Back to school insights guide

How brands can reach parents authentically across Reddit’s communities during the 2023 back to school season.
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Parents on Reddit</td>
<td></td>
</tr>
<tr>
<td>02.</td>
<td>Stages of parenthood</td>
<td>I. PreK, II. K-5th grade, III. 6th-8th, IV. 9th-12th</td>
</tr>
<tr>
<td>03.</td>
<td>Back to school insights</td>
<td></td>
</tr>
<tr>
<td>04.</td>
<td>Activating back to school on Reddit</td>
<td></td>
</tr>
<tr>
<td>05.</td>
<td>Creative thought starters</td>
<td></td>
</tr>
<tr>
<td>06.</td>
<td>Back to school success</td>
<td></td>
</tr>
<tr>
<td>07.</td>
<td>Case studies</td>
<td></td>
</tr>
</tbody>
</table>
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!!*

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?*

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

Source: Reddit/Suzy, U.S., 2022 Back to School Survey, n=1022, 18+, 2022
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.

Source: GWI, Q3 2022, US Data *Parent defined as parent of any aged child.
Unique views to parenting communities

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

- **USA**: Growth in unique screen views since 2021 (+42%)
- **Germany**: Growth in unique screen views since 2021 (+29%)
- **Canada**: Growth in unique screen views since 2021 (+25%)
- **Australia**: Growth in unique screen views since 2021 (+22%)
- **UK**: Growth in unique screen views since 2021 (+16%)

Source: Reddit Internal Data: Unique Views to Parenting Interest Group (Parenting Related Communities on Reddit) December 2022 vs. December 2021
Reddit is home to a parenting audience that cannot be found elsewhere

Unduplicated reach of parents on Reddit.

Source: GlobalWebIndex, US, Q3 2022 (parents with children aged 18 years old or younger)
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.

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)

Top Parenting Subreddits

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.

Daycare, Nursery, Montessori or Pre-School
- Toddler 1-4 years old

Elementary or Primary School (K-5th)
- Child 5-10 years old

Middle School (6-8th)
- Tween 11-13 years old

High School (9-12th)
- Teen 14-18 years old

Source: GlobalWebIndex, US, Q3 2022 (Parents with children aged 18 years old or younger)
Parents of preschoolers

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

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

¹YSK: You Should Know - Sources: 1Reddit/Attest, U.S., 2023, Parenting & Shopping Behaviors Survey, n=1073 18+; 2GlobalWebIndex, US, Q3 2022 (parents with children aged 18 years old or younger); 3Reddit Internal Global Data Jan 2022-Feb 2023 visitors to r/toddlers also visited
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

47% of US redditor parents are parents of elementary aged children.2

57% Male
43% Female
60% Millennials
35% Gen X
4% Gen Z

Key Interest Groups3

Parenting Life Advice Humor Literature National News

Top Subreddits3

r/parenting r/mommit r/daddit r/stepparents r/raisingkids

YSK: You Should Know - Sources: 1Reddit/Attest., U.S., 2023.Parenting & Shopping Behaviors Survey, n=1073 18+; 2GlobalWebIndex, US, Q3 2022 (parents with children aged 18 years old or younger); 3Reddit Internal Global Data Jan 2022-Feb 2023 visitors to r/toddlers also visited
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, TikTok and Twitter.¹

**Demographics**

- 43% of US redditor parents are parents of middle school aged children.
- 55% Male
- 45% Female
- 86% Millennials
- 13% Gen X

**Key Interest Groups**

- Parenting
- Humor
- Interior & Landscapes
- Life Advice
- Entertainment

**Top Subreddits**

- r/askparents
- r/family
- r/workingmoms
- r/parentsofmultiples

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YSK: You Should Know - Sources: 1Reddit/Attest, U.S., 2023, Parenting & Shopping Behaviors Survey, n=1073 18+; 2Reddit Internal Global Data Jan 2022-Feb 2023 visitors to r/parenting also visited
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

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YSK: You Should Know - Sources: 1Reddit/Attest,, U.S., 2023, Parenting & Shopping Behaviors Survey, n=1073 18+; 2Reddit Internal Global Data Jan 2022-Feb 2023 visitors to r/parenting also visited
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.

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
<th>Statistically More Likely than Non-Reddit Users</th>
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<tbody>
<tr>
<td>Mental health support</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Keeping my kids healthy</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Dealing with bullying</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Nutrition and wellness support</td>
<td>23%</td>
<td>62%</td>
</tr>
<tr>
<td>Cognitive development support</td>
<td>22%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: Reddit/Attest, U.S., Your Parenting Experience, n=1002, 18+, Monthly Reddit Users vs. Non-Reddit Users, 2023. Statistically significant confidence level = 95%
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

Source: Reddit/Suzy, U.S., 2022 Back to School Survey, n=1022, 18+, 2022
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.

Source: Reddit/Attest U.S., 2023, Shopping Behaviors Survey. n=1073, 18+
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.

Source: Reddit/Attest, U.S., 2023, Shopping Behaviors Survey, n=1073, 18+, Monthly Reddit Users vs. Non-Reddit Users. Statistically significant confidence level = 90%. *Note: non reddit users are statistically less likely to spend $300-$399.
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.

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

Source: Reddit/Suzy, U.S., 2022 Back to School Survey, n=1022, 18+, 2022
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:

Source: Reddit/Suzy, U.S., 2023 Back to School Survey, n=1022, 18+, Fielded Dec 2022. Q:“How did you use Reddit to inform your back to school purchase decisions?”
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.

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?

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.
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.

Source: Reddit/Suzy, U.S., 2023 Back to School Survey, n=1022, 18+. Fielded Dec 2022. Top five product categories shown above, additional items parents researched/discovered on Reddit includes: 48% books & learning materials, 47% athletic apparel, 44% beauty & personal care
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, Redditor 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

Increase in conversation volume Aug 19-20th compared to season average.
Toolkit of options to activate

Accessible in the Reddit Ads Manager

**REACH**

**AUCTION**

*AUCTION*: scaled, efficient reach

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

**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.

Requires Reddit Account Team

**TAKEOVERS**

*TAKENOVERS*: 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.

**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.

May - June

Strategy: Build awareness with auction media and category takeovers across key Interest Groups.

Build awareness in early summer as preliminary research gets underway

July - August

Strategy: Own the peak conversation period with [ADD package name/details] Pair this with auction media to drive action and maximize efficiency.

Make an impact as conversation grows and peaks

Mid August - Early September

Strategy: Drive conversions against a broad parent target during the key buying period. Retarget your most engaged users from earlier pulses.

Drive action and influence purchase decisions

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

Behavioral targeting reaches people who’ve visited communities. Contextual targeting appears in relevant places.

Source: Reddit Internal Global Data June-October 2022 *Interest groups organized by volume of mentions
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

How and when to activate on Reddit for Back to School 2023
**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

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<th>High Impact Package</th>
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<tr>
<td><strong>Category Takeover</strong></td>
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<tr>
<td>Life, Family &amp; Relationships; Tech &amp; Electronics Enthusiasts</td>
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<tr>
<td><strong>Reddit Takeover</strong></td>
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**Pair with Targeted Media for to Drive Action**

Recommended ad products

| Promoted Post, Video & Carousel |
| Conversation Placement |

Recommended auction bid types

| CPV | CPM | CPC |
| Objective: Video Views | Objective: Reach | Objective: Conversions |

Recommended ad products

| Interest Group Targeting |
| Reddit Engagement Retargeting |
| Life, Family & Relationships; Tech & Electronics Enthusiasts | Retarget audiences who engaged with your ads on Reddit |

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**Promoted u/BrandUsername**

**YOUR CTA**

**CUSTOM URL HERE**

**Your Headline**

**PROMOTED**

**New Year, New Me**

Your ad copy goes here. Your ad copy goes here. Your ad copy goes here. Your ad copy.
Introducing our brand new dishwashing soap, specially designed for kids! With its gentle formula our soap makes dishwashing fun and easy for little hands.
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
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.

- Lift in Redditor’s recall of a brand’s advertisement after seeing ads on Reddit: +17%
- Lift in Redditor’s opinions of the brand after seeing ads on Reddit: +8%
- Lift in Redditor’s likelihood to take action (purchase, consider a product, etc) after seeing ads on Reddit: +7%

Sources: Kantar Brand Lift, U.S., 2021-2022 Back-to-School Moments Campaigns, n=22, A25 to 44. Verticals include: Apparel, CPG/Consumables, CPG/Household, Entertainment, Health & Wellness, Pharmaceutical, Retail
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.

Sources: Kantar Brand Lift, U.S., 2021-2022 Back-to-School Moments Campaigns, n=22, A25 to 44. Verticals include: Apparel, CPG/Consumables, CPG/Household, Entertainment, Health & Wellness, Pharmaceutical, Retail
Advertisers achieve back-to-school success among parent-age Redditors

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.

Reddit ads drive:

+8% Lift in Brand Favorability
Positively changing the attitudes of parents or potential parents is important for building momentum into conversion.

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.
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 Gifs 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

- **CONVERSION RATE**
  - 3% compared to Adobe’s other top-performing platforms

- **HIGHER CTR**
  - 40% for Promoted Posts using Reddit-built ads vs. standard creative
  - 110% for Front Page Takeovers using Reddit-built ads vs. standard creative
  - 14% LOWER CPC for Promoted Posts using Reddit-built ads vs. standard creative

- **CASE STUDY**

- Howdy, Reddit! Chat Cowley here to spread the good word about Photoshop and the 20+ creative apps you’ll find in Adobe Creative Cloud! Students save 60%. Okay, gotta go now. There’s a rumor that需要 eating off info.

- Make art. Make gifts. Make a story of birds with Illustrator. Find out more now! Whatever you do, make the leap to Adobe Creative Cloud with 20 creative apps like Photoshop & After Effects. Students save 60%.

- Bring Photoshop to your next Photoshop Battle. Students save 60% on Adobe Creative Cloud.
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
Get started with Reddit Ads