Reddit Cultural Primer

Direct to Consumer

*How Reddit uniquely accelerates the growth of DTC brands in a digital marketplace suffering from influencer fatigue.*
Reddit is an *accelerator*.

Here, the best brands and products are upvoted to the top by trusted communities of like-minded peers.
We’ve hit influencer overload.

Our social feeds aren’t what they used to be. Where we once turned to influencers for discovery and aspiration, we’re now drowning in a sea of #sponcon. The creators that once felt just like us have become unrealistic avatars of consumerism.

As a result, fatigue is creeping in. The more brands and products an influencer endorses, the less they can credibly advocate for anything. If influencers sponsor anyone who pays them, then how can they possibly be considered trustworthy?

Source: Reddit internal data, Global, 2019 - 2022
85% of Americans find influencers inauthentic or unrelatable

– Entribe, USA, 2022
Influencer claims are being called into question.

Brands, products and influencers are all coming under scrutiny. As a result, engagement is in decline and ROI is harder to measure or guarantee.

**TL;DR?** People are losing faith in the claims of influencers, making influencer marketing less effective.

- **52%** of US redditors say they wouldn't trust the claims of a brand or product based on influencer marketing alone.
- **72%** of US redditors say it's becoming harder to trust a brand's claims.
- **-30%** decline in influencer engagement on Instagram between 2021 and 2022.

Sources: Reddit internal data, US, 2021; Reddit internal data via Suzy, US, 2022; Rival IQ, Global.
Redditors provide peer reviews that can back up the claims of influencers and brands.

People still discover brands and products through influencers. But Reddit is where they come to find out if they should really buy from them – from people who’ve actually used the goods or services they want to buy.

Sources: YPulse, US, 2021
Communities so trusted that they’re driving advocacy on other platforms...

**Happy to reorder!**
Amazon Verified Purchase
i was referred to this product via reddit's skincare addiction subreddit, and was hesitant to add a random product into my routine, thinking it would just sit in my cabinet for a year before i threw it out. that's not what happened. i use this as a toner before bed and first thing in the morning. (…)

**Dry skin dream**
Amazon Verified Purchase
I read about this product on Reddit and decided to go through with the purchase because it is a great price and my skin needs hydration beyond lotion. (…)

**Made a huge difference in the softness of my skin!**
Amazon Verified Purchase
I was looking to add hyaluronic acid into my skincare routine, as I heard it could be good for hydrating skin. Via Reddit Skincare Addiction I was recommended this product. There are a lot more expensive products with hyaluronic acid, but this one is affordable and effective! (…)

* Created by Global Insights
Reddit offers real influence, without the influencers.

Reddit's unique combination of crowdsourced, human curation, shared community experiences and pseudonymity-enabled honesty allows subscribed users and lurkers alike to put total faith in the reviews and recommendations they find here.

**TL:DR?** Brands can advertise where product recommendations are actually happening.

- 90% of US redditors agree they're 'more likely to trust peer reviews over influencer marketing'.
- 70% of US redditors say 'Reddit is my go-to place to learn more about products and brands'.
- 97K+ subreddits hosted conversations about recommendations or reviews in H1 of 2022.

Sources: Reddit internal data via Suzy, US, 2022; YPulse, US, 2021; Brandwatch, Global, Jan 01 - Jun 31 2022
This isn’t just about influence. It’s about the range of user needs brands can speak to.

Subreddits connect people in shared mindsets that span passions, interests and need states. In these settings, products are being referenced in the context of conversations that address a range of unique use cases.

Source: Brandwatch, Global, Sep 01 - Aug 31 2021
30 weeks - should I buy a **Peloton**?

I'm 30 weeks today and feeling chunky all over - gaining in arms, legs, neck and face. Let me be clear that I have zero goals to lose weight or get fit right now as this is clearly not the time to focus on that. I live in MN where it's now freezing cold and dark by 430pm...

How do I help my wife fight her chocolate addiction?

It's a mental game for sure!

I've tried the app **Noom**, and it is different than most. It's focused on behavioral change, getting solid info about why we do things, and let's of have a little of what we really like...

[Highlight] LeBron meditates on the bench as he has a monster 4th quarter

I guess he really uses that **Calm App**
Here, **products are relevant**, because they’re discussed in the context of their benefits.

On Reddit, there’s no sponcon. Reddit communities earnestly endorse products or services in the context of conversations around everyday use.

**TL;DR?** On Reddit, brands can place contextual ads in discussion threads optimized for specific use cases and matched with specific proof points.

- **60%** of redditors say ‘ads on Reddit are more relevant to me than on other sites’
- **20%** more likely than gen pop to say they’d want to promote a brand online *if it's relevant to their interests*
- **20%** more likely than the gen pop to say they’d want to promote a brand online *if they feel involved*

Sources: GWI Core, US, 2022; YPulse, US, 2021
Find your people where and when they find product recommendations they can trust.
DTC is a big term, and a broad space.

We surveyed redditors to understand their relationship with DTC brands across three sectors, and the role Reddit and its communities play within them.
Wellness & Healthcare
People come to Reddit to determine what’s worth buying.

Not being here means not being considered.

**THE OPPORTUNITY**

458M monthly views to subreddits in the Healthy Living interest group

**THE ROLE FOR REDDIT**

#1 social platform US redditors visit to find reviews or discussions on a product or treatment

**REDDIT’S IMPACT**

1 in 3 redditors have purchased a wellness or healthcare product based on intel they found on Reddit*

* more than on any other platform

Sources: Reddit internal data, Global 2022; Reddit internal data via Suzy, US, 2022
Show up in communities as diverse as your audience, while they’re talking about your products.

1.1K+ unique subreddits where Headspace was mentioned in the year up to September 2022

Source: Brandwatch, Global, Sep 1 2021 - Aug 31 2022
Reddit is home to engaged health-conscious audiences that cannot be found elsewhere.

**UNDUPLICATED REACH OF REDDITORS WHO IDENTIFY AS HEALTH-CONSCIOUS & WANT BRANDS TO BE BOLD OR INNOVATIVE**

- Wellness & Healthcare

**Source:** GWI CORE, US, 2022
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

20% of redditors are health-conscious parents

Top subreddits
- r/Parenting
- r/Mommit
- r/Daddit
- r/StepParents
- r/RaisingKids

Key interest groups
- Family & Relationships
- Sports
- Arts & Crafts
- Television
- Automotive

F 43%
M 57%

MILLENIAL 42%

YSK
These parents over-index on being male and high-income vs. the gen pop, presenting a rare opportunity to speak to dads about their kids in intimate settings.

Source: GWI CORE, US, 2022; Comscore, US, July 2022

* YSK = You Should Know
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

27% of redditors cite ‘fitness and exercise’ as a personal interest and exercise most days.

<table>
<thead>
<tr>
<th>Key interest groups</th>
<th>Top subreddits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty</td>
<td>r/Fitness</td>
</tr>
<tr>
<td>Healthy Living</td>
<td>r/Running</td>
</tr>
<tr>
<td>Style &amp; Fashion</td>
<td>r/ProgressPics</td>
</tr>
<tr>
<td>Family &amp; Relationships</td>
<td>r/GainIt</td>
</tr>
<tr>
<td>Pets</td>
<td>r/Workout</td>
</tr>
</tbody>
</table>

**Sample Audience #2**

**Fitness Junkies**

- **F 41%**
- **M 59%**
- **GEN Z 26%**

Redditors interested in fitness skew younger than the typical redditor, which means brands can speak to this audience earlier on in their relationship with fitness.

* YSK = You Should Know

Source: GWI CORE, US, 2022; Comscore, US, July 2022
Connect with audiences at multiple stages of the purchase journey.

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31% of redditors have used apps to track their health in the last month

Key interest groups
- Sports
- Family & Relationships
- Food & Drink
- Television
- Healthy Living

Top subreddits
- r/Nutrition
- r/Fitness
- r/OrangeTheory
- r/Science
- r/DataIsBeautiful

M 56%
F 43%

MILLENNIAL 43%

YSK

These redditors over-index on believing that tech can improve their health vs. the gen pop. Healthtech brands have the chance to engage an audience particularly open to their products.

* YSK = You Should Know

Source: GWI CORE, US, 2022; Comscore, US, July 2022
Resonate by speaking the same language as redditors.

Redditors don’t speak in academic terms – whether asking advice or contributing to threads, they use everyday language and playful references. Even in subs like r/AskDocs, experts take a casual tone to ensure advice is accessible to all.

What if... you created Promoted Posts that took a human approach to symptoms – normalizing them and helping redditors feel comfortable enough to talk about them.
WELLNESS & HEALTHCARE

Resonate by speaking the same language as redditors.

For example, in r/IVF, people use the ‘Advice Needed!’ flair* to crowdsource guidance from the crowd. It’s a tried and tested way of getting support and guidance as members navigate the complicated process of IVF.

**What if…** your brand partnered with r/IVF (or other relevant subreddit) to provide an expert to respond to ‘Advice needed!’ flairs over a set time period. This would demonstrate your brand’s expertise and approachability.

Source: r/IVF
Resonate by speaking the same language as redditors.

In r/DatalsBeautiful, redditors post data visualizations that showcase surprising or interesting numbers in creative ways. As one of Reddit's biggest communities, data visualizations are a native format.

What if... you released new data from owned research, and put out an Engagement Prompt asking the community to visualize it? The most upvoted submission is amplified as a Promoted post, demonstrating the positive impact of your business.
People come to Reddit to participate in intimate discussions around wellness and healthcare that genuinely influence spending.

DTC brands who don’t show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.
What this means for DTC brands in Food Delivery & Cooking
People come to Reddit to determine what’s worth buying. Not being here means not being considered.

Sources: Reddit internal data, Global, August 2022; Reddit internal data via Suzy, US, 2022
Show up in communities as diverse as your audience, while they’re talking about your products.

3K+ unique subreddits where HelloFresh was mentioned YTD

Source: Brandwatch, Global, Sep 1 2021 - Aug 31 2022
Reddit is home to engaged grocery shoppers that cannot be found elsewhere.

Source: GWI CORE, US, 2022
Connect with audiences at multiple stages of the purchase journey.

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Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

* YSK = You Should Know

These redditors over-index on saying spending time with their family is important vs. the gen pop, but they may not always find time. Frame cooking and mealtimes as family bonding moments.

25% of redditors are working parents who have live-in kids under the age of 12

M 59%
F 41%

Source: GWI CORE, US, 2022; Comscore, US, July 2022
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

37% of redditors are currently dieting to feel healthy.

Key interest groups:
- Healthy Living
- Cooking
- Family & Relationships
- Beauty
- Science

Top subreddits:
- r/Nutrition
- r/Fitness
- r/HealthyFood
- r/MealPrepSunday
- r/SugarFree

F 45%
M 54%

GEN Z 27%

This audience also over-indexes on dieting for fitness, sugar control and cholesterol reasons vs. the gen pop – even though they also skew younger. Don’t be afraid to speak to them about nutrition and food science.

Source: GWI USA, 2022; Comscore, US, July 2022

* YSK = You Should Know
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive **awareness** by showing up at an interest group level, then drive **acquisition** by targeting specific audiences in relevant subreddits.

**Sample Audience #3**

*Always-On Improvers*

**23%**

of redditors actively prioritise both learning new skills and leading a healthy lifestyle

**Key interest groups**
- Beauty
- Cooking
- News & Education
- Travel
- Personal Finance

**Top subreddits**
- r/Self-Improvement
- r/Productivity
- r/AskCulinary
- r/AskReddit
- r/ExplainLikeImFive

**F 50%**

**M 49%**

**MILLENIAL 42%**

**YSK**

These redditors also over-index on prioritizing **looking good** and **earning more** vs. the gen pop. Show them how your products holistically benefit them.

* YSK = You Should Know

Source: GWI USA, 2022; Comscore, US, July 2022
Redditors love oddly satisfying content – as demonstrated by the popularity of r/OddlySatisfying. One of the places this manifests in Reddit’s food communities is the ‘Meal Prep Picture’ flair in r/MaPrepSunday.

What if... you created a series of Promoted Posts inspired by the ‘Meal Prep Picture’ flairs that use satisfying imagery to show the range of meals that can be made using your products or services?
Resonate by speaking the same language as redditors.

Redditors love tips and tricks. In r/AskCulinary, for example, people ask for guidance from everyday people and experts alike on ingredients, techniques and more. One recurring format sees people ask how to achieve restaurant-style food from home.

What if... you partnered with r/AskCulinary to offer expert advice to redditors about how to use your products to make everyday meals feel like chef-grade cuisine.
In r/FoodHacks, people use the ‘Leftovers Hack’ flair* to share their uses for leftovers – from proud everyday wins, to weird and wild combinations.

**What if...** you put an Engagement Prompt in r/FoodHacks, asking redditors to post their most inspired leftover meals using your products. The most upvoted submission is amplified as a Promoted post across Reddit to promote your product.

*Source: r/IVF*
People come to Reddit to get inspired when it comes to their everyday food routines and dietary needs. These conversations genuinely influence the products they buy.

*DTC brands who don’t show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.*
03.

What this means for DTC brands in Beauty & Personal Care
People come to Reddit to determine what’s worth buying. Not being here means not being considered.

**THE OPPORTUNITY**

421M monthly views to subreddits in the Beauty, Fashion and Style interest groups

**THE ROLE FOR REDDIT**

#1 platform US redditors visit for reviews of beauty and personal care products.

**REDDIT’S IMPACT**

33% of redditors have purchased a beauty or personal care product based on information they found on Reddit*

* more than on any other platform

Sources: Reddit internal data, Global, August 2022; Reddit internal data via Suzy, US, 2022
Show up in communities as diverse as your audience, while they’re talking about your products.

1.7K+
unique subreddits where Glossier was mentioned in the year up to September 2022

Source: Brandwatch, Global, Sep 1 2021 - Aug 31 2022
Reddit is home to a well-groomed audience that cannot be found elsewhere.

UN DUPLICATED REACH OF REDDITORS WHO TAKE CARE OF THEIR APPEARANCE & WANT BRANDS TO BE BOLD OR INNOVATIVE

Source: GWI CORE, US, 2022
Connect with audiences at multiple stages of the purchase journey.

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Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

17% of redditors are interested in beauty and cosmetics, but seeking budget-friendly solutions.

**Sample Audience #1**

**Budget MUAs**

- **Key interest groups**
  - Beauty
  - Wellness
  - Life Advice
  - Style & Fashion
  - Career Planning

- **Top subreddits**
  - r/MUAOnTheCheap
  - r/MakeupAddiction
  - r/MakeupDupes
  - r/LifeProTips
  - r/Frugal

**F 81%**

**M 16%**

**GEN Z 36%**

Despite their love for a low price, this audience actually over-indexes on being high-income vs. the gen pop. If you can’t give them deals, show them how to make products last longer, or be more multi-purpose.

* YSK = You Should Know

Source: GWI USA, 2022; Comscore, US, July 2022
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

Sample Audience #2

**Me-Timers**

- 23% of redditors regularly take time to pamper themselves
- **F 49%**
- **M 49%**
- **YSK**

This audience is more male than the wider population of Me-Timers. Reddit offers a rare opportunity to speak to men in spaces where they’re openly discussing self-care.

**Key interest groups**
- Wellness
- Beauty
- Style & Fashion
- Travel
- Business

**Top subreddits**
- r/SkincareAddiction
- r/MaleGrooming
- r/AskWomen
- r/AskMen
- r/Meditation

Source: GWI USA, 2022; Comscore, US, July 2022

* YSK = You Should Know
Connect with audiences at multiple stages of the purchase journey.

DTC brands in this space don’t have to wait until the point of purchase to influence their audiences.

Drive awareness by showing up at an interest group level, then drive acquisition by targeting specific audiences in relevant subreddits.

27% of redditors are seeking beauty and personal care products that help with specific skin concerns.

**F 60%**

**M 38%**

**GEN Z 35%**

Key interest groups:
- Beauty
- Fitness & Exercise
- Food & Drink
- Sports
- Pets

Top subreddits:
- r/Acne
- r/Skincare_Addiction
- r/AsianBeauty
- r/InstagramReality
- r/FemaleFashionAdvice

This audience skews younger and more female than typical redditors, and are more likely than the gen pop to say they lack confidence. Show them how products can make them feel comfortable in their skin.

* YSK = You Should Know
Resonate by speaking the same language as redditors.

People come to Reddit to open up about personal experiences and get honest advice. In subs like r/AskWomen, asking questions and sharing stories you can’t elsewhere is part of the culture.

What if... you put out an Engagement Prompt in r/AskWomen asking people to share universal feminine care stories, to show dedication to destigmatizing the female experience? The most upvoted posts can be shared across Reddit as Promoted Posts.

Source: r/IVF
Resonate by speaking the same language as redditors.

Absurdist humour and self-aware memes are a core part of the way redditors connect over their passions. In personal care, it’s no different – communities like r/SkincareAddiction see posts tagged with Humor get some of their highest engagement.

What if... you also leaned into ironic, absurdist or self-aware humour in Promoted Posts as a way to catch redditors’ attention, and drive traffic to new products or landing pages.
Resonate by speaking the same language as redditors.

Redditors don’t want to know what makeup looks like in a selfie – they want to know what it looks and feels like IRL, for whatever skin type or tone they have. r/SwatchItForMe helps them figure out which products to actually buy.

What if... you created Promoted Posts that mirror the format of r/SwatchItForMe using real people’s images, and amplified them across Reddit’s Beauty communities for the launch of a new product or line.
People come to Reddit to figure out which beauty and personal care products will work for them. These discussions genuinely influence the products they buy.

*DTC brands who don’t show up in these spaces miss the chance to drive awareness and acquisition by being present at pivotal points in the purchase journey.*
Want to learn more?
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