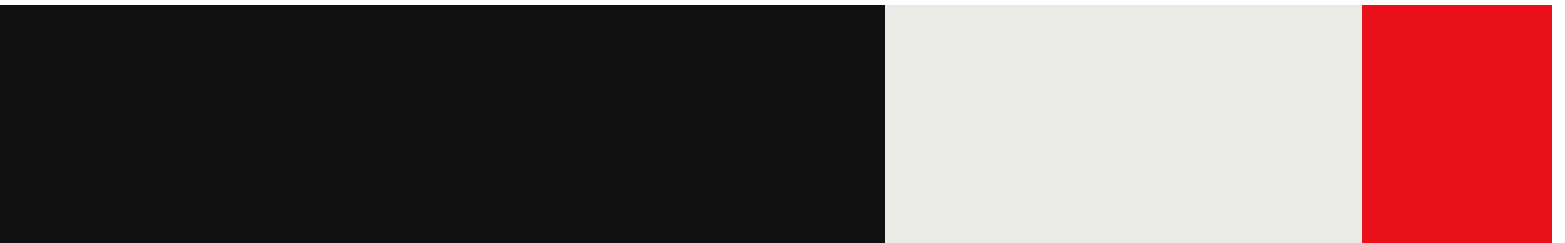


Brand Anatomy: How Reddit is growing its brand through international expansion

Audio

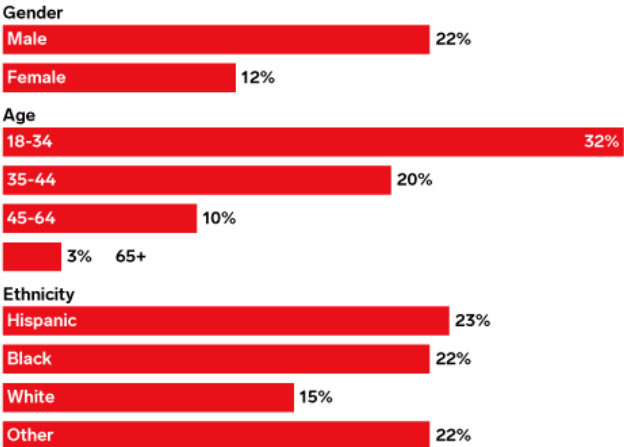


On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Harold Klaje, executive vice

president and president of global advertising at Reddit, to discuss which markets are the platform's top priority, how Reddit caters to users and advertisers abroad, and how brands are building their own presences on the site.

US Adults Who Use Reddit, by Demographic, Oct 2021

% of respondents in each group



Source: Morning Consult, "National Tracking Poll #2110001," Oct 5, 2021
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