

# Reddit 101

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January 2026



# Unlock Niche Engagement with Reddit Advertising



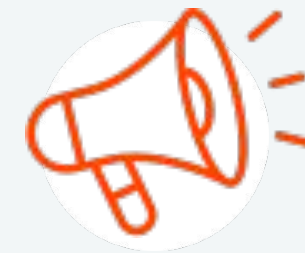
## Audience

60+ million monthly active users across APAC



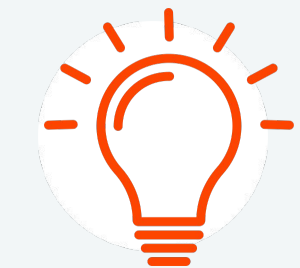
## Engagement

APAC users are active in niche communities, including technology, gaming, finance, and lifestyle.



## Key opportunity

Reddit thrives on authentic, user-driven content, ideal for connecting with engaged audiences.



## Innovation

Reach tech-savvy, interest-driven users across diverse APAC subreddits.

# Reddit Objectives & Ad Types

	Business Goals	Post types available		What you optimize and pay for
<b>Brand awareness and reach</b>	Increase awareness of your brand or product.	<ul style="list-style-type: none"><li>• Free-form</li><li>• Image</li></ul>	<ul style="list-style-type: none"><li>• Video</li><li>• Carousel</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: Impressions</li><li>• Pay for: Cost per thousand impressions (CPM)</li></ul>
<b>Traffic</b>	Drive redditors to your website or post on Reddit.	<ul style="list-style-type: none"><li>• Free-form</li><li>• Image</li></ul>	<ul style="list-style-type: none"><li>• Video</li><li>• Carousel</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: Clicks</li><li>• Pay for: Cost per click (CPC)</li></ul>
<b>Conversions</b>	Guide Redditors to complete valuable actions aligned with your conversion goals.	<ul style="list-style-type: none"><li>• Image</li></ul>	<ul style="list-style-type: none"><li>• Video</li><li>• Carousel</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: Conversions</li><li>• Pay for: Cost per click (CPC)</li></ul>
<b>Video views</b>	Increase views of your video on Reddit.		<ul style="list-style-type: none"><li>• Video</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: Views</li><li>• Pay for: Cost per view (CPV)</li></ul>
<b>App installs</b>	Encourage Redditors to install your iOS or Android app with mobile-only ads tailored for each platform.	<ul style="list-style-type: none"><li>• Image</li></ul>	<ul style="list-style-type: none"><li>• Video</li><li>• Carousel</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: App installs</li><li>• Pay for: Cost per click (CPC)</li></ul>
<b>(Beta) Catalog Sales / Lead Generation</b>	Boost sales with a product catalog or capture leads using Reddit forms.	<ul style="list-style-type: none"><li>• Image</li></ul>	<ul style="list-style-type: none"><li>• Video</li><li>• Carousel</li></ul>	<ul style="list-style-type: none"><li>• Optimize for: Catalog sales / clicks</li><li>• Pay for: Cost per click (CPC)</li></ul>

# Reddit Ad Formats

## Free-Form Ads

Reddit Free-Form Ads are a highly customizable ad format that allows advertisers to combine text, images, GIFs, and videos to craft engaging, narrative-driven campaigns. These ads are ideal for storytelling and fostering conversations with Reddit's highly engaged communities.

### Ad Placements

- Appears in user feeds across homepages, communities, and discussions.
- Visible in both desktop and mobile environments.

### Assets Overview

- Headline: Up to 300 characters.
- Body Text: Flexible; no strict character limit.
- Call to Action: Customizable CTAs

### Ad Specs

#### Image Specs:

- File Type: .jpg or .png
- Resolution: Minimum 1200 x 628 pixels
- File Size: Up to 10MB

#### Video Specs:

- File Type: .mp4 or .mov
- Aspect Ratio: 16:9 or 4:5
- Duration: Up to 30 seconds
- File Size: Up to 1GB



# Reddit Ad Formats

## Image Ads

A straightforward and effective format that allows advertisers to showcase their brand through compelling visuals and concise messaging. These ads seamlessly integrate into user feeds, making them ideal for driving awareness and engagement.

### Ad Placements

- Feed: Ads appear in the Home, Popular, or Community feeds across Reddit.
- Conversation: Ads appear on the comment page, below the post, and above the first comment. Available on both desktop and mobile platforms.

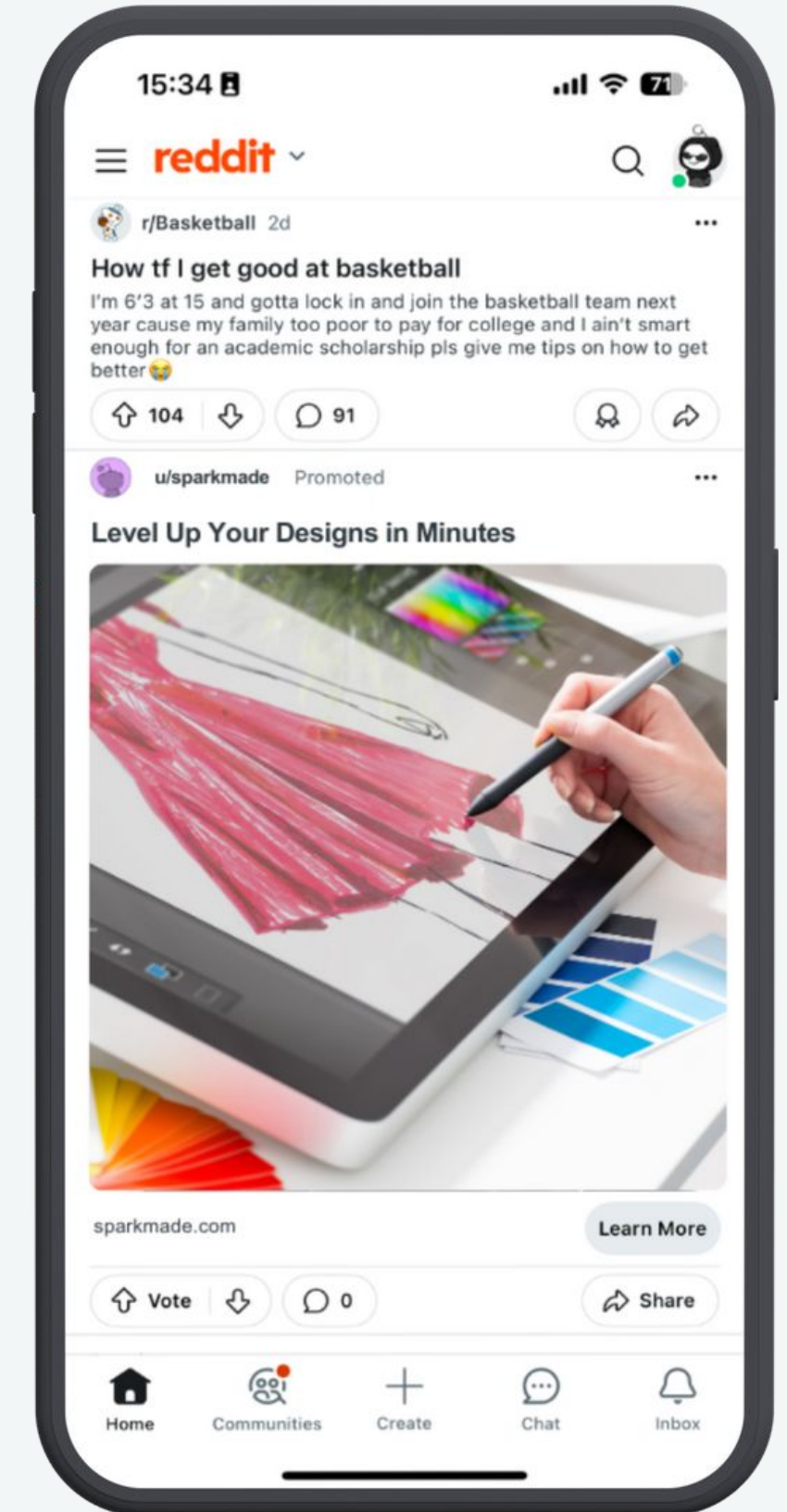
### Assets Overview

- Headline: Up to 300 characters.
- Body Text: Flexible; no strict character limit.
- Destination URL: 268 characters
- Call to Action: Customizable CTAs

### Ad Specs

#### Image Specifications:

- 1080 x 1080 pixels (square)
  - 1200 x 1500 pixels (portrait)
  - 1440 x 1080 pixels (landscape)
  - 1920 x 1080 pixels (landscape)
- File Type: JPG, PNG, or GIF
  - File Size: Up to 3MB.



# Reddit Ad Formats

## Video Ads

Reddit Video Ads deliver engaging, autoplay content directly in user feeds and discussion threads, making them perfect for storytelling, brand awareness, and driving conversions through immersive visuals.

### Ad Placements

- Feed: Ads appear in the Home, Popular, or Community feeds across Reddit.
- Conversation: Ads appear on the comment page, below the post, and above the first comment. Available on both desktop and mobile platforms.

### Assets Overview

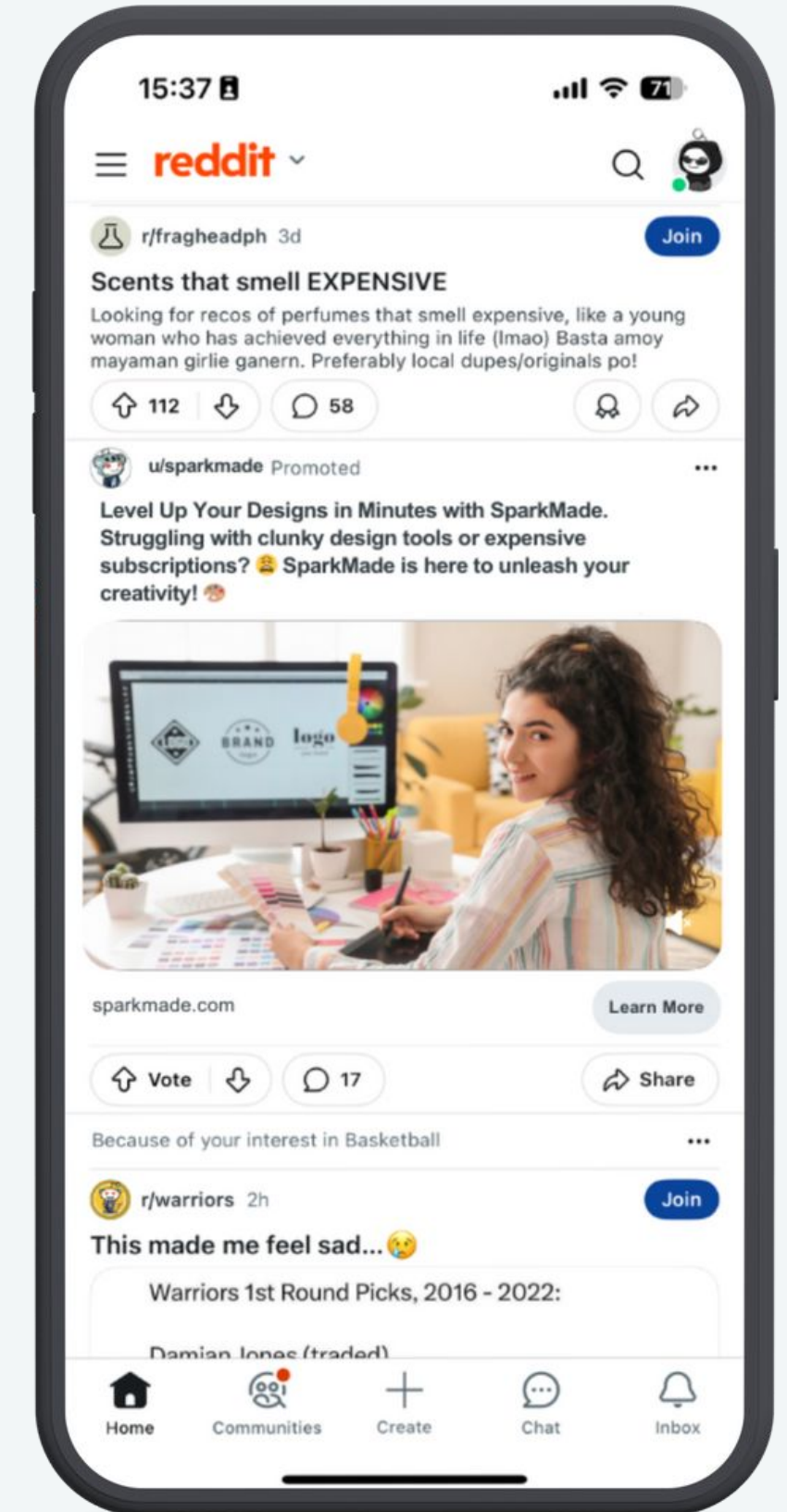
- Video: .mp4 or .mov format.
- Destination URL: 268 characters
- Headline: Up to 300 characters.
- Call to Action (CTA): Customizable

### Ad Specs

#### Video Specifications:

- 1440 x 1080 pixels (landscape)
- 1920 x 1080 pixels (landscape)

- Maximum file size: 1 GB
- Maximum frame rate: 30 FPS
- Length: 2 seconds to 15 minutes
- Recommended: 5–30 seconds



# Reddit Ad Formats

## Carousel Ads

Reddit Carousel Ads enable advertisers to showcase multiple images or videos within a single ad unit, allowing users to swipe through a series of cards. This format is ideal for highlighting various products, features, or storytelling elements in a cohesive and interactive manner.

### Ad Placements

- Feed: Ads appear in the Home, Popular, or Community feeds across Reddit.
- Conversation: Ads appear on the comment page, below the post, and above the first comment. Available on both desktop and mobile platforms.

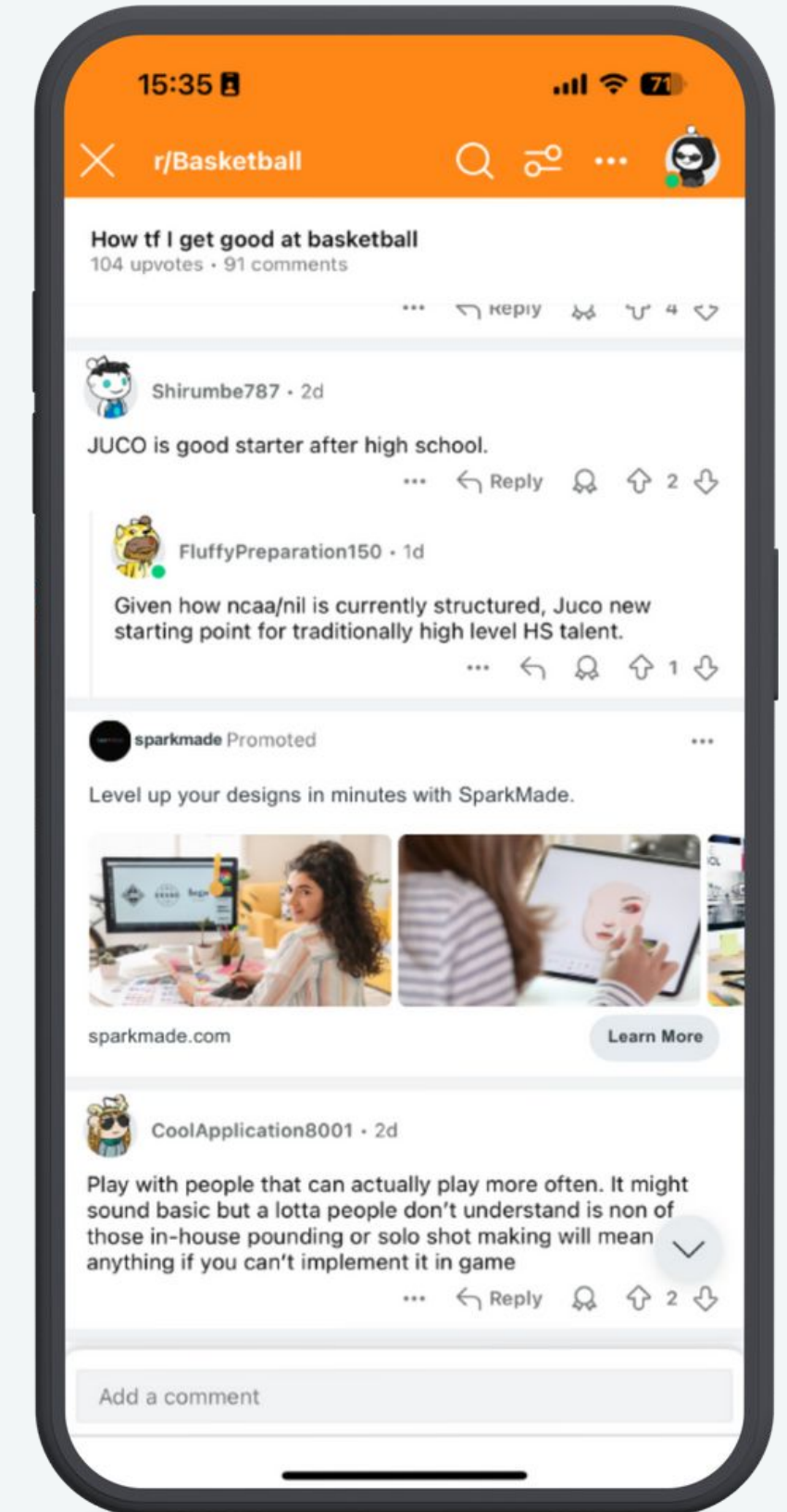
### Assets Overview

- Cards: Each carousel can contain 2 to 6 cards, with each card featuring an image or video.
- Headline: Up to 300 characters for the entire carousel.
- Destination URL: 268 characters. Call to Action (CTA): Customizable

### Ad Specs

#### Creative Specifications:

- 1200 x 1500 pixels (portrait)
- 1440 x 1080 pixels (landscape)
- 1920 x 1080 pixels (landscape)
- File Type: JPG, PNG, or GIF
- File Size: GIFs up to 3MB, other files are 20 MB.



# Reddit Ad Formats

## Conversation Ads

A unique ad format that places your brand directly within active discussion threads, appearing beneath the original post and before user comments. This strategic placement allows advertisers to engage users during their most interactive moments, fostering authentic connections within relevant conversations.

### Ad Placements

- Displayed within conversation threads, specifically below the original post and above the first comment. Accessible on both desktop and mobile platforms.

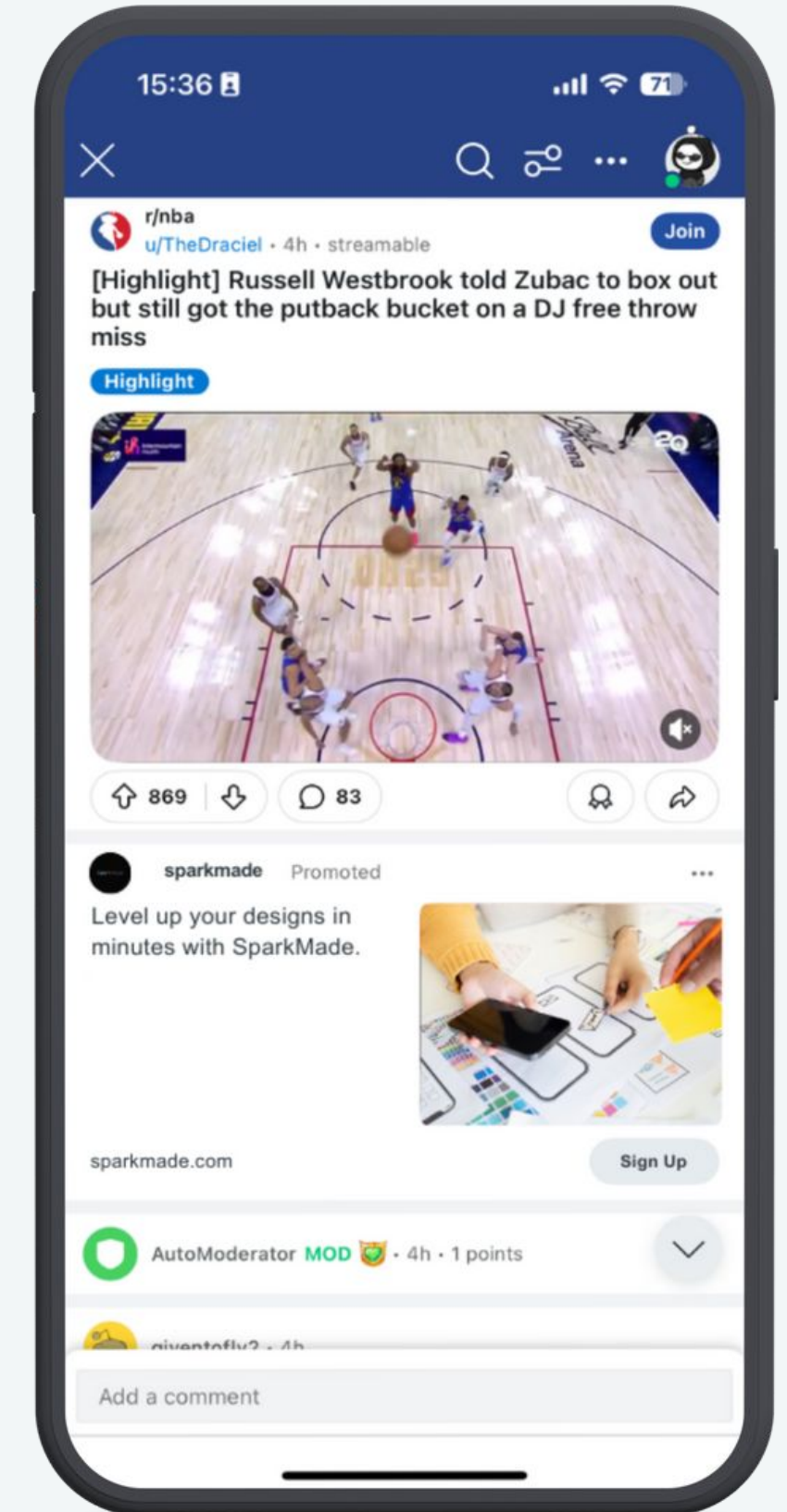
### Assets Overview

- Image or Video: High-quality visuals in .jpg, .png, .mp4, or .mov formats.
- Headline: Up to 300 characters to capture attention.
- Call to Action (CTA): Customizable
- Destination URL: 268 characters

### Ad Specs

#### Creative Specifications:

- File Type: Image .jpg or .png Up to 10MB / Video .mp4 or .mov up to 1 GB
- Resolution: For image, minimum 400 x 300 pixels; higher resolutions recommended for optimal quality. For video, minimum 720p; 1080p recommended. 30 seconds is recommended but long durations are accepted



# Getting Started: Campaign setup 101

## Simple Create

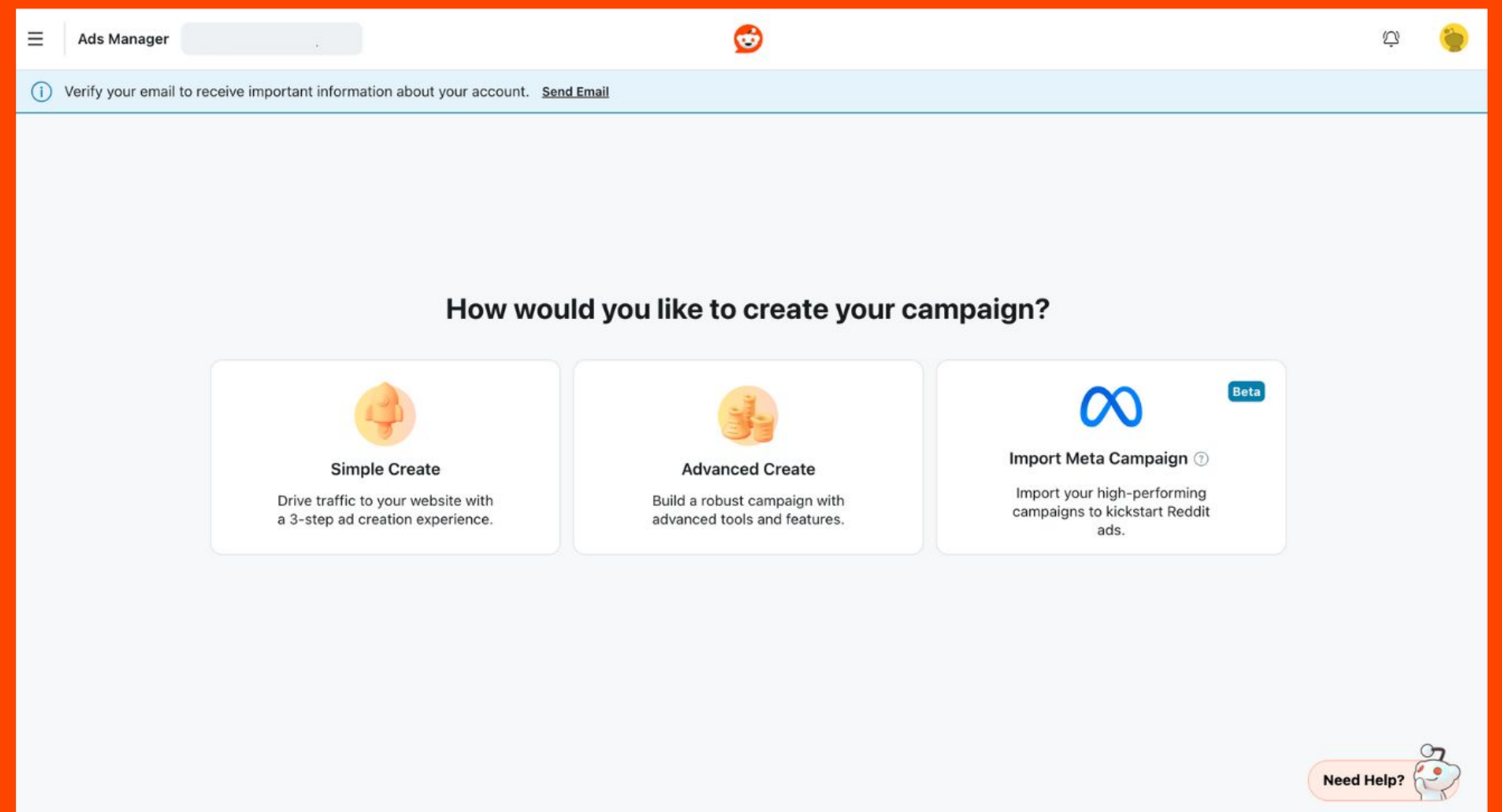
Quick setup for basic traffic & exposure needs (not ideal for strategic campaigns)

### Advanced Create *Recommended*

Full control over targeting, bidding, placements & optimization

## Meta Import (Beta)

Import high-performing Meta campaigns to accelerate setup



# Set Campaign Objective & Delivery

## Objective selected: Brand Awareness & Reach

### New Campaign

**Details**

Campaign name \* 10/200  
Campaign 1

Special ad category ⓘ  
 This is a housing, employment, or credit campaign.

**Objective** ⓘ


- Brand awareness and reach**  
Increase awareness of your brand or product
  - Pay for CPM
  - Optimized towards impressions
- Traffic
- Conversions
- Video views
- App installs
- Catalog sales
- Lead generation **Beta**

### Campaign delivery

**Campaign budget optimization** **Beta**

Allow budget to be set and optimized across the entire campaign.

**Payment**

 **Visa \*\*\*\* 4073**

**Change**

**Campaign spend cap (optional)** ⓘ

A\$0.00

By creating a campaign, you agree to our [Advertising Services Agreement](#).

# Ad Group Setup

## Audience Targeting & Scale

### Create an ad group

**Name**

Ad group

Ad group 1

**Define your audience** Use Saved Audience

**Reddit audiences**

Keywords <sup>?</sup>

Ex. Apple Bulk entry

Community audience <sup>?</sup>

e.g. Gaming, beauty, travel... Bulk Entry

Suggested communities Add all

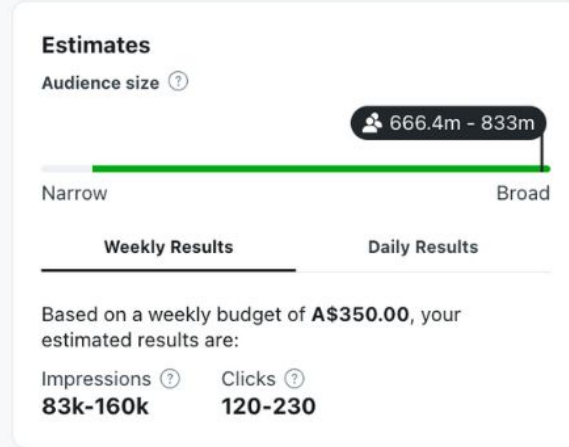
- r/homeautomation +
- r/HomelImprovement +
- r/Flipping +
- r/solarenergy +
- r/dataisbeautiful +
- r/OffGrid +
- r/Insulation +
- r/HVAC +

Interest groups <sup>?</sup>

e.g. Gaming, Health, Finances...

Automate targeting <sup>?</sup>

Reach users beyond this Reddit audience when it's likely to improve performance.



**Custom audiences** <sup>?</sup>

Included custom audiences

e.g. NewAccounts\_2022 Create new

Excluded custom audiences

e.g. NewAccounts\_2022 Create new

**Demographics** <sup>?</sup>

Include locations

Global Bulk entry

Exclude locations

e.g. Region, DMA, Country, Postal Code, City Bulk entry

Gender

All Men Women

**Devices** <sup>?</sup>

Type

All Custom

Cell carriers

e.g. Verizon US

# Ad Group Setup

## Placements, Safety & Delivery

**Select placements**

**Placements** ⓘ

Placements

Auto placements

Manual placements

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**Brand Safety**

Exclude communities ⓘ

e.g. politics

Exclude keywords ⓘ

e.g. NFL

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**Set up delivery**

**Budget & schedule**

Budget ⓘ  Budget type ⓘ

Start date

End date  Set end date

[Advanced options](#)

Each week, your daily spend will average close to **A\$50.00**, but some days you may spend up to **A\$60.00**. [Learn more about ad auctions and daily budget.](#)

## Bidding & optimization

Bid Strategy ⓘ **Beta**

### Lowest cost

Get as many impressions as possible for your budget. Recommended for volume.

### Cost cap

Keep the average cost of your impressions at or below the cap while getting as many impressions as possible. Recommended for controlling cost per impression.

[Advanced options](#)

# Build Your Ad Creative

## Creative Details and Tracking Options


### New ad

#### Details

Ad name \* ? 4/200

#### Profile

Publish ad under

 lg\_energy ▼

#### Tracking

Add URLs for click or impression trackers from Reddit's list of [approved measurement providers](#). We recommend both click and impression tracking.

URL	Tracker Type
<input type="text" value="URL"/>	<input type="text" value="Select..."/> <span>▼</span>

### Creative

Choose Post

Post Type ?

Headline \* ? 0/300

Write a compelling headline

Headline is missing.

Image \* ?

Drag and drop or browse files

Image is required.

Thumbnail image ?

Drag and drop or browse files

Call to Action ?

Select... ▼

Destination URL \* ?

Preview

Destination URL is required.

[Edit Display URL](#)

Add source parameter ?

Allow comments ?

# Available CTA's

Reddit provides a diverse range of Call to Action (CTA) buttons designed to align with specific advertising objectives. These CTAs are categorized by campaign goals, offering flexibility to optimize user engagement. Please note that the available CTAs may evolve over time. Here's a breakdown of current CTAs by objective:

## Brand Awareness and Reach:

- Learn More
- View More

## Video Views

- Watch Now
- Learn More

## Traffic

- Learn More
- View More
- Shop Now
- Contact Us
- See Menu
- Get a Quote

## Conversions

- Sign Up
- Apply Now
- Get a Quote
- Contact Us
- Shop Now

## App Installs

- Download
- Install
- Play Now

## Catalog Sales

- Shop Now
- View More
- See Menu

# Reddit Targeting Options

## By Interest

Targets users based on topics they've recently engaged with

- **Use Case:** Ideal for broad outreach to users with general interest in topics.
- **Example:** Business & Finance, Career Planning

## By Community

Target niche subreddits that users have subscribed to or visited in the past 28 days

- **Use Case:** Reaching highly engaged users within specific communities
- **Example:** r/movies, r/news, r/science

## By Keyword

Target content containing specific keywords, placing ads alongside discussions

- **Use Case:** Suitable for aligning ads with specific conversations and capturing user intent.
- **Example:** Startup, small business, ideas

## Custom Audiences

Advance targeting leveraging first-party data to create curated list

- **Use Case:** Ideal for re-engaging previous visitors, current customers

## Lookalike Audiences

Expands reach by targeting users who share characteristics with your existing audience

- **Use Case:** Effective for discovering new potential customers similar to your current user base.

## By Demographic

Targets users based on demographic information such as location and gender.

- **Use Case:** Useful for campaigns requiring geographic or gender-specific reach out.
- **Example:** Countries, Region, Zip Codes

# Unlock Niche Engagement with Reddit Advertising

## Be authentic and culturally relevant

Use language, imagery, and tone tailored to resonate with individual APAC markets, reflecting local nuances and values.

## Leverage popular subreddits

Align your campaigns with highly active communities in APAC (e.g., r/gaming, r/cryptocurrency, r/askSingapore) to ensure relevance and engagement.

## Focus on value-driven storytelling

Craft relatable, credible narratives that address user needs and offer solutions, fostering trust and emotional connection.

## Design for mobile-first users

Prioritize short, visually compelling content with concise CTAs optimized for mobile browsing, catering to APAC's mobile-driven audience.

## Test and iterate

Continuously analyze performance metrics across different APAC regions, adapting creative strategies to maximize impact and engagement.



IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW

