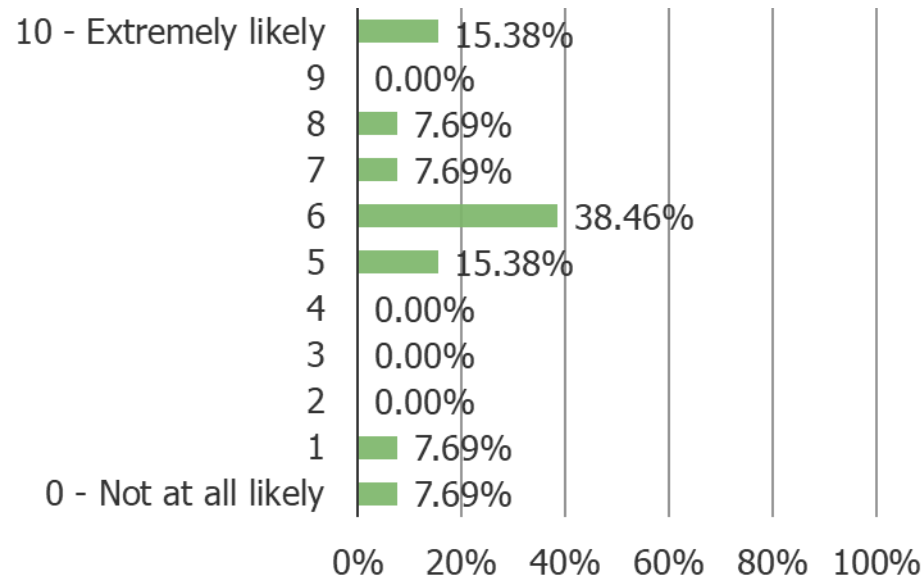**Bespoke Market Intelligence**

Reddit Ad Agencies Survey

March 2024

How likely would you be to recommend to a client that they pay to advertise on Reddit?
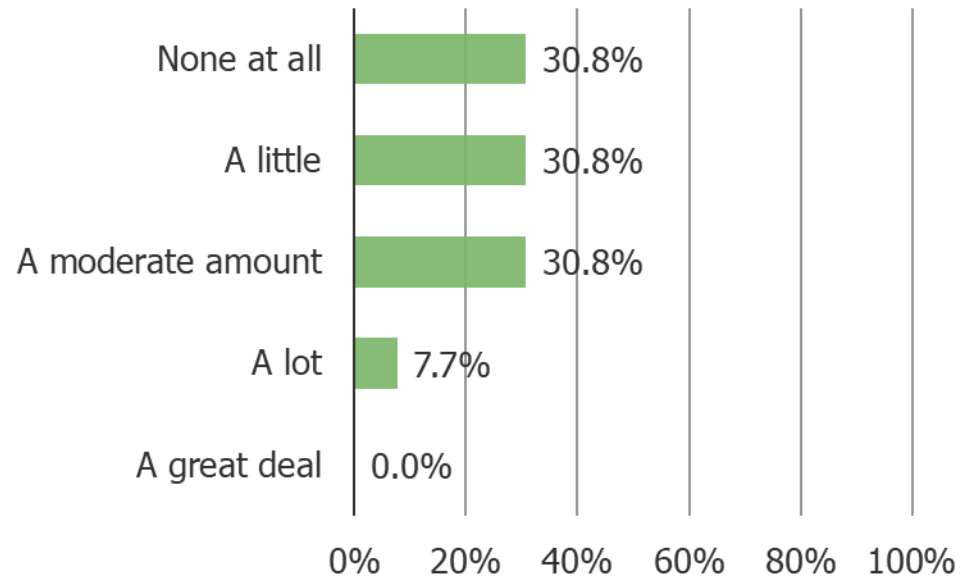
Posed to all respondents. (N=13)

Why?

❑ I don't like the up front fee and since there isn't data yet on its effectiveness, it would have to be with a client who is comfortable testing and has a big enough budget to do so
❑ high traffic
❑ Reach and relevance of product fit will help to advertise
❑ Not familiar with the targeting options
❑ It depends on what the client is promoting.
❑ It largely depends on the suitability of the client I'm working on. I'm sure in certain settings, its a great fit!

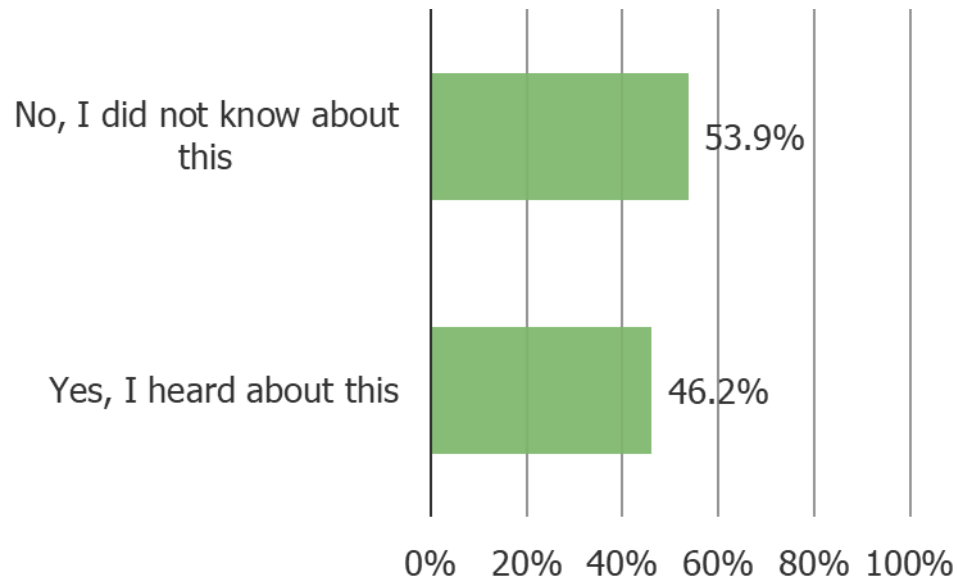## How much interest do clients have in advertising with Reddit?

Posed to all respondents. (N=13)

Did you know that Reddit recently introduced a new ad format that looks similar to posts made by users on the platform, called "free-form ads"?
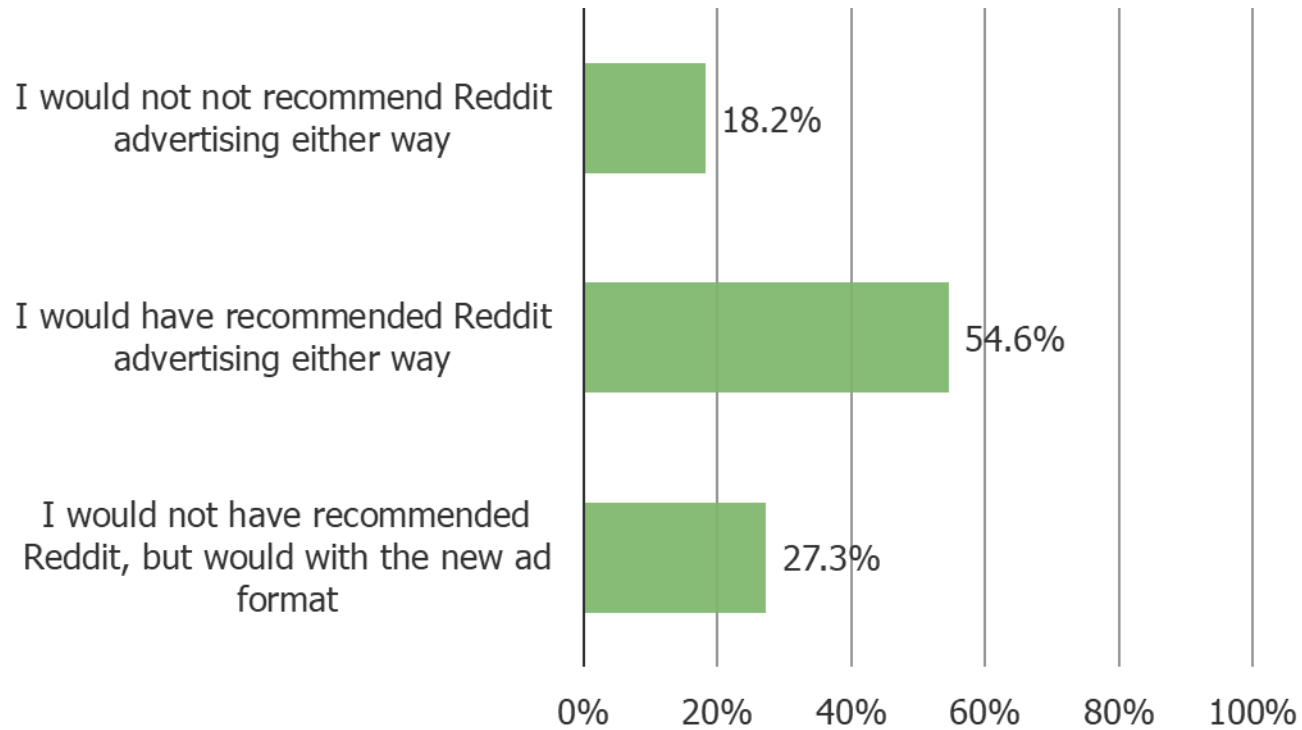
Posed to all respondents. (N=13)

Would the new Reddit ad format designed to feel similar to the content users share with each other on Reddit make your more or less likely to recommend to your clients that they advertise on Reddit?

Posed to all respondents. (N=13)

Comments:

❑ Because either our target audience is there or isn't. That's the criteria for choosing a platform along with data backed projections