Reddit Cultural Primer

Direct to Consumer

How Reddit uniquely accelerates the growth of DTC brands in a digital marketplace suffering from influencer fatigue.

reddit

Reddit is an *accelerator*.

Here, the best brands and products are upvoted to the top by trusted communities of like-minded peers.

We've hit influencer overload.

Our social feeds aren't what they used to be. Where we once turned to influencers for discovery and aspiration, we're now drowning in a sea of #sponcon. The creators that once felt just like us have become unrealistic avatars of consumerism.

As a result, fatigue is creeping in. The more brands and products an influencer endorses, the less they can credibly advocate for anything. If influencers sponsor anyone who pays them, then how can they possibly be considered trustworthy?

+644%

increase in (largely negative) mentions of **'influencers'** between 2019 and 2022

Are you suffering from 'influencer fatigue'? Why young women are feeling exhausted by influencer culture

The business of influence: Have we hit peak influencer brand?

reddit

85%

of Americans find influencers
inauthentic* or *unrelatable

— Entribe, USA, 2022
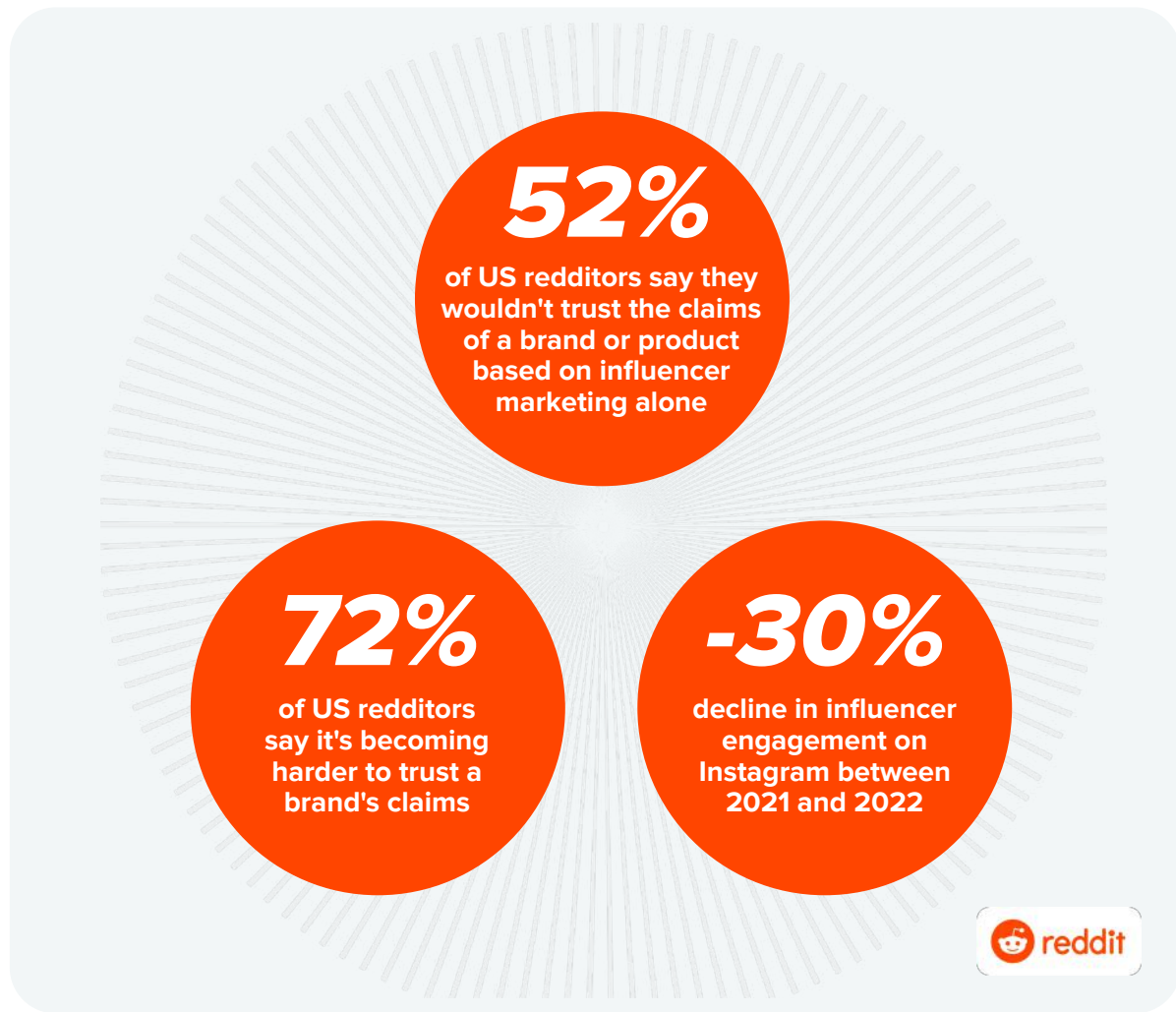
reddit

Influencer claims **are being called into question.**

Brands, products and influencers are all coming under scrutiny. As a result, engagement is in decline and ROI is harder to measure or guarantee.

TL:DR? People are losing faith in the claims of influencers, making influencer marketing less effective.

52% of US redditors say they wouldn't trust the claims of a brand or product based on influencer marketing alone

72% of US redditors say it's becoming harder to trust a brand's claims

-30% decline in influencer engagement on Instagram between 2021 and 2022

reddit

Redditors provide peer reviews that can back up the claims of influencers and brands.

People still discover brands and products through influencers. But Reddit is where they come to find out if they should really buy from them – from people who've actually used the goods or services they want to buy.

76% of US redditors say 'Reddit has the *realest perspectives* on products and brands'

73% of US redditors say 'Reddit has *the most informed opinions* about products and brands'

77% of US redditors say 'Redditors are *people like me*, so I trust their recommendations'

reddit

Communities so trusted that they're driving advocacy on other platforms...

★ ★ ★ ★ ★ **Dry skin dream**
Amazon Verified Purchase
I read about this product on **Reddit** and decided to go through with the purchase because it is a great price and my skin needs hydration beyond lotion. (...)

★ ★ ★ ★ ★ **happy to reorder!**
Amazon Verified Purchase
i was referred to this product via **reddit's skincare addiction subreddit**, and was hesitant to add a random product into my routine, thinking it would just sit in my cabinet for a year before i threw it out. that's not what happened. i use this as a toner before bed and first thing in the morning. (...)

★ ★ ★ ★ ★ **Made a huge difference in the softness of my skin!**
Amazon Verified Purchase
I was looking to add hyaluronic acid into my skincare routine, as I heard it could be good for hydrating skin. Via **Reddit** Skincare Addiction I was recommended this product. There are a lot more expensive products with hyaluronic acid, but this one is affordable and effective! (...)

Created by Global Insights

reddit

THE ROLE FOR REDDIT

Reddit offers real influence, without the influencers.

Reddit's unique combination of crowdsourced, human curation, shared community experiences and pseudonymity-enabled honesty allows subscribed users and lurkers alike to put total faith in the reviews and recommendations they find here.

TL:DR? Brands can advertise where product recommendations are actually happening.

Sources: Reddit internal data via Suzy, US, 2022; YPulse, US, 2021; Brandwatch, Global, Jan 01 - Jun 31 2022

90% of US redditors agree they're 'more likely to trust peer reviews over influencer marketing'

**70%** of US redditors say 'Reddit is my go-to place to learn more about products and brands'

97K+ subreddits hosted conversations about recommendations or reviews in H1 of 2022.

reddit

This isn't just about influence. It's about the range of user needs brands can speak to.

Subreddits connect people in shared mindsets that span passions, interests and need states. In these settings, products are being referenced in the context of conversations that address a range of unique use cases.
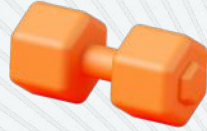
2.9K+
unique subreddits where **Peloton** was mentioned in the year up to September 2022

1.4K
unique subreddits where **Noom** was mentioned in the year up to September 2022

1.7K+
unique subreddits where the **Calm** app was mentioned in the year up to September 2022

reddit

r/Pregnant

30 weeks - should I buy a Peloton?

I'm 30 weeks today and feeling chunky all over- gaining in arms, legs, neck and face. Let me be clear that I have zero goals to lose weight or get fit right now as this is clearly not the time to focus on that. I live in MN where it's now freezing cold and dark by 430pm...

r/ADHD

How do I help my wife fight her chocolate addiction?

It's a mental game for sure!

I've tried the app Noom, and it is different than most. It's focused on behavioral change, getting solid info about why we do things, and let's of have a little of what we really like...

r/NBA

[Highlight] LeBron meditates on the bench as he has a monster 4th quarter

I guess he really uses that Calm App

Created by Global Insights

reddit

Here, **products are relevant**, because they're discussed in the context of their benefits.

On Reddit, there's no sponcon. Reddit communities earnestly endorse products or services in the context of conversations around everyday use.

TL:DR? On Reddit, brands can place contextual ads in discussion threads optimized for specific use cases and matched with specific proof points.

60% of redditors say 'ads on Reddit are more relevant to me than on other sites'

20% more likely than gen pop to say they'd want to promote a brand online *if it's relevant to their interests*

20% more likely than the gen pop to say they'd want to promote a brand online *if they feel involved*

reddit

Find your people where and when they find product recommendations they can trust.

DTC is a big term, and a broad space.

We surveyed redditors to understand their relationship with DTC brands across three sectors, and the role Reddit and its communities play within them.

01. **Wellness & Healthcare**

02. **Food Delivery & Cooking**

03. **Beauty & Personal Care**

reddit

01.

Wellness & Healthcare

reddit

People come to Reddit to determine what's worth buying.

Not being here means not being considered.

THE OPPORTUNITY

458M

monthly views to subreddits in the **Healthy Living** interest group

THE ROLE FOR REDDIT

#1

social platform US redditors visit **to find reviews or discussions** on a product or treatment

REDDIT'S IMPACT

1 in 3

redditors have **purchased a wellness or healthcare product** based on intel they found on Reddit*

* more than on any other platform

reddit

Show up in communities as diverse as your audience, while they're talking about your products.

r/AskMen

r/StopDrinking

r/Anxiety

r/Relationship_Advice

r/SelfImprovement

headspace

r/Meditation

r/ADHD

1.1K+
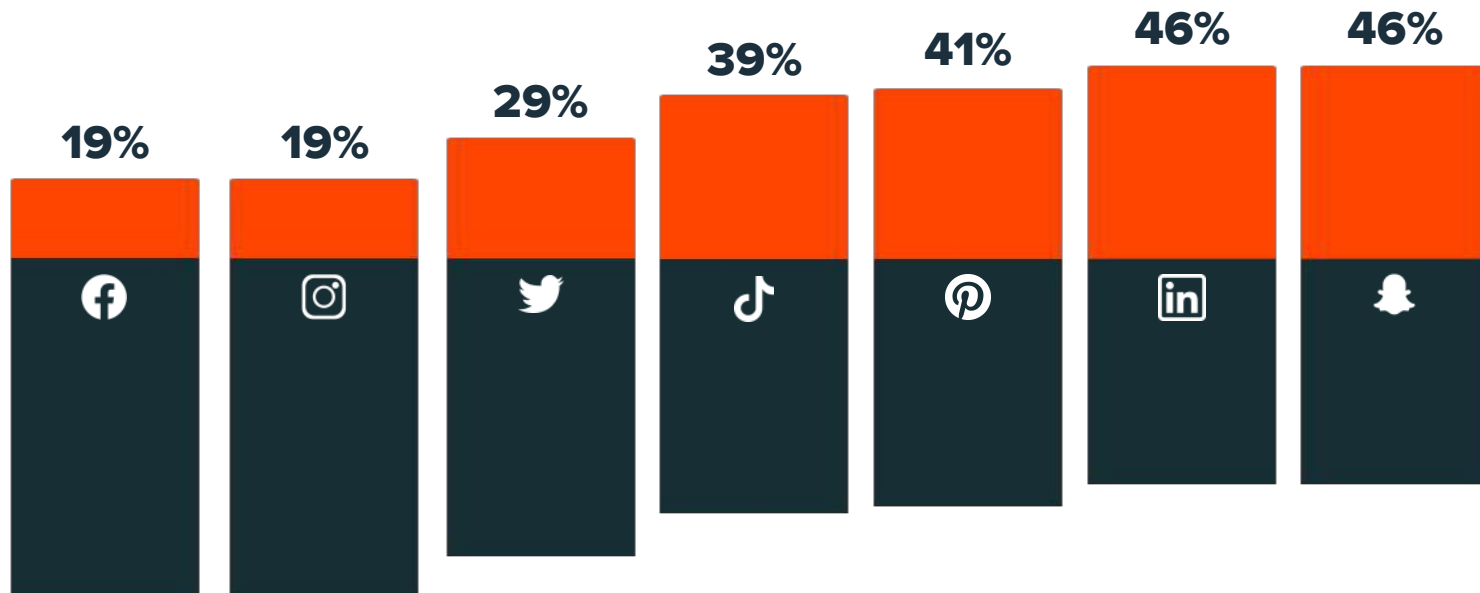unique subreddits where **Headspace** was mentioned in the year up to September 2022

reddit

Reddit is home to engaged health-conscious audiences that cannot be found elsewhere.

UNDUPLICATED REACH OF REDDITORS WHO IDENTIFY AS HEALTH-CONSCIOUS & WANT BRANDS TO BE BOLD OR INNOVATIVE

19%   19%   29%   39%   41%   46%   46%

Source: GWI CORE, US, 2022

Created by Global Insights

reddit

Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don't have to wait until the point of purchase to influence their audiences.

Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

Sample Audience #1
Health Conscious Parents

20%

of redditors are health-conscious parents

Key interest groups	Top subreddits
Family & Relationships	r/Parenting
Sports	r/Mommit
Arts & Crafts	r/Daddit
Television	r/StepParents
Automotive	r/RaisingKids

F **43%**
M **57%**

MILLENNIAL **42%**

YSK *

These parents over-index on being **male** and **high-income** vs. the gen pop, presenting a rare opportunity to speak to dads about their kids in intimate settings.

* YSK = You Should Know

reddit

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Sample Audience #2
Fitness Junkies

27%

of redditors cite 'fitness and exercise' as a personal interest and exercise most days

Key interest groups	Top subreddits
Beauty	r/Fitness
Healthy Living	r/Running
Style & Fashion	r/ProgressPics
Family & Relationships	r/GainIt
Pets	r/Workout

F 41%
M 59%

GEN Z 26%

YSK *

Redditors interested in fitness skew **younger** than the typical redditor, which means brands can speak to this audience earlier on in their relationship with fitness.

* YSK = You Should Know

reddit

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Sample Audience #3
Self-Trackers

31%

of redditors have used apps to track their health in the last month

Key interest groups
Sports
Family & Relationships
Food & Drink
Television
Healthy Living

Top subreddits
r/Nutrition
r/Fitness
r/OrangeTheory
r/Science
r/DataIsBeautiful

F **43%**
M **56%**

MILLENNIAL **43%**

YSK *

These redditors over-index on believing that **tech can improve their health** vs. the gen pop. Healthtech brands have the chance to engage an audience particularly open to their products.

* YSK = You Should Know

reddit

Resonate by **speaking the same language** as redditors.

Redditors don't speak in academic terms – whether asking advice or contributing to threads, they use everyday language and playful references. Even in subs like **r/AskDocs**, experts take a casual tone to ensure advice is accessible to all.

What if… you created Promoted Posts that took a human approach to symptoms – normalizing them and helping redditors feel comfortable enough to talk about them.

Source:GWI CORE, US, 2022

PROMOTED · Posted by u/BioteneOfficial

Biotène. It's like having cottonmouth. Then not having cottonmouth. Whoa.

amazon.com/dp/B07VTCL977

biotène
DRY MOUTH
Moisturizing
Spray

It's like having cottonmouth.
Then not having cottonmouth.

Whoa.

PROMOTED · Posted by u/BioteneOfficial

Biotène: Like a ten-story twisting waterslide for your cottonmouth tongue.

amazon.com/dp/B07VTCL977

biotène
DRY MOUTH
oral balance gel

biotène
DRY MOUTH
Oral Rinse

biotène
DRY MOUTH
Moisturizing
Spray

Like a ten-story twisting waterslide for your tongue.

SHOP NOW

reddit

Resonate by **speaking the same language** as redditors.

For example, in **r/IVF**, people use the 'Advice Needed!' flair* to crowdsource guidance from the crowd. It's a tried and tested way of getting support and guidance as members navigate the complicated process of IVF.

What if... your brand partnered with r/IVF (or other relevant subreddit) to provide an expert to respond to 'Advice needed!' flairs over a set time period. This would demonstrate your brand's expertise and approachability.

Source: r/IVF

Posted by u/redditor

Need help choosing an IVF package.

Advice needed!

My clinic provides financing packages from ARC fertility. I have the option to choose a 2 or 3 cycle success refundable package, which provides a refund on any unused cycles if we are successful. I could also choose a straight 2 or 3 cycle package that is ultimately cheaper...

⬆ ⬇ 💬 Comment ↗ Share

r/IVF

Posted by u/redditor

I'd go straight for the 3 cycle package and bank embryos. You just don't know how it'll go unfortunately, especially since you'll be doing testing. Personally I would bank as many embryos as possible and hold on to them until i've had all the LC i planned for. It's impossible to know how many transfers it will take for 1 child, so i would save the worry of having extra ...

⬆ ⬇ 💬 Reply

reddit

Resonate by speaking the same language as redditors.

In **r/DataIsBeautiful**, redditors post data visualizations that showcase surprising or interesting numbers in creative ways. As one of Reddit's biggest communities, data visualizations are a native format.
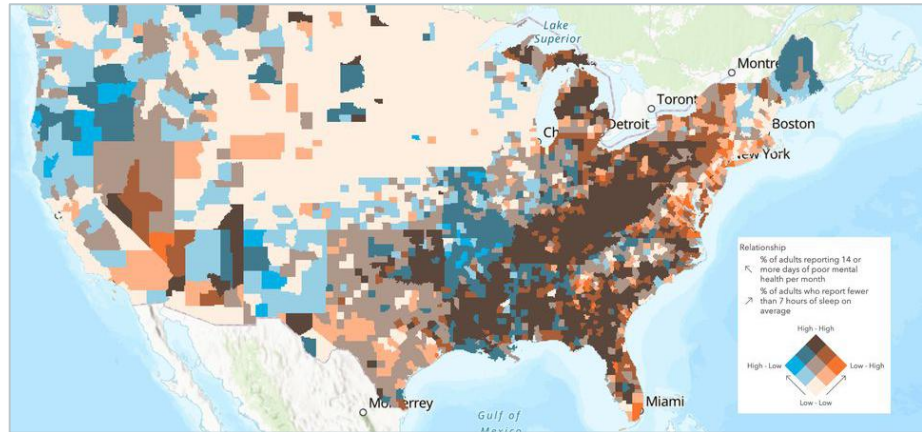
What if... you released new data from owned research, and put out an Engagement Prompt asking the community to visualize it? The most upvoted submission is amplified as a Promoted post, demonstrating the positive impact of your business.

Source: r/DataIsBeautiful

Posted by u/redditor

[OC] Mental health and sleep in the US

Relationship
% of adults reporting 14 or more days of poor mental health per month
% of adults who report fewer than 7 hours of sleep on average

High - High
High - Low   Low - High
Low - Low

⬆   ⬇   💬 Comment   ➤ Share

r/DataIsBeautiful

reddit

People come to Reddit to participate in intimate discussions around wellness and healthcare that genuinely influence spending.

DTC brands who don't show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.

What this means for DTC brands in

Food Delivery & Cooking

reddit

People come to Reddit to determine what's worth buying.

Not being here means not being considered.

THE OPPORTUNITY

141M

monthly views to subreddits in the **Cooking** interest group

THE ROLE FOR REDDIT

#1

platform US redditors visit for **food delivery or cooking product reviews**

REDDIT'S IMPACT

1 in 3

redditors have **purchased a food delivery or cooking product** based on information they found on Reddit*

* more than on any other platform

reddit

Show up in communities as diverse as your audience, while they're talking about your products.

r/LoseIt

r/Parenting

r/ZeroWaste

r/EatCheapAndHealthy

r/CookingForBeginners

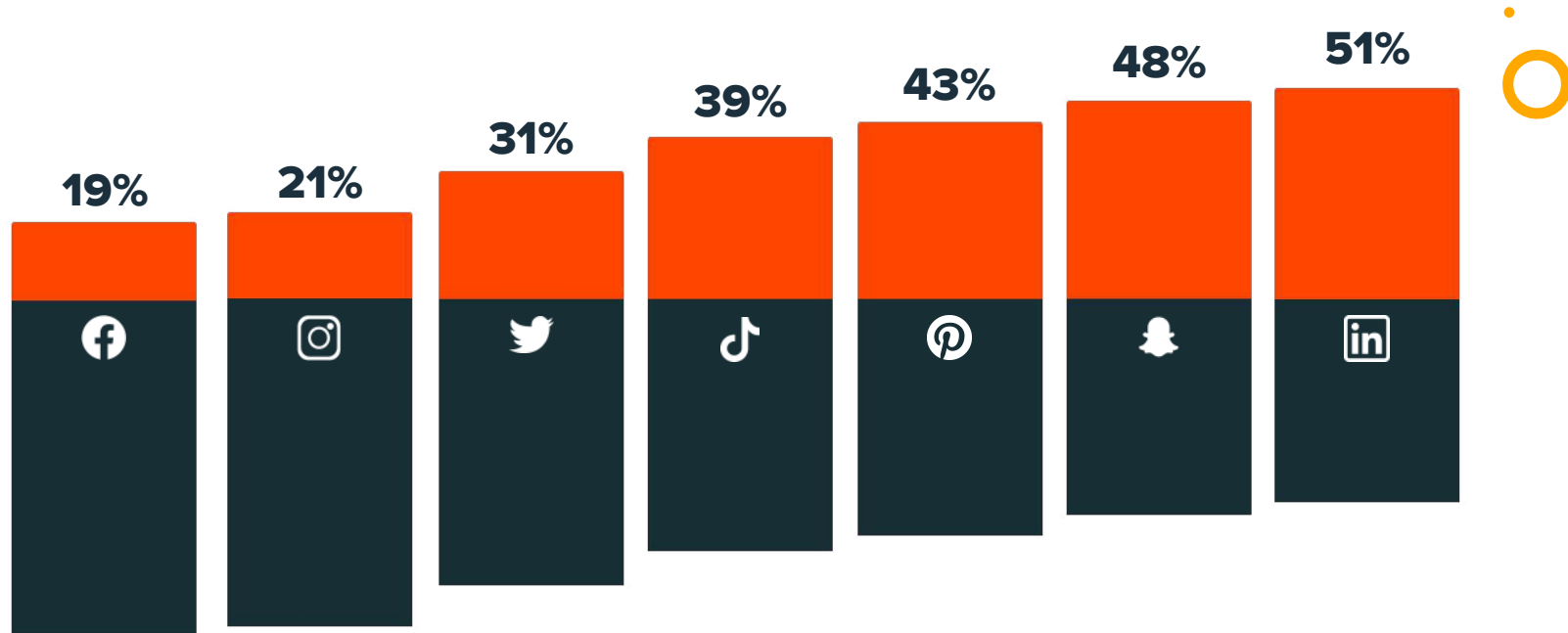HELLO FRESH

r/MealKits

r/Vegetarian

3K+

unique subreddits where **HelloFresh** was mentioned YTD

Source: Brandwatch, Global,
Sep 1 2021 - Aug 31 2022

reddit

Reddit is home to engaged grocery shoppers that cannot be found elsewhere.

UNDUPLICATED REACH OF REDDITORS WHO'RE RESPONSIBLE FOR THE GROCERY SHOPPING & WANT BRANDS TO BE BOLD OR INNOVATIVE

19% 21% 31% 39% 43% 48% 51%

Source: GWI CORE, US, 2022

Created by Global Insights

Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don't have to wait until the point of purchase to influence their audiences.

Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

Sample Audience #1
Working Parents

25%

of redditors are working parents who have live-in kids under the age of 12

F **41%**
M **59%**

MILLENNIAL **66%**

Key interest groups	Top subreddits
Family & Relationships	r/Parenting
Sports	r/Mommit
Television	r/Daddit
Healthy Living	r/AskParents
Pets	r/Cooking

YSK *

These redditors over-index on saying **spending time with their family is important** vs. the gen pop, but they may not always find time. Frame cooking and mealtimes as family bonding moments.

* YSK = You Should Know

reddit

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Sample Audience #2
Health-Conscious Dieters

37%
of redditors are currently dieting to feel healthy

Key interest groups
Healthy Living
Cooking
Family & Relationships
Beauty
Science

Top subreddits
r/Nutrition
r/Fitness
r/HealthyFood
r/MealPrepSunday
r/SugarFree

F **45%**
M **54%**

GEN Z **27%**

YSK *

This audience also over-indexes on dieting for **fitness**, **sugar control** and **cholesterol** reasons vs. the gen pop – even though they also skew **younger**. Don't be afraid to speak to them about nutrition and food science.

* YSK = You Should Know

reddit

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Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

Sample Audience #3
Always-On Improvers

23%

of redditors actively prioritise both learning new skills and leading a healthy lifestyle

F 50%
M 49%

MILLENNIAL 42%

Key interest groups
Beauty
Cooking
News & Education
Travel
Personal Finance

Top subreddits
r/Self-Improvement
r/Productivity
r/AskCulinary
r/AskReddit
r/ExplainLikeImFive

YSK *

These redditors also over-index on prioritizing **looking good** and **earning more** vs. the gen pop. Show them how your products holistically benefit them.

* YSK = You Should Know

reddit

Resonate by **speaking the same language** as redditors.

Redditors love oddly satisfying content – as demonstrated by the popularity of **r/OddlySatisfying**. One of the places this manifests in Reddit's food communities is the 'Meal Prep Picture' flair* in **r/MealPrepSunday**.

What if... you created a series of Promoted Posts inspired by the 'Meal Prep Picture' flairs that use satisfying imagery to show the range of meals that can be made using your products or services?

Source: r/IVF

Posted by u/redditor

Spicy ground beef with sweet potatoes and broccoli!

Meal Prep Picture

Posted by u/redditor

Second week of meal prepping!

Meal Prep Picture

Reply

r/MealPrepSunday

Comment   Share

reddit

Resonate by **speaking the same language** as redditors.

___

Redditors love tips and tricks. In **r/AskCulinary**, for example, people ask for guidance from everyday people and experts alike on ingredients, techniques and more. One recurring format sees people ask how to achieve restaurant-style food from home.

What if... you partnered with r/AskCulinary to offer expert advice to redditors about how to use your products to make everyday meals feel like chef-grade cuisine.

Source: r/IVF

r/AskCulinary

Posted by u/redditor

Why is my rice always so bland compared to restaurants?

Recipe Troubleshooting

I buy big bags of rice (basmati and jasmine) at Costco and slowly chip away at it over a long period. I love rice. But whenever I make it I feel like it's missing something compared to restaurants, even ones like Panda Express. Please help!

⬆ ⬇ 💬 Reply

Posted by u/redditor

How do restaurants make their scrambled eggs so soft ???

Technique Question

When I get scrambled eggs eating out they're very soft and moist and delicious and my own never turn out like that. Clearly I am missing a key step !

⬆ ⬇ 💬 Reply

reddit

Resonate by **speaking the same language** as redditors.

In **r/FoodHacks**, people use the 'Leftovers Hack' flair* to share their uses for leftovers – from proud everyday wins, to weird and wild combinations.

What if... you put an Engagement Prompt in r/FoodHacks, asking redditors to post their most inspired leftover meals using your products. The most upvoted submission is amplified as a Promoted post across Reddit to promote your product.

Source: r/IVF

Posted by u/redditor

If you have leftovers from a cookout, 1 hot dog bun makes 3 great slider buns

Leftovers Hack

Upvote   Downvote   💬 Comment   ➦ Share

r/FoodHacks

Posted by u/redditor

That's so much healthier than what I do. I just open the bun spread peanut butter and put a whole banana in like a hotdog. And sometimes I drizzle honey too. Definitely going to try yours though.

Upvote   Downvote   💬 Reply

🔴 reddit

People come to Reddit to get inspired when it comes to their everyday food routines and dietary needs. These conversations genuinely influence the products they buy.

DTC brands who don't show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.

People come to Reddit to determine what's worth buying.

Not being here means not being considered.

THE OPPORTUNITY

421M

monthly views to subreddits in the **Beauty, Fashion and Style** interest groups

THE ROLE FOR REDDIT

#1

platform US redditors visit **for reviews** of beauty and personal care products.

REDDIT'S IMPACT

33%

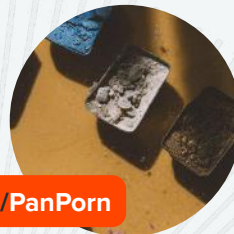of redditors have **purchased a beauty or personal care product** based on information they found on Reddit*

* more than on any other platform

reddit

Show up in communities as diverse as your audience, while they're talking about your products.

Glossier.

r/PaleMUA

r/Fragrance

r/PanPorn

r/MakeupAddiction
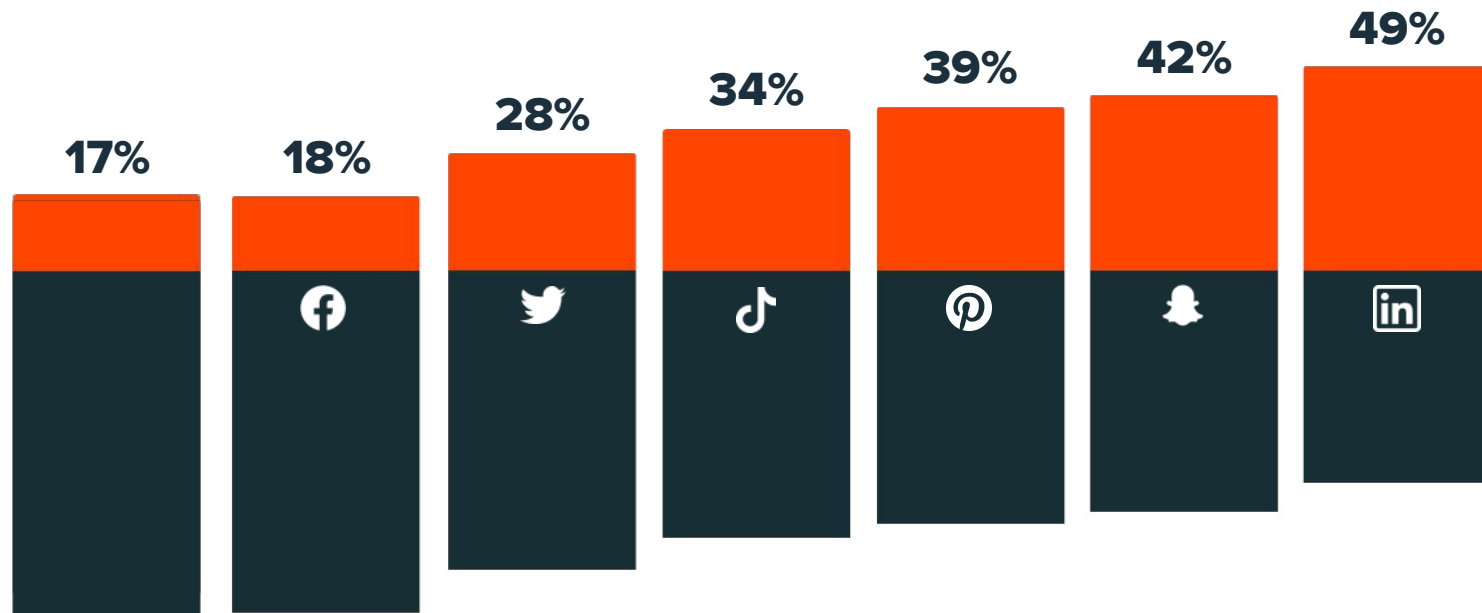
r/30PlusSkinCare

r/BrownBeauty

r/Acne

1.7K+

unique subreddits where **Glossier** was mentioned in the year up to September 2022

reddit

Reddit is home to a well-groomed audience that cannot be found elsewhere.

UNDUPLICATED REACH OF REDDITORS WHO TAKE CARE OF THEIR APPEARANCE & WANT BRANDS TO BE BOLD OR INNOVATIVE

17%   18%   28%   34%   39%   42%   49%
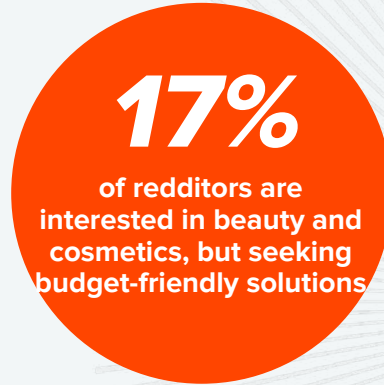
Created by Global Insights

reddit

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Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

Source: GWI USA, 2022;
Comscore, US, July 2022

Sample Audience #1
Budget MUAs

17%
of redditors are interested in beauty and cosmetics, but seeking budget-friendly solutions

Key interest groups	Top subreddits
Beauty	r/MUAOnTheCheap
Wellness	r/MakeupAddiction
Life Advice	r/MakeupDupes
Style & Fashion	r/LifeProTips
Career Planning	r/Frugal

F **81%**
M **16%**

GEN Z **36%**

YSK *

Despite their love for a low price, this audience actually over-indexes on being **high-income** vs. the gen pop. If you can't give them deals, show them how to make products last longer, or be more multi-purpose.

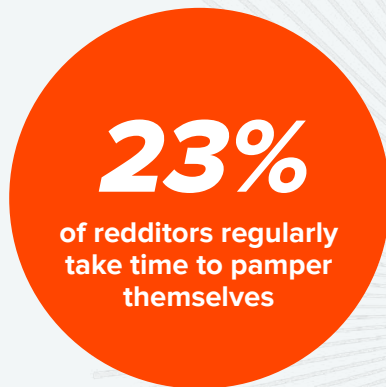* YSK = You Should Know

reddit

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Source: GWI USA, 2022; Comscore, US, July 2022

Sample Audience #2
Me-Timers

23%
of redditors regularly take time to pamper themselves

F 49%
M 49%

MILLENNIAL 41%

Key interest groups
Wellness
Beauty
Style & Fashion
Travel
Business

Top subreddits
r/SkincareAddiction
r/MaleGrooming
r/AskWomen
r/AskMen
r/Meditation

YSK *

This audience is more **male** than the wider population of Me-Timers. Reddit offers a rare opportunity to speak to men in spaces where they're openly discussing self-care.

reddit

* YSK = You Should Know

Connect with audiences at multiple stages of the purchase journey.

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Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

Sample Audience #3
Solution Seekers

27%

of redditors are seeking beauty and personal care products that help with specific skin concerns

Key interest groups	Top subreddits
Beauty	r/Acne
Fitness & Exercise	r/Skincare_Addiction
Food & Drink	r/AsianBeauty
Sports	r/InstagramReality
Pets	r/FemaleFashionAdvice

F **60%**
M **38%**

GEN Z **35%**

YSK *

This audience skews **younger** and more **female** than typical redditors, and are more likely than the gen pop to say they **lack confidence**. Show them how products can make them feel comfortable in their skin.

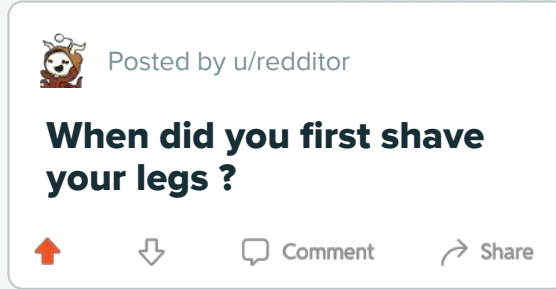* YSK = You Should Know

reddit

Resonate by speaking the same language as redditors.

People come to Reddit to open up about personal experiences and get honest advice. In subs like **r/AskWomen**, asking questions and sharing stories you can't elsewhere is part of the culture.

What if... you put out an Engagement Prompt in r/AskWomen asking people to share universal feminine care stories, to show dedication to destigmatizing the female experience? The most upvoted posts can be shared across Reddit as Promoted Posts.

Source: r/IVF

Posted by u/redditor

When did you first shave your legs ?
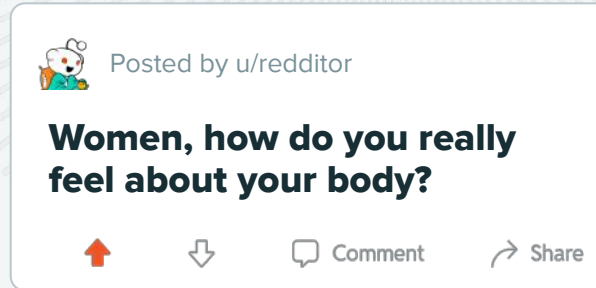
⬆   ⬇   💬 Comment   ↗ Share

r/AskWomen

Posted by u/redditor

What is the most silly thing you cried for while you on your period?

⬆   ⬇   💬 Comment   ↗ Share

Posted by u/redditor

Women, how do you really feel about your body?

⬆   ⬇   💬 Comment   ↗ Share

reddit

Resonate by speaking the same language as redditors.

———

Absurdist humour and self-aware memes are a core part of the way redditors connect over their passions. In personal care, it's no different – communities like **r/SkincareAddiction** see posts tagged with Humor get some of their highest engagement.

What if... you also leaned into ironic, absurdist or self-aware humour in Promoted Posts as a way to catch redditors' attention, and drive traffic to new products or landing pages.
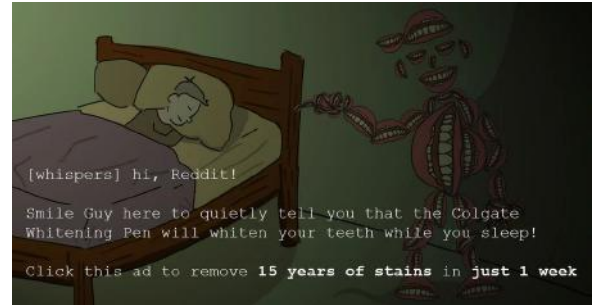
Posted by u/ShopSmilesByColgate

meow!

BUY ONE OF COLGATE'S WHITENING PENS BY CLICKING ON THIS REDDIT AD LIKE A GOOD LITTLE SHEEP

I WANT TO DOWNVOTE BUT I NEED TO WHITEN MY MOUTH BONES

Posted by u/ShopSmilesByColgate

[whispers] Hi there, it's me again

[whispers] hi, Reddit!

Smile Guy here to quietly tell you that the Colgate Whitening Pen will whiten your teeth while you sleep!

Click this ad to remove **15 years of stains** in **just 1 week**

SHOP NOW

reddit

Resonate by speaking the same language as redditors.

———

Redditors don't want to know what makeup looks like in a selfie — they want to know what it looks and feels like IRL, for whatever skin type or tone they have. **r/SwatchItForMe** helps them figure out which products to actually buy.

What if... you created Promoted Posts that mirror the format of r/SwatchItFOrMe using real people's images, and amplified them across Reddit's Beauty communities for the launch of a new product or line.

People come to Reddit to figure out which beauty and personal care products will work for them. These discussions genuinely influence the products they buy.

DTC brands who don't show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.

Want to learn more?
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