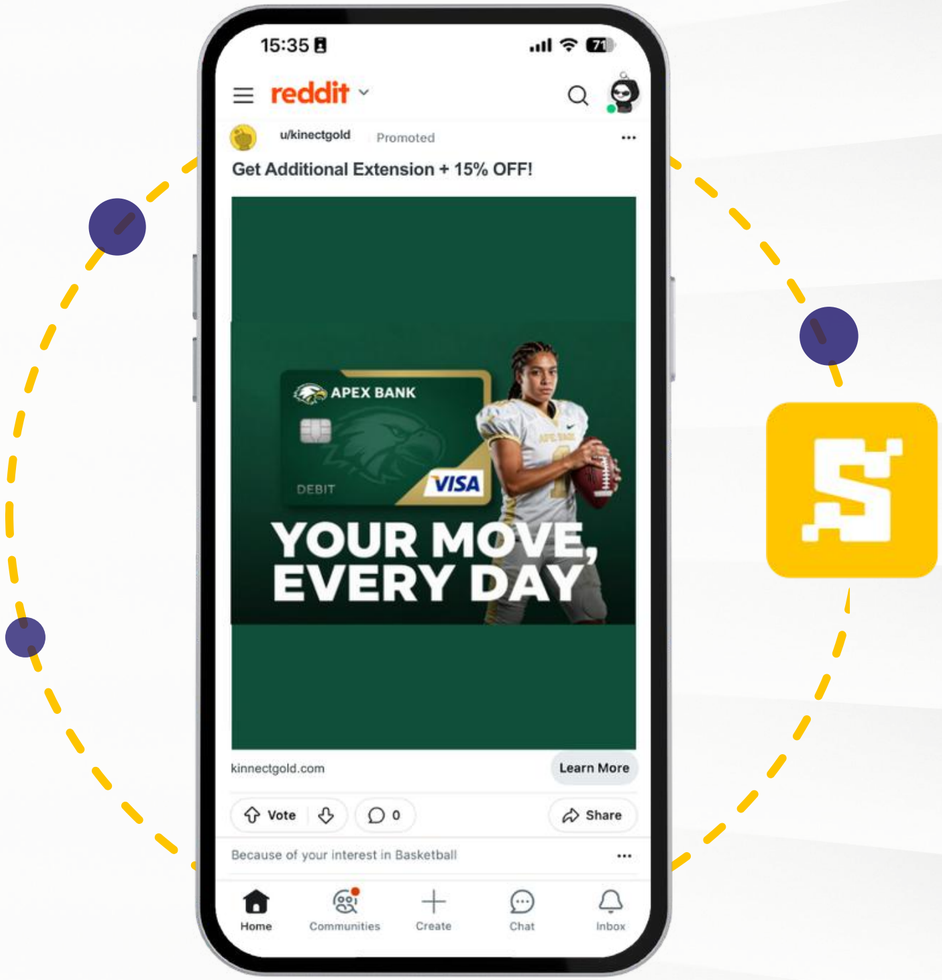
SUCCESS STORY



Client’s goal

A regional financial institution partnered with a professional NFL brand ambassador to promote and strengthen awareness of its financial products and services during the football season. Rather than promoting banking products alone, the campaign aimed to connect with consumers through shared fan identity while reinforcing broader financial management, savings, credit, and lending solutions.

The objective was to maximize awareness by combining highly relevant sports audiences with broader financial interest groups. By leveraging Reddit's community-driven environment, the campaign is set to increase visibility while maintaining efficient media deliverY throughout the five-week initiative.



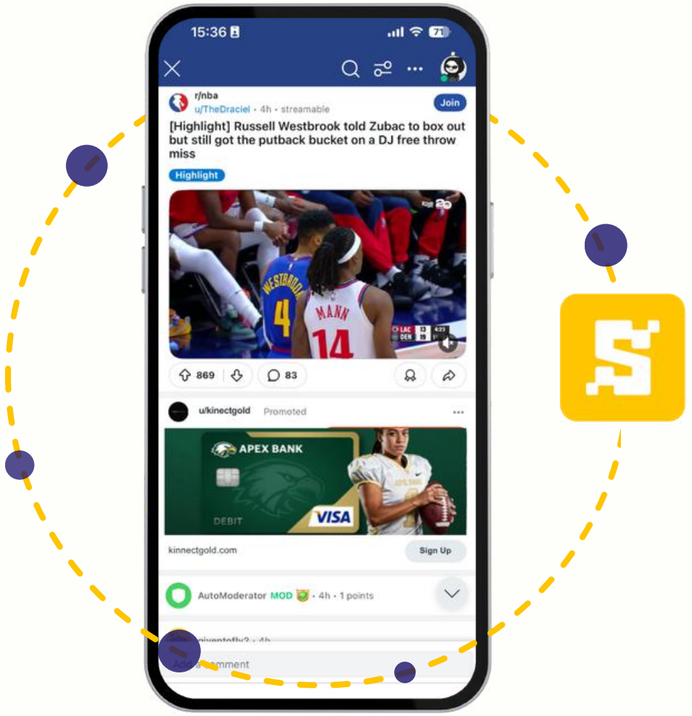
Campaign outcome

135% Impression Overdelivery

Delivered 3,560,269 impressions
vs 2,643,875 guaranteed

26% CPM Efficiency

Achieved CPM $7.82
vs Guaranteed CPM $10.53



28%
Lower CPM Through Audience Expansion

Once the high-affinity audience approached saturation, expanding into broader financial audiences reduced CPM by nearly 28% with scale.

99%
Feed Dominated Core Audience Delivery

Campaign spend are targeted to Reddit Feed placements, making it the primary driver of awareness among NFL fans.

670K
Total Video Views

Across audience segments, complementing the campaign's awareness objective with meaningful content consumption.

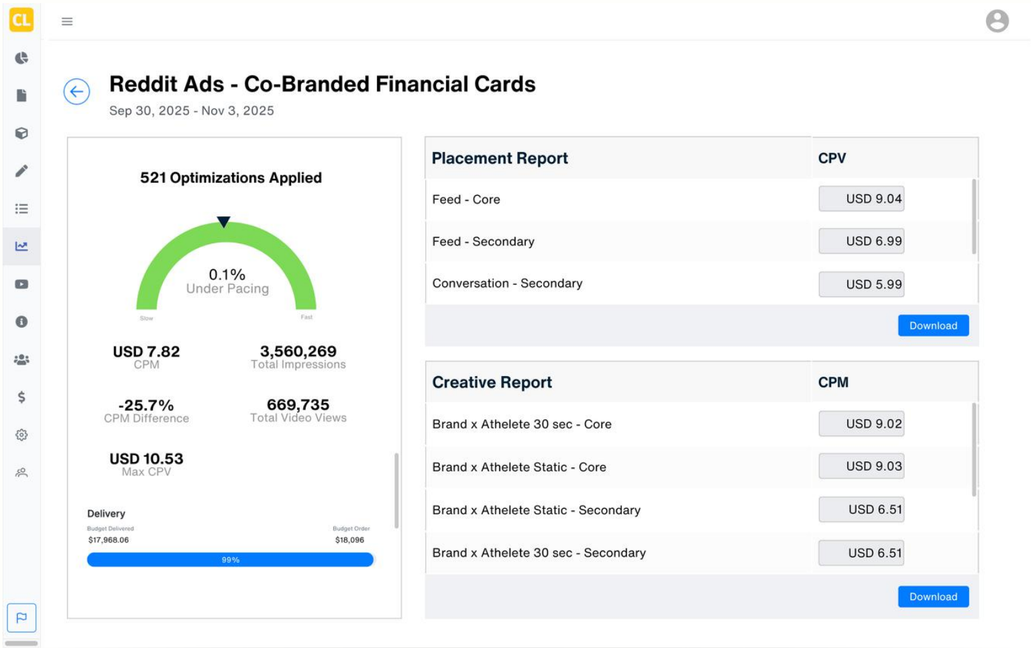
Strategic learning

Campaign Efficiency With Audience Sequencing

Strike Social prioritized local NFL fans before expanding into broader financial audiences. This phased approach reduced CPM from $9.03 to $6.51, enabling the campaign to exceed guaranteed impressions by 35% while maintaining cost efficiency.

Adaptive Placement Strategy Maximized Reach

Reddit Feed drove awareness among the core audience, accounting for 98.7% of the spend. As we broadened the audience conversation placements the overall spend for the secondary audience was 43.6% while increasing reach and sustaining efficient delivery.



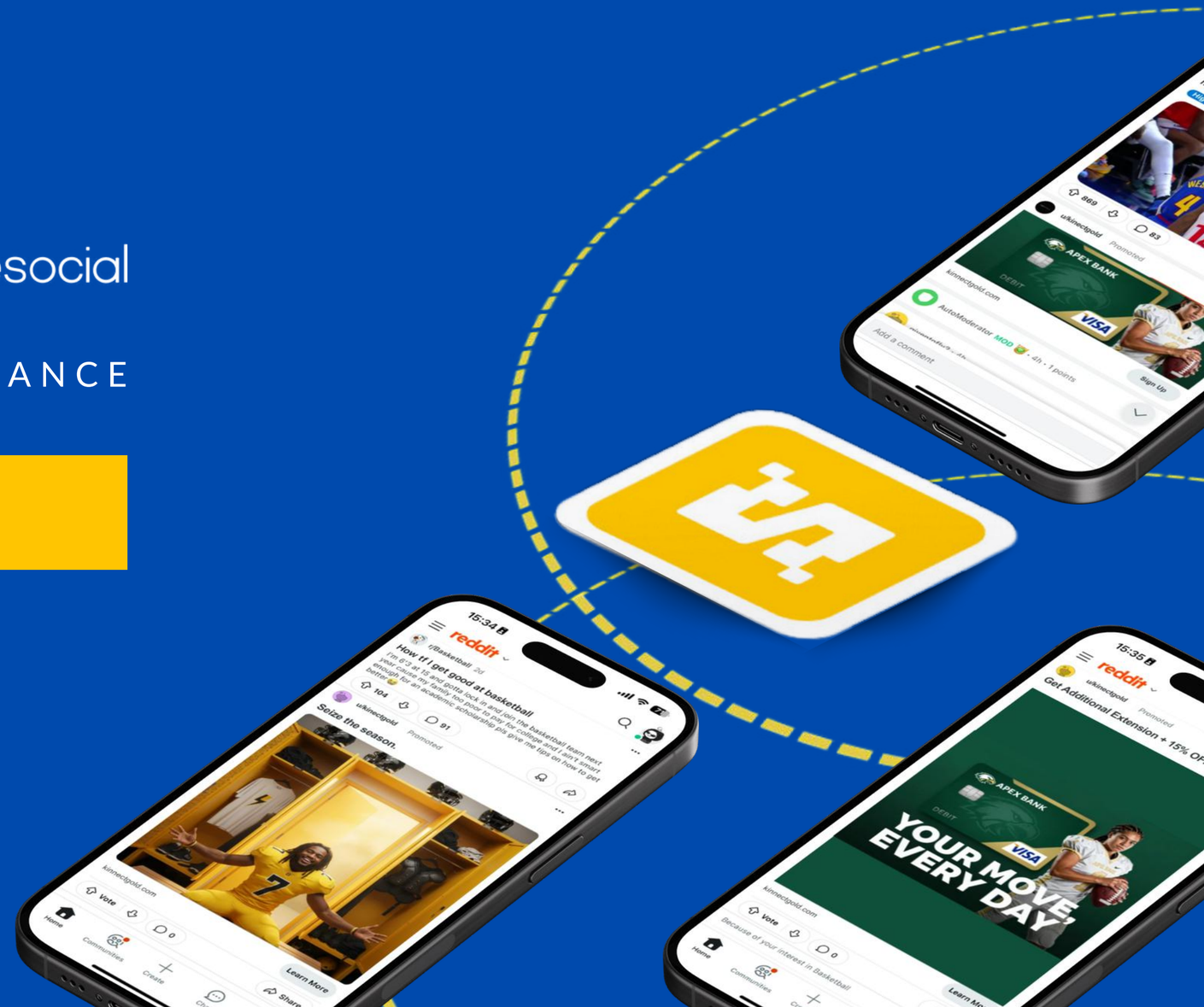
Balanced Creative Mix Sustained Delivery

The strategy, anchored in even distribution across two video ads and one static image, maintained consistent campaign delivery. The campaign managed to generate nearly 670,000 video views alongside 3.56 million impressions throughout the campaign.

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IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW

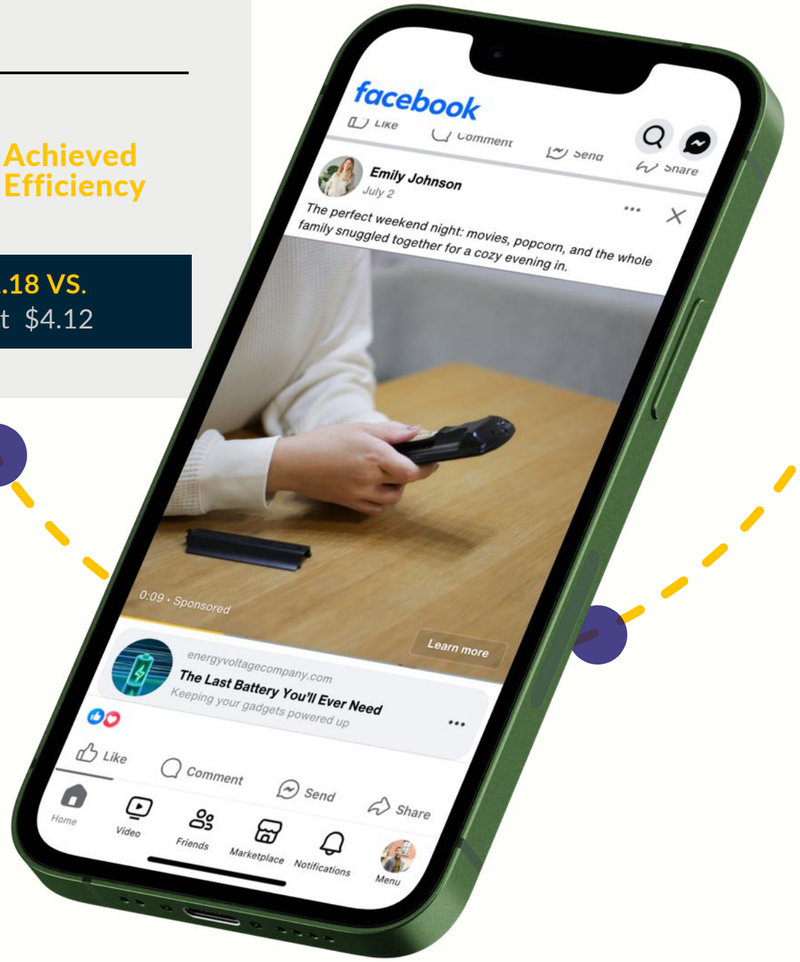



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47%+ Achieved Efficiency

Actual CPM $2.18 VS.
Guaranteed cost $4.12



YouTube

Q1 2026 Performance Report

YouTube Shorts Ads

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