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.

- **Higher MMP median revenue with video in a 4:5 aspect ratio**: +409%
- **Higher median installs when video includes text overlays**: +148%

**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.

- **Higher MMP median revenue when assets include clear and obvious branding**: +131%
- **Higher MMP median revenue when headline copy includes the brand name**: +276%

**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!

- **Lower MMP median revenue when ads are more than :60 in length**: -65%
- **Higher MMP median revenue when video showcases how a product is used or consumed**: +420%

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
Lower funnel creative best practices

Reddit like Reddit

Reddit is a unique place, and redditors like to be treated as such. Responsibly using platform and community lingo and addressing redditors differently demonstrates your understanding and value of these unique consumers.

+350% Higher MMP median revenue when ads address Reddit differently

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!

+98% Higher median installs when CTAs are reinforced in headline copy

+340% Higher MMP median revenue 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