



A VERY GOOD GUIDE WITH STATS & EVERYTHING

Back to school insights guide

How brands can reach parents authentically across Reddit's communities during the 2023 back to school season.





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III.6th-8th, IV.9th-12th

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01.

Parents on Reddit



Reddit is the *#1* platform parents come to for candid and unvarnished advice.

Ranked higher than other social platforms:



Parents want to raise good humans, but are terrified of getting it wrong

Parents want validation they're making the right decisions. Today, they're worried about the holistic health and development of their kids.

They're putting immense pressure on themselves to raise well-rounded adults. Their measure of success is no longer performative.

What are some of the biggest concerns on your mind right now when it comes to parenting?

“

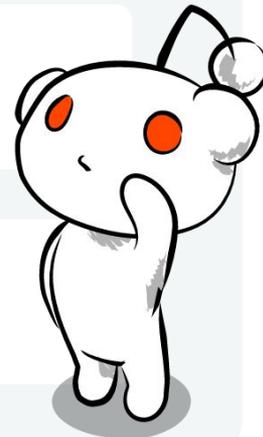
Making sure I am raising a good person. I want to make sure I am making the right choices and reacting and teaching things the way that I should.

“

If you're actually doing the right thing, rather than just following what everyone else is doing.

“

That I'm not doing it properly and will be responsible for raising a bad person.



Parents flock to Reddit to avoid the judgement

Reddit isn't like other platforms. It's anonymous, trusted, community-powered, and filled with the information parents can't validate from IRL friends, but they can in subreddits like r/parenting or r/AmITheAsshole. As parents face mistrust and embarrassment, they find solace on Reddit.

r/mommit

My daughter wants to bring extra food to school for a friend. Help me think this through, please?

My 6th grader told me her friend, who used to bring full lunches to school, has begun bringing only a bag of chips and capri sun because her family is going through a hard time right now. She wants to pack extra food to share under the guise of happening to have too much...

What would you pack?



r/ADHD

Son also has ADHD- nothing is working. Help please!!

Questions/Advice/Support

My son is 11 and the doctor hesitated to diagnose him early when he had very clear signs of it starting kindergarten. He fell more and more behind, behavior got worse and worse, finally he was diagnosed and put on meds at the end of second grade. I got him a tutor because he was struggling after not learning the basic concepts prior to medication. He excelled and was able to get straight As until now.



r/AmITheAsshole

AITA for punishing my son by taking away his phone after he deleted my daughter's Minecraft world?

Not the A-hole

NTA and HOLD YOUR GROUND!!! I am parent who is skeptical of video games but Minecraft is different. What your son did is the equivalent of destroying a carefully created painting made over several months. And he laughs about it? Horrible.



“

What I like best about Reddit is that it's anonymous and I can get judgment-free parenting advice without everyone in my life knowing my problems.

— Redditor Parent



Reddit offers parents a different type of community: **genuine & credible**

Here, parents can dig into the unfiltered realities of parenthood. Reddit's pseudonymity-enabled honesty allows both subscribed users and lurkers to steadfastly trust reviews and recommendations.

On Reddit, they find other parents dealing with the same challenges, discussing the products and brands they've tried for their own families. Reddit is where parents feel safe to form opinions and take action.

Parents rank Reddit as the #1 platform for:



Honest and authentic parenting content.¹



The safest space to discuss sensitive parenting topics.¹

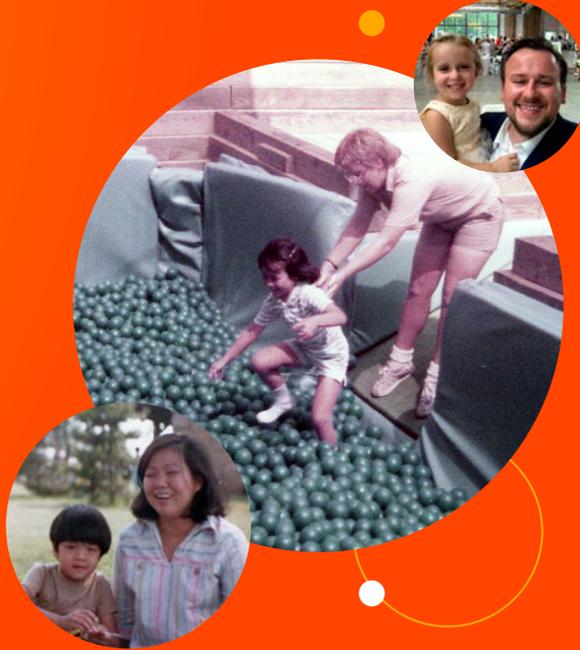


Moms rank Reddit as the top platform to find authentic reviews & discussions on products/brands.²

More than other social platforms:

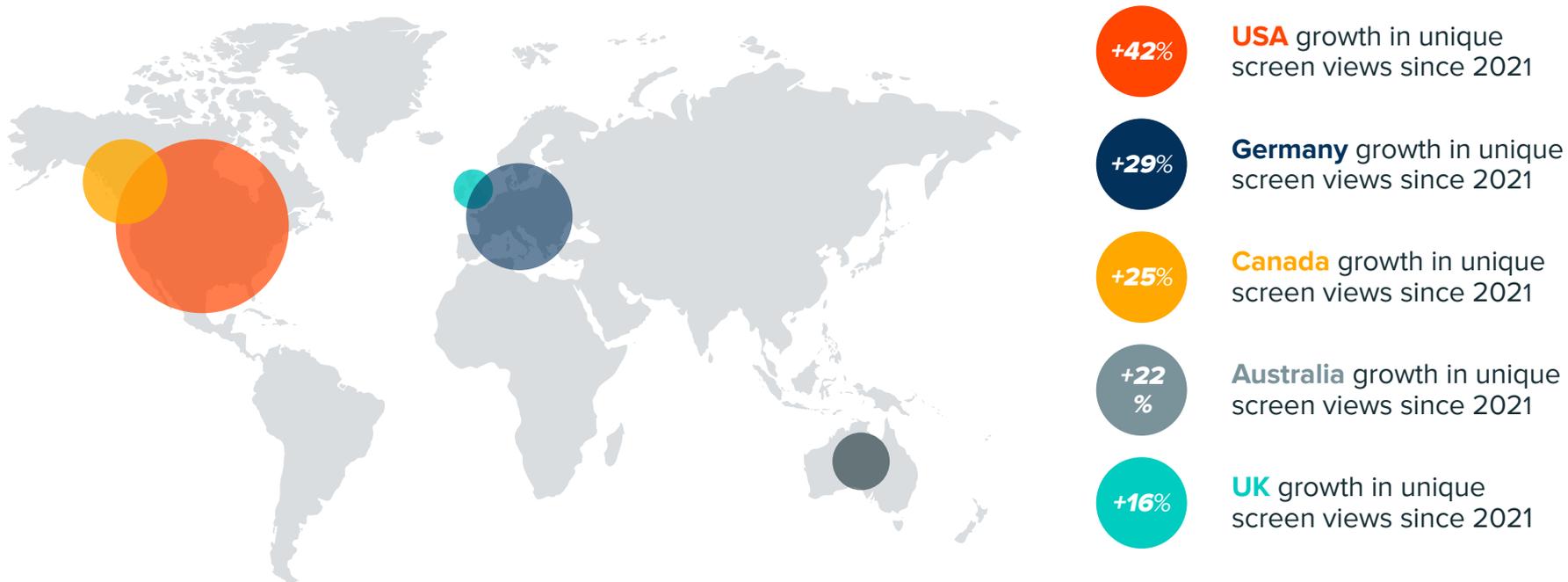


**43% of US redditors
are parents, discussing
and sharing advice on
the platform.**



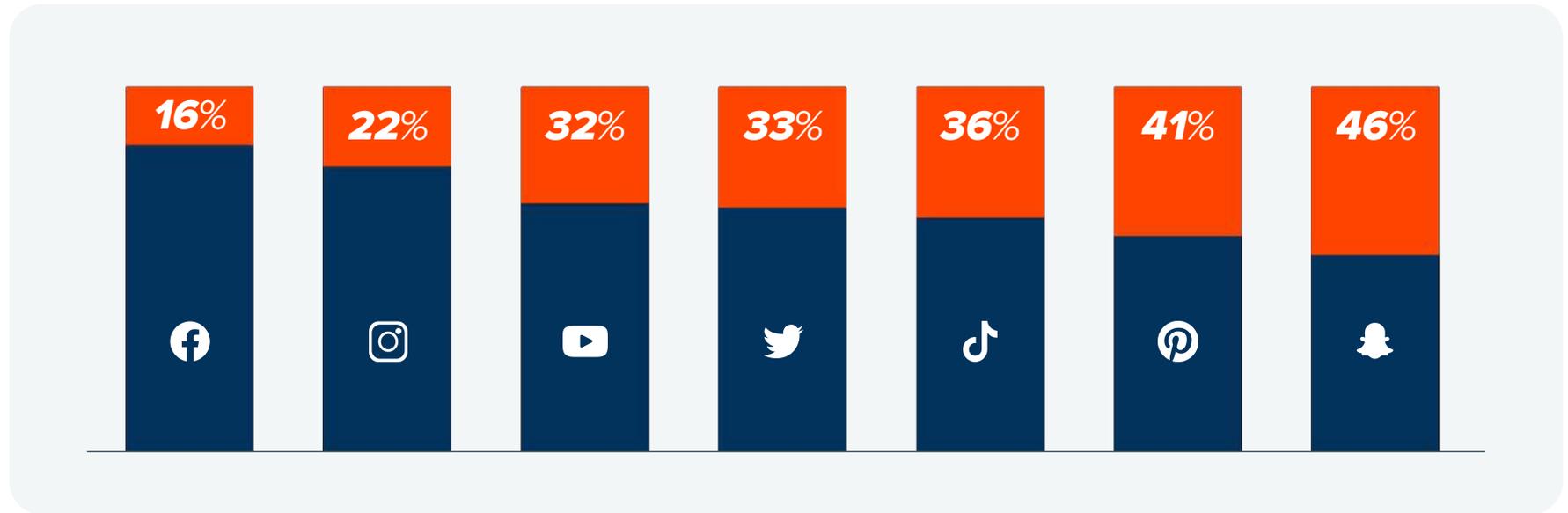
Unique views to parenting communities

Redditors around the world are seeking unfiltered parenting advice and authentic community.



Reddit is home to a parenting audience that cannot be found elsewhere

Unduplicated reach of parents on Reddit.



Parenting conversation on Reddit has **grown faster** than Twitter

Conversation related to parenting is surging on Reddit over the past few years, as the platform continues to become a trusted and safe space for all parents.

So what? Parenting conversation on Reddit is growing year over year, as it becomes the go-to destination for authentic discussions and a trusted haven for all things parenthood.

Volume of parenting conversations Jan 2020 - Feb 2023



+62%
growth since 2020



+14%
growth since 2020

Show up in communities as diverse as your audience, where they're having nuanced parenting discussions

140M

Monthly screenviews in
Parenting Communities
(+28% YoY growth)





**Find your people
where they find real and
trustworthy parenting
recommendations.**

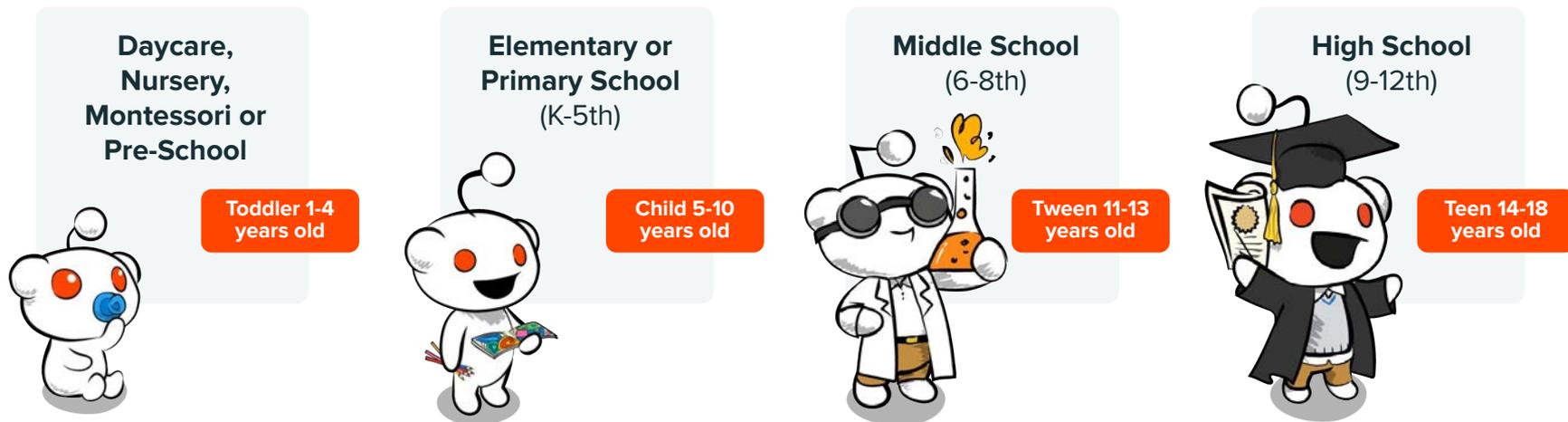
02.

Stages of parenthood



Key segments of parents

Reddit provides parenting advice for all stages of development. These are four key segments of parents on Reddit, based on the age and education level of their child.

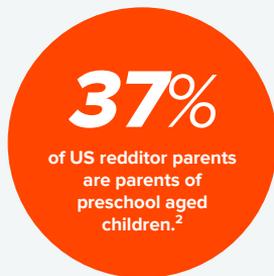


Parents of preschoolers

Brands don't have to wait until the point of purchase to influence parents on Reddit.

***YSK**

63% of Reddit users that are parents of a preschooler discovered or learned about new products and brands thanks to information they found on Reddit; ranking higher than Instagram, Snapchat, Pinterest, Tik Tok and Twitter.¹



Demographics



Male



Female



Millennials



Gen X



Gen Z

Key Interest Groups³

Parenting

Travel Locations

Cooking

Life Advice

Entertainment

Top Subreddits³

[r/toddlers](#)

[r/workingmoms](#)

[r/askparents](#)

[r/breakingmom](#)

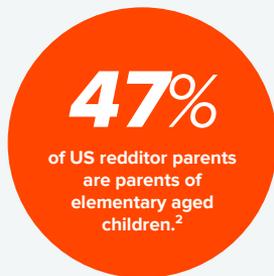
[r/montessori](#)

Parents of elementary school-aged children

Brands don't have to wait until the point of purchase to influence parents on Reddit.

***YSK**

65% of Reddit users that are parents of a child in or going into elementary school have compared specific product or brand features for their family on Reddit; ranking higher than Instagram, Snapchat, Pinterest, Tik Tok and Twitter.¹



Demographics



Male



Female



Millennials



Gen X



Gen Z

Key Interest Groups³

Parenting

Life Advice

Humor

Literature

National News

Top Subreddits³

[r/parenting](#)

[r/mommit](#)

[r/daddit](#)

[r/stepparents](#)

[r/raisingkids](#)

Parents of middle schoolers

Brands don't have to wait until the point of purchase to influence parents on Reddit.

***YSK**

64% of Reddit users that are parents of a middle schooler found authentic reviews on products and brands for their family thanks to information on Reddit; ranking higher than Instagram, Snapchat, Pinterest, Tik Tok and Twitter.¹



Demographics



Key Interest Groups²



Top Subreddits²



Parents of high schoolers

Brands don't have to wait until the point of purchase to influence parents on Reddit.

***YSK**

59% of Reddit users that are parents of a high schooler decided to purchase a product thanks to the information they found in parenting communities on Reddit; ranking higher than Instagram, Snapchat, Pinterest, Tik Tok and Twitter.¹



Demographics



Male



Female



Millennials



Gen X

Key Interest Groups²

Parenting

Humor

National News

Entertainment

Science

Top Subreddits²

[r/parenting](#)

[r/mommit](#)

[r/daddit](#)

[r/askparents](#)

[r/parentingteenagers](#)

03.

Back to school insights





A critical part of getting parenting right is navigating school and the challenges that come with it

Dealing with school today is harder than ever before, and redditor parents have no shortage of challenges on their minds. When it comes to schooling, they're worried about the holistic development of their children.

Parents are looking for trustworthy recommendations to make dealing with school easier.

Parents' top concerns related to their child/children's education and schooling:



38%

Mental health support

**26% more likely to be than non-Reddit users*

35%

Keeping my kids healthy

30%

Dealing with bullying



23%

Nutrition and wellness support

**62% more likely to be than non-Reddit users*



22%

Cognitive development support

**33% more likely to be than non-Reddit users*



Indicates that Redditor parents are statistically more likely to be concerned about that topic compared to parents that are non-Reddit users at a 95% confidence level.

“

On Reddit, parents find trustworthy recommendations for back to school:

The information on Reddit is different from other platforms because people on Reddit discuss subjects in-depth. Which is helpful when you're looking for honest answers from real people who've actually gone through the issue.

— Redditor Parent



Parents rely on Reddit to make the right back to school purchase decisions for their family

Navigating school and ensuring they have the best products and brands for their kids is stressful. Parents come to Reddit because they find trustworthy discussions, empowering them to make their back-to-school purchase decisions faster.

Reddit helps parents feel confident about their back-to-school purchase decisions, so they can feel like they're getting it right.

52%

of Redditor parents say they feel more confident sharing information or asking for advice on Reddit.

45%

of parents say honest discussions on Reddit helped them evaluate the best back-to-school products for their family.

46%

of parents say Reddit helps them make their back-to-school purchase decisions faster.



9-in-10

Redditor parents plan to spend the same or more on back-to-school shopping this upcoming season.



40%

of redditor parents plan to spend more on back-to-school shopping this year vs. last year.

Redditor parents are planning to spend a sizeable amount **on back-to-school purchases**



60%

of redditor parents plan to *spend \$300 or more* on upcoming back-to-school purchases.



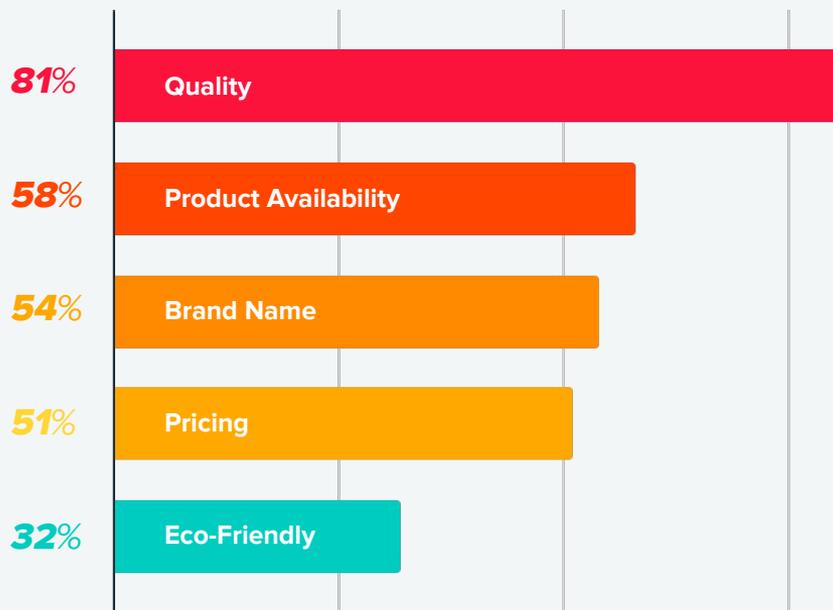
\$400

Redditor parents are more likely to spend an average of \$400 on back-to-school shopping compared to non-Reddit users.

Redditor parents are less price sensitive when it comes to back-to-school shopping

Parents on Reddit rank quality, product availability and brand name above pricing.

Attributes most important to redditor parents when making back-to-school related purchases:



“

The content on Reddit is much more informative. It's easier to read through reviews & explanations of school items compared to the less than helpful reviews on other sites. I discover new products and find better choices.

— Redditor Parent



Reddit influences back-to-school purchases throughout the **entire consumer journey**

DISCOVERY



58%

of parents researched or explored different back-to-school products or brands on Reddit.

CONSIDERATION



56%

compared specific features and reviews of back-to-school related products or brands on Reddit.

DECISION



54%

say Reddit helped confirm their back-to-school product decision was the right choice for them.

MORE THAN THESE SOCIAL PLATFORMS:



Reddit is a hub for back-to-school product **recommendations**

1-in-2

parents made a back-to-school related purchase, thanks to the information they found on Reddit.

r/parenting

Back to school shopping

I have a tween girl who will officially be a middle schooler this year. It was so much easier when she was little. Lol! I'm trying to navigate this because I don't remember getting many new clothes myself at the beginning of the school year... I know this may vary by age. When you shop for clothes and shoes for the new school year do you buy just a couple new things to add to the closet or do you pretty much buy a whole new wardrobe? If a new wardrobe how many outfits would you buy? 2 weeks worth or more?



Comment Share

r/parenting

Where are we buying good quality kids' shoes, or from what brands?

I'm capable and willing to spend a little extra money now, if it means I'm actually getting something that'll last them until they outgrow them



Comment Share

Parents turn to Reddit for trusted recommendations for all of their back to school product needs

In preparation for back to school, parents researched, or discovered the following categories on Reddit:



56%

School supplies

Products like pens, planners, binders, whiteboards etc.



52%

Electronics

Products like laptops, cellphones, tablets, headphones etc.



51%

Home & food storage

Products like lunch boxes, tupperware, water bottles etc.



50%

Health & wellness

Products like medicine, hand sanitizers, thermometers etc.



49%

Apparel & accessories

Products like everyday clothing, shoes, outerwear, backpacks etc.

Parents turn to Reddit for trusted recommendations for all of their back to school product needs

In preparation for back to school, parents researched, or discovered the following categories on Reddit:



48%

Learning materials

Products like books, educational apps and programs etc.



47%

Sports equipment & apparel

Products like cleats, basketballs, rackets, jerseys etc.



45%

Gaming

Products like video games, gaming consoles and accessories etc.



44%

Beauty & personal care

Products like makeup, skincare, grooming, hair care etc.



39%

Home furniture

Products like desks, chairs, office furniture etc.

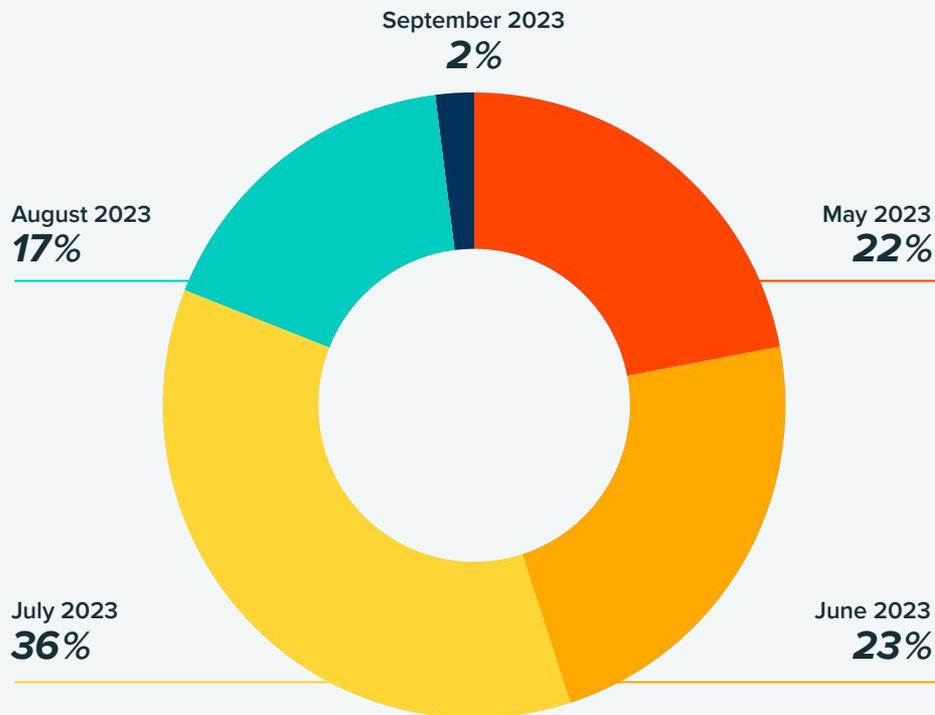
04.

Activating back to school on Reddit



In their quest to get it right, **Reddit** parents start researching their back-to-school purchases early

Half of all Redditor parents say they start researching back-to-school related shopping in May and June — before summer is even in full swing!



Surround back-to-school conversations from June through September

01

Reach potential consumers prior to before they start shopping in June.

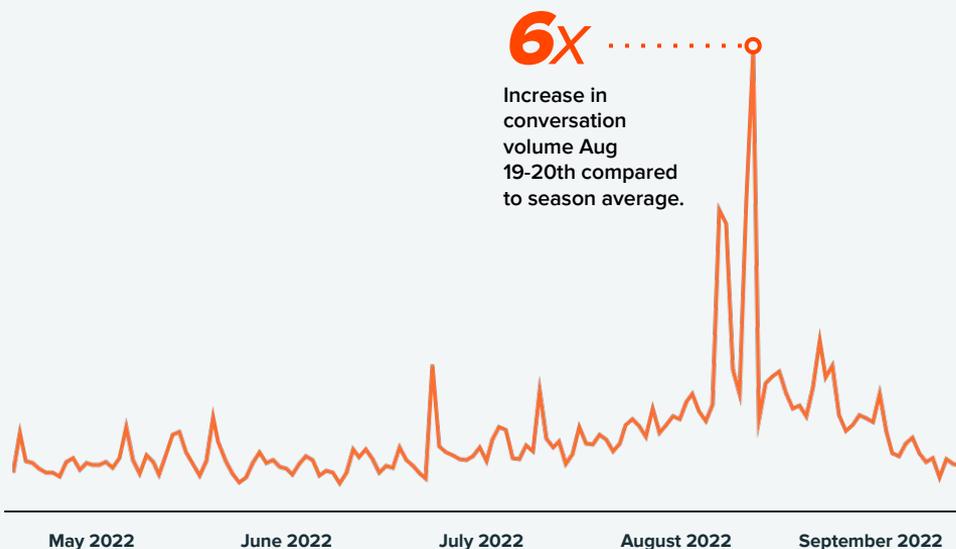
02

Make an impact by owning the peak of conversation in late July to August.

03

Retarget the most engaged audiences through September.

Daily mentions related to back-to-school conversation



Toolkit of options to activate

Accessible in the Reddit Ads Manager

Requires Reddit Account Team

REACH

AUCTION

AUCTION: scaled, efficient reach

Why: Bid in the auction with a CPC, CPM, CPV, or automated options. Target based on interests.



TAKEOVERS

TAKEOVERS: boost reach for impact

Why: Reach people who are visiting specific pages on specific days. Reach people visiting select communities, viewing trends, or on their homepage.



CREATIVE

STANDARD

STANDARD: share your message

Why: Use text, images or videos and promote them in the feed, **Promoted Post**, or on conversation pages, **Conversation Placement**.



CUSTOM

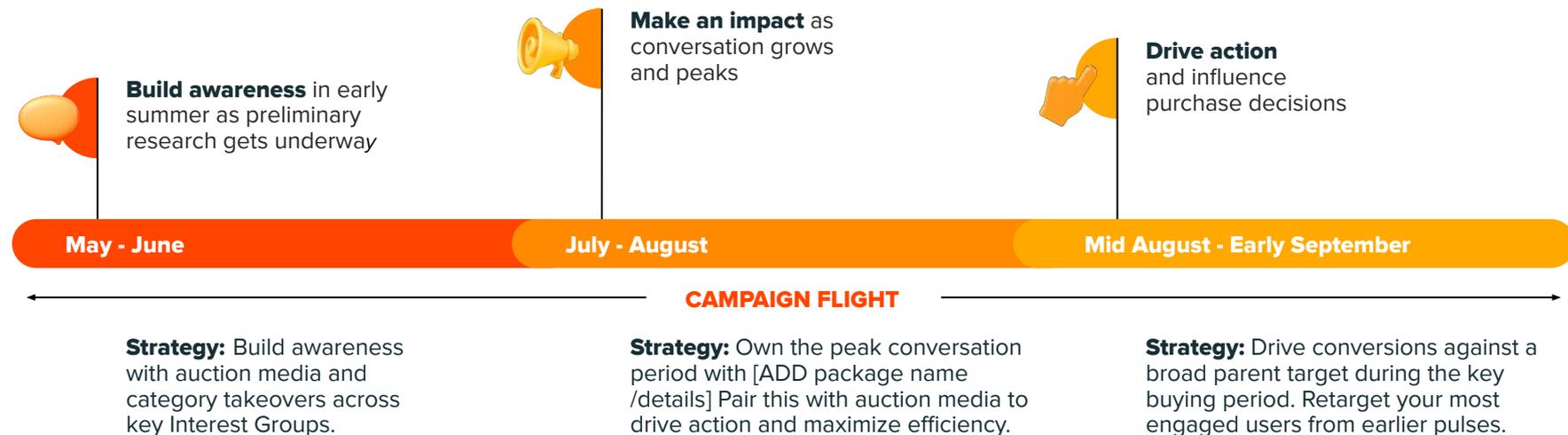
CUSTOM: boost creative for impact

Why: Break the mold and drive deeper engagement. Answer questions in an **Promoted AMA** or run a **Megapost** to share.



Your back-to-school campaign strategy

The opportunity to start influencing back-to-school purchases on Reddit starts early and lasts through the start of school.



While every plan is different, the guidelines below can be used as a template to build awareness, surround back-to-school conversations and drive action on Reddit.

Target categories where back-to-school conversation and research is happening

Interest groups with the back-to-school-related mentions



Target behaviorally *and* contextually. **Behavioral targeting** reaches people who've visited communities. **Contextual targeting** appears in relevant places.



Late May-June: Build awareness

Build awareness in early summer as preliminary research gets underway.

Your campaign strategy

Recommended Ad Products: Targeted Impact + Targeted Media

Category Takeover

Life, Family & Relationships; Tech & Electronics Enthusiasts; News, Education & Literature

Promoted Post, Video & Carousel

Recommended Auction Bid Types

CPV

Objective: Video Views

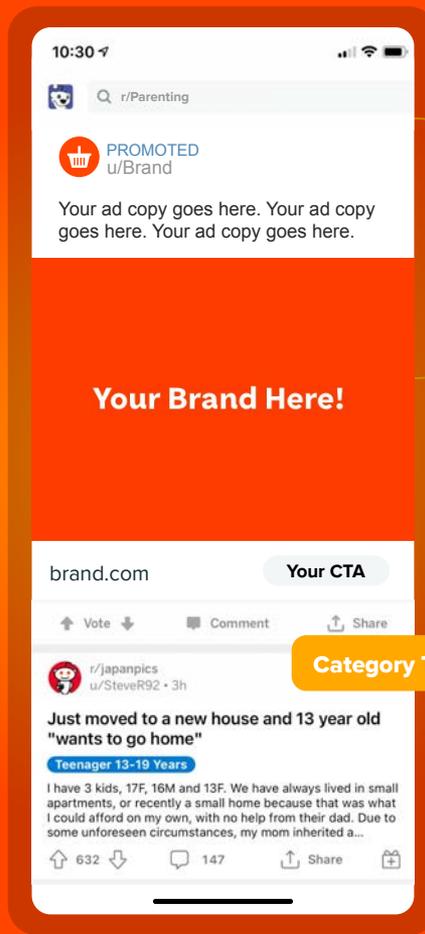
CPM

Objective: Reach

Recommended Targeting

Interest Group Targeting

Life & Family & Relationships; Tech & Electronics Enthusiasts; News, Education & Literature



July-August: Make an impact

Own the peak conversation period with the High Impact Package. Pair with auction media to drive action and maximize efficiency.

Your campaign strategy

High Impact Package

Category Takeover

Life, Family & Relationships; Tech & Electronics Enthusiasts

Reddit Takeover

Pair with Targeted Media for to Drive Action

Recommended ad products

Promoted Post, Video & Carousel

Conversation Placement

Recommended auction bid types

CPV

Objective: Video Views

CPM

Objective: Reach

CPC

Objective: Conversions

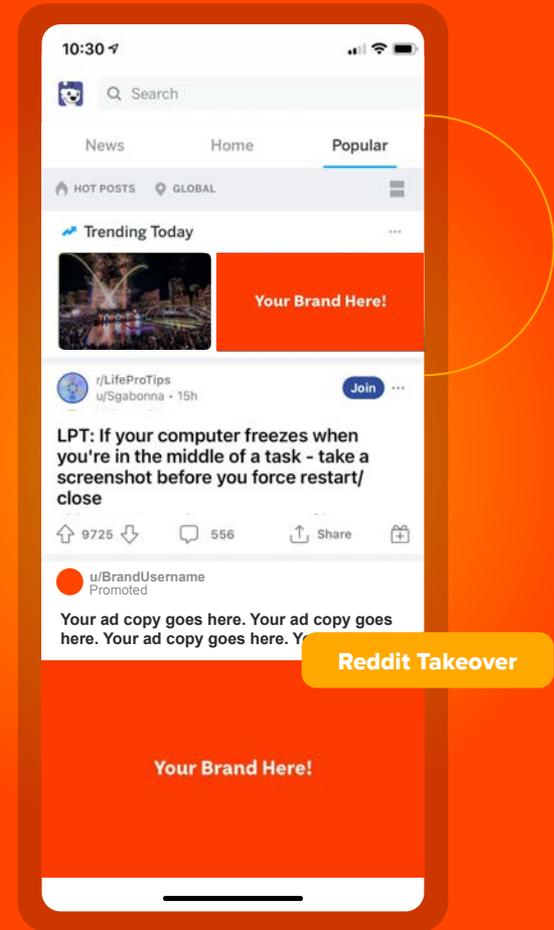
Recommended ad products

Interest Group Targeting

Life, Family & Relationships; Tech & Electronics Enthusiasts

Reddit Engagement Retargeting

Retarget audiences who engaged with your ads on Reddit



Mid Aug-early Sept: Drive action

Drive action and influence purchase decisions during key buying period.

Your campaign strategy

Recommended Ad Products: Targeted Media

Promoted Post
with a clear CTA

Conversation Placement

Recommended Auction Bid Types

CPC
Objective: Conversions



Install the Reddit Pixel when you set up your campaign to activate Pixel Retargeting and optimize for actions on your website that matter to your brand.

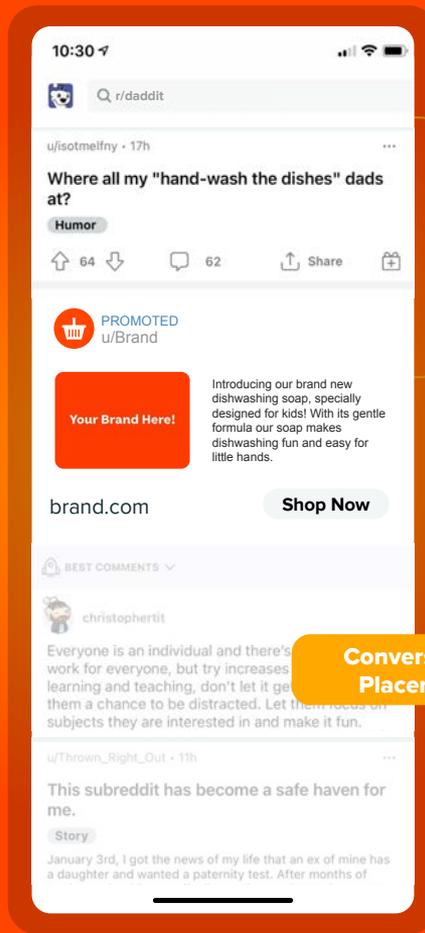
Recommended Targeting

Interest Group Targeting
Life, Family & Relationships; Tech & Electronics Enthusiasts; News, Education & Literature

Customer List Targeting
Retarget your known customers

Reddit Engagement Retargeting
Retarget audiences who engaged with your ads on Reddit

Pixel Retargeting
Retarget audiences who engaged with your website



Conversation Placement

05.

Creative thought starters



Lunch Hour: Promoted Post Carousel

Promoting redditor's best tips for school lunch prep

Weekday schedules are jam packed, so redditors are known to share their best tips and tricks for packing school lunches that are balanced, tasty and that your kids just might eat.

We'll gather redditor's top answers to this popular topic and aggregate them in a carousel to have all the best tips in one place. Each redditor gets credit for their hack, while the brand provides the reach and exposure to relevant audiences.

Bonus thought starter

Turn the best tips into conversation placements and use keyword targeting to show up next to relevant conversations.

Reddit products

Promoted Post Carousel



TRY TO ADD
FROM EACH
GROUP. DO
ABOUT IT E

Show-And-Tell: Ask Me Anything (AMA)

Provide a credible resource to answer questions around difficult topics

With so many conflicting opinions, it can be difficult for parents to know what information to follow. Brands can take the opportunity to provide a trustworthy representative to advise on both sides of a topic, creating utility for redditors, but also giving an authoritative voice to a brand.

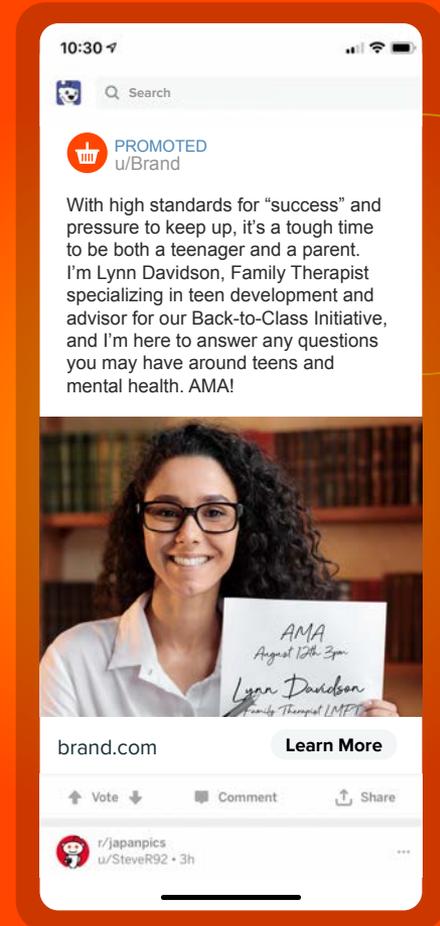
Using the popular “Ask Me Anything” format, brands can bring in a credible voice to answer redditors’ questions directly around trending topics.

Bonus thought starter

Follow up this Promoted AMA with a Megapost featuring this therapist’s top ten products for teenage wellness

Reddit products

Promoted Post



Roll Call: Megapost

Rounding up the best brands and styles that can grow with your tweens

Not being able to find clothing that fits your body is enough to take the fun out of back to school shopping. Create a megapost that addresses these pain points and provides a solution through style or brand.

Megaposts are great for a deeper dive into an expansive topic, while also providing opportunity to periodically link to curated shopping pages on brand websites.

Bonus thought starter

Release a series to answer retail “pain points” for shopping for tweens & teens.

Reddit products

Megapost



School Of Thought: Promoted Post Prompt

Ask Reddit to share what was their deciding factor for education style

While there are a variety of educational approaches and people that have strong opinions around them, brands can be the ones to steer the conversation and let redditors back them up.

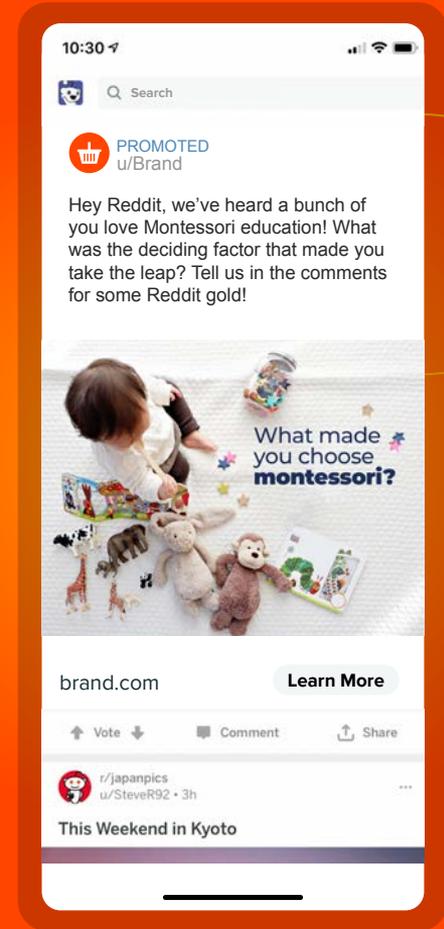
Using an **Promoted Post Prompt**, you can frame your question, leave comments on and ask redditors to share. You can even moderate the comments that appear public, so the answers stay on topic. Asking Reddit for their opinion is a great way to garner authenticity and brand advocacy.

Bonus thought starter

Turn the best answers into a **Promoted Post Carousel** to run alongside a takeover during a critical purchasing period.

Reddit products

Promoted Post with comments enabled



Today I Learned (TIL): Conversation Placements

Provide, digestible learning tips and show up in relevant conversation

When school supply lists come out, it's a great time to reflect on what worked/didn't work last year. Brands can be the ones to help parents navigate how to accommodate different learning styles and propose useful tips and products.

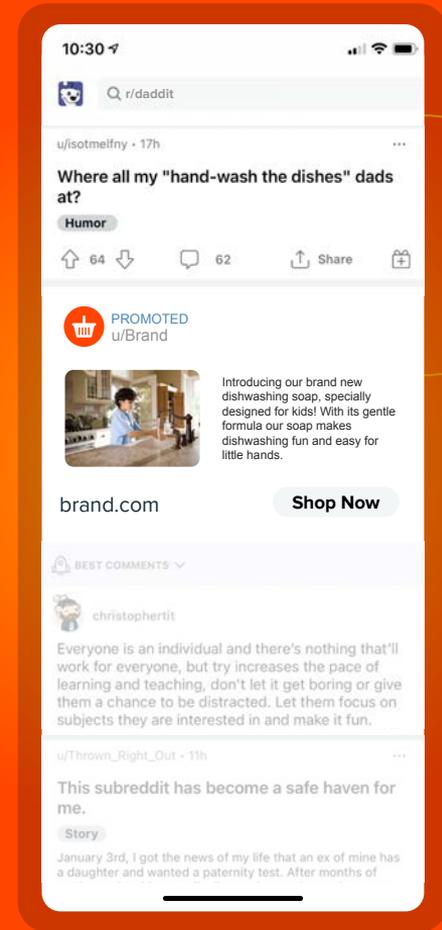
Using Conversation Placements, use keyword targeting to show up in relevant conversations, depending on the product/tip you're featuring. This placement shows up below a post, but above the corresponding comments, positioning it as if the brand is joining the conversation.

Bonus thought starter

Round up these tips into a megapost for deeper dive across products and styles

Reddit products

Conversation Placements; Keyword targeting



06.

Back to school success



Proven **back-to-school** success on **Reddit**

Back-to-school media effectively stands out to Redditors, helping campaign messaging **change attitudes** of parent age Redditors **and encouraging them to try, consider, and purchase.**

+17%

lift in Redditor's recall of a brands advertisement after seeing ads on Reddit.

+8%

lift in Redditor's opinions of the brand after seeing ads on Reddit.

+7%

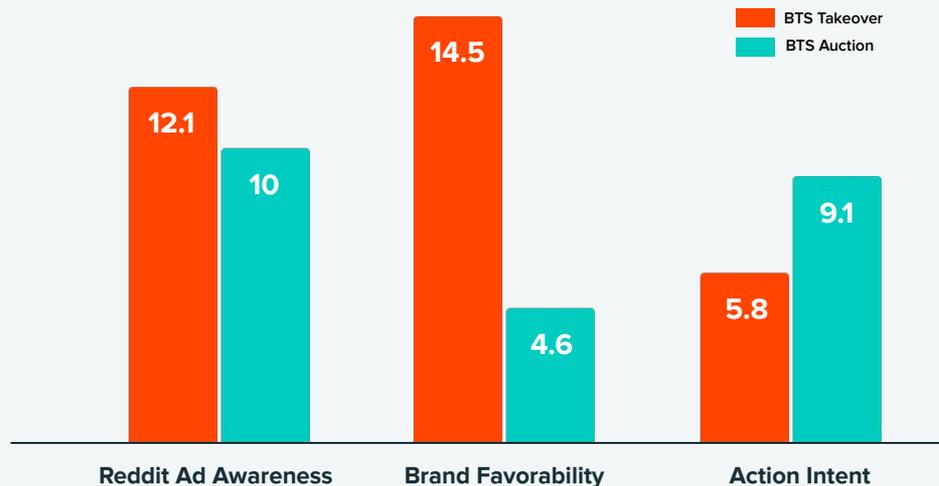
lift in Redditor's likelihood to take action (purchase, consider a product, etc) after seeing ads on Reddit.

Takeovers and Reddit's auction both offer the tools advertisers need to stand-out and change BTS behaviors

Getting the right message in the right place at the right time is key for success with back to school.

Reddit's auction and community, trending, and front page takeovers empower you to engage directly with parents and parent focused communities and drive positive change.

Delta % (exp - ctrl brand metric score)



Advertisers achieve **back-to-school** success among parent-age Redditors



AD VIEW

Reddit ads deliver:

+17%

Lift in recall of Ad Awareness

Make a memorable experience with A25 to 44 to help your brand stay front and center with consumers.



INFLUENCE

Reddit ads drive:

+8%

Lift in Brand Favorability

Positively changing the attitudes of parents or potential parents is important for building momentum into conversion.



PURCHASE

Reddit ad viewers report:

+7%

Lift in Action Intent

A25 to 44 are, ultimately, more likely to purchase, shop for, research, or consider from back-to-school.

07.

Case studies



noosa Yoghurt x Reddit



For Back to School 2021, noosa brought its bold, fun, and playful brand to Reddit's bold, fun, previously untapped, and unduplicated audience of yoghurt fans.

The campaign saw exceptional performance thanks to its diverse mix of media—from its “Flavor Poll” Custom Creative made in partnership with Reddit's KarmaLab to its supporting media including Promoted Posts, Videos, and Ads using existing noosa assets.

- **Industry:** CPG
- **KPIs:** Awareness and Engagement
- **Key Targeting:** Lifestyle & Leisure, Food & Drink
- **Ad Products:** Engagement Posts, Custom Creative, Promoted Posts, Promoted Carousel, Category Takeovers

49%
LIFT

in **Brand Recall** among Redditors exposed to the noosa campaign

30%
LIFT

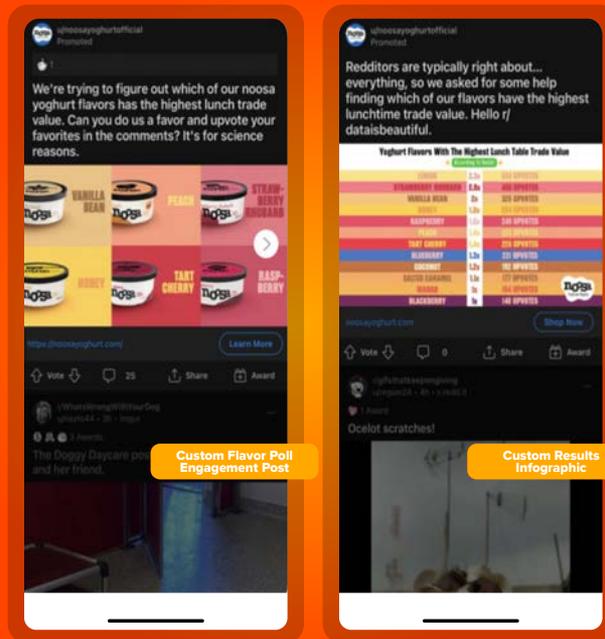
in **Brand Favorability** and the perception that noosa is a “brand for me”

39%
LIFT

in **Purchase Intent**—15x the typical lift observed in the vertical

119%
LIFT

in **Recall of noosa** on the platform



Adobe x Reddit

True to the creativity for which the brand stands, Adobe's approach to performance media on Reddit has been entirely unique.

By partnering with Reddit's KarmaLab and tapping design talent straight from the Reddit platform, Adobe created standout ads to win the hearts, minds, upvotes, awards, and trust of Redditors, while driving incredible business results. Their work even helped establish copy and creative best practices for Reddit ads.

- **Industry:** Tech
- **KPIs:** Traffic, Signups
- **Ad Products:** Front Page Takeovers, Promoted Videos, Promoted Posts, Conversation Placements

3%
CONVERSION
RATE

compared to Adobe's
other top-performing
platforms

40%
HIGHER CTR

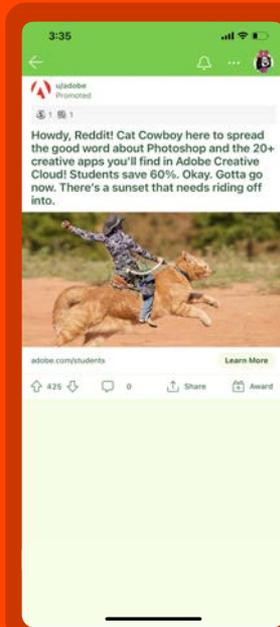
for Promoted Posts
using Reddit-built ads
vs. standard creative

110%
HIGHER CTR

for Front Page
Takeovers using
Reddit-built ads vs.
standard creative

14%
LOWER CPC

for Promoted Posts
using Reddit-built ads
vs. standard creative



adidas x Reddit



The adidas brand is well-known and well-loved as one of the largest, most culturally relevant athletic shoe and apparel brands on the planet. For the launch of their new running shoe, the 4DFWD, adidas wanted to emphasize its dedication to performance, innovation, and cutting-edge design.

A Promoted AMA featuring three experts in Product Management, Design, and 3D Printing brought these values to the fore by letting Reddit's runners ask questions about the shoe. Surrounding the event with Evergreen Creative helped propel the shoe and the brand's status among the Reddit audience.

- **Industry:** Retail
- **KPIs:** Unaided Awareness, Perception, Purchase Intent
- **Targeting:** Interest & Community
- **Ad Products:** Promoted AMA, Promoted Videos, Promoted Carousels

34%
HEADROOM
LIFT

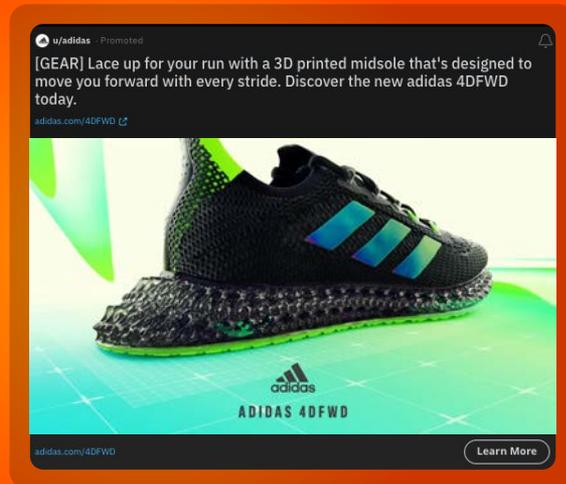
in Redditors' perception that adidas is an innovative brand

31%
HEADROOM
LIFT

in male Redditors' awareness of the adidas 4DFWD

27%
HEADROOM
LIFT

in male Redditors' likelihood to purchase



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