Reddit ads quick-start guide

Is Reddit right for your business? How to choose communities, set up the Reddit Pixel and Conversions API, write ads that fit in, and judge results fairly.

Reddit is made up of thousands of communities, called subreddits, built around specific interests. People go there to ask questions, compare products and read honest opinions. That makes it useful for businesses whose customers research before they buy, and unforgiving of ads that feel like a hard sell.

Is Reddit right for you?

Reddit tends to suit businesses that:

- Sell something people discuss and compare, such as software, tech, hobbies, gaming, finance, fitness or specialist products
- Have a clear, niche audience that gathers in particular communities
- Can talk about their product plainly and are comfortable with frank feedback

Before spending anything, spend an hour reading the communities where your customers gather. Look at what they ask, what they recommend and what annoys them. That research is useful even if you never run an ad.

Before you start

- **Create a Reddit Ads account** under your business, not a personal Reddit profile you also use for posting.
- **Pick one goal:** website sales, sign-ups or enquiries.
- **Prepare plain, specific ads.** On Reddit, an ad that reads like a helpful post usually does better than polished brand advertising.

Step 1: set up tracking

1. **Install the Reddit Pixel** on your website. It records visits and actions such as purchases and sign-ups. Some shop platforms and tag managers have a ready-made integration.
2. **Set up the Reddit Conversions API** if you can. Like Meta's version, it sends results from your server or shop platform, so they're still recorded when a browser blocks the Pixel.
3. **Choose your conversion events,** such as Purchase, Sign Up or Lead, and send values where you can.
4. **Test it** with a test order or sign-up, and check it appears once.

Step 2: build a first campaign

- **Target by community and interest.** You can aim ads at people who use particular subreddits or show particular interests. Start with a handful of communities that clearly match your product.
- **Write for the audience.** Explain what the product does, who it's for and what it costs, in the tone the community uses. Avoid hype.
- **Decide how to handle comments.** Reddit ads can allow comments. Comments can build trust, but only if someone replies helpfully. If nobody can monitor them, think carefully before switching them on.
- **Start with a modest test budget** and run it long enough to learn.

Step 3: check in after a week

- **Check results against your own sales,** not just clicks and upvotes.
- **Compare communities.** Some will bring buyers, others only browsers. Move budget towards the ones that bring customers.
- **Read the comments.** They're free feedback on your product and your message.

Common mistakes

- Writing Reddit ads the same way as Facebook ads.
- Targeting huge general communities instead of specific ones.
- Ignoring or arguing with comments.
- Posting promotional content in communities without following their rules. Most subreddits have strict rules about self-promotion, so keep advertising to the ads platform.

Where Blend can help

Reddit is one more platform that will claim credit for sales. Before adding it to your mix, make sure you can see which channels actually bring in customers. Our Ads & Analytics Audit checks your tracking across every platform against your real sales.

This guide is general information, not professional advice for your situation. Read it online and find more free guides at www.blend-datastrategy.com/tools.