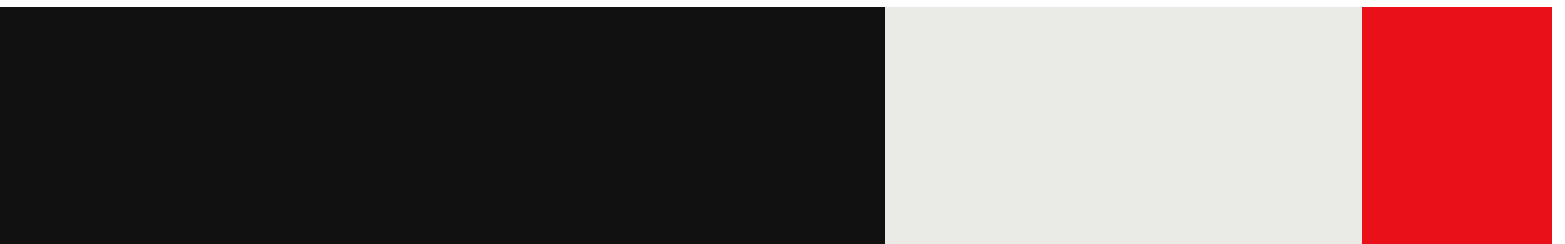


Reddit's US ad revenues will nearly double in 2021

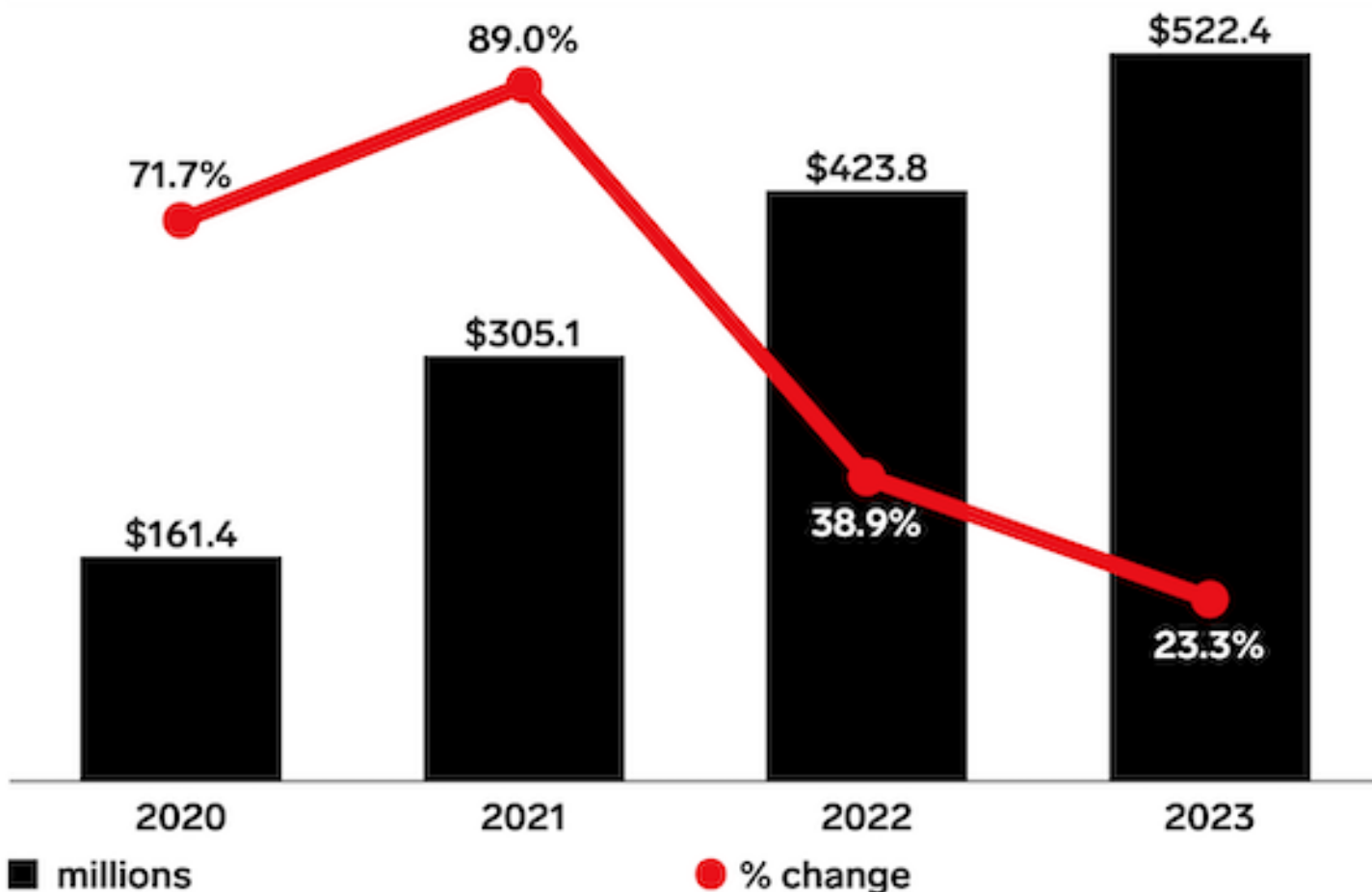
Article



The forecast: Reddit's US ad revenues will increase **89.0%** in 2021 to reach **\$305.1 million**, up from **\$161.4 million** in 2020, shattering our previous expectations of **\$247.9 million** in 2021.

US Reddit Ad Revenues, 2020-2023

millions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes non-advertising revenues (e.g. Reddit Premium, Reddit Coins); net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites. Digital ad revenues include banner ads and other (static display and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets), classified ads, email (embedded ads only), lead generation (referrals), mobile messaging (SMS, MMS and P2P messaging), rich media (including instream and outstream video ads), search ads (including contextual text links, paid inclusion, paid listings and SEO) and sponsorships. All numbers are eMarketer estimates.

Source: eMarketer, September 2021

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- This increase from our previous forecast follows Reddit announcing it hit **\$100 million** in ad revenues in Q2 2021, the first time the company hit such a milestone during a single quarter.
- The social forum saw higher engagement during the pandemic, as many users began viewing Reddit as a primary information source for news and world events.
- There were roughly **39.7 million** monthly logged in Reddit users in 2020, a figure that will **grow 14.4%** to **43.3 million** in 2021, per our estimates. That said, the actual number of Reddit users viewing the site without logging in is notably higher.

Looking ahead: Reddit is expected to **grow 38.9%** in 2022 and **23.3%** in 2023 to end up reaching **over half a billion** in US ad revenues by 2023.