Wheels Up

B2B Reddit Ads:
Your Setup Checklist

Need a practical starting point for Reddit Ads? Use this checklist for smarter, more effective campaigns.

Before You Launch

Set Up Your Reddit Account

- Create a professional, brand-aligned handle
- Add a profile image, a concise bio, and a link to your website
- Make sure your profile is credible—Reddit users *will* look at it

Install a Reddit Pixel

Track key B2B signals:

- Page views
- Content downloads
- Form starts
- Demo requests

Add UTM Tags

Use UTM parameters to track campaign performance

Example: utm_source=reddit&utm_medium=cpc&utm_campaign=demo_ads

Tip: Use Google's Campaign URL Builder for consistency.

Adjust Attribution Settings

Set to 28-day click + 28-day view

NOTE: Reddit credits conversions to the day of the view, not the day of the action. Attribution settings can be adjusted in Reddit Ads Manager.

Objectives and Targeting

Choose Your Campaign Objective

Choose one goal per campaign to keep optimization clean.

- **Conversions** → form fills, demo requests
- **Traffic** → content downloads, landing page visits
- **Video Views** → awareness through explainer videos

Choose Your Ad Format

Popular choices include:

- Static images
- Carousels
- Short-form videos

Example: A clean 4:3 image with bold text: "See how 1,200 CISOs are planning their 2024 budgets." CTA: "Read the Report." No polish. Just clarity and context.

Set Up Audience Targeting

- Prioritize subreddit-level targeting over broad interests
- Layer in geo filters for regional relevance
- Test combinations of subreddits + keywords for specificity

Set Your Ad Strategy

- **Campaigns:** Organized by goal (brand awareness, lead gen, retargeting)
- **Ad Groups:** Segment by funnel stage:
  - **Cold:** First-touch traffic
  - **Warm:** Visited or engaged
  - **Hot:** Returned to pricing, demo, or contact pages
  - **Ads:** 3-4 per group testing different angles and types of creative

Establish Budgeting

- Spend 70-80% on top-of-funnel ads, 20-30% on retargeting
- Minimum spend: $5/day per ad group
- Expect costs per click (CPCs) in the $0.50-$1.50 range

Follow Creative Best Practices

- **Image sizes:** 1200x900px (4:3), 1200x1200px (1:1)
- **Video:** Show product/interface/value in first 3 seconds
- **Copy:** Be clear more than clever
- **Headlines:** Keep under 150 characters
- **Tone:** Direct, useful, and relevant to the subreddit

Select Ad Placements

- Promoted posts (in-feed)
- Conversation placements (above top comment)
- ***Optional:*** *Boost AMAs or resource posts organically*

Building on Learnings

Customize Audiences and Retargeting

Build audiences from:

- Reddit ad engagement (views, clicks)
- Website activity (asset views, form starts, demo page visits)
- Use 90-day lookbacks for longer B2B cycles

Follow Creative Testing Framework

- Test one variable at a time (image, CTA, headline)
- Run each test for 10–14 days before evaluating (especially for longer B2B cycles)
- Use separate ad groups per audience for clean data

Optimize Performance Reporting

- Wait 10+ days before changing (for attribution delay)
- Break down results by:
  - Device
  - Placement
  - Subreddit
  - Funnel stage

Ask Yourself

- Which audiences are converting?
- What messaging drives the most form fills?
- What formats bring qualified traffic?

Scale What Works

- Increase spend by 20-30% weekly (max)
- Duplicate winning ads and swap in fresh creative
- Expand to adjacent subreddits with similar audiences

Let Us Help You Get Them Right

Reddit Ads are different. We take teams from "Where do we start?" to campaigns that actually perform—with strategy, structure, and ad creative built for Reddit's unique culture.

Need help launching Reddit Ads that actually convert?

Let us know