



Product Innovation for Reddit

A Product Management Case Study



Reddit

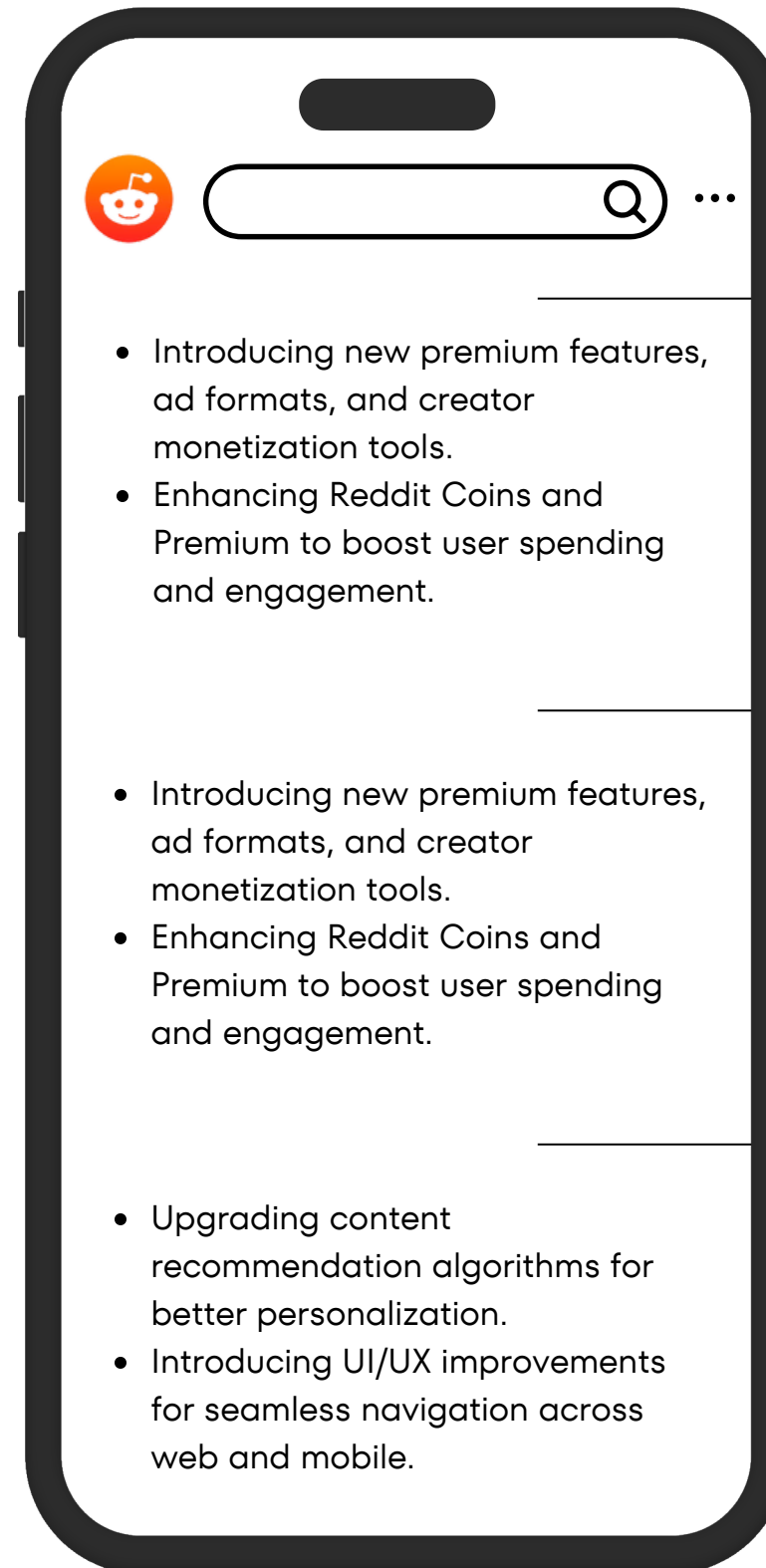
Introduction & Product Motivation

Reddit Overview

- Social media & discussion platform
- 97.2M DAU (Q3 2024)
- \$348.4M Revenue (Q3 2024)

Why Innovate?

- Upcoming IPO (March 2024) → Need for growth
- Intense competition from Discord, Twitter/X, Facebook Groups
- Opportunity for user engagement & revenue expansion



● Monetization

Expanding Revenue Streams

● Community Growth

Strengthening User Engagement

● User Experience

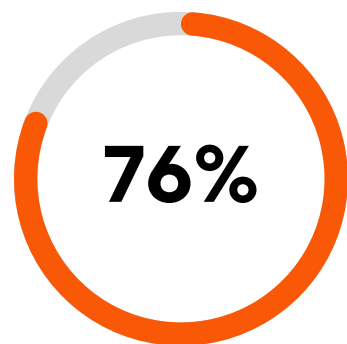
Enhancing Platform Usability

Reddit

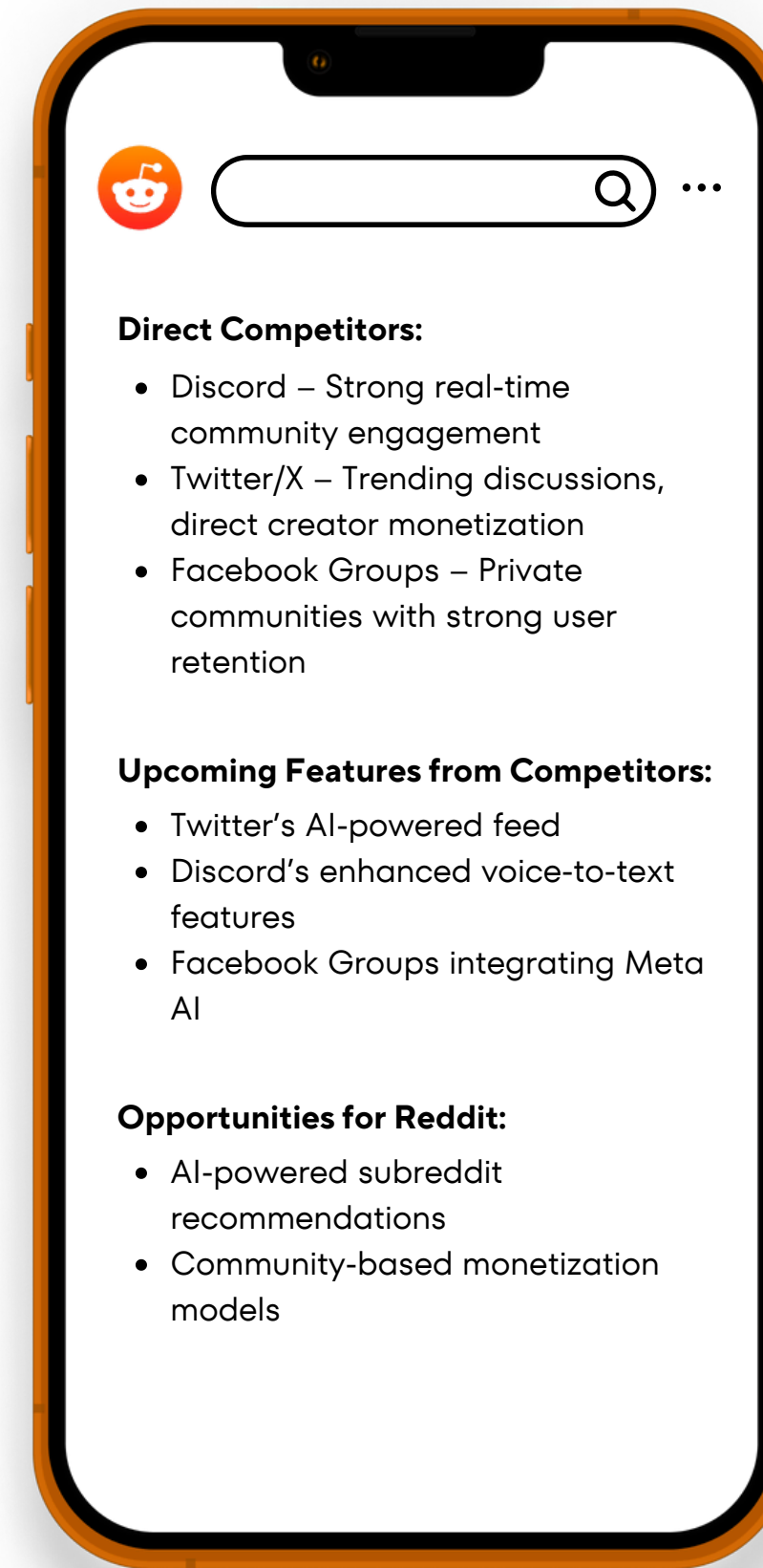
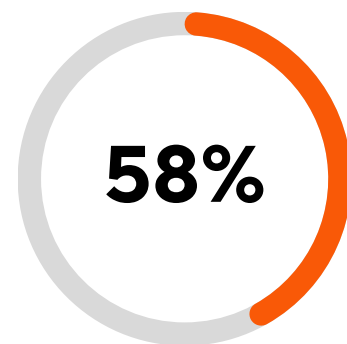
Market & Competitive Landscape

The digital community landscape is evolving, with platforms competing on engagement, monetization, and personalization. Reddit's decentralized, interest-driven communities provide a unique value proposition compared to real-time and social-network-driven alternatives.

**Community
Retention Rate**



**Content Virality
Index**



Platform Type

Interest-Based
Community

Growth Strategy

AI-Powered
Engagement

Theme Color

Deep Orange
(Creativity)

Core Values

Transparency,
Freedom,
Collaboration



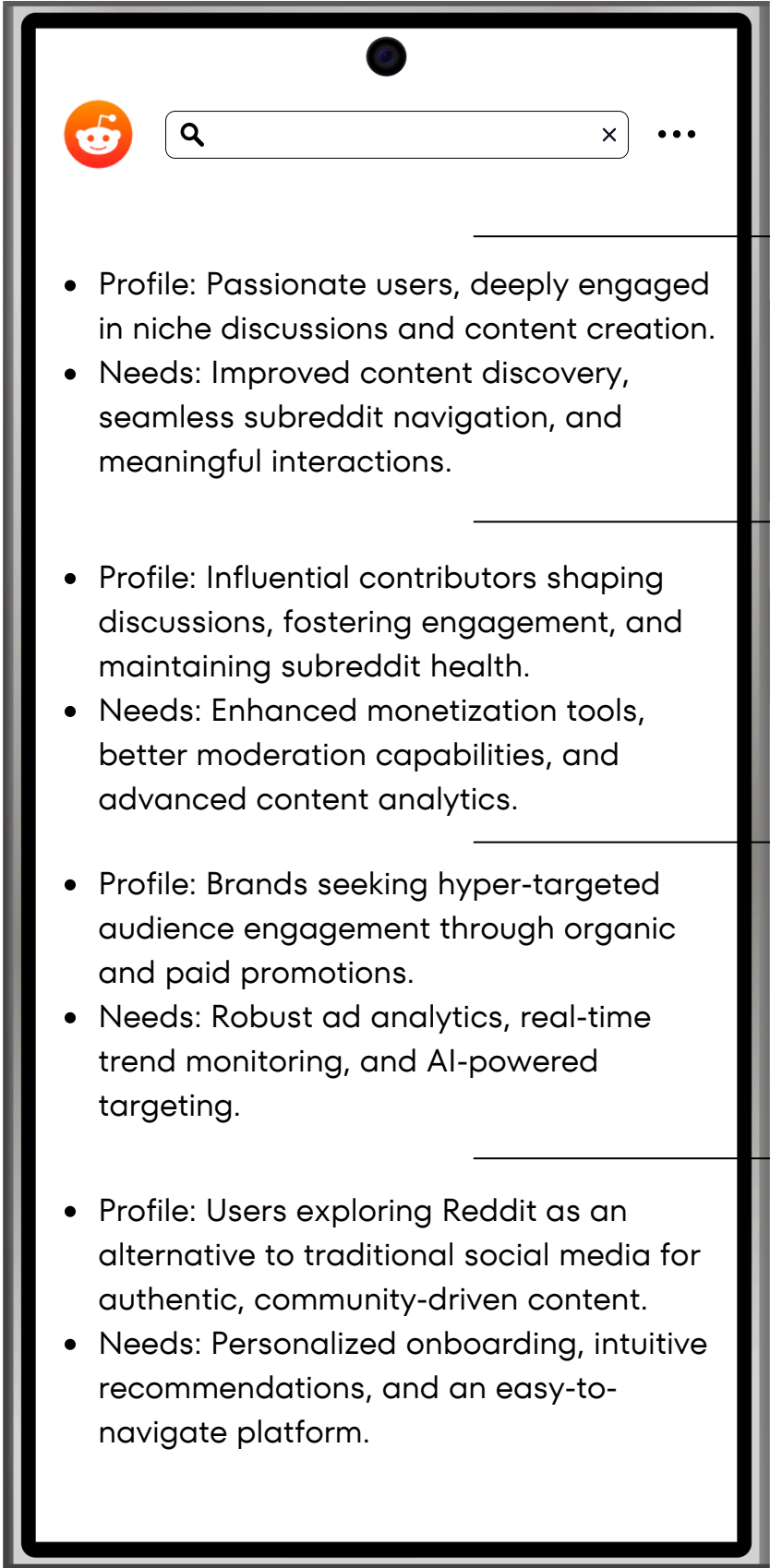
Determining the Target Audience

Our Segmentation Approach

We segment our target audience based on user behavior, needs, and engagement patterns within Reddit. This ensures our solutions address key pain points while maintaining the platform’s community-driven experience.

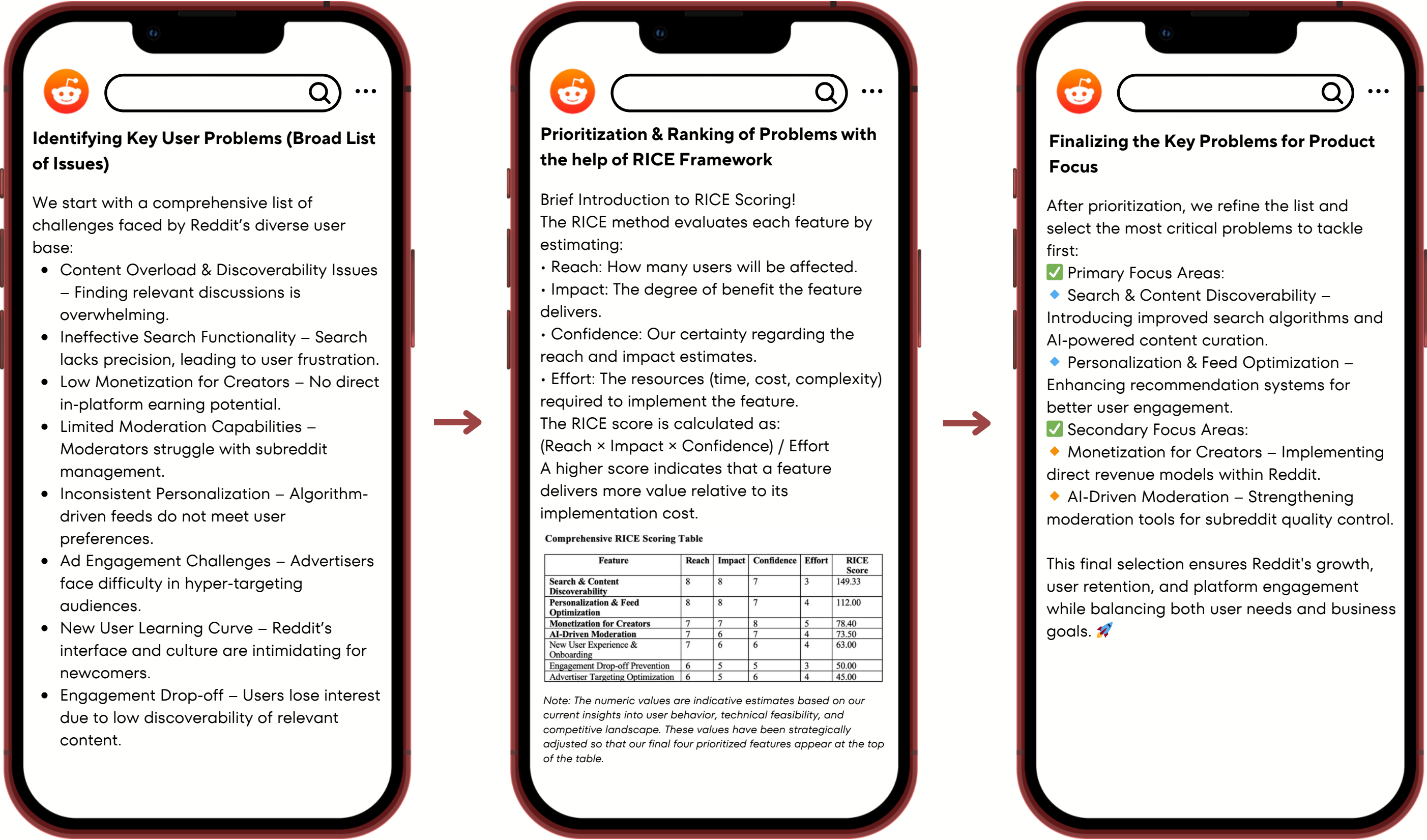
- 1. Behavior-Based Segmentation – Differentiating users by their level of interaction, from casual browsers to active contributors.
- 2. Needs-Driven Segmentation – Identifying challenges in content discovery, engagement, and monetization.
- 3. Community-Centric Approach – Understanding participation across subreddits to refine user experiences.
- 4. Monetization Potential – Evaluating users based on their impact on revenue streams like ads, premium subscriptions, and creator earnings.

Leveraging these segmentation strategies and data-driven insights, our target audience is categorized into four key groups:



● Core Redditors	(Engaged Users)
● Content Creators & Moderators	Community Builders
● Advertisers & Digital Marketers	Growth Drivers
● New Users & Casual Browsers	Discovery Seekers

Target Audience

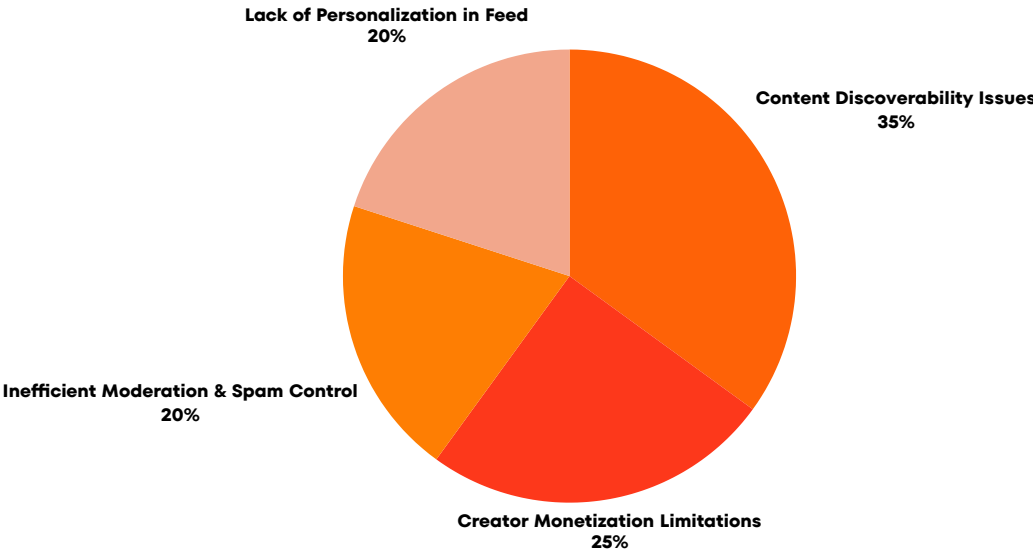


Reddit

AI-Driven Innovation for Growth

Reddit is evolving with AI-powered solutions to enhance content discovery, creator monetization, moderation efficiency, and personalization. These strategic improvements strengthen user engagement, subreddit quality, and business growth.

Current Composition of Key Issues in the User’s Mind



AI-Powered Content Discovery (Core Redditors & New Users)

- Smart subreddit and post recommendations using AI.
- 60% of users face content overload—AI can boost engagement by 40%, improving discovery for Core Redditors & onboarding for New Users.

Reddit Coins 2.0 – Micropayments (Content Creators & Moderators)

- A token-based system for direct creator support.
- 85% of creators use external platforms—built-in micropayments can improve creator retention by 30%.

AI-Assisted Moderation (Content Creators & Moderators)

- Spam filtering & automated subreddit management.
- 75% of moderators struggle with spam—AI can cut manual workload by 50%, ensuring healthier discussions.

Smart Personalized Feed (Advertisers & Casual Browsers)

- AI-driven ranking based on interests & engagement.
- 30% of users leave platforms lacking personalization—AI feeds can increase retention by 25-35%, benefiting Advertisers & Browsers.

User-Centric Design

Prioritizes engagement, discoverability, and community experience.

Monetization Opportunities

Introduces sustainable creator earnings while maintaining user experience.

Competitive Advantage

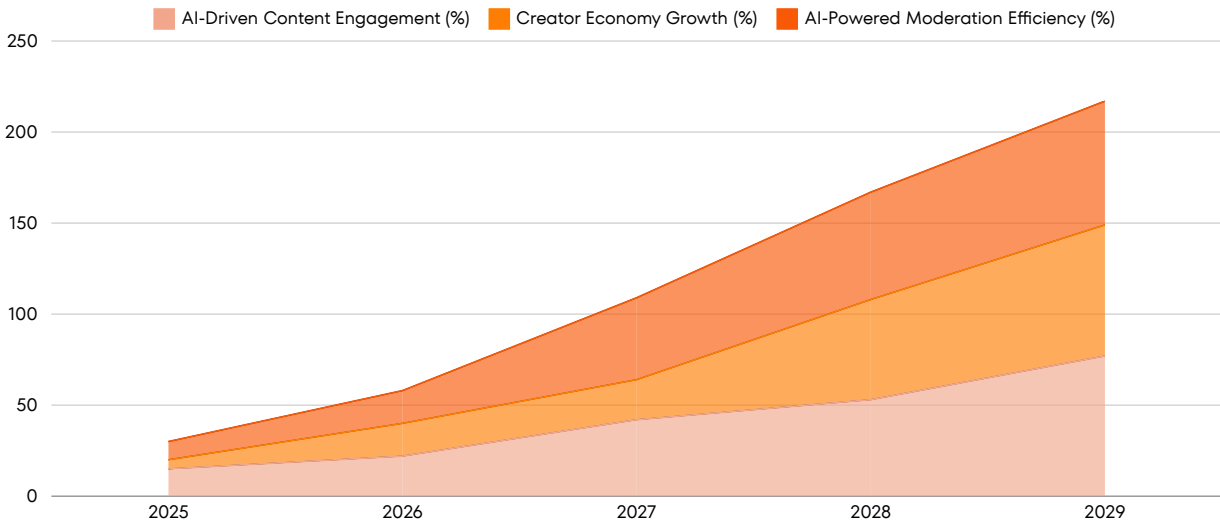
Positions Reddit as a leader in AI-driven, community-focused discussions.

Strategic Fit

These innovations enhance user engagement, creator monetization, and overall platform value, ensuring Reddit remains competitive, scalable, and future-proof.

Challenge	AI-Powered Solution
Content Discoverability Issues	AI-Powered Subreddit & Post Recommendations
Creator Monetization Limitations	Reddit Coins 2.0 - In-platform micropayments
Inefficient Moderation & Spam Control	AI-Assisted Moderation Tools
Lack of Personalization in Feed	Smart Personalized Feed

Time Series Forecasting Based on Historical Trend and Pattern (Real Time)



Proposed Sollutions



Acknowledgement & Link

We extend our heartfelt gratitude to Prof. Sautrik for guiding us through the principles of Digital Product Thinking, helping us approach product design with a structured and user-centric mindset. A sincere thanks to Prof. Prasenjit for his invaluable insights into Digital Product Marketing, enabling us to understand the strategic aspects of positioning, growth, and engagement in the digital space. We are also deeply grateful to Prof. Neetika for her expertise in Prototyping and Wireframing, which allowed us to bring our ideas to life through iterative design and user-friendly interfaces. Additionally, we would like to thank the GIM faculty for their continuous support and guidance, as well as our peers for fostering a collaborative learning environment. This journey has been enriched by shared ideas, discussions, and teamwork, making the learning experience truly impactful.

Thank you all for your encouragement and inspiration!

Balsamiq Live Link - <https://balsamiq.cloud/swz93qi/pn2t5vt>



Thank You!