Upper funnel creative best practices

**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.

- More likely to drive a lift in **brand favorability** when video includes **closed captions**
- More likely to drive a lift in **Reddit ad awareness** when video includes **text overlays**

**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.

- More likely to drive a lift in **brand attributes** when **clear branding** is present
- More likely to drive a lift in **action intent AND ad awareness** when **brand name is in headline copy**

**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!

- More likely to drive a lift in **ad awareness and attribute agreement** when **product features** are front and center
- More likely to drive a lift in **ad awareness** when **deal or discount messaging** is present

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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
Upper 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!

1.3x More likely to drive a lift in ad awareness when experimenting with speaking directly to Reddit i.e. mention a community or “Reddit”

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!

1.4x More likely to drive lift in brand attributes when your CTA is reinforced in video creative

1.3x More likely to drive lift in action intent when your CTA is reinforced in headline copy

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