



Reddit Partnership Program

Learn how our Partner Program can grow your business



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Reddit Inc.,
Version 11-2020



Our Commitment to You





Where passionate
communities drive action

Our commitment to you

Our singular vision is to provide a valuable and personalized experience aimed at growing your business.

We recognize each brand is unique. We crafted this program so you can tailor your experience based on your business priorities and marketing goals.



Access to Resources & Experts

With the Reddit Partnership Program, your brand will gain exclusive access to Ad Products, Measurement, Creative Strategy, Communications opportunities and services.



Flexible Tiers

We offer flexible tiered packages based on your desired investment level and outcomes. We also offer a vesting schedule so you can unlock benefits as you go.



Personalized Plan

Our team will partner with you to develop a personalized plan that aligns to your business priorities and needs. As our partnership continues to strengthen and your business evolves, we'll review the plans, at a minimum quarterly, to ensure we're aligned and working better together.

We're here to support your continued growth and success. Our team is looking forward to partnering with you.

Sincerely,

A handwritten signature in blue ink that reads "Harold Klaje".



Harold Klaje
VP, President of Global Advertising

Beta Access & Product Innovation



BETA ACCESS & PRODUCT INNOVATION

Drive innovation with Reddit Ads

Gain early access to ad product launches and provide feedback to help shape the future of Reddit ads. Your voice matters and we want to innovate together.



Early Beta Access

Receive priority access to Alpha and Beta products before they launch.



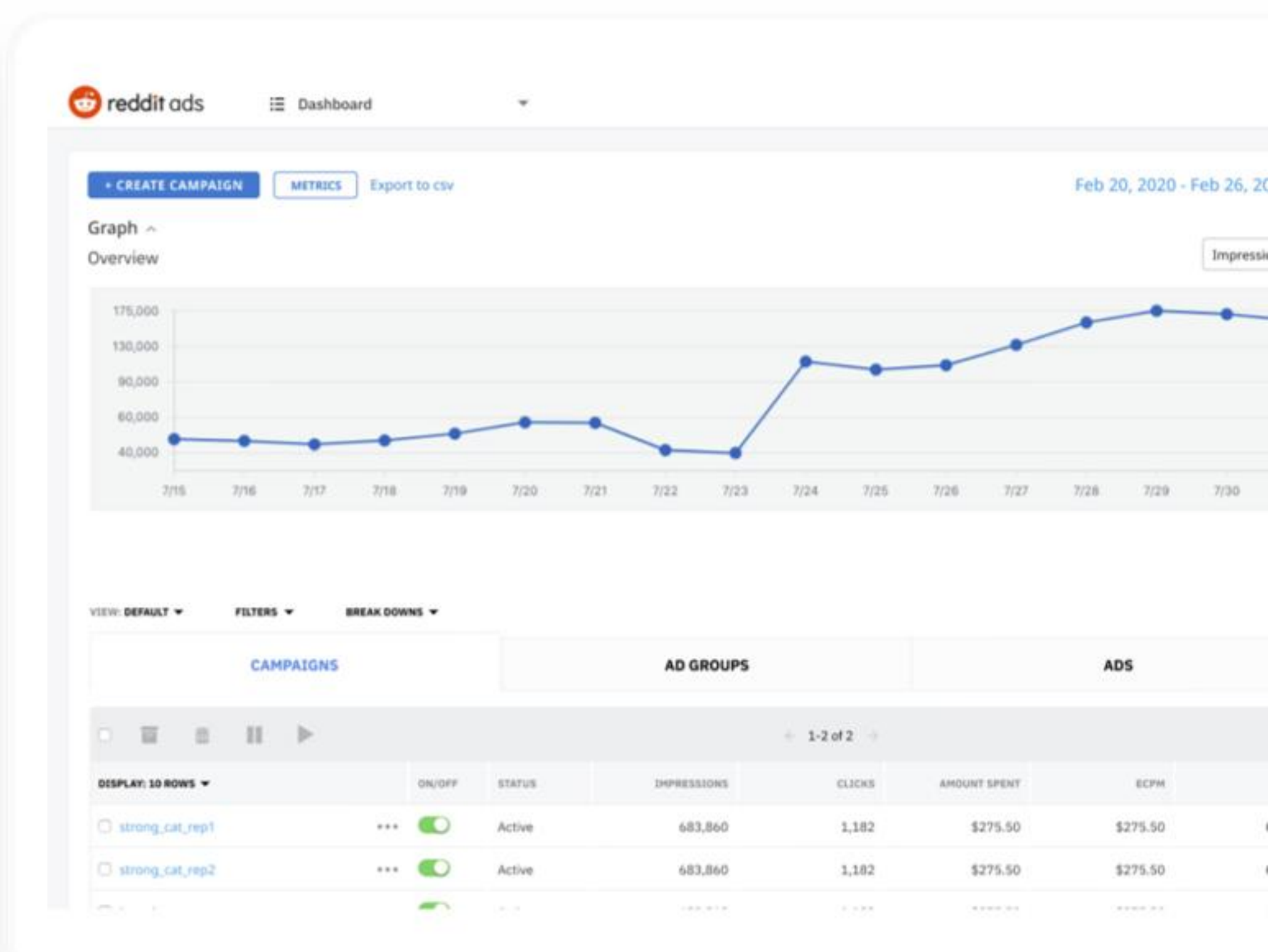
Media Stipend

Based on your eligibility, Reddit will match half of your test budgets up to 1% of your total Reddit spend.



Product Feedback Forum

Participate in feedback forums where you can share your top needs with our product team ahead of roadmap planning.



Creative Strategy Services



CREATIVE STRATEGY SERVICES

Unlock white glove creative strategy services

Our team of experts will craft custom strategies rooted in platform insights, creativity, and dedicated support to elevate your campaign success on Reddit.



Creative Strategy Workshops

Our Creative Strategy Workshops are tailored for each brand focused on leveraging key insights to help bring your campaigns to life on Reddit.



Organic Activation & Support

From hosting an AMA to building an organic presence on Reddit, our team of experts can help craft an organic and activation strategy for your brand.



Reddit Ad Optimization

Our team of Creative Strategists offer a range of creative services from ad copy to creating uniquely Reddit creatives.



Creative Strategy Workshops

Our creative strategy workshops are tailored for your brand. We will leverage key insights to help bring your campaigns to life on Reddit.



Creative Workshop

Learn to tailor your ads to the Reddit audience in an interactive workshop where you'll go hands-on with real Reddit ads. You'll walk away from the session with a clear grasp of what's working for brands on Reddit as well as ideas and inspiration for your own ads.



Moments Workshop

Activate intent-driven audiences on Reddit! In this workshop we'll unpack platform-specific data and insights as they relate to your brand, spotlight culture-carrier communities as creative inspiration and walk away with 1-3 actionable creative territories with your brand DNA at the core!



Brand Relevance Workshop

For brands looking to understand sentiment around their brand or competing brands on Reddit, this workshop is for you. Our team will create a SWOT analysis and identify actionable levers you can use to positively impact brand sentiment on Reddit.



Market Trend Workshop

People on Reddit connect their passions and interests - building communities that foster both discussion and delight. From parenting hacks to sport stats and tech gadgets there is a vibrant community for nearly every topic you can think of. In this workshop, learn about key market and industry trends that will inform your strategy and activation plan on Reddit.

Organic Activation & Support

From hosting an AMA to building an organic presence on Reddit, our team of experts can help craft an organic and activation strategy for your brand.



AMA Support

AMAs (Ask Me Anything) is a unique way to foster direct communication and create an experience with the Reddit community. Our team of experts will craft an AMA strategy that includes: content & talent strategy, execution strategy, live monetization support, and reporting.



RPAN Support

Reddit Public Access Network, commonly known as RPAN, is a live streaming service run by Reddit. Brands have the opportunity to run a live stream on Reddit. Our team will provide a holistic strategy that includes: content & talent strategy, execution strategy, live monetization support, and reporting.



Profile Launch Support

Our team of Reddit experts will help you develop your identity on our platform. We can craft a plan to optimize your profile(s) for your brand. We'll provide guidance on usernames and creative to ensure your brand presence resonates with the Reddit community.



Subreddit Launch Support

With over 130k communities, there is a community for everyone and brands are welcome on Reddit too. Our team of creative strategists will help your brand plan and execute a community growth plan on Reddit. From a content calendar, custom awards, chat rooms, flare and community design, our team will work with you to brand your community on Reddit.

Ad Optimization Services

Our team of creative strategists offer a range of creative services from crafting ads copywriting to custom Reddit made creatives.



A/B Testing

Experimenting with ad creative, copy, and targeting is key to helping any brand identify what resonates most with their intended audience. Our team of creative strategists will create a holistic A/B test plan with creative content to help determine what works best for your brand on Reddit.



Ads Copywriting

Many of Reddit's most popular communities are text-only. Redditors love to read and with 300 headline characters to play with, our team can help your brand craft the right headline and ad copy to communicate to your audience and honor your brand's voice and tone.



Creative Cut Downs

Creating creative that works across all platforms and formats isn't easy. Our team of strategists can work with your brand to repurpose existing creatives to ensure it resonates and thrives with the Reddit community.



Reddit Made Creative

If your brand is looking to create a one of kind experience for Redditors, our Creative Strategy team can help you craft a unique Reddit Made Creative. From copy to creative we'll create a differentiated ad experience for your brand.

Measurement Services



Measure what matters to you the most

Our measurement experts will partner with you to define a custom measurement learning agenda to drive the KPIs that matter most to you.



Access to Measurement Experts

You'll gain access to our in-house team that can provide consultation on your measurement strategy.



Custom Learning Agenda

Together with our team of experts we'll help craft a custom learning program for your brand.



Insights & Trends

We'll provide insights and trends along with actionable recommendations to help your brand learn and grow.



Measurement Offerings for Reach



Viewability (Alpha)

Our measurement team will partner with you to verify impressions are actually being seen by users. This measurement will be based on industry standard definition of a view. We'll define the percentage of your Reddit ads that are physically in view giving you a full perspective of reach and frequency.

MOAT

by ORACLE DATA CLOUD



Ad/Click Fraud

With our measurement partners, we'll leverage techniques to detect new forms of fraud and ensure your ads are being seen by real people. With our continuous analysis, we'll provide updates in real-time to ensure your brand gets the protection it deserves.

DV | DoubleVerify



White Ops



Audience Verification (Alpha)

We'll measure how often your ads are in front of the audience you care about most. Our team of measurement experts will work with you to define your target audience based on key demographics. We'll work together to ensure your Reddit ads are reaching the audiences most relevant to your brand or campaign.

nielsen



Contextual Brand Safety

In addition to the rigorous brand safety measures we have in place, we also offer an additional layer of protection with Oracle Contextual Intelligence. With our partnership, we will analyze textual content on Reddit at scale to prevent your ads from appearing adjacent to content your brand deems unsafe.

ORACLE

DATA CLOUD

Measurement Offerings for Resonance



Brand Lift

Brand Lift Insights is an in-market measurement solution that evaluates the effectiveness of Reddit advertising on brand metric outcomes. We'll compare responses between Reddit visitors who were exposed to a brand's advertising, against those who were not exposed to the advertising, to determine campaign resonance. Our measurement team will partner with you to provide consultation on the survey design and provide detailed reporting with recommendations.

KANTAR  Upwave **nielsen**  dynata



Tune In

TV Tune-In solutions track the effectiveness and conversion rate of TV campaigns and if people actually tuned in after seeing the ad. We will leverage smart TV data, using Automatic Content Recognition to recognize content viewed on millions of TVs to connect viewership to ad exposure. All connected devices are mapped within the household to the Measurement partners-enabled TV, creating a map that connects digital exposure to TV viewing.

 **SAMBA TV**

Measurement Offerings for Reaction



Reddit Conversion Lift (Alpha)

Our team of measurement experts will partner with you to first identify the conversion events that are most important to your brand. We'll measure the incremental impact of Reddit advertising on conversion events that you are most interested in.



Drive to Site & Search

Using Comscore's online panel, we'll leverage a control/exposed methodology to measure the lift in network site visits and web searches (Google, Yahoo, etc) for designated keyword searches for those exposed to the campaign on Reddit.



Online Sales Lift

We'll measure the impact of a campaign at the cash register, reporting if the advertising on Reddit drove actual sales. We'll utilize household purchase data to build a test and control environment, so each household that's exposed to the ad is matched with one that hasn't - matched on product purchase behavior, demographics, geography, the stores they visit, and more (500+ variables in total).



Foot Traffic

We'll work with our Foot Traffic Attribution partner to measure the impact of media on visits to physical retail or store location. We'll track the effectiveness of media based on if people actually visited a physical location after seeing an ad on Reddit, and the media efficiency of visits (\$ spend per visit).



Communications & Public Relations



Tell your story

Our Partners will be the first approached to participate in Reddit's proactive communications opportunities.



New Product Announcements

Inclusion within Reddit press announcements as early adopters in product's testing phase, with opportunity for quotes and campaign information.



Thought Leadership

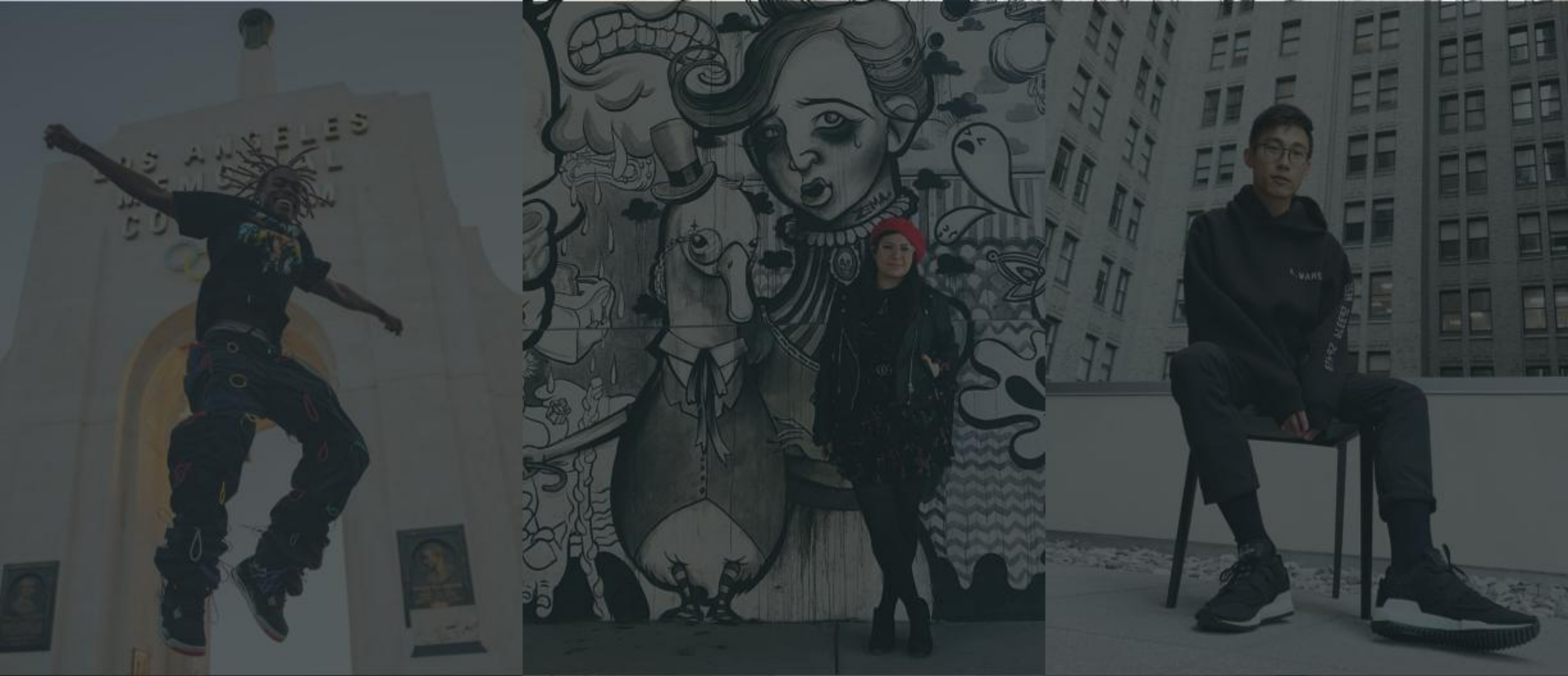
Partner spokesperson involvement in top-tier press and industry event opportunities alongside Reddit leaders.



Campaign Storytelling

Showcasing the collaborative success of best practice or first-to-market campaigns on Reddit as feature stories in industry press.





Where Passionate Communities Drive Action



PASSIONATE COMMUNITIES

that can't be found elsewhere



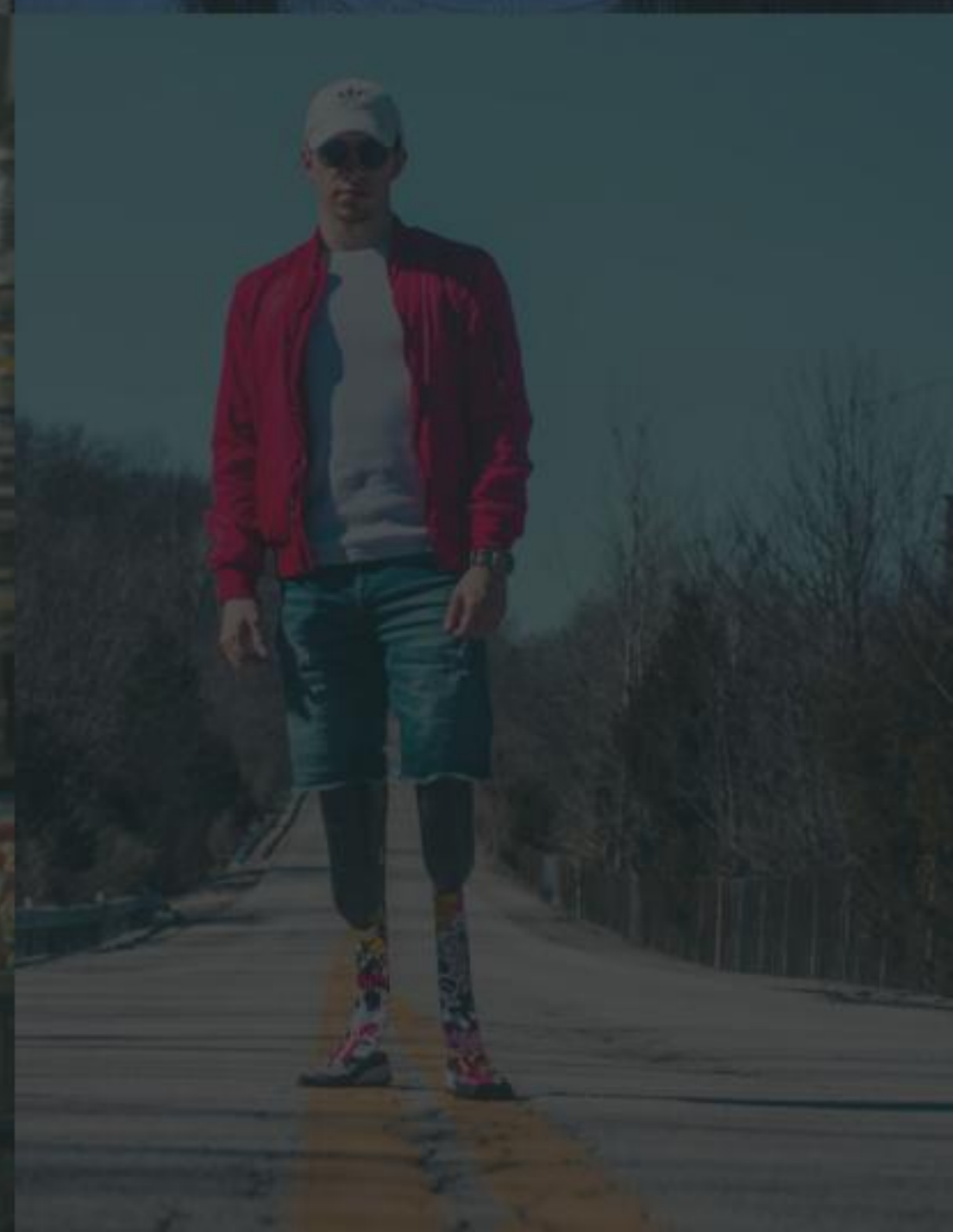
SEEKING TO BE INFORMED

by conversations they trust



DRIVE ACTION & ADVOCACY

across industries and sizes





Thank you!

Want to learn more? Reach out to your
Reddit Account team or visit us at
redditinc.com/advertising

