

# REDDIT AD TARGETING

## Reddit Ad Targeting - Available Audience

<b>Reddit Audience</b>	<ul style="list-style-type: none"><li>• Reddit Audiences are endemic targeting solutions that are built on users' unique interactions on Reddit.</li><li>• Interest Targeting: Target users based on their interests, determined by content they've recently interacted with, including Reddit communities. Interest groups are based on the IAB standard, and are built using classifications of communities that users subscribe to or visit. For a detailed list of interest group breakdowns, <a href="#">please see here</a>.</li><li>• Community Targeting: Target users based on communities (also referred to as subreddits) they've subscribed to. Community targeting also includes users who have viewed or visited the communities in the last 28 days, regardless of subscription status.</li><li>• Keyword Targeting [Beta]: Target users who view content containing keywords that you define. Keyword Targeting is currently available for Conversation Placements. For more information about keyword targeting, <a href="#">please see here</a>.</li></ul>
<b>Custom Audience</b>	Custom Audiences are curated lists of audiences marketers upload to Ads Manager to be directly targeted or excluded from targeting.

<p><b>Custom Audience Continued</b></p>	<p><b>Website Retargeting:</b> Use the Reddit Pixel to identify redditors who have interacted with your website and drive them further down the conversion funnel. When setting up a Website retargeting audience, you will need to set a Pixel Audience Name, declare what Pixel Event(s) you would like to be included, and set a Lookback window to specify how long you would like website visitors to remain in the website retargeting audience.</p> <p><b>Customer Lists:</b> Create or upload a list of customers to target. Customer lists are built using privacy safe emails and/or mobile ad IDs. For more information about customer lists, please see <a href="#">here</a>.</p> <p><b>Reddit Engagement Retargeting:</b> Target Redditors who have previously interacted with your ads on Reddit (EX: viewed, clicked, watched).</p>
<p><b>Reddit Demographics</b></p>	<p><b>State (Region):</b> Target users based on states or regions within the United States, Canada or Australia.</p> <p><b>Designated Market Area (DMA):</b> Target users based on DMAs in the United States.</p> <p><b>Countries:</b> Target users based on countries.</p> <p><b>[Coming Soon] Zip Code:</b> Target users based on zip codes in the United States.</p>
<p><b>Reddit Devices</b></p>	<p>Device targeting provides marketers the opportunity to target audiences based on cell carrier or device type. Currently, cell carrier targeting is limited to the United States, Canada and the United Kingdom.</p>