Reddit
Cultural Primer:

ITDMs

A Reddit Cultural Primer– Q2/22

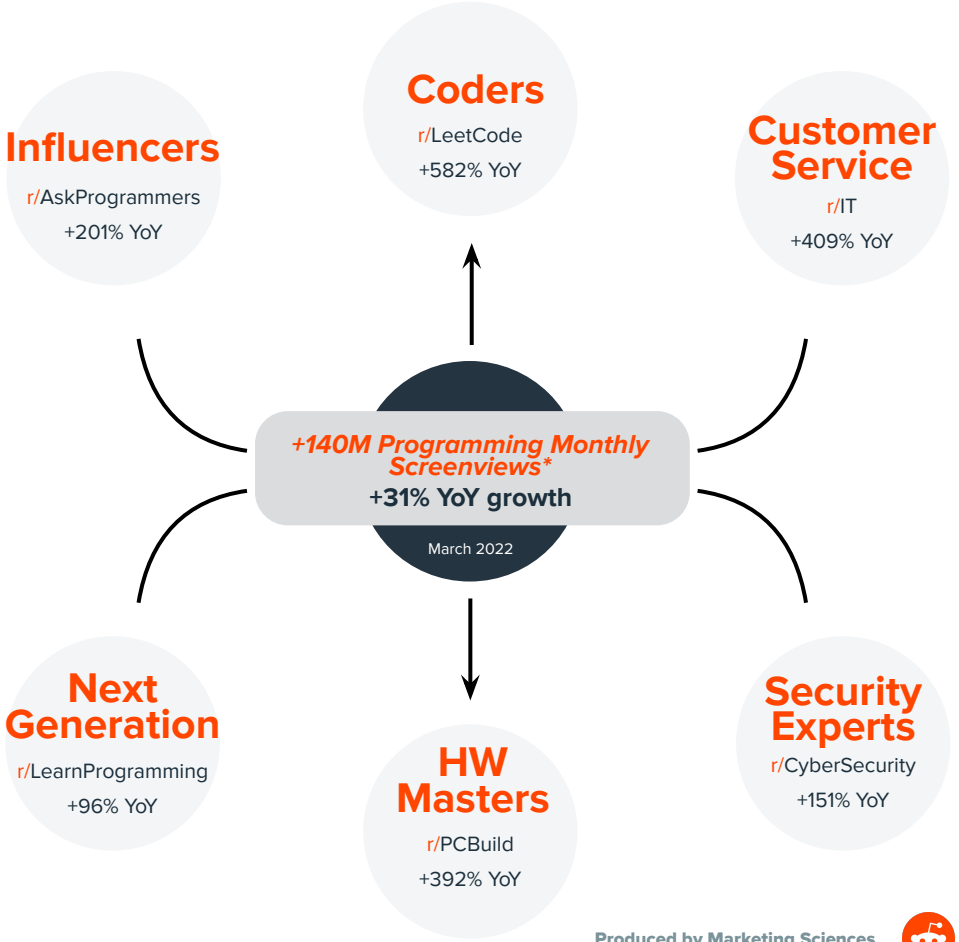
ITDMs Are Not A Monolith

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 hobbists (r/PCBuild).

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



Source: Jan. 1 2020 - Dec. 31 2020 vs Jan. 1 2021 - Dec. 31 2021 I Reddit Internal 2022

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

47%
Of US ITDMs have visited Reddit in the last month [1]

44%
Of US ITDMs that visit Reddit are Millennial [2]

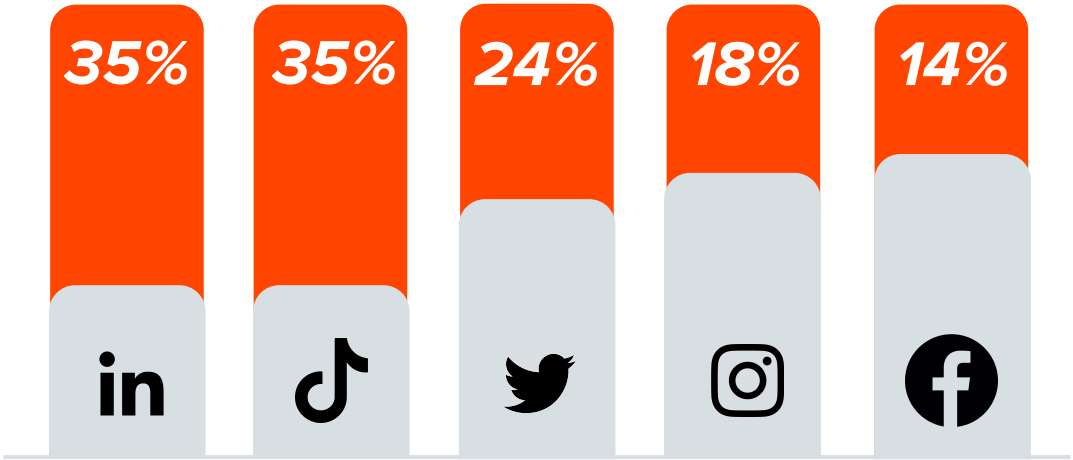
**52% higher than those in LinkedIn's monthly active audience*

2 in 5
Of all US ITDMs have visited Reddit in the last month [1]

US Redditors are
+23%
more likely to be an ITDM when compared to the avg. internet user [1]

SOURCE: GlobalWebIndex, Q4 2021; 2Suzy Survey, Let's Talk Tech!, N= 411

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



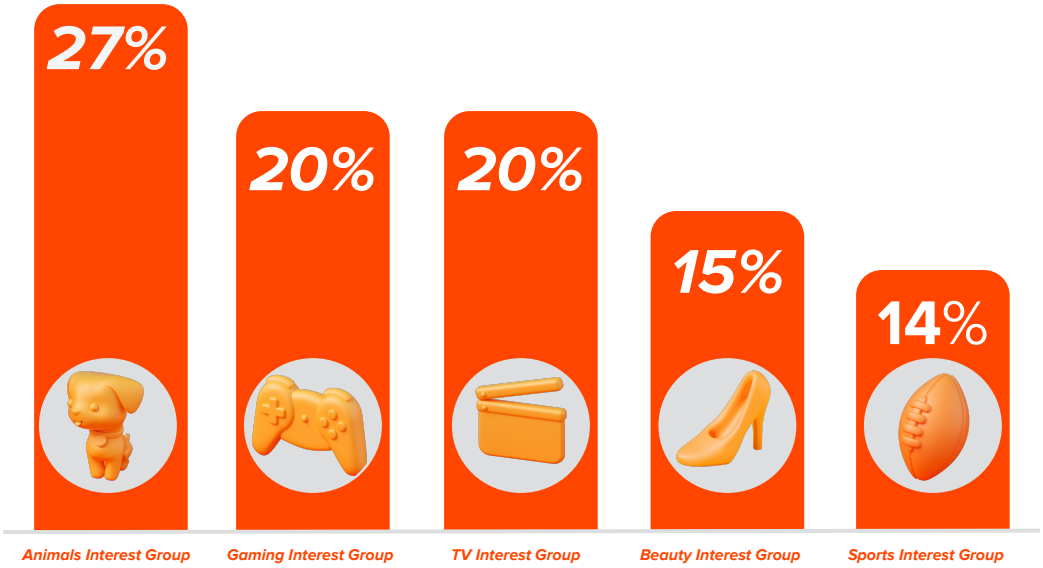
Unduplicated Reach of US ITDMs

ELI5:

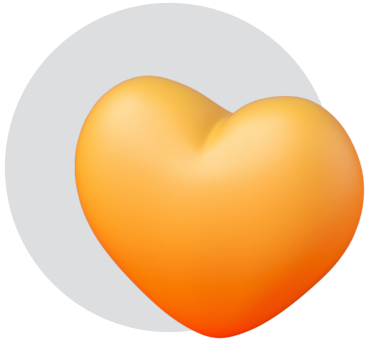
- 35% of Redditors are **NOT** on LinkedIn
- 35% of Redditors are **NOT** on TikTok
- 24% of Redditors are **NOT** on Twitter
- 18% of Redditors are **NOT** on Instagram
- 14% of Redditors are **NOT** on FaceBook

Source: GlobalWebIndex, 2021 I Reddit Internal 2022

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



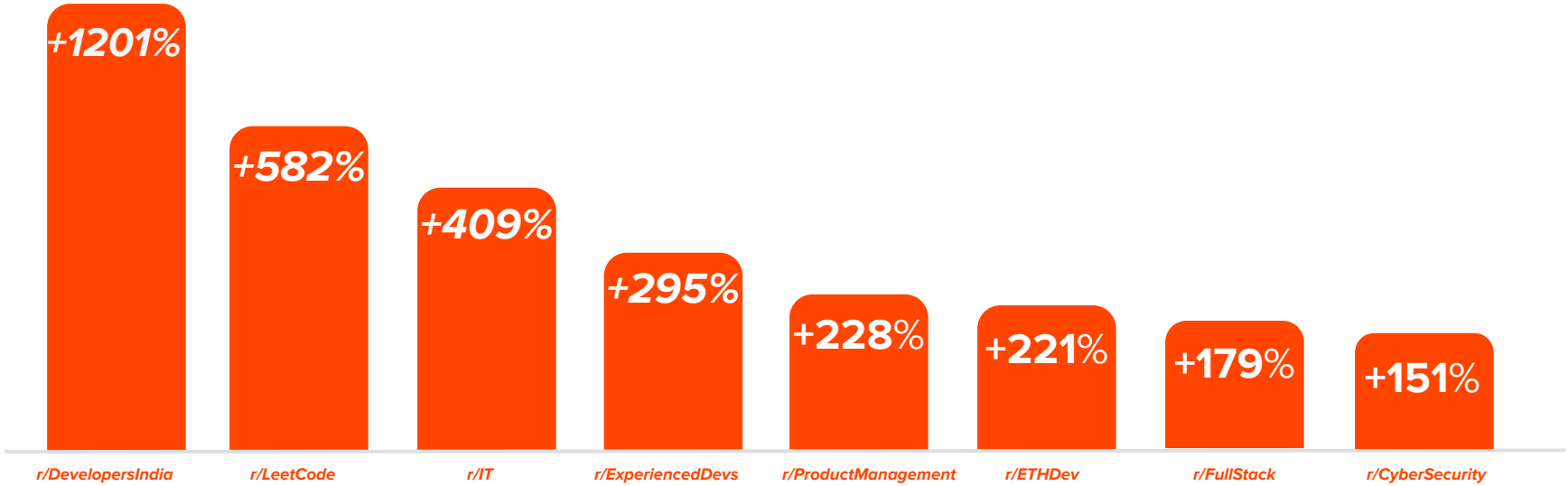
Top ITDM Interest Groups by Composition



Source: ComScore, US, Q1, 2022 I Reddit Internal 2022

Top Growing ITDM Subreddits

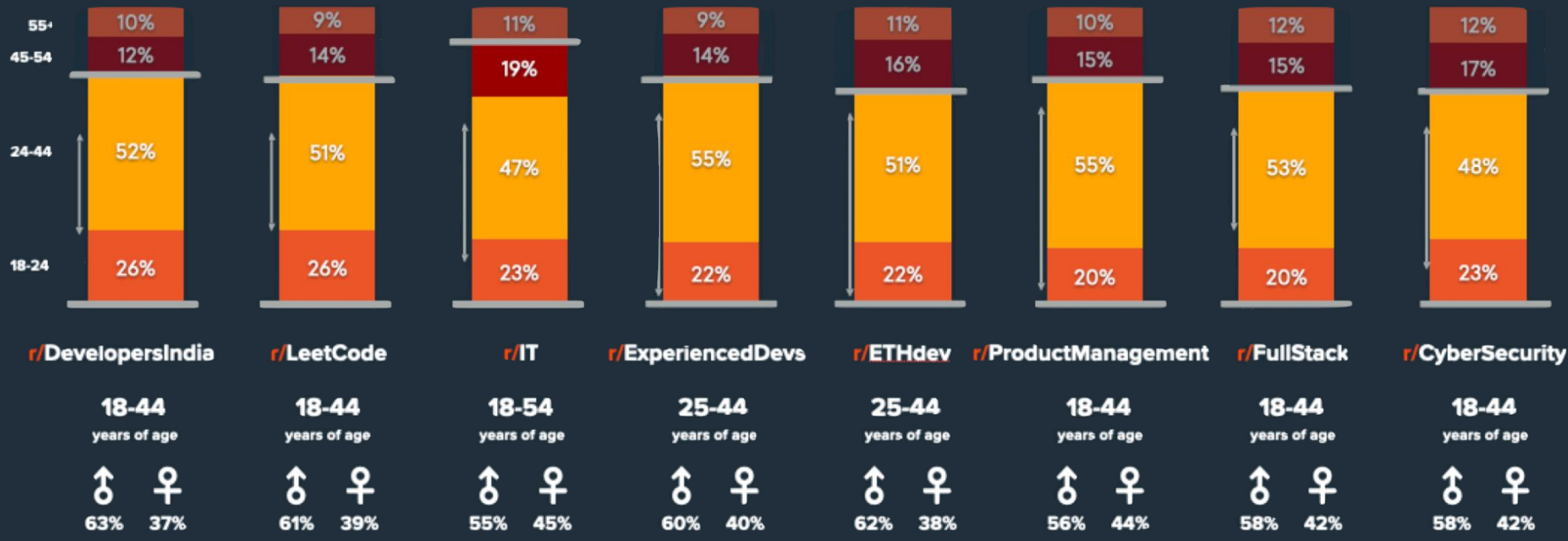
.... But when it's time to talk shop, ITDMs are solving complex issues requiring experienced perspectives



Top YoY Screenview Growth for ITDM-Related Subreddits

Source: Jan. 1 2020 - Dec. 31 2020 vs Jan. 1 2021 - Dec. 31 2021 I Reddit Internal 2022

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

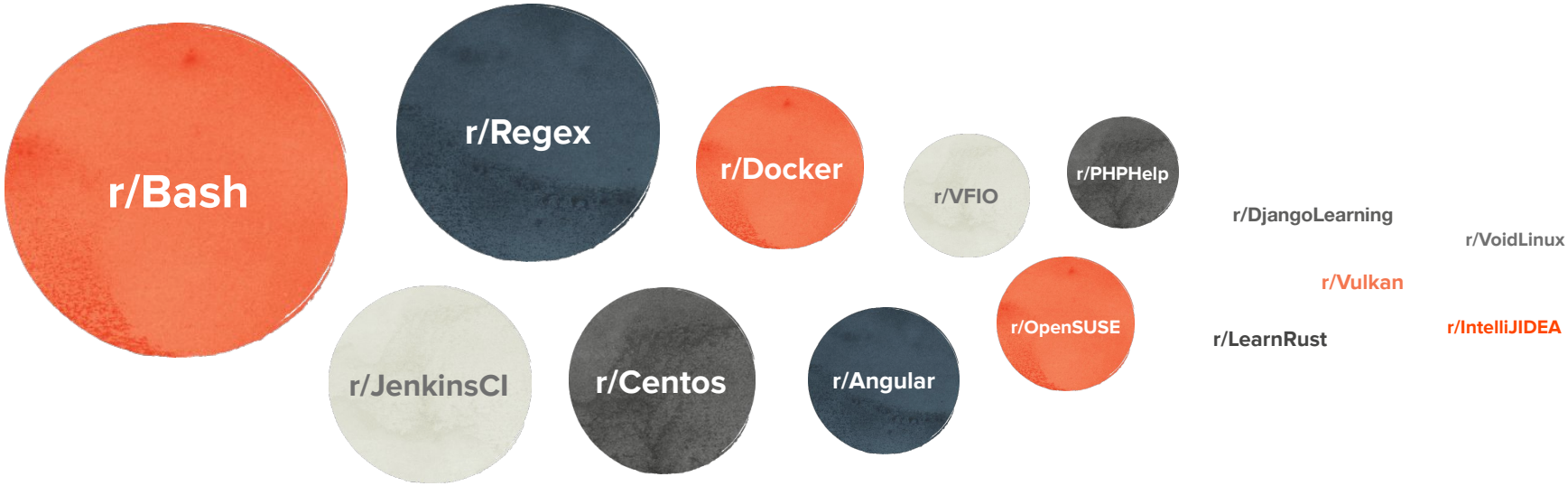


DEMOGRAPHIC BREAKDOWN OF ITDM SUBREDDITS

SOURCE: Quantcast, US, 2022

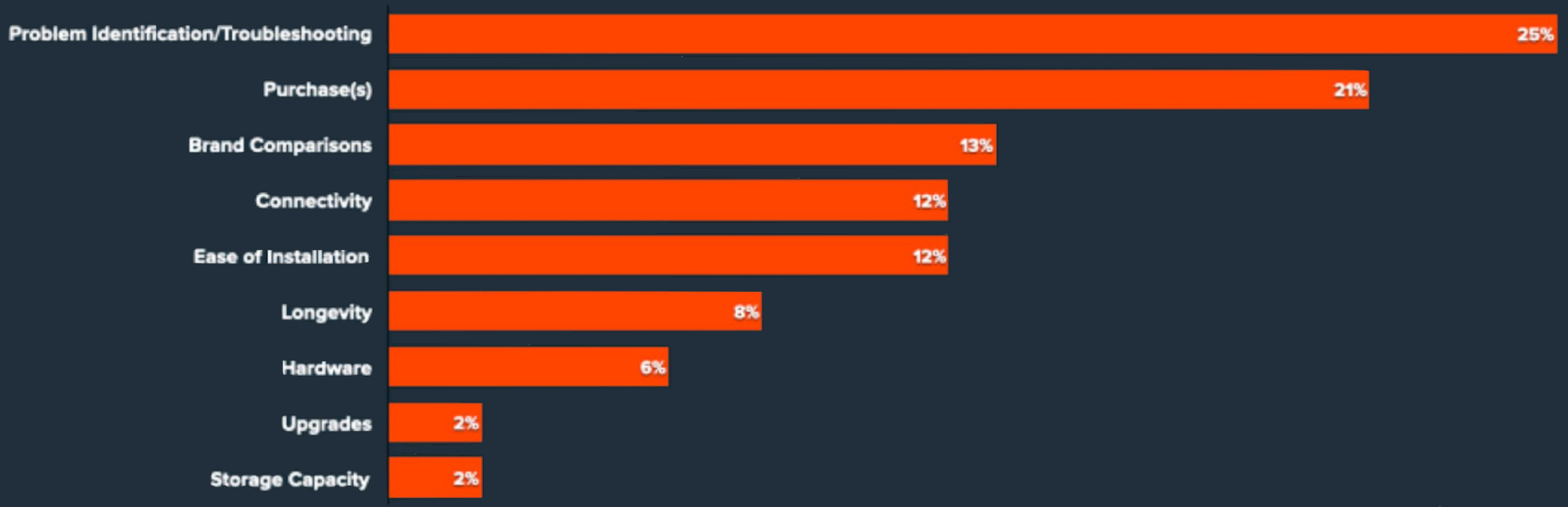
ITDMs' favorite communities are the most intensive – a depth of expertise + community they can't find elsewhere

Highest Over-Indexing Communities



Source: Quantcast, US Only, Desktop + MWeb Only, March-April 2022

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



Top Terms by Mention Volume (SOV):

SOURCE: Reddit Internal Data, Q1-2022

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.

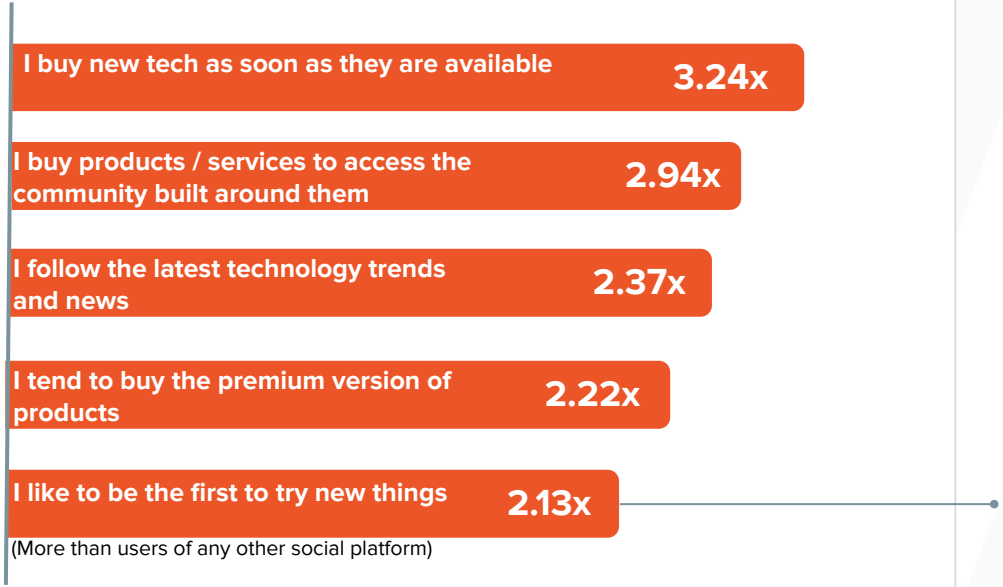
From the very bottom of my heart, Thank you.

– u/LordVic via **r/sysadmin**

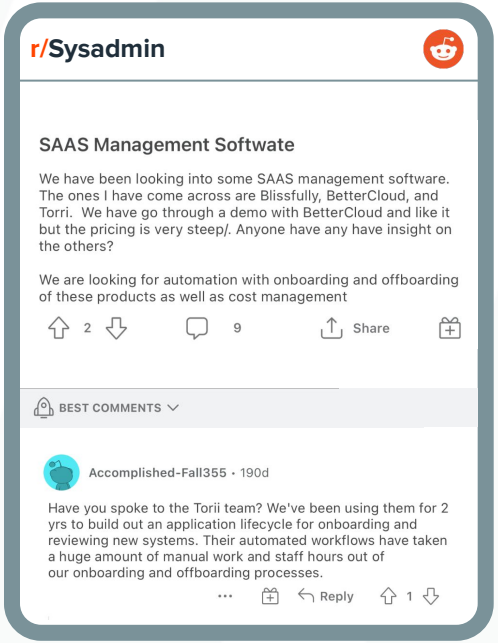
Source: Reddit Internal 2022

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

Reddit's ITDM behaviors compared to the average internet user



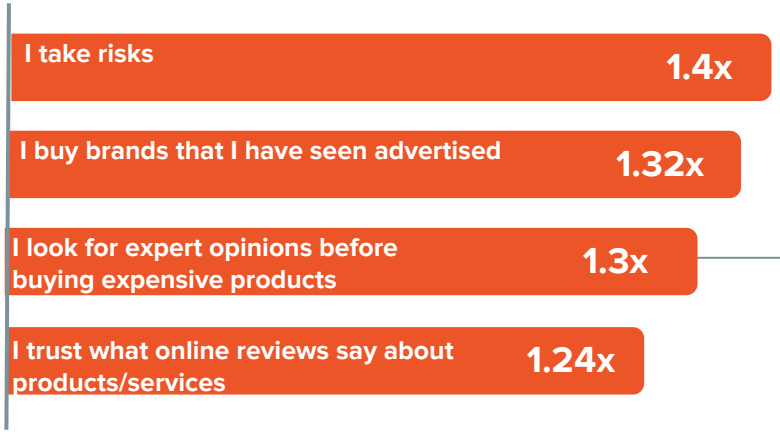
(More than users of any other social platform)



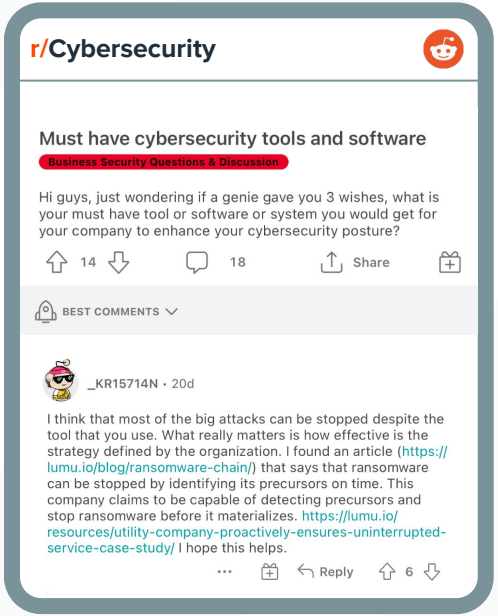
Redditors basing their purchasing decisions via testimonials from those in the r/sysadmin community.

Source: GlobalWebIndex, 2021 I Reddit Internal 2022

Reddit's IDTM are *calculated* risk-takers

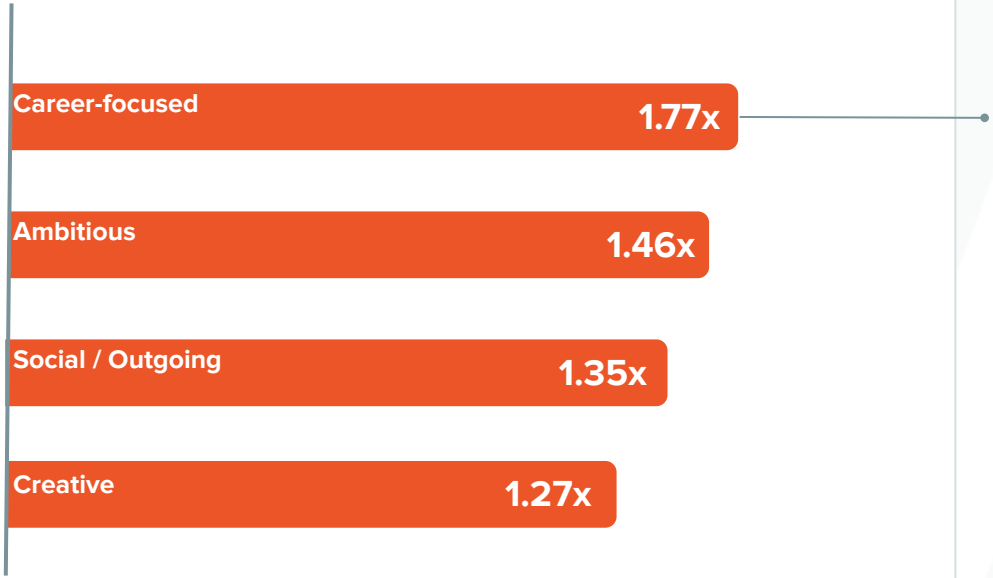


Reddit's ITDM indices when compared to the average internet user



Source: GlobalWebIndex, 2021 I Reddit Internal 2022

Reddit's IDTM are ambitious and career-driven



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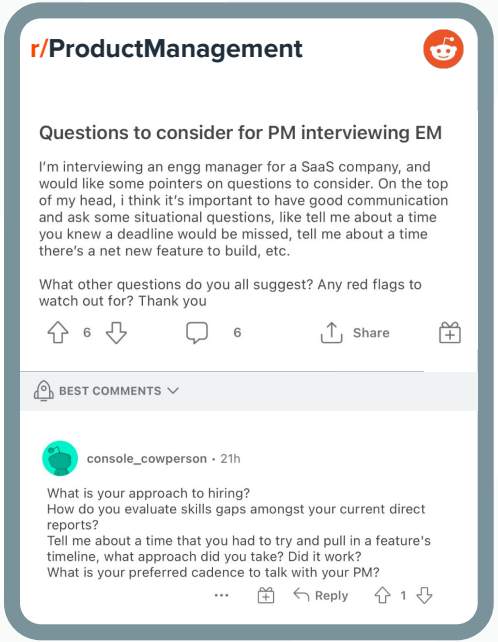
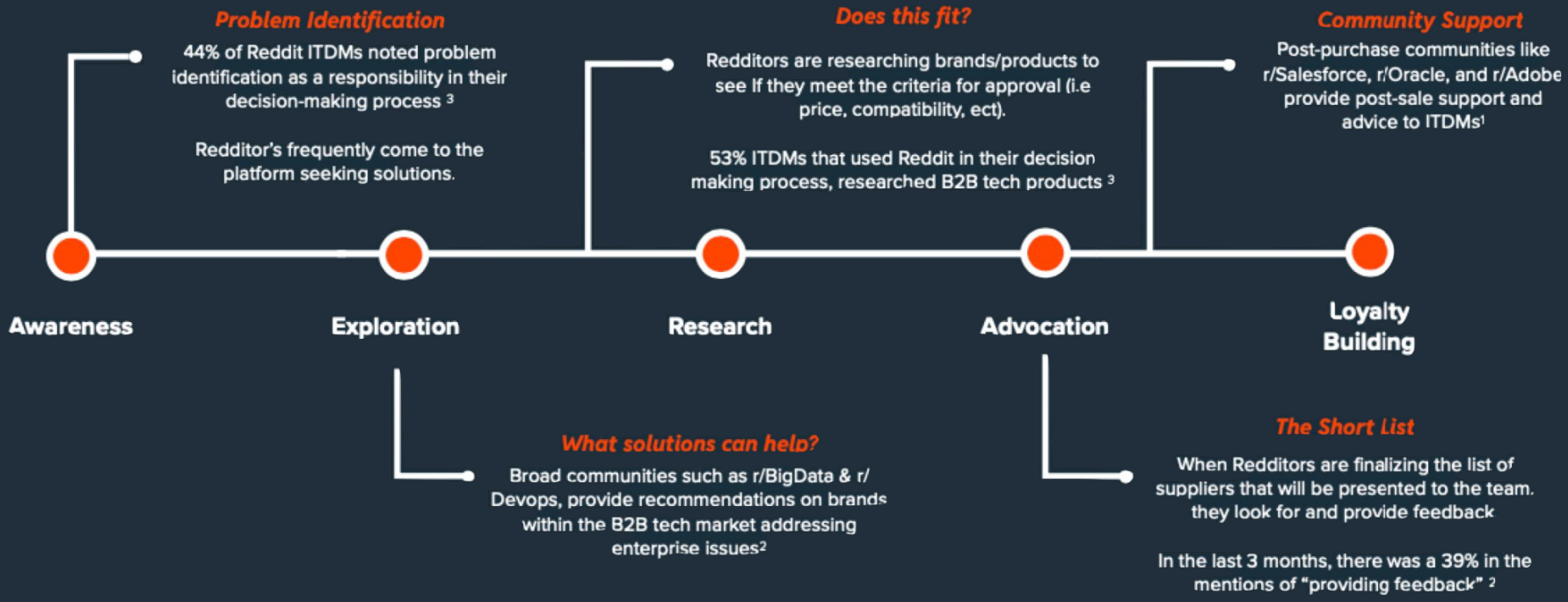


Source: GlobalWebIndex, 2021 I Reddit Internal 2022

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



SOURCE: 1GlobalWebIndex, global, Q4 2021; 2Reddit internal data, global; 3Suzy Survey, Let's Talk Tech!, N= 411

Thanks!

Want to Learn More?
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Appendix

Supply Chain Constraints

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[1]

+53%

Increases in mentions of "bot" in the last year[1]

+26%

Increases in mentions of "subscribed" in the last 3 months[2]

1 Reddit, Global, Tech & Computing Vertical, Jan. 1 2020 - Dec. 31 2020 vs Jan. 1 2021 - Dec. 31 2021
2 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**.

1 Suzy Survey, Let's Talk Tech!, N= 41

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...

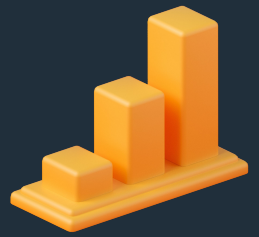
But in light of this pressure, ITDMs are consistently coming to Reddit looking for reliable research, expert perspectives, and insights on emerging products & technologies.

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

Source: XXX

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 shepard their companies to the the future.