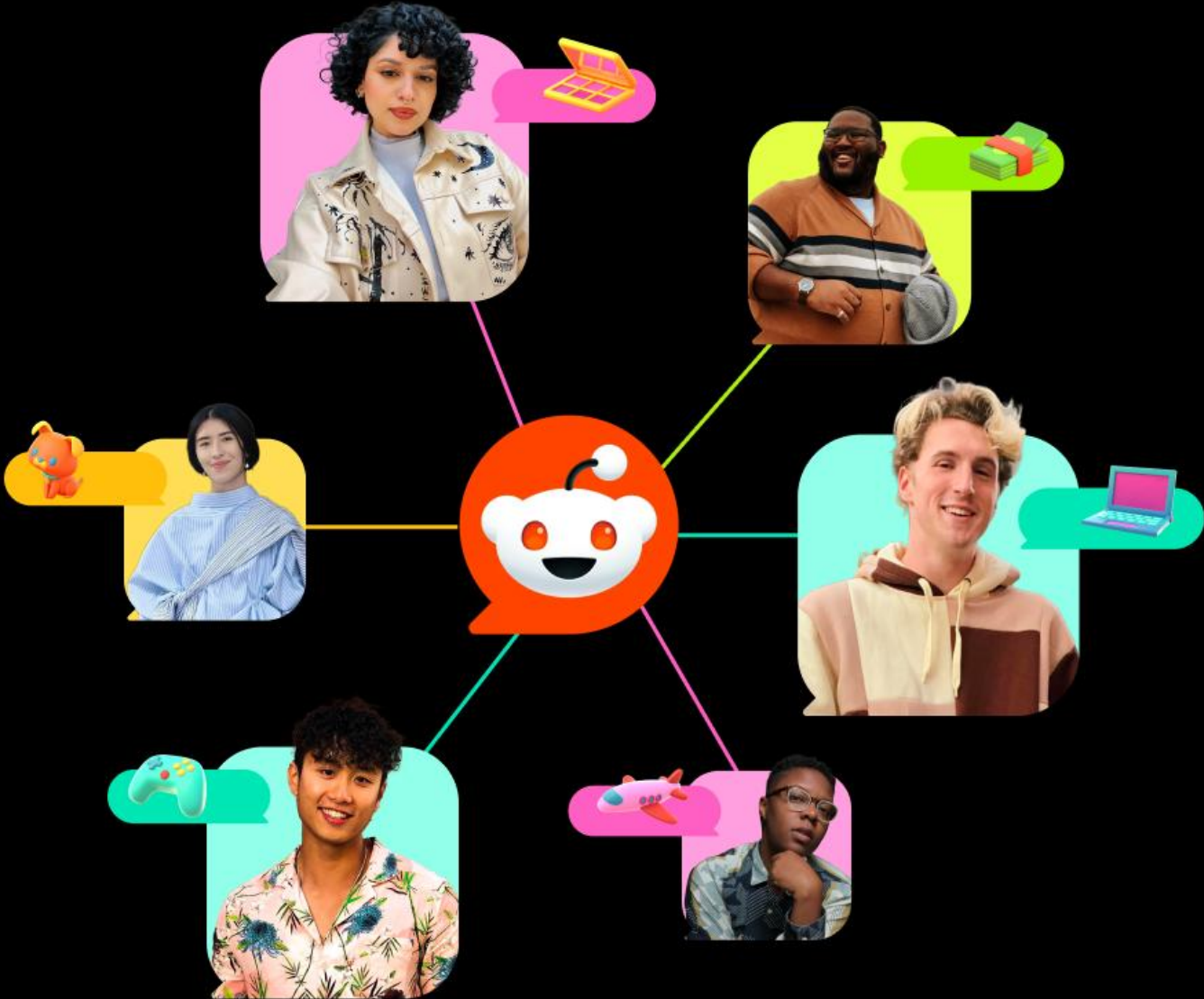




The People You'll Meet on Reddit

A Small Business Guide to the Reddit Audience



TL;DR

We spend a lot of time on Reddit. You know who else does? 121M+ daily active users¹ across 100,000+ communities.² These people on Reddit are your small business's customers, and we want to help you find and connect with them. Through user research across millions of subreddit conversations, we've uncovered the top ways people on Reddit show up spanning industries and interests.

Brands of all sizes are already tapping into these trends and communities, and your growing business can, too. Read on for success stories, big wins, and targeting tips to brand yourself here. Better yet—meet the people you can find (and reach!) all across Reddit.





People on Reddit are... Hunting for throwbacks

They're digging up memorable gems with other folks who "remember when?"

Reddit isn't just a place to discover new things. From old school snacks, to forgotten TV shows, to the air freshener in your cool aunt's convertible, it's where people go deep to dig up what they swear they remember—and find fellow time traveling treasure hunters who totally remember it, too. The right subreddit or conversation thread can act as a past portal, unlocking core memories, reviving cultural moments, and connecting people, products, and brands.

Dial-up modem, not included

Welcome back to the best of the Internet: Reddit, where niche nostalgia has a second life as people find other like-minded sentimentalists in close knit subreddit communities.

Dive into a case study: Dolphin Air Freshener x Reddit

If "air fresheners," sparked something for you, that's probably because memories are tied to scent. Just ask Riley Bates, founder of Dolphin Air Freshener. On the hunt to find the aquatic rearview mirror accessories she remembered from the early '00s, she found posts on subreddits like r/HelpMeFind, where other people were looking for the exact same thing.

Riley didn't just dig up a shared memory, she uncovered a market. Inspired to bring the air fresheners back, she launched her own ecommerce brand and promoted it on Reddit in interested communities via community targeting.

By advertising **Dolphin Air Freshener** in the communities where redditors were having real conversations about them, she was able to generate pre-orders and drive sales:

"For over a decade, I have looked for these blue dolphin car air fresheners, sometimes successful in my searches, but usually not. After doing some research, I realized I wasn't the only person looking for them. I came across two different Reddit posts where redditors were looking for these dolphin air fresheners too. I knew advertising on Reddit would help move the needle on sales and drive traffic to my site."



—Riley Bates
Founder, Dolphin Air Freshener

75% of pre-order sign ups were generated from the Reddit Ads campaign¹


13x increase in the pre-order webpage views due to the traffic sent from Reddit²



How people on Reddit talk about throwbacks




See how it shows up in conversations across all different industries




Cult-favorite formulas drive passionate product hunts

People obsessively chase specific textures, scents, and discontinued style formulas. 1B views to conversations about beauty products in *January 2026*¹ [r/skincareaddiction](#)




Adult collectors are reliving childhood through kids' toys

Millennials eagerly hunt old school toys, share grail finds, and start new collections. 335M views to conversations about children's games and toys in *January 2026*² [r/pollypocket](#)




Menu changes trigger nostalgia and lead to new favorite spots

When beloved items disappear or quality drops, users reminisce and seek alternatives. 91M views to conversations about dining out in *January 2026*³ [r/fastfood](#)



Fans want streaming platforms to resurface older hidden gems

Viewers praise platforms for surfacing decade-old shows and seek out curated back-catalogs. 575M views to conversations about streaming services in *January 2026*⁴ [r/netflix](#)



Fans chase physical relics of big and small screen

Viewers hunt for show-inspired objects and retro media. 14B views to conversations about TV & movies in *January 2026*⁵ [r/80s](#)

Advertising tips to reach people hunting for throwbacks on Reddit



- 01 Work on-brand references from different eras into messaging, and reach nostalgic shoppers in relevant subreddits with community targeting.
- 02 Bring back a beloved item from your brand's past for a limited time or offer something new that's based on what people miss about your industry. **Pro Tip:** Find the answer from real people on Reddit by searching what they reminisce about in subreddits.
- 03 Be your own throwback. Win lapsed customers back through a retargeting campaign.



Source: 1. Reddit Insights powered by Community Intelligence, conversations about Beauty Products, US, January 01 2026 - January 31 2026; 2. Reddit Insights powered by Community Intelligence, conversations about Children's Games and Toys, US, January 01 2026 - January 31 2026; 3. Reddit Insights powered by Community Intelligence, conversations about Dining Out, US, January 01 2026 - January 31 2026; 4. Reddit Insights powered by Community Intelligence, conversations about Streaming Services, US, January 01 2026 - January 31 2026; 5. Reddit Insights powered by Community Intelligence, conversations about TV & Movies, US, January 01 2026 - January 31 2026

People on Reddit are... Big on little luxuries

This is the first and last stop for feedback when investing in a super specific splurge



Sometimes, it's the little things in life. Sometimes, it's the big ones, and Reddit plays a role in both kinds of purchases. Many come here to crowdsource their next splurge. The smallest seed of a question like, "if I'm going to invest in one [insert product or service they're in need of], what should it be?!" can spark a heated debate the whole community can and will obsess over in every industry.

54%
of high-income redditors seek online information before purchases to ensure high-quality investments!



Everyone deserves a little treat

These big spenders run a range of customer personas and may define "luxury" differently. Some are looking for a little upgrade to their daily grind. Some are using the subreddit as the group chat, asking what's worth a one-time purchase. Others are gearing up to drop big bucks and need receipts on specific brands, products, or services before they do.

They know what they like while also being receptive to new things... as long as they're worth it. You know your business is, and chances are, people are looking for your brand, top offering, or a problem you solve somewhere on Reddit. Right now.

Cozy up to a very valuable case study: Canada Goose x Reddit

Canada Goose isn't just any coat company, it's a premium outerwear brand known for combining technical performance and a luxury sartorial aesthetic. To promote their iconic products on Reddit, they wanted to emphasize the heritage and craftsmanship behind them.

A Reddit-native ad format gave Canada Goose the space to tell a richer brand story, resulting in above-benchmark awareness and engagement.

"Luxury is built on heritage and storytelling. Reddit's free-form ads gave us the canvas to showcase our craftsmanship and history beyond 'snackable' content. By placing the Chilliwack Bomber at the center of authentic conversations, we turned passive-scrolling into active engagement driving upper-funnel metrics past benchmarks and earning mindshare."

—Alfredo Tan
Chief Digital & Information Officer, Canada Goose

Free-form ads provided a long-form, **Reddit-native** canvas to help the brand share their heritage story complemented by targeting in relevant communities and conversations:

\$1,165
average order values?

2.5%
roas

How people on Reddit talk about little luxuries




See how it shows up in conversations across all different industries




Travelers buy into lounge access upgrades

Lounges and elite cards transform nightmare itineraries into “luxurious adventures.” 423M views to conversations about air travel in *January 2026*¹ [r/aeroplan](#)




Niche fragrance lovers chase luxurious, nostalgic identities

Perfume fans seek ultra-specific “rich lady” scent profiles, favoring niche houses over dupes. 1B views to conversations about beauty products in *January 2026*² [r/femfraglab](#)




Price fatigue pushes sweet tooth shoppers toward premium alternatives

Premium sweets are having a moment as people actively seek better-value indulgences. 139M views to conversations about candy & sweets in *January 2026*³ [r/baking](#)



Newer drinkers want guidance on their first serious bottle

Sippers ask for accessible brands, validation, and next-step recommendations after early purchases. 240M views to conversations about alcohol in *January 2026*⁴ [r/tequila](#)



Manga collectors actively plan big purchase hauls

Fans crowdsource how to spend \$100+ on manga runs and new series, ideal for targeted retail promotions. 5B views to conversations about books and literature in *January 2026*⁵ [r/mangacollectors](#)

Make your brand someone's next splurge with Reddit Ads



- 01 Show what you're worth. Make sure your ad makes your literal value clear, detailing or showing off why your product or service is worth the price point with compelling storytelling and visuals.
- 02 Try a Carousel or Free-form ad to have the space to compare your product, service, or brand with a competitor. Show why yours is the original, the best, or the one people choose for the following reasons.
- 03 Feature Product ads in specific subreddits talking about it or products like it. They'll be able to click through your catalog to find the perfect item to treat themselves to.



Source: 1. Reddit Insights powered by Community Intelligence, conversations about Air Travel, US, January 01 2026 - January 31 2026; 2. Reddit Insights powered by Community Intelligence, conversations about Beauty Products, US, January 01 2026 - January 31 2026; 3. Reddit Insights powered by Community Intelligence, conversations about Candy & Sweets, US, January 01 2026 - January 31 2026; 4. Reddit Insights powered by Community Intelligence, conversations about Alcohol, US, January 01 2026 - January 31 2026; 5. Reddit Insights powered by Community Intelligence, conversations about Books and Literature, US, January 01 2026 - January 31 2026



People on Reddit are... Lifelong learnings

They come here to share notes and get schooled with fellow students of life

What people don't know *will* bring them to Reddit. This is a multigenerational group with a wide range of interests. Some might be college-or-grad-school bound, others upskilling via a certificate program, and even more looking for DIY tips, or joining the r/hobbymaxxing hype. Whatever the lesson, they're pulling up a chair and comparing notes on it here.



Every second, "Reddit" is searched 250 times on Google¹



Not too cool for school

People on Reddit know there's always someone who knows more about something, and they want that sage advice or to find a community on whatever educational path they're on. Subreddits become the classroom, offering lessons, updates on experiments, maybe even a pop quiz or two. Lifelong learners are ready.


A case study worth studying: ASU x Reddit

With an innovative range of academic programs, and a commitment to providing accessible education, Arizona State University came to Reddit to find prospective students and encourage enrollment. To reach a career-driven community, ASU tapped multiple Reddit targeting strategies, optimized with multiplacement, and humanized their assets with testimonials from real students.

"Reddit's engaged audience and niche targeting capabilities allow us to reach prospective online students who have an affinity with ASU and interest in its programs."

*—Claire Slattery
Director Marketing Data Analytics at
ASU Enterprise Partners*

ASU optimized their targeting strategy to reach and engage the right customers, focusing on relevant interest groups, subreddits, and keywords:




85%
higher
conversion rate
than all other
channels²

How people on Reddit about this topic




See how it shows up in conversations across all different industries



Online and flexible degrees attract nontraditional learners

Stay-at-home parents and working adults compare online universities, pacing, and outcomes, needing guidance. 1B views to conversations about college education in *January 2026*¹ [r/aeroplan](#)




Adults seek structured but flexible tech reskilling paths

Mid-career adults want credible, affordable online CS and web dev programs, and guidance on where to start. 1B views to conversations about education in *January 2026*² [r/freecodecamp](#)



Reddit users up their SaaS game with DIY AI tools

Digital DIYers are proudly learning how to rebuild and optimize paid tools with AI in hours. 1B views to conversations about artificial intelligence in *January 2026*³ [r/vibecoding](#)



DIY investors want one-fund, set-and-forget portfolios

DIY investors gravitate to single-fund, whole-market solutions and reward brands that simplify choices. 93M views to conversations about finance and investing in *January 2026*⁴ [r/bogleheads](#)



Audiophiles proudly build budget but serious listening rooms

Audiophiles detail gear chains, room treatment, and streaming setups, inviting feedback and brand recommendations. 4B views to conversations about music in *January 2026*⁵ [r/audiophile](#)

Teach lifelong learners on Reddit why your business is best



- 01 Lean into product or brand education in a campaign, and share what you know as industry experts—remember: Video ads on Reddit can be up to 15 minutes in length for a true lesson.
- 02 Encourage conversation by asking redditors a question and leaving comments on so you can turn your ad into an interactive quiz.
- 03 Get creative with a campaign that positions your brand or offering as a DIY solution in their lives.



People on Reddit are... **Community organizers**

They're finding and creating real community here with (who else?) their people

If information is the brain of Reddit, community is its heart. In a lot of ways, Reddit is like a really big neighborhood full of people simply looking for a cup of sugar—and your small business has something sweet to offer.



It takes a village

As a virtual third space, people on Reddit are looking for (and finding) community here, often based on interests, sometimes even based on their real-life neighborhoods or cities. Community building is all about a sense of belonging. A sense of shared values. A sense of purpose. And everyone plays a role within subreddits to fulfill that.



A success story close to home:

StreetEasy x Reddit

While people on Reddit go to each other for advice and support, they're also looking to brands for guidance. StreetEasy, an NYC real estate resource, made it look almost too, well, easy.

Their goal was to drive cost-efficient traffic to encourage use during key times of year. With location targeting to ensure they reached potential users in the right regional markets, plus community and keyword targeting to expand reach to redditors who were active in related topics, they got the results they wanted.

"Reddit helped StreetEasy build meaningful connections with our audience through strategic location, keyword, and community targeting. This approach allowed us to reach highly relevant users and drive engagement that exceeded expectations."

—Emma Liss

Reddit delivered beyond goal and benchmarks for StreetEasy:

15%

More efficient cost per incremental visit vs. other social platforms¹

11%

Lower CPC vs. goal²

20%

Higher CTR vs. benchmark³

How people talk about and find their community on Reddit




See how communities show up across all different industries




Local cafés become destination experiences, not pit stops

Users tour atmospheric shops, accept higher prices for unique vibes and signature drinks. 1B views to conversations about beverages in *January 2026*¹ [r/orangecounty](#)




Ethical and local buying is reshaping vendor decisions

People actively avoid brands that don't align with their values, preferring ethical, indie, and local businesses. 80M views to conversations about small-and-medium-sized businesses in *January 2026*² [r/zerowaste](#)



Residents revolt against rising trash and utility costs

People feel overcharged and misled by waste and utility add-ons, seeking fair, transparent alternatives. 2M views to conversations about environmental sciences in *January 2026*³ [r/wichita](#)



Sports fans obsess over everything to do with their teams... together


Fans on Reddit love self-aware, tongue-in-cheek content about their own obsessive debates, mirroring how fans argue over their teams in real life. 11B views to conversations about sports in *January 2026*⁴ [r/VOOorVTI](#)



Rural customers come together to find internet alternatives

Weather and geography push rural users to Reddit to demand better connectivity where they live. 159M views to conversations about telecommunications in *January 2026*⁵ [r/starlink](#)

How to grow your own customer community with Reddit Ads

- 
- 01 Create a loyalty program or promote your current reward system to offer perks that give people another reason to join your fan club.
 - 02 Lean into the human aspect of what you do, spotlighting the people behind the brand, whether your customers or even yourself if it makes sense to put a founding face to a brand name.
 - 03 Go as local as you are. Use location targeting to focus on the most relevant areas for your business to do business in.





People on Reddit are... Detail-driven detectives

This is a trusted place where they know they'll find the truth and are ready to reveal their own findings

When the Internet has questions, they find answers on Reddit. But this isn't just a search result, Reddit is an intentional, trustworthy destination where people go to get first-person accounts and the receipts that make them legit.

84%

of shoppers on Reddit feel more secure in their purchases after researching products on the platform¹



#7

most viewed website on the Internet²



They can handle the truth

In fact, they require it. Overhyped? As good as it used to be? Better than ever? When they come to Reddit for proof before buying or trying something, they just might return to share their own experience, making them customers that keep coming back in more ways (and places) than one. And while they're listening to each other, they want to hear from businesses like you, too.

A case study in building trust:

EQ Bank x Reddit

EQ Bank is Canada's first-born digital challenger bank. They wanted to promote a new kind of account and knew they needed to build trust with their customers. To do so, they hosted and promoted an AMA (Ask Me Anything) with their VP of Product.

To maximize reach, they utilized interest targeting, coupled with more precise keyword targeting and lookalike audiences to engage audiences specifically interested in personal finance.

This gave them the opportunity for direct engagement with potential customers through a trusted format, ultimately driving engagement and traffic to EQ's site:

"Reddit is our go-to platform to get unfiltered feedback from our community and where our customers can share their experiences in real-time. Our AMA gave us the chance to have real, nuanced conversations, answer questions directly, explain our product decisions and hear what matters most to our community. It wasn't just a one-time event; it helped build lasting trust, increase direct customer feedback and gave us insights we wouldn't have gotten through traditional channels. For a customer-obsessed digital-first bank, that kind of transparency is critical."

-Rahim Daya
VP of Product, EQ Bank

373

Upvotes

174

Comments

.41%

CTR

+3.7pt

Overall lift in
Reddit Ad
Awareness

+4pt

Overall lift in Brand
Favourability

+2.9pt

Overall lift in Intent
to Open an Account

70%

Decrease in CPA over
three months³



Source: 1. Reddit, United States, "Let's talk about your purchases & Social Media", n=1,004, A18+, monthly Reddit users, Attest panels, February 2026, Question: "After researching brands or products on Reddit, how much more confident did you feel about your purchase decision?", Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube.; 2. Similarweb, Global, Oct-Dec 2025; 3. All case study stats via Reddit Brand Lift, Reddit Pixel



See how they show up in conversations across all different industries



Grocery shoppers compare prices as they rise

Savvy shoppers benchmark prices across retailers and time, debating if savings justify extra trips. 747M views to conversations about retail in *January 2026*¹ [r/aldi](#)



Consumers embrace 'biotech skincare' with proof and simplicity

Skincare fans share long-form testimonials about advanced biotechnology formulations expecting visible results. 55M views to conversations about biotech in *January 2026*² [r/skincareaddiction](#)




Shoppers are actively rejecting hyped but low-quality brands

People feel overcharged and misled by waste and utility add-ons, seeking fair, transparent alternatives. 2M views to conversations about environmental sciences in *January 2026*³ [r/buyitforlife](#)



Value-focused athletes are abandoning legacy brands for new crowd faves

Amateur athletes question premium pricing on athletic gear and make swaps after seeing proof of big performance gains. 48M views to conversations about sports equipment in *January 2026*⁴ [r/golf](#)



Technical teams validate GTM tools through peer reviews

Engineers and sales leaders compare software and co-working options, prioritizing value over hype. 75M views to conversations about startups in *January 2026*⁵ [r/sales](#)

Build up your brand trust advertising on Reddit



- 01 Feature your own customer "receipts" aka testimonials, reviews, and photos or videos from your #1 fans in advertising.
- 02 Post a Carousel ad that showcases process pics or before-and_after photos so the results can speak for themselves.
- 03 Make a Free-form deep dive to display clinical trials that give people on Reddit the detailed info they're often looking for in the first place.



Ready to reach your people on Reddit?

Book a free call with a Reddit Ads expert who will get to know your business and your goals and help you launch your first (or next!) campaign.

