Leverage the powerful combination of copy and assets to reinforce your message. Showing your brand/product creatively and using headline copy to highlight the value proposition—including discount language—will go far!

**Build for mobile**

In-feed content should be built for sound-off mobile consumption, prioritizing a 4:5 or 1:1 aspect ratio, supers, and video closed captions.

- Lower 28-day view CPA with video in a 4:5 aspect ratio **-54%**
- Higher CTR when text overlays are present **+32%**

**Be a brand**

Prioritize clear branding on all assets, and referencing your product/brand name in headline copy reinforces that you’re a brand bringing value to the platform. When it comes to content style and length, there’s room to explore, but remember that you’re a brand, and don’t try to fool redditors.

- Lower 1-day click CPA with a brand logo at the top left corner of static images **-21%**

**Show & tell**

Leverage the powerful combination of copy and assets to reinforce your message. Showing your brand/product creatively and using headline copy to highlight the value proposition—including discount language—will go far!

- Higher 28-day view CPA when headlines have more than 150 characters **+90%**
- Higher median CTR when video showcases how a product is used or consumed **+15%**

Data Source: Kantar Brand Lift Data on Reddit April 1, 2022 to October 1, 2022; CTR, CPA Reddit Internal Data April 1, 2022 to October 1, 2022; Installs and Revenue MMP Partners and Internal Reddit Data April 1, 2022 to October 1, 2022
Mid funnel creative best practices

Redditors are leaned-in, so you can be very prescriptive with who you are (a brand), what you're selling (your product), and what you're asking them to do. Reinforcing those CTAs in copy and creative assets are important!

-70% Lower 28-day view CPA when Redditisms—like “ICYMI”—are included

Be prescriptive

Redditors are leaned-in, so you can be very prescriptive with who you are (a brand), what you're selling (your product), and what you're asking them to do. Reinforcing those CTAs in copy and creative assets are important!

+7.3% Higher median CTR when CTAs are reinforced in video assets

Data Source: Kantar Brand Lift Data on Reddit April 1, 2022 to October 1, 2022; CTR, CPA Reddit Internal Data April 1, 2022 to October 1, 2022; Installs and Revenue MMP Partners and Internal Reddit Data April 1, 2022 to October 1, 2022