

*Reddit  
Cultural Primer:*

# ITDMs



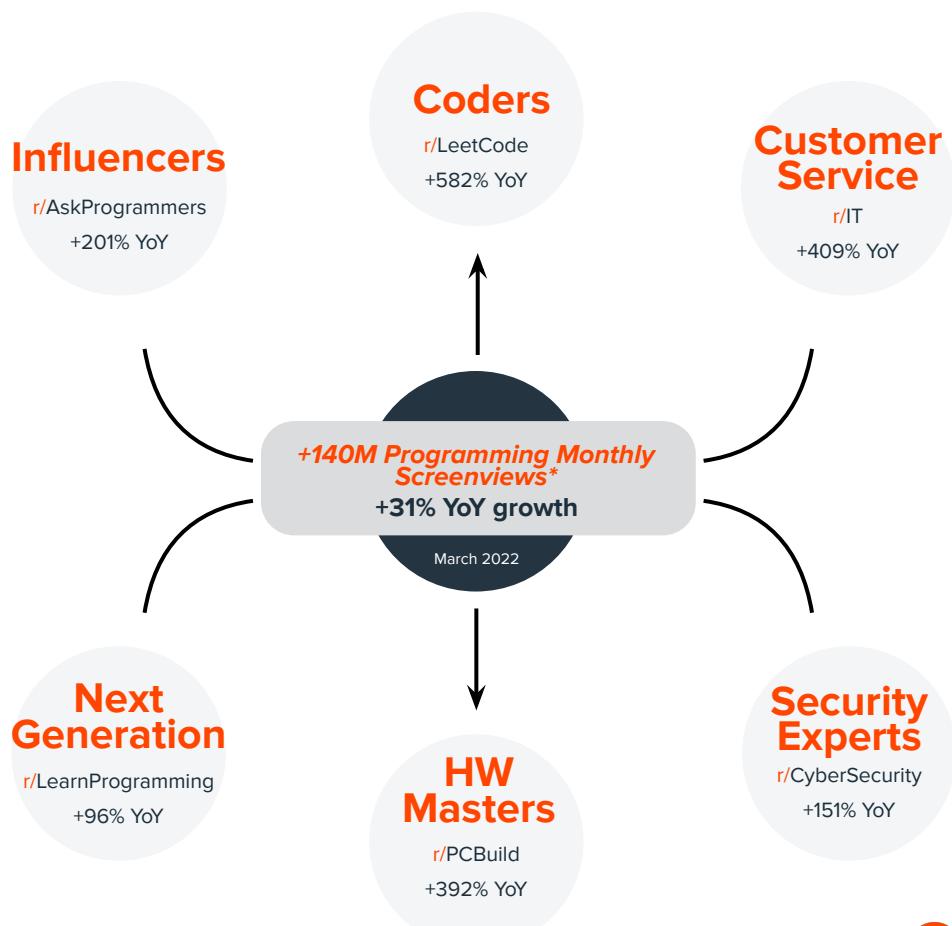
# ITDMs Are Not A Monolith

**TL;DR:** The technology product category on Reddit is flourishing as Redditors find homes for niche interest, recommendations, self-growth opportunities, and Q&A.

With a push online post-Pandemic, the digital evolution across marketplaces has attracted all types of IT decision-makers (ITDMs) to Reddit.

All are welcome. From newcomers (r/LearnProgramming) and experts (r/LeetCode), to professionals (r/IT) and hobbyists (r/PCBuild).

ITDMs have discovered the value of Reddit as a resource that appeals to their myriad of interests.



# Beyond breadth of communities, Reddit's deep experience creates a **reliable resource** that attracts ITDMs

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**47%**

Of US ITDMs have visited Reddit in the last month <sup>1</sup>

**44%**

Of US ITDMs that visit Reddit are Millennial <sup>2</sup>

**2 in 5**

Of all US ITDMs have visited Reddit in the last month <sup>1</sup>

US Redditors are  
**+23%**

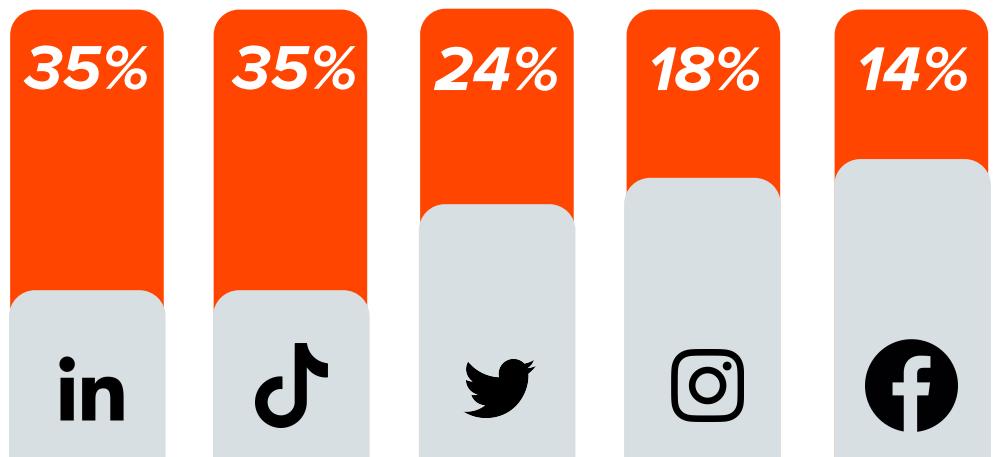
more likely to be an ITDM when compared to the avg. internet user <sup>1</sup>

*\*52% higher than those in LinkedIn's monthly active audience*



# ITDMs are exclusively on Reddit & can't be reached anywhere else

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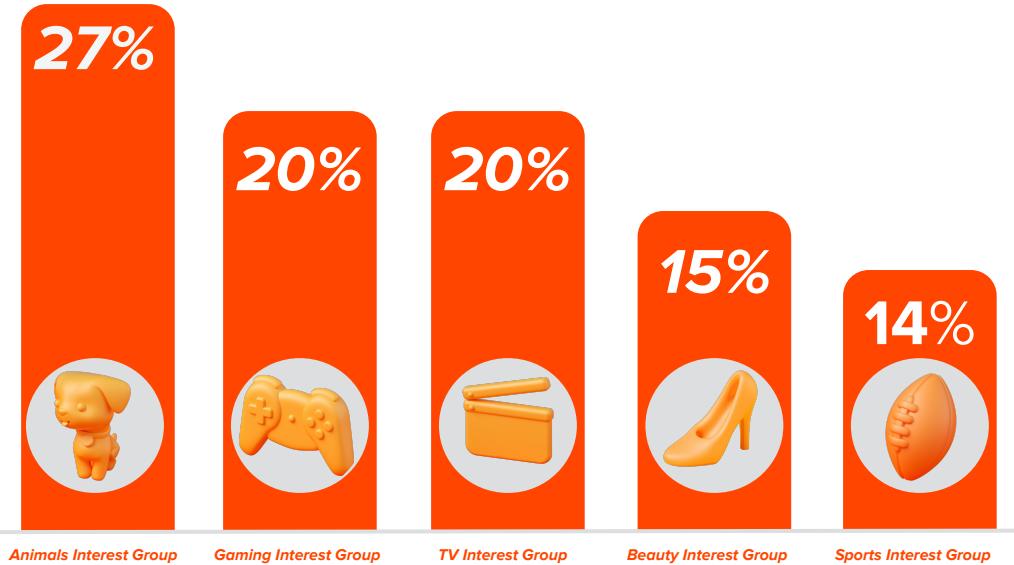


*Unduplicated Reach of US ITDMs*



**ITDMs are not defined by their work and have passions outside of technology and business**

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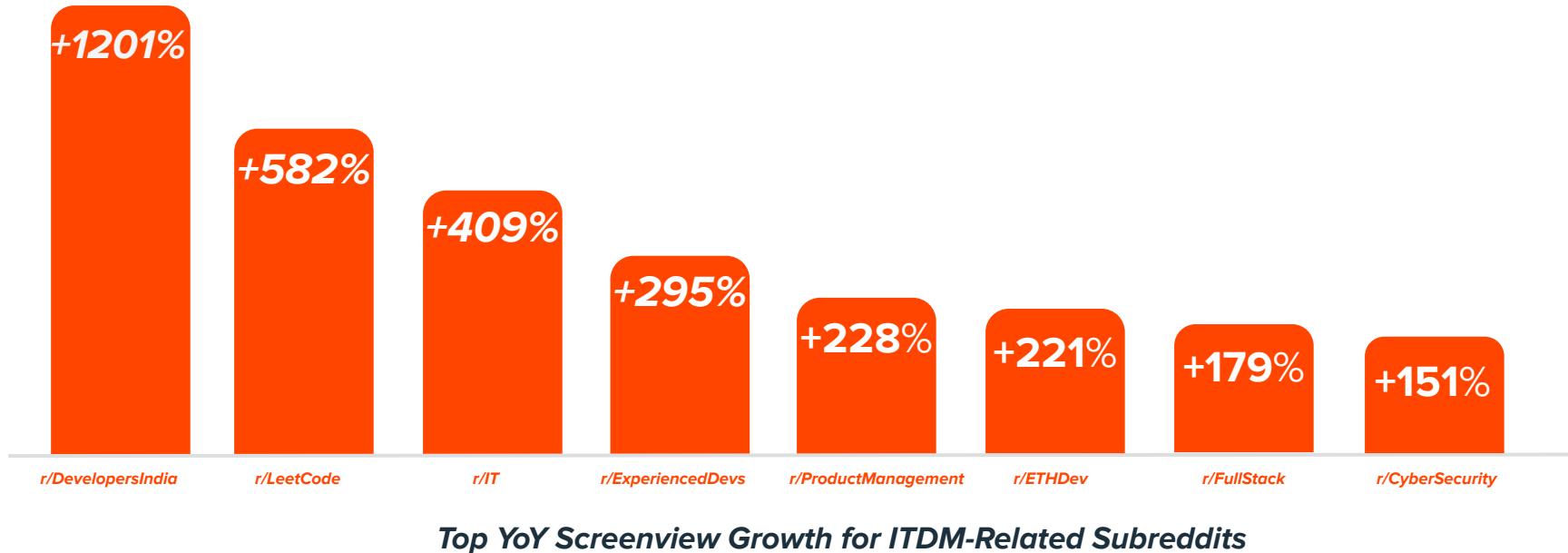


**Top ITDM Interest Groups by Composition**



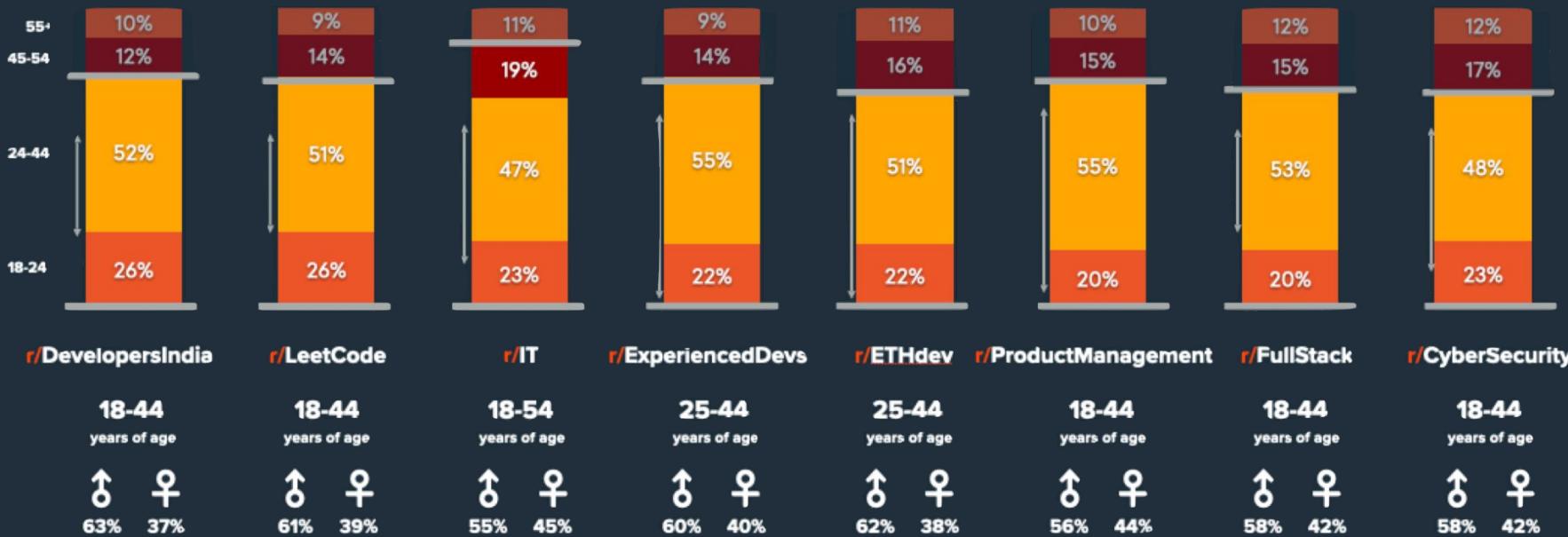
Top Growing ITDM Subreddits

.... But when it's time to talk shop, ITDMs are **solving complex issues requiring experienced perspectives**



Top Growing ITDM Subreddits And Their Audience

# Across the fastest growing communities on Reddit, ITDMs represent a diverse range of demographics

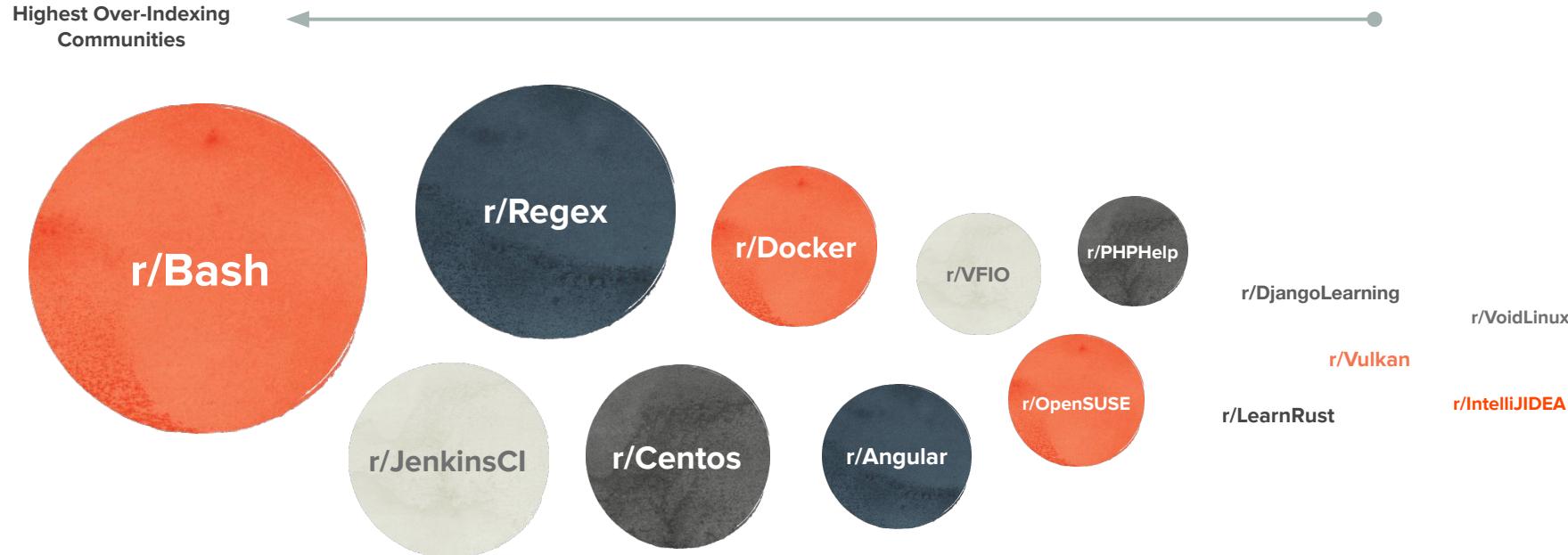


## DEMOGRAPHIC BREAKDOWN OF ITDM SUBREDDITS

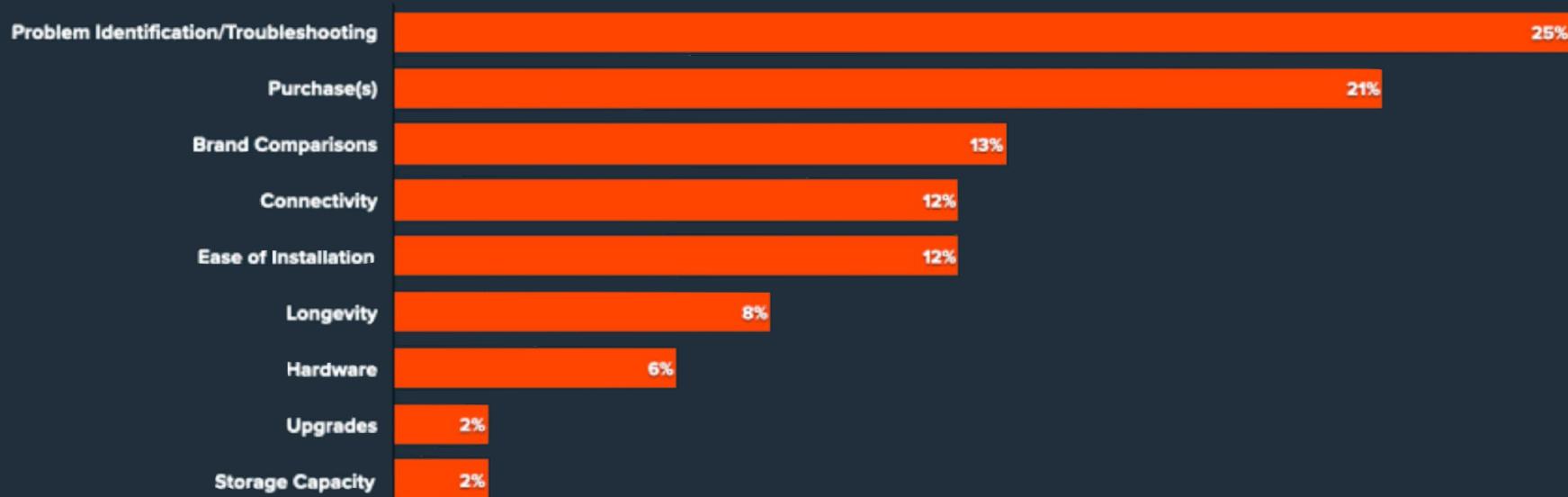


Where ITDMs are on Reddit

**ITDMs' favorite communities are the **most intensive** – a depth of expertise + community they can't find elsewhere**



# Problem identification and purchasing decisions lead the conversation, hinting at the role Reddit plays in their work



*Top Terms by Mention Volume (SOV):*



**This community has been truly amazing. The help that so many of you have offered throughout the years.**

**“The fact that r/sysadmin has reports before the vendors. (Microsoft down? here will know first)**

**The shared venting. The mental support that so many of you have given.**

**From the very bottom of my heart, Thank you.**

**”**

– u/LordVic via **r/sysadmin**



# Reddit's ITDM are the most up-to-speed and first to purchase

*Reddit's ITDM behaviors compared to the average internet user*

I buy new tech as soon as they are available **3.24x**

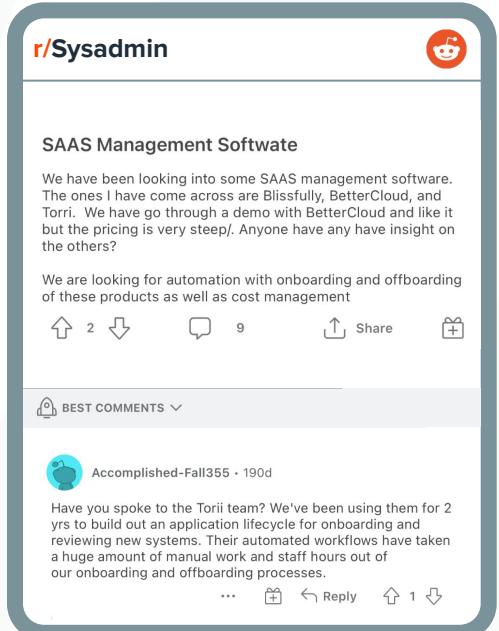
I buy products / services to access the community built around them **2.94x**

I follow the latest technology trends and news **2.37x**

I tend to buy the premium version of products **2.22x**

I like to be the first to try new things **2.13x**

(More than users of any other social platform)



**r/Sysadmin**

**SAAS Management Software**

We have been looking into some SaaS management software. The ones I have come across are Blissfully, BetterCloud, and Torii. We have gone through a demo with BetterCloud and like it but the pricing is very steep. Anyone have any insight on the others?

We are looking for automation with onboarding and offboarding of these products as well as cost management

2 BEST COMMENTS

Accomplished-Fall355 • 190d

Have you spoken to the Torii team? We've been using them for 2 yrs to build out an application lifecycle for onboarding and reviewing new systems. Their automated workflows have taken a huge amount of manual work and staff hours out of our onboarding and offboarding processes.



# Reddit's ITDM are *calculated* risk-takers



**Reddit's ITDM indices when compared to the average internet user**

**r/Cybersecurity**

Must have cybersecurity tools and software

[Business Security Questions & Discussion](#)

Hi guys, just wondering if a genie gave you 3 wishes, what is your must have tool or software or system you would get for your company to enhance your cybersecurity posture?

14 upvotes, 18 comments, Share, Gift

[Best Comments](#)

 \_KR15714N • 20d

I think that most of the big attacks can be stopped despite the tool that you use. What really matters is how effective is the strategy defined by the organization. I found an article (<https://lumu.io/blog/ransomware-chain>) that says that ransomware can be stopped by identifying its precursors on time. This company claims to be capable of detecting precursors and stop ransomware before it materializes. <https://lumu.io/resources/utility-company-proactively-ensures-uninterrupted-service-case-study> I hope this helps.

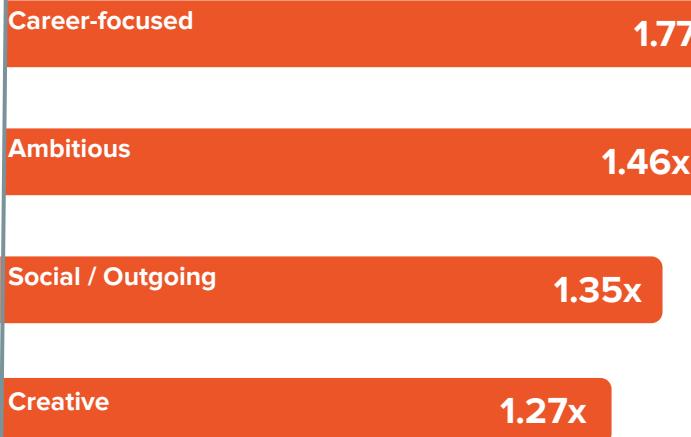
...

Reply

6 upvotes, 1 downvote



# Reddit's ITDM are ambitious and career-driven



*Reddit's ITDM indices when compared to the average internet user*

**r/ProductManagement**

**Questions to consider for PM interviewing EM**

I'm interviewing an engg manager for a SaaS company, and would like some pointers on questions to consider. On the top of my head, i think it's important to have good communication and ask some situational questions, like tell me about a time you knew a deadline would be missed, tell me about a time there's a net new feature to build, etc.

What other questions do you all suggest? Any red flags to watch out for? Thank you

6 upvotes, 6 comments, Share, Print

**BEST COMMENTS**

console\_cowperson · 21h

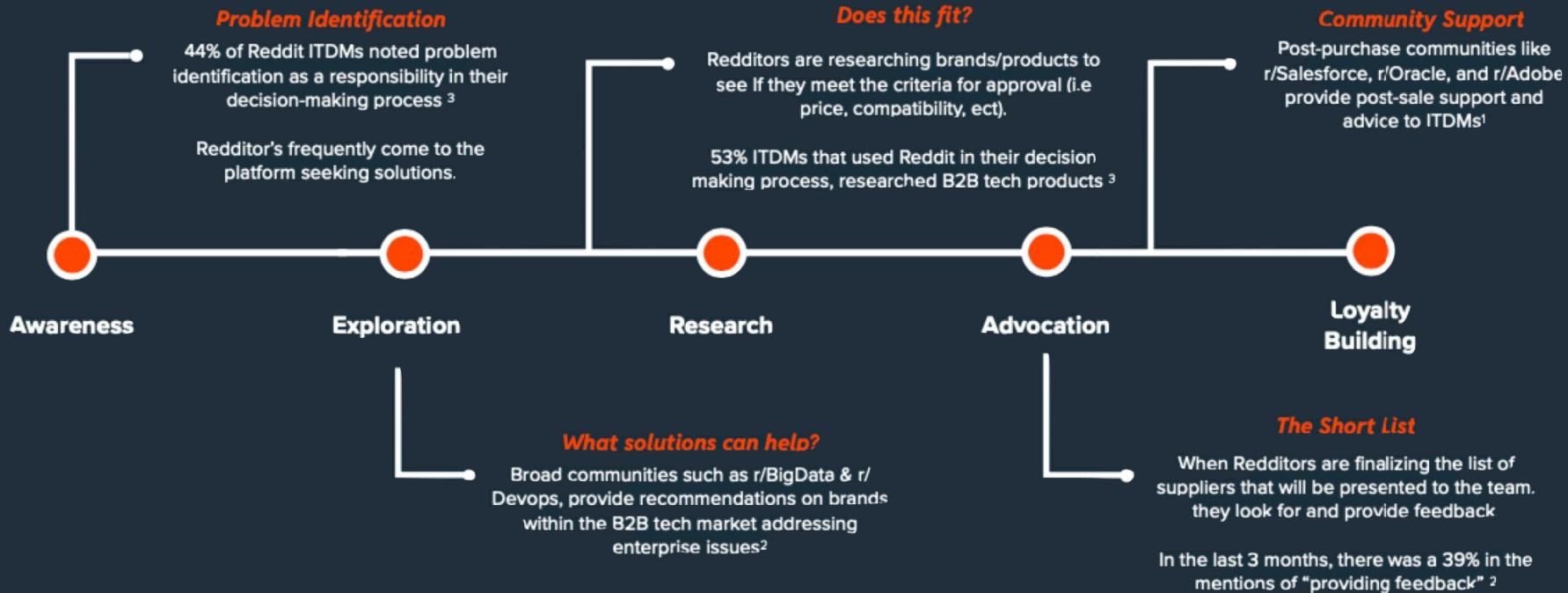
What is your approach to hiring?  
How do you evaluate skills gaps amongst your current direct reports?  
Tell me about a time that you had to try and pull in a feature's timeline, what approach did you take? Did it work?  
What is your preferred cadence to talk with your PM?

...



Why Reddit?

# Reddit excels as research resource at each stage of the B2B tech purchasing process



# Thanks!

Want to Learn More?  
Rob.Gaige@Reddit.com

# Appendix

## Supply Chain Constraints

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**TL;DR:** Inflation, inventory constraints, and bots are disrupting the computer hardware industry.

With the proliferation of bots and resellers and an already pressed supply-chain, Reddit's ITDMs are finding it difficult to upgrade computer hardware.

**Challenge:** Redditors are hesitant to spend money on heavily-inflated computer hardware when the next best thing is already around the corner.

**Opportunity:** Create/update SW to work with the current generation of computers to prolong their technological life cycles.

**+156%**

**Increases in mentions of “inflation” in the last year<sup>1</sup>**

**+53%**

**Increases in mentions of “bot” in the last year<sup>1</sup>**

**+26%**

**Increases in mentions of “subscribed” in the last 3 months<sup>2</sup>**

<sup>1</sup> Reddit, Global, Tech & Computing Vertical, Jan. 1 2020 - Dec. 31 2020 vs Jan. 1 2021 - Dec. 31 2021

<sup>2</sup> Reddit, Global, Computing Vertical, Sept. 1 2021 - Dec. 31 2021 vs Jan. 1 2022 - Mar. 31 2022



# The First Adopters

**TL;DR:** Reddit's ITDM audience are **first-adopters**. Their willingness to be **beta-testers** allows for the ITDM community to thrive, prosper and evolve.

Reddit's ITDM audience is on the bleeding edge of computer HW and SW development. In the last 3 months, there's been a 300% increase in mentions of "New SW". They want to help remedy the kinks before a product is released to the general public. Redditors are actively shaping the next iteration of HW and SW.

Reddit is the **internet knowledge hub** for computer SW and HW. ITDMs come to Reddit to read those **influential** reviews and opinions. It is where ITDMs come to **discover new** and **exciting** tech solutions.

Reddit is where a **demo** becomes a **proof-of-concept**.

Finding trustworthy peer reviews

72%

Researching products/solutions competitors are using in your market

53%

Discovering emerging products/solutions (through threads or paid advertising)

49%

Learning about upcoming innovations/updates from current suppliers

39%

Post-sales support (finding tips/tricks, integration troubleshooting,etc.)

35%

*Breakdown of Reddit Usage for Decision-Making*



THE HIGHLIGHTS:

## TL;DR

**In a world where the marketplace has become increasingly competitive and the demand for neutrals, such as HW/SW, has never been higher. IT decision-makers (ITDMs) are increasingly overwhelmed...**

**But in light of this pressure, ITDMs are consistently coming to Reddit looking for reliable research, expert perspectives, and insights on emerging products & technologies.**

**ITDMs aren't looking for a platform to solely discuss their profession but also allows them to explore their various recreational passions & interests. ITDMs view Reddit as the intersection of professionalism & passions**

## Marketer Implications

**01. Changing With The Times** ITDMs are no longer just Baby Boomers & GenX; they've evolved demographically. Brands must acknowledge the changing environment by adopting communication styles that touch on new drivers and a less conservative approach that appeals to these audiences.

**02. All-In-One** ITDMs don't solely come to the platform to discover products but also address workplace processes, making Reddit a one-stop shop for keeping a pulse on the market & learning strategies. How can you not only showcase products but provide the tools ITDMs need for stakeholder alignment & processes?

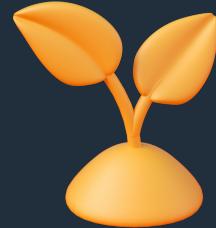
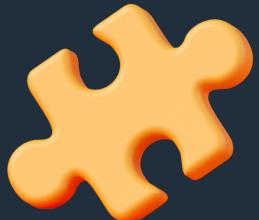
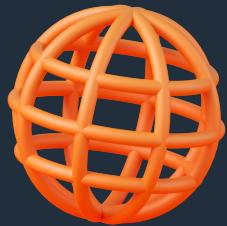
**03. What's New?** As first adopters, ITDMs are always looking for cutting-edge innovations. But outside of newness, how can emerging products solve business pressures and help shepherd their companies to the the future.





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