

## How Outbound Hotels' boosted awareness with Reddit

DIGITAL MARKETING



gcommerce

# Goals

The primary goal of this campaign was to build brand-level awareness for Outbound Hotels, the overarching brand that includes multiple properties. The brand faced potential issues with its Facebook awareness campaigns overlapping with property-level Facebook campaigns. Shifting brand prospecting from Facebook to Reddit allowed for distinct messaging, eliminated auction overlap, and reached high-intent, outdoors-focused travelers.

The campaign also tested creative formats and copy to find what resonated most, all while maintaining strong engagement and efficiency.

To keep it simple, the focus was on delivering the right message to the right audience in the right place.



# Targeting strategy

To reach high-intent, outdoors-focused travelers on Reddit, the campaign employed two main targeting strategies:

## 1. Keyword-based campaign

Focused on search intent and inspiration-seeking behaviors. Considered a best practice on Reddit for reaching high-intent audiences.

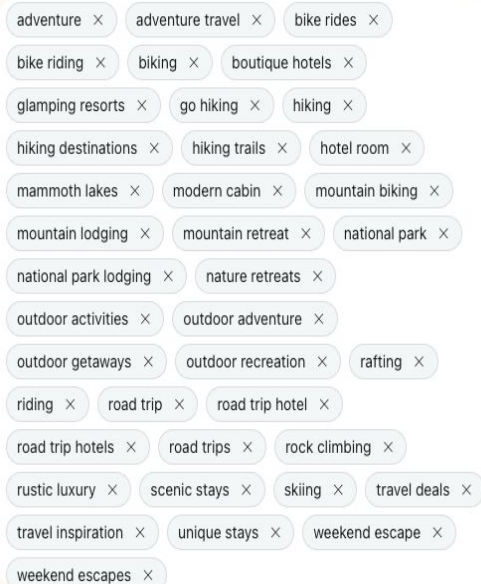
## 2. Community-based campaign

Focused on Reddit communities with aligned interests. Also recommended by Reddit as a proven way to build awareness through community inspiration.



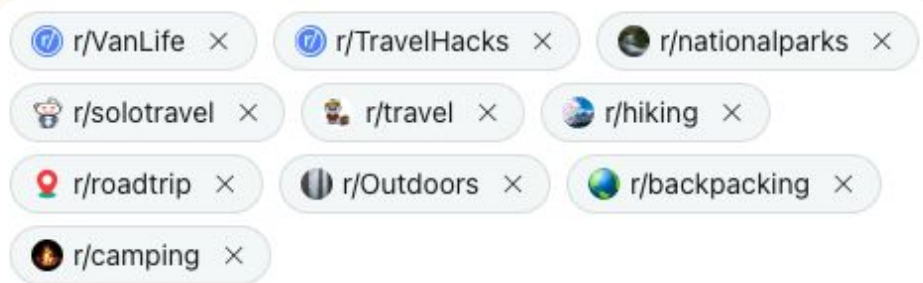
# Keywords

Focused on capturing users actively searching for travel inspiration, lodging options, and outdoor experiences.



# Subreddits

Chosen for strong relevance to adventure, travel, and outdoor lifestyles, ensuring brand presence within authentic conversations.

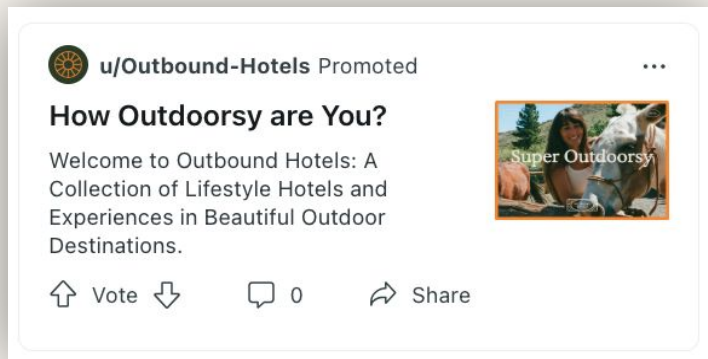


Keywords and subreddits were selected based on alignment with Outbound's outdoors-focused audience and Reddit's best practice recommendations. The approach balanced high-intent travel terms with active communities where inspiration and trip planning naturally take place.



# Creative examples

All format types were tested to determine what would work best on Reddit for this brand. The featured examples highlight the creative that resonated most with the audience, while lower-performing formats were phased out.





## Ongoing optimizations

**Creative:** Paused long-form static ads (lowest performers) and increased spend on video, carousel, and short-copy static ads (top performers).

**Keyword Expansion:** Added broader, high-intent terms like Nature Retreats, Travel Inspiration, Mountain Lodging, and Scenic Stays. Within one week, CTR increased to over 6%.

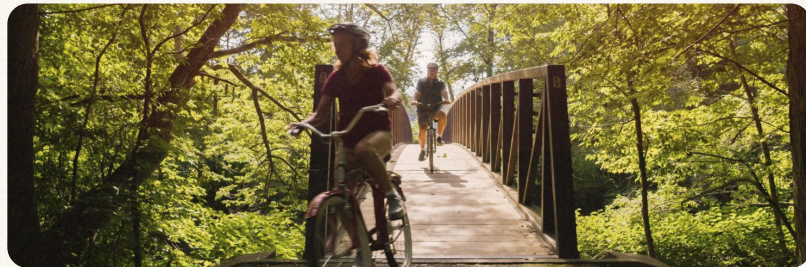
This behind-the-scenes approach allowed the campaign to identify the most engaging creative and keyword combinations while efficiently expanding reach to adventure-focused audiences.

# Results

Over the course of 3 months, the campaign achieved strong performance across multiple targeting and creative strategies. The campaign generated 464,964 impressions and 18,133 clicks with a 3.90% click-through rate, well above industry benchmarks. This was over 4200% higher than the brand's Facebook prospecting CTR, which averaged 0.09%. At an average cost per click of \$0.18, Reddit's CPC was 57% lower than Facebook's \$0.42.

Creative testing revealed that video, carousel, and shorter copy static ads consistently outperformed long-form static ads, leading to optimization decisions that paused less effective creatives and increased spend on top performers.

Reddit proved to be an effective platform for brand prospecting, providing high engagement without cannibalizing Facebook performance and expanding reach to new adventure-focused audiences. As an added bonus, advertising on Reddit also helps build brand visibility and trust among platform users which ultimately will help your brand show up in coveted AI search results down the road.



## Success metrics

May 10th, 2025 - August 10th, 2025

464,964

IMPRESSIONS

3.90%

CLICK THROUGH RATE

\$0.18

COST PER CLICK



GCommerce Solutions

Thank you for  
reading