Taskrabbit

CONTENT PERFORMANCE

MOST ENGAGING PIECE OF CONTENT:

@taskrabbit

❤ *413K VIEWS*

Target Audience:
People requiring assistance with home improvement projects or getting settled after a move. Anyone wanting to outsource unwanted jobs.

DATE POSTED: 28TH JULY '26

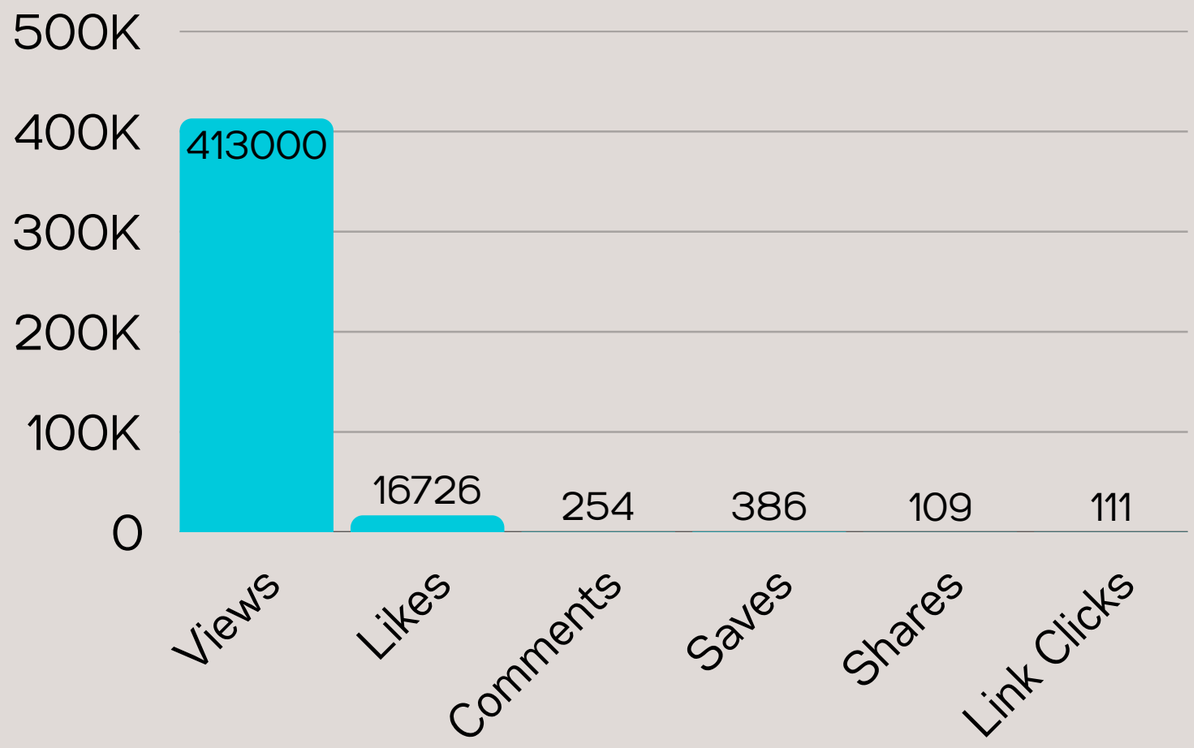
DATE OF REPORT: 10TH SEPT '26

(STATS BASED ON 44 DAYS SINCE POSTING)

"Make Your New House Feel Like Home with Taskrabbit" positioned Taskrabbit as the go-to platform for getting help with DIY and home improvement projects.
Centred around a basement renovation, the campaign demonstrated the types of two-person jobs that benefit from an extra pair of hands, while showing how quick and easy it is to find and book help through Taskrabbit. The content reinforced that even avid DIYers don't have to do everything themselves, knowing when to outsource can make bigger projects easier and more achievable.
Content was shared across three social channels, supported by a link in bio directing audiences to a personalised sign-up page to drive new Taskrabbit registrations.

Campaign KPI priorities were:

- Encourage sign-ups and everyday use of the platform
- Increase brand awareness with this messaging:
  - How Taskrabbit helps tackle lingering projects quickly and conveniently.
  - Outsourcing time-consuming jobs so homeowners and renters can enjoy their new space sooner.
- Success was evaluated on reach, engagement and audience understanding of Taskrabbit's wider range of home services



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