



Generate more Action Intent on Reddit

+2.8pts
Action Intent Lift



+47%
Kantar Norms



Steps to optimize your Reddit campaigns

Overall

Adopt comprehensive learning agendas in collaboration with your Reddit team

Placement

Optimize your performance by including a diverse mix of placements

Creative

Drive users down the funnel with a variety of creatives built to Reddit's best practices

Frequency

Ensure sufficient media weight and impression density to reach redditors multiple times a week

Frequency

+1.1pts



Format

+0.9pts



Placement

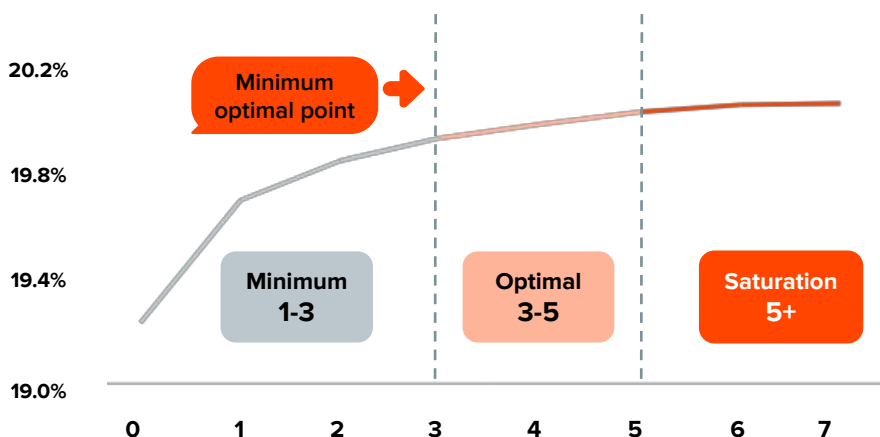
+0.8pts



+2.8pts
Action Intent Lift



Action Intent score by frequency

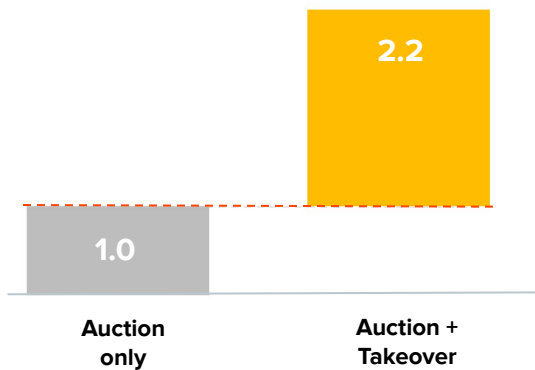


Campaigns on Reddit should aim for an average of

3-5

Impressions per week

Diversify your buy and add incremental delivery by layering in Takeovers with Auction Products

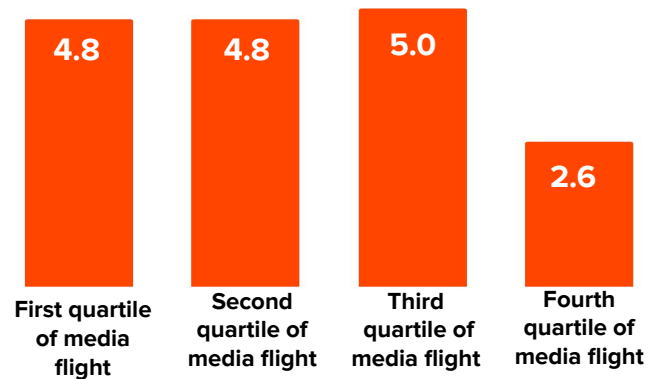


Takeover ads placed in the first three quartiles of the customer journey have

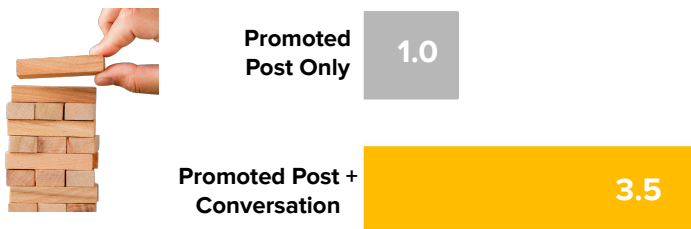


than those positioned at the end

Action Intent lift by takeover scheduling



Action Intent (indexed)

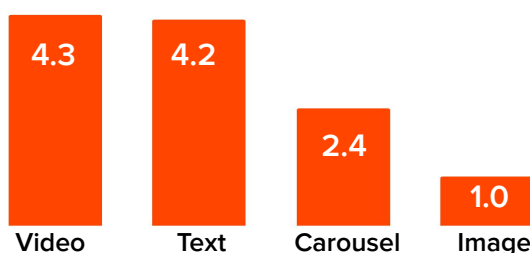


Layering in Conversation Placements can boost Action Intent for your campaign



Video and text based formats tend to drive strongest Action Intent lift. Include a variety of creative formats for best results.

Action Intent lift by creative format



Give customers more than one message for optimal results on Reddit

