



The Impact of Reddit Ads

CREATING MORE IMPACTFUL RESULTS FOR BRANDS

The #1 reason people come to Reddit is to be informed. And with over 5 billion monthly engagements across 100K communities, our users can find the information they need about a specific topic, product, or brand from trusted and knowledgeable communities. Ads on Reddit play an important role in helping users make smarter, informed purchase decisions. Read on to learn how Reddit ads drive outsized results for brands when compared to other social platforms.



USER MINDSET

+22%

more likely to be intentionally seeking content on Reddit, rather than passively scrolling

+47%

Reddit ads are more relevant to the specific topic users were browsing than ads on other social platforms



AD VIEW



AD INFLUENCE

+16%

say Reddit ads influenced them to research the product/brand

+12%

say Reddit ads influenced them to purchase the product/brand

WHY ARE REDDIT ADS MORE IMPACTFUL?

COMMUNITY

Our engaged and knowledgeable communities are where people go to ask questions about products, services and brands they're interested in. **+13% more users agree that Reddit makes it easy to connect with others who use the product or service they're considering when compared to other social channels.**



TRUST

People feel like other users are on Reddit for the right reasons: to share their passions and interests versus gaining social clout. This creates an element of trust that extends to brands who are on Reddit. **+46% more users agree that they're more likely to trust brands that advertise on Reddit when compared to other social channels.**



CONTEXT

Ads on our platforms show up alongside topical content that our users subscribe to, leading to a higher degree of contextual relevance. **+47% more users agree that Reddit ads are more relevant to specific topics they were browsing.**



INTEGRATION

Our ad formats are built in a way that feels native and unobtrusive to the user experience on Reddit. **"It is integrated into the website like it's just a part of it versus popping up and interrupting what I'm looking at."**



+2x

more category purchases

+2.5x

overall spend among Reddit ad viewers



PURCHASE IMPACT



BRAND LOVE

+50%

Reddit ads drive more trust, respect, and love for the brand

+56%

of Reddit ad viewers talked about the brand/product online positively



POST-PURCHASE ADVOCACY