

What are Reddit ads?

Reddit advertising, an ad platform by Reddit, is home to niche communities (subreddits). Reddit ads use engaging infographics to simplify complex Web3 concepts and drive high engagement with concise, community-focused messaging.



Did you know?


364.5 million

Reddit has over 364.5 million weekly active users worldwide.

46%

46% of Reddit users are likely to trust brands they discover on the platform.

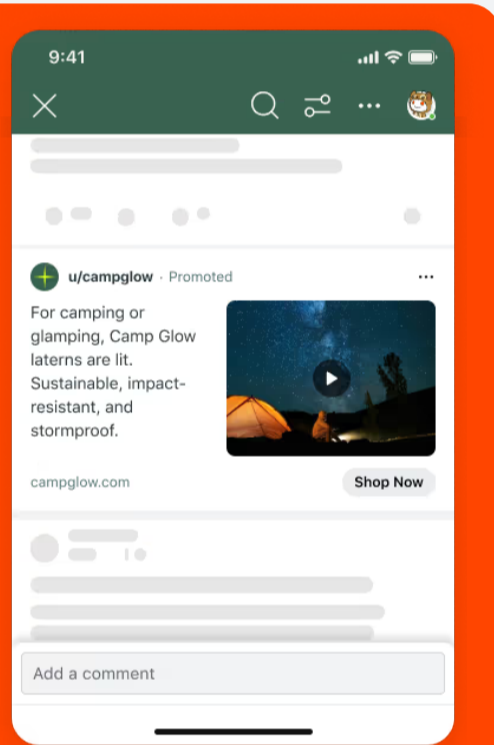


Reddit users use the platform to learn about new products, get honest reviews, get recommendations, and engage in discussions.

The types of Reddit ads

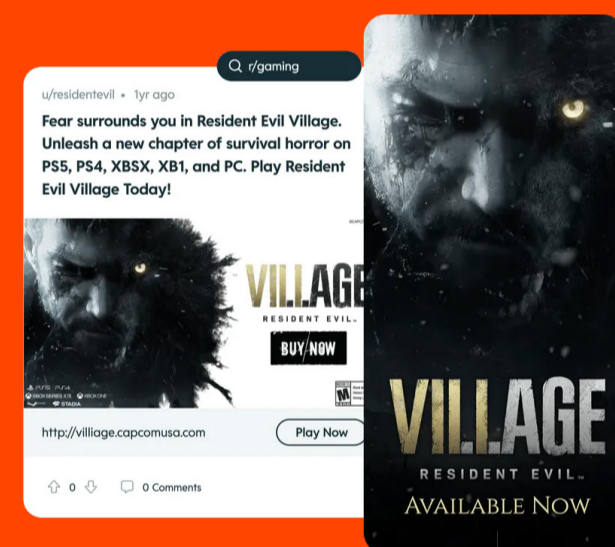
Promoted Posts

Reddit Promoted Posts blend seamlessly into users' feeds, appearing as organic content. There are several Promoted Post types.



High Impact Offerings

High impact offering ads are the first thing redditors see across a home page, first feed placement, search page, popular page and more.



Best practices:

- Use eye-catching visuals in the correct aspect ratios.
- Keep the text short and impactful.
- Include a clear CTA (e.g., 'Join the Web3 revolution').

Best practices:

- Use bold, Web3-themed visuals to generate FOMO.
- Build for mobile, including closed captions.
- Bring your brand into the ad.

How to Maximise Reddit Ads for Your Web3 Brand

Define your audience

Target specific subreddits (e.g., r/CryptoCurrency, r/Web3).

Create engaging content

Use infographics and concise text to explain Web3 concepts.

Test and optimise

Run A/B tests to refine your ad creatives and CTAs.

Ready to grow your Web3 brand on Reddit?

Book a free strategy session with Take3, a full-service Web3 agency specialising in Reddit Ads.