Brands Rush to Reddit, Boosting Ad Spend and Gaming AI Search

Advertisers are increasingly putting their digital ad spend into Reddit, drawn by the platform’s growing audience and its influence on AI-powered search results, according to buyers and a slide deck viewed by ADWEEK.

Five ad buyers told ADWEEK that brands are increasing their spend on Reddit, but also exploring creative ways to extend their reach on the platform. Some are sticking to paid campaigns, while others are reviving old threads, seeding “organic” posts via Discord, and even paying third-party groups to generate content, all to gain visibility in AI models like ChatGPT and Google’s Gemini that increasingly cite Reddit conversations.

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