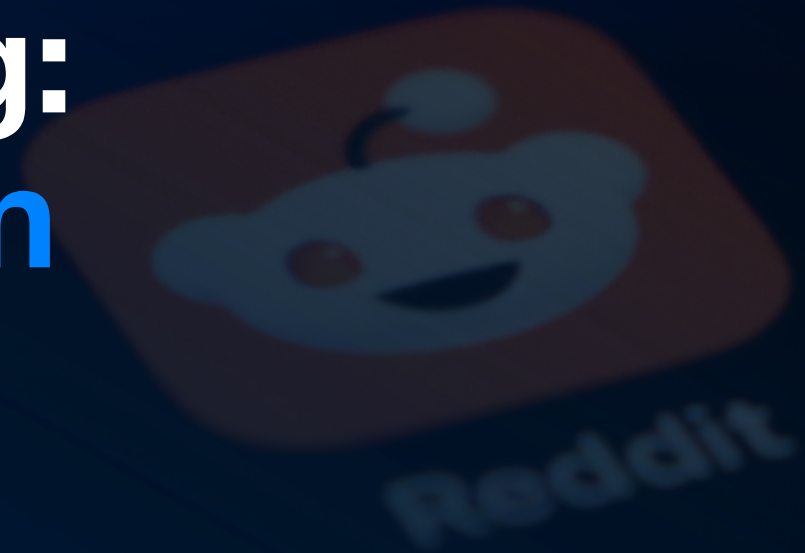




Reddit Advertising: Community-Driven Discovery

HOW REDDIT CONVERSATIONS INFLUENCE CONSUMER DECISIONS
AND SHAPE AI-POWERED SEARCH RESULTS



A Highly Engaged Intent-Driven Community

REDDIT'S AUDIENCE SKEWS YOUNGER, EDUCATED, AND TECH-FORWARD: HEAVY RESEARCHERS WHO ARRIVE WITH INTENT AND LEAVE WITH OPINIONS.



SCALABILITY

73MM+ daily active users offers massive scale across 100k+ online communities.



RESEARCH-DRIVEN

Users arrive with questions and leave with informed opinions shaped by peer discussions.

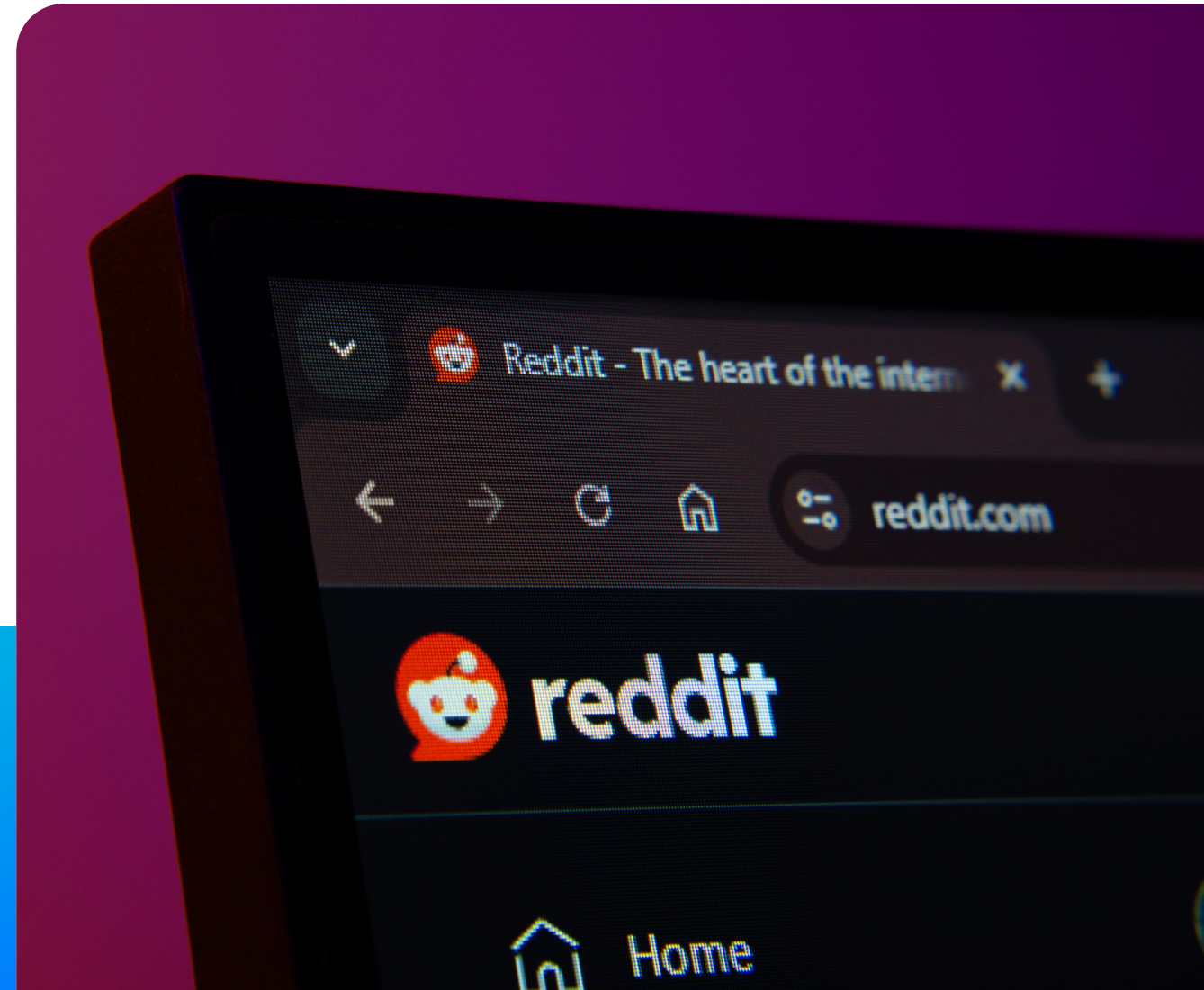


TRUSTED RECOMMENDATIONS

Community consensus often carries more influence than brand messaging.

KEY TAKEAWAY

Reddit audiences actively researchers shaping purchases decisions.



Advertising Inside Real Consumer Conversations

FLEXIBLE NATIVE AD FORMATS & INTEREST-CONTEXT BASED TARGETING

Reddit allows brands to engage consumers within the conversation itself, not merely alongside content, delivering a uniquely authentic and highly impactful form of contextual relevance.



COMMUNITY TARGETING

- Reach users based on their conversations in interest-based subreddits where relevant discussions occur like: r/nfl, r/sports, or r/homeimprovement.



INTEREST TARGETING

- Target platform-defined audience segments based on engagement activity such as sports fans, gamers, and tech enthusiasts



KEYWORD TARGETING

- Be a part of the conversation when your product or offering are literally the topic of conversation
- Serve ads within conversations about relevant topics.



CUSTOM AUDIENCES

- Retarget existing customers or expand reach using lookalike audiences.

Building **Community First** Advertising Strategy

Reddit's Role In The Marketing Funnel



DISCOVERY (AWARENESS)



RESEARCH (CONSIDERATION)



ASSISTED INFLUENCE (CONVERSION)

Reddit drives mid-funnel influence, connecting awareness to conversions by engaging audiences during active research.

Native ads matching Reddit's tone consistently outperform those that feel intrusive or overly polished. Our recommendations for creating ads that perform on Reddit are outlined below:

Target the Right Communities: Focus on active subreddits where your audience engages

Go Native: Make ads feel like authentic, conversational posts

Spark Dialogue: Use conversation ads to build trust and credibility

Listen Closely: Monitor comments and engagement to see what resonates.

Engage, Don't Just Reach: Optimize for upvotes, comments, and clicks—not just impressions.

Recommended Test Allocations

5-10%

Upper Funnel Awareness

5-15%

Interest/Consideration

10-20%

Targeted Community Engagement

Online Community Shaping AI Search

REDDIT'S STRATEGIC ADVANTAGE: SERPS & AI SEARCH RESULTS ARE INCREASINGLY REFERENCING ANSWERS FROM FORUM-BASED DISCUSSIONS.



Reddit discussions increasingly appear in AI-generated search summaries within Google AI Overviews.



Tools like ChatGPT and Perplexity frequently reference community forums when generating answers.



Authentic conversations influence how AI summarizes products and brands.



Brands Can Influence AI Search Results

WHY BRANDS NEED TO LOOK AT THEIR REDDIT STRATEGY



3x

INCREASE IN AI SEARCH
CITATIONS

REDDIT DISCUSSIONS INFLUENCE AI ANSWERS

Brands that generated discussion on Reddit saw **up to a 3x increase in how often they appeared in AI-generated answers and search summaries.**

As generative search increasingly references community conversations, **Reddit activity has become a meaningful signal influencing AI discovery.**



20%

OF AI ANSWERS CITE REDDIT

COMMUNITY DISCUSSIONS SHAPE AI RESPONSES

Analysis of generative AI responses shows that **Reddit is one of the most frequently cited sources**, appearing in roughly 1 in 5 AI-generated answers.

Because AI prioritize **authentic peer discussions and product experiences**, Reddit increasingly influences **how brands are described, evaluated, and recommended.**

Source: [Siteblurb](#), 2026 & [Originality.ai](#), 2025.

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Our POV: Treat Reddit as a Discovery Engine

TARGET HIGH-INTENT AUDIENCES TO CAPTURE ATTENTION AND SHAPE AI-POWERED SEARCH RESULTS



UNDERSTAND HOW TO LEVERAGE AUDIENCES

- **High-Intent Audiences:** Reach users actively researching products and solutions.
- **Niche Audiences:** Reddit's structure allows brands to reach highly specific interest groups.



INFLUENCE SEARCH THROUGH COMMUNITY

- Community discussions increasingly influence AI-generated search results.
- Participate authentically and on-brand to appear in highly relevant AI overviews and “answer engines” across the web.



KEY STRATEGIES

- Target high-intent communities.
- Create native ads.
- Establish measurement framework.
- Be diligent about monitoring community feedback.



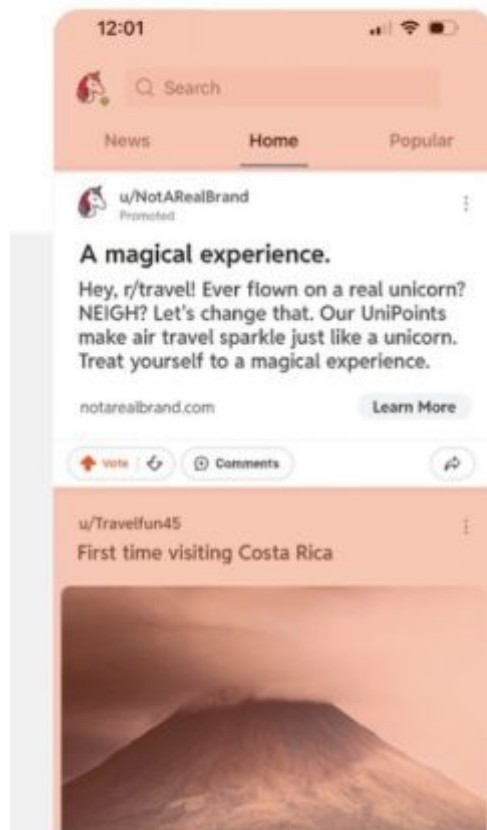
START SMALL & SCALE STRATEGICALLY

- Test Reddit in 2–3 relevant subreddit communities to evaluate engagement before scaling.
- Set engagement and acquisition targets specific to these efforts.

CREATIVE EXAMPLES

CREATIVE NATIVE TO THE PLATFORM DRIVES PERFORMANCE

Free-Form



Image



Video



Carousel



Recommended Next Steps: Test It

THE OPPORTUNITY IS REAL: BRANDS BUILDING CREDIBILITY ON REDDIT TODAY GAIN AN ADVANTAGE IN AI-DRIVEN DISCOVERY TOMORROW



COMMUNITY IDENTIFICATION

Map target audiences to 3-5 relevant subreddits. Take note of how users in these communities interact, what they share, and understand how your brand can “fit in.”



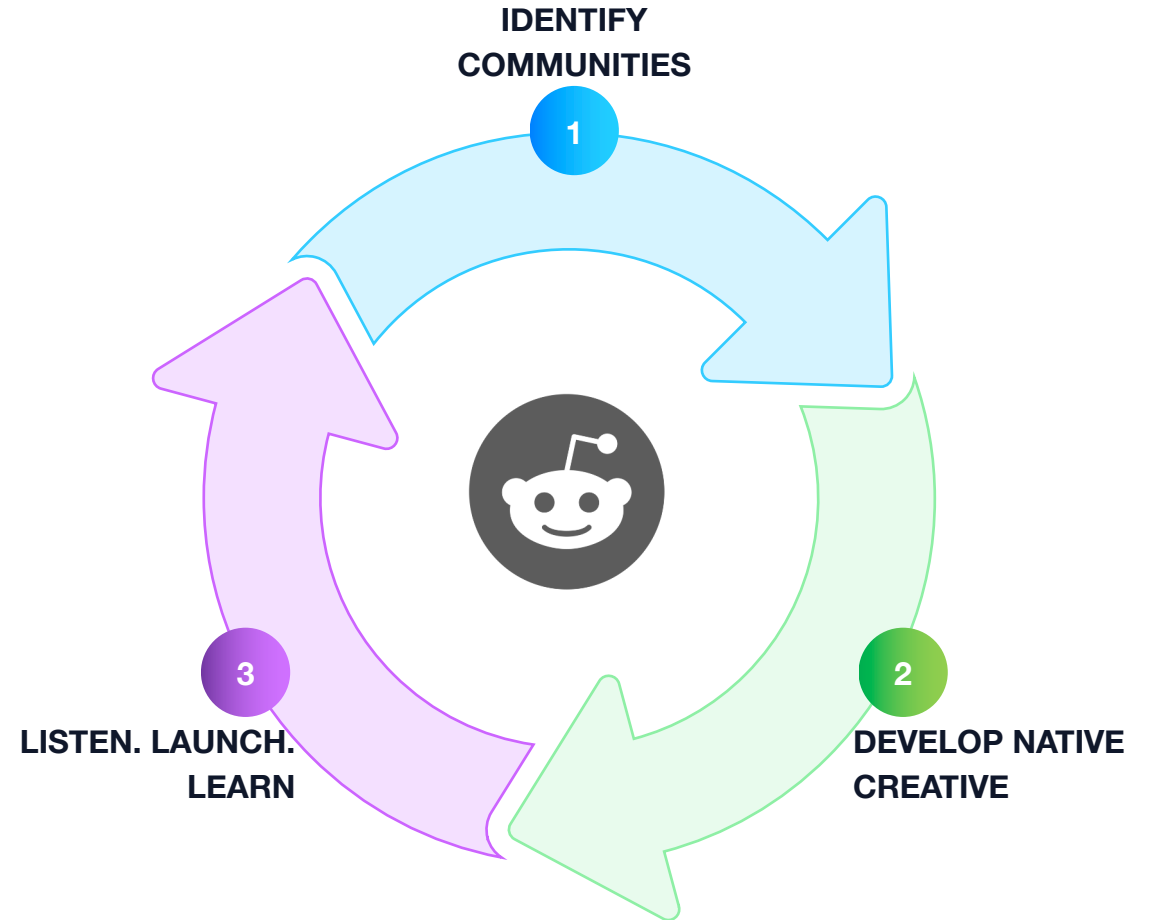
BUILD NATIVE CREATIVE

Create ads that match Reddit's conversational tone. Seek examples from conversations happening in real time in these forums.



MONITOR YOUR STRATEGY & ADJUST ACCORDINGLY

Run a 4–6-week pilot, measuring sentiment, engagement, and assisted conversions to refine strategy. As you refine your strategy, test new communities and creative formats to accelerate performance.





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Thank You

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