

Reddit debuts AI-driven Discover tab to keep users scrolling

Article

The news: Reddit on Thursday **rolled out** a Discover tab on iOS and Android, which shows users an algorithm-driven feed of photos and videos from subcommunities (called subreddits) that users might be interested in.

Why it matters: The feature, which looks similar to **Pinterest's** home feed or **Instagram's** Explore page, helps update Reddit's old-school look for modern smartphone apps—all while

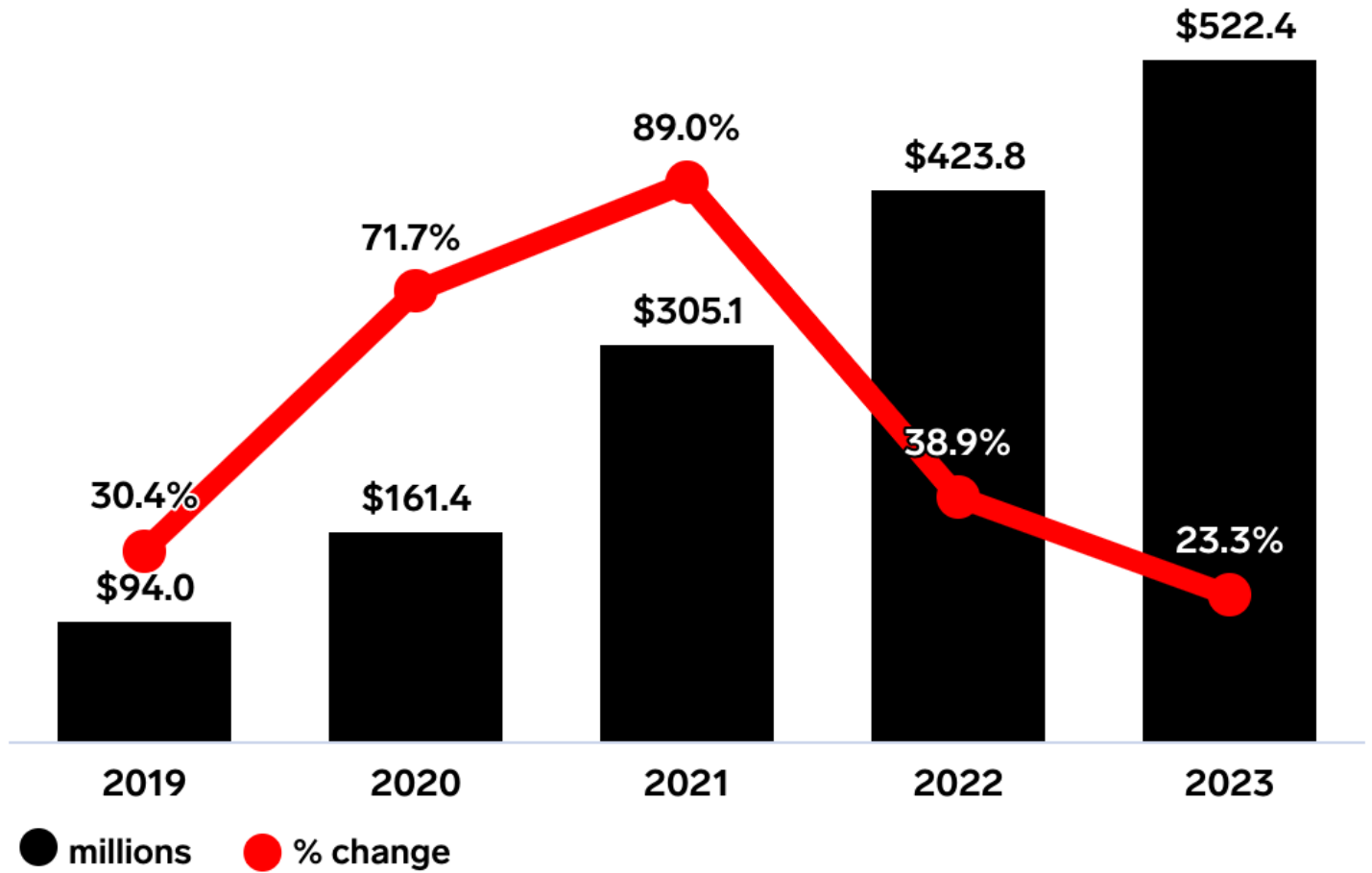
adding an AI-based content recommendation system to keep users scrolling.

What this means: It's all likely a part of Reddit's bigger-picture plan to make the platform more appealing to marketers. Reddit has been **doubling down** on brand safety, **ramping up** its ad capabilities, and **courting** ad agencies in anticipation of going public soon. And it's worked: We **estimate** Reddit's US ad revenues rose 89.0% last year.

Increasing users' time spent on the platform and the number of subreddits that a user is exposed to makes Reddit's recent investments in advertising even more attractive. This year, we expect its ad revenue to keep rising strongly—by 38.9% to \$423.8 million. Mobile ad revenues will **grow** even faster, at 43.3%.

Reddit Ad Revenues

US, 2019-2023



Source: eMarketer, October 2021

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