

# Beyond the spike:

How Reddit's always-on communities are the antidote to hype

From AI solutions to 9-step skincare routines, consumers are increasingly cynical about the latest brand or product the algorithm tells them to buy. And it's slowing down the purchase journey.

On Reddit, there is no hype, no trends. Content doesn't need to blow up to break through the algorithm here. Always-on conversations create consensus, making the information found here trusted and credible. It's why news outlets cite redditors more than ever, and why people turn to Reddit's communities everyday for product research. As a result, Reddit adds value across the media mix to improve the efficiency of advertisers' cross-channel investments and augment the way consumers interact with search.

## Adding Reddit to any other channel adds incremental value

**+13%**

Reddit + TV drives higher ROAS vs. TV only for food & bev advertisers.<sup>1</sup>

**+23%**

Reddit + FB, IG, PIN, X, SNAP drives higher ROAS vs. these platforms only for food & bev advertisers.<sup>1</sup>

## Products don't trend on Reddit. They're always-on

**#1**

Platform where people discuss **purchasing products.**

Reddit owns 51% of total online mentions of purchasing discussions.<sup>2</sup>

Ranked higher than other social platforms:



Today's Reddit posts are tomorrow's search results

**+72%**

From 2022 to 2023 there was a 72% increase in links to Reddit from news sites.<sup>3</sup>



Reddit is fundamental to how people navigate the internet

**100+**

Every second, more than 100 people add Reddit to their Google search.<sup>4</sup>