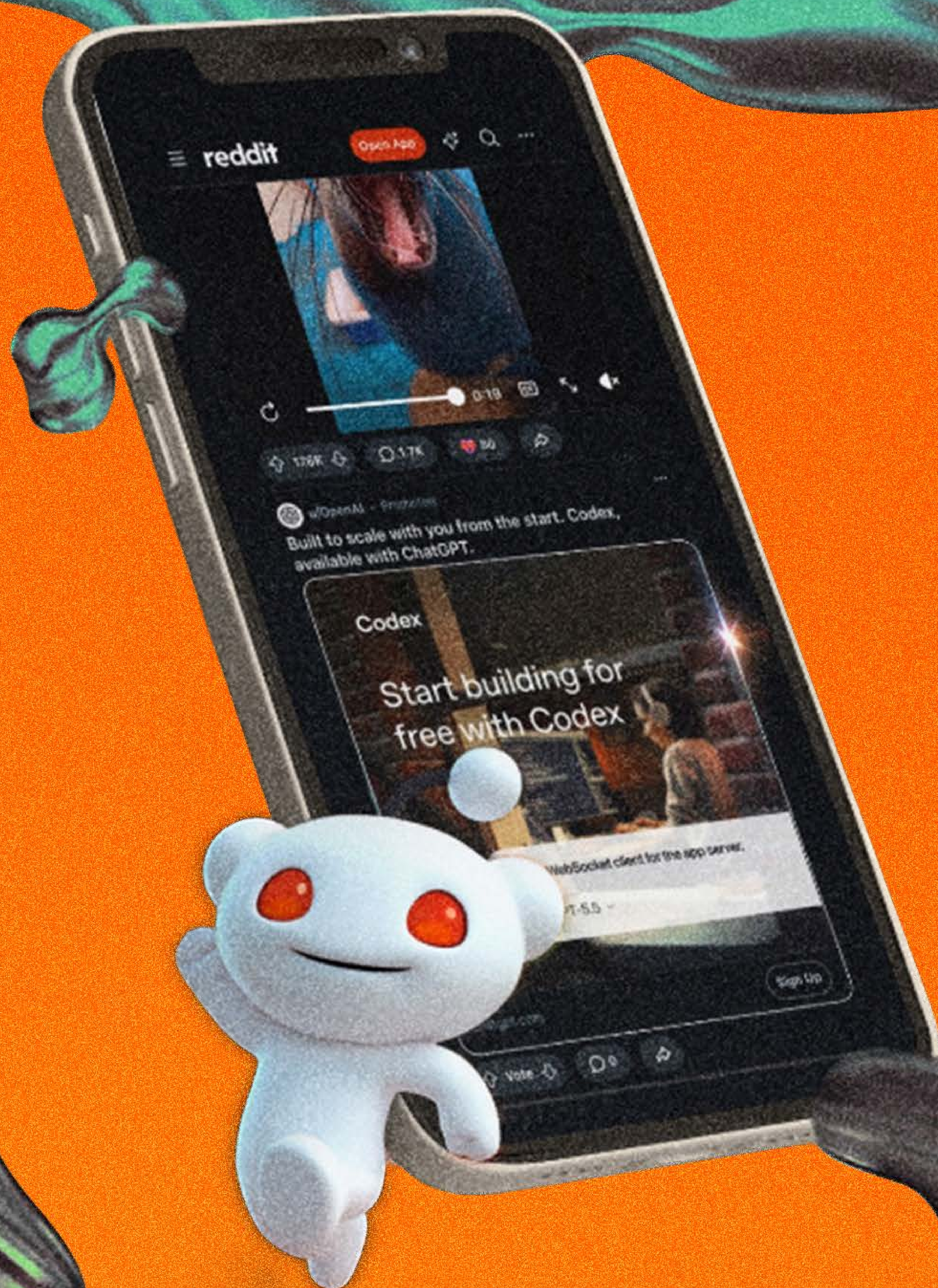


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**How B2B
brands can
use Reddit Ads**
to reach high-intent buyers



Introduction

Performance marketing in B2B has historically centred on channels that provide clear professional targeting. LinkedIn has been the default choice for reaching decision-makers by job title, seniority, industry and company size, while Google and Bing Search has captured active demand from users already looking for a solution. Programmatic display has also played a role in delivering scale, retargeting and reach across broader digital environments.

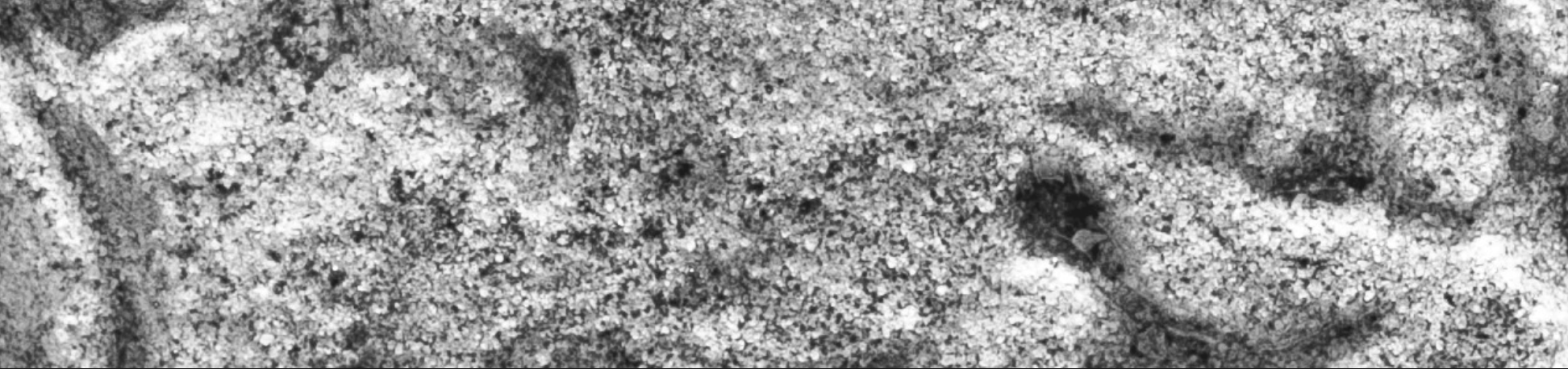
Reddit, by comparison, has often sat outside of the core B2B media mix. It has typically been viewed as a consumer-first platform, or as a channel better suited to entertainment, gaming, technology and community-led brands rather than complex B2B products or services.

That perception is starting to change. As B2B buying journeys become more fragmented, buyers are increasingly turning to peer communities, specialist forums and anonymous discussion spaces to research problems, validate vendors and pressure-test decisions before speaking to sales teams. Reddit sits directly within this behaviour.

The platform is not a traditional B2B advertising channel. It does not offer the same company-based targeting precision as LinkedIn or the same explicit intent as Google Search. Its value lies somewhere different. Reddit gives advertisers access to niche, intent-rich communities where users discuss real problems, tools, vendors, workflows and technical decisions in their own language.

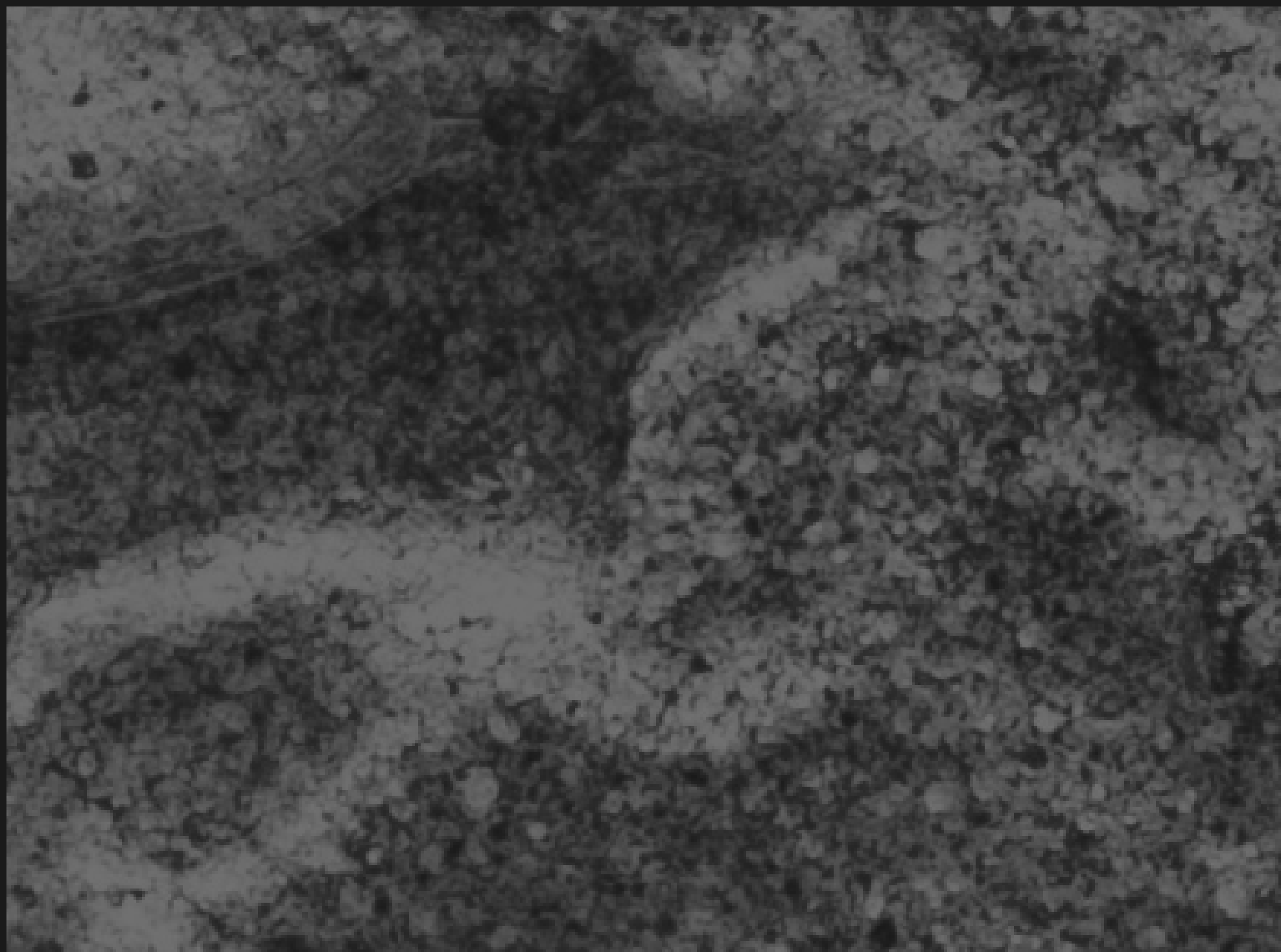
For B2B brands willing to approach the platform properly, this creates an opportunity.

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Why Reddit is relevant for B2B marketing

B2B marketing is often built around the assumption that buyers only engage with professional content in professional environments. That assumption is increasingly limiting. B2B buyers are still people, and their research behaviour does not only happen on professional networks, comparison sites or search engines.

They research in public and private communities. They ask for advice from peers. They look for honest opinions about platforms, products, software, workflows and suppliers. They compare options before appearing in CRM data or raising their hand through a lead form. Reddit is one of the places where this activity happens.

The value of Reddit for B2B brands is not just reach, but context. Subreddits are organised around specific interests, industries, problems and communities. This means advertisers can reach users based on what they are actively reading, discussing and engaging with, rather than relying solely on demographic or professional assumptions.

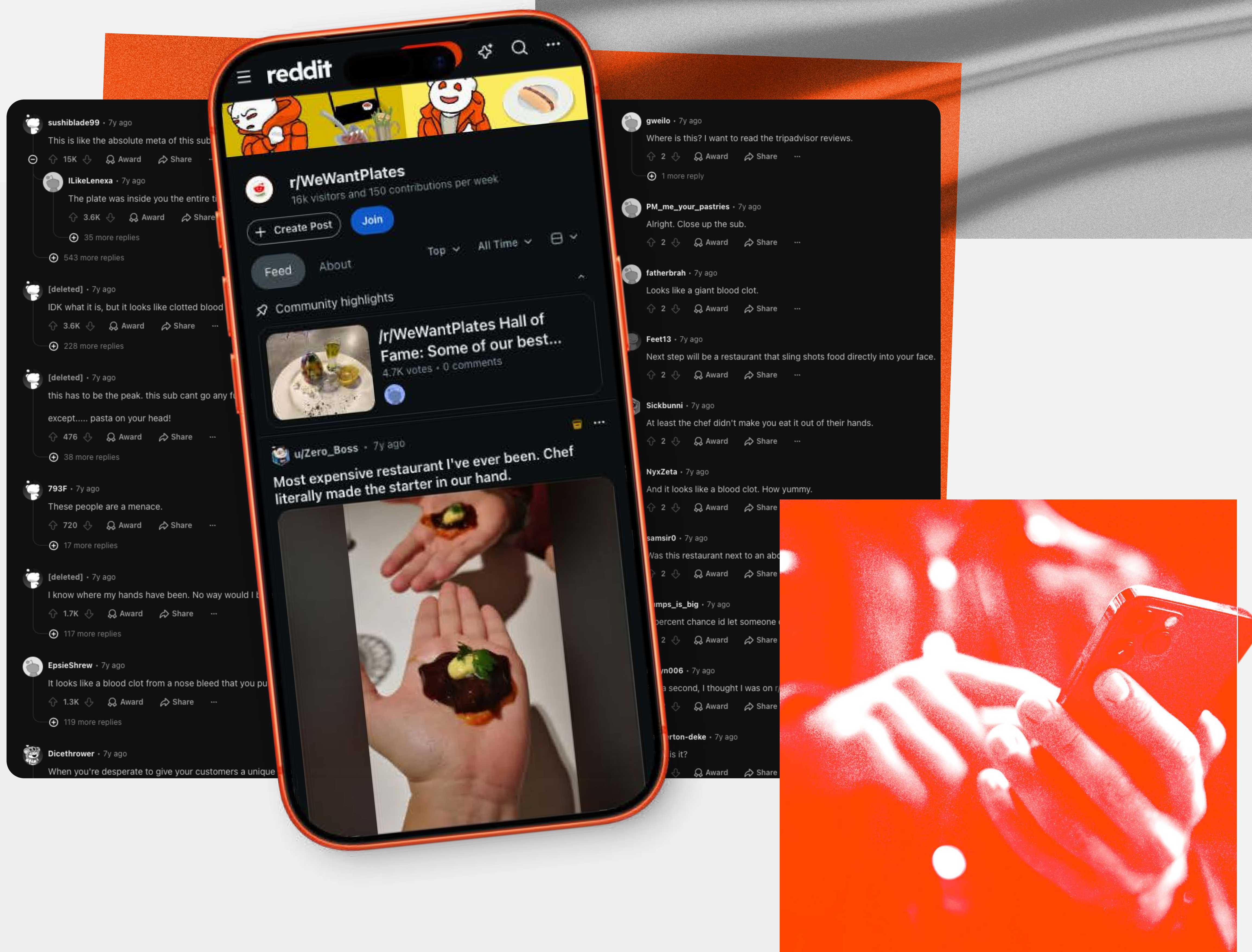


For B2B advertisers, this matters because many buying signals are problem-led rather than job title-led. A user discussing CRM migration, paid media reporting, cyber security compliance, cloud infrastructure, procurement processes or HR software may be showing more relevant intent than someone who simply has the right job title on a professional network.

This is where Reddit can add value. It allows brands to reach users in the research and consideration phase, when they are trying to understand a problem, compare approaches or validate a decision. That makes Reddit particularly relevant for categories where buyers rely heavily on peer input, technical understanding or community trust.

For B2B brands, Reddit can be particularly useful when the objective is to:

- Reach problem-aware audiences before they enter a formal buying journey
- Build awareness in niche communities that are difficult to reach elsewhere
- Support consideration through educational or discussion-led content
- Drive qualified traffic to reports, guides, webinars or product pages
- Build remarketing pools from users engaging with relevant topics
- Understand how buyers talk about problems, competitors and solutions



Reddit should not be treated like LinkedIn

One of the biggest mistakes B2B advertisers make is treating Reddit like another version of LinkedIn. The two platforms operate very differently, and this difference should shape how campaigns are planned, positioned and measured.

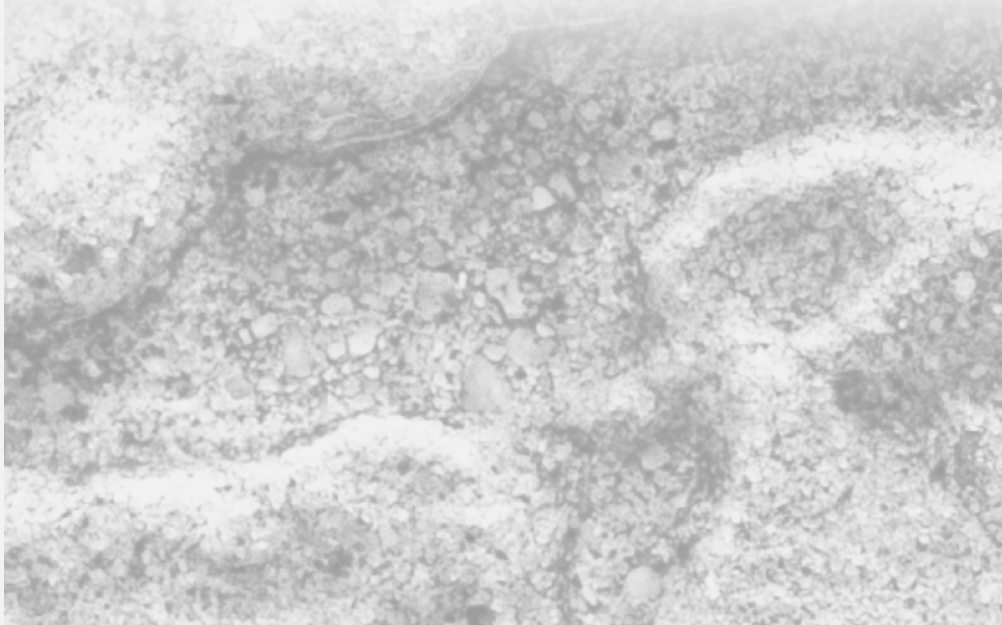
LinkedIn is built around professional identity. Users present themselves through job titles, companies, seniority and career history. Targeting is therefore structured around who someone is in a professional context. This makes LinkedIn extremely valuable for reaching defined audience groups, especially when campaigns are built around specific roles, sectors or account lists.

Reddit is built around interests, communities and conversations. Users are often anonymous or semi-anonymous, which means the value is not in knowing exactly who someone is, but in understanding what they care about, what they are researching and what communities they are part of.

This changes the role of the channel. On LinkedIn, advertisers often start with the audience profile. On Reddit, the starting point should be the conversation. What problems are people discussing? What questions keep coming up? Which products, vendors or approaches are being mentioned? What objections are users raising before they ever speak to a sales team?

This makes Reddit more contextual than 'firmographic'. It is closer to a hybrid between paid social, community targeting and contextual advertising. That does not make it weaker than LinkedIn. It makes it different. LinkedIn is often stronger for precise professional reach, while Reddit can be stronger for finding problem-aware users in active discussion environments.

The opportunity is not to replace LinkedIn, but to add a different layer of intent and audience understanding to the B2B media mix.



How Reddit supports B2B brand awareness

Reddit can be a valuable awareness channel because it allows brands to appear in environments where relevant audiences are already spending time. Unlike broader awareness placements, the context of Reddit communities gives advertisers a stronger route into specific interests, pain points and sector conversations.

For B2B brands, this is particularly useful when awareness is not simply about reach, but about relevance. The objective is not just to get in front of as many people as possible. It is to build visibility with users who are already engaging with topics connected to the brand’s category, problem area or solution.

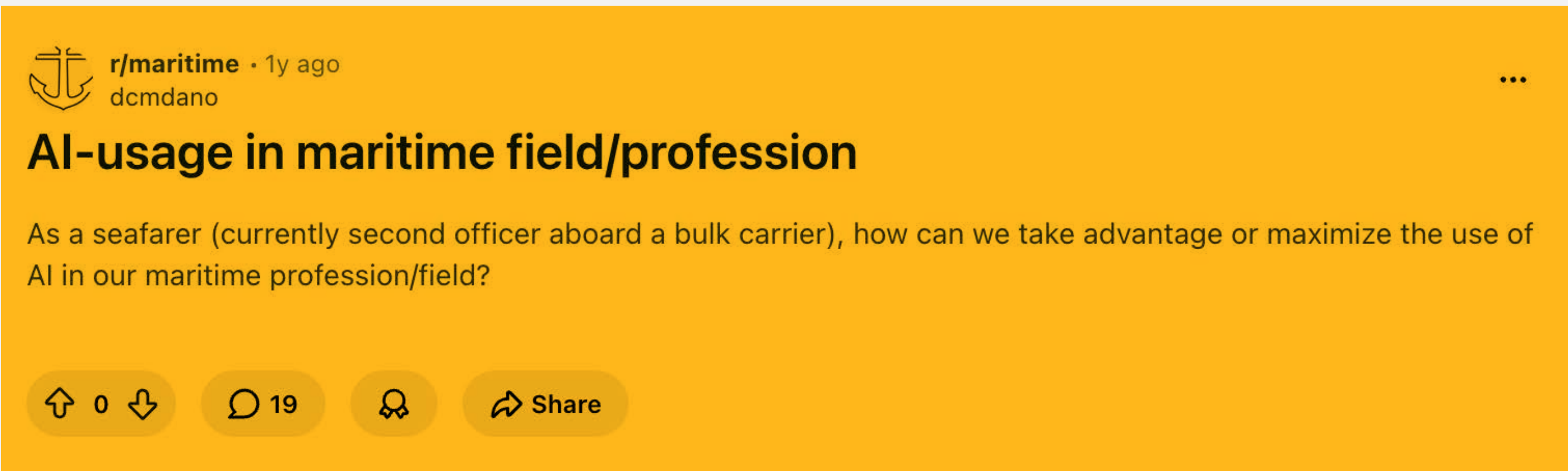
A maritime technology provider, for example, may use Reddit to reach users discussing vessel performance, decarbonisation, fuel efficiency, compliance, port operations or fleet optimisation. In this context, Reddit can help the brand build visibility around specific operational and regulatory challenges before buyers move into formal vendor research.

This makes Reddit particularly useful for category awareness. Brands can use the platform to introduce new ways of thinking, challenge existing assumptions or educate users around a problem they may not yet be actively trying to solve.

In this context, Reddit can help B2B brands:

- Build familiarity in niche communities
- Educate audiences before they enter active demand
- Associate the brand with a specific problem or category
- Increase visibility around specialist products or services
- Support wider paid media activity by warming up relevant audiences

The key point is that Reddit awareness should still be purposeful. It should not be treated as cheap reach. The strongest awareness activity on Reddit is built around relevance, usefulness and a clear understanding of the conversations already taking place.





How Reddit supports B2B lead generation

Reddit can also support lead generation, but it needs to be approached differently to more direct-response channels.

For most B2B brands, Reddit is unlikely to behave in the same way as Google Search, where users are often already expressing active demand. It may also convert differently to LinkedIn, where users are in a more professional mindset and lead generation formats are more established.

Reddit's role in lead generation is often earlier in the journey. It can drive users towards useful content, webinars, reports, product explainers, comparison pages or guides that help move them from problem awareness into consideration.

This is where Reddit can work particularly well for content-led lead generation. If a user is already reading about a problem in a relevant community, a useful report, checklist, guide or webinar can feel like a natural next step.

The value exchange needs to be clear, though. Users are unlikely to hand over their details for generic content that feels thin, overly sales-led or disconnected from the discussion.

For lead generation campaigns, the strongest offers are usually those that help the user solve or understand a specific problem.

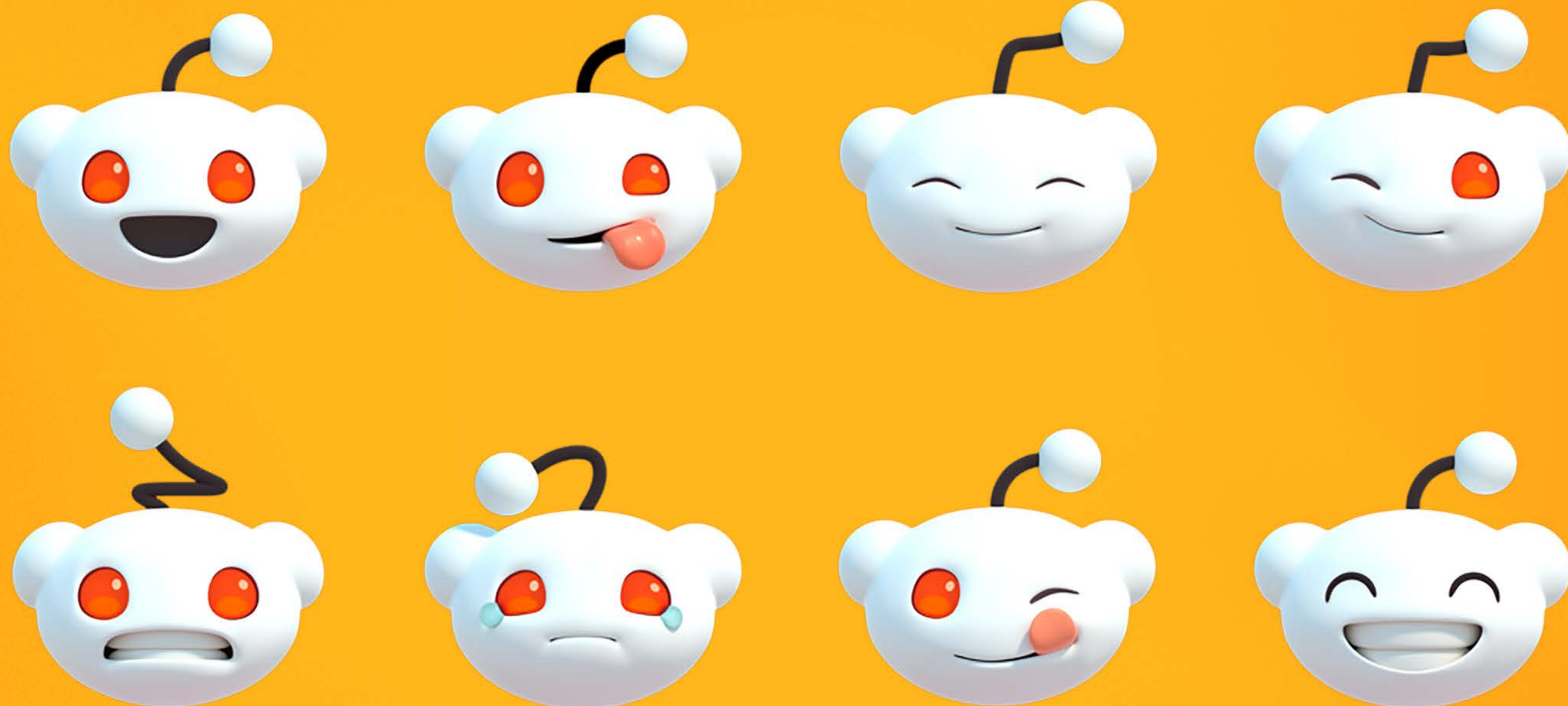
This could include:

- Industry reports or benchmark data
- Practical guides or checklists
- Webinars with genuine educational value
- Product comparison resources
- Technical explainers
- Templates, frameworks or tools

Reddit can also help build higher-quality remarketing pools. Users who engage with educational content, visit key pages or watch video assets can be retargeted later through Reddit, LinkedIn, Google or programmatic display with more conversion-focused messaging.

This makes Reddit useful not only as a lead generation channel in its own right, but also as a way to strengthen the wider B2B funnel.

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Where Reddit fits across the B2B funnel

Reddit is often most effective when it is viewed as a consideration and demand generation channel rather than a pure conversion channel.

At the top of the funnel, it can help brands build awareness in highly relevant communities. This is particularly valuable for brands that need to educate the market, introduce a new proposition or increase visibility among niche audience groups.

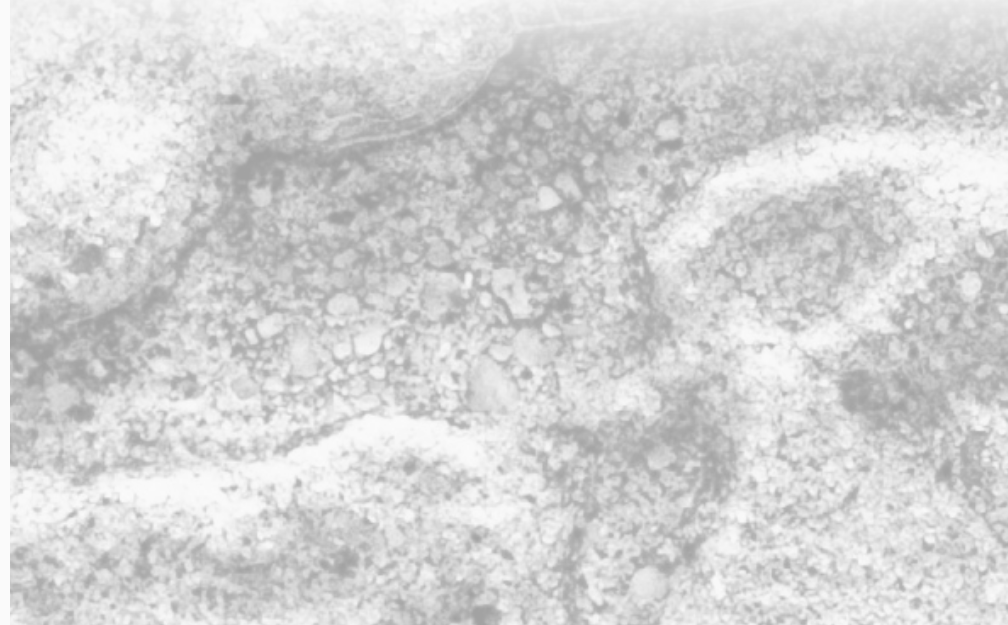
In the middle of the funnel, Reddit can support deeper engagement by directing users towards useful content, comparison-led messaging, webinars or thought leadership. This is where the platform's community context becomes especially valuable, as users may already be discussing the same challenges the brand is trying to solve.

Towards the bottom of the funnel, Reddit can support retargeting and conversion activity, particularly when users have already engaged with the brand or shown interest in relevant content. However, this is usually where Reddit works best as part of a wider media ecosystem rather than as a standalone conversion engine.

In practical terms, Reddit can support B2B objectives such as:

- Brand awareness among niche or specialist audiences
- Demand generation for complex products or services
- Content distribution for reports, guides and webinars
- Lead generation through useful, problem-led assets
- Remarketing based on engaged users and site visitors
- Audience insight to inform wider campaign messaging

This is why Reddit should not be judged only by direct conversions. Its value often sits in how it influences the wider journey, supports education and introduces the brand before a user is ready to convert.



Finding the right audiences and subreddits

Reddit campaign planning should begin with research, not targeting setup. Before launching campaigns, B2B advertisers need to understand where relevant conversations are happening and whether those conversations are commercially useful.

This starts with subreddit research. The objective is not simply to find the largest communities in a category. Large subreddits can provide scale, but they are not always the most relevant. Smaller communities often provide stronger context, higher intent and more specific discussion.

A software brand, for example, may find more value in a niche subreddit where users discuss implementation challenges than in a broader business or technology community with less focused conversation. The same principle applies across sectors. A professional services brand may find more useful insight in highly specific operational, legal, finance or marketing communities than in a general business subreddit.

This makes Reddit particularly useful for category awareness. Brands can use the platform to introduce new ways of thinking, challenge existing assumptions or educate users around a problem they may not yet be actively trying to solve.

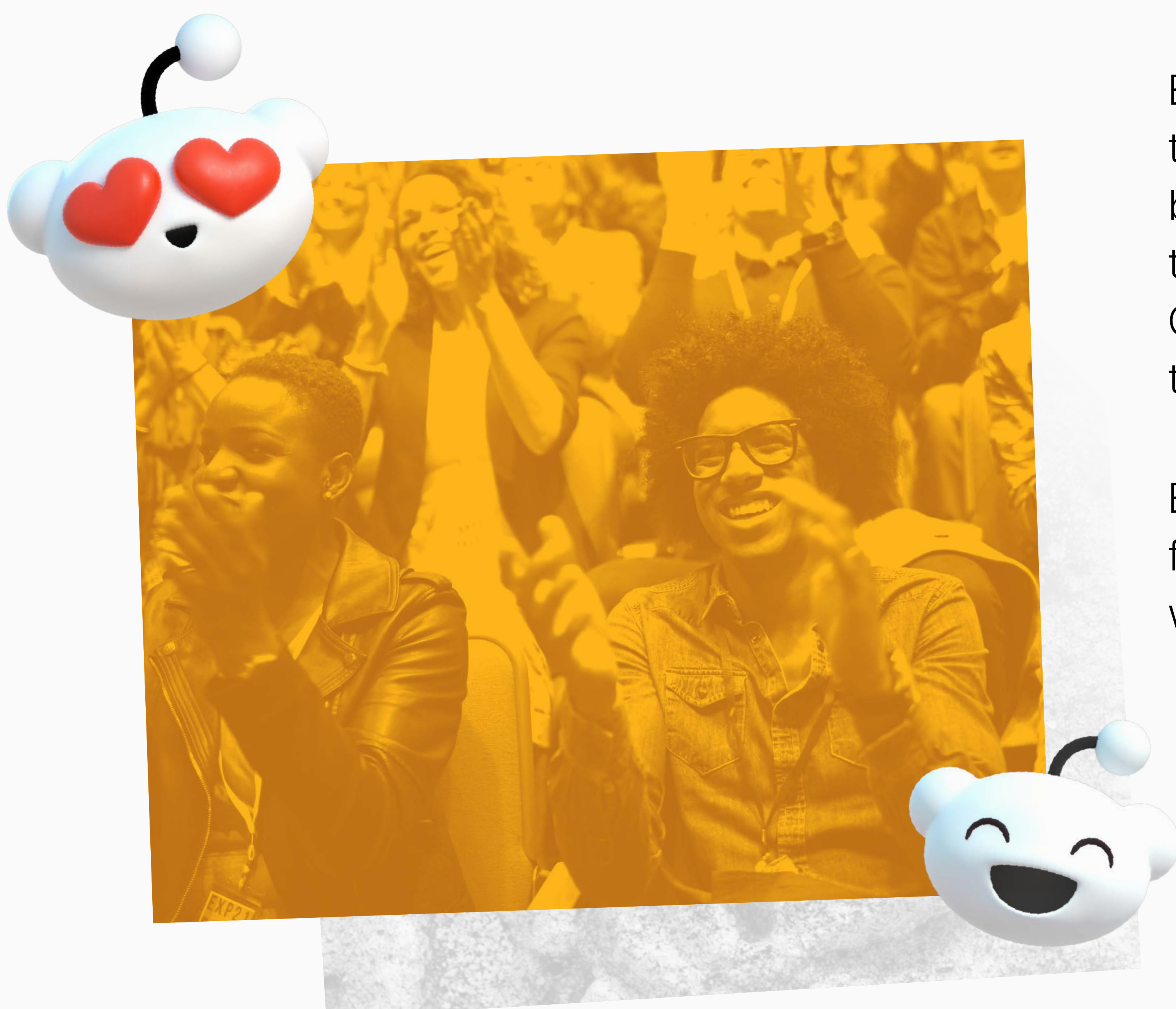
Audience research should look at:

- The topics being discussed
- The level of commercial intent
- The quality and frequency of posts
- The language users use to describe problems
- Mentions of competitors or alternative solutions
- Common objections, frustrations and buying triggers
- Whether the community is suitable for brand messaging

This research should then shape campaign strategy. Community targeting can help brands reach users within specific subreddits that align with the category or problem. Keyword and contextual targeting can help advertisers appear around relevant conversations, even when those conversations take place outside the most obvious communities. Interest targeting can provide broader scale, particularly for awareness activity, but should be used with a clear view of how relevant the audience is likely to be.

Exclusions are also important. Not every subreddit that appears relevant will be suitable. Some may be too broad, too consumer-focused, too hostile to brand messaging or too low in commercial value. Others may generate engagement but not meaningful traffic or conversions.

Effective Reddit targeting is therefore not just about finding where to appear. It is also about knowing where not to appear.



Ad formats available for B2B campaigns

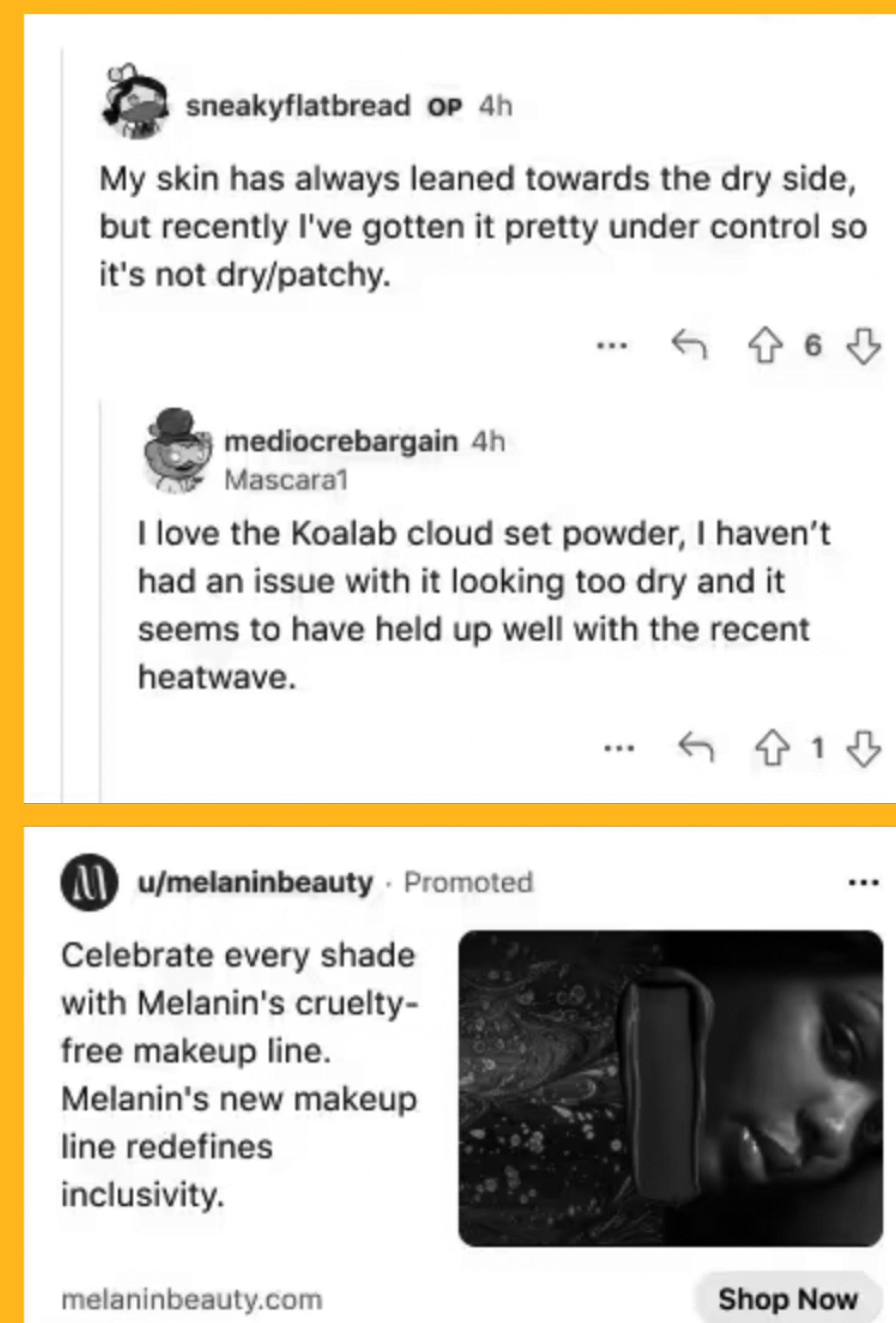
Reddit offers a range of ad formats that can be used across awareness, consideration and lead generation activity. The right format depends less on the channel itself and more on what the brand needs to communicate.

Static image ads are useful for simple, direct messages. They can work well for promoting guides, reports, webinars, landing pages or clear proposition-led campaigns where the value exchange is easy to understand.

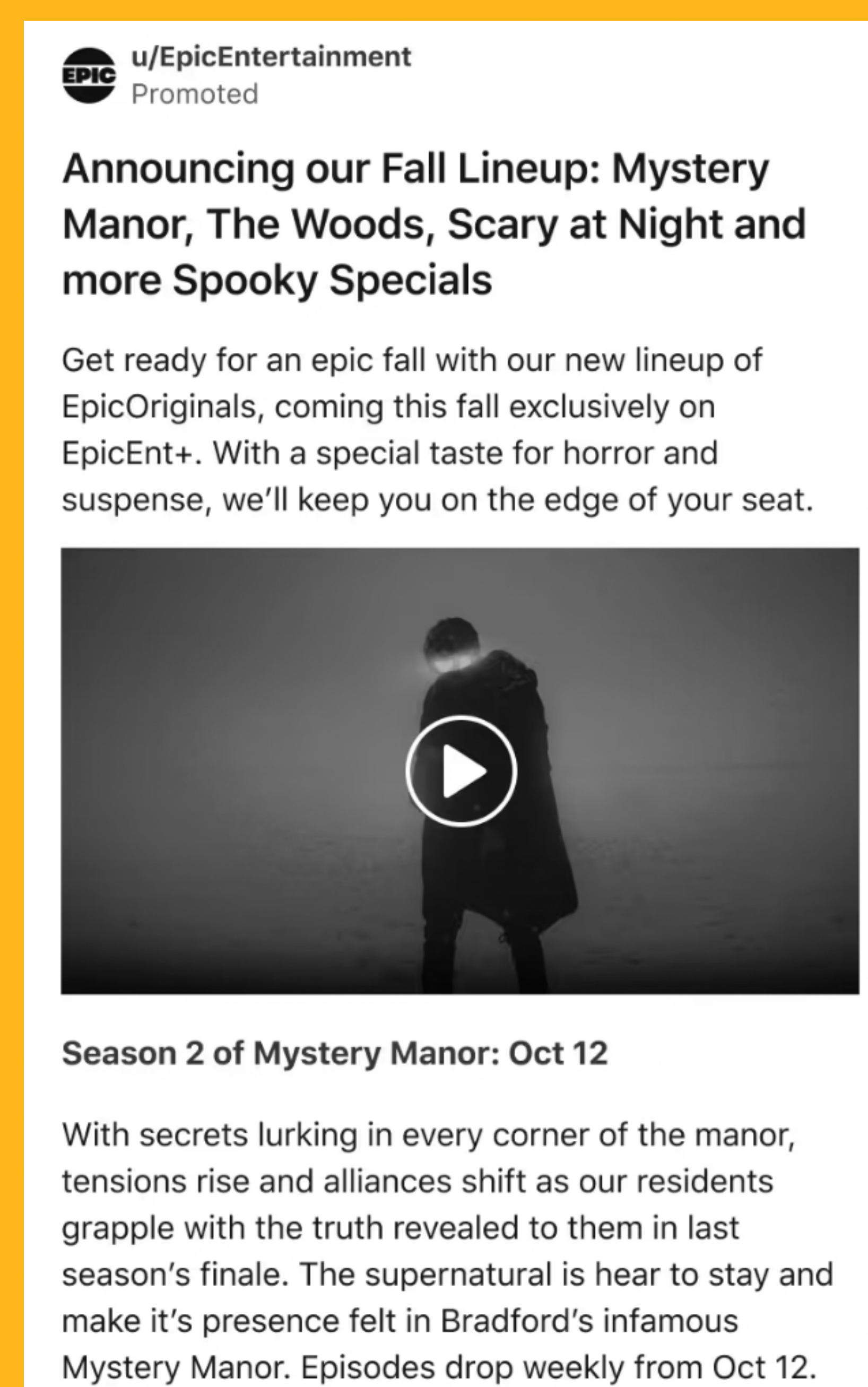
Video ads are useful when the brand needs to educate, explain or build familiarity. For B2B campaigns, this can include short expert-led videos, product explainers, thought leadership clips or problem-led content that helps users understand why a topic matters.

Carousel ads can help communicate several points within one ad. They are useful for breaking down a process, showing multiple benefits, highlighting different use cases or promoting a set of related resources.

Free-form ads give brands more space to explain a topic in a richer promoted post format. This can be particularly useful for B2B thought leadership, technical education or campaigns where the message needs more context than a standard ad allows.



Conversation ads can place brands closer to relevant discussions. These can be useful when the message is highly aligned with the topic being discussed, but they need to feel relevant and useful rather than intrusive.



The format should always follow the objective. Awareness campaigns may benefit from video or free-form ads that help explain the problem. Lead generation campaigns may be better suited to static, carousel or free-form ads that clearly communicate the value of the asset. Retargeting campaigns may need more direct messaging and clearer CTAs.

Creative best practice for Reddit

Creative is one of the biggest determinants of Reddit Ads performance. The platform rewards relevance, transparency and usefulness, and it is less forgiving of generic corporate messaging.

B2B brands often default to polished, brand-safe creative that has been designed for LinkedIn, display or website use. That approach can underperform on Reddit because it feels out of place. Reddit users are used to direct, opinionated and community-led content. They expect substance and are quick to ignore or challenge messaging that feels vague, exaggerated or overly promotional.

This does not mean B2B brands need to be informal for the sake of it. It means the creative needs to respect how the platform works. The best Reddit creative often feels closer to a useful post than a traditional advert.

Copy should be direct. Hooks should be problem-led. Messaging should acknowledge the user's context. The CTA should be clear, but not forced. For example, a weak B2B ad might say, "Transform your business with our award-winning platform." A stronger Reddit-style message would be more specific, such as, "Still managing client reporting across five different spreadsheets? This guide breaks down how teams are simplifying paid media reporting without losing visibility."

The second version is more effective because it identifies a real problem, uses natural language and gives the user a reason to care. That is the standard Reddit creative needs to meet.

As a general rule, Reddit creative should be:

- Specific rather than generic
- Useful rather than self-promotional
- Transparent rather than exaggerated
- Problem-led rather than brand-led
- Conversational without feeling forced
- Clear about what the user will get after clicking

There is also a misconception that native Reddit creative should look rough or deliberately unpolished. That is not the point. The objective is not to make B2B creative look amateur. The objective is to make it feel appropriate to the environment.

A clean static ad can work. A polished video can work. A professionally written free-form ad can work. The issue is not production quality. The issue is whether the creative feels disconnected from the way users behave on the platform.

For B2B brands, users do not need brands to pretend to be members of the community. They need brands to understand the problem they are talking about and offer something useful in response.



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Measurement, testing and optimisation

Reddit should be measured with a clear understanding of its role in the journey. For most B2B advertisers, Reddit will not always produce large volumes of last-click conversions immediately. Its value is often strongest in awareness, consideration, education and assisted conversion.

That does not mean performance should be vague. It means measurement needs to be structured around the role Reddit is expected to play.

If the objective is brand awareness, the focus should be on reach, impressions, video views, engagement, traffic quality and increases in branded or returning user activity. If the objective is lead generation, the focus should shift towards landing page engagement, form completions, cost per lead, lead quality and assisted conversion activity.

For many B2B campaigns, the real value will sit between those two points. A user may see a Reddit ad, read a discussion, visit a website, leave, search the brand later, return through Google, then convert via direct traffic or remarketing. If Reddit is only judged by final-click conversions, this influence may be missed.

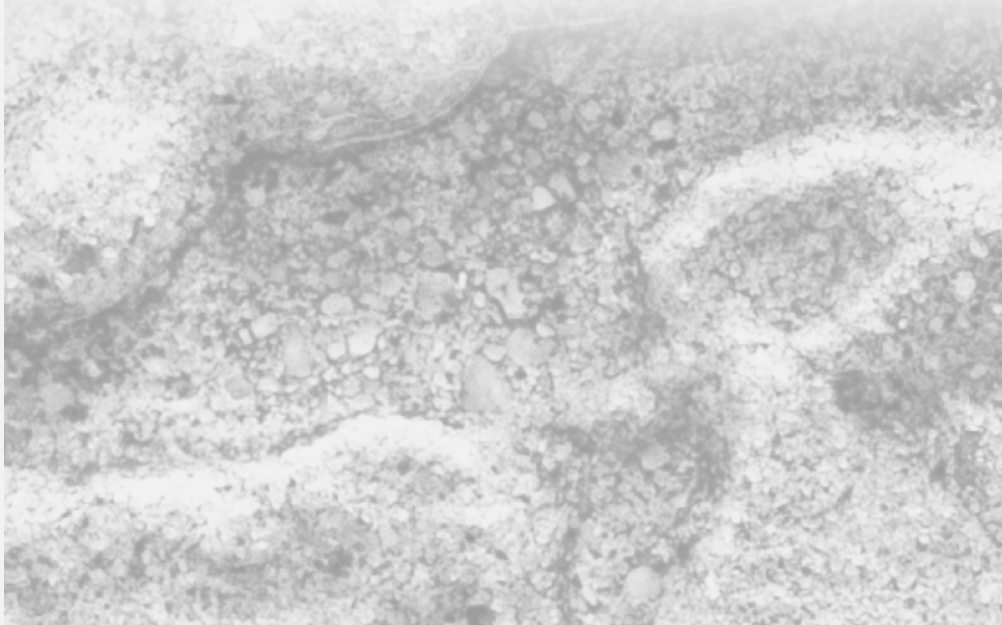
To understand Reddit's value more accurately, advertisers should look at a broader set of indicators. These include assisted conversions, engaged sessions, returning users, branded search uplift, content engagement, view-through behaviour, quality of leads and movement through the wider funnel.

Comment and engagement data can also provide useful qualitative insight. Reddit users will often reveal objections, questions and sentiment through how they engage with content. This can inform not only media optimisation, but wider messaging, landing pages, sales enablement and content strategy.

This is one of Reddit's advantages. The platform can operate as both a paid media channel and a source of audience intelligence.

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The opportunity for B2B advertisers

Reddit Ads are not right for every B2B brand. The platform requires more tailored creative and a stronger understanding of community behaviour than many advertisers are used to. It is not a channel where brands can simply repurpose LinkedIn Ads, apply broad targeting and expect strong results.

But that is also where the opportunity sits.

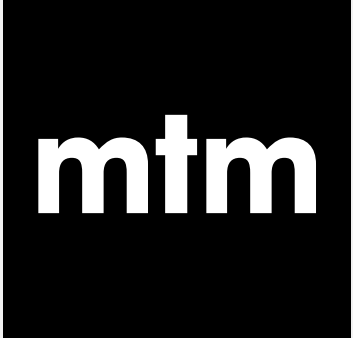
Many B2B advertisers still underuse Reddit or approach it without a platform-specific strategy. This creates space for brands that are willing to understand the environment, build relevant audience structures and create content that feels genuinely useful.

The brands that succeed on Reddit will be those that respect the context of the platform. They will use subreddit and keyword research to understand real buyer conversations. They will build campaigns around problems, not just personas. They will use Reddit to support awareness, education, lead generation and remarketing. They will measure its contribution across the full journey, rather than judging it only by last-click conversions.

In practical terms, this means B2B brands need to:

- Start with audience and conversation research
- Build campaigns around specific problems and communities
- Create platform-specific ads rather than repurposing LinkedIn creative
- Use Reddit for awareness, consideration and content-led lead generation
- Measure Reddit as part of the wider buying journey
- Use engagement and comments as a source of insight, not just a performance metric

Most importantly, they will avoid treating Reddit as another generic paid social placement. Reddit is a community-led platform. For B2B marketers, that means the opportunity is not just to advertise to buyers, but to understand what they are already talking about and show up with something relevant.



Related insights to level up your paid media strategy

Reddit Ads work best as part of a broader, well-informed digital strategy. Explore these additional resources from our team to strengthen your approach across channels:



Building a Reddit strategy that shapes your AI reputation

In a feature on The Drum this week, MTM's Head of PR and Social, Chloe Buchanan, explores Reddit's shift from a community platform into one of the most influential information sources in AI search.

[Read more](#)

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Why creative is the biggest performance level in paid media

As automation standardises targeting and bidding, creative has become the biggest driver of paid media performance. Here, MTM Paid Media Team Lead, Reno Hughes, explores the need for brands to have stronger creative ecosystem to maximise performance and profit.

[Read more](#)



ChatGPT Ads: The opportunities, limits and what marketers need to know

Alavi Sumaia, Paid Media Manager at The MTM Agency, explores the emerging landscape of ChatGPT advertising, examining the hype, the early capabilities taking shape, and what it could mean for how brands connect with high-intent audiences.

[Read more](#)

Ready to explore Reddit Ads for B2B?

As B2B buying behaviour becomes more fragmented, brands need to look beyond traditional performance channels to understand where research, discussion and consideration are really happening.

At The MTM Agency, we help B2B brands identify where Reddit fits within their wider media strategy, from audience and subreddit research through to campaign planning, creative direction, testing and performance measurement.

Our paid media team can help you assess whether Reddit is the right channel for your audience, build a platform-specific approach and align Reddit activity with your broader commercial objectives.

Get in touch with The MTM Agency to explore how Reddit Ads could support your next phase of B2B growth.

“It’s a very creative and effective agency. They want the best for their clients and they are really flexible.”

Judith Metschies
Head of Marketing, Airbus
(MTM client for nine years)



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