



NEWS RELEASE

Iridio Expands Social Media Marketing Portfolio with New Platform Integrations to Boost Multichannel Performance

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- Iridio is expanding its social media marketing solution to include integrations with Reddit and LinkedIn.
- Powered by RRD's proprietary Consumer GraphSM technology, Iridio identifies the right households through high-precision mapping of 130 million unique household personas.
- Combining digital display with paid social leads to a 67% higher average featured sales lift compared to social-only campaigns.

CHICAGO--(BUSINESS WIRE)-- **Iridio** expanded its social media marketing solution with new integrations across Reddit and LinkedIn, giving brands the ability to reach valuable audiences in both high-engagement communities and professional decision-making environments.

Iridio by RRD has expanded its social media marketing solution with new integrations across Reddit and LinkedIn, giving brands the ability to reach valuable audiences in both high-engagement communities and professional decision-making environments. Combining digital display with paid social leads to a 67% higher average featured sales lift compared to social-only campaigns.

and digital display.

Powered by RRD's patented Consumer GraphSM and Household ConnectTM technologies, Iridio enables precise targeting across 130 million personas while preserving consumer privacy, helping clients drive stronger multichannel performance, higher sales lift and measurable incremental revenue by combining paid social

RRD's Consumer Graph connects layers of intelligence from offline and online data to reach high-potential buyers across the entire consumer journey, without relying on cookies. Household Connect groups multiple devices (phones, TVs, laptops) based on shared behavior and location to create a unified digital profile of a household. It

maps these digital profiles to physical addresses, allowing for targeted, compliant marketing across devices at scale.

As a managed service, RRD's enhanced social media marketing solution gives brands the ability to find consumers in high-engagement spaces and move beyond standard scrolling to more meaningful, contextually relevant interactions that drive performance — all with Iridio's platform expertise as a guide to garner more effective performance.

Reaching New and Unique Audiences

Iridio now provides access to Reddit's massive reach of over 190 million weekly active unique users. Approximately 28% of Reddit users are not active on Facebook, 36% are not active on Instagram and 38% are not active on TikTok. This offers brands a unique opportunity to apply RRD's Consumer GraphSM to connect with an undiscovered audience within specific subreddits, so brands can cohesively extend messages and align with the topics consumers are actively researching.

Iridio recently began beta testing LinkedIn campaigns. This extension to LinkedIn allows brands to apply Iridio's precision mapping to the world's largest professional network, reaching decision makers in a business-focused environment. Iridio will offer LinkedIn integration later this year.

"We are giving our clients the ability to connect with consumers no matter what platform they are on while quantifying the direct impact on featured sales lift and incremental revenue," said Andy Johnson, Iridio Senior Vice President and Principal. "By integrating Reddit and LinkedIn, we are opening new doors for brands to be part of the conversations that actually drive purchase decisions."

The Power of Combination: Display + Social

Building on this multi-platform approach, Iridio's strategy focuses on the connection between media types to maximize full funnel influence and conversion. An internal Iridio study of nearly 60 CPG campaigns from Q4 2023 to Q2 2025 revealed:

- 67% higher average featured sales lift when combining display and social efforts.
- 47% higher average "Brand Halo" lift, which converts more shoppers across all of a brand's measured product groups.
- 4x increase in incremental sales compared to single-channel social campaigns.

Proprietary Technology and Brand Safety

Instead of relying on third-party tools that suffer from signal loss, Iridio utilizes its own homegrown and proven

Demand Side Platform (DSP) and Consumer Graph. This enables probabilistic mapping of 130 million households across online and offline data points, providing high match fidelity while retaining a privacy-first approach.

Additionally, every social campaign includes advanced monitoring to support brand safety, using tiered sensitivity levels and keyword blocklists to proactively mitigate harmful engagement and verify ads only appear in high-quality environments.

To learn more about Iridio's paid social and display solutions, visit iridio.rrd.com/media/social-media-marketing.

About Iridio

Iridio simplifies marketing complexity by unifying creative, media, and data and analytics in one platform. As a trusted marketing partner to top brands in retail, healthcare, financial services, and other industries, Iridio's data-driven solutions connect brands with their audiences at defining moments. Backed by RRD's legacy and global scale, Iridio offers a flexible suite of services that range from single-channel campaign activations to fully integrated programs, enabling brands to optimize the customer journey and achieve meaningful business results.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 92% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

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Source: Iridio