reddit

Ask Me Anything ®
How-to guide

Everything you need to know about hosting, promoting, and measuring an AMA on Reddit

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What is an AMA [Ask Me Anything]?

A little bit of AMA history

Ask Me Anything's are informal **question and answer sessions between the Reddit community and a host on the Reddit platform.**

r/AskReddit was the birthplace of AMA's.

Years ago, r/AskReddit began to see an uptick in these types of posts. People with obscure backgrounds or interesting jobs realized that people were interested in a particular aspect of their lives, and so would create posts to help appease some of the curiosity about it. Eventually people began to take note of the popularity of these posts, and created a subreddit specifically to contain them.

Thus was the birth of /r/IAmA! Since then, AMAs have branched out into other subreddits, like r/Movies and r/Music, depending on what the best fit is for them. Some subreddits even organize their own AMAs, like r/Science and r/Books.

AMAs today are one of the biggest differentiating products in the marketplace for Reddit, and one of the few digital spaces where fans can connect 1:1 with with experts, talent, or interesting people with unique perspectives (famous or not!)

Why should your brand host an AMA?

AMAs allow you to connect with the Reddit community and engage your audience **in a way you can't anywhere else on the internet** **– and drive brand awareness, advocacy, and intent in the process. It's the most "Reddit-unique" solution we offer.**

Reddit AMAs are an excellent tactic if you are looking to:

- **Engage** directly with redditors in relevant communities.

- **Amplify** your conversation across a broad audience.

- **Deepen** brand advocacy in leaned-in communities.

- **Humanize** your brand with personal conversations, personification, and sometimes, humor.

- **Activate** on a platform that amplifies content that users appreciate.

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AMAs are a win-win-win solution

Talent

Can be remote or in-person.

Ability to select what they want to answer.

Low time requirement: AMA's typically last 1-hour.

Reddit Users

Direct 1:1 connection with talent/brand.

Opportunity to connect as a community to rally around the brand/talent and their fandom of the subject.

Advertisers

Give value back to the community/fans by creating an experience.

Ability to target specific audiences with paid media.

Turnkey execution with support from Reddit.*

The goal of any sponsored AMA is for you to develop a deeper connection with the Reddit community through this shared unique experience.

Looking for more support to launch an AMA?

For brands who want to join in on the magic of a Reddit AMA and are looking for more support, we offer **Sponsored AMA packages.**

With a Sponsored AMA you'll receive the support of our teams and build a full paid media plan to help drive outsized AMA impact. Team support may include Community, KarmaLab, as well as your dedicated sales rep depending on which package you purchase.

To learn more about our Sponsored AMA packages, reach out to your sales rep.

*Support from additional teams may be available depending on package.

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There are two types of AMAs you can host: a Profile AMA or Community AMA

Profile AMA

Profile AMAs are posted and hosted from your brand profile.
This gives you full ownership & control of posting, scheduling,
and hosting your AMA. This type of AMA relies on paid promotion to
drive viewership & participation.

Community AMA

Community AMAs are posted and hosted within a specific subreddit.
You'll work with our community team to determine
which subreddit may be the right fit for your AMA and we will
facilitate any communication between you and the moderators.
This type of AMA allows you to tap into the existing members
of a community for viewership & participation.

Profile AMA

AMAs conducted on a Reddit profile and amplified with paid promotion.

A profile AMA invites a targeted audience on Reddit to ask questions of the designated AMA host. Profiles AMAs are best for when you are looking to engage a specific audience with guaranteed reach, and control all aspects of the AMA.

What to expect:

- Support from Reddit's Account Management & KarmaLab teams.*
- Assistance in gathering & creation of AMA and promotional assets.
- Guaranteed paid reach based on media investment.
- Flexible time commitment from AMA host.
- Flexible AMA duration based on media flighting.
- Full moderation control on all comments.
- Ability to host in-world / fictional character AMAs.
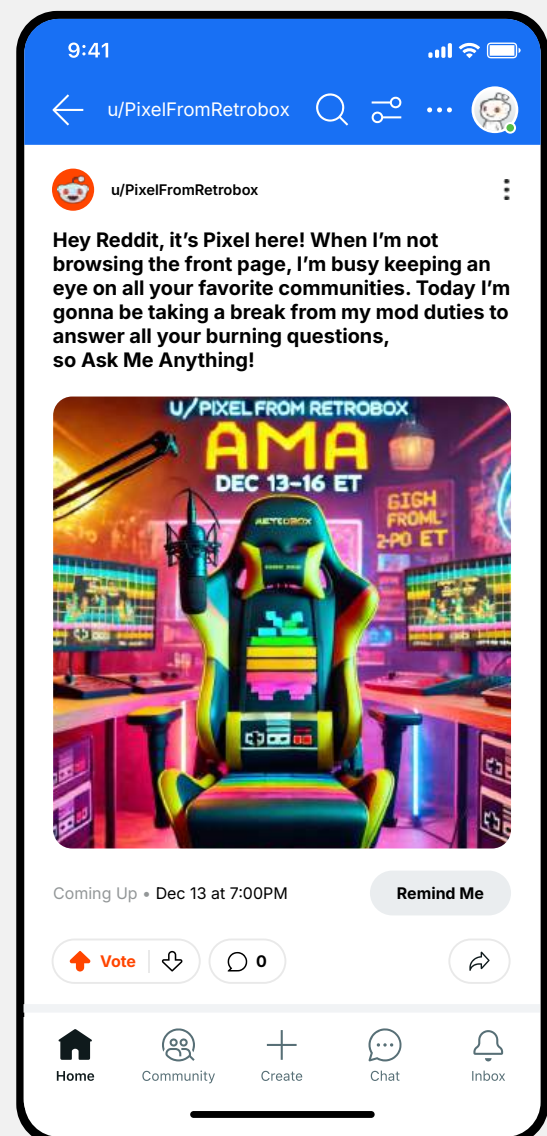
Community AMA

AMAs conducted in a subreddit and amplified with paid promotion.

A Community AMA invites an entire subreddit to ask questions of the designated AMA host. The AMA is then broadcast to the broader Reddit community via AMA Ads.

What to expect:

- Support from Reddit's Community team in confirming placement with community moderators.
- Assistance in gathering assets and day-of instructions.
- Moderation from Reddit's community moderators.
- Guaranteed paid reach based on media investment.
- 1-hour time commitment from AMA host (if you wish to go longer, contact the community moderator).
- Support from Reddit's Account Management & KarmaLab teams.*
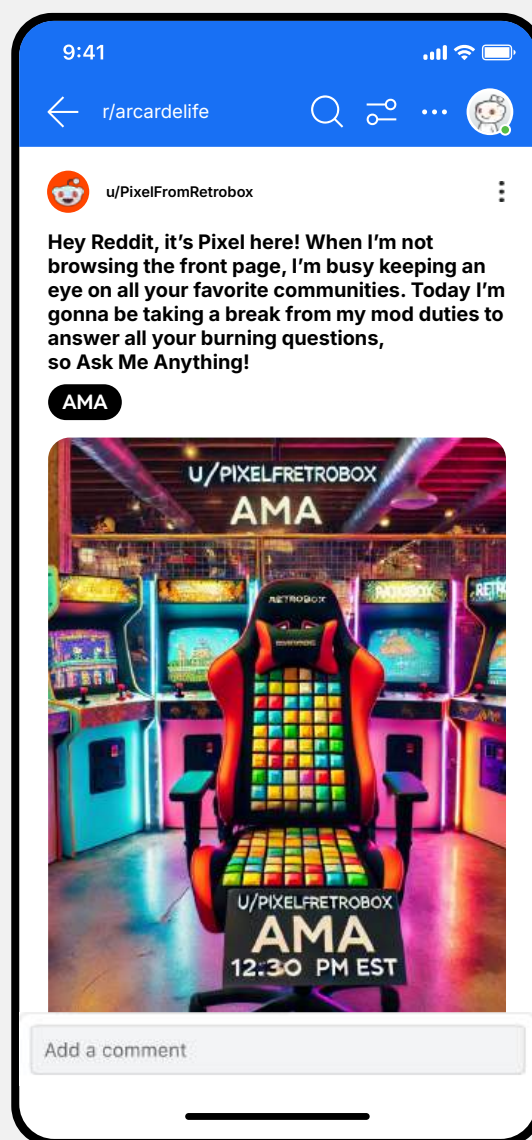
Profile vs. Community – which is right for you?

Profile AMA
More control

An AMA hosted on your brand profile

Reddit Pro account is required

Open dialogue with a **targeted audience**

AMA **duration that's flexible**

Moderation handled by you & your account team*

Guaranteed paid reach

Great for **specific announcements** that will be timed with the AMA or more broad conversation tied to your brand

Community AMA
More community

An AMA hosted in a community

Does not require Reddit Pro account

Open dialogue with an **entire community**

AMA **duration of at least 1 hour**

Moderation handled by community moderators

Guaranteed paid reach

Must be willing to **answer questions around a wide variety of topics,** not just the product or topic you are there to promote

*Support from additional teams may be available depending on package.

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Questions to help you find the right fit

Profile AMA

Are you willing to have an open dialogue with a **targeted audience?**

Are you able to commit at least one hour to answering questions?

Are you able to **commit to moderating** (with Reddit assistance) the AMA thread?

Do you **have a specific brand announcement** that will be timed with the AMA?

If not, are you **willing to have a more broad conversation tied to your brand?**

Community AMA

Are you willing to have an open dialogue with an **entire subreddit community?**

Are you able to commit at least one hour to answering questions?

Are you comfortable with **all moderation being handled by the Community moderators?**

Are you willing to **answer questions around a wide variety of topics,** not just the item / project / product you are there to promote?

Getting started

Building your strategy

Setup for profile & community AMAs
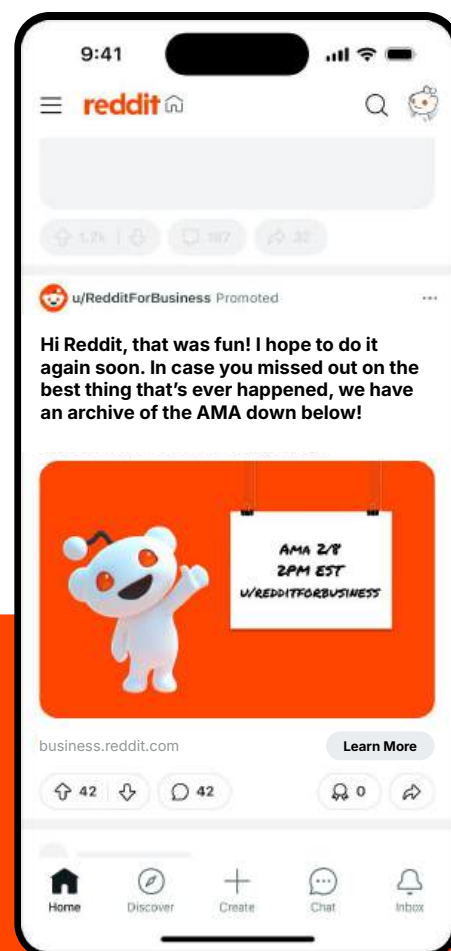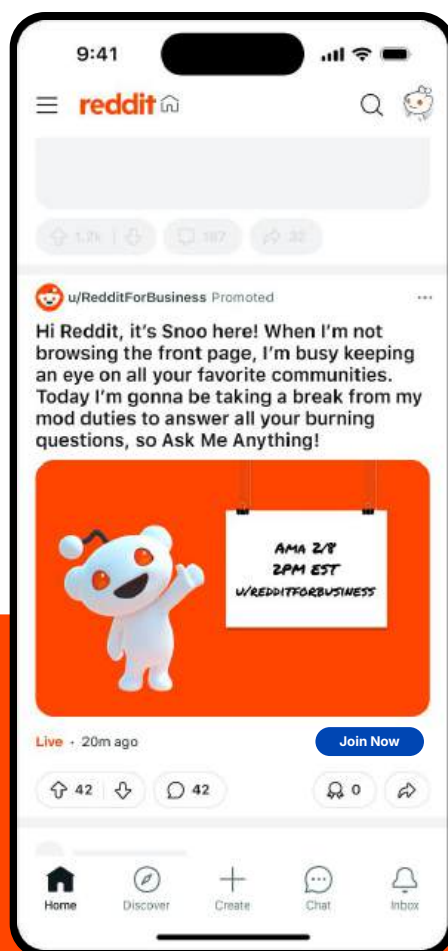
Hosting

Measuring success

Pre

During

Post

Building your strategy

The most successful AMAs have a strategy for promotion before, during, and after the activation

reddit

Building your strategy

We recommend the following budget allocation for your strategy

In order to better understand the performance of your AMA campaign we recommend measuring with a Reddit Brand Lift (RBL) study. While not required, it's recommended to allocate enough budget to meet RBL minimums, regardless of if it is part of a broader study, in order to get a read specifically on the AMA activation.

Pre launch campaign
40% of budget
Campaign objective:
Traffic

During AMA push
20% of budget
Campaign objective:
Awareness

Post AMA promotion
40% of budget
Campaign objective:
Traffic

Drum up excitement, invite pre-event questions, and increase participation in advance of the event.

Let redditors know the event is live and increase the number of participants.

Use the completed AMA as an evergreen asset to continue driving brand metrics and authenticity building with the community.

Building your strategy

Building your AMA measurement plan

AMAs are best suited for upper and mid funnel campaign goals, making **Reddit Brand Lift or Kantar Native** the most relevant measurement solutions.

Work with your sales rep to design your measurement plan as you build your AMA strategy.

Profile setup

Customize your profiles ahead of your AMA.

Like any other platform, any activity begins with your profile – even AMAs. Your profile will be your identity and voice across Reddit as redditors visit your profile. You need:

- Avatar image
- Header image
- Short description about who you are

For bonus points, add links to your social. **Simple!**

Specs

Header image

Dimensions: 366 x 114px (or 540x114px to accommodate tablet)

Safe zone: 280px x 80px

Format: JPG or PNG (<200KB)

Avatar image

Dimensions: 256 x 256px

Format: JPG or PNG (<100KB)

About / bio

200 characters max
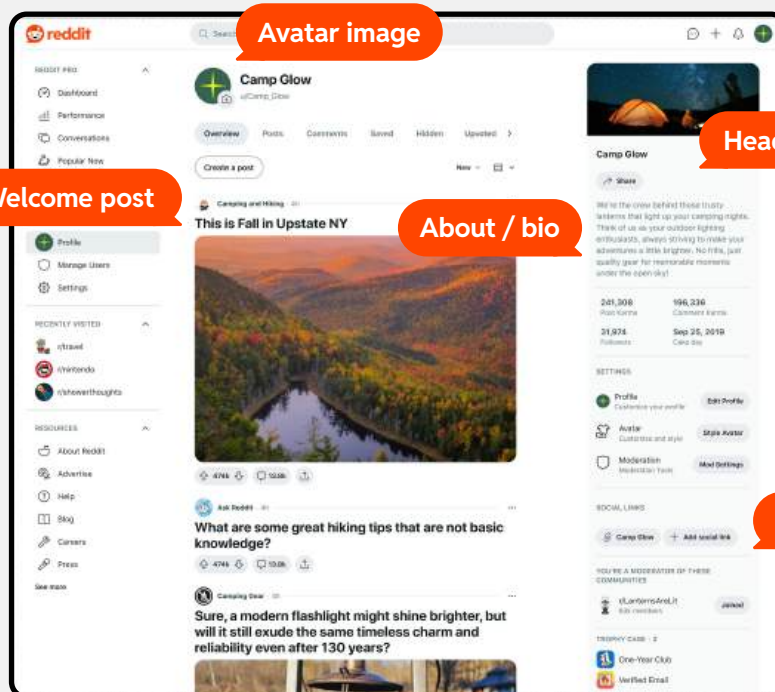
Setup for profile & community AMAs

Choose the right brand safety tool to monitor comments as they come in

We have two options available when setting up brand safety for the incoming questions: Filtering for non-brand safe comments and manual comment approval.

Option 1

Enable our tools to automatically filter and remove comments that are deemed not safe.

Option 2

Manually review all comments before they appear on your post. This **removes of all comments** as they are posted and they will not appear until you approve them.

Important to know:

- Our filtering may not capture all negative keywords, and their variations.
- We cannot add in custom negative keywords.

Setup for profile & community AMAs

When setting up your organic post, we offer a number of features to help you have a fun, engaging, and easy to host AMA
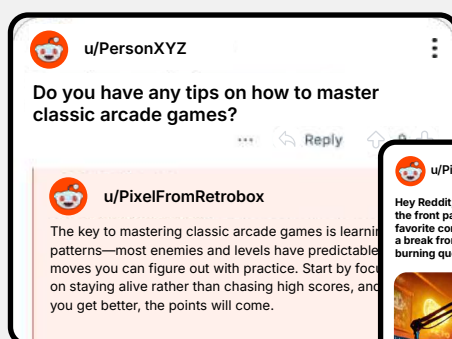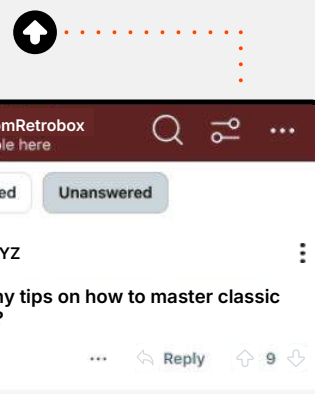
Streamlined creation experience

Use the AMA post type to create the AMA post ahead of the event. This post will auto-transform into a live AMA at the designated start time. You can officially "end" the AMA which turns the post into an ever-lasting brand asset.
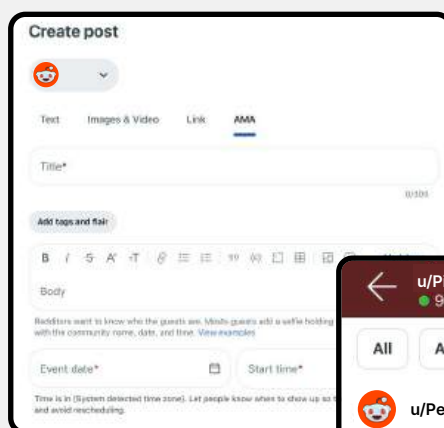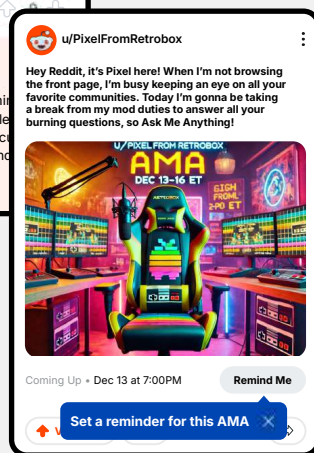
Simplified hosting...

Q&A toggles allow you (the host) to easily find questions to answer.

... and co-hosting

Use the collaborators feature to invite multiple team members to respond to questions.

Remind Me button featured directly on the post

Redditors can RSVP to AMA posts and get notifications when the event is about to start.
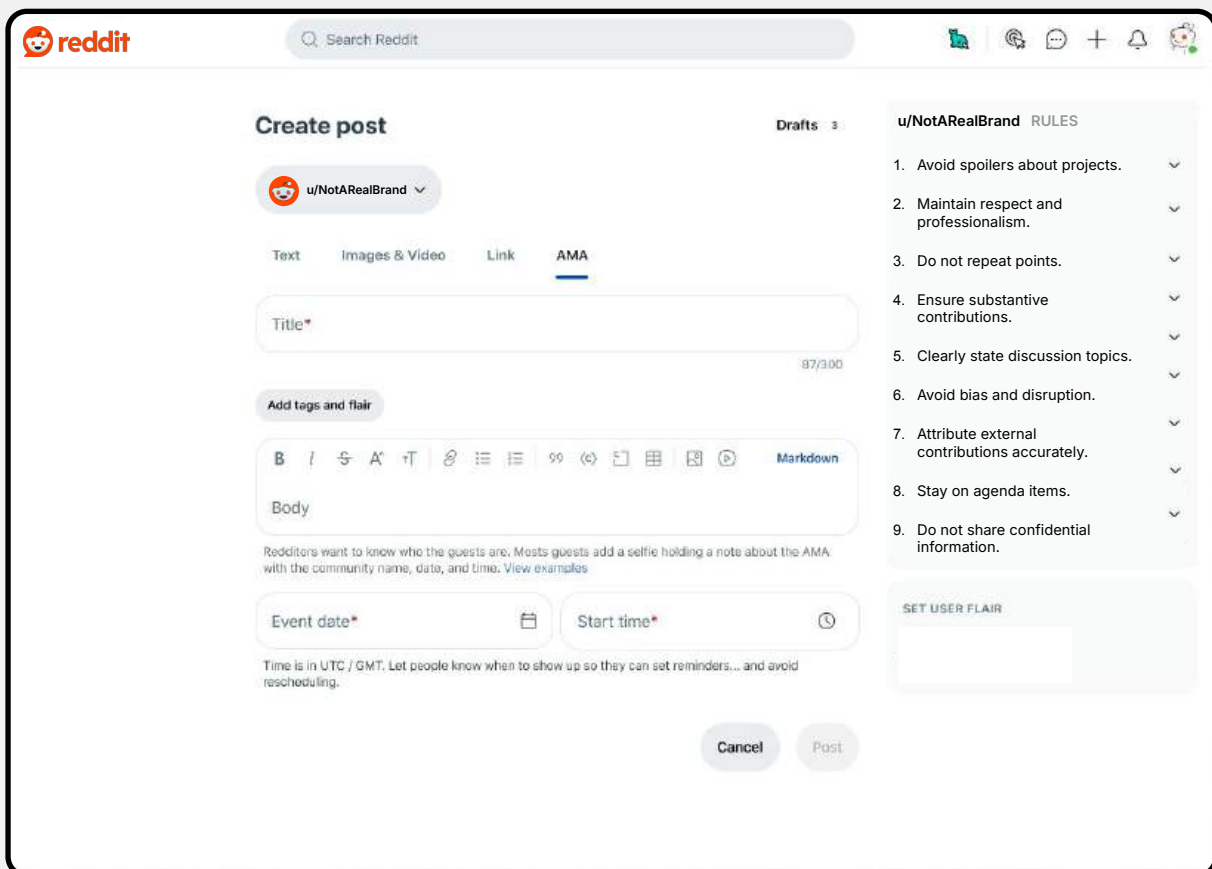
Setup for profile & community AMAs

Streamlined creation experience

The AMA post type allows you to create an AMA post ahead of time. This post will auto-transform into a live AMA at the designated start time.

Using the AMA-specific post creation tool allows you to upload a proof image and select the date and time of the event.

Setup for profile & community AMAs

Streamlined creation experience

Hosts have control over when to formally "end" the AMA and can leave a thank you note and links for participants.

End AMA? ✕

You'll still be able to answer questions, but your AMA will display as "Just Finished." You can include an optional note to thank participants and share any closing thoughts.

End note (optional)

Thank you all for joining me in this retro gaming session! Your questions and passion for classic games made this experience truly unforgettable.

I can't wait to connect with you all again soon, either in person or online. Stay incredible, and keep gaming retro style!

Find more from me at **@u/PixelFromRetrobox**

🔗 Add Link

Back   **Yes, End**

Setup for profile & community AMAs

Simplified hosting and co-hosting

Hosts can add collaborators to their AMA, making it easier for both groups and individuals to easily participate.

Hosts and collaborators comments are highlighted so it's clear to redditors which questions have been answered by the experts.

The conversation page also has controls to easily toggle between the full conversation, answered, and unanswered questions.
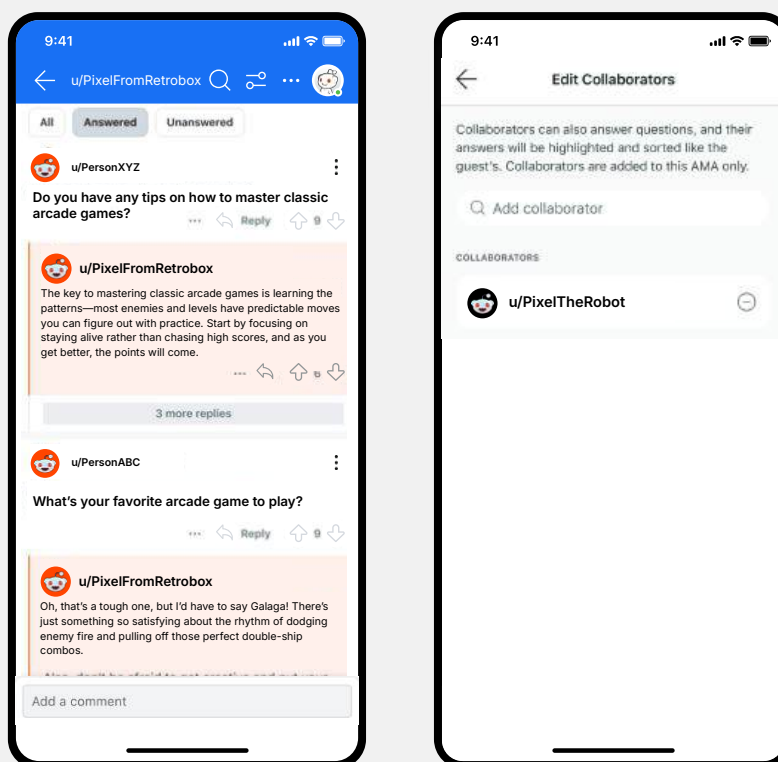
![reddit](reddit logo)

RSVP button featured directly on the post

Redditors don't have to luck into finding a great AMA. They can RSVP for reminders as soon as they see it in their feed and get notifications when the event is about to start. They can also RSVP directly on an AMA Ad.

The push notification and paid AMA Ads are the only way to drive users to the AMA once it goes live so make sure to put enough funding behind your pre/during strategy to increase participation.
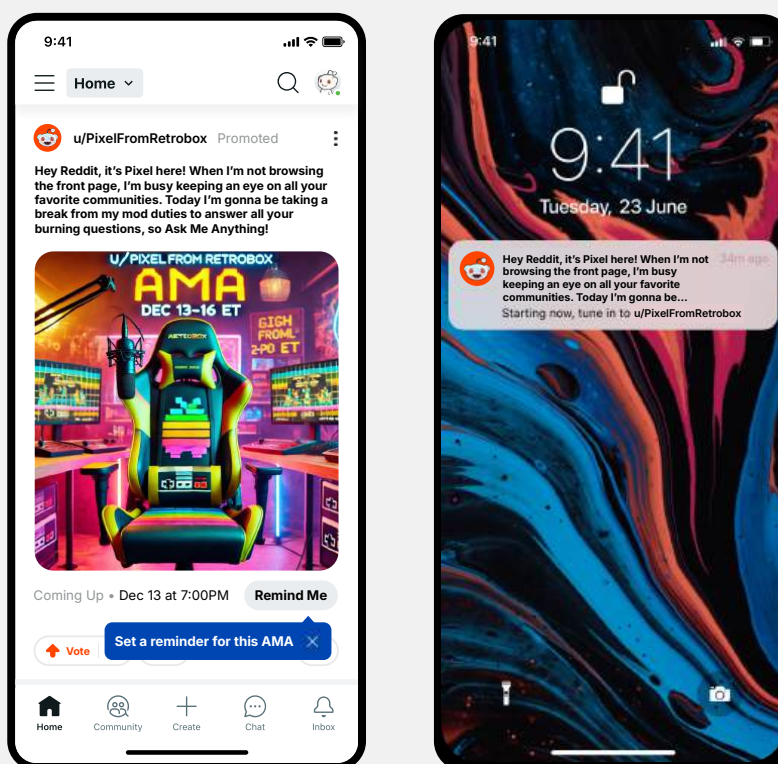
reddit

Now that you know all about the AMA features... here are the assets you'll need when setting up your post

Username

The Reddit username the guest will be using to answer questions (we recommend using one username regardless of number of guests).

Post headline

This should be written in the first person and contain "AMA".

- 300 character limit

Proof photo

Typically a photo of the host holding a sign with:

- Date (required)
- Time (required)
- Community (optional & only for community AMAs)

The proof photo will display as the preview thumbnail for the post and will also appear in the ad.

Intro / post body text

Provide some background information the AMA host. This is a great place to include links to other socials, external sites, & relevant content. This should be written in the first person.

- 40,000 character limit

![reddit](reddit logo)

How to post your AMA

Posting

You will post the AMA when your pre-promotion starts. We recommend doing this 5 days before the AMA is live. If you're running a community AMA you will coordinate this timeframe with the mods through the community team.

Body

The proof photo must be the first asset in the body of the post to be featured on preview and reminder posts. This can be edited after posting.

Date & time

Set the date and time the host will begin to answer questions. The time zone will be based on that of the poster.

Ending

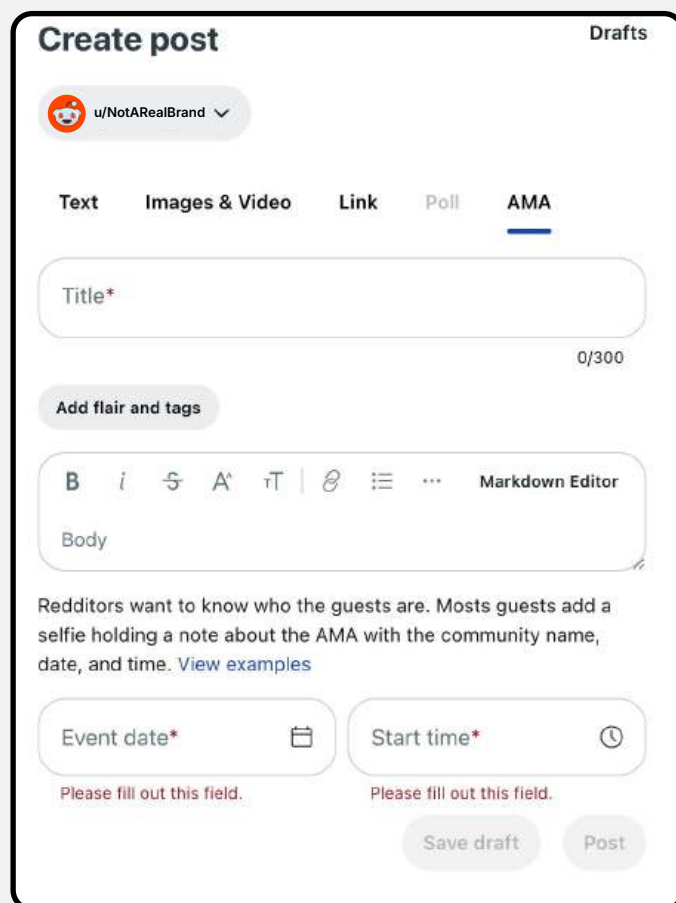Once the host has wrapped the AMA, hit the end button to leave a message thanking the community and to let redditors know the AMA has finished.

Looking for more in-the-weeds setup support? Check out the help center!

Headline

The headline will be a part of the push notification that goes out to redditors who request to be reminded to join the AMA. It cannot be altered after posting.

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Setup for profile & community AMAs

Promoting your AMA

Sponsored AMAs use the AMA Ads format to drive traffic to the organic AMA.

Organic AMA post

This is the AMA post itself that we walked through how to create with the AMA tool – it will act as the landing page of your ad and will be one of two places where users will RSVP to the AMA (before) and attend the AMA (during).

Ads driving to the organic AMA

Your AMA Ads will drive to the organic AMA post you want users to engage with. It will include a Remind Me button directly on the ad as well as the time, date, and RSVP count for the AMA. Redditors can also click directly to the AMA and RSVP from the organic post.

AMA ads will dynamically change throughout the lifecycle of the campaign:

- During pre-promotion the ads will feature a Remind Me button.
- When the AMA is in action the ads will say 'Join Now' to encourage redditors to join in on the conversation.

AMA Ad drives to...

Organic AMA post
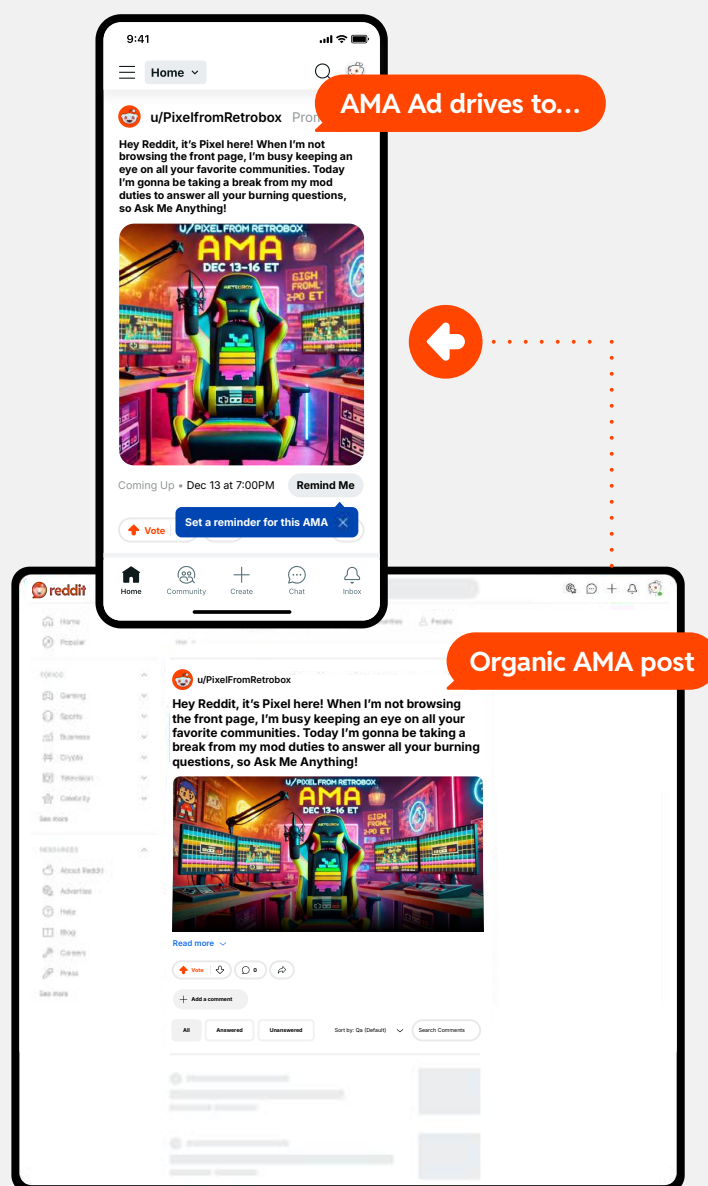
How to set up an AMA Ad

Build your AMA Ads campaign with ease

Start by selecting either the Awareness or Traffic objective.
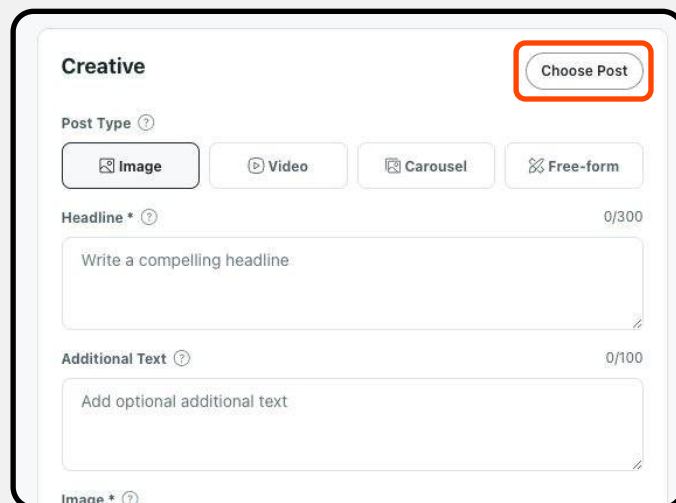
When you've reached the ad builder, select 'Choose Post', filter for organic posts in your post library and then select the AMA. You'll see it designated as either a profile or community AMA as the post type.

And that's it!

There's a few important things to be aware of when using the AMA Ad format:

- For profile AMAs the headline **cannot be customized** and will pull directly from the organic post.
    - Because of this nuance we recommend using the AMA Ad format only for the pre & during phases of the campaign for profile AMAs.
- For community AMAs the headline **can be customized** and will show both the ad headline and the organic headline.

Here are our best practices for building your AMA Ads:
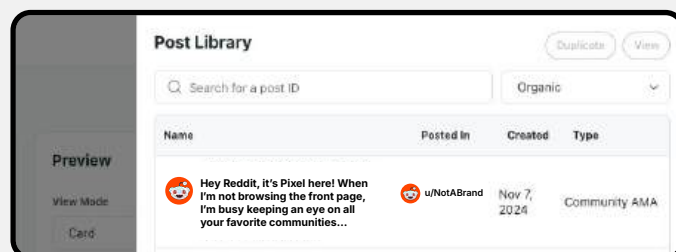
Setup for profile & community AMAs   **Profile AMA**

Headline best practices for each phase

Pre-AMA

This is your opportunity to drive awareness about the upcoming AMA. **Keep in mind:** this headline pulls from the organic post directly into the ad. Make sure your organic post language will be suitable for both the organic post and the ad. Keep CTAs general as this same headline will be used for During-AMA promo as well.

During-AMA

Your Pre-AMA promotion and headline will run as-is. The CTA will dynamically change from 'Remind Me' to 'Join Now' so there is no need to setup a separate ad or campaign.

Post-AMA

This will be a separate promoted post linking back to your AMA for those who were not able to attend and **does not use the AMA Ad format.** Give a quick recap and include a CTA to encourage users to check out the AMA.

Example headline:

Hi Reddit, I'm [AMA HOST NAME] and I'm here to chat about [TOPICS] with [BRAND] live at [DATE/TIME]. Ask me anything!

Example headline:

The headline will be the same as your pre-AMA headline. No changes needed.

Example headline:

ICYMI, [AMA HOST] answered questions about [TOPIC] with [BRAND]. Read all about our interesting discussion here!

reddit

Profile AMA

Headline promotion example.

Before

During

After

Setup for profile & community AMAs

Community AMA

For this type of AMA, you will write both the organic and ad headline.

- The organic headline is the title of the post within the community.

- The ad headline is an additional call to action that lets users know the AMA is happening.

reddit
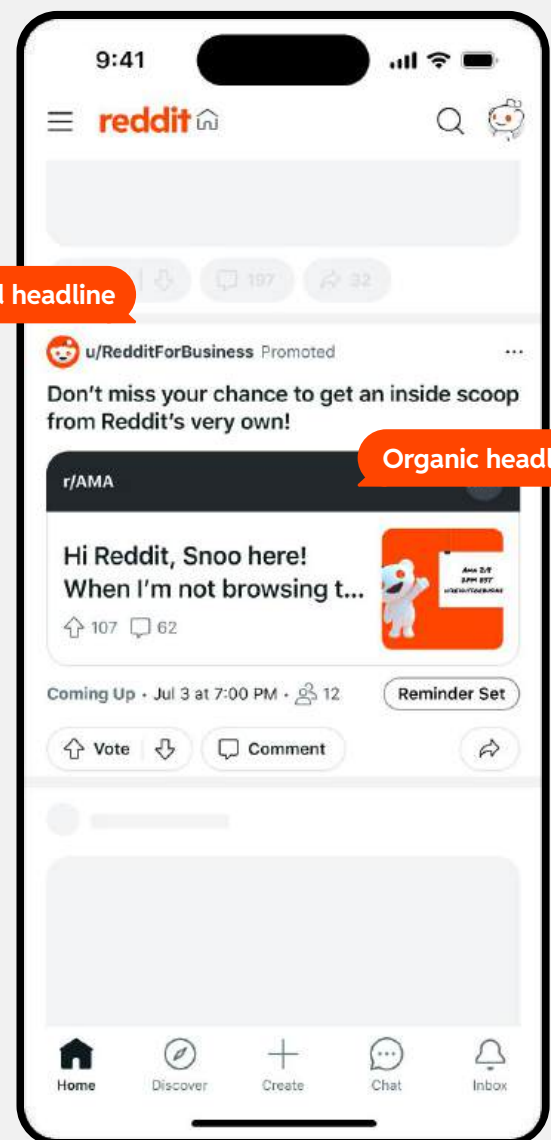
Headline best practices for each phase

As you're crafting your headlines, take into account the context and content of the community you're hosting in.

Pre-AMA

Mention the community, specify the host, and let them know about the topics you plan on covering. Keep topics
and host relevant to the community.

During-AMA

This is your chance to invite active community users to join the conversation. Your AMA headline should mention that it is happening now.

Post-AMA

Create an AMA Ad with a headline that recaps the event and encourages users to view the AMA.

Example headline:
Hey r/[COMMUNITY]! [AMA HOST NAME] here to talk all things [TOPICS] with the help of [BRAND] live at [DATE/TIME]. I look forward to chatting with you all then.

Example headline:
Got some time? Join our live AMA with [HOST] happening now on r/[COMMUNITY].

Example headline:
ICYMI, [AMA HOST] answered questions about [TOPIC]. Click below to catch up on the community discussion!

Community AMA

Headline promotion example.

Before	During	After

Before

9:41

≡ reddit ⌂   🔍 😊

⬆ 1.2k ⬇   💬 197   ↗ 32

😊 u/RedditForBusiness Promoted   ⋯

Don't miss your chance to get an inside scoop
from Reddit's very own!

r/AMA   AMA

Hi Reddit, Snoo here!
When I'm not browsing t...   Ama 3/9
⬆ 107 💬 62   3PM EST

Coming Up · Jul 3 at 7:00 PM · 👥 12   [Reminder Set]

⬆ Vote ⬇   💬 Comment   ↗

🏠 Home   ⊘ Discover   + Create   ⋯ Chat   🔔 Inbox

During

9:41

≡ reddit ⌂   🔍 😊

⬆ 1.2k ⬇   💬 197   ↗ 32

😊 u/RedditForBusiness Promoted   ⋯

**Aaaand we're live! Ask Reddit's very own
Snoo all your questions**

r/AMA   AMA

Hi Reddit, Snoo here!
When I'm not browsing t...   Ama 3/9
⬆ 107 💬 62   3PM EST

Live · 20m ago   [Join Now]

⬆ Vote ⬇   💬 Comment   ↗

🏠 Home   ⊘ Discover   + Create   ⋯ Chat   🔔 Inbox

After

9:41

≡ reddit ⌂   🔍 😊

⬆ 1.2k ⬇   💬 197   ↗ 32

😊 u/RedditForBusiness Promoted   ⋯

**Catch Snoo later! Couldn't make it? Check out
the whole AMA below.**

r/AMA   AMA

Hi Reddit, Snoo here!
When I'm not browsing t...   Ama 3/9
⬆ 107 💬 62   3PM EST

Just Finished · View top answers

⬆ Vote ⬇   💬 Comment   ↗

🏠 Home   ⊘ Discover   + Create   ⋯ Chat   🔔 Inbox

![reddit](reddit logo)

AMA answering best practices

When hosting an AMA it is important to remember the following:

Remember the human. Treat your AMA as one human speaking to another (+ your expert knowledge, of course). Your answers are not meant to read like advertising headlines.

- **Try to answer as many questions as possible** within the live hour.

- **Answer questions covering a wide variety of topics,** do not just focus on the project you're promoting.

  - If there are questions that seem a bit off topic but relate to something the host shared in their bio, we encourage answering a few of those.

- Throughout the AMA, **alternate the comment sort between "Best", "Top", and "New".**

- We recommend **a mix of some lengthy answers and some that are more short form** (you can prepare the lengthier answers in advance, and respond with shorter answers in the live hour, for example).
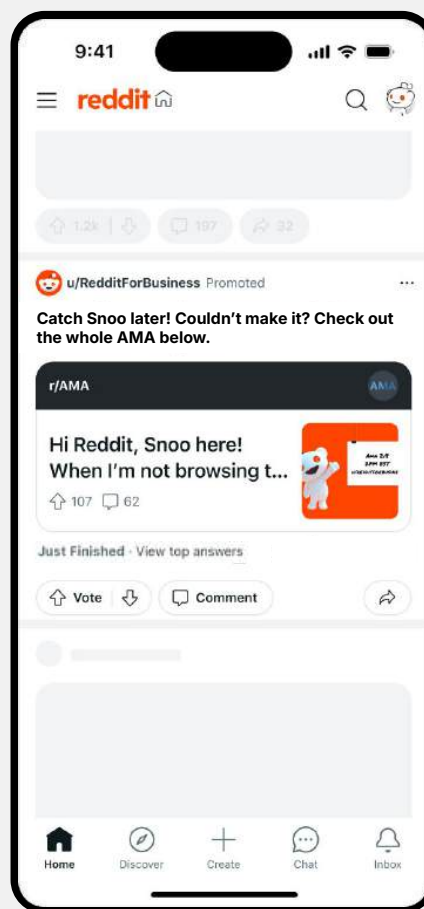
- Remember that your answers serve as a spotlight, so **answer the questions you want to make sure get seen.**

- **Have some fun!** Don't be afraid to be playful / sarcastic / funny in the comments when appropriate.

Additional considerations:

It's okay to answer some questions that aren't as positive in nature.

Avoid directly plugging your product in your responses, as this can come across as disingenuous.

We don't recommend referencing another brand in the AMA or inviting them to join the AMA.

Post-AMA reporting

Measure both organic and paid media.

We measure AMAs in two ways:

- Organic metrics or, performance of the AMA itself.
- Paid metrics, or performance of the paid media surrounding the AMA.

You can dive into the organic performance by checking out the post metrics
and then work with your sales rep to understand how your paid media performed.

Number of questions, upvote count, number of RSVPS...

Organic AMA metrics

Informed by your measurement plan (e.g., RBL measuring awareness).

AMA paid media performance

Recommended AMA timeline at a glance

Confirm guest
Liaise with your point of contact at Reddit about the talent & goal of the AMA.

> 2 weeks before

Set your time & place
Date & time confirmed by hosting subreddit (Community AMAs only) and guest.

2 weeks before

Gather assets
Send your point of contact at Reddit the following:
- Proof Photo
- AMA Copy (headline & body)

3-5 days before

Post the AMA
Post your AMA 5 days to 24 hours in advance, and promote (paid and/or organic social).

48 Hours

Set your AMA live
- Actively reply to questions
- Aim for at least 5 answers

<24 hours before

End the AMA
- Wrap up the AMA
- Mark as "Done"
- Leave a sign-off message
- Do not delete your username
- AMA lives on as evergreen content!

1-2 hours in

reddit

AMA success cheat sheets

Checklists for each milestone

reddit

Community AMA checklist

Before AMA

- ❑ Confirm availability of the guest to the Reddit POC.
- ❑ Confirm AMA date & time.
- ❑ Create a Reddit profile.
- ❑ Take a proof photo of the AMA guest.
- ❑ Prepare headline and intro of the post.
- ❑ Send assets to the Reddit POC at least 48H beforehand.
- ❑ Prepare guests for any uncomfortable questions and get their preferences.

During

- ❑ Post 3h-24h before AMA goes live.
- ❑ Promote the AMA on your social channels.
- ❑ Answer 15-20 questions minimum.
- ❑ Ensure answers abide by Best Practices.

After

- ❑ Leave a comment with a sign-off message.
- ❑ Did you have a good time? Thank the community mods!
- ❑ Share your favorite AMA replies on social media.
- ❑ Remember not to delete your username – this will delete your AMA!

Profile
AMA checklist

Before AMA

- ❏ Confirm availability of the guest to the Reddit POC.
- ❏ Confirm AMA date & time.
- ❏ Create a Reddit profile and Reddit Pro account
- ❏ Take a proof photo of the AMA guest.
- ❏ Prepare headline and intro of the post.
- ❏ Send assets to your Reddit POC at least 48H beforehand.
- ❏ Prepare guests for any uncomfortable questions and get their preferences.

During

- ❏ Post 3h-24h before AMA goes live.
- ❏ Promote the AMA on your social channels.
- ❏ Answer 15-20 questions minimum.
- ❏ Ensure answers abide by Best Practices.

After

- ❏ Leave a comment with a sign-off message.
- ❏ Share your favorite AMA replies on social media.
- ❏ Remember not to delete your username – this will delete your AMA!

Checklist:
Setting up your AMA

Create the post

- ❏ Confirm you're posting to the right community or profile.
- ❏ Create a title in the first-person voice from the host's POV (300 characters or less; you cannot edit after the post is live).
- ❏ Add a brief description of what you want to talk about in the AMA, link out to any supporting information, and be sure to include the proof photo within the body.
- ❏ Set your Event Date & Start Time (reflects your local time zone).
- ❏ Click Post!
- ❏ Amplify post with paid media for maximum exposure to your target audience.
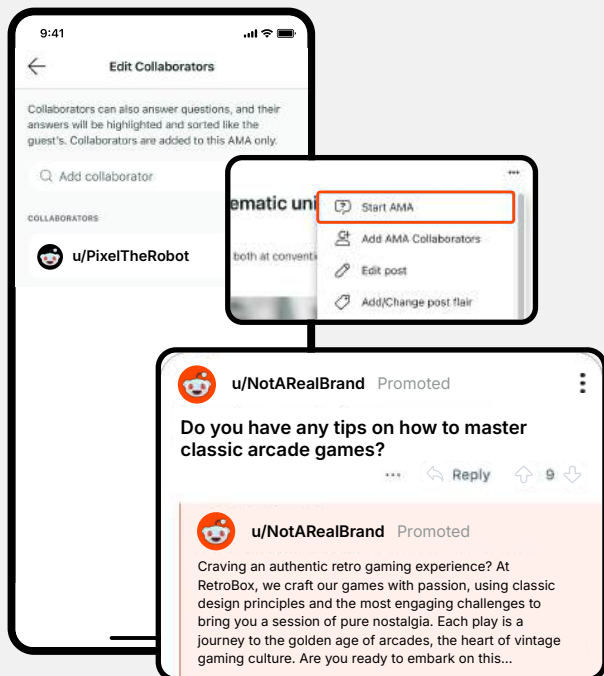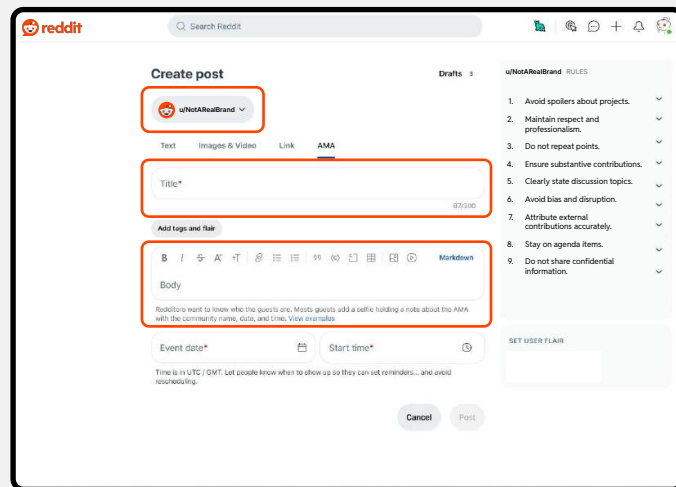
Add co-hosts (optional)

Click the three dots next to the headline of the posted AMA

- ❏ Choose "**Add Co-hosts**".
- ❏ Search for the username of your co-host (must have own username).
- ❏ User will now have "**Co-host**" under all posts in your AMA post.

Checklist:
Setting up your AMA

Go live & AMA!

- ❏ When you're ready to begin your AMA, click "**Start AMA**".
- ❏ Answer questions and your responses will be highlighted with an "**OP**" (original poster) label
- ❏ When you're finished, click "**End AMA**". You'll be prompted to add a sign-off message and link to your social media or other URL.
- ❏ Keep the paid amplification going with promoted posts to recap the event – the best AMA is a finished AMA!

End AMA? ✕

You'll still be able to answer questions, but your AMA will display as "Just Finished." You can include an optional note to thank participants and share any closing thoughts.

End note (optional)

Thank you all for joining me in this retro gaming session! Your questions and passion for classic games made this experience truly unforgettable.

I can't wait to connect with you all again soon, either in person or online.
Stay incredible, and keep gaming retro style!

Find more from me at **@u/PixelFromRetrobox**

🔗 Add Link

Back   Yes, End

reddit

Frequently asked questions

How do I choose a topic for the AMA?

The topic of the AMA is always the work of the guest.

Reddit users naturally ask a guest about their recent projects and the work they are known for doing in their lifetime. It is important to choose an AMA guest that will naturally guide the conversation in the desired direction.

For Community AMAs, how do I know what community the AMA will take place in?

Your Reddit sales rep will work with our Community team to connect with subreddit moderators to make sure they are willing to host an AMA.

It is important to share the guest name and desired date/time as soon as possible to allow time for moderators to reply. We cannot guarantee placement in a specific subreddit.

How long are AMAs?

Most AMAs typically last one hour, but this can be flexible. When hosting a community AMA, be sure to communicate how long you intend to spend to the moderator.

Frequently asked questions

Are questions moderated?

Yes. Questions are moderated at multiple levels:

- Reddit's user-based upvote/downvote system applies to all posts, including AMAs. Users upvote high-interest questions they want to be answered, while downvoting low-interest questions.
- **Community AMAs are moderated by the subreddit moderators,** whereas **Profile AMAs enable both AutoMod and/or manual moderation** abilities.
- You should however be ready to answer difficult or sensitive questions related to the guest.

What is the best time to host an AMA?

AMAs tend to see the most engagement on weekdays during core business hours for the audience you're trying to reach. We have seen strongest performance in the past with AMAs that start at 12pm ET or later.

Is there a character limit to responses?

There are no character limits and **long answers are welcome.**

Can multiple people participate in the same AMA?

Yes. Multiple participants can opt to either use a single shared account during the AMA or can participate with multiple individual accounts. **Our AMA tool tags guest and collaborators,** so don't worry about their answers getting lost.

Case studies

High-performance AMA campaigns

KarmaLab + Vital Proteins deliver top-notch creative

While Vital Proteins spearheaded much of their campaign creative, Reddit's KarmaLab assisted in crafting an AMA that ended up being the strongest-performing asset across all ad formats: it drove 158 questions, the majority of which were strong, on topic, and in-depth.

Vital Proteins ran a best-in-class campaign that followed all Reddit best practices, employed a number of ad types, and used extremely strong, optimized, and engaging creative.

The AMA was very successful in driving awareness, achieving a 19.7pt lift in Aided Awareness.
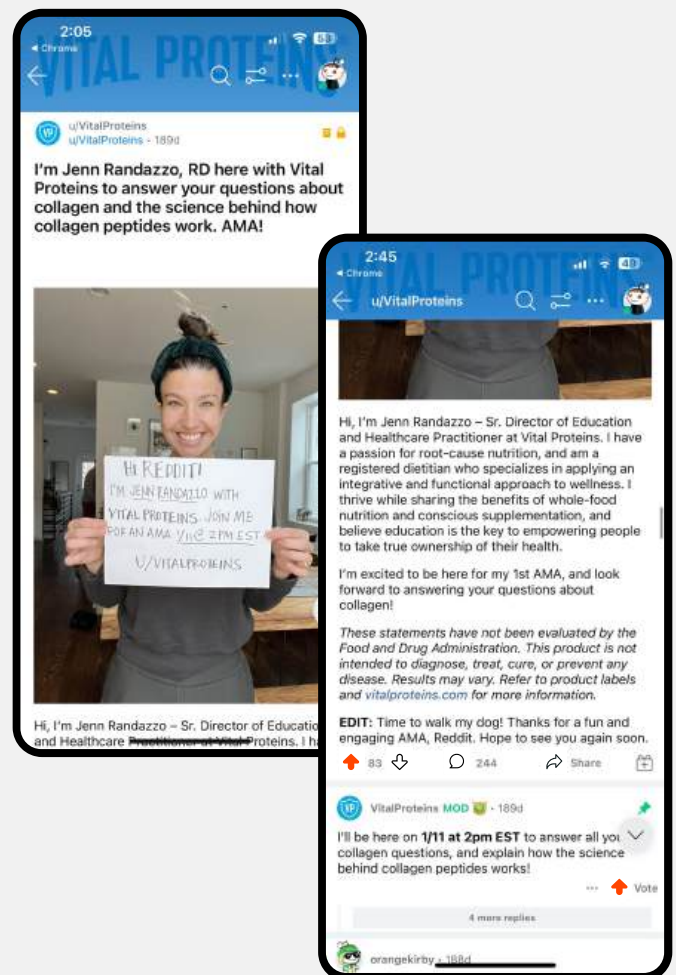
Novo Nordisk x Reddit

Novo Nordisk is a global pharmaceutical company dedicated to making obesity a healthcare priority. They came to Reddit to increase awareness of their It's Bigger Than Me initiative. In order to generate awareness and post engagement, they used Reddit's Ask Me Anything (AMA) ad product featuring a health and wellness expert.

After working with KarmaLab to bring their headlines to the next level, Novo Nordisk deployed their AMA as a promoted post, seeking to target a wide range of audiences. The ad was received positively by the Reddit community, evidenced by **significant engagement** in the form of upvotes and comments. Novo Nordisk did not utilize any third-party measurement, relying solely on Reddit ad dashboard metrics.

Industry: Pharmaceutical
KPIs: Brand Awareness, AMA Engagement
Targeting: Interest Groups (Health/Wellness, Food/Family/Fashion, News/Education/Science, Entertainment)
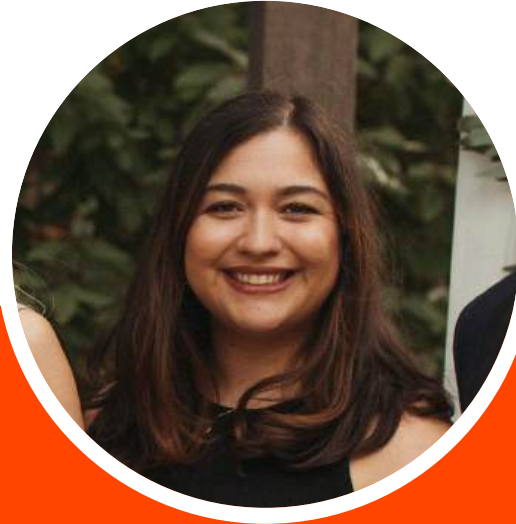**Ad Products:** Promoted Posts, AMA

reddit

Bianca Blando Kroupa

CMI Media Group
Associate Director – Paid Social

> ❝
>
> Redditors' pseudonymity, or use of a screen name, gives them the freedom to ask questions about stigmatized topics they may feel uncomfortable asking in contexts where they must self-identify. Not only was that an important factor to consider, but Reddit's unduplicated reach allowed us to achieve the scale required to move the needle for an awareness program like this.

Thank you