Better Together for IPG

Acxiom & Reddit have teamed up on a new partnership to power seamless data-driven optimization for social media buying

- ✓ **Better Scale:** Reddit's recent PII integration with LiveRamp has led to substantial increases in match rates, enabling better scale and more precise targeting of Acxiom data.

- ✓ **Unduplicated Reach:** A significant percentage of Reddit users are not active on other social media platforms, providing a unique opportunity to incrementally reach and engaged audience not available elsewhere.

- ✓ **Media & Data Efficiencies:** Tired of getting billed for data and media separately? Acxiom data fees are now included in Reddit media costs enhancing media efficiencies, streamlining campaign spending, and helping reach attainment targets with Acxiom.

- ✓ **Speed:** Our efficient delivery process allows Acxiom's Data Gurus to transfer audiences to Reddit within 3-5 days before audiences are fully populated and ready to use.

- ✓ **Magna x Reddit Partnership:** Magna's partnership with Reddit includes a favorable rate card for all reserved inventory, existing advertiser benefits with quarterly auction credits, a new advertiser incentive program, and an Orion partnership.

6 Key Benefits That Set Reddit Apart

1. **Highly Targeted Niche Audiences:** Reddit's community-driven structure allows buyers to tap into highly engaged niche audiences. With **100,000+ active subreddits** dedicated to specific interests, buyers can tailor campaigns to reach audiences precisely, ensuring your message resonates with the right people.

2. **Authentic Engagement:** Reddit users value genuine interactions and are known for their in-depth discussions and feedback. This environment fosters a more **authentic connection with your brand**, enhancing trust and credibility among potential customers. Redditors are 46% more likely to trust the brand because it's advertised on Reddit instead of other sites*.

3. **Full-Funnel Advertising:** Reddit is ranked #1 among competitor social platforms for purchasing behaviors and offers unparalleled audience engagement across diverse communities, making it an ideal platform for full-funnel advertising*. With its highly targeted subreddits, buyers can precisely reach different customer segments, from those in **the awareness stage to those ready to convert.** Additionally, Reddit's interactive format encourages meaningful conversations, enhancing brand recall and driving upper and lower funnel results.

4. **Rich Content Formats:** Reddit supports various **content formats**, including text, images, and videos, which can be customized to fit different campaign objectives. This flexibility allows buyers to experiment and find the most effective format for engaging a target audience.

5. **Less Saturated Ad Space**: Compared to TikTok, **Reddit's ad space is less saturated**, which means ads are more likely to stand out and capture users' attention. This can lead to higher engagement rates and a better return on investment.

6. **Reach An "Unduplicated" Audience:** Reddit offers access to an unduplicated, high-value audience with a demographic that skews higher-earning and younger. Notably, a **significant percentage of Reddit users are not active on other major platforms***, providing a unique opportunity to reach a diverse and engaged audience not reached elsewhere.

   - *30% of Redditors are not on Facebook*
   - *45% of Redditors are not on Instagram*
   - *58% of Redditors are not on TikTok*
   - *59% of Redditors are not on Twitter/X*
   - *63% of Redditors are not on Pinterest*
   - *68% of Redditors are not on LinkedIn*
   - *74% of Redditors are not on Snapchat*
   - 81% of Redditors are not on Twitch

*https://www.business.reddit.com/advertise/why-reddit-ads