

Advertising on Reddit

The Ultimate Guide for Media Agencies





Where passionate
communities drive action

Welcome to Reddit

People on Reddit connect their passions and interests - building communities that foster discussion, education, distraction, and delight. Brands are welcome here and connect with the 430M monthly visitors across 130,000 communities that they aren't reaching elsewhere.

Reddit users engage deeply with our content. Instead of aimlessly scrolling, they're actively seeking insights and opinions from their peers and trusted communities.

Because they trust the conversations here, users look to Reddit for product and brand recommendations. They dive into Reddit to research products and weigh their benefits, which helps them make purchase decisions faster, spend more, and have a higher product NPS than other social audiences.

On Reddit, we connect your brand to informed consumers at any stage of their purchase journey.

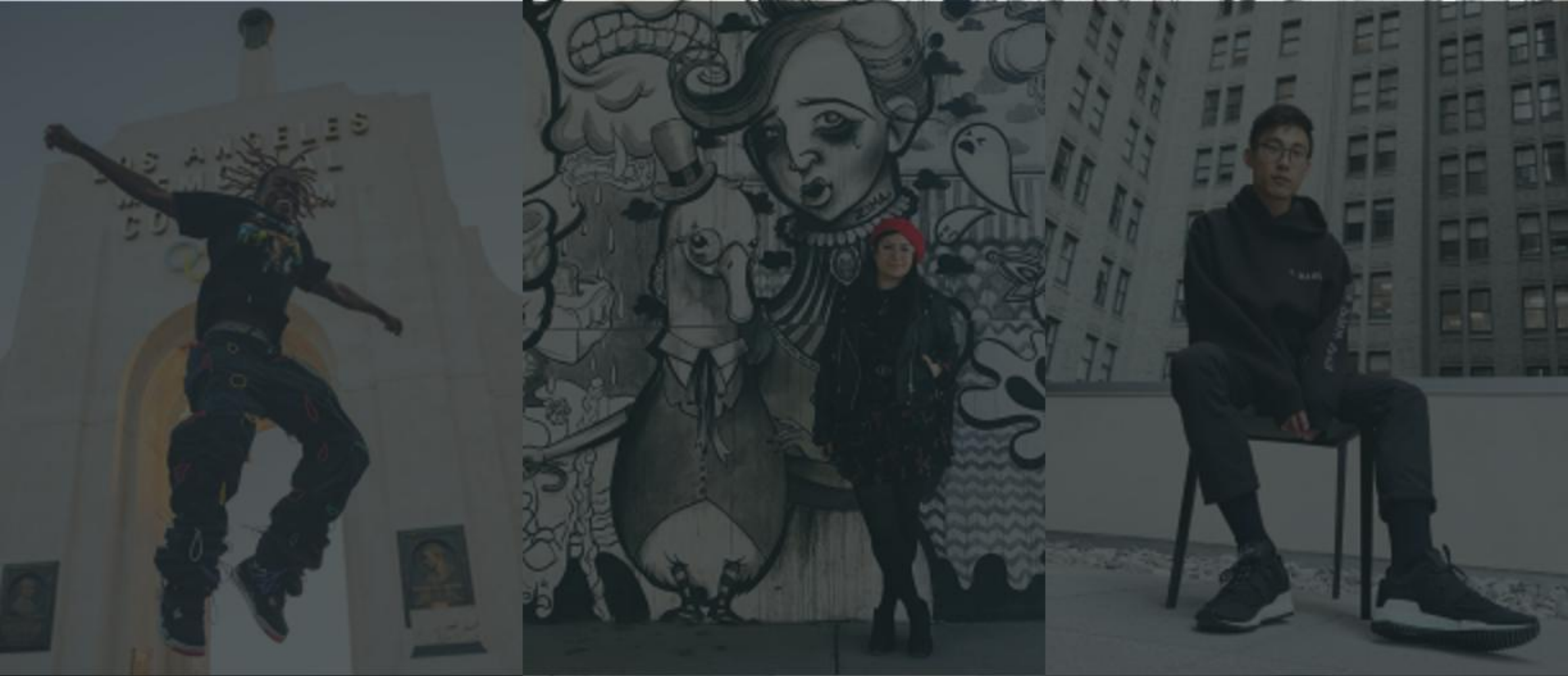
As a media agency partner, we know you play a critical role in elevating your client's success on Reddit. That's why we've created this guide that includes a collection of research, best practices, and frequently asked questions curated by our in-house experts to help bring your client's campaigns to life.

Your Reddit Account team is here to support on your journey. We look forward to seeing your best work.

Sincerely,



Harold Klaje
VP, President of Global Advertising



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

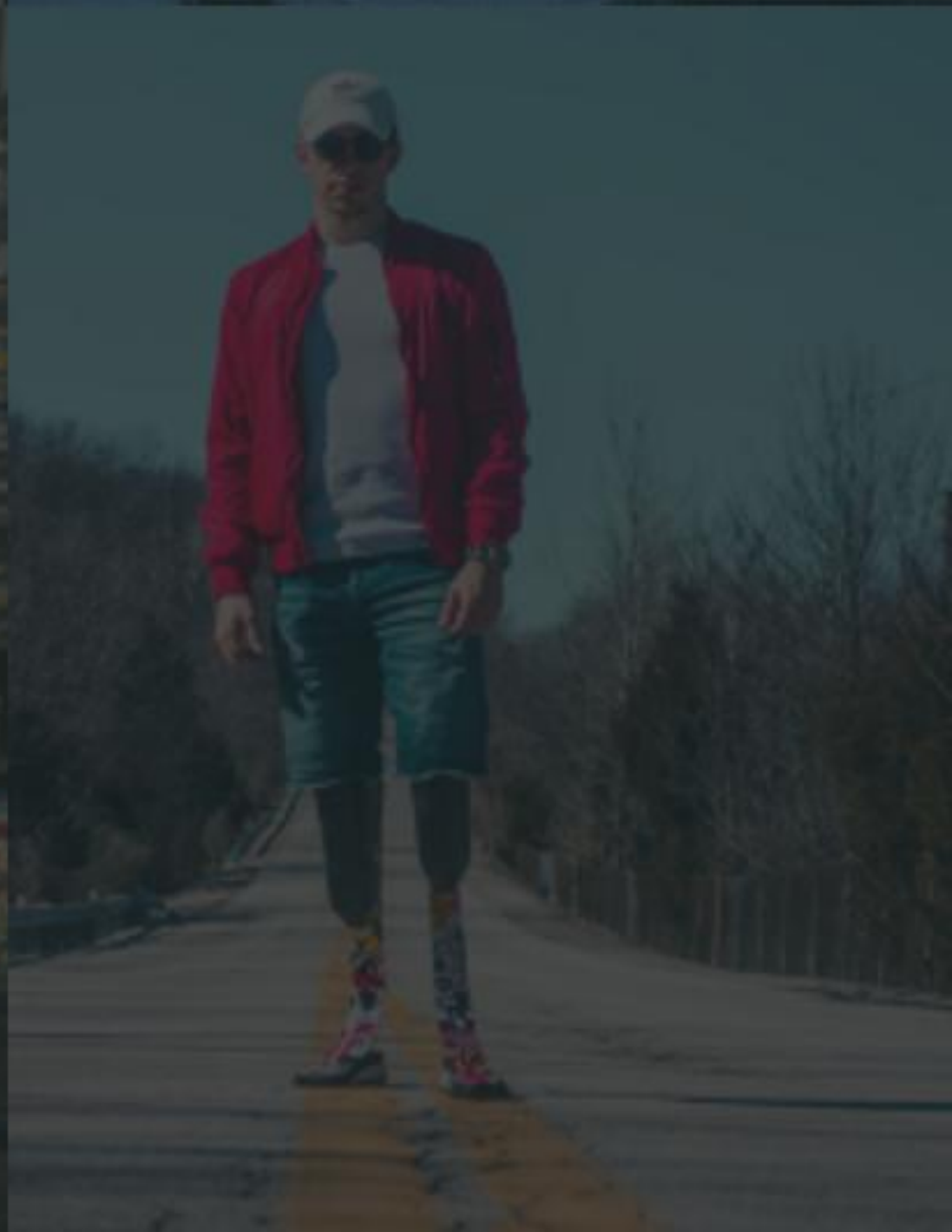


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r/itookapicture



Where Passionate Communities Drive Action



WHERE PASSIONATE COMMUNITIES DRIVE ACTION

Community for everyone

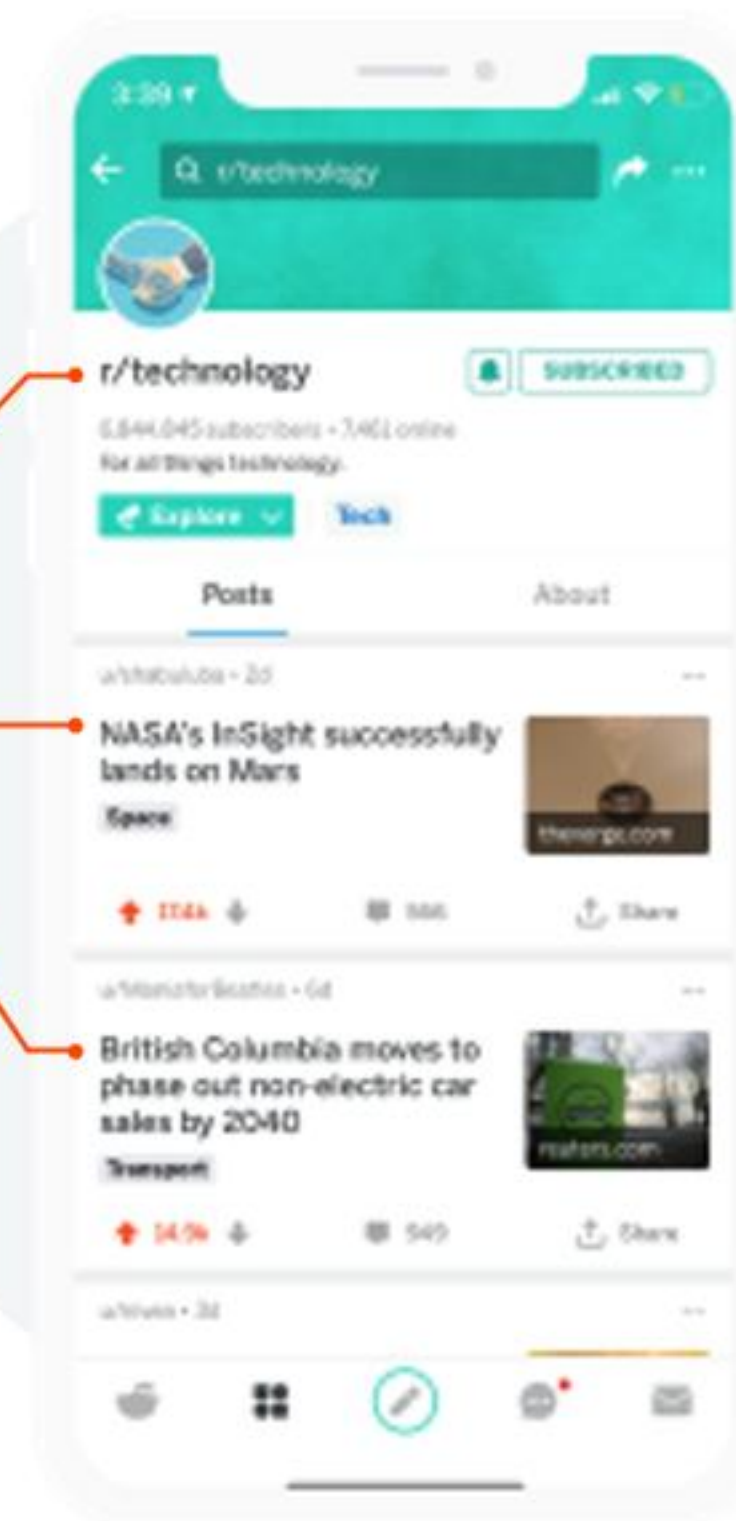
Our mission is to bring community and belonging to everyone in the world.

People come to Reddit to discover and join communities that share their passions and interests. With over 130k active communities, there is a community for everyone.

Communities are dedicated to a specific passion.

People join a community (aka, subreddit) centered around a particular topic. From aerospace to make-up addiction, there is a community for every interest and everything.

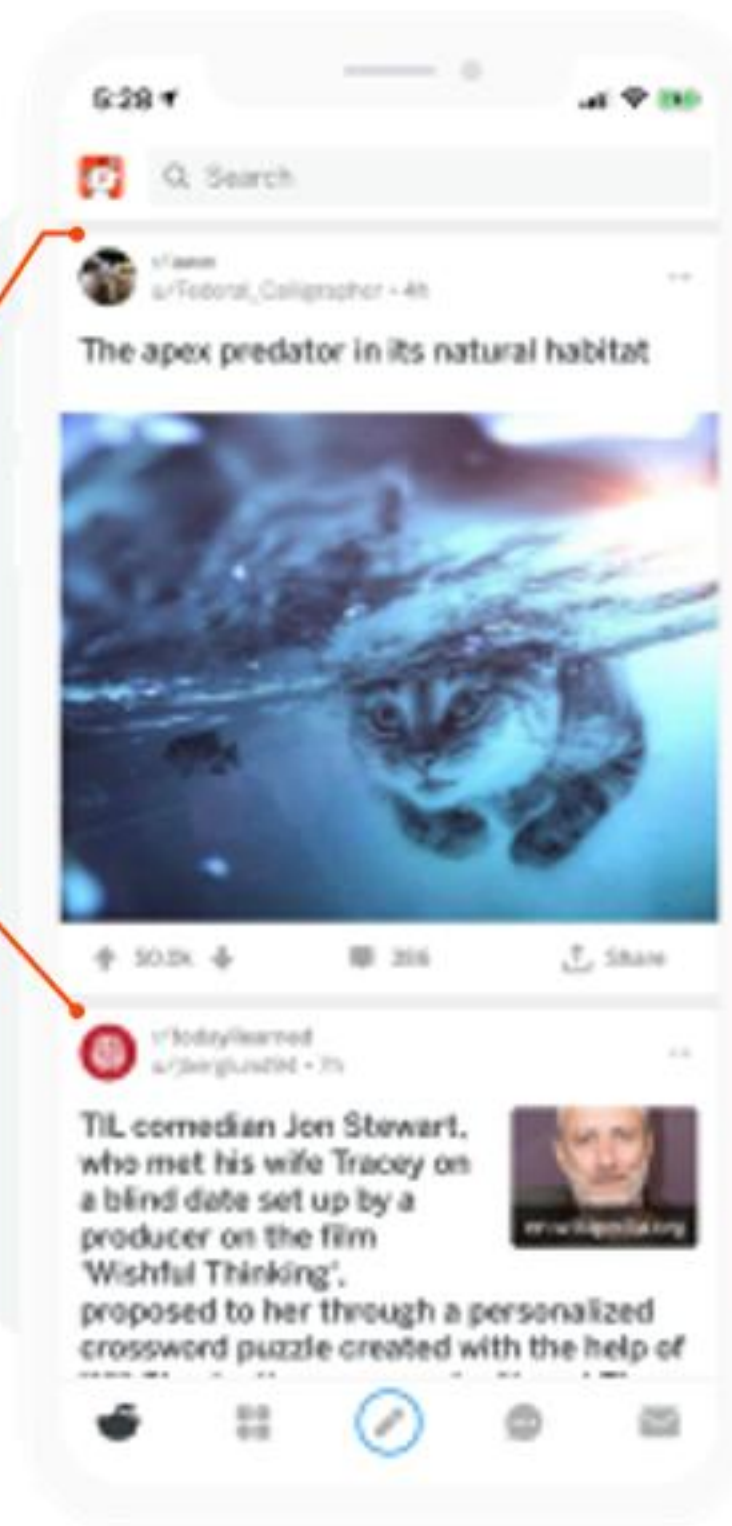
People subscribe to **communities**, which display as feeds of user-created **posts**.



Your home feed only includes communities you subscribe to.

Reddit's Home displays a feed of the top posts from a person's favorite communities, making it easier for them to engage with the content they want to see first.

Home displays a feed of the top posts from a person's favorite **communities**.

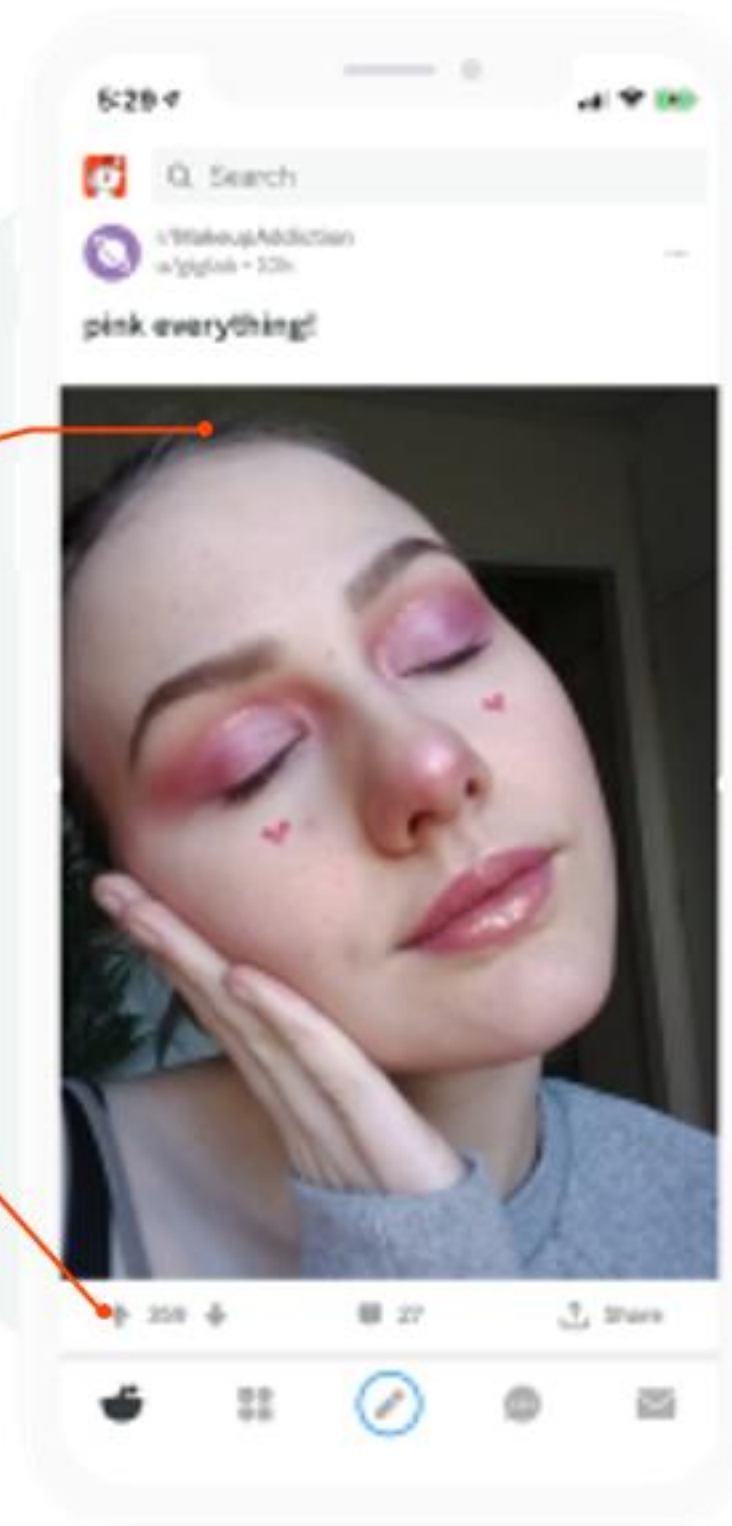


Posting brings conversations to life.

Posts can include stories, links, videos, photos, gifs, memes, polls, and more.

User-submitted **posts** can include stories, links, videos, photos, gifs, memes and more.

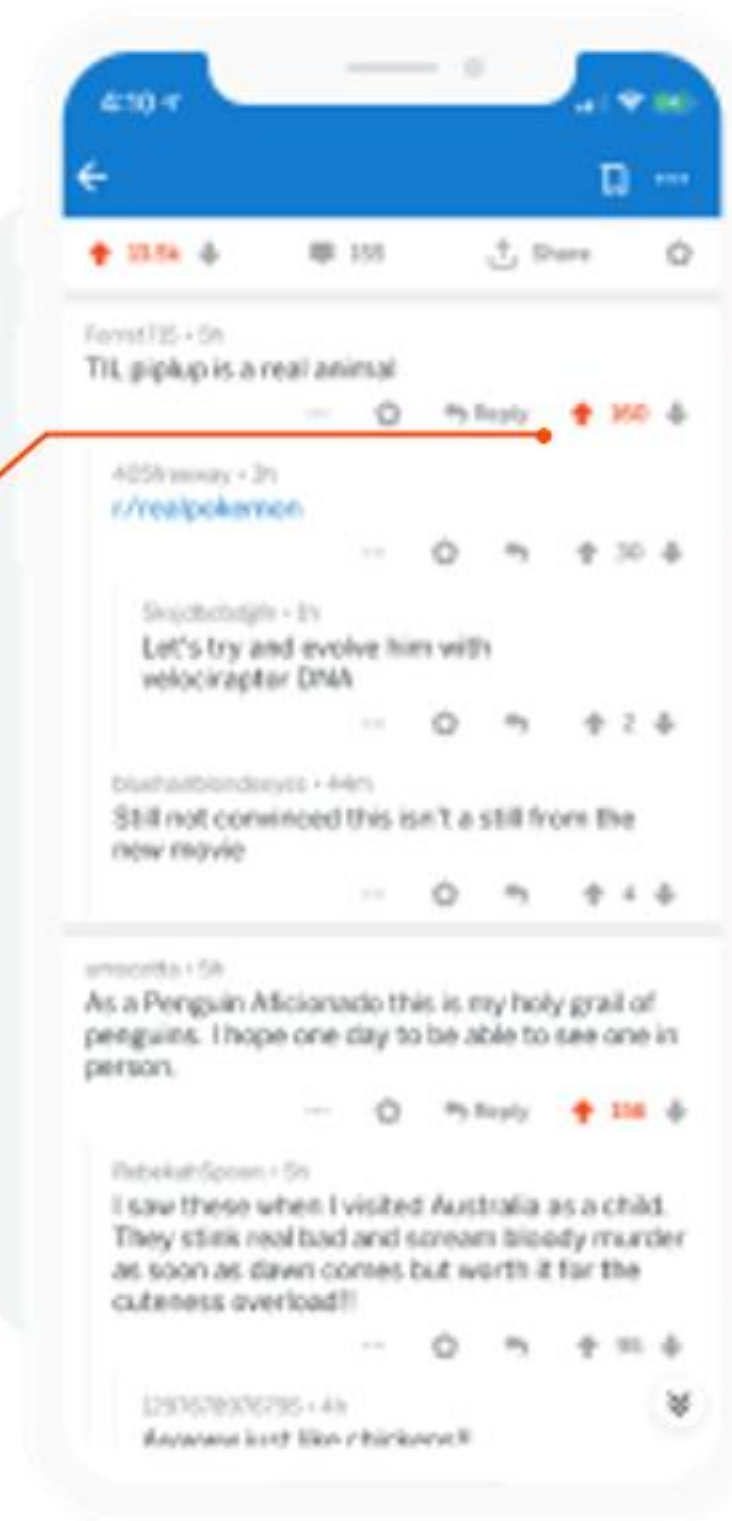
A post's placement in feeds is determined primarily by **voting**.



Join conversations and threads that keep on giving.

Comments are threaded, allowing for multiple conversations with one post.

Reddit **comments** are ordered both by time and by **voting**, which means the best ones appear at top.

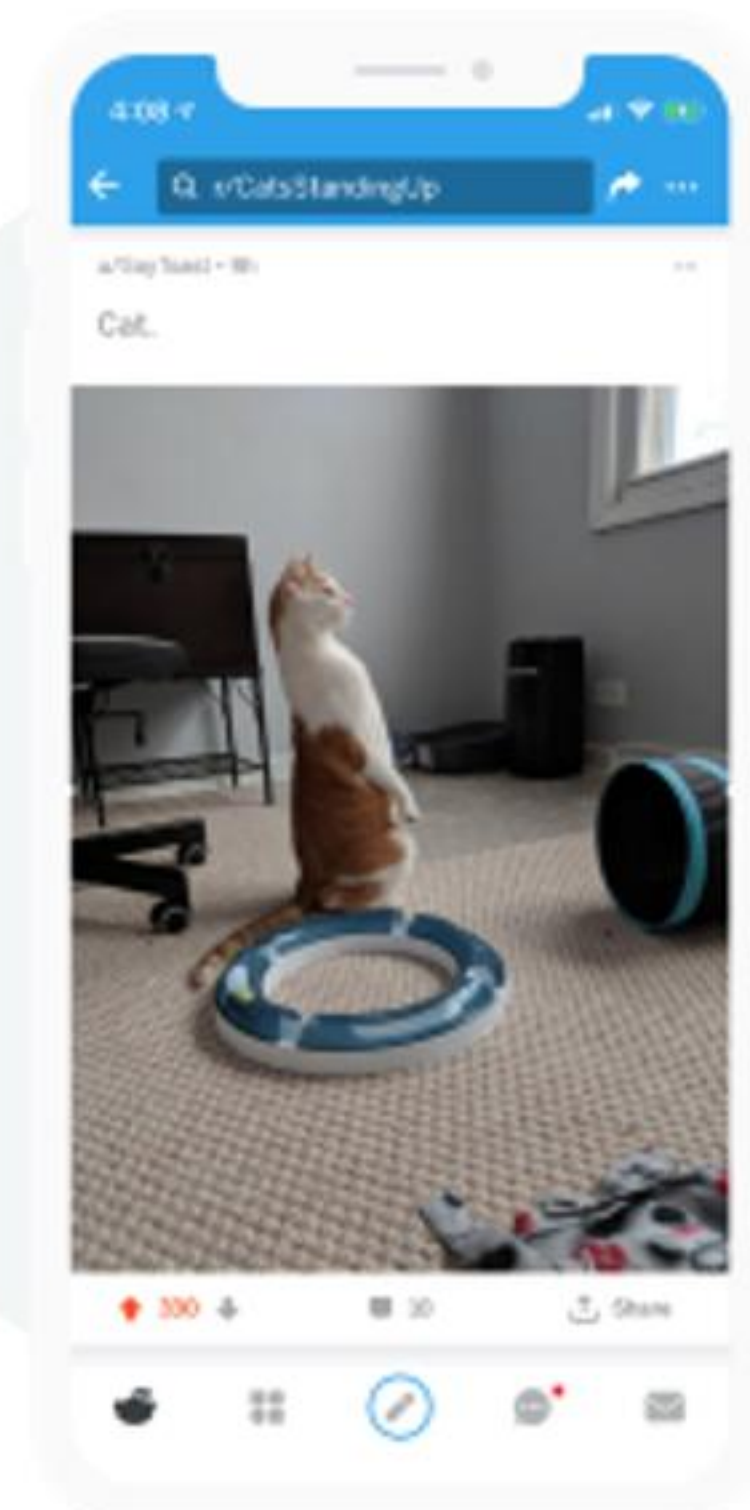


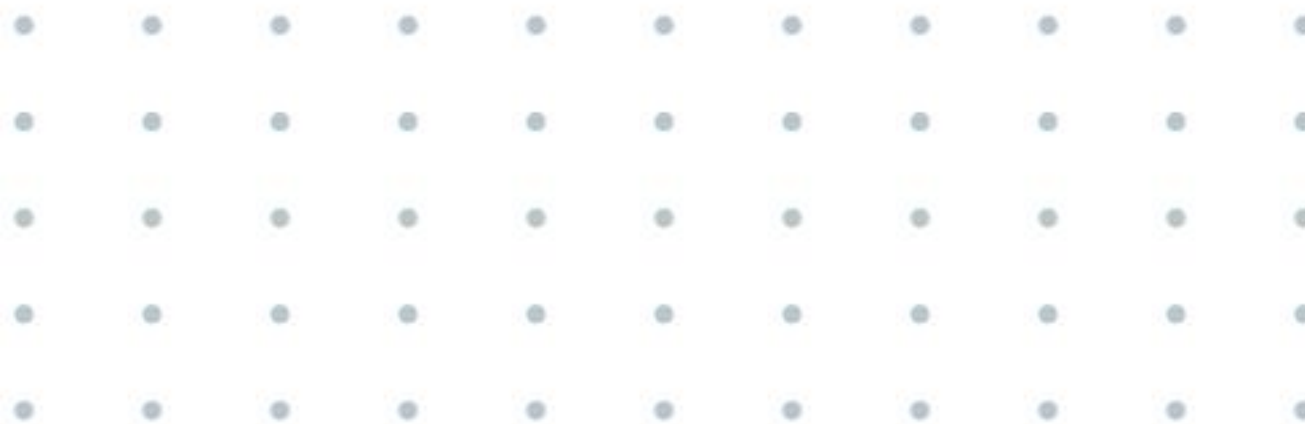
Upvote relevant content.

A post's placement in the feed is determined by voting. You can upvote a post when you feel something contributes to the conversation or downvote a post when it's not relevant to the community.

Voting helps determine a post's position and its reach. **Upvote** to help a post rise in a feed, or **downvote** to lower it.

Voting affects ordering of **comments**.





Show your appreciation with awards.

Reddit coins are a virtual good you can use to award exemplary posts or comments. Spend your coins on a wide variety of awards reserved exclusively for the finest Reddit contributors.

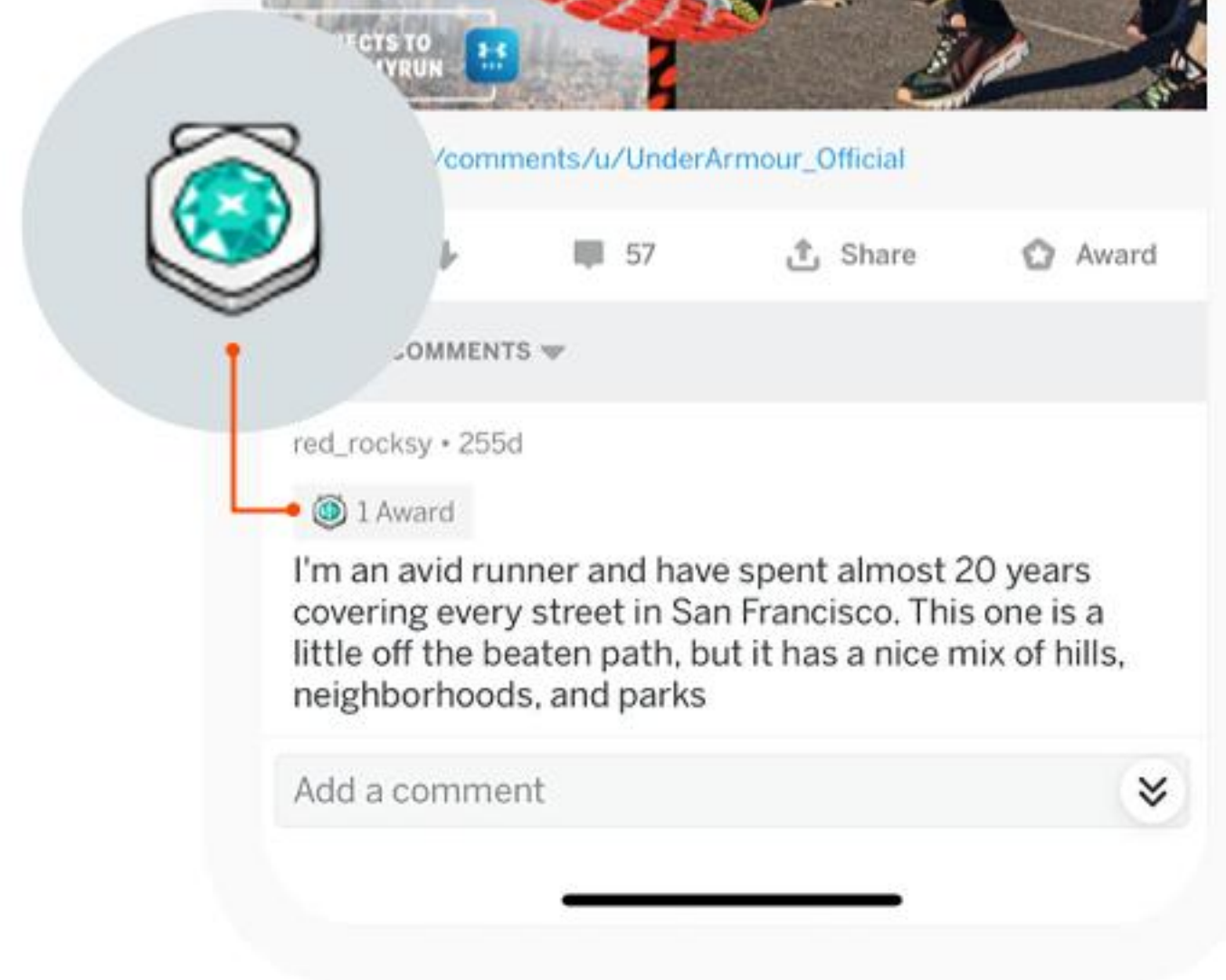


r/StreetWear



PROMOTED
u/UnderArmour_Official

Sure, San Francisco has its fair share of hills, but it's also home to some of the best places to run. We want to know where your favorite routes in the city are. Share your go-to routes with us and we might turn them into a SF Running Guide. Best responses get some sweet Awards-like shiny Platinum!



Moderators are important to the Reddit ecosystem.

In each community, you'll find a unique set of rules and volunteer moderators. Their primary role is to keep the posts and conversation on topic and relevant to the community.

Dive into anything with Reddit

New to Reddit? Check out these popular communities to experience Reddit firsthand.



r/Gaming



r/DIY



r/movies



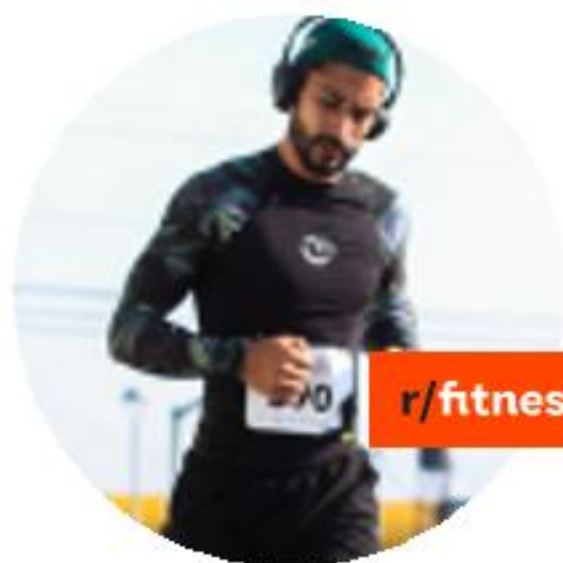
r/Gardening



r/personalfinance



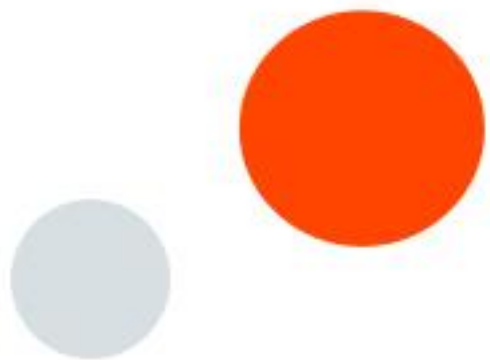
r/Xboxone



r/fitness



r/formula1



WHERE PASSIONATE COMMUNITIES DRIVE ACTION

The value of Reddit

Tap into the power of Reddit's communities and drive action for your business.

Learn why Reddit is capturing the attention of more and more brands. Reddit is **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



Passionate communities that can't be found elsewhere.

At Reddit, we are connected by passions and interests, not individuals. From makeup to gaming to personal finance, our mission is to provide community and belonging to everyone in the world. We are home to:

- 430 million monthly visitors
- Across 130K communities
- One of the top 5 most trafficked US sites
- And growing at nearly 30% YoY

SOURCE: Reddit Internal Data, 2020; Alexa.com 2019

130K
ACTIVE COMMUNITIES

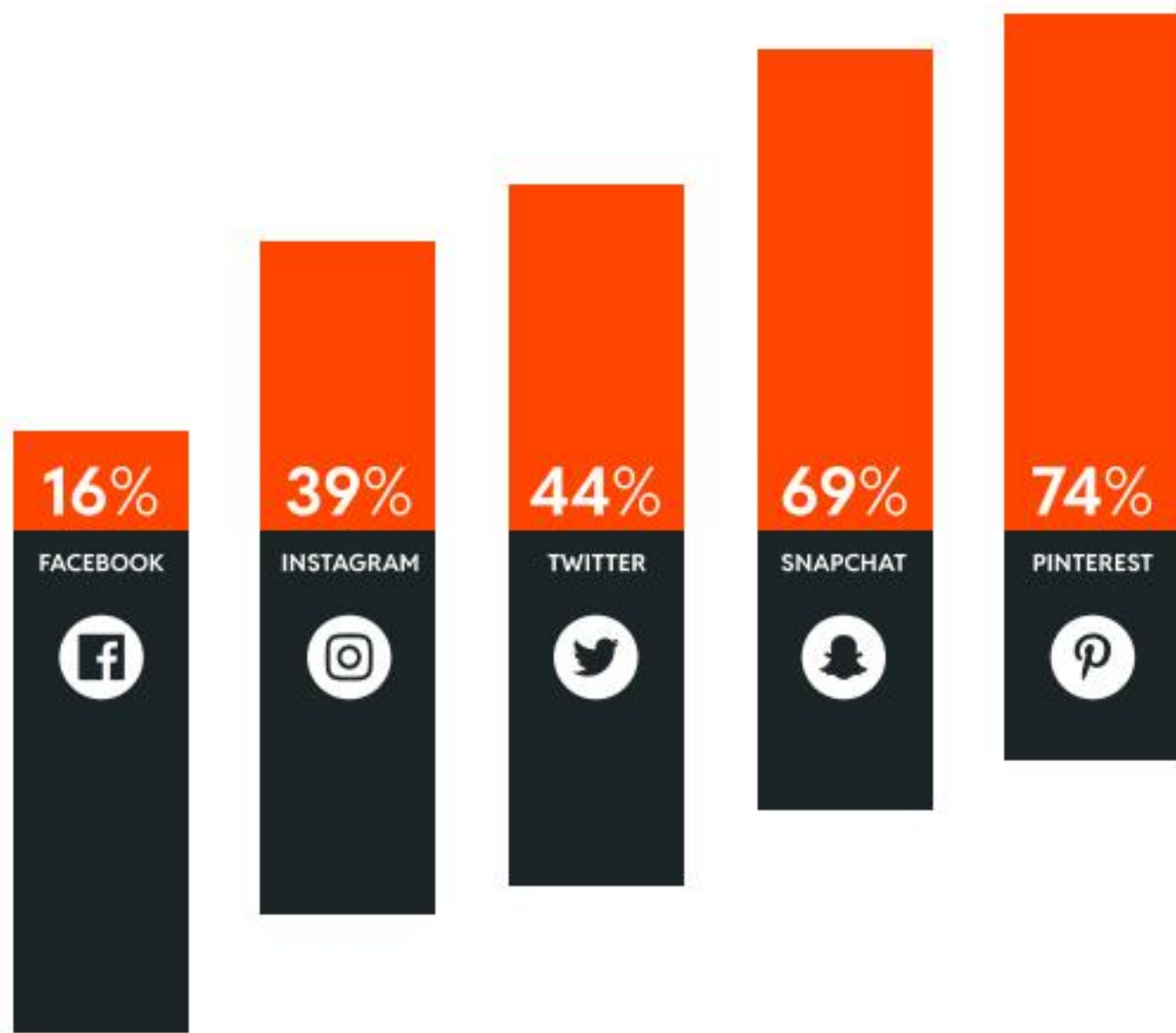
430M
MONTHLY VISITORS

TOP 5
MOST VISITED US SITE



r/Analog

We have a leaned-in audience that can't be found elsewhere and they spend more time on Reddit.



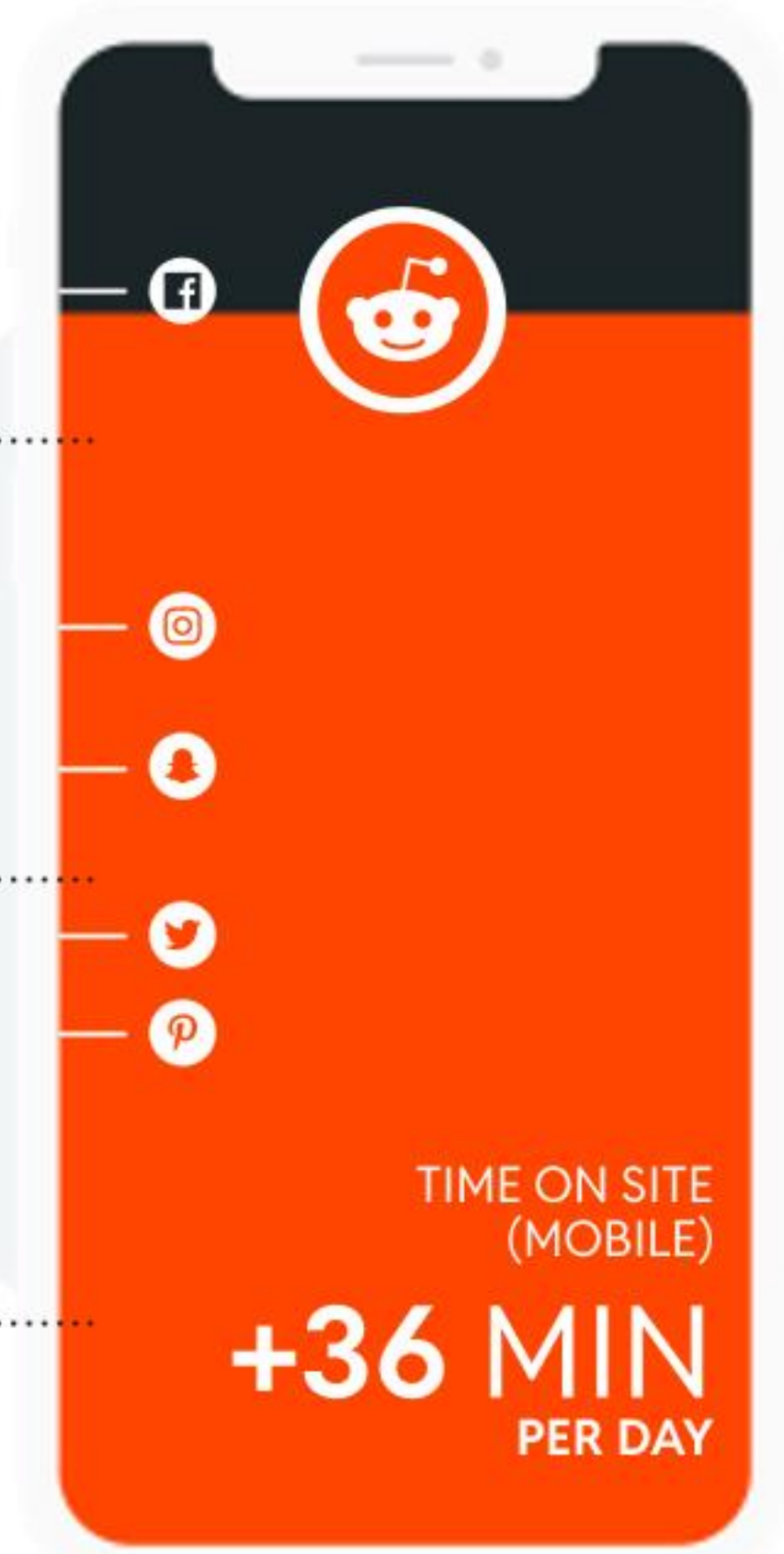
UNDUPLICATED US AUDIENCE

SOURCE: Comscore, 2020; App Annie, 2019

34 MIN

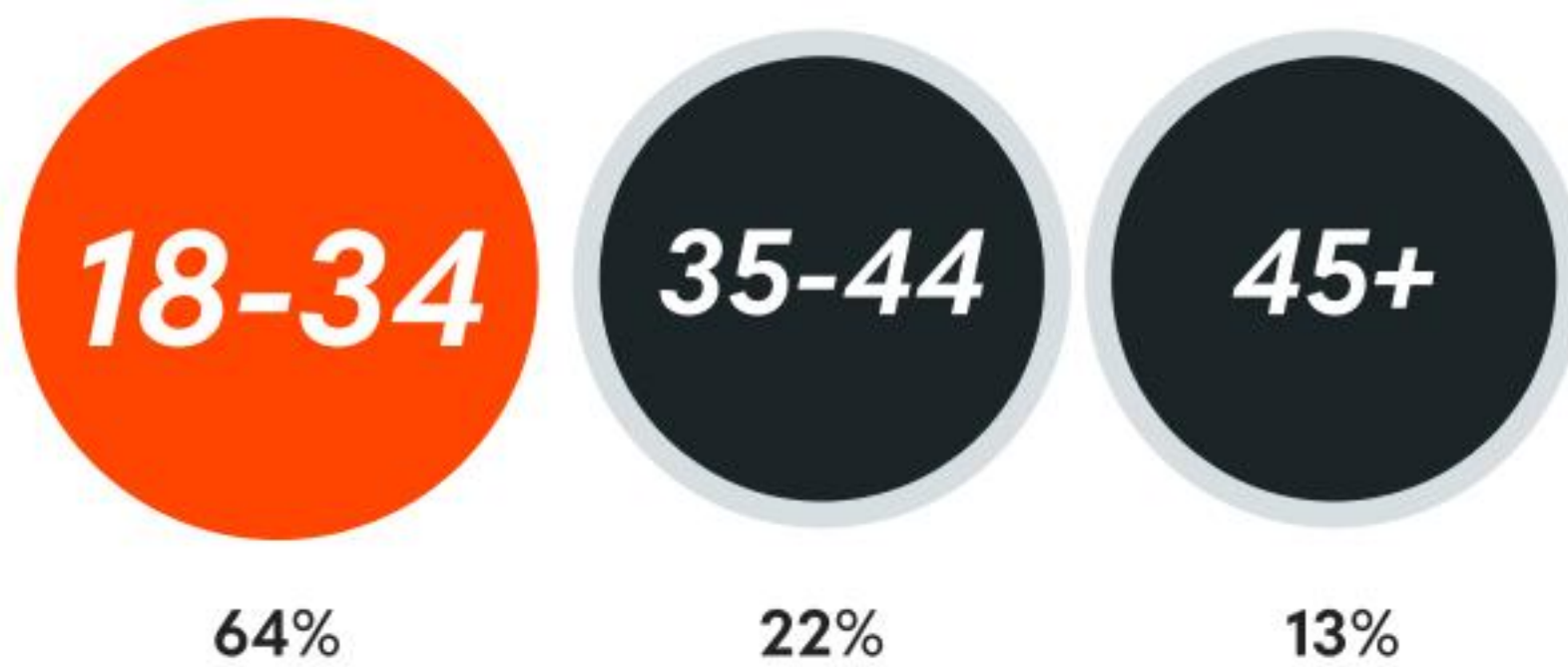
20 MIN

10 MIN

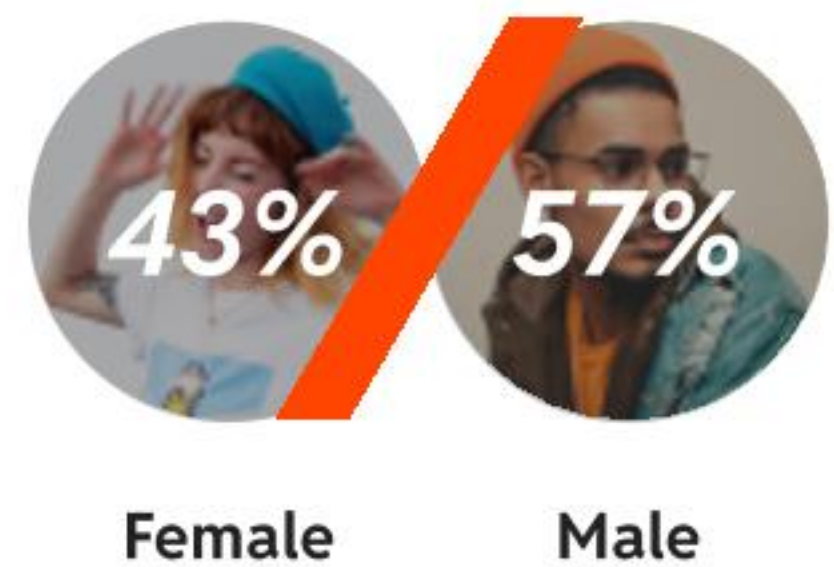


Our audience is young, 43% female, and mobile-first.

U.S. Age Breakdown



U.S. Gender Breakdown



U.S. Device Breakdown



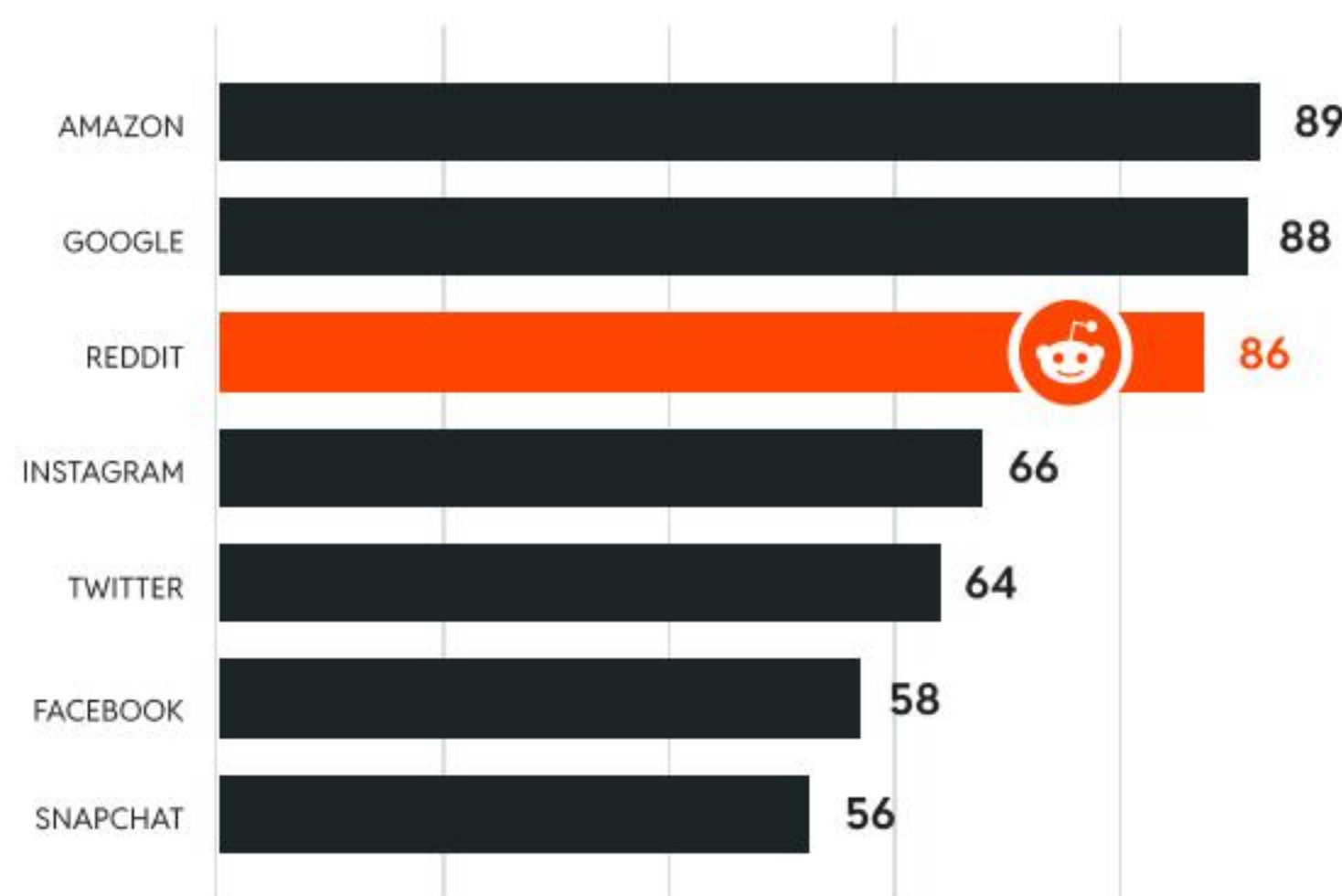
SOURCE: GlobalWebIndex, 2020; Comscore, 2020

The #1 reason people come to Reddit is to be informed.

The #1 reason people come to Reddit is to be informed - via in-depth conversations with other people who share the same interests. Instead of aimlessly scrolling, they're actively seeking the insights and opinions of their trusted communities.

Because they trust the conversations here, users look to Reddit for product and brand recommendations. Reddit is trusted for product and brand recommendations significantly more than all social competitors and is in line with Google and Amazon.

People look to Reddit for **trusted product & brand recommendations**



SOURCE: YPulse, 2019

% OF USERS WHO TRUST EACH PLATFORM TO LEARN ABOUT NEW PRODUCTS AND BRANDS

Reddit has more.



We have more gamers than Twitch, IGN, and Gamespot combined.



We have more consumer tech enthusiasts than CNET, Wired, and TechCrunch combined.



We have more TV and film fans than IMDB, Hulu, or Netflix.



We have more health conscious visitors than Self, Men's Health, Women's Health, and Shape combined.



We have more fashion enthusiasts than Vogue, Glamour, GQ, Esquire, Bustle, and Allure combined.



We have more sports enthusiasts than ESPN, MSN Sports, Sports Illustrated, or Yahoo Sports.



Drive action and advocacy for brands.

Because people trust the opinions here, **they look to Reddit to make purchase decisions.** Reddit partnered with Verto Analytics to understand Reddit's role in the path to purchase as compared to other social platforms. We discovered that because our users are more informed consumers they make 9x faster purchase decisions, spend 15% more, and have a higher product NPS than those that visit any other social platform.



More Informed Consumers

Reddit users spend more of their journey actively researching, evaluating 2x the number of brands during up to **4x more research sessions.**



More Valuable Buyers

Informed and confident in their decision, Reddit users make 9x faster purchase decisions and **spend 15% more.**



Stronger Brand Advocates

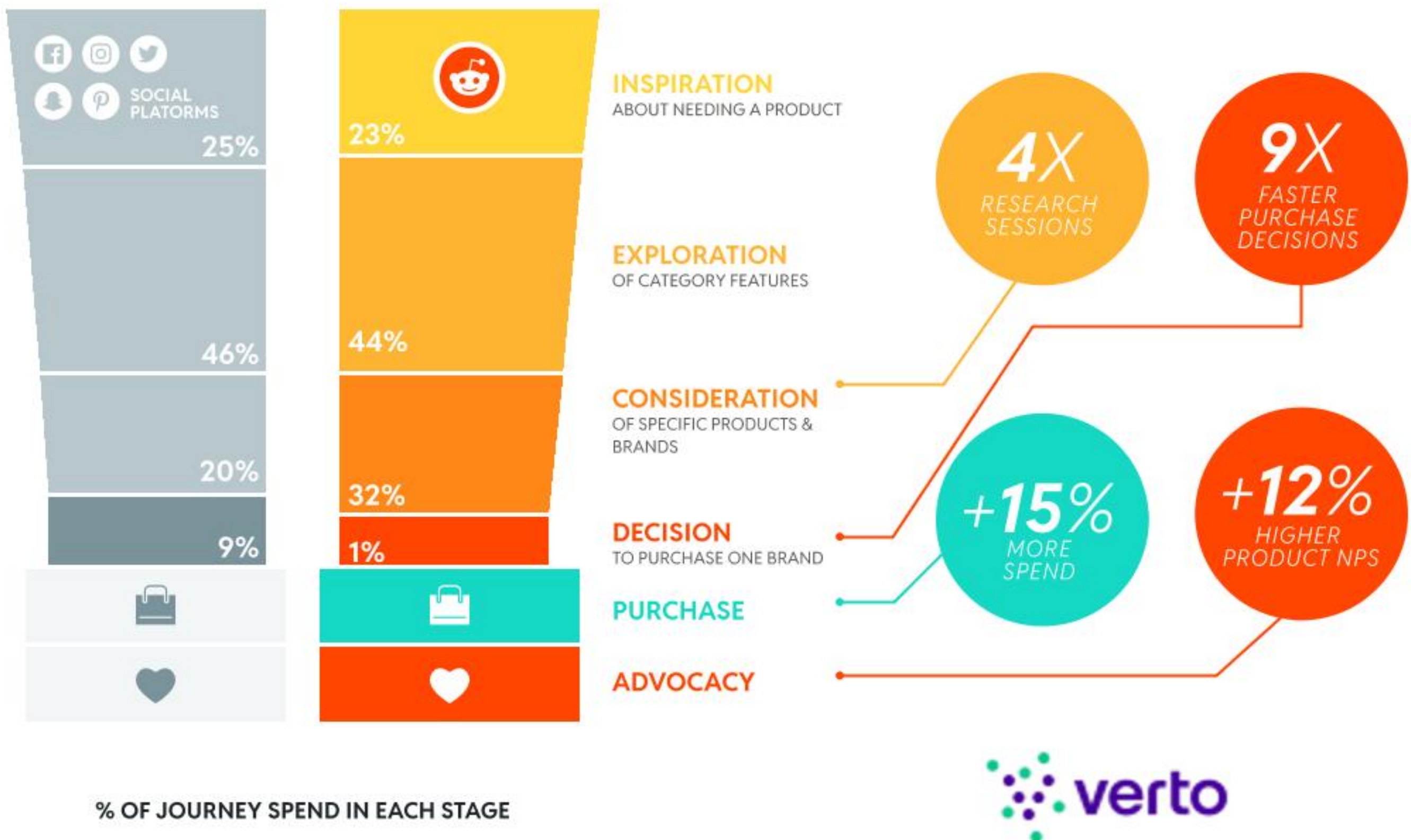
Reddit users have **12% higher post-purchase NPS**, and are 13% more likely to speak positively about the brand online & offline.

Source: AzVerito Analytics, 2020 n = 1,494 internet users who purchased a product online between July '19 - February '20 "Social Platforms" = Facebook, Twitter, Instagram, Snapchat, Pinterest

Reddit's role in the path to purchase

Reddit partnered with Verto Analytics to understand how Reddit influences the purchase journey compared to social platforms. They analyzed nearly 1,500 online journeys for actively-researched products such as computers, cell phones, streaming, and smart devices, game systems, and more.

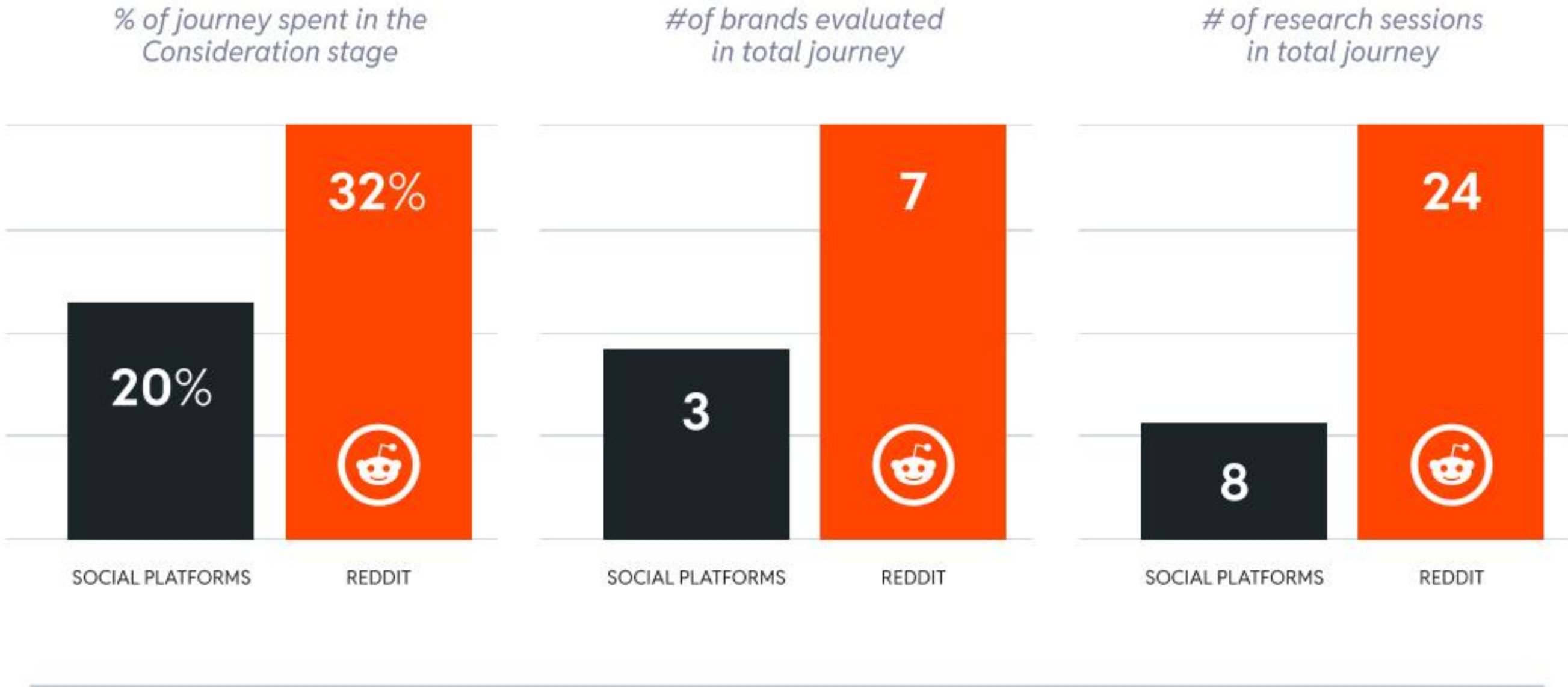
Reddit purchase journeys result in deeper research, faster purchase decisions, more spend, and higher NPS ratings than other social platforms.



Source: AzVerito Analytics, 2020 n = 1,494 internet users who purchased a product online between July '19 - February '20 "Social Platforms" = Facebook, Twitter, Instagram, Snapchat, Pinterest

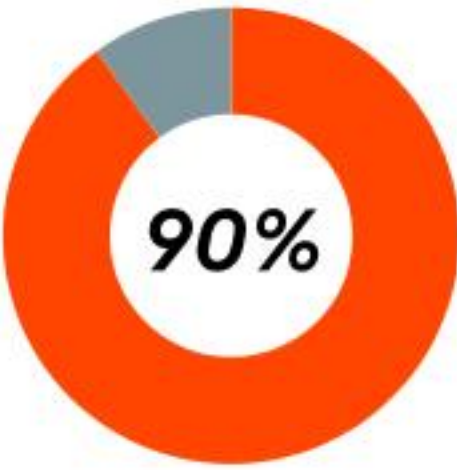
Reddit journeys are more intense and informative.

Reddit users spend more of their total journey in the Consideration stage seeking product and brand information, with more brands evaluated over more research sessions.



Users trust Reddit when it comes to information about products.

Because Reddit is the most trustworthy platform for product information, the reviews and experiences found here make users more likely to purchase.



90% of people who used Reddit for research trust the product information on Reddit more than other sites/apps



85% say the reviews described by users make them more likely to purchase the product compared to reviews on other websites/apps

“ The people who post on Reddit are passionate about [product category] and know which ones are the best. I can trust that their opinions aren't being paid for. **”**

Reddit users are more informed and confident with their purchase.

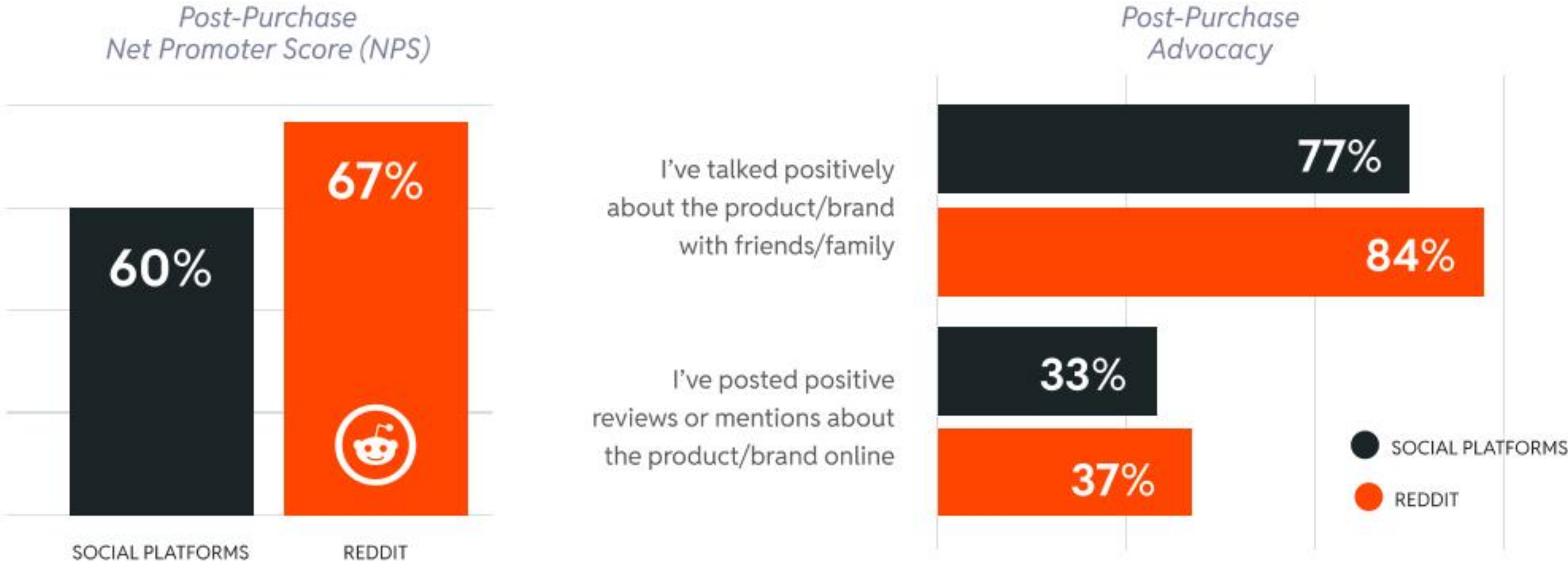
Reddit users invest significant time researching product and brand options, leading to a more informed and confident buyer who purchases faster and spends more on the right product for them.



“ *The quality and quantity of information available on Reddit made me very comfortable and confident in my final decision.* ”

Reddit positively impacts post-purchase advocacy and brand sentiment.

Consumers who used Reddit to validate their purchase are more satisfied buyers who have a higher post-purchase NPS and are more likely to speak positively about that product or brand online and offline.



“ *Reddit is a community. It's a way of thinking collaboratively. I think the people on there are honest, and from all walks of life. You get a better understanding of anything from Reddit. Other sites do not have such a community.* ”

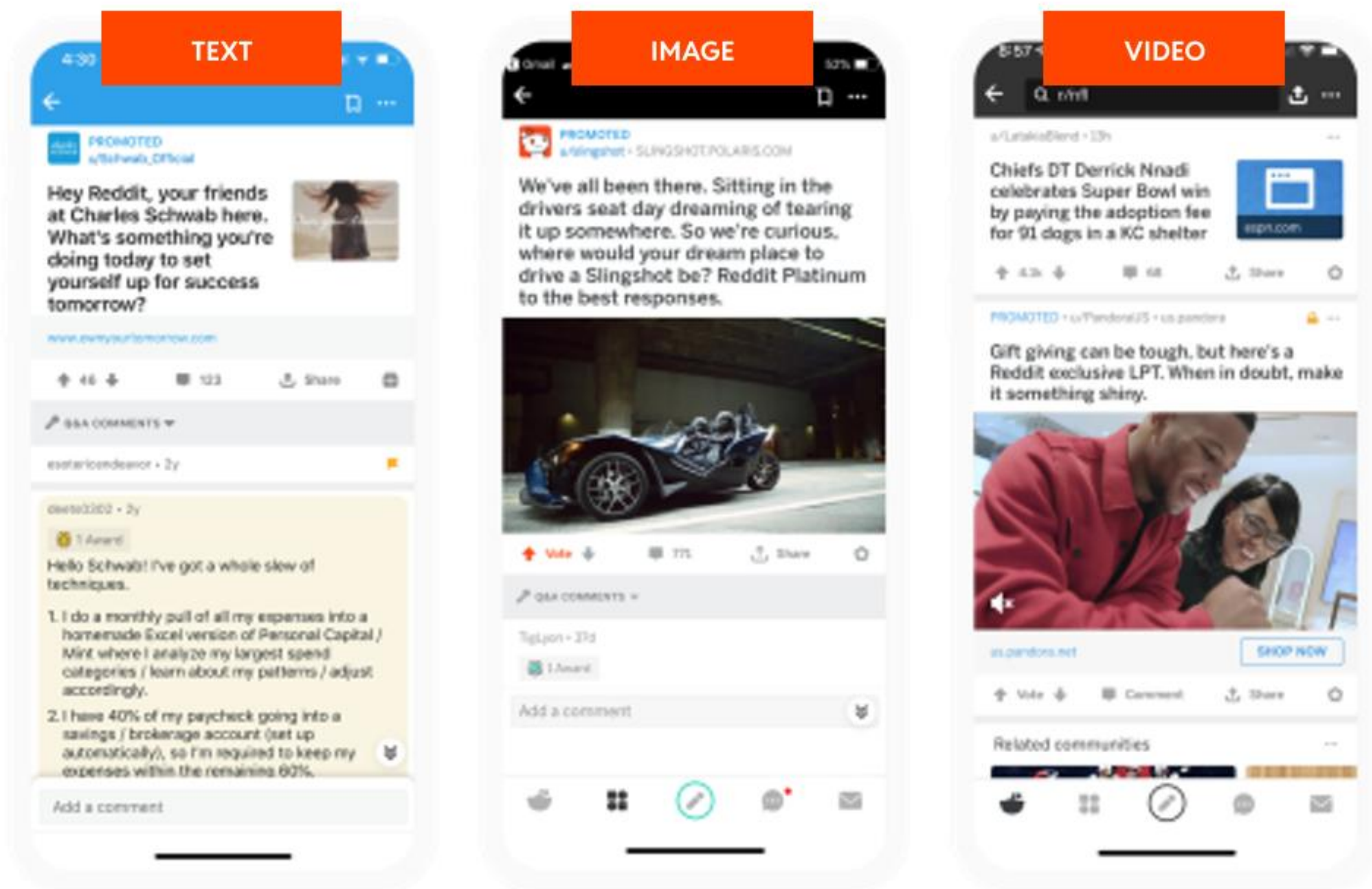
Reddit Ads at a Glance



Promoted Posts and Videos

Looks like a post, performs like an ad.

People join a community (aka, subreddit) centered around a particular topic. From aerospace to make-up addiction, there is a community for every interest and everything.



r/Pics

Anatomy of a Promoted Post

Thumbnail

Use your logo or a simple, relevant image in this small space.

Promoted Label

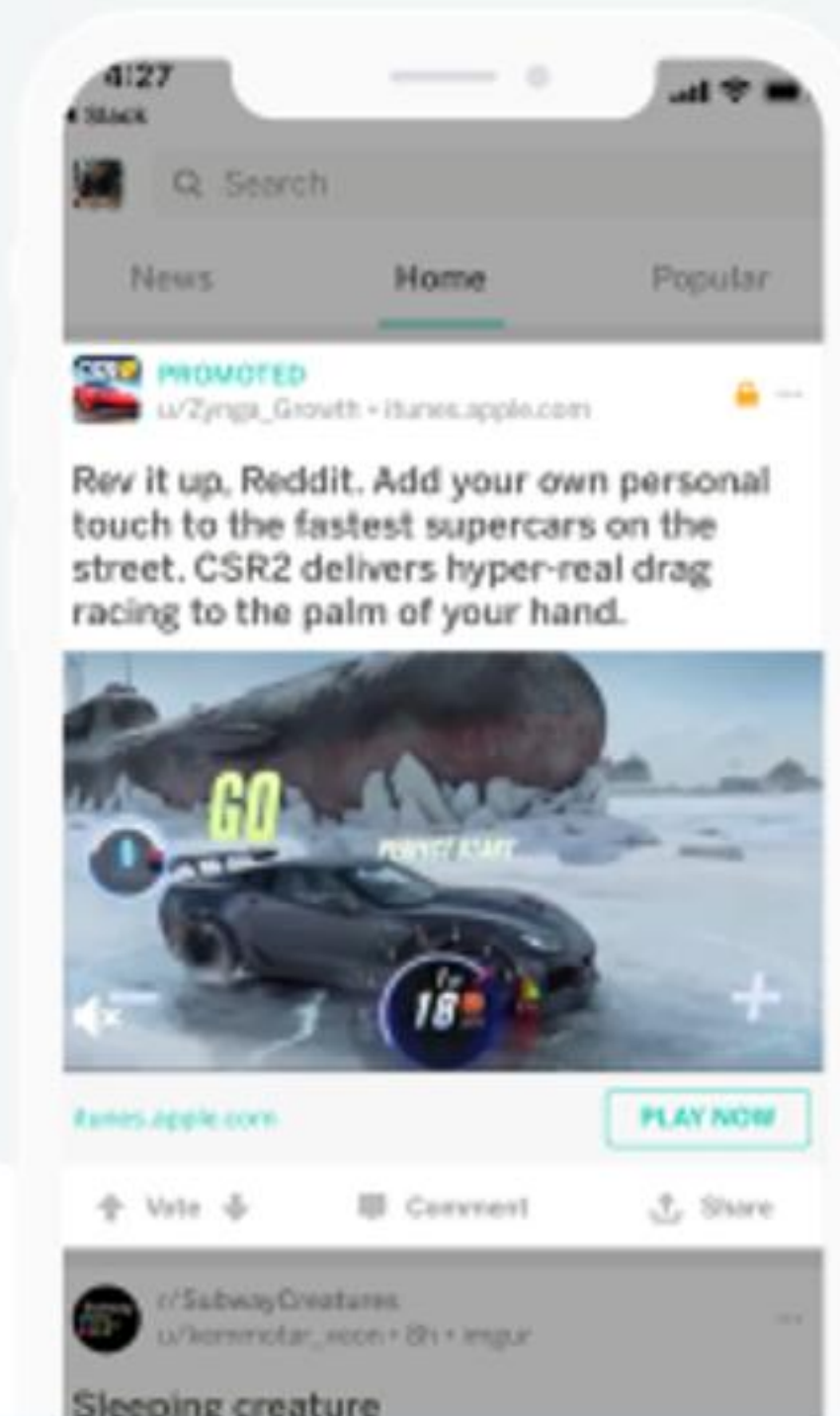
All promoted posts will have the word "Promoted" on the post.

User Name

All posts will feature profile name and must be 20 characters or less.

Display URL

This is the Destination/Click-through URL. It must be HTTPS if link post.



Headline Copy

This copy must not exceed 300 characters.

Post Types

Your brand can choose to use a text post, image post, or a video post.

Optional CTA

Your brand can select from 12 action statements or choose to turn this feature off.

Comments On/Off

Your brand has the option to enable or disable comments. However, this comments box will still appear on the ad even if comments is disabled.

Anatomy of a Promoted Video

Promote your video using Reddit's Promoted Video post.

1:1
Square



4:5
Vertical



16:9
Landscape



Results We Deliver



Top-of-Mind-Awareness
compares to Kantar Norms

Takeovers

From movie releases to new product launches, Reddit's high impact takeover products reach a range of different audiences and different placements across Reddit.



Reddit Takeover

Drive maximum impact with our widest-reaching package. Own prime real estate across Popular, Search, and the Front Page.



Frontpage Takeover

Own the front page for 24 hours and be the first brand seen on Home and Popular.



Trending Takeover

Amplify your message across Popular and Search for 24 hours to promote your message, align with timely trends, and generate a collective conversation.



Category Takeover

Own top communities in your selected category and be the first brand seen in the feed and right-hand rail on desktop for 24 hours for more targeted reach.

MAXIMUM REACH

TARGETED REACH

Results We Deliver



Higher Aided Awareness
compares to Kantar Norms



Higher Brand Favorability
compares to Kantar Norms

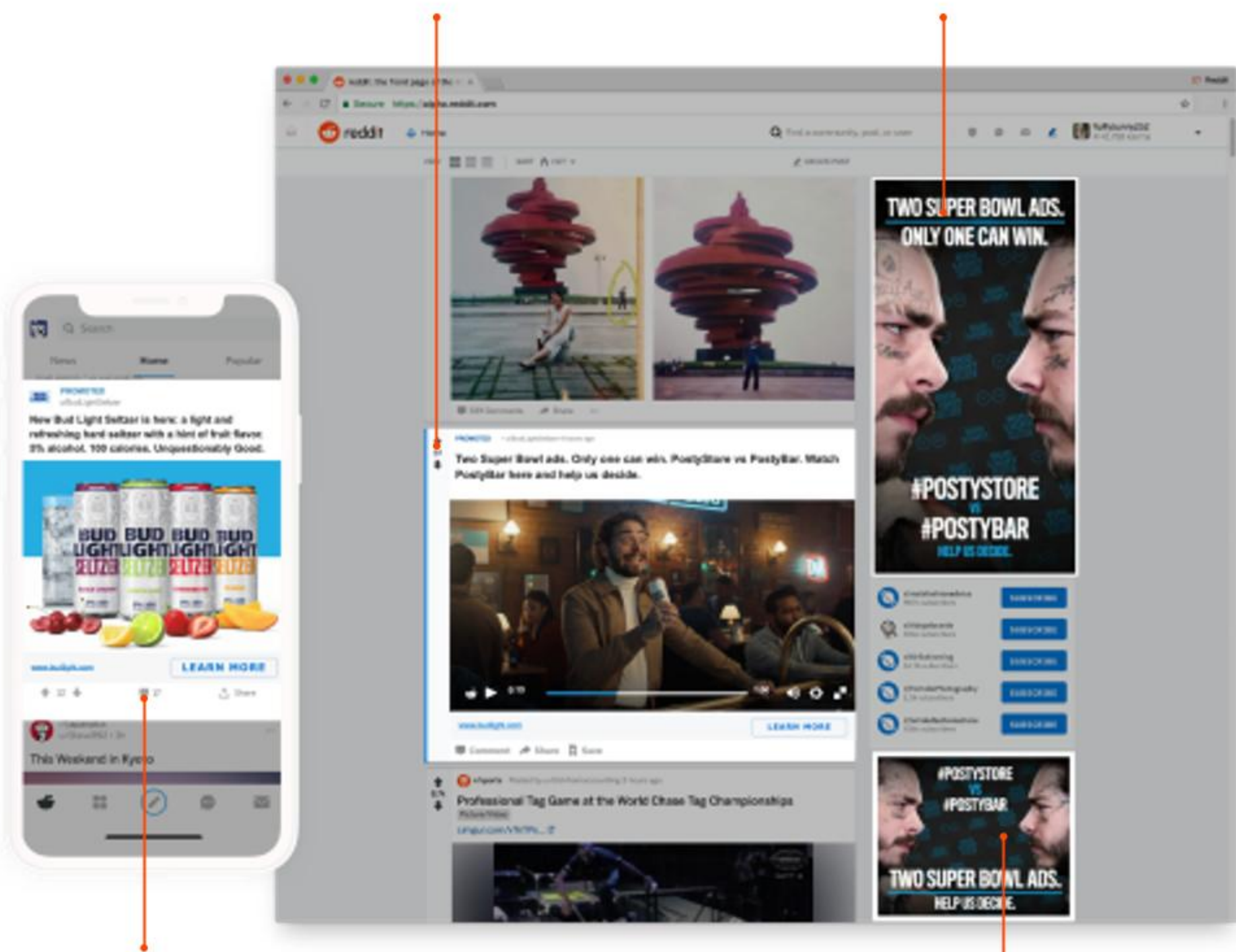
Takeover placements & ad specs

Promoted Post (Desktop View)

Promoted Posts will appear in the Home Page. With a Reddit Takeover, Front Page Takeover, and Category Takeover your Promoted Post will be the first in-feed ad placement.

Top Banner

Your brand can feature an ad for the top right banner (300x600) available with a Reddit Takeover, Front Page Takeover, and Category Takeover.



Promoted Post (In-App View)

Home page is the #1 most viewed page on Desktop and In-App.

Sticky Banner

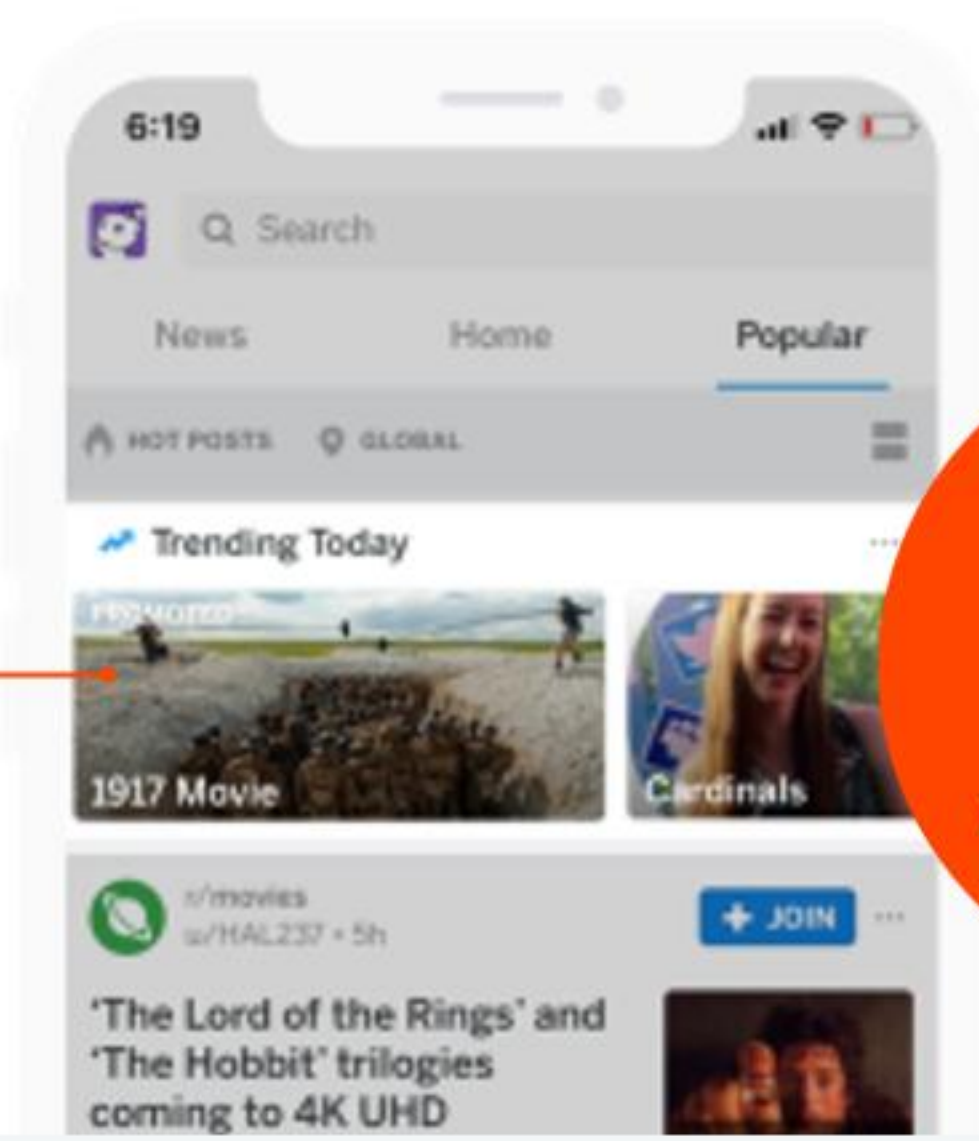
Your brand can feature an additional banner (300x250) which functions as a sticky banner and will remain on screen when the user scrolls through their feed (available with a Reddit Takeover, Front Page Takeover, and Category Takeover).



Trending Takeover Ad Placements

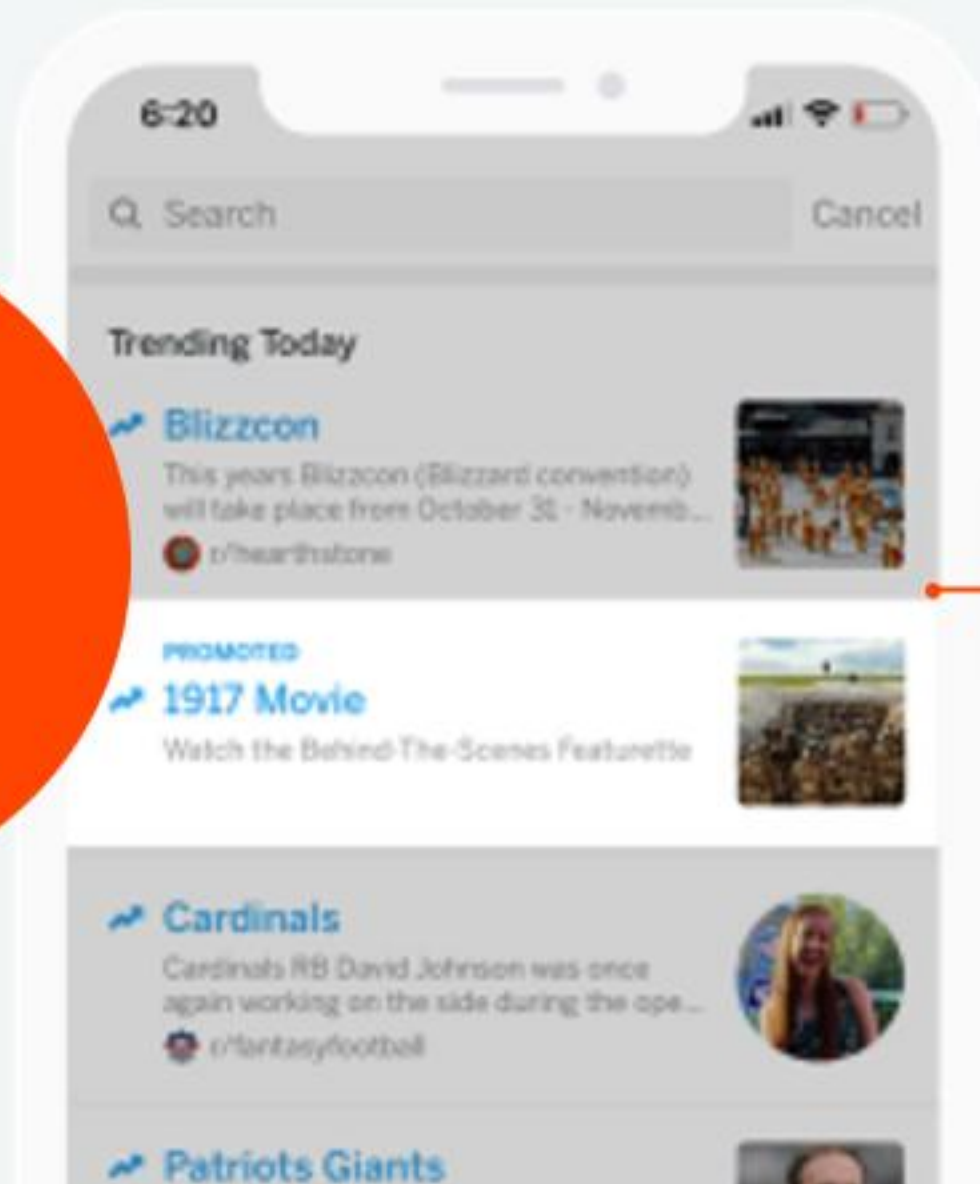
Trending Takeover on Popular

The ad will be seen in the second slot of the Trending module. When the user clicks an ad (desktop or mobile) they are taken to the Trending Takeover landing page.



POPULAR IS
#2
MOST VIEWED PAGE

8M
DAILY SEARCHES

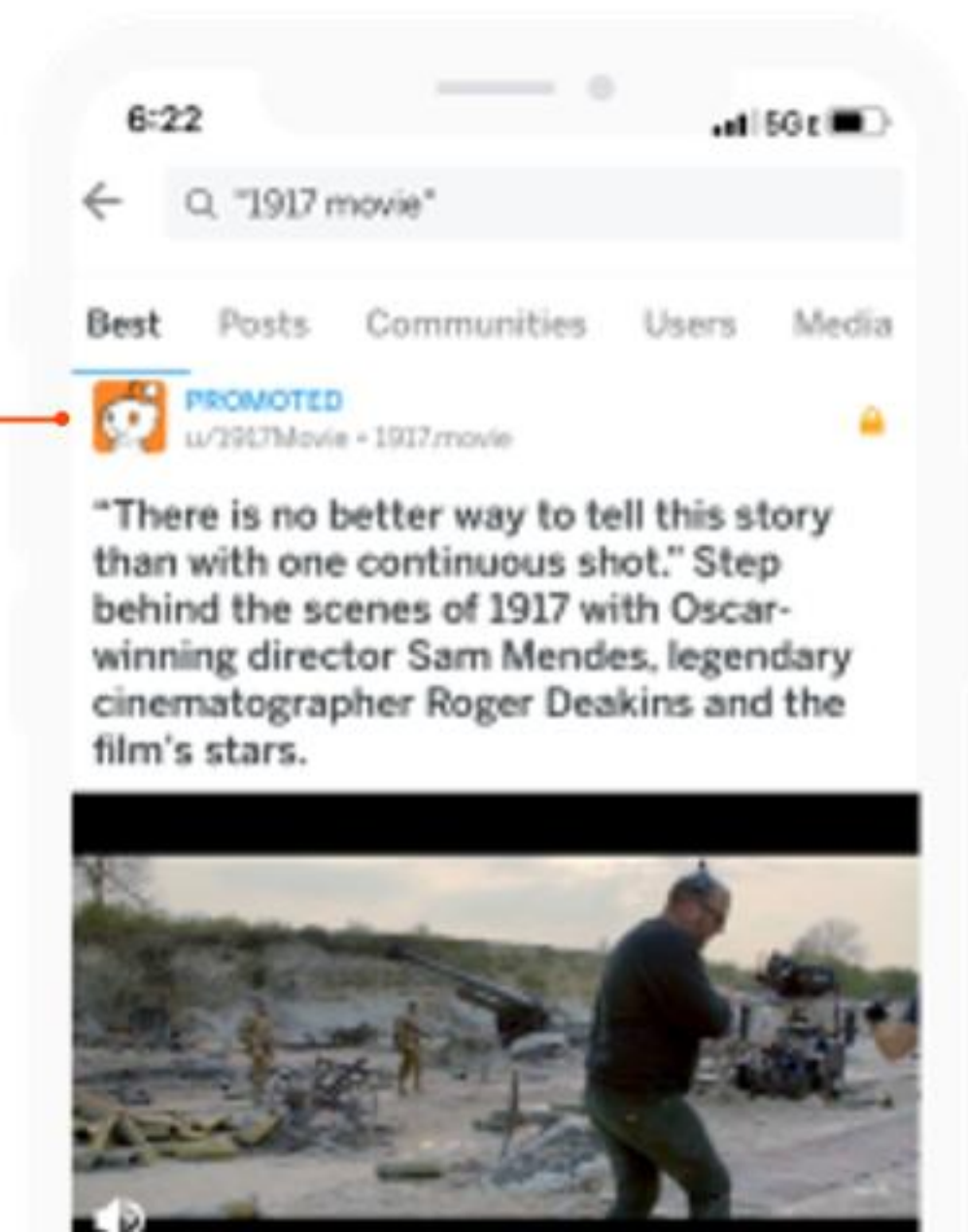


Trending Takeover in Search

The ad will be seen in the second slot of the Trending module on desktop & mobile. When users click this ad they will be taken to the Trending Takeover landing page.

Trending Takeover Landing Page

The Trending landing page provides a central hub for conversations. You'll also be able to place a Promoted Post in the spotlight position on the landing page.



Ad Specs at a Glance

PLACEMENT	DISPLAY AD SIZE & REQUIRED ASSETS	FORMATS ACCEPTED	MAX FILE SIZE
Promoted Post (Link Post or Text Post)	<ul style="list-style-type: none"> • Headline: 300 characters max, including spaces • Click thru URL must be HTTPS • Link Post <ul style="list-style-type: none"> • Card Image: 1200x628 px (suggested aspect ratio of 1.91:1) • Thumbnail: 400x300 px (suggested aspect ratio of 4:3) • Text Post <ul style="list-style-type: none"> • Post Text: 40,000 character max 	JPG/PNG	Card Image: 1 MB Thumbnail: 500 KB
Promoted Video	<ul style="list-style-type: none"> • Headline: 300 characters max, including spaces • Click thru URL must be HTTPS • Video <ul style="list-style-type: none"> • Suggested aspect ratio 1:1, also accepted - 1.91:1, 4:5, 16:9, 4:3 • No minimum length, suggested 0:05-0:30 • Frame rate: up to 30 FPS • GIF can be created from MOV or MP4 in Reddit Ads Dashboard 	MOV/MP4 (ProRes NOT accepted)	1 GB
Banners (runs with takeover)	<ul style="list-style-type: none"> • Click thru URL must be HTTPS • 300x250 px banner • 300x600 px banner 	JPG/PNG	150 K
Trending unit on Popular and Search	<ul style="list-style-type: none"> • Display term: 15 characters max including spaces • Sub-headline: 50 characters, including spaces • Mobile image: 219x96 px • Desktop image: 237x178 px 	JPG/PNG	
Trending unit on Landing Page	<ul style="list-style-type: none"> • Headline: 300 characters max, including spaces • Thumbnail: 400x300 px (suggested aspect ratio of 4:3) • For Video: 1200x628 px Video (suggested aspect ratio 1.91:1) • For Video: 1200x628 px Card Image (suggested aspect ratio 1.91:1) 	MOV/MP4 (ProRes NOT accepted) JPG/PNG	Video: 1 GB Card Image: 1 MB Thumbnail: 500 KB



r/StreetPhotography

Uniquely Reddit

Ask Me Anything

AMAs, short for “Ask Me Anything,” are a long held Reddit tradition. Anyone with a unique perspective can come to Reddit, say who they are and what they’re passionate about, and invite the larger Reddit community to ask them questions.



r/television
u/starz • 109d

I'm actress Olivia Munn, star of The Rook. Ask me anything!

AMA

Hello Reddit! Olivia Munn here, star of The Rook premiering June 30 on STARZ. In The Rook I play Monica Reed, an American agent from the Bureau of Variant Affairs who is investigating the death of a former acquaintance in London. I can't wait for you to see my new show, but for now- ask me anything!

Watch the trailer for The Rook: <https://www.youtube.com/watch?v=LS-rN71PSQ0> Get the STARZ App: <https://starz.tv/WatchTheRookRD>

Proof: <https://twitter.com/TheRookSTARZ/status/1138937900152737792>

2.3k 510 Share

Add a comment

AMAs can be hosted by anyone. Some of our top AMA hosts have been: actors, producers, politicians, athletes, scientists, and other subject matter experts.



r/StreetWear

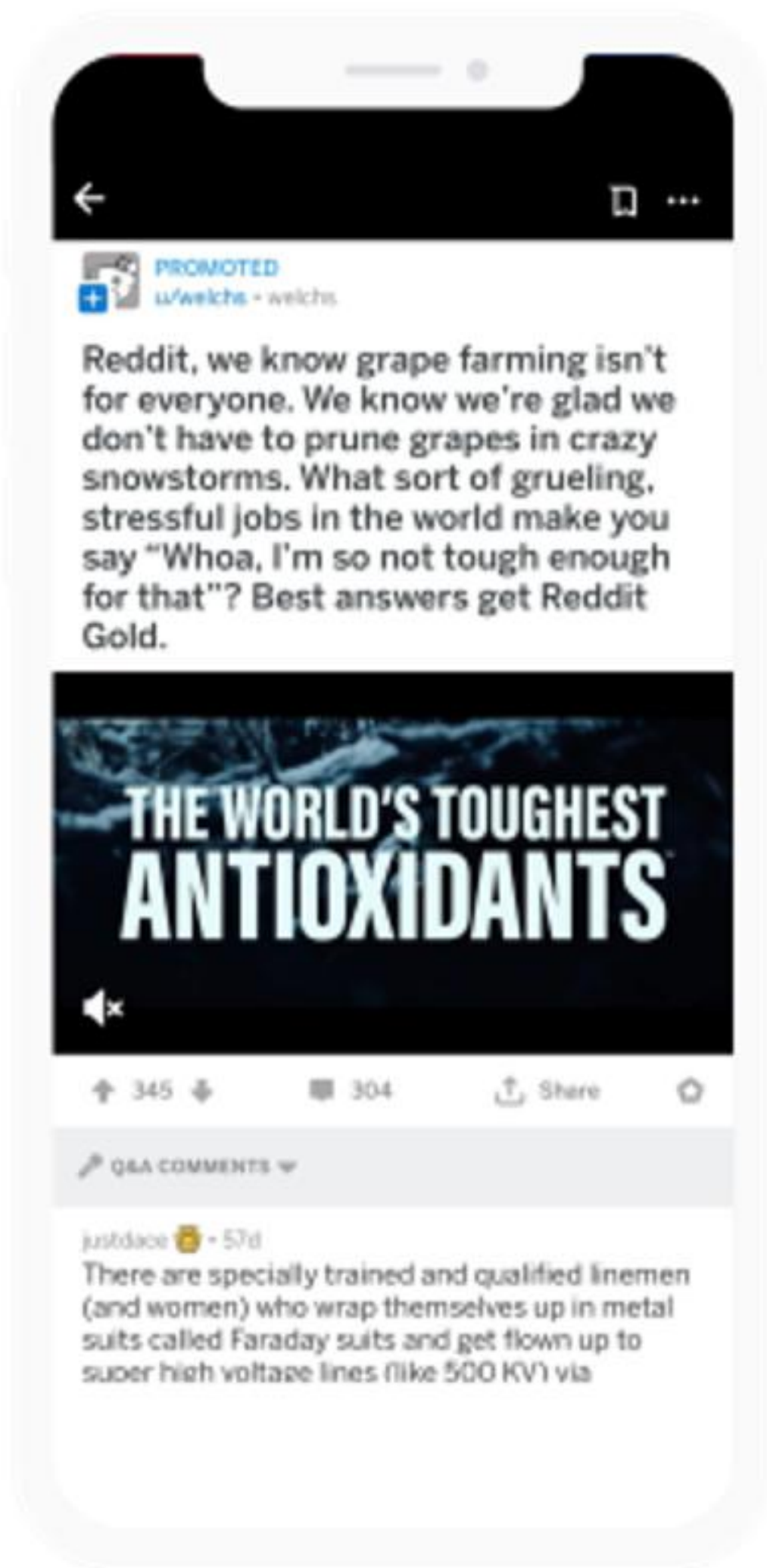
AMAs should be utilized if you're looking to:

- Engage directly with Redditors in relevant communities
- Amplify your conversation across a broad audience
- Deepen brand advocacy and humanize your brand
- Activate on a platform that surfaces content that spreads

Contact your Reddit Account team to learn more about the AMA packages.

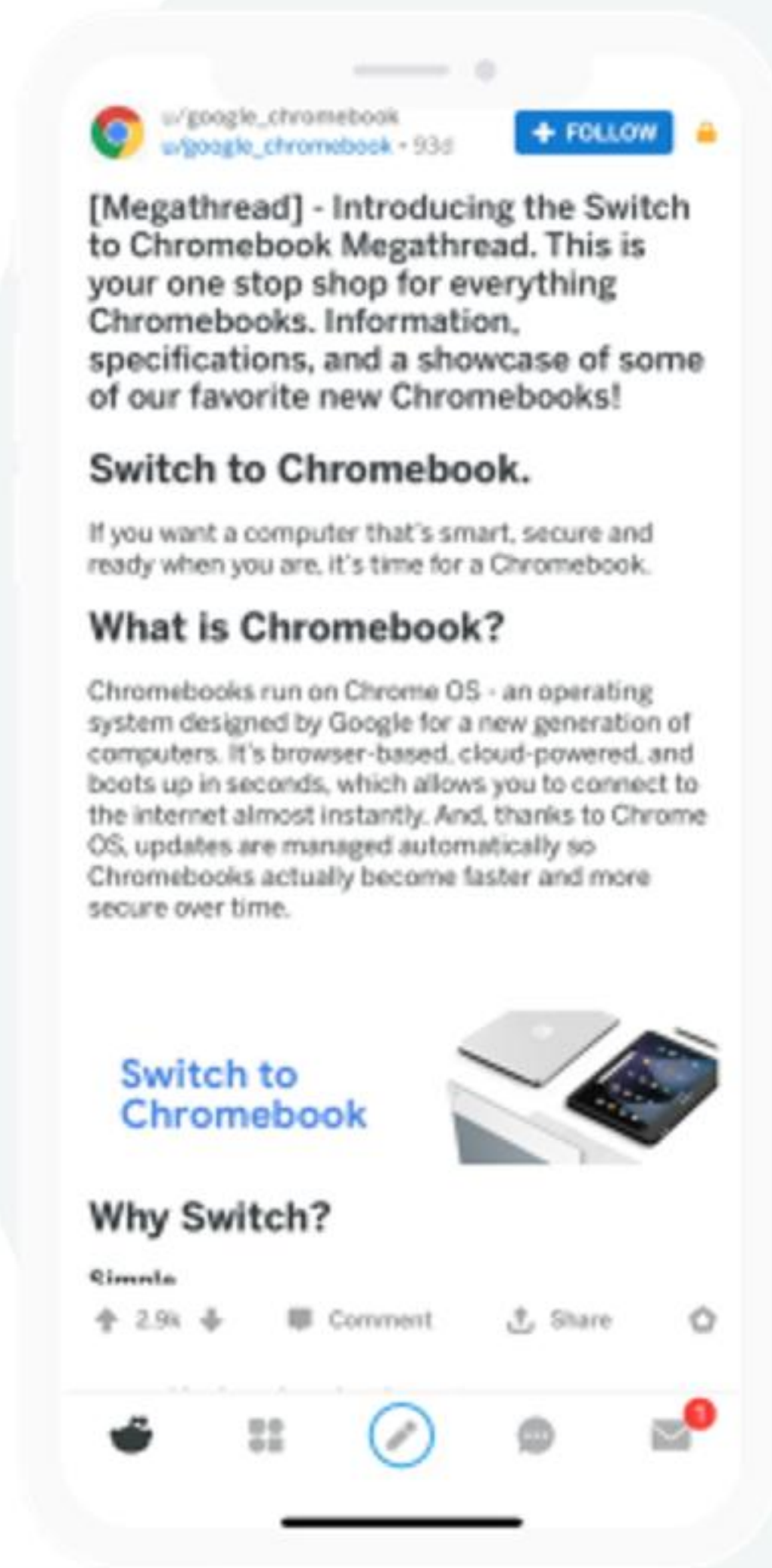
Engagement Prompts

Allow brands to pose relevant questions to communities that are dedicated to particular topics.



Megathreads

Share valuable, in-depth information about a product, service, or initiative all in one spot with a Megathread.



How To Activate Your Brand On Reddit





Activate your brand on Reddit.

Use this guide to learn how to activate your brand on Reddit. From brand awareness to conversion, there's a strategy for your goals.



Reach
Reach passionate communities



Engage & Inform
Engage and inform your leaned-in audience



Drive Action
Drive action and convert communities into customers



Reach passionate communities

With over 430M monthly visitors, Reddit is the place to scale awareness for your brand.

AD OFFERINGS

Own the day and make impact



Reserve one of our Takeovers (Reddit, Front Page, Trending or Category) to quickly create impact at scale. Leverage a Promoted Post or Video in auction for maximum efficiency.

TARGETING

Find your audience



Reach passionate communities at scale with Takeovers and use our auction to target interest groups most relevant to your brand.

MEASUREMENT

Measure your results



Track impressions, clicks, video completion rates, and more in our Ads UI. Leverage our many measurement partners including:

KANTAR nielsen DV DoubleVerify dynata DoubleClick

r/TonightsDinner



Results We Deliver



Higher Awareness
compares to Kantar Norms



Higher Brand Favorability
compares to Kantar Norms



Top-of-Mind Awareness
compares to Kantar Norms

CASE STUDY: BRAND AMPLIFICATION

Pepsi kicks off the NFL Season with high impact takeovers

Story

Pepsi built awareness amongst sports fans by aligning with the NFL season kickoff and cemented themselves as a premier brand looking to give unapologetic enjoyment to Reddit's football communities.

Strategy

Pepsi launched a first to market "Platinum Party", using Reddit takeover products to target our highly engaged NFL audience at scale. Throughout the season kickoff, Pepsi awarded the best comments in NFL communities with Reddit Platinum, a highly coveted award.

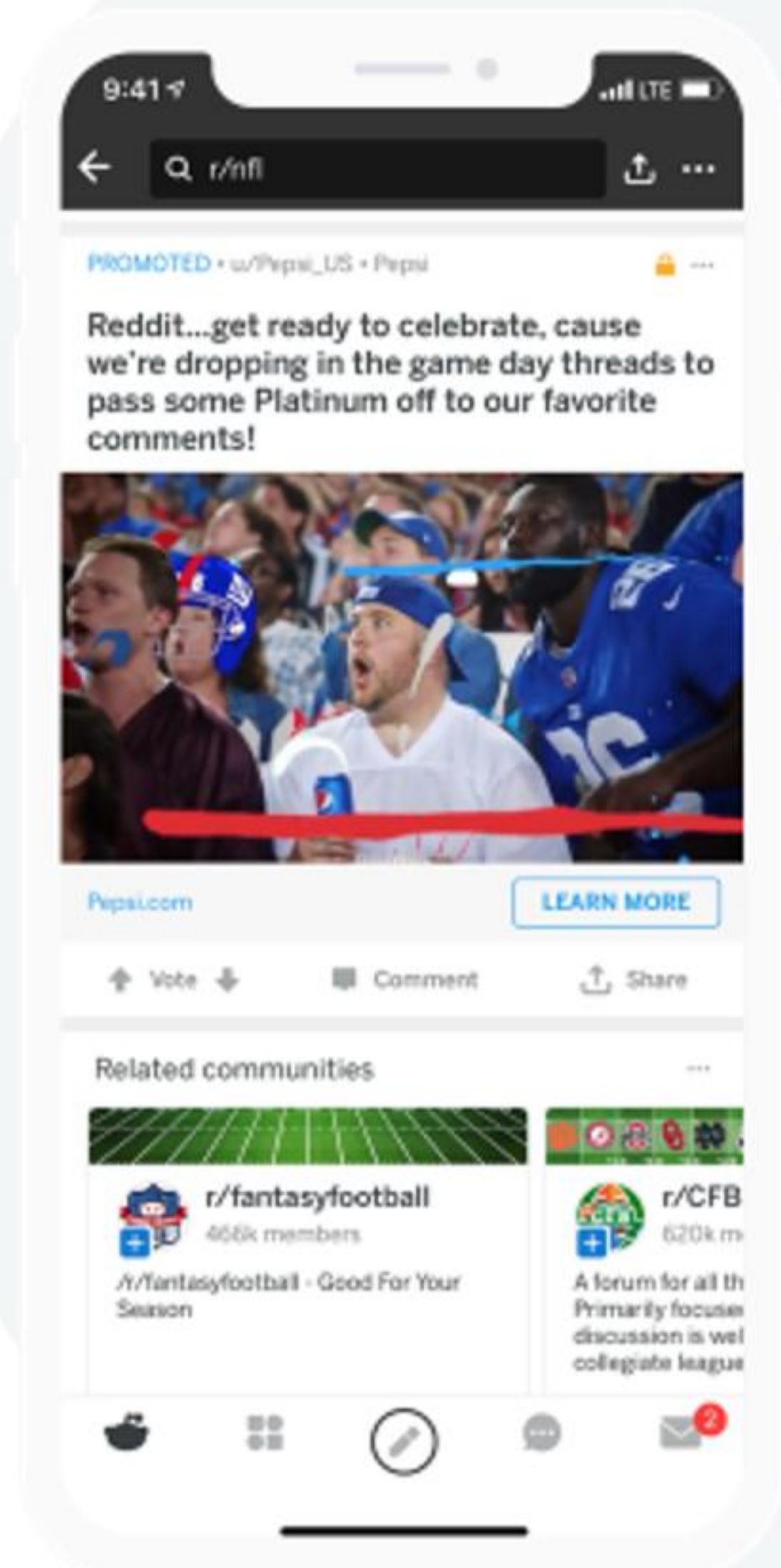
Results

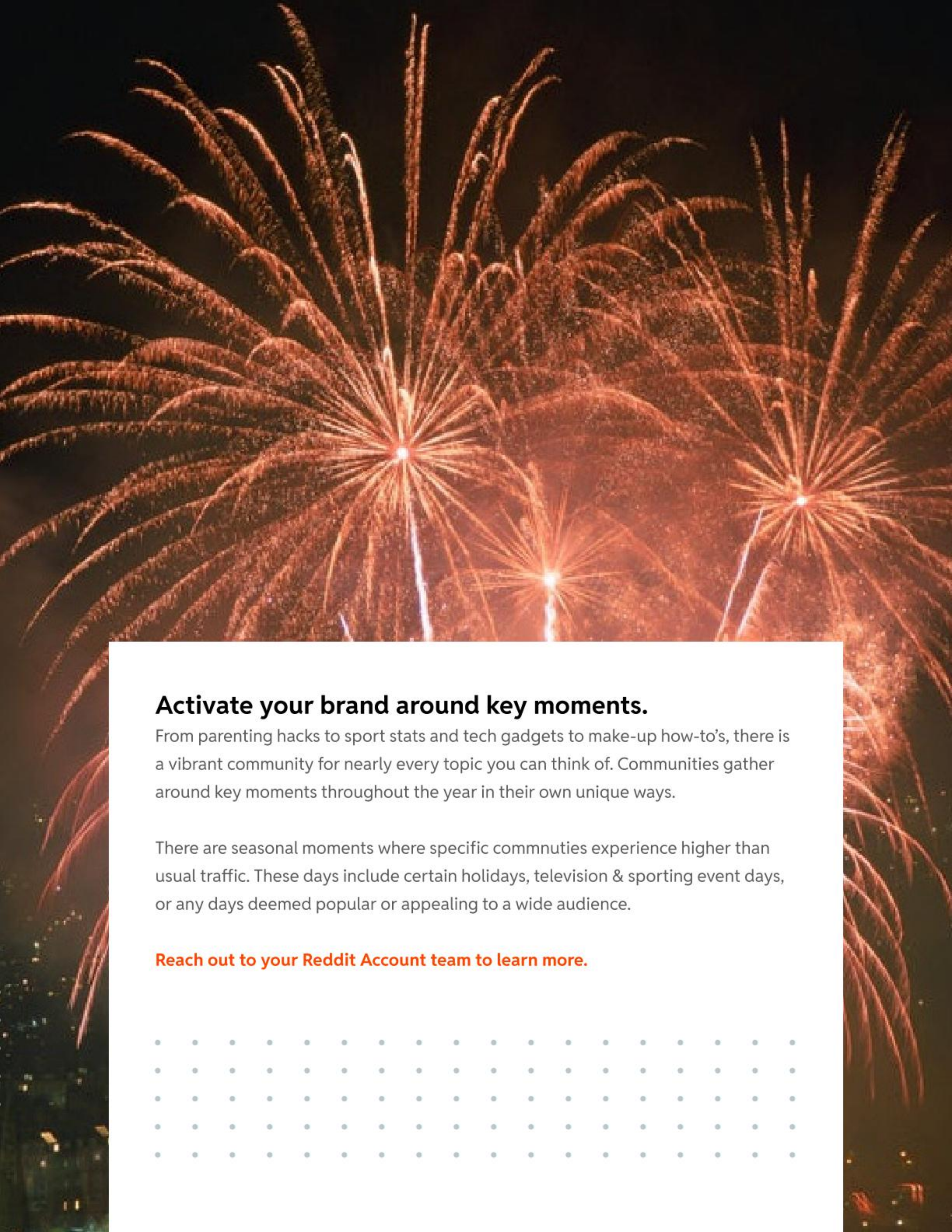


Higher Purchase Intent
compared to Kantar CPG norms



Higher Consideration
intent compared to Kantar norms





Activate your brand around key moments.

From parenting hacks to sport stats and tech gadgets to make-up how-to's, there is a vibrant community for nearly every topic you can think of. Communities gather around key moments throughout the year in their own unique ways.

There are seasonal moments where specific communities experience higher than usual traffic. These days include certain holidays, television & sporting event days, or any days deemed popular or appealing to a wide audience.

Reach out to your Reddit Account team to learn more.



Engage & inform your audience

The #1 reason users come to Reddit is to be informed, so this is the place to educate and influence your leaned-in audience.

AD OFFERINGS

Contribute to the community



Connect with your audience using a uniquely Reddit offering like an Engagement Prompt or AMA, or simply modify existing creative assets.

TARGETING

Connect with existing advocates and create new ones



Target key communities and interest groups to reach existing advocates. Expand to broader groups to gain new fans.

MEASUREMENT

Measure your results



Track comments, votes, clicks, and more in our Ads UI. Leverage our many measurement partners including:



Results We Deliver



Lift in Consideration for doing future business with [Finance Brand]



Lift in Purchase Intent for [Athletes Brand]



Lift in Consideration for [Consumer Tech Product]

CASE STUDY: AUDIENCE ENGAGEMENT

Engaging an authentic conversation builds true fans

Story

Woodchuck Hard Cider, an alcoholic beverage company, utilized Reddit as a unique cost-effective channel to break through the noise of a crowded hard cider/seltzer market, create awareness, and tap into a highly engaged audience.

Strategy

Woodchuck Hard Cider ran a Promoted Posts campaign with comments on, earning the respect of the Reddit community. The conversational tone of their ads created authentic dialogue and their iterative creative testing incorporated users' previous responses, demonstrating that Woodchuck was truly listening. This resulted in over 5K comments with positive sentiment and converted skeptics into brand advocates.

Results

#1

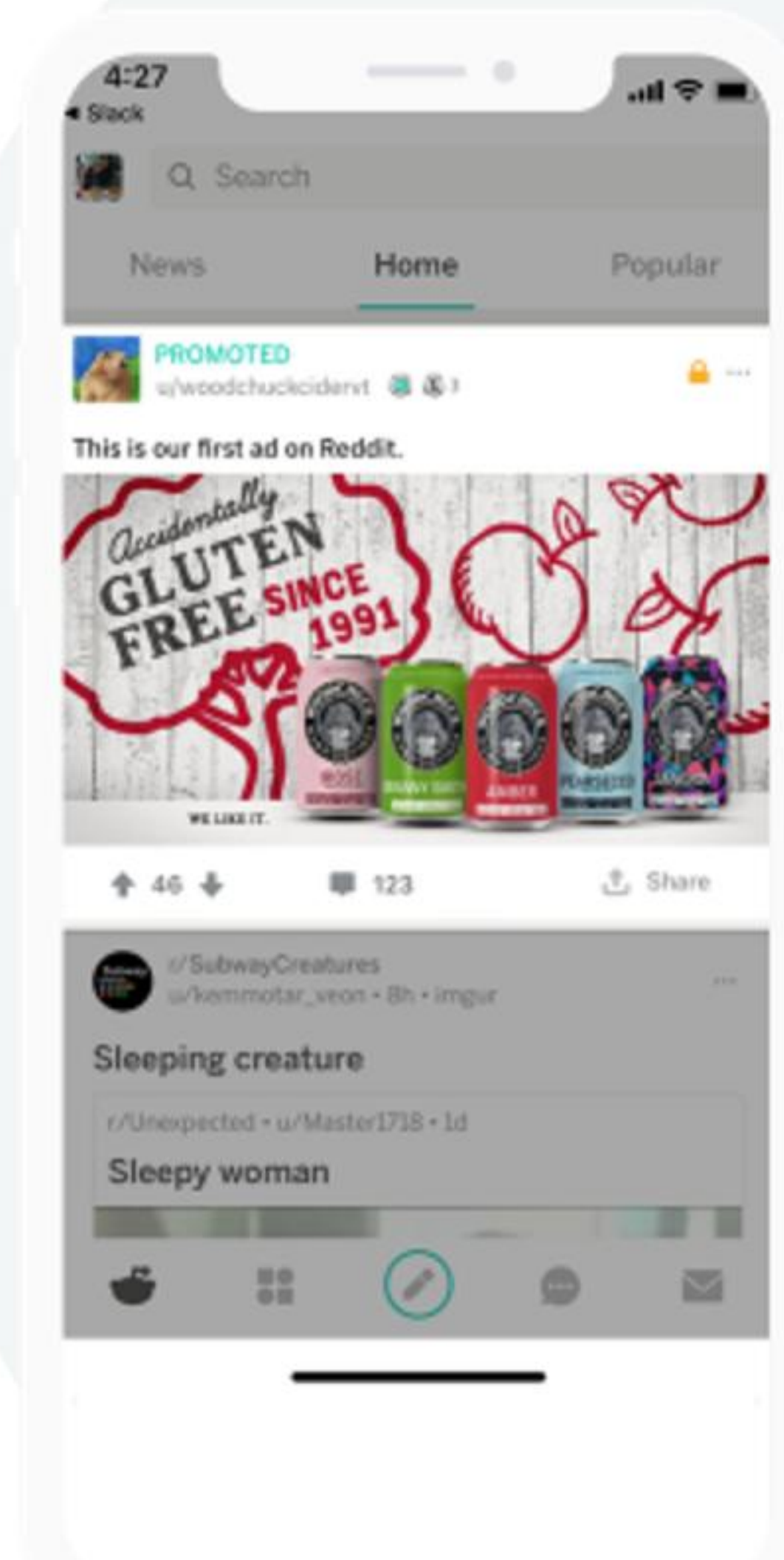
Highest sales month with record-setting monthly revenue in the last 7 years

20M

Impressions on 14 ads that also received 48 awards from the community

5,294

Comments with positive sentiment, some of which expressed excitement about upcoming ads



Drive action for your business

With a 9x faster purchase decision in a Reddit journey, this is the place to acquire high value customers.

AD OFFERINGS

Contribute to the community



Connect with your audience using a unique Reddit offering like an Engagement Prompt or AMA, or simply modify existing creative assets.

TARGETING

Connect with existing advocates and create new ones



Target key communities and interest groups to reach existing advocates. Expand to broader groups to gain new fans.

MEASUREMENT

Measure your results



Track comments, votes, clicks, and more in our Ads UI. Leverage our many measurement partners including:



SOURCE: Adobe Internal, 2019; Comscore Action Lift, 2019

Results We Deliver



Lift in Site Visits
for Adobe Create Cloud



Lower Cost Per Install
compared to other social channels



High Customer LTV
compared to other social channels

CASE STUDY: SITE TRAFFIC & CONVERSION

Adobe drives conversions with uniquely Reddit creatives

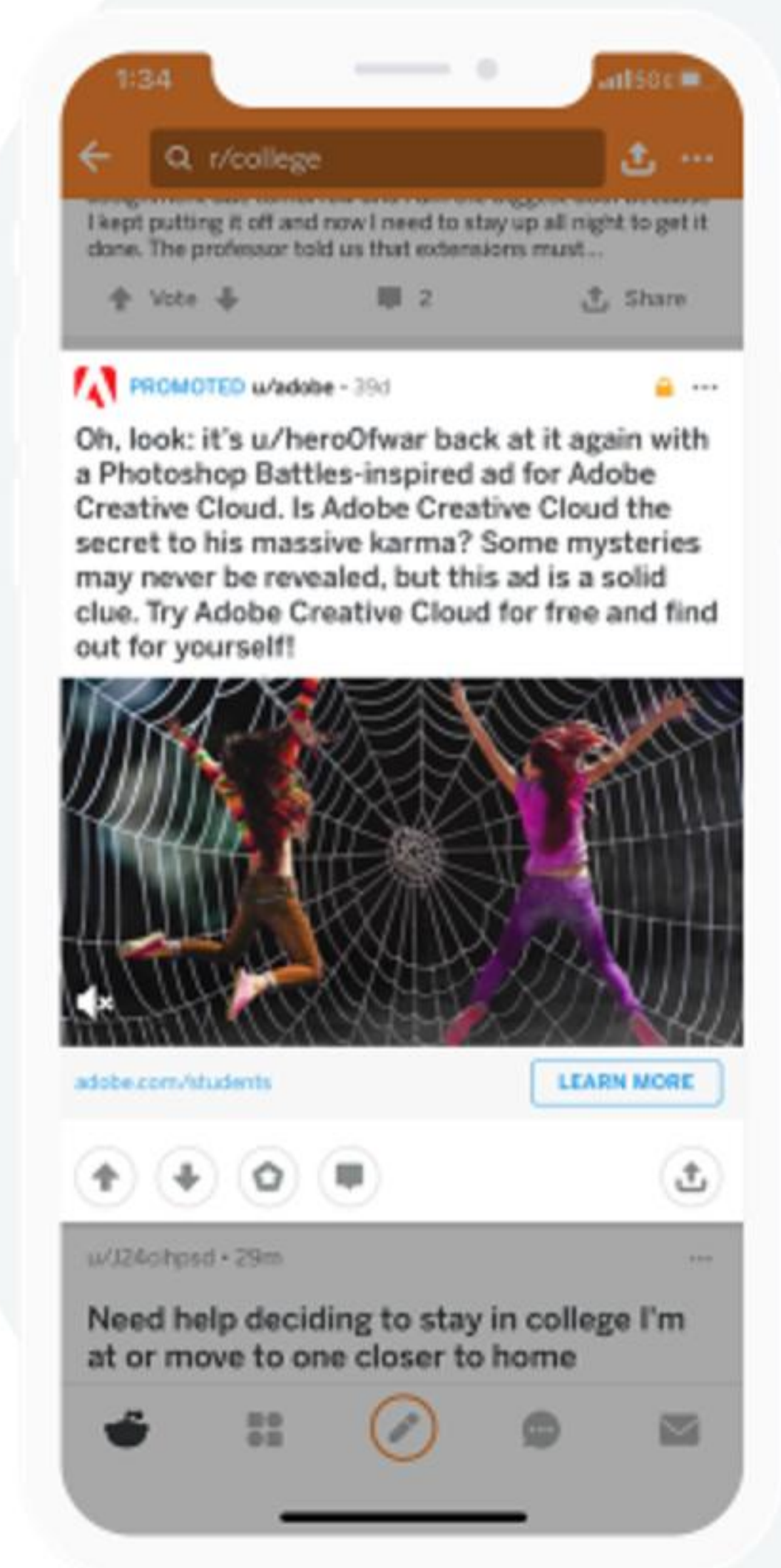
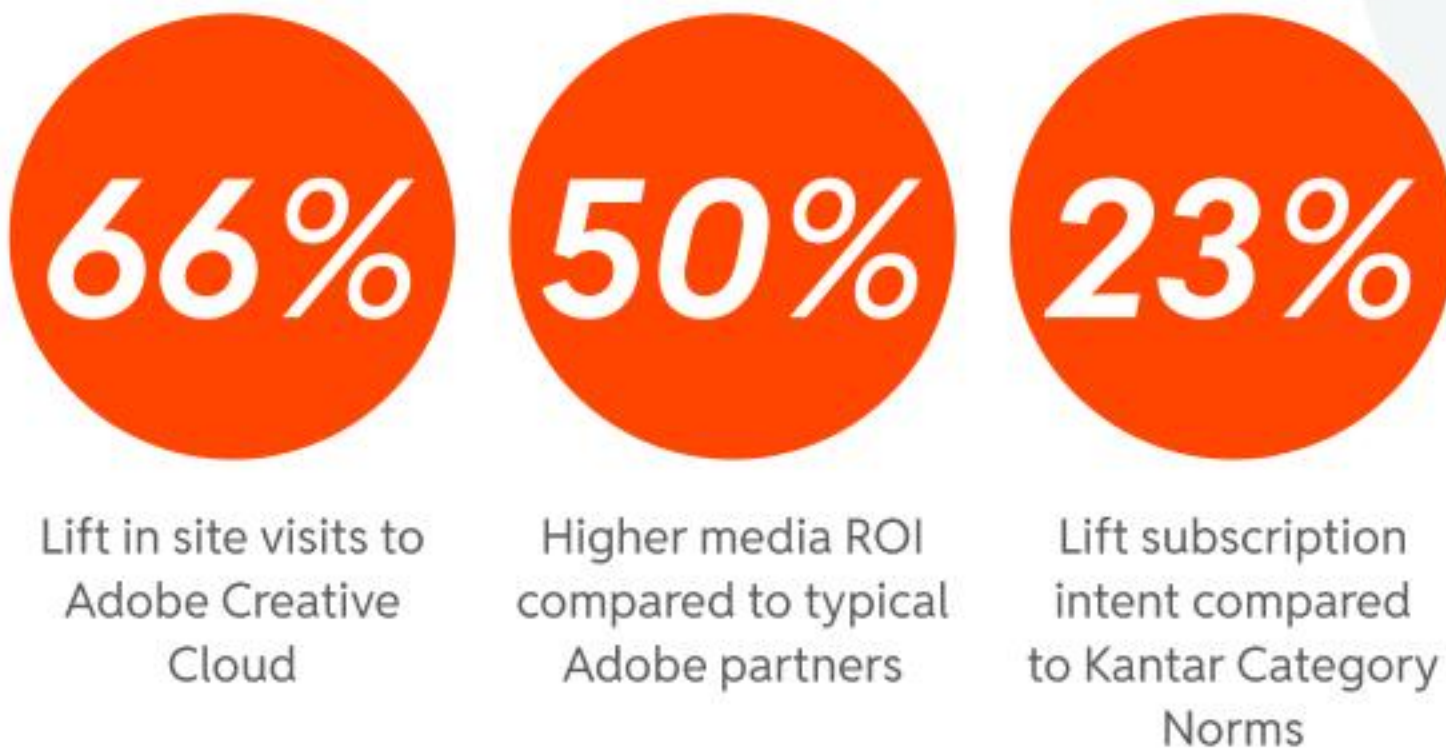
Story

Adobe came to Reddit with a goal of raising awareness and driving conversions for their Creative Cloud Student edition among a uniquely creative audience. In partnership with their Reddit Account team, Adobe created a first of its kind internet moment followed by a performance campaign.

Strategy

Adobe launched custom creatives targeting artistic and student-centric communities to drive conversions for their Creative Cloud Student edition. The team tapped u/HeroOfWar, founder of the r/photoshopbattles community, to create video ads using only Creative Cloud and Adobe Stock.




Results



Ways to Activate Your Brand on Reddit

Reddit users pay 2x more attention to ads on social media vs non-Reddit users.

Reddit can connect your brand to informed consumers at any stage of their purchase journey. Explore how your brand can activate on Reddit.

	 REACH: Reach passionate communities	 ENGAGE & INFORM: Engage & inform your leaned-in audience	 DRIVE ACTION: Drive action and convert communities into customers
OBJECTIVE	Brand awareness Launch a new product	Online actions Drive foot traffic	Online conversions/sales Offline conversions/sales
STRATEGY	Own the day and make an impact	Contribute to the Reddit community	Optimize your campaign for the actions that matter to you
AD OFFERINGS	Takeovers (Reddit, Frontpage, Trending, or Category) Promoted Post or Video	Engagement Prompt Ask Me Anything (AMA) Megathread	Set your objective to optimize for clicks, conversions or app installs. Promoted Post or Video with CPC bidding and a clear CTA.
TARGETING	Reach passionate communities at scale with Takeovers, and use our auction to target interest groups most relevant to your brand.	Target key communities and interest groups to reach existing advocates. Expand to broader interest groups to gain new fans.	Leverage interest group targeting to find your leaned-in audience then retarget engaged users with the Reddit Pixel.
BID TYPE	CPM CPV	CPC	CPC
MEASURE SUCCESS	Track impressions, clicks, video completion rates, and more in our Ads UI.	Track comments, votes, clicks, and more in our Ads UI.	Track your campaign metrics, Reddit Pixel actions, and post-install events all in the Ads UI.

Campaign Success & Best Practices



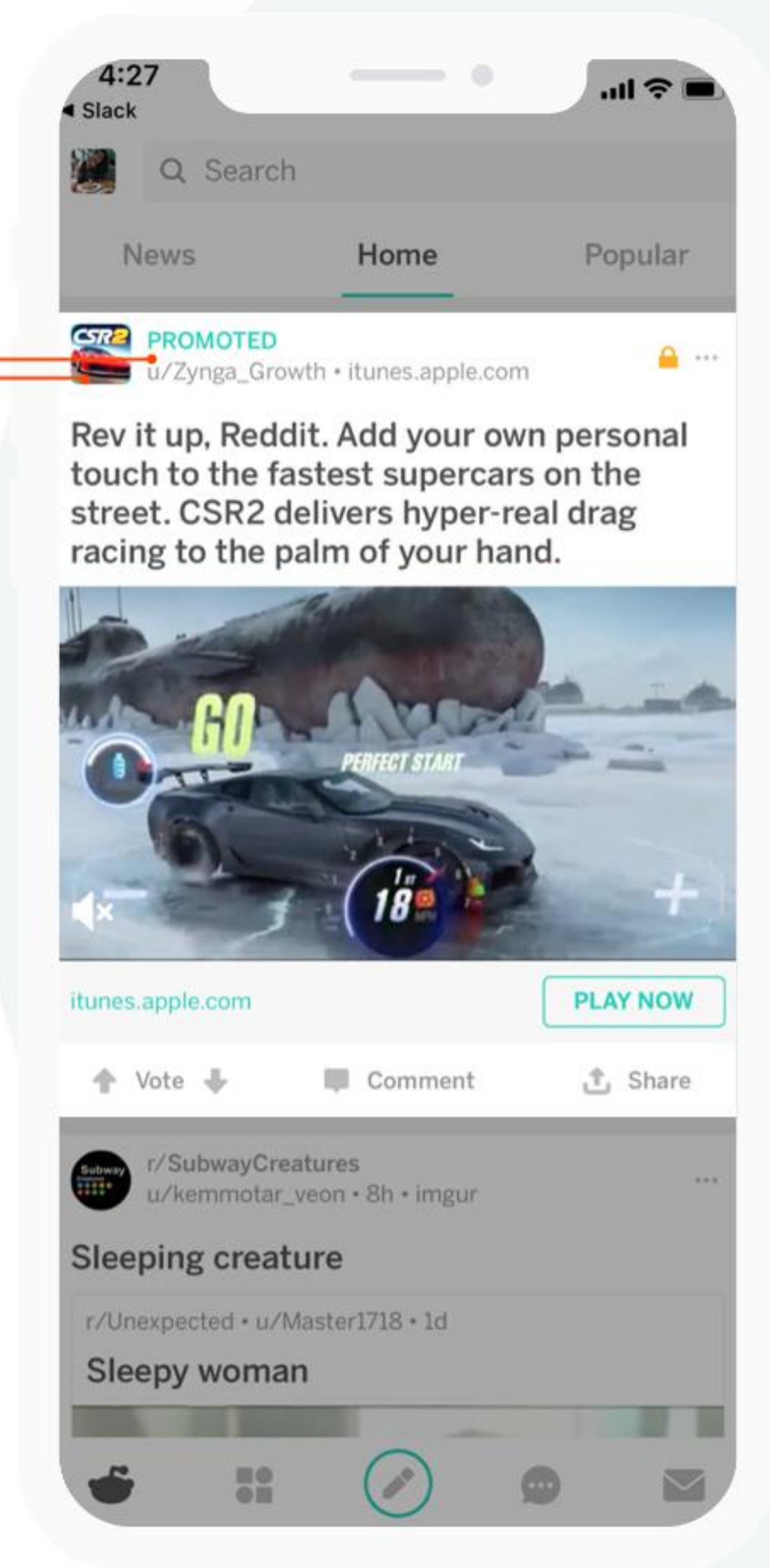
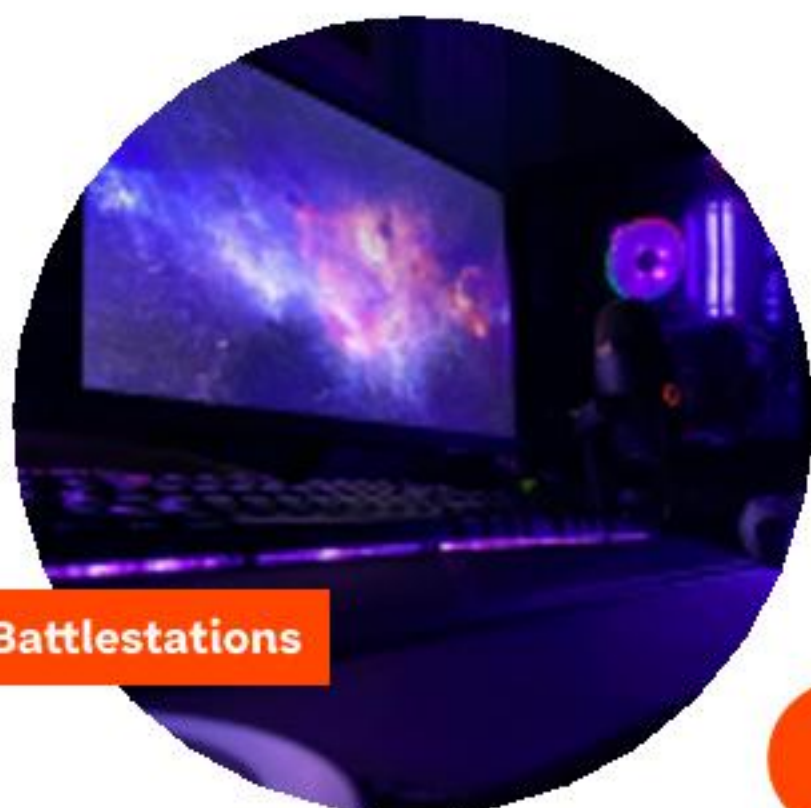
Campaign Set Up Best Practices

Create a username

Visit ads.reddit.com to sign up for a Reddit Ads account and create a username. Your username appears on the top of your Promoted Post or Video.

Update your user profile pic

On mobile, your user profile pic will appear next to every ad. Update from the generic avatar to your brand logo or another relevant image (256x256 px).



Select your objective based on bid type

There are multiple bid types to amplify your Promoted Posts and Videos.

Reach	Video Views	Traffic	Conversions	App Installs
CPM	CPV	CPC	CPC	CPC
Increase awareness of your brand or product	Increase views for your video	Drive traffic to your website	Drive valuable actions for your business	Drive installs for your mobile app

Create your bidding strategy

At the beginning of your campaign, bid high to help your ads gain traction. As your campaign gains momentum, adjust your bids as you see fit. During the campaign, your bids may fluctuate for multiple reasons. Reach out to your Reddit Account team for account bid recommendations.

reddit ads + Create Campaign

CAMPAIGN
Name
Objective

AD GROUP
Name
Audience
Delivery

AD
Name
Properties

Delivery
Define how much you would like to spend and when you would like your ads to appear. See our [Billing FAQ](#) for details.

Budget ⓘ
LIFETIME BUDGET \$10,000.00 ✓ Lifetime budget ▾

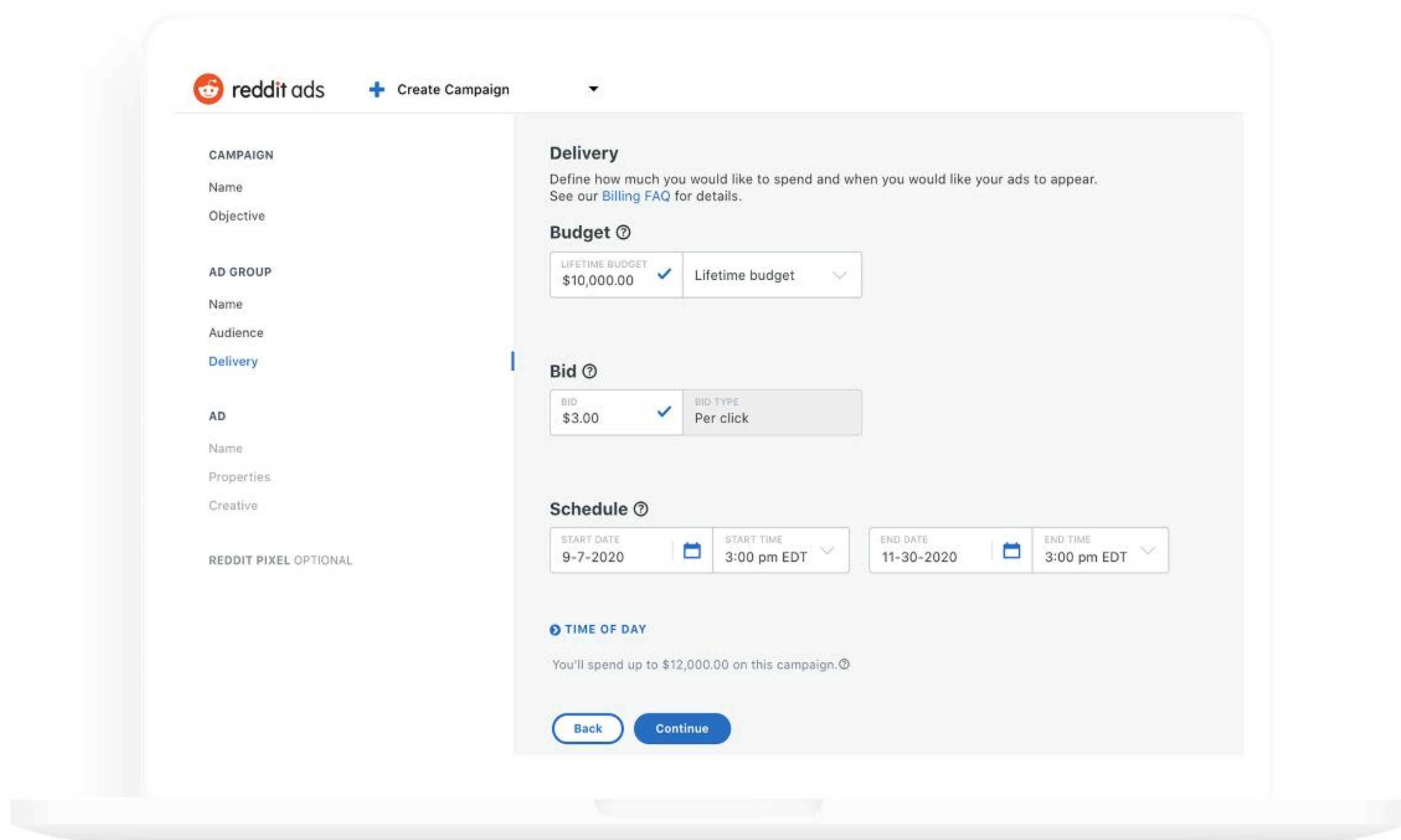
Bid ⓘ
BID \$3.00 ✓ BID TYPE Per click

Tip: Reddit follows a second-price auction model, so your actual costs will clear lower than your bid.

Back Continue

Run the campaign for ~12 weeks

Avoid short flights and small budgets. The more time your ads run on the platform, the more information you'll have to improve your performance. Run your campaign for a minimum of 4 weeks, ~12 weeks for the best results.



Your Reddit Account Team will be able to interpret initial metrics, provide helpful insights, and recommend optimizations on how to create a strong performing campaign.



Tip: Don't set it and forget it! Use the first few weeks of the campaign to gather as many learnings as possible.

Targeting on Reddit

Targeting

Whether your brand needs to get in front of new parents or avid gamers, Reddit's targeting options allow brands to put their ads in front of specific, relevant communities.



Interest Targeting

Interest targeting is determined by user behavior and enables advertisers to target audiences based on the content and communities users join, visit, and engage with on Reddit. Interest groups allow brands to capture a wide and relevant audience.



Community Targeting

Use Community Targeting to target users based on the types of communities they join, visit, and engage with on Reddit. If the user is associated with a community that is being targeted, the ad will appear regardless of where the user is on Reddit.



Pro-tip: Extend reach by combining Community Targeting with Interest Targeting for better results, and use Audience Expansion to reach similar users you are already targeting.



Device Targeting

Device targeting allows you to engage with your audiences on desktop, mobile, or both. By selecting mobile, people on phones and tablets will be targeted across mobile web and in-app. Choose between targeting iOS, Android, or both. Targeting desktop means that only people on a computer will be targeted.



r/Gaming



Location Targeting

Location targeting is based on where the user is at the time the ad is served. It enables Reddit to locate a user's country, region (a state in the US), and Designated Market Area (DMA).



Dayparting

Dayparting (labeled Time-of-day targeting in the Reddit UI) is based on users' timezone, allowing brands to specify what day and time they want to show their ads.



Audience Expansion

Audience expansion will broaden your reach. Reddit will automatically show ads to people who engage with interests related to those you've selected in the targeting section of your campaign setup.



Custom Audience

Custom Audiences enables brands to re-engage with known users or exclude them in order to reach net-new audiences. Reach very specific Reddit user groups through custom lists by uploading a list of emails and/or mobile ad ID's (MAIDs) on the Reddit ads UI.



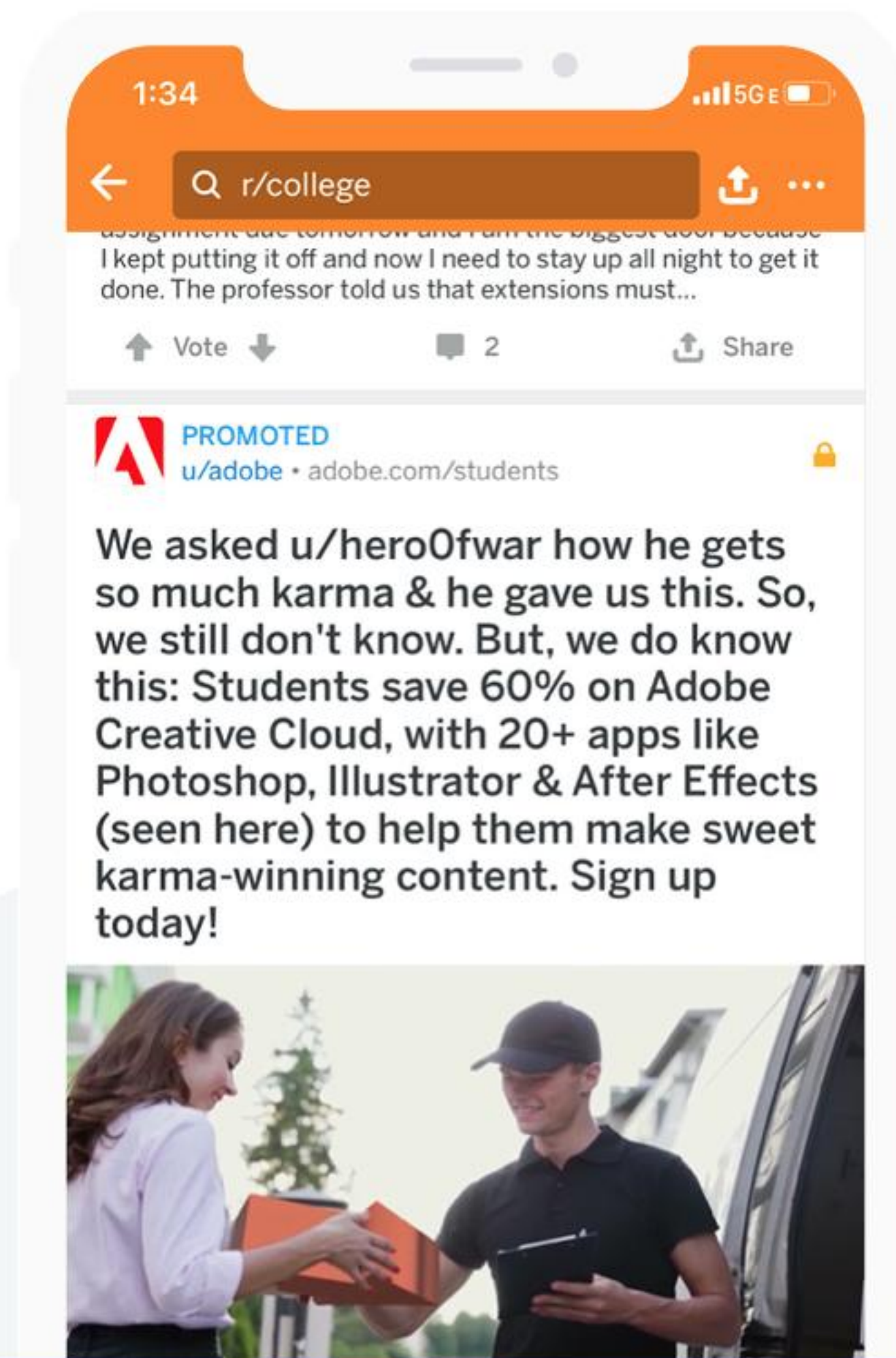
Pro-tip: Custom Audiences can drastically limit scale. Use only if completely necessary and make sure to monitor the targeted audience size.



Creative Best Practices

Communicate a clear value proposition.

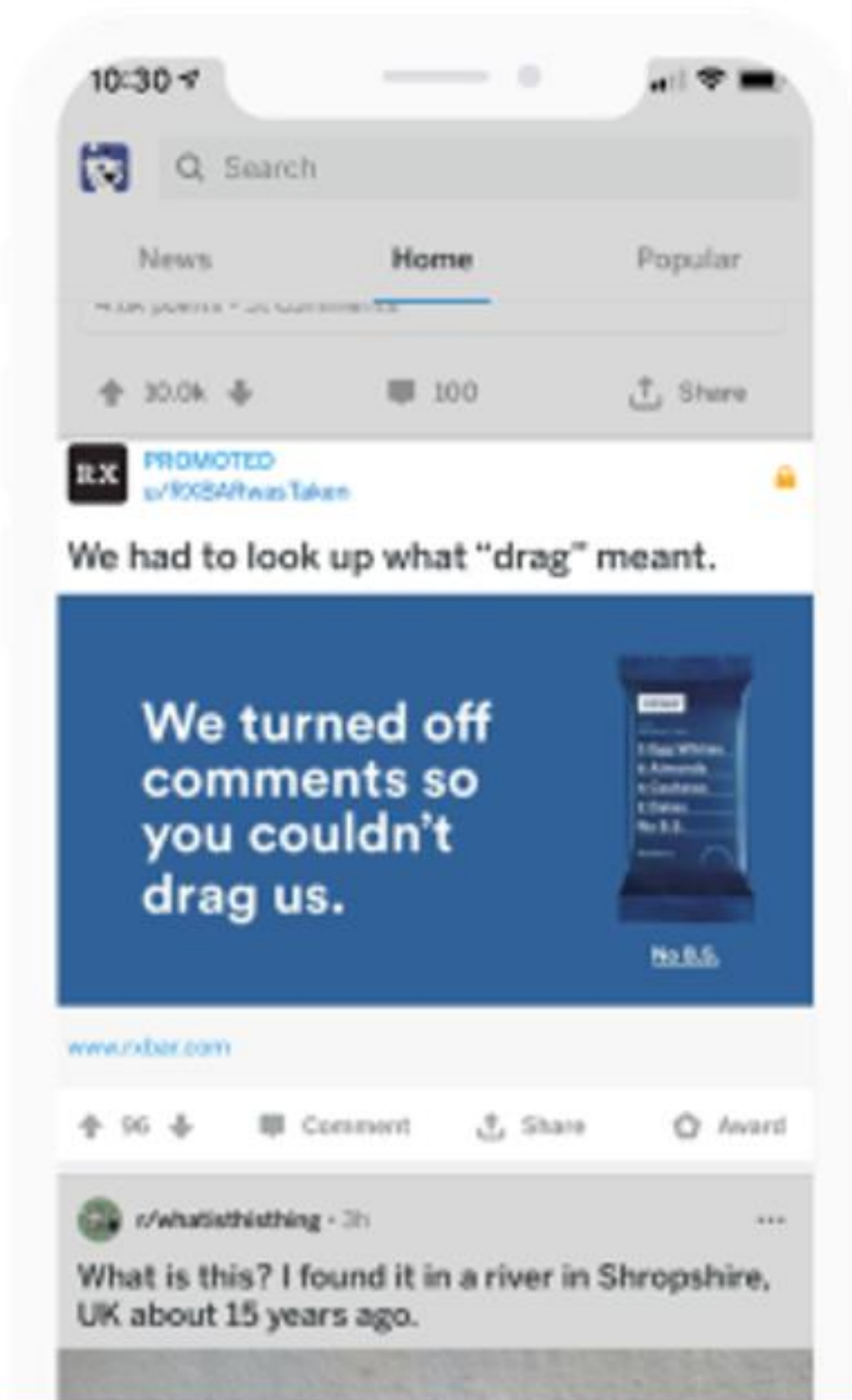
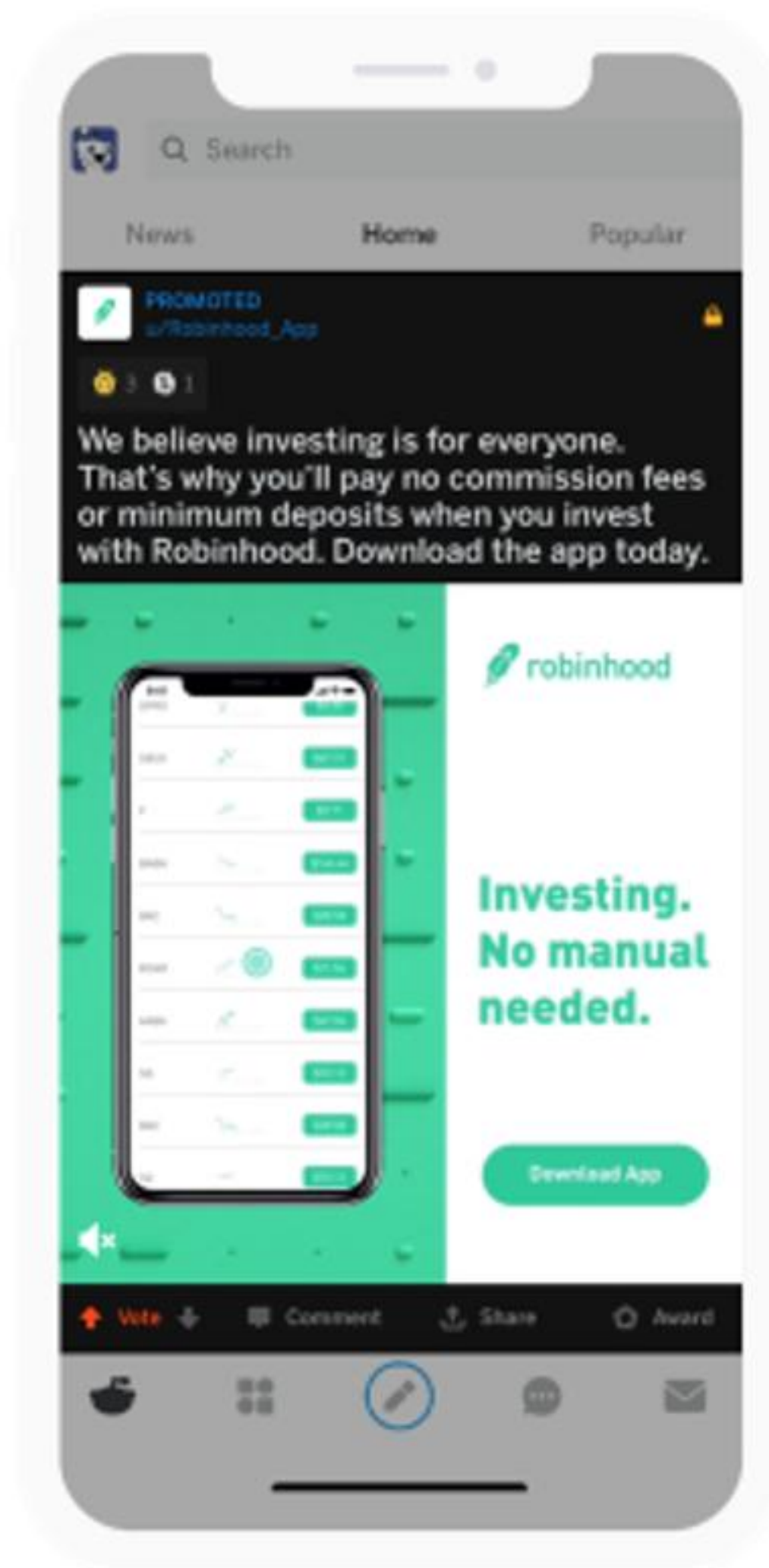
The most important thing you can do in an ad on Reddit is to tell people what you're selling, how to get it, and why. While some successful ads are so entertaining they can double as content, the most effective ads we've seen consistently demonstrate clear and immediate value propositions to the viewer.



Tip: Highlight any special offers or promotions in your copy or creative asset. Try customizing your promo codes to Reddit.

Use an authentic and conversational tone.

On Reddit, people converse and connect over shared passions, interests, and ideas. They speak to each other as peers, using honest, direct, but (typically) friendly language. Speak to Redditors like you'd speak to a knowledgeable friend – with an authentic and conversational tone that rings true to your brand.

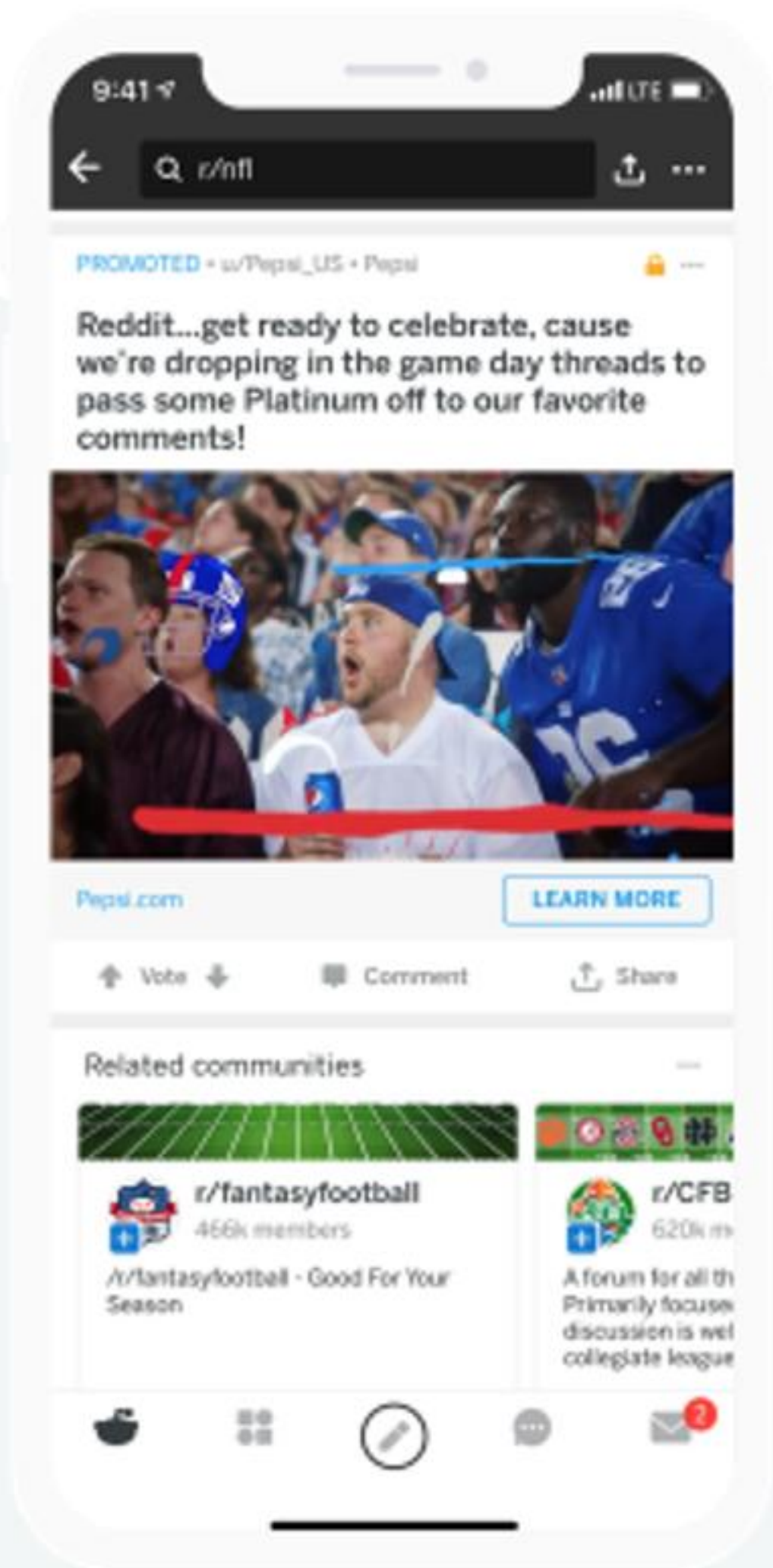


Play with humor and cultural references.

Humor can be a great ice breaker, especially for brands trying to start a conversation or attract attention on Reddit. We've found that a well-timed, well-executed joke – particularly at your brand's expense – can win your brand points literally and figuratively.



Tip: Effective use of humor has been shown to reduce CPA drastically. But, bear in mind: memes are challenging to pull off. Scan r/fellowkids to see how redditors respond to brands who meme unsuccessfully.



Demonstrate your knowledge of Reddit.

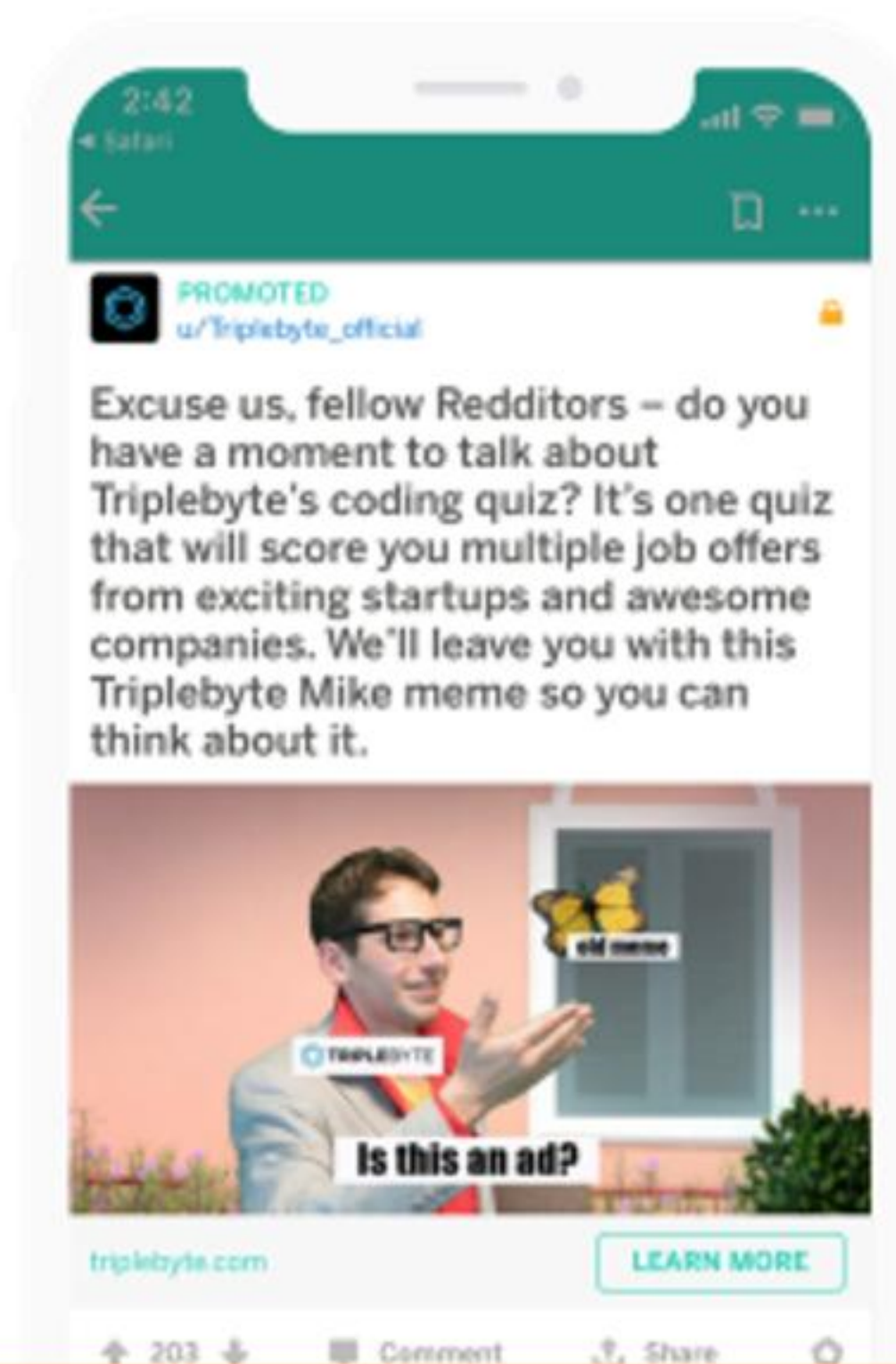
Redditors appreciate when brands get to know our platform and its communities. Demonstrate your knowledge of Reddit with callouts to specific subreddits, users, or themes. Redditors love recognition (see: karma). So, acknowledge them with words, imagery, and nods to the platform.



Tips: Approach redditisms like hey reddit, TIL, YSK, and CMV. Overuse by brands has weakened their punch and incorrect use could reflect poorly on your brand's understanding of Reddit.

Experiment with longer headlines.

Many of Reddit's most popular communities are text-only – e.g., r/askreddit, r/writingprompts & r/showerthoughts. Redditors are comfortable with reading. With 300 headline characters to play with, there's no need to feel confined. Experiment with headline length to find the right amount of copy to communicate your brand's voice and value.

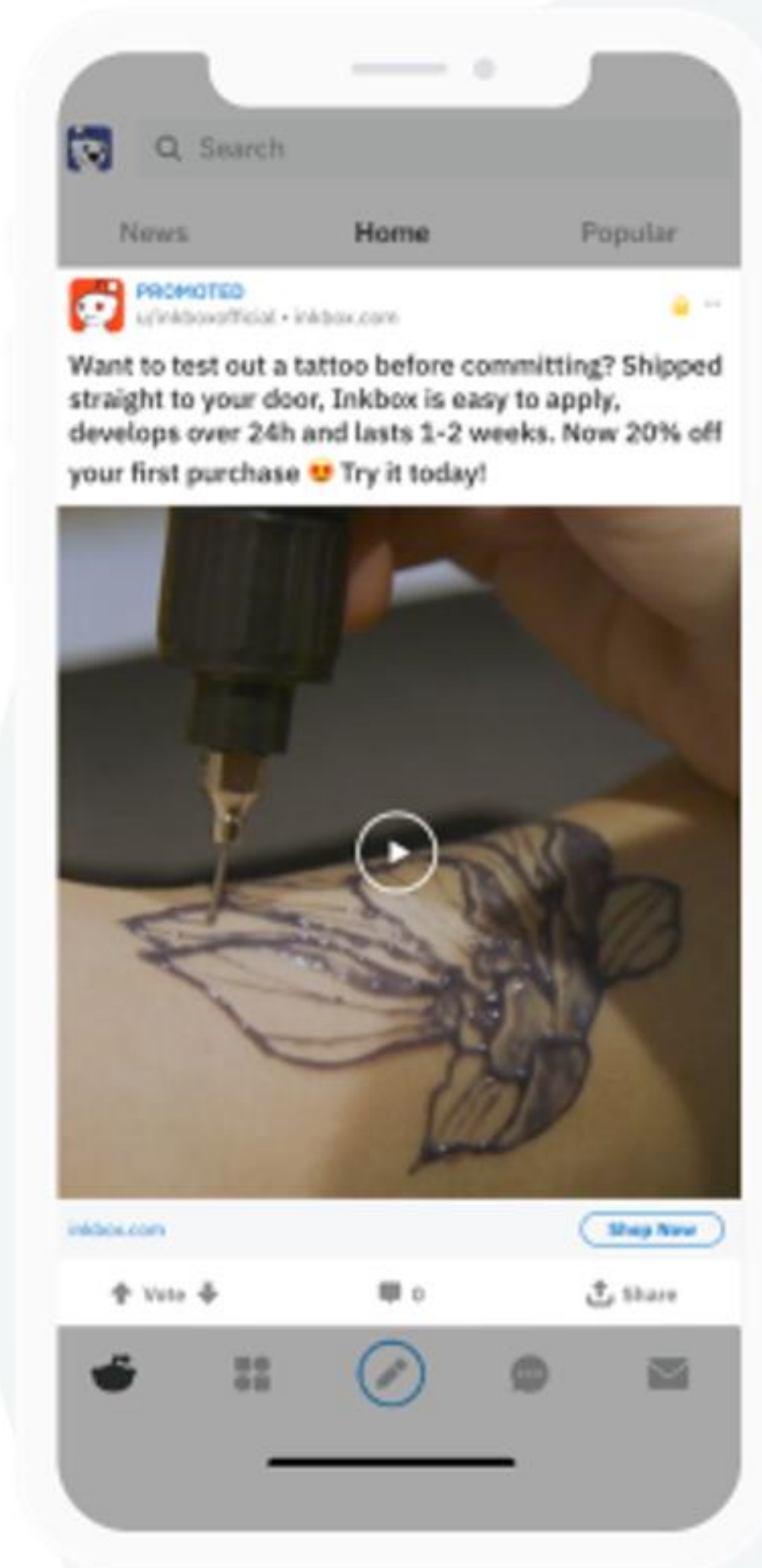
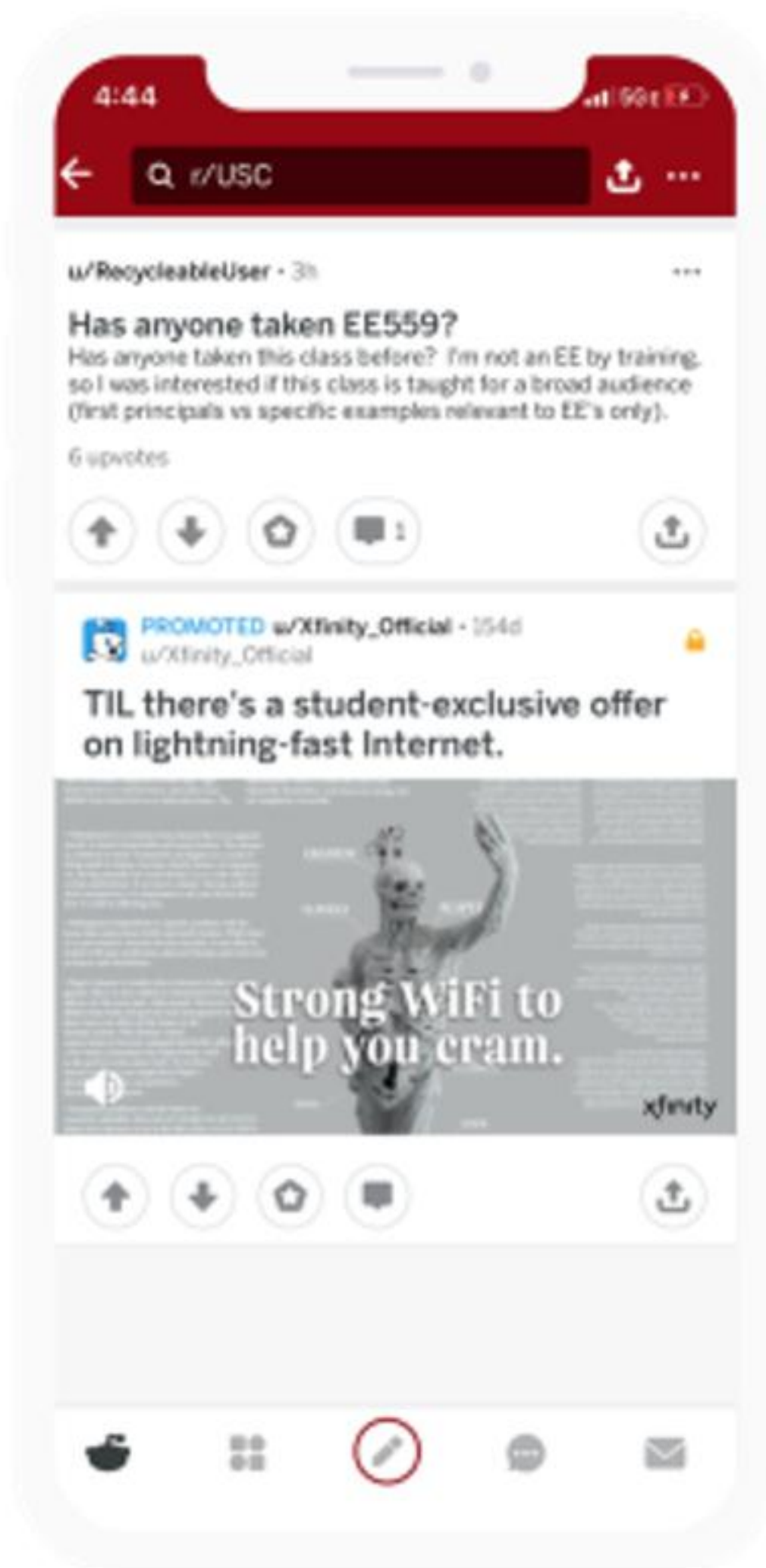


Tips: Strike a balance between your headline copy and creative asset. If your asset is text-heavy, pull back on the headline and vice versa.

Tips and Tricks

Highlight Special Offers & Promotions

Redditors love a bargain. In fact, they've created entire communities for them, like r/deals, r/frugal, r/gamedeals – just to name a few. If your brand is running a promotional offer, make sure Redditors know it. Add promo and coupon codes to your creative asset and your headline. Customize your promo code for Reddit to make your ad more memorable.



Tips for Promoted Videos

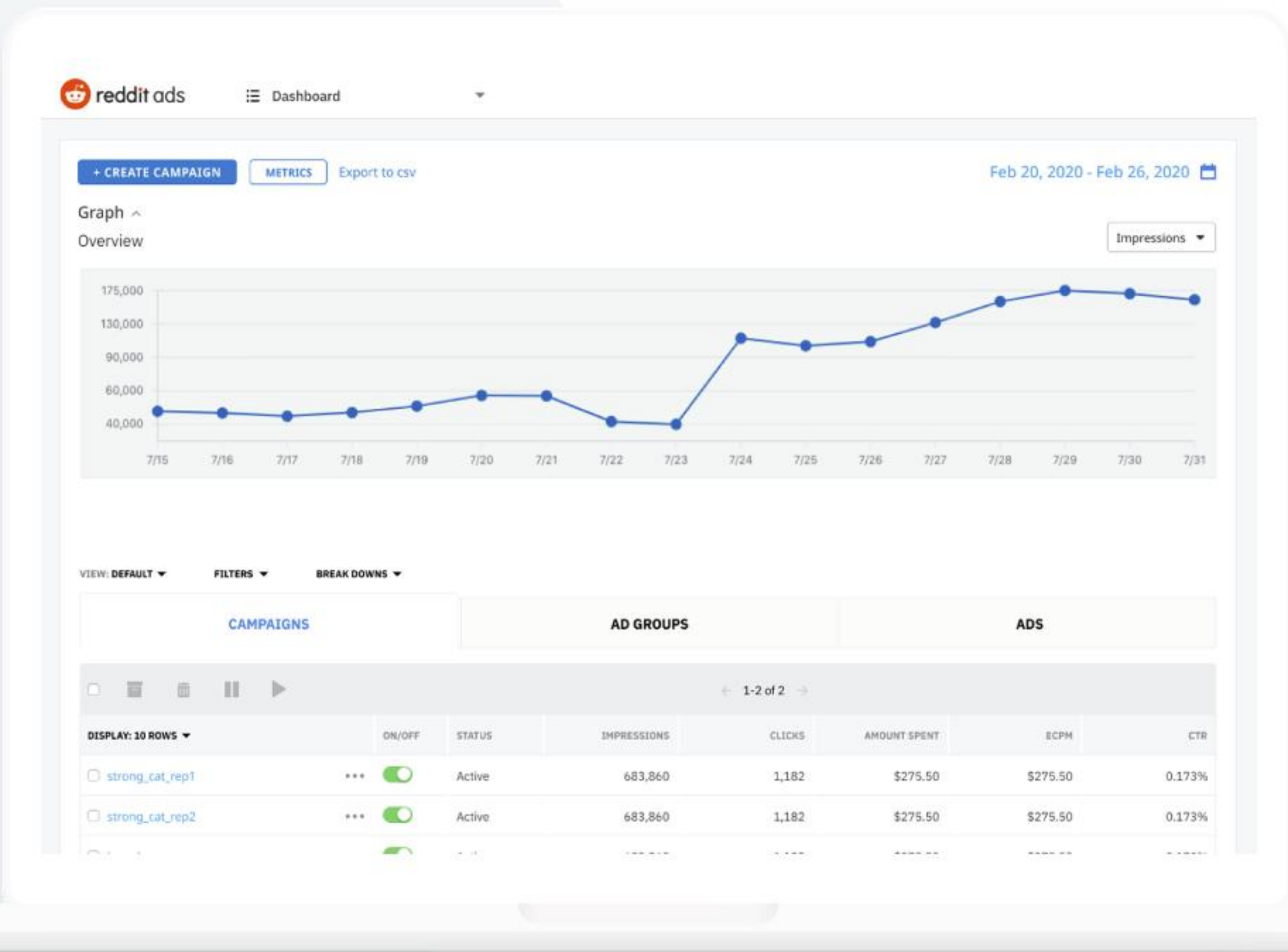
Videos and gifs catch the eye while providing a means to communicate more information about your brand through demos, narratives, and even UGC.

- Place prominent branding within the first 3 seconds
- Include captions to engage viewers with sound off
- Turn a short video (less than 30 secs) into a gif
- Test vertical videos and 1x1's for mobile web and mobile app

Measure Your Results

Optimize your campaign based on the metrics important to your brand using the Reddit Ads dashboard.

The Reddit Ads dashboard is your source for understanding the performance of your campaigns. Metrics fall into the following categories: General Performance, Ad Group metrics, Engagement, Conversion, and Video.



r/Microscopy

Measure actions users have taken on your website, after interacting with your ad with the Reddit Pixel.



Gain visibility into customer actions

Track 8 standard event types on desktop, mobile web, and mobile app. View conversion reporting within our interface.



Measure the effectiveness of your ads

Deeper insight into your customer's journey allows for actionable insights and smarter optimizations.



Fully Integrated with Google Tag Manager

If you're using Google Tag Manager to manage tags for your website, you can easily add the Reddit Pixel to measure the results of your Reddit campaigns.

r/itookapicture



Measure reach, resonance, and reaction with one of our measurement partners.



REACH

Did your **intended audience** see the campaign as planned?



RESONANCE

What do people **think and feel** after being exposed to the campaign?



REACTION

What **business-driven actions** do people take after being exposed to the campaign?



Brand Safety on Reddit

Our differentiated layered approach makes Reddit a safe, effective place for advertisers to align with their most passionate audience.

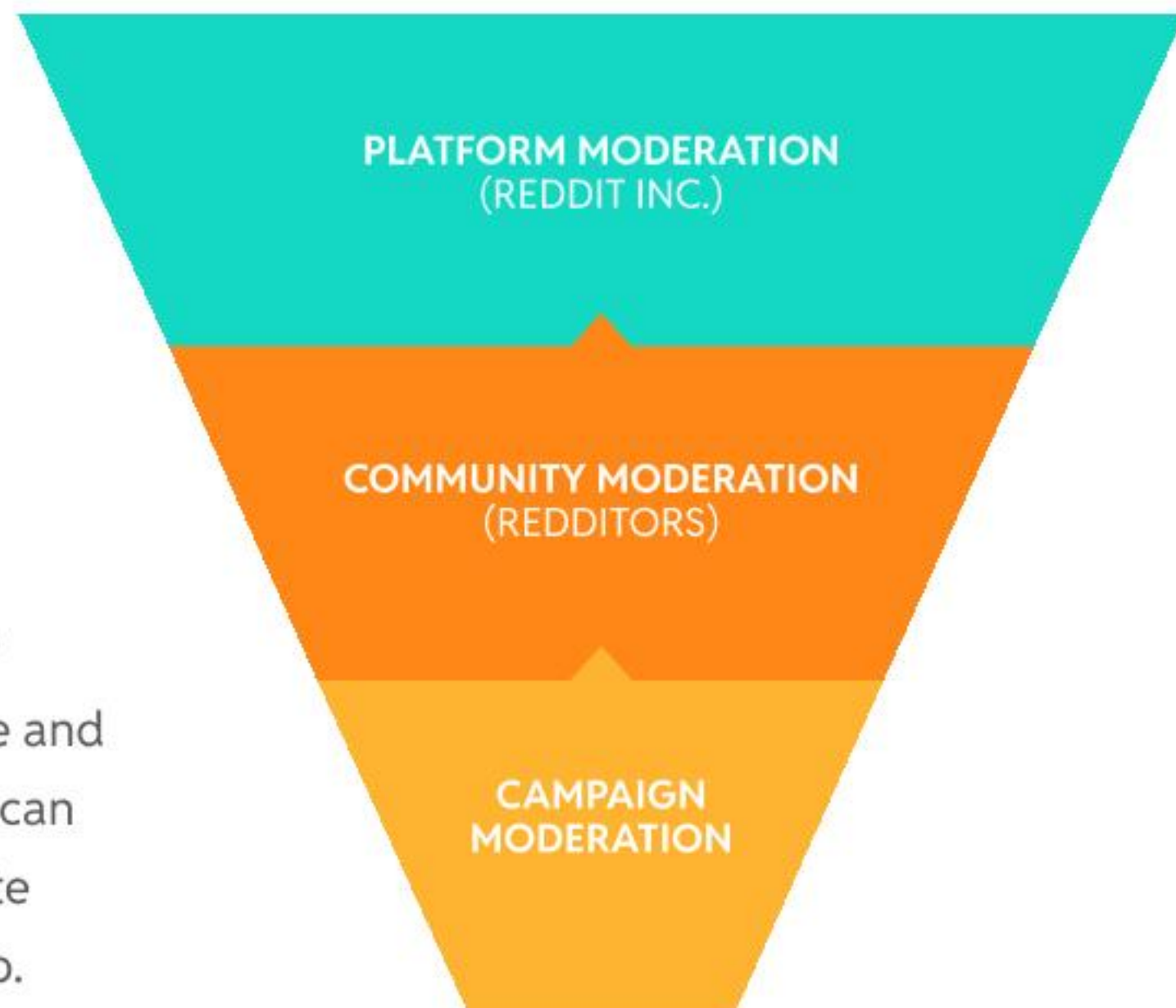
Reddit's Layered Moderation

Platform Moderation:

A combination of policy, enforcement practices and dedicated internal teams are responsible for making Reddit safe for all.

Community Moderation: Each community has dedicated volunteer moderators who establish, moderate and enforce community rules. Redditors can upvote quality content and downvote content that detracts from the convo.

Campaign Moderation: At the campaign level, we offer tools, systems, and products to ensure that ads run in a safe and relevant environment.



We give brands flexibility to customize their reach and level of community engagement based on their organization's brand safety expectations.



Brand Safety Across Reddit

Content Guidelines for Ads

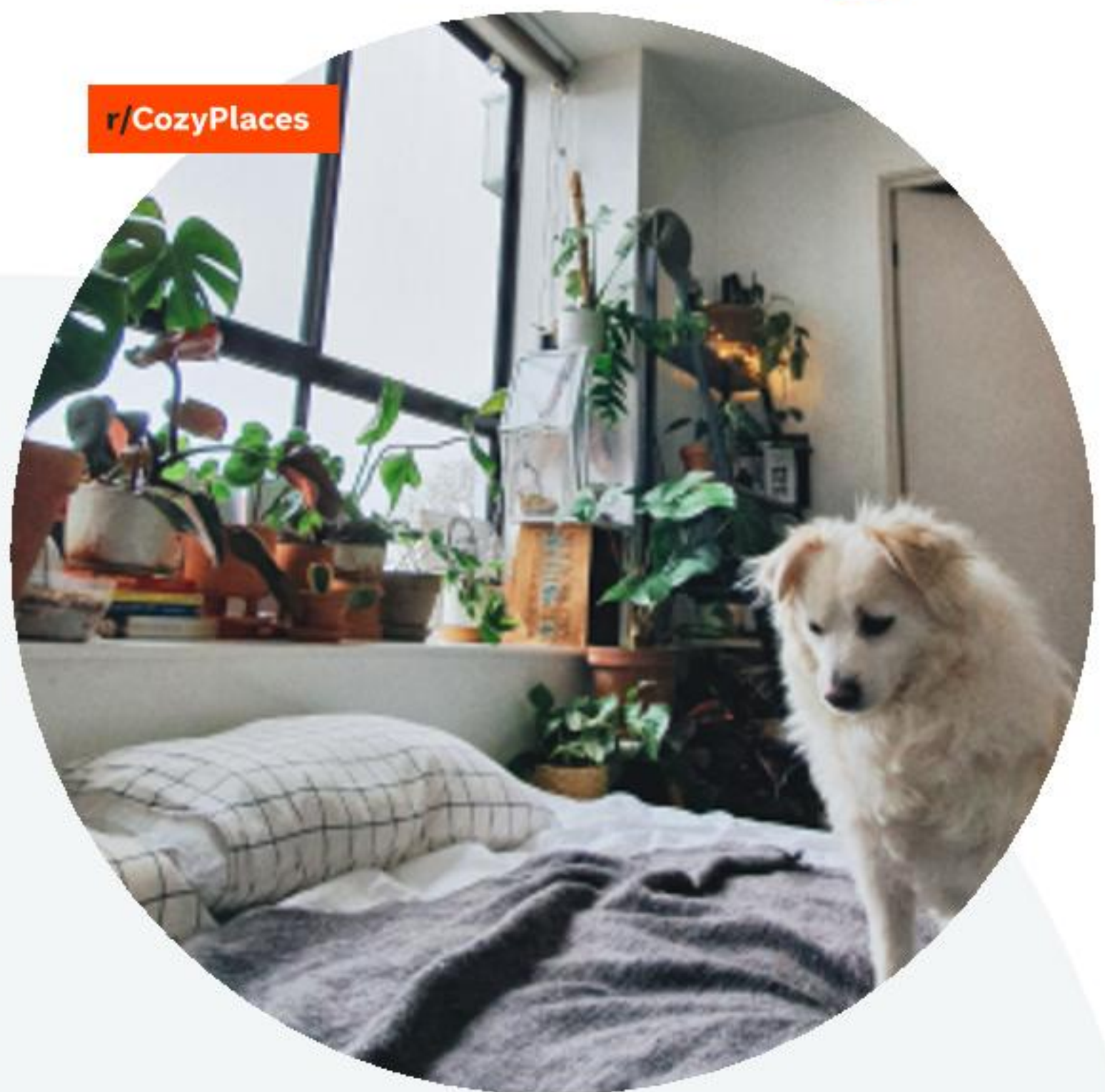
Our content guidelines inform the surroundings in which we serve ads. Below are some types of content we work to prevent ads from appearing next to:

- Adult and sexually explicit content
- Hate speech, profanity, and offensive content
- Sensitive content related to support and identity
- Gore and graphic content
- Illegal content

Communities Safe for Advertising

Reddit doesn't run ads everywhere, instead campaigns only run in communities that are deemed appropriate for ads. We're constantly reviewing and refining this list based on the growth of our communities and advertiser base.

Access our Reddit Content Policy at redditinc.com/policies/content-policy



Brand Safety Advertiser Controls



Comments On/Off

Brands have the choice of enabling comments for engagement campaigns or leaving comments disabled when the campaign goal is awareness. Engagement campaigns can turn comments off at any time.



Negative Keyword Exclusion

Negative keyword exclusion provides brands control over the type of content that appears above and below their ad.



Community Exclusion

Community exclusion enables brands to withhold their ad from appearing in specific communities.



Inventory Types

Inventory Types provides brands with the ability to opt-in to the group of inventory that aligns best with the brand, campaign message, or audience goals.

Expanded Inventory

Show ads on the widest set of Reddit inventory that meets our content standards. This option is ideal for brands interested in maximizing access to a full breadth of inventory that is eligible for ads, providing the widest reach across Reddit.

Standard Inventory (recommended)

Show ads across a wide range of content that is appropriate for most brands and campaigns. It excludes sensitive content such as repeated profanity and sexual content.

Limited Inventory with Oracle Data Cloud

Show ads on a reduced range of content, ideal for advertisers with strict content guidelines. Powered by Oracle Data Cloud's Contextual Intelligence, Limited Inventory provides an additional layer of proactive contextual control through Oracle Data Cloud's multi-term matching.

Reach out to your Reddit Account team to learn more about brand safety on Reddit.



Thank you!

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

