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 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 / 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

44% of US ITDMs that visit Reddit are Millennial

2 in 5 of all US ITDMs have visited Reddit in the last month

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

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

SOURCE: GlobalWebIndex, Q4 2021; 2Suzy Survey, Let’s Talk Tech!, N= 411
ITDMs Unduplicated Reach

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

35% 35% 24% 18% 14%

Source: GlobalWebIndex, 2021 | Reddit Internal 2022

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

Source: ComScore, US, Q1, 2022 | 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 | Reddit Internal 2022
Across the fastest growing communities on Reddit, ITDMs represent a diverse range of demographics.
ITDMs’ favorite communities are the most intensive – a depth of expertise + community they can’t find elsewhere

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):**

- Problem Identification/Troubleshooting: 25%
- Purchase(s): 21%
- Brand Comparisons: 13%
- Connectivity: 12%
- Ease of Installation: 12%
- Longevity: 8%
- Hardware: 6%
- Upgrades: 2%
- Storage Capacity: 2%

*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
A Deep Dive into Reddit’s ITDM Audience

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

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

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy new tech as soon as they are available</td>
<td>3.24x</td>
</tr>
<tr>
<td>I buy products / services to access the community built around them</td>
<td>2.94x</td>
</tr>
<tr>
<td>I follow the latest technology trends and news</td>
<td>2.37x</td>
</tr>
<tr>
<td>I tend to buy the premium version of products</td>
<td>2.22x</td>
</tr>
<tr>
<td>I like to be the first to try new things</td>
<td>2.13x</td>
</tr>
</tbody>
</table>

(More than users of any other social platform)

Source: GlobalWebIndex, 2021 | Reddit Internal 2022

r/Sysadmin

**SAAS Management Software**

We have been looking into some SAAS management software. The ones I have come across are Blissfully, BetterCloud, and Torri. 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.

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Share

BEST COMMENTS

Accomplished-Fall355 - 190d

Have you spoken to the Torri 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.

Redditors basing their purchasing decisions via testimonials from those in the r/sysadmin community.
**Reddit’s IDTM are calculated risk-takers**

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>I take risks</td>
<td>1.4x</td>
</tr>
<tr>
<td>I buy brands that I have seen advertised</td>
<td>1.32x</td>
</tr>
<tr>
<td>I look for expert opinions before buying expensive products</td>
<td>1.3x</td>
</tr>
<tr>
<td>I trust what online reviews say about products/services</td>
<td>1.24x</td>
</tr>
</tbody>
</table>

*Source: GlobalWebIndex, 2021 | Reddit Internal 2022*
A Deeper Dive on Reddit’s ITDM Audience Cont.

Reddit’s ITDM are ambitious and career-driven

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career-focused</td>
<td>1.77x</td>
</tr>
<tr>
<td>Ambitious</td>
<td>1.46x</td>
</tr>
<tr>
<td>Social / Outgoing</td>
<td>1.35x</td>
</tr>
<tr>
<td>Creative</td>
<td>1.27x</td>
</tr>
</tbody>
</table>

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

Source: GlobalWebIndex, 2021 | Reddit Internal 2022
Why Reddit?

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

**Problem Identification**
44% of Reddit ITDMs noted problem identification as a responsibility in their decision-making process. Redditor's frequently come to the platform seeking solutions.

**Does this fit?**
Redditors are researching brands/products to see if they meet the criteria for approval (e.g. price, compatibility, etc).
53% ITDMs that used Reddit in their decision making process, researched B2B tech products.

**Community Support**
Post-purchase communities like r/Salesforce, r/Oracle, and r/Adobe provide post-sale support and advice to ITDMs.

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**What solutions can help?**
Broad communities such as r/BigData & r/Devops, provide recommendations on brands within the B2B tech market addressing enterprise issues.

**The Short List**
When Redditors are finalizing the list of suppliers that will be presented to the team, they look for and provide feedback.
In the last 3 months, there was a 39% in the mentions of *providing feedback*.

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

Produced by Marketing Sciences
Thanks!

Want to Learn More?
Rob.Gaige@Reddit.com
Appendix
A Challenge

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.

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The Opportunity

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.

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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 future.

Source: XXX