



Reddit Ads: Onboarding Guide



Welcome to Reddit!

As a first-time Reddit advertiser, it's important to follow best practices, we are here to help! Start your journey with the help of your onboarding team who will provide expert guidance on how to grow your brand and drive more revenue.

Step 1

Sign up for your Reddit Ads account

Verify your email address
Add your payment method

Step 2

Schedule a call with an onboarding specialist

discuss your business goals and get tailored guidance to help meet your marketing goals

Step 3

A few must-dos before launching your first campaign

Pixel

Installing the Reddit pixel will help track performance and actions Reddit users take on your site and provide valuable insights for measuring and optimization.

Strategy

When you are building a new ad campaign, the very first step is to set up your campaign objective. Knowing your objective will play a role in the type of ad you choose to create.

Creative

Gather your creative assets:

- Ad copy
- Images or video
- Destination url
- Ad trackers

Need help? Your onboarding team can offer creative best practices and recommendations.

Step 4

You're ready to launch!



Meet with your onboarding specialist who will provide ongoing support with:

- Audience targeting and pixel installation
- Insights and best practices
- Campaign performance and growth strategy

Why Reddit?



90%

of users trust Reddit to learn about new products and brands ¹



#1

Platform to help users make an informed purchase decision ²

Prefer to read? Visit the [help center](#) for additional support.

Sources:
1 YPulse, Power of Community, US, 2021
2 Reddit.com, 2022; TalkShopper, Find Your People, US, n=2000, 13-54 year old, social media users, February 2022