



Reddit targets SMBs with faster, easier ad tools

Article

The news: Reddit has introduced new tools aimed at making it easier for small and medium-sized businesses (SMBs) to advertise on its platform. The centerpiece is a **Campaign Import** feature that allows advertisers to transfer ad campaigns from **Meta** to Reddit in just three steps, helping SMBs repurpose proven ads with minimal friction.

- Other upgrades include a **Simplified Campaign QA** interface, which consolidates campaign details into a single view for faster edits and deployment, and a **1-click Google Tag Manager integration** for easier Reddit Pixel setup.

- Advertisers can now track conversions more easily and access a clearer **Events Manager QA** page that verifies signal quality—crucial for optimizing lower-funnel campaigns.

Why it matters: Reddit depends heavily on advertising, with ad revenues making up 92% of its \$1.3 billion in earnings last year, per company filings.

- While Reddit's advertising growth is slowing compared with 2024, it's still positioning itself as a serious player for SMBs who want alternatives to traditional social platforms.
- These updates are meant to lower the barrier to entry by reducing campaign setup time and improving signal quality—both key for advertisers working with limited budgets.

According to **Jim Squires**, EVP of business marketing and growth, the goal is to “streamline every step” of the Reddit Ads experience with SMBs in mind.

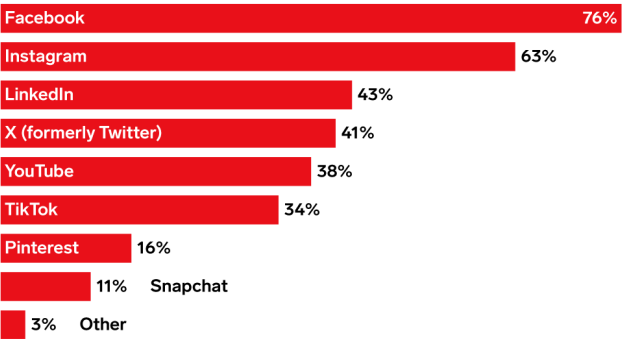
Our take: These changes reflect Reddit's larger shift from niche forum to monetizable media platform. They're also necessary to meet post-IPO investor expectations.

- With platforms like Meta, **TikTok**, and **Pinterest** offering turnkey ad solutions for SMBs, Reddit must match ease-of-use and targeting sophistication or risk being overlooked.
- While Reddit is leaning into user control—letting people [block ads from individual advertisers](#)—it still needs to prove to brands that their dollars can drive results. These new tools could help do that.
- This also complements Reddit's broader push toward advertiser satisfaction. As users gain more control over their ad experiences, Reddit needs to ensure that advertisers still see value in the platform. Tools that drive better targeting and performance measurement could help strike that balance.
- **Reddit's competitive advantage lies in contextual targeting that doesn't rely on personal data.** That's appealing in a privacy-conscious environment.
- The platform also stands out in social commerce; our 2024 survey found social shoppers were more inspired to buy from Reddit than from TikTok, **Instagram**, Pinterest, or **Facebook**. Now, with better attribution tools and streamlined onboarding, Reddit is becoming a more viable option for smaller brands that want to reach intent-driven users without the cost or complexity of larger platforms.

Go further: Read our [Reddit Marketing 2025 report](#).

Social Media Channels Small Businesses
Worldwide Use for Marketing, Sep 2024

% of respondents



Source: LocalIQ, "Small Business Marketing Trends Report," Oct 21, 2024

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