

Learn to master
the one platform
where trust in product
recommendations
is on the rise.

The Retailers' Advertising Handbook





Trust in influencers is declining.
Trust in bloggers is declining.
Trust in reviews is declining.

Learn to master the one platform where trust in
product recommendations is on the rise.



All of our secrets, spilled

We’re not holding back—we’ll go through everything you need to know about advertising your retail products on Reddit.

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Shoppers are short on trust these days

Shoppers aren't feeling very trustworthy of certain product recommendations—you may even share some of their suspicions:

- Reviews on sites like Google and Amazon could be pay to play.
- Recommendations in search results could only be there for an affiliate commission.
- Influencers could only be recommending a brand because they've been sponsored.

It's frustrating for shoppers who are overwhelmed with so many options from so many retail brands. More choices means they have to make more decisions—but they don't want to do it alone. They want to buy something based on a recommendation they trust.

When shoppers do go looking for a recommendation they know isn't pay to play, they turn to Reddit—a place where they know they can trust real recommendations from real people.

1.92B

Number of times Reddit was added to Google searches in 2022¹

17%

Amount trust in Reddit increases year over year (YOY)²

-23%

Amount trust in other platforms decreases YOY³

¹ GLOBAL WEB INDEX, US DATA, Q1–Q4 2022

²⁻³ YPULSE, POWER OF COMMUNITY, US, 2021, AGE RANGE 13-19



How to advertise products to shoppers in a trusting mood

+46%

redditors are more likely to trust a brand that's advertised on Reddit⁴

+32%

redditors are more likely to be searching for product or brand info⁵

2.5x

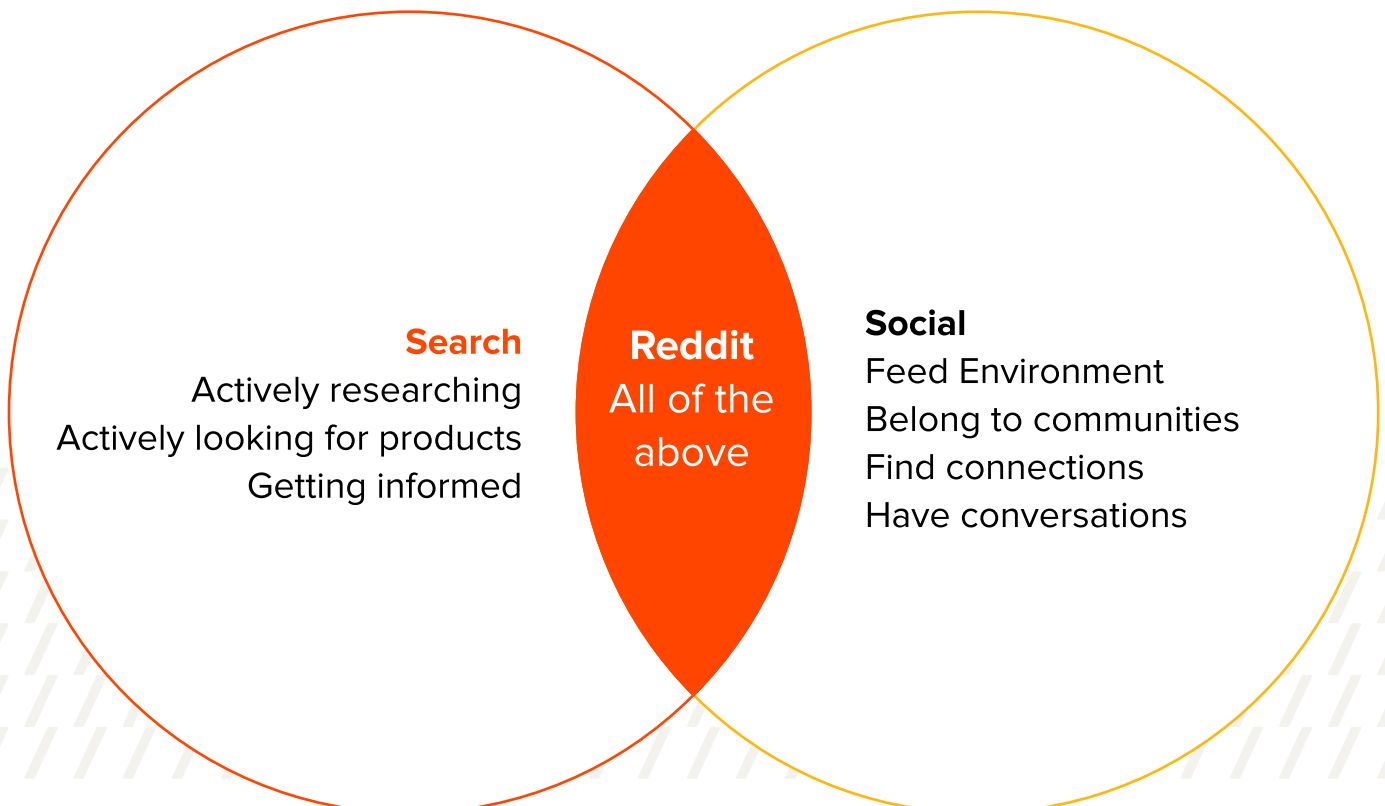
redditors spend more per purchase⁶

+56%

redditors are more likely to talk about a brand positively online⁷

4-7 SOURCE: LUTH RESEARCH, 2021, US. LIFTS = REDDIT AD VIEWERS VS. SOCIAL PLATFORM AD VIEWERS. SOCIAL PLATFORMS = FACEBOOK, INSTAGRAM, TWITTER, PINTEREST, SNAPCHAT, TIKTOK

Shoppers love coming to Reddit for retail product recommendations because the ones they receive are personal and frequent. On average, people ask Reddit for **two recommendations a second** and get **19 responses in return** on average, bringing together the best of search and social.



How many relevant shoppers can you reach on Reddit?

216M

US Ads Addressable Users and growing⁸

⁸TikTok has 150m as of 2023⁹

430M

Reddit posts¹⁰

+2.5B

Comments¹¹

+100k

Communities¹²

22

Minutes spent a day in app per user¹³

8, 10-12 REDDIT INTERNAL, GLOBAL, 2022 | 9 TIKTOK NEWSROOM, FEB 2023 | 13 COMSCORE, US 2022

Reddit is a community of communities that talk about...well...anything and everything, including whatever retail products they're on the hunt for. We've got more ads addressable users than TikTok, and an audience you won't find on other social media platforms.



BEAUTY & STYLE

11M Visitors

160M Pageviews



FASHION & SPORTS APPAREL

15.9M Visitors

198M Pageviews



TECH & GAMING

74.5M Visitors

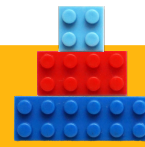
2B Pageviews



FOOD & GROCERY

12.5M Visitors

145M Pageviews



PARENTING & BABY

5.8M Visitors

93M Pageviews



HOME & LIFESTYLE

14.6M Visitors

191M Pageviews

Unduplicated US Audience



How to read this:
64% of redditors
are not on Pinterest



Myth buster: redditors don't hate ads

It's a myth that redditors hate advertisements. In fact, they think more of the brands who advertise on Reddit than those who don't. They're more likely to purchase a product they've seen advertised on the platform, too.

+27%

Reddit Ad viewers are more likely to purchase a product they see advertised¹⁴

2.5x

Greater spend among those who've viewed a Reddit Ad¹⁵

+46%

Of redditors are more likely to trust brands that advertise on Reddit¹⁶

56%

of Reddit Ad viewers talked about the brand or product online positively¹⁷

14-17 SOURCE: LUTH RESEARCH, 2021, US. LIFTS = REDDIT AD VIEWERS VS. SOCIAL PLATFORM AD VIEWERS. SOCIAL PLATFORMS = FACEBOOK, INSTAGRAM, TWITTER, PINTEREST, SNAPCHAT, TIKTOK



START YOUR FIRST REDDIT CAMPAIGN



Reddit Ad campaign best practices

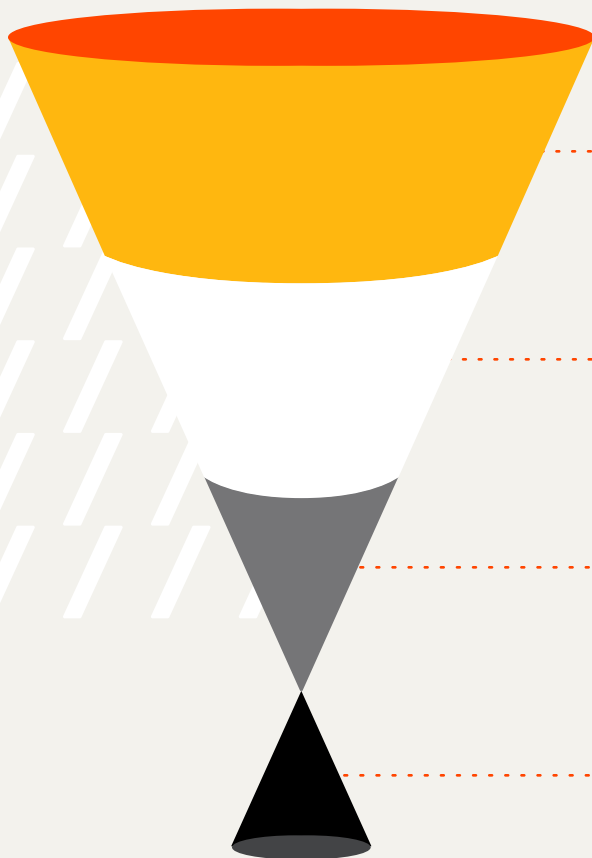
Building a strong Reddit Ad campaign is a lot like any other ad campaign—the most successful retailers are clear on who they want to reach, what they want to accomplish, and how they want to accomplish it.

This section will cover the details on how to take that general advice and apply it to planning, creating, and setting up your first Reddit Ad campaign.

1. Campaign Strategy

A winning campaign strategy will align your overall goal with your Reddit Ad campaign objective, key performance indicators (KPIs), bidding strategy, ad format choice, targeting, and measurement.

Advertisers have the potential to be successful on Reddit at all stages of the funnel, including awareness, consideration, conversion, and loyalty.



Awareness

Reach your target audience via high-impact takeovers & ads on the front page, the trending page, or relevant communities.

Consideration

Use a Promoted Post or Conversation Placement with interest or keyword targeting.

Conversion

Use automated bidding solutions like Max Conversions or Max Installs to drive measurable results.

Loyalty

Use your own data or customer retargeting to sustain brand loyalty, engage people who are already customers or who have shown interest in your brand.



Awareness

The combination of products and formats you choose matters. You don't want to select traffic as your campaign objective when all you really care about is reaching as many people as possible. Likewise, you don't want to pay for every impression if what you care about is traffic.

We recommend the following:

- **Campaign objective:** Choose awareness to optimize for how many times your ad is seen. Choose video views or traffic only if you're interested in those specific actions.
- **Bid types:** You'll pay based on your objective; i.e. how many people see, watch, or click your ad. You don't want to choose a conversion campaign objective if what you really care about is how many people see your ad. Set bids based on your goals and how competitive you want to be in the auction. When using the Traffic objective, use the maximize clicks automated bidding strategy.
- **Ad formats:** All promoted post formats (image, video, or text) work well for awareness. Consider a takeover, too, which puts your brand front and center on our homepage, category pages, or in the first slot in our feed.
- **Targeting:** Stick with interest targeting for awareness. Community or keyword targeting will narrow your audience and make it hard to scale.
- **Measurement:** You can measure most awareness KPIs right in the Ads Manager or work with a third-party to conduct a brand lift study. If you're focused on traffic, install the Reddit Pixel to accurately measure related events like Page Visit (when a user visits your website's landing page) or View Content (when a user lands on specific webpages, like a product page). Reddit will report on clicks, but any actions that happen on the advertiser's website post click will need the pixel to attribute that back to Reddit ad activity.

YOUR CAMPAIGN STRATEGY

Campaign Objective:

BRAND AWARENESS AND REACH

KPIs:

MAXIMIZING REACH

GUARANTEED IMPRESSIONS

VIDEO VIEWS

TRAFFIC

Bid types:

CPM
(OBJECTIVE: REACH)

CPV
(OBJECTIVE: VIDEO VIEWS)

CPC
(OBJECTIVE: TRAFFIC)

Ad Formats:

PROMOTED POSTS
IMAGE, TEXT & VIDEO

CONVERSATION
PLACEMENTS

TAKEOVERS

Recommended Targeting:

INTEREST GROUP TARGETING

Measurement:

BRAND LIFT STUDY

START YOUR AWARENESS CAMPAIGN



Consideration

Consideration could mean a lot of things—you might be looking for engaged traffic, or maybe you want them to watch a video all the way to the end. Here’s how to set yourself up for success mid-funnel:

- **Campaign objective:** If you’re looking for shoppers to engage with your site, choose conversions. Select video views if you’ve got a video you want shoppers to watch all the way through.
- **Bid types:** For an on-site action or clicks on your post, you’ll pay per click. Set bids based on your goals and how competitive you want to be in the auction. Use the bid recommendation in the Reddit Ads dashboard to help set CPC bids or caps. When using the Conversions objective, use the maximize conversions automated bidding strategy.
- **Ad formats:** All promoted post formats work here, too, as long as you’re using a clear call-to-action (CTA). Couple them with conversation placements, and test Reddit-specific tactics like AMAs or Megathreads.
- **Targeting:** Interest targeting should be your go-to here too, but you should also consider retargeting audiences who have previously engaged with your ads on Reddit.
- **Measurement:** Install the Reddit Pixel to accurately measure an action taken on your site.

YOUR CAMPAIGN STRATEGY

Campaign Objective:

CONVERSIONS, VIDEO VIEWS, TRAFFIC

KPIs:

TRAFFIC

VIDEO VIEWS

Bid types:

CPV
(OBJECTIVE: VIDEO VIEWS)

CPC
(OBJECTIVE: CONVERSIONS, TRAFFIC)

Ad Formats:

PROMOTED POSTS
IMAGE, TEXT & VIDEO

CAROUSELS

Recommended Targeting:

INTEREST GROUP TARGETING

REDDIT ENGAGEMENT RETARGETING

Measurement:

REDDIT PIXEL

START YOUR CONSIDERATION CAMPAIGN



Conversion

Action refers to any action you want a shopper to take on your site—think sales, newsletter signups, add to cart actions, and more. Here’s how we’d structure that campaign:

- **Campaign objective:** Choose a conversion campaign objection to optimize for actions.
- **KPIs:** KPIs might include check-out, add to cart, newsletter signups or any other on-site action.
- **Bid types:** For an on-site action, you’ll pay per click. Set bids based on your goals and how competitive you want to be in the auction. Use the bid recommendation in the Reddit Ads dashboard to help set CPC bids or caps. When using the Conversions objective, use the maximize conversions automated bidding strategy.
- **Ad formats:** We’d recommend promoted posts, carousel ads and conversation placements again for action-oriented ad campaigns.
- **Targeting:** Target by interest, past customers, redditors who have previously engaged with your ads, or past visitors of your website.
- **Measurement:** Install the Reddit Pixel to accurately measure an action taken on your site.

YOUR CAMPAIGN STRATEGY

Campaign Objective:

CONVERSIONS

KPIs:

CHECK OUT

ADD TO CART

NEWSLETTER
SIGNUPS

Bid types:

CPC
(OBJECTIVE: CONVERSIONS)

Ad Formats:

PROMOTED POSTS
IMAGE, TEXT & VIDEO

CAROUSELS

CONVERSATION
PLACEMENT

Recommended Targeting:

INTEREST GROUP
TARGETING

REDDIT ENGAGEMENT
RETARGETING

CUSTOMER
LIST TARGETING

PIXEL
RETARGETING

Measurement:

REDDIT PIXEL

START YOUR CONVERSION CAMPAIGN



2. Targeting

There are three ways you can reach a target audience on Reddit—you can use our audiences, your own audience, or you can retarget those who have engaged with your business before.

Reddit audience targeting

Run of site (ROS): targets all Reddit users, and provides efficient reach and scale which can result in overall lower costs.

Interest groups: targets Reddit users by interest, and broadens reach and scale compared to community targeting alone.

Community targeting: targets people who engage with specific subreddits, and taps into a highly engaged audience with true interests and passions.

Keyword targeting: target people based on keywords in conversations that they are having on Reddit. We recommend combining branded and non-branded keywords.

Custom audience targeting

Custom audiences target people in your own database. You can upload your own audiences to Reddit Ads directly using a CSV file or our Liveramp integration. Our email match rate for email list uploads is 35% to 45% on average.

We recommend using custom audiences for campaigns meant to re-engage with qualified or high-value customers who have previously engaged with your business, or exclude current customers in order to reach a net new audience and drive new customer acquisition.

If you're using a custom audience, be considerate of your audience size and adjust your bidding strategy accordingly.

Retargeting

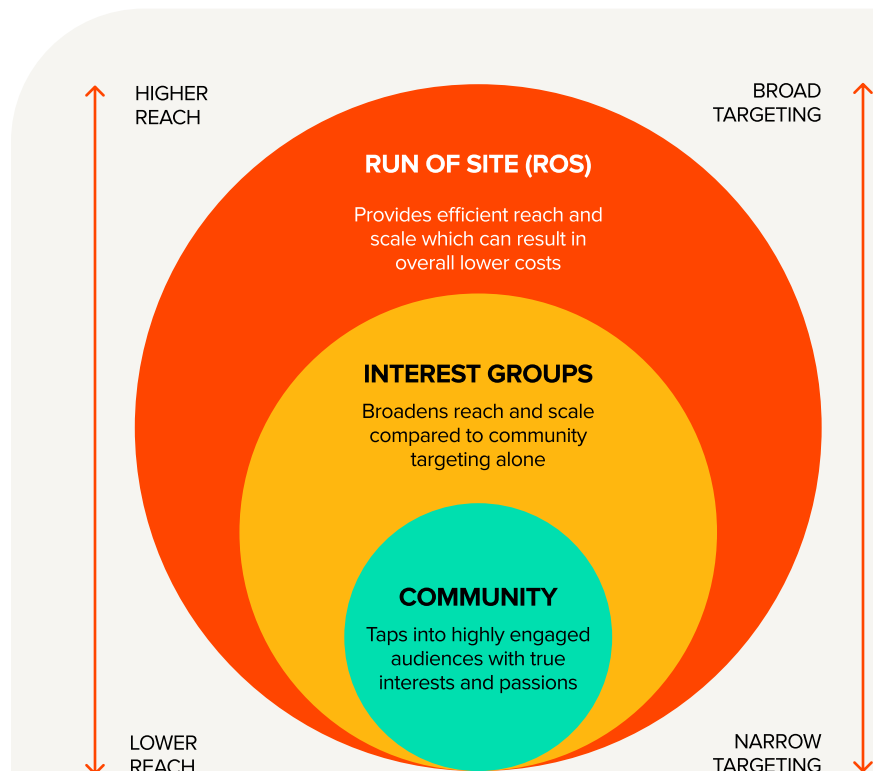
If you're using the Reddit Pixel, you can retarget people who've already visited your website, or those who have taken action in your current campaign or a prior campaign.

Whether or not you've installed the pixel, you can also retarget people who have engaged with your current campaign on Reddit. This focuses on onsite actions, while pixel retargeting focuses on what people did after they saw an ad. If you go this route, allocate at least 20% of your budget to retargeting at launch, optimize as you go.

We highly recommend installing the Reddit Pixel for the best chances at success.

We recommend you use ROS targeting at first if you're just getting started. Check in with your campaign frequently to see if any interests or subreddits perform better than others, and optimize from there.

If it's important that you reach a niche audience, we recommend combining community targeting and interest targeting. Only using community targeting could result in your ad getting delivered less frequently, and will make it hard to scale.



3. Ad Formats

We've got 'tried and true' ad formats you've seen on other platforms—think text, images, and videos—but we've got some unique tricks up our sleeve, too. They could be your ticket to standing out on Reddit.

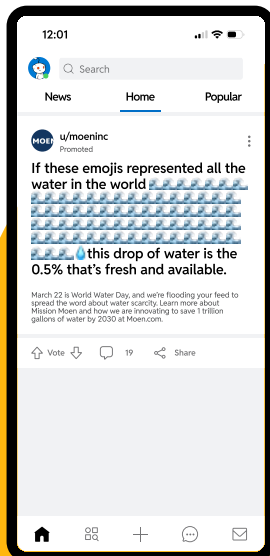
Promoted posts (Images, Carousel, Text and Video)

Promoted posts include promoted text, images, carousel and videos. They're placed in-feed like you've probably seen on most social media platforms, and are great for retail goals throughout the funnel.

We also offer product ads, which are great for retailers who want to create and run ads using their existing product catalog.

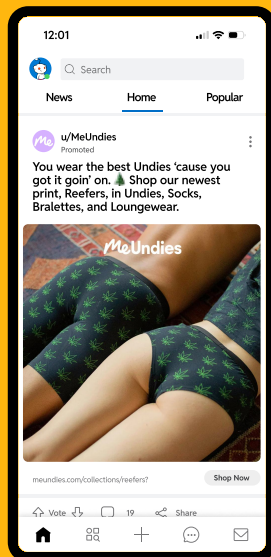
Promoted Post: Text

Stick with the written word.



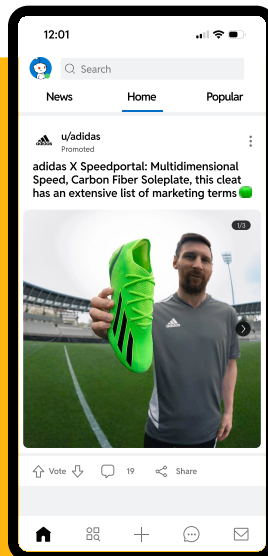
Promoted Post: Image

Couple text with a static image.



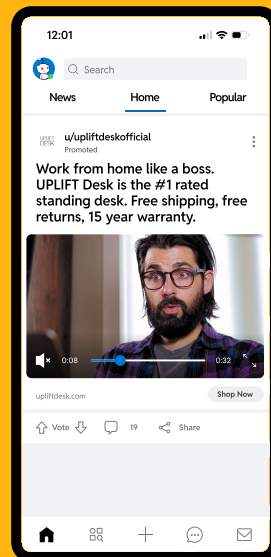
Promoted Post: Carousel

Couple text with multiple images.



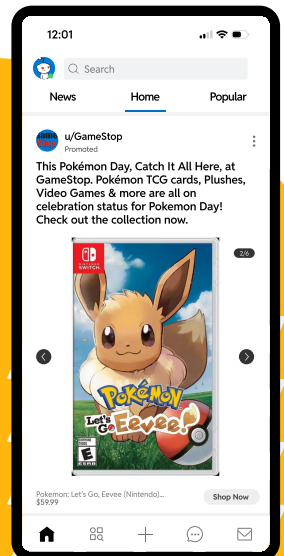
Promoted Post: Video

Couple text with a video.



Product Ads

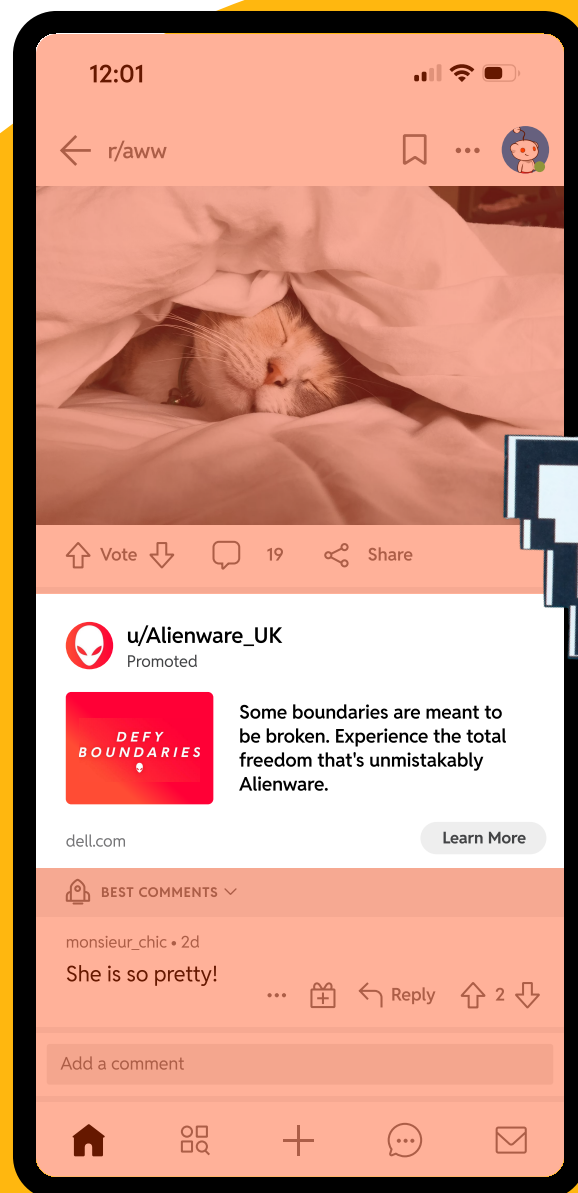
Create and run ads using your existing product catalog.



Conversation placements

Conversation placements are unique to Reddit, and appear above the comment section of a Reddit post (i.e., the Reddit thread). They're also great for retail goals at all stages of the funnel.

Actually, we recommend combining both promoted posts and conversation placements within the same campaign. It's often more cost effective, because you naturally reach more people when you show up above comment threads and alongside organic posts in the feed.



START YOUR FIRST REDDIT CAMPAIGN



AMAs, Megathreads and Engagement Prompts

These aren't ad formats per sé—they're ways we recommend using promoting your organic posts to engage with the Reddit community. They're unique to Reddit, and a great way to start a conversation on our platform. They're great for retailers looking to achieve awareness or consideration goals.

Megathread

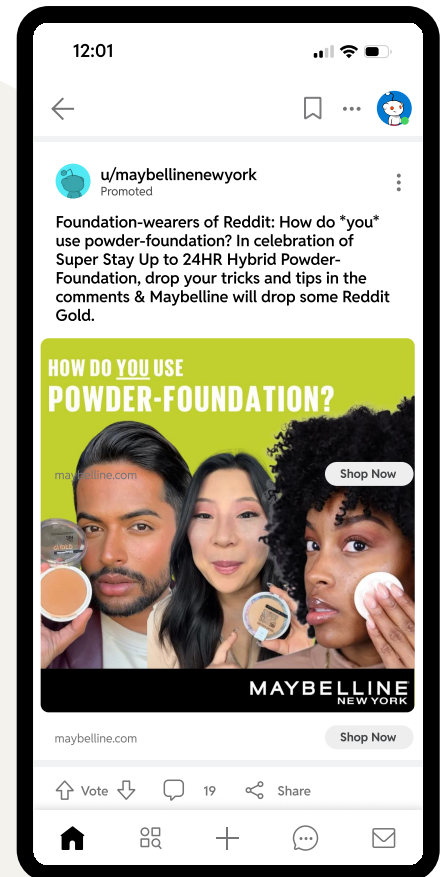
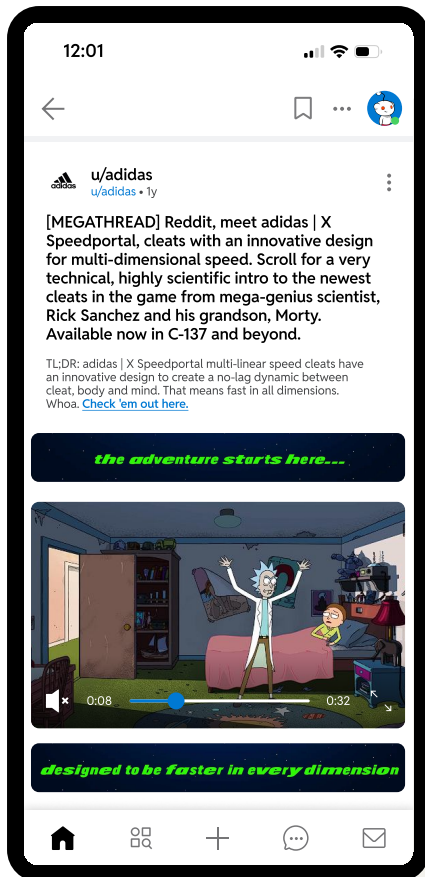
Deliver a lot of information through a variety of media.

Ask Me Anything (AMA)

Answer questions from the community with a favorite Reddit past-time.

Ads with Comments

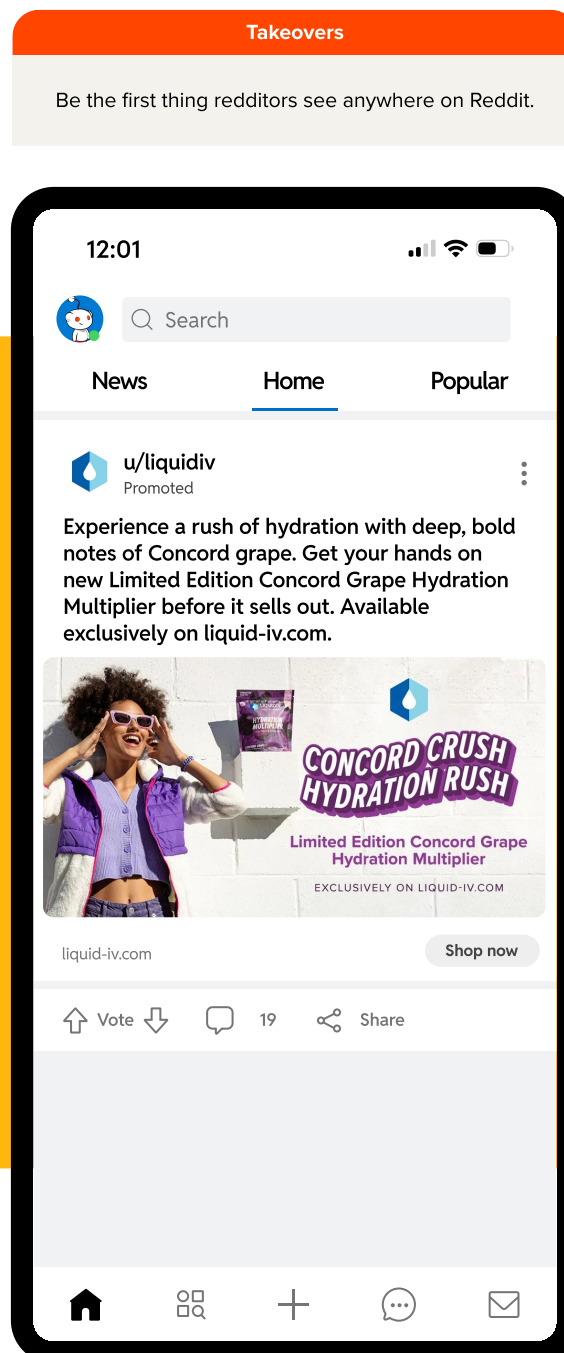
Turn on comments in your ads to start a conversation with redditors.



Takeovers

Takeovers are a way to package a group of ads, and can be activated by working directly with our sales team. They allow brands to “take over,” our homepage, or sections like popular posts, trending posts and categories. You can also serve your ad at a user's first ad impression, or a combination of all or some of these options. They’re great for retailers looking to achieve awareness.

- **Front Page Takeover:** be the face of the front page of the internet
- **Trending Takeover:** be the first thing users see in our trending posts section
- **Category Takeover:** be the face of a particular category
- **First View (Takeover):** be the first in-feed placement a user sees when they visit



Creative Best Practices

The brands that are most successful on Reddit seek to be transparent and honest with our communities. If you achieve anything with your ads—make that your goal. We also recommend following a few tips and tricks to help your ad perform as best as possible.

Nail the technical stuff

- Build both images and videos with mobile in mind
- Use overlay text in both images and videos to get descriptive
- Keep image and video headlines under 150 characters
- Build images in a 4:5 or 1:1 ratio
- Build videos in a 4:5 ratio
- Use subtitles in videos (this goes for both mobile and desktop)
- Test different video lengths. We've found 60 seconds is the sweet spot

Don't be shy with your brand

- Place your logo in the top left corner of your images or videos
- Show off your product in your images or videos, clearly
- Mention your brand name in the headline of images and videos
- In videos, show your brand in the first 3 seconds

Generate action

- Use limited time offers or discounts
- Try Reddit-specific promotions
- Include a CTA in your headline
- Include a CTA in your video

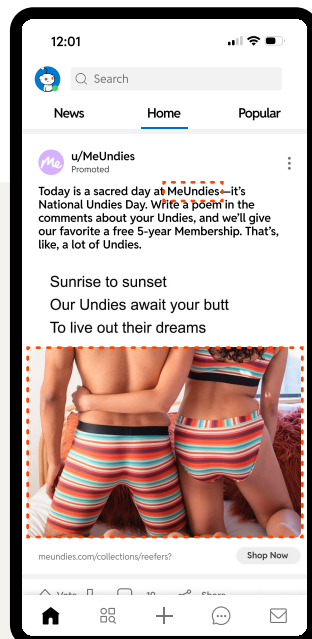
Use the lingo

- Address Reddit directly
- Call out specific subreddits, if relevant
- Use the language (ICYMI, Redditors like acronyms)

Technicalities



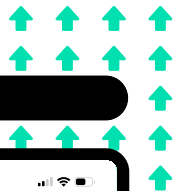
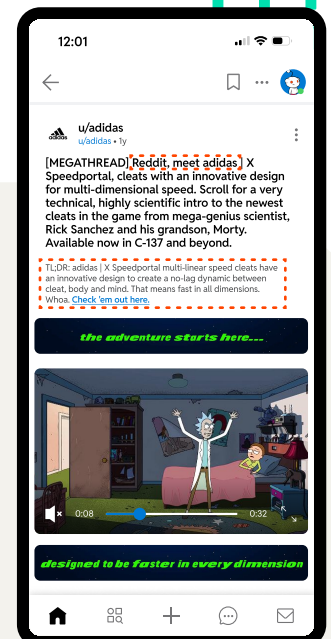
Brand



Action



Lingo



DIVE DEEP INTO OUR CREATIVE BEST PRACTICES



4. Campaign set-up

The way you set up your campaign will dictate how well you can optimize it later. Consider the questions you might ask yourself to take action and improve. For example, you might ask:

- Which audiences are most interested in my ads?
- Where are my audiences interacting with my ads?
- Which ad formats are interacted with the most?
- Which creative is the most compelling?
- Which individual ad has given me the most bang for my buck?

Less Ideal

This simple example shows a conversion campaign running on all mobile devices, using two ad groups—each built with the same ads targeting different audiences.

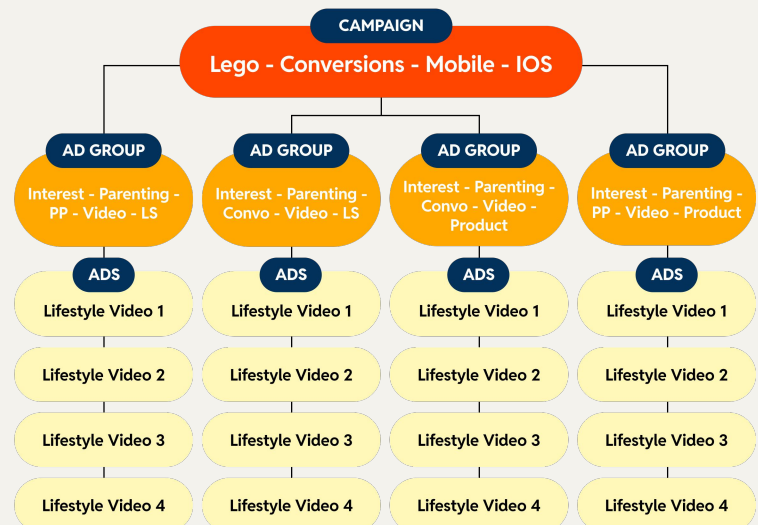
This setup will make it hard to optimize by anything but your audience. You'll essentially only be able to answer the question, "which audiences are most interested in my ads?"



More Ideal

The following example illustrates a setup that will allow you to optimize based on more information, by following these principles:

- Each campaign targets a single device type (iOS, Android, etc.), not just mobile
- Each ad group targets a single interest group, ad placement, and creative type
- Each ad group contains specific ads, to narrow down which ads resonate with which audience, ad placement and creative type



If you're trying to test everything, you're going to find yourself with a lot of campaigns and ad groups, quickly. Instead of focusing on everything at once, we recommend starting with:

- **Device type:** People behave differently across devices (think desktop, mobile, apps, web, Android, and iOS). Split your campaigns across platforms if it's important to reach your audience in both places.
- **Audience:** splitting campaigns by audience lets you easily compare which audiences resonate with your campaign, as well as make it easier to combine audiences later.
- **Format:** If you're planning to test text, images, carousels, videos or any combination of the four at the same time, split your campaigns by format. This will allow you to ensure all of your ads get served across different placements, especially when budgets are tight.
- **Placement:** Combine a single ad format (text, video, image, carousel) that's placed in the feed (think promoted posts) and conversation placements in the same campaign to efficiently spend your budget.
- **Creative:** you should always be testing your creative strategy—image, video, text, headlines, calls-to-action (CTAs), sizes, and more. We recommend testing at least three to five creatives at once.

5. Maximize Your Performance

We have a lot of great ad formats you can use in your Reddit campaigns, but one of the most important things you can do to supercharge your campaigns is install the Reddit Pixel. By putting the Pixel on your website, you'll be able to optimize your campaign performance, re-target audiences, and expand campaign measurement.

What is the Reddit Pixel

The Reddit Pixel is a small piece of JavaScript code. When placed on a webpage, it tracks the actions users take as they browse your website across devices.

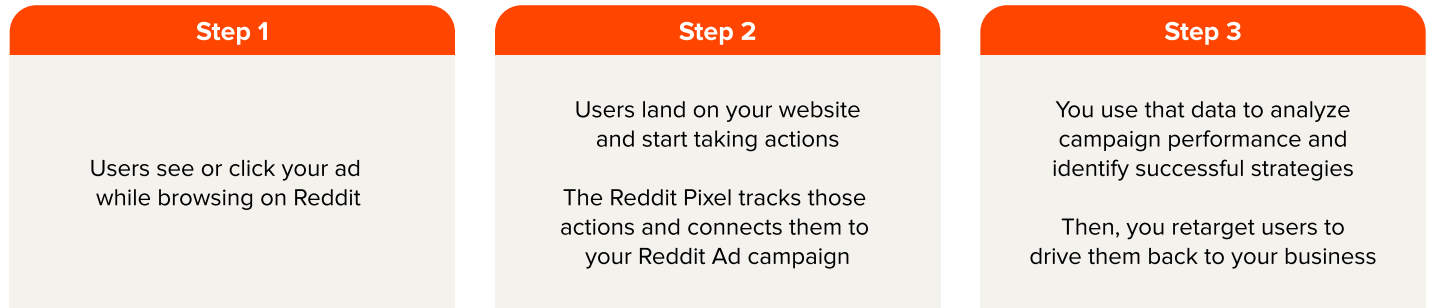
Regardless of your campaign objective, we highly recommend you install the Reddit Pixel. Even if you're running an awareness campaign and don't give a lick onsite actions for that particular campaign, having the Reddit Pixel installed will allow you to use any traffic you generate in future campaigns.

The Reddit Pixel allows you to:

- Track all actions that users take on your website
- Attribute conversions back to your Reddit Ad campaign
- Re-engage your audience in current or future campaigns
- Create a qualified audience of people who have visited your website
- Retarget previous website visitors to drive more down-funnel conversions



How does the Reddit Pixel Work?

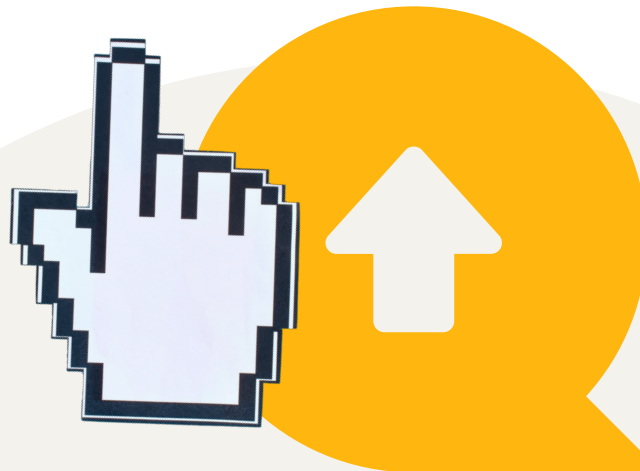


How to get the most out of your Reddit Pixel

You have the ability to collect a lot of useful data with the Reddit Pixel. These tips will help you get the most value from that data:

- **Don't just track basic events like page visits and purchases.** Use all eight standard events, custom events, and event metadata to unlock powerful insights into your customers' path to purchase.
- **Build bigger retargeting audiences by placing the pixel on all high traffic webpages and key touchpoints.** This will help avoid saturating the same redditors with your ads over and over again, causing fatigue.
- **Use customized ads for your retargeting campaign** to entice users back to your business and drive more down-funnel conversions. Retargeted ads have a 40% higher CTR than non-retargeted ads.¹
- **Set a longer attribution window for both views and clicks.** Only 11% of users will convert on that same day after ad exposure, and less than 50% by day 7.² A lot of those journeys start with viewing Reddit Ads, doing research on their own, and eventually converting—all by seeing an ad, but never clicking.

¹ REDDIT INTERNAL DATA, 2020
² REDDIT INTERNAL DATA, Q3 2021



6. Measurement

Depending on your campaign objective, we recommend different strategies for measurement. We've got three main products to help you measure your campaigns effectively.

1. Predicted Brand Lift (PBL)

Brand lift describes the impact of a brand advertising campaign. It measures your campaign's impact on things like awareness, perception and intent.

Reddit partners with a third-party to provide everyone with the ability to predict the brand lift of their awareness campaign. Machine learning identifies creative attributes and predicts how they might perform in a brand lift study. With PBL, advertisers can predict their campaign's impact on aided brand awareness, ad awareness, brand favorability, and action intent.

2. Conversion Attribution Toolkit

The Conversion Attribution Toolkit is a set of tools that your Reddit representative can use to help you properly measure your advertising campaign in partnership with our sales team. It includes four components:

1. **Conversion Dropoff:** Reddit counts a conversion if it happens on the same day that someone interacted with your ad, even if they click on your ad and convert a couple of hours later. This is called one-day attribution. This is different from tools, like Google Analytics, that only count a conversion when your ad is the last thing someone clicked before they converted. This is called last-click attribution. If you're using both to measure your campaign, you'll see a different number of conversions in each platform. This tool helps you reconcile the difference.
2. **Conversion Funnel:** This tool shows how Redditors move through your conversion funnel based on whether they came to your site via a click or a view.
3. **Winner Selection:** This helps you see your top five performing ad groups from two different angles—one-day click and one-day view CPA—and highlights where there are big discrepancies. This normally helps you see which ad groups that are performing well from a clicks-only standpoint may actually be performing far worse when looking at views.
4. **Time Decay:** This tool makes it easy to see how the volume of views compare to the volume of clicks, and how the two decay over time.

3. Attribution enabled by the Reddit pixel

This allows you to attribute specific actions taken on your website to your Reddit campaign through use of the Reddit pixel. See the previous performance section for more details.

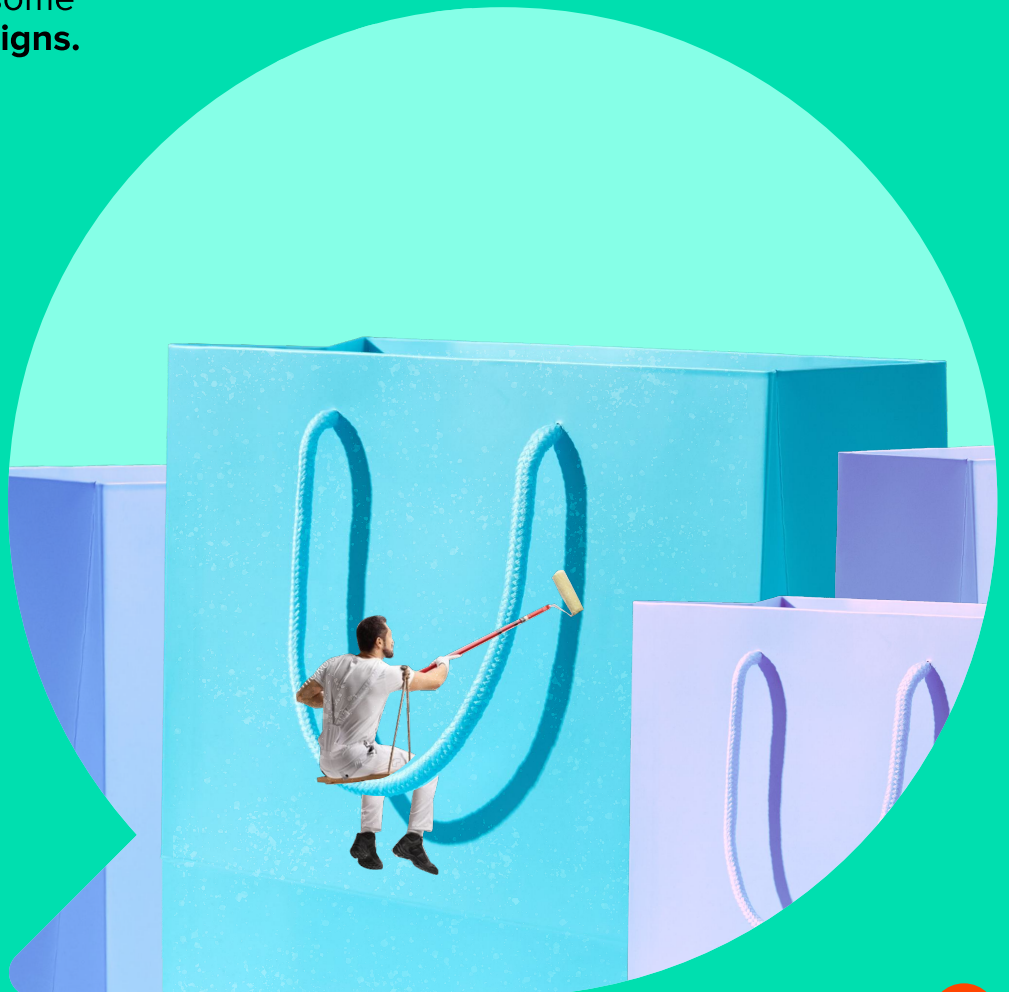
For any campaign where you're using pixel-based measurement, consider working with a member of our sales team to use CAT, and determine the right attribution window.

[START YOUR FIRST REDDIT CAMPAIGN](#)



Retail advertising campaign examples

Sometimes it's best to learn from the best. These retailers have seen success with Reddit Ads at all stages of the funnel, making for some **inspiring example campaigns**.



adidas: 4DFWD

KPIs

Unaided awareness, perception, purchase intent

Targeting

Interest & community

Ad Products

Promoted AMA, videos and carousels

Measurement

Brand Lift

Strategy

adidas paired an expert-led AMA with thoughtfully timed promoted videos to promote their new running shoe, the 4DFWD.

Reddit's runners ask questions about the new shoe. Promoted carousels before and during the AMA piqued redditors interest further by teasing the three hosts and their diverse areas of expertise.

A post-AMA "highlights" video ad extended the life and reach of the event across Reddit. This, coupled with 15 second evergreen videos helped drive exceptional performance throughout the campaign.

“

adidas aims to reach runners of all abilities to view our brand as one that delivers innovative and credible running technology. We looked to capitalize on Reddit's prominent running and tech communities to establish 4DFWD as a premium running shoe near its release date. The Reddit AMA campaign was the perfect opportunity to drive meaningful engagement conversation and introduce 4DFWD to our core audience.

Matt Schade, [adidas](#) US Director, Social Strategy

Results

34%

Headroom lift in redditors' perception that adidas is an innovative brand

31%

Headroom lift in male redditors' awareness of the adidas 4DFWD

20%

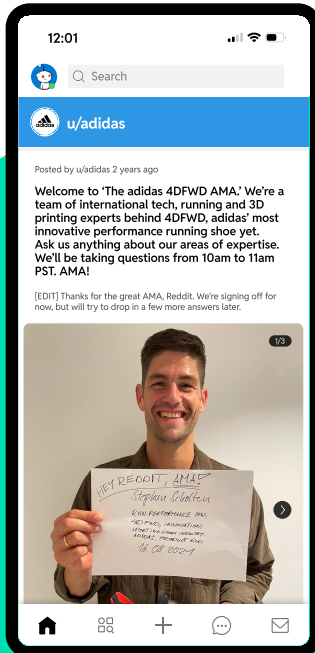
Headroom lift in male redditors' likelihood to purchase



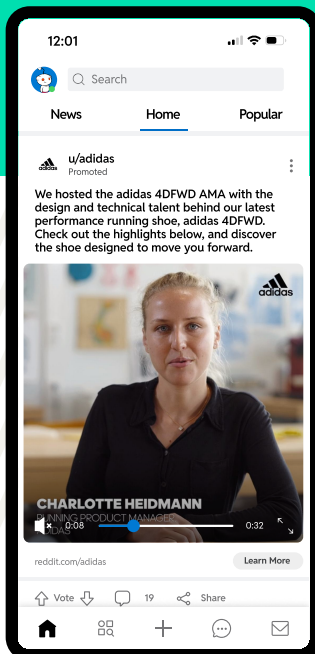
adidas: 4DFWD

Creative

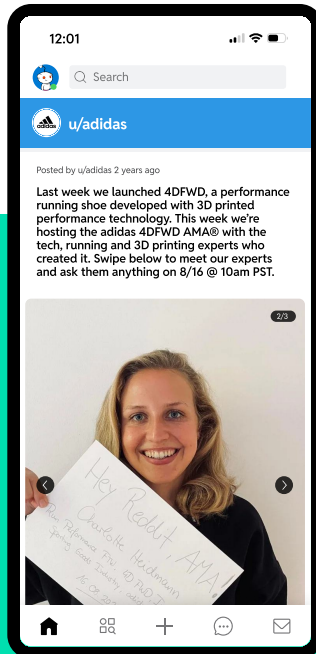
Live AMA



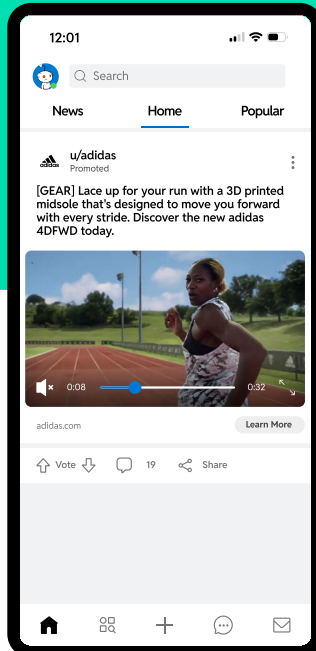
Post AMA



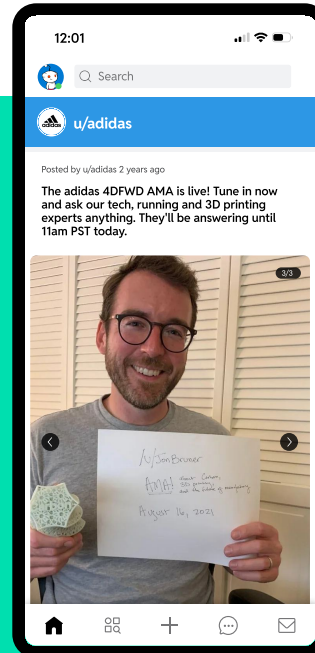
Pre-AMA



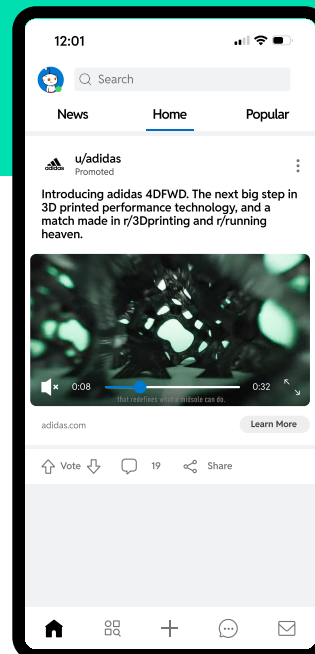
Evergreen Running



During AMA



Evergreen Tech



adidas: X Speedportal

KPIs

Awareness, Perception

Targeting

Interests, Keywords,
Engager Retargeting

Ad Products

Megathread, Category
Takeover, Promoted Videos,
Promoted Carousel,
Conversation Placement

Measurement

Brand Lift

Strategy

Adidas' launch of the X Speedportal soccer cleat found extraordinary results on our platform thanks to its willingness to meet redditors where they are—in their feeds, in their communities, and in the comments.

Adidas worked Rick and Morty-themed creative into formats that tapped into redditors desire to learn more while being entertained. Additionally, adidas made sure to place their media in all the right communities and conversations.

Each format and placement played its part in the campaign's success. Campaign media helped drive resonance among customers of adidas competitors, encouraging redditors to put adidas ahead of competitors when thinking about soccer sportswear.

Conversation Placements were particularly effective at driving Awareness of adidas' X Speedportal shoe, as well as Purchase Intent. Among competitor customers, Purchase Intent increased +10pts.

Promoted megathreads and carousels made their mark with celebrity-led launch videos driving +18 pt increases in adidas' primacy as a soccer brand and Rick & Morty co-branded videos driving a +6 pt increase in Purchasing Intent.

Results

Brand favorability vs. competitors

+5 | Megathreads

+11 | Promoted Posts

+14 | Conversation Placements

Purchase intent

+9 | Conversation Placements

+6 | Megathread and Carousel

Product Awareness

+8 | Conversation Placements

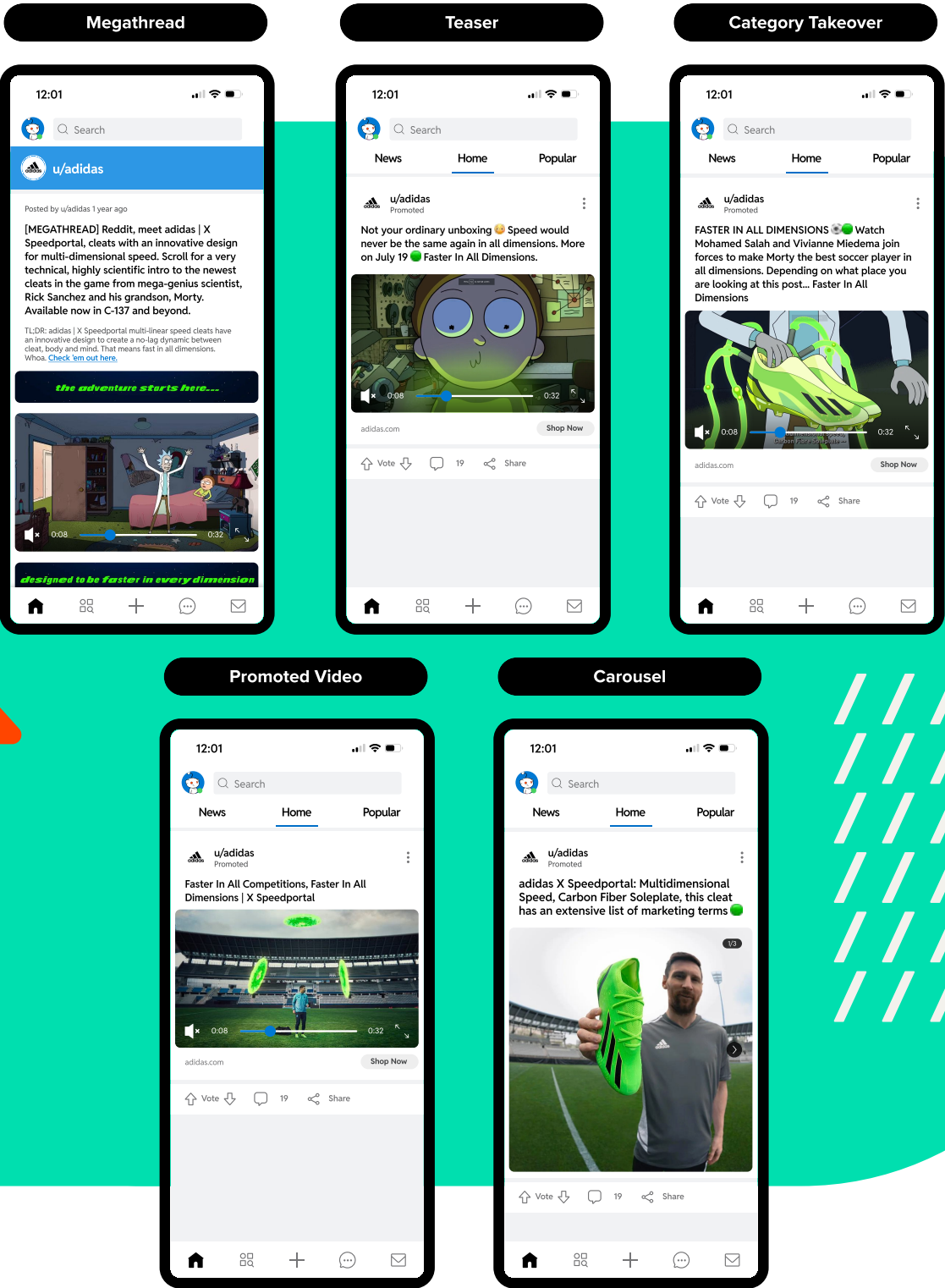
Primacy as a soccer brand

+18 | Promoted Megathread
and Carousel



adidas: X Speedportal

Creative



MeUndies: National Undies Day

KPIs

Engagement,
Traffic, Sales

Targeting

Entertainment, Run of Site,
Family & Relationships

Ad Products

Engagement
Prompt

Measurement

Attribution enabled
by the Reddit Pixel

Strategy

The MeUndies team wanted to create a custom moment on Reddit to celebrate and reward their existing fans while driving awareness and bringing new customers into the fold.

A cheeky Engagement Prompt on National Undies Day asked redditors to write poems for a chance at winning a 5-year membership. redditors showed up in droves (and possibly their underwear) to win five years of MeUndies, comped.

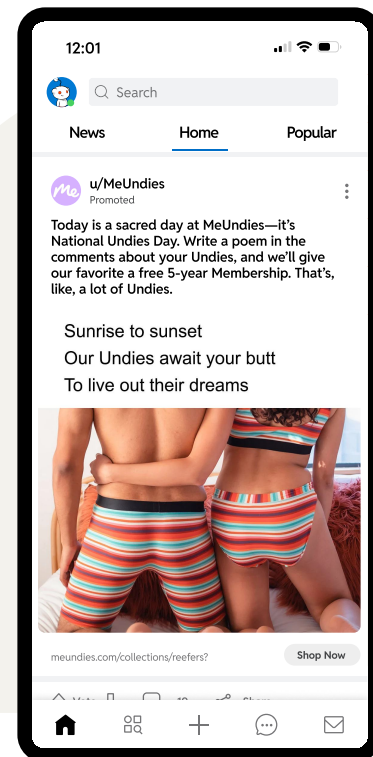
“

The Reddit team has provided incredible support throughout our paid media campaigns. They're a knowledgeable team, and our work together has been innovative and fast-moving. We had confidence in our working partnership before our National Undies Day campaign started, and the impact of the campaign speaks for itself..

Kathy Pham, Senior Associate,
Growth Marketing, **MeUndies**

Creative

Engagement Prompt



Results

15x

Transaction lift in total transactions attributed to the Reddit engagement prompt campaign vs. typical MeUndies performance reporting



MeUndies: Conversion Lift Study

KPIs

Engagement,
Traffic, Sales

Targeting

Run of site,
Interest, Community

Ad Products

Promoted posts, Videos,
Carousel and Reddit Pixel

Measurement

Reddit Conversion Lift

Strategy

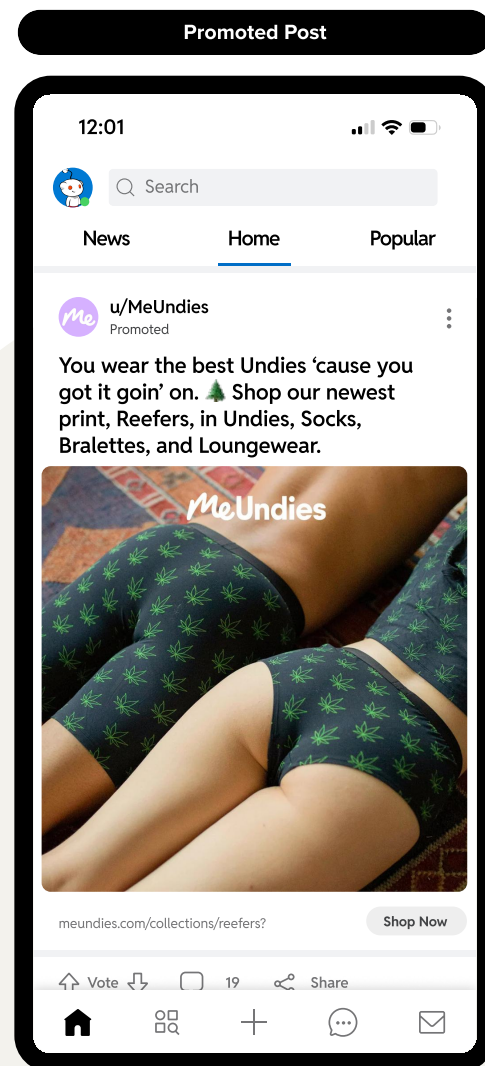
On the tails of their successful National Undies Day campaign, direct-to-consumer underwear brand MeUndies launched the first-ever Reddit Conversion Lift study to measure the incrementality of Reddit Ads.

The results were spectacular, indicating double-digit lift to page visits, add to carts, and purchases; and demonstrating that Reddit drives incremental business for MeUndies across all stages of their marketing funnel.

Results

- 30%** | Traffic lift to MeUndies.com, where redditors were highly encouraged to explore
- 12%** | Transaction lift to total MeUndies purchases attributable during the study period
- 20%** | Purchase lift from promoted carousel
- 22%** | Purchase lift from promoted videos
- 14%** | Purchase lift from promoted posts

Creative



Ulta: Black Friday

KPIs

Engagement,
Traffic, Sales

Targeting

Interest,
Community

Ad Products

Spoiler, Megathread,
Category Takeover,
Conversation Placement,
Reddit Pixel Retargeting

Measurement

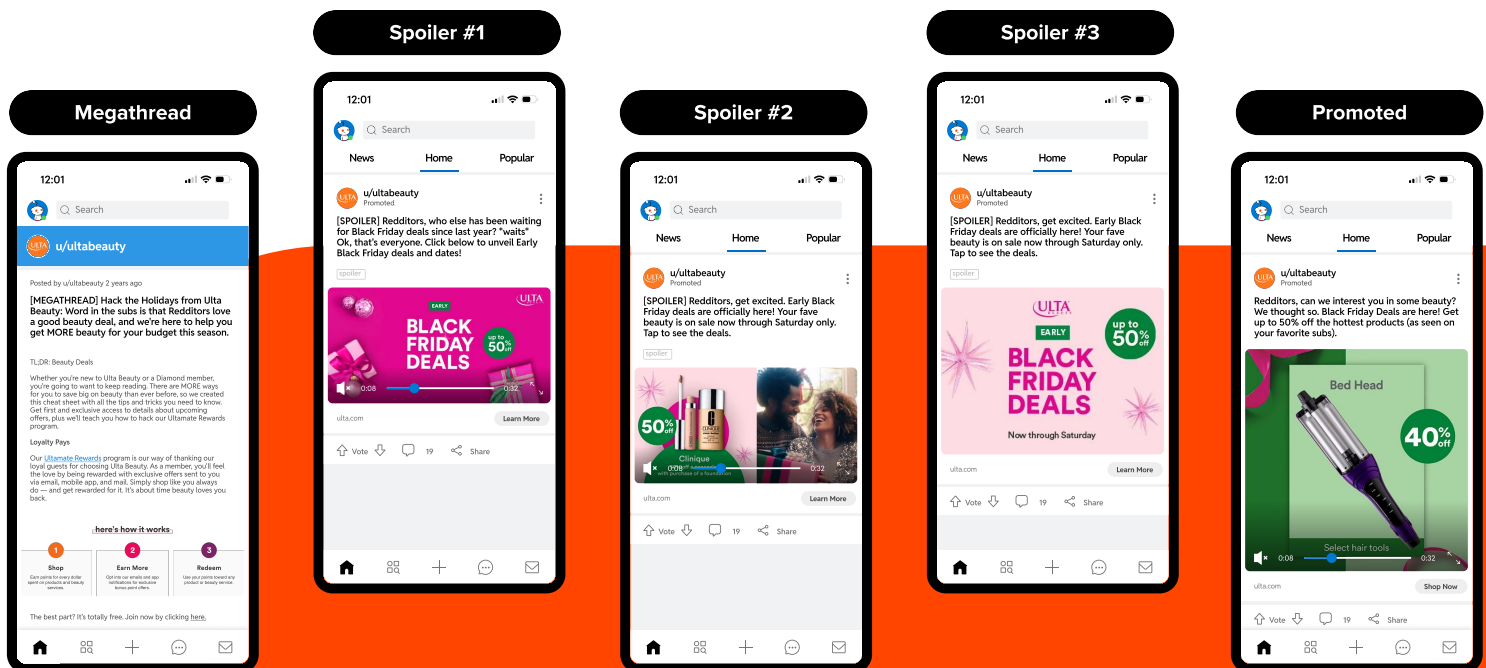
Attribution via
the Reddit Pixel

Strategy

Major beauty retailer Ulta Beauty's holiday campaign gifted redditors with spoilerific posts, delightful deals, and holiday hacks. But the true treasure was the friends they made along the way—where by "friends" we mean "ROAS."

Working with Rise Interactive and their Reddit account team, Ulta used a mix of Reddit native ad products and placements drive traffic and sales, including spoiler posts to click and reveal deals, megathreads for robust one-stop shopping, category takeovers and conversation placements to grab redditors' interest where they're most engaged and the Reddit Pixel retargeting to re-engage shoppers throughout their journey.

Creative



Ulta: Black Friday

Results

4x

Return on ad spend (ROAS) when using the traffic / sales objective with the Reddit Pixel

“

Reddit continues to help us expand our marketing reach and results with distinctive audiences, impactful insights, and innovative ad types. We're truly grateful for such a fantastic partnership!

Bonnie Bird, Social Media Manager
@ RiseInteractive

“

With 85% of redditors basing cyber week purchases on platform research, developing a Holiday strategy for Ulta Beauty on Reddit was a priority component of our holistic social campaign.

The successful performance of the program was the result of a collaborative partnership with the Reddit Sales team, their uniquely innovative ad products, and the highly- engaged beauty communities on the platform.”

Natalie Salim, Paid Social Manager
@ UltaBeauty



GameStop: Product Promotion

KPIs

Add to carts, sales and revenue

Targeting

Subreddit and Community Targeting

Ad Products

Product ads beta, in-feed placements

Measurement

Mobile Measurement Partner

Strategy

GameStop Corp. is an American video game, consumer electronics, and gaming merchandise retailer. They came to Reddit looking to drive sales surrounding some of their key brand moments and product releases: Pokemon Week, Playstation game releases, and Switch game releases.

In close collaboration with Reddit, GameStop leaned in and chose to participate in both the alpha for Product Ads and our latest feature, Automated Feed Scheduling. This allowed them to automatically promote their entire product feed.

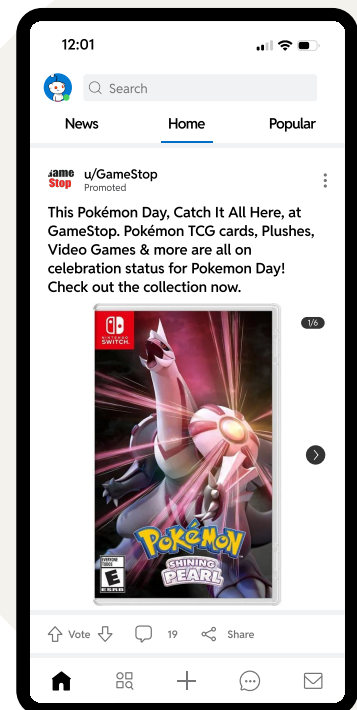
Following the upload, they built Product Ads, which seamlessly pulled in images, product names, and prices for targeted focus products, all sourced from the regularly updated feeds.

The Product Ads consisted of product imagery sourced from GameStop's product feed and included crucial product information, such as the product name and price.

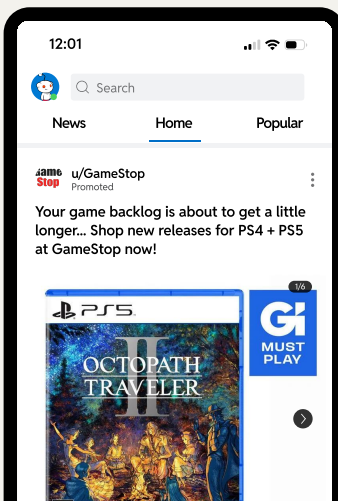
Together, these components effectively contributed to the performance across the funnel that surpassed GameStop campaign standards.

Creative

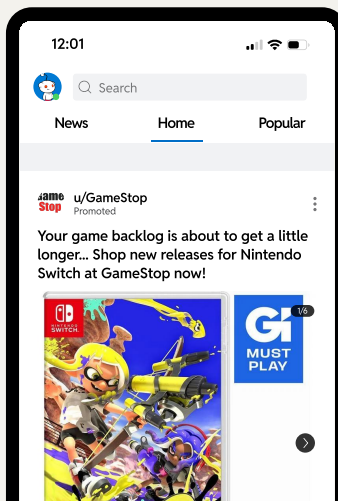
Carousel #1



Carousel #2



Carousel #3



Results

11% Higher ROAS than GameStop standard in-feed campaigns

19% Lower CPA than GameStop standard in-feed campaigns

93% Delivered 93% higher click to purchase rate than GameStop standard in-feed campaigns



Maggie Sottero: Product Promotion

KPIs

Awareness

Targeting

Beauty, Travel, and Wedding Interest
Targeting and Subreddit Targeting

Ad Products

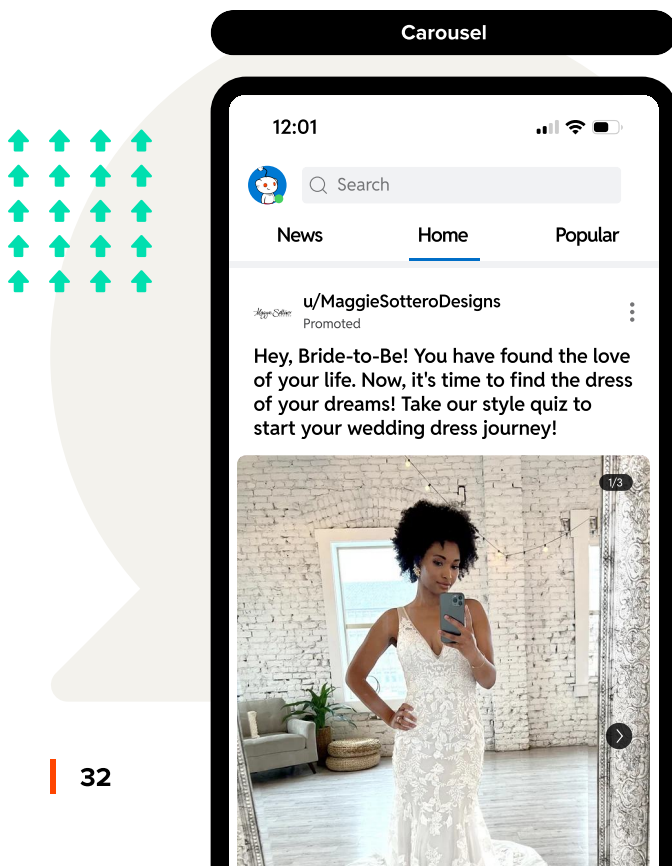
Promoted Posts & Video,
Carousel Ads

Strategy

Maggie Sottero Designs is a “family-owned” wedding dress company founded in Sydney, Australia. Motivated by Rakuten Advertising to invest in Reddit as an evergreen strategy, Maggie Sottero came to Reddit to increase brand awareness and expand its audience beyond the typical Maggie Sottero consumer. The Rakuten team found that Maggie Sottero received notable organic traffic from Reddit in 2022, and advised them to take advantage of community and interest targeting opportunities by catering toward the beauty, travel, and wedding communities on the platform.

Maggie Sottero launched their campaign with a rotation of carousel ads and promoted videos, and they ultimately found that running ads on Reddit helped them to diversify their audience, drive site traffic, and increase brand awareness.

Creative



“

Running Maggie Sottero on Reddit not only provided a much-needed diversification of reach and content for the brand, but it also increased overall domestic growth for Maggie Sottero. This test yielded above-average performance with performance costs below the average advertiser and a truly minimum spend.

Marie Sminkey, Account Manager
Rakuten Advertising



Uplift Desk: Product Promotion

KPIs

Consideration,
Conversions

Targeting

Run of site

Ad Products

Promoted Video/Image,
Promoted Carousel,
In-feed and Conversation
Placements

Measurement

Attribution via
the Reddit Pixel

Strategy

Uplift Desk, a small business that specializes in selling ergonomic, adjustable standing desks, came to Reddit looking to increase consideration and influence new audiences. They used video and static images to promote their spring sale, targeting communities like r/programming, r/alcohol, r/virtualreality and r/podcasts.

These all proved to be result-lifting moves: Uplift Desk saw strong campaign performance, as indicated by their healthy and efficient CPA metrics.

Creative

Results

22%

Interest targeting and retargeting delivered with an overall CPA performance 22% lower than company goal

87%

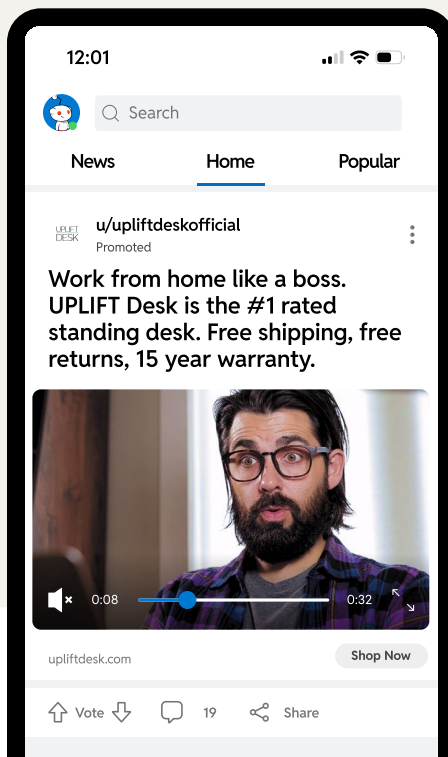
Reddit Pixel targeting and retargeting delivered with an overall CPA performance 87% lower than company goal

“

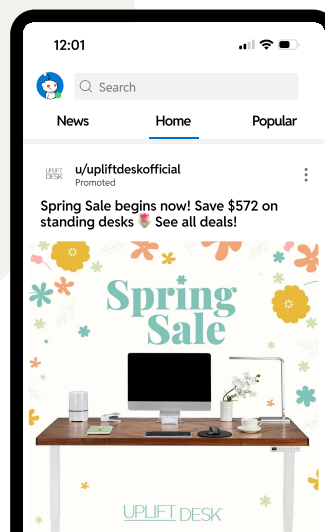
Reddit has allowed us to expand our channel marketing efforts and help acquire new customers at a much lower CPA.”

Robert Leung, Marketing Specialist
Uplift Desk

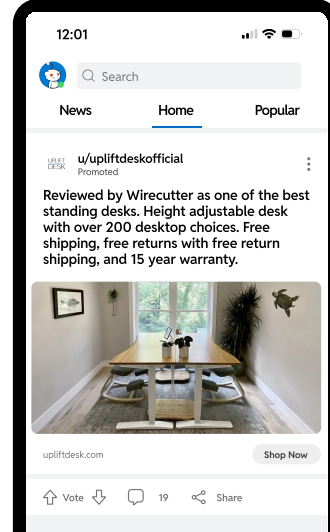
Promoted Video



Promoted Image



Conversation Placement



Moen: World Water Day

KPIs

Engagement,
Traffic, Sales

Targeting

Entertainment, Run of Site,
Family & Relationships

Ad Products

Engagement Prompt

Strategy

Moen has long been renowned for their water-centric, sustainable home design and plumbing products. World Water Day—the nearly 30-year-old annual event raising awareness around the 2 billion people living without access to safe water—is, of course, perfectly aligned with their values.

This year, the brand came to Reddit to create a moment around World Water Day and share their sustainability efforts with their community.

Partnering with Reddit's KarmaLab, Moen created a truly unique ad using only text and emojis. This unusual approval proved highly successful, delivering a CTR nearly 4x Reddit's benchmark.

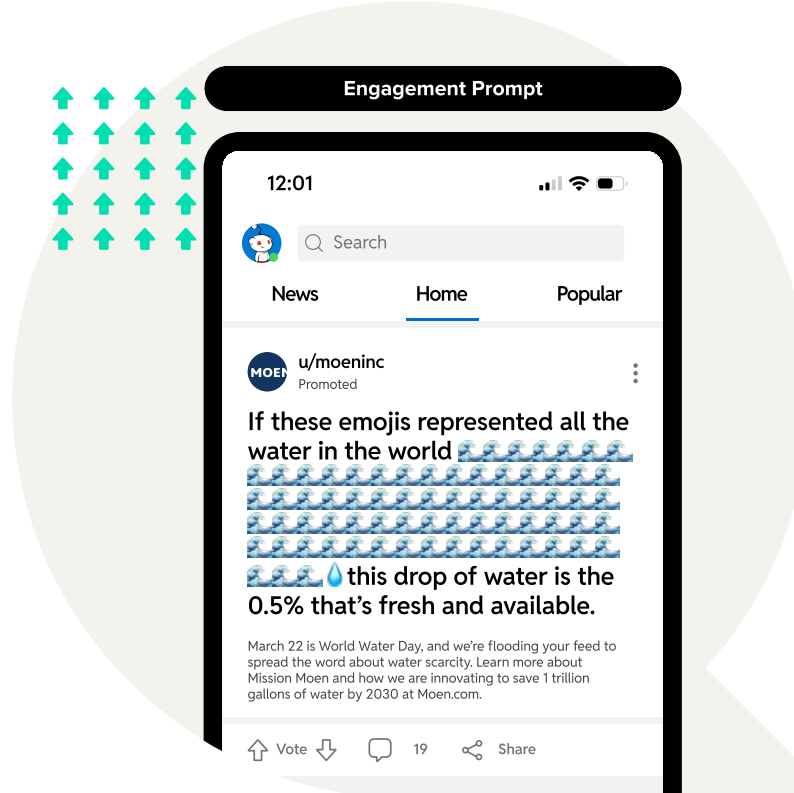
“

Reddit users are extremely passionate about their areas of interest. We were excited to partner with Reddit to connect with users who are passionate about topics that are also important to Moen—from home design to plumbing—and inform them about the ways Moen innovations can enhance how they experience water in their homes. And, we were even more excited to see how well the campaign resonated with the Reddit community.

The campaign drove high engagement from Reddit users, supporting increased brand awareness from this audience. We've found that niche, community-based targeting tends to be successful, and this campaign was no different. Plus, not only was the campaign successful from a marketing standpoint, the support and responsiveness from our Reddit Account team has been second to none.

Kate Gore, Associate Paid Social Manager
Fortune Brands Water Innovations

Creative





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