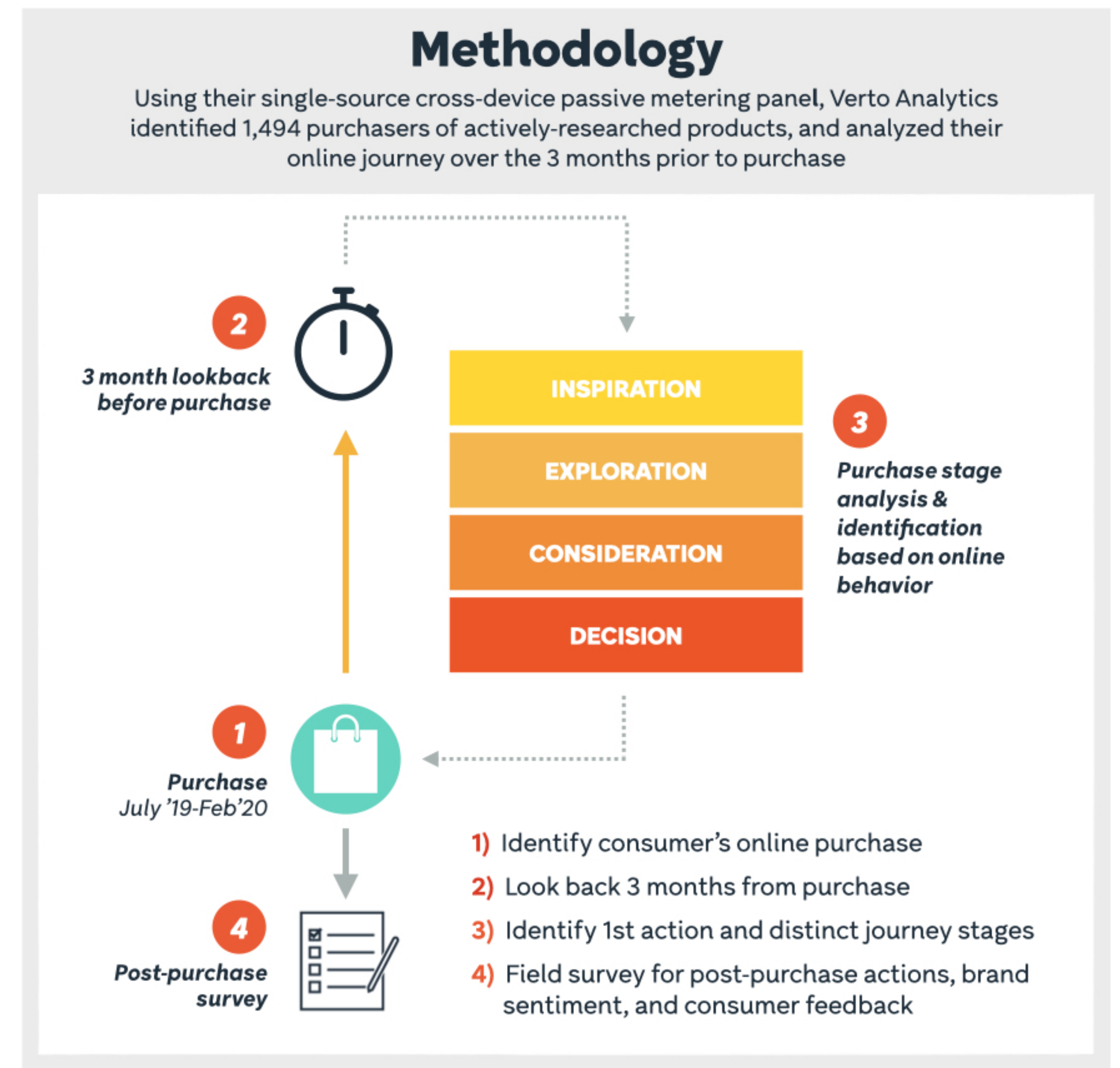


Reddit's Role in the Path to Purchase

Reddit partnered with Verto Analytics to understand how Reddit influences the purchase journey compared to social platforms

Verto analyzed nearly 1,500 online journeys for actively-researched products such as computers, cell phones, streaming and smart devices, game systems, and more. The compared social platforms included Facebook, Twitter, Instagram, Snapchat, and Pinterest.

The analysis revealed that Reddit purchase journeys result in deeper research, faster purchase decisions, more spend, and higher NPS ratings than other social platforms. Reddit was found to be a go-to source for deep category knowledge and product comparisons providing an optimal opportunity for brands to gain exposure to passionate consumers.



What makes Reddit purchase journeys unique

More Informed Consumers

Reddit users spend more of their journey actively researching, evaluating **2x the number of brands** during up to **4x more research sessions**.

More Valuable Buyers

Informed and confident in their decision, Reddit users make **9x faster purchase decisions** and spend **15% more**.

Stronger Brand Advocates

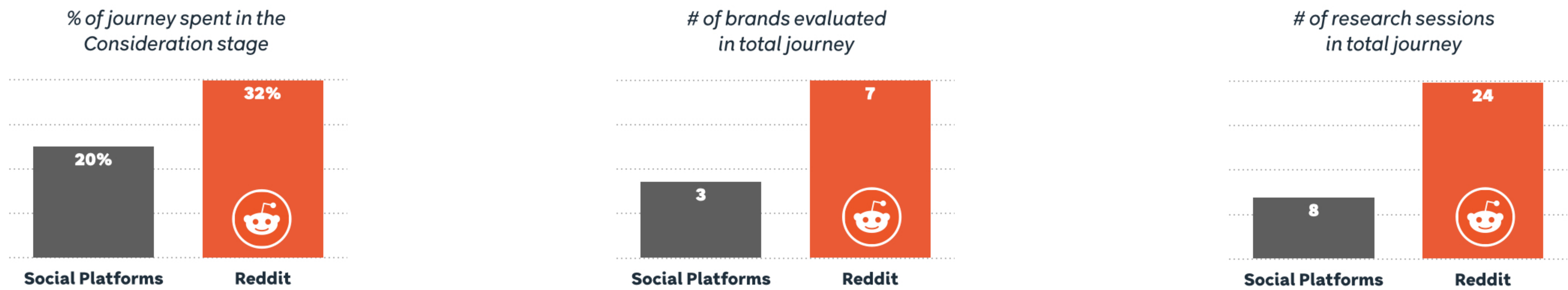
Reddit users have a **12% higher post-purchase NPS**, and are **13% more likely to speak positively** about the brand online & offline.

How Reddit purchase journeys compare to social platforms



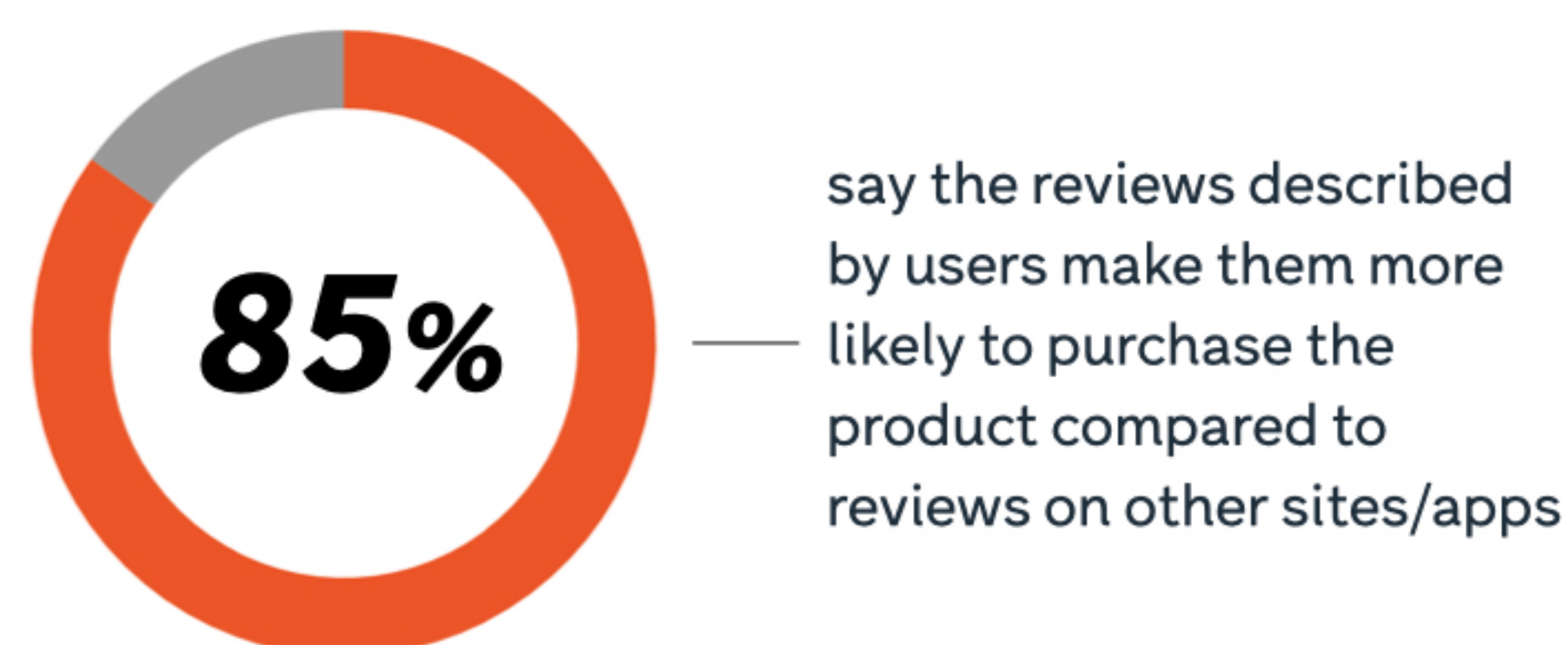
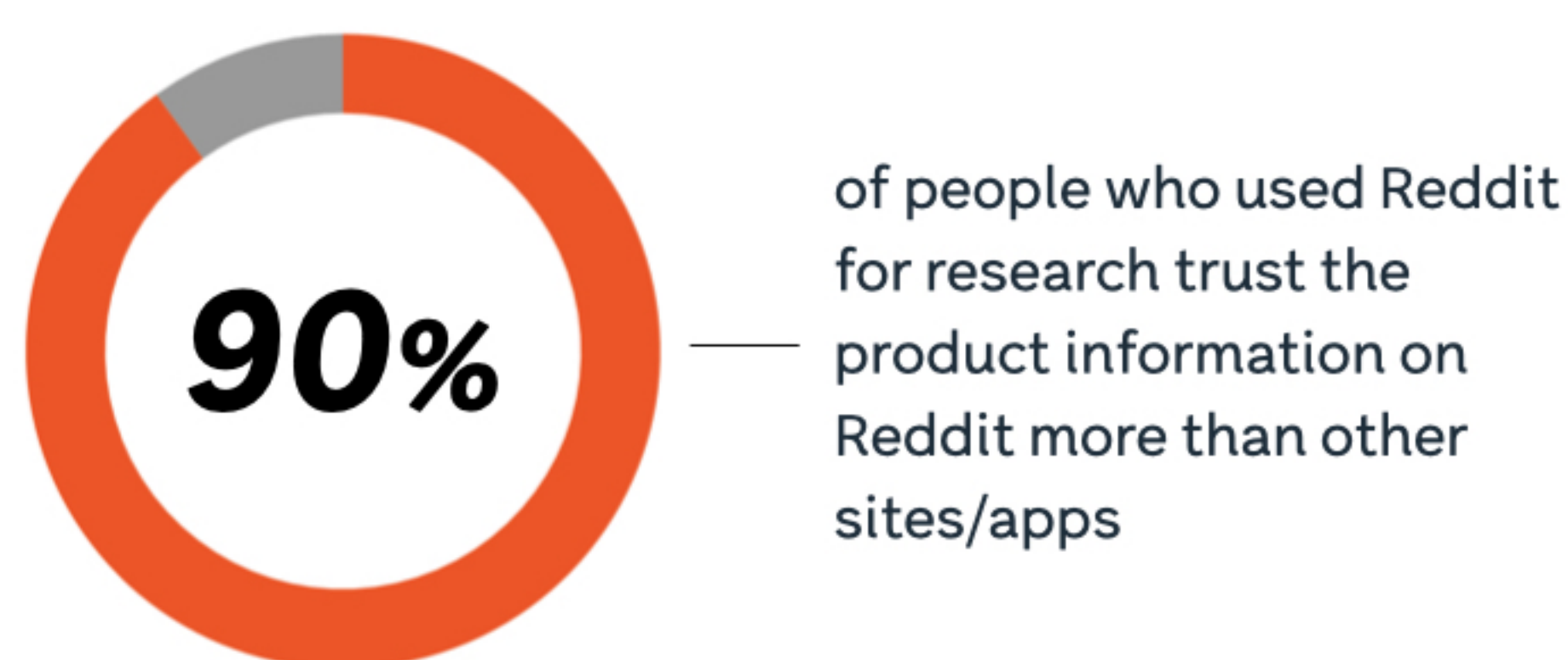
1 Reddit journeys are more intense and informative

Reddit users spend more of their total journey in the Consideration stage seeking product and brand information, with more brands evaluated over more research sessions.



2 Users trust Reddit when it comes to information about products

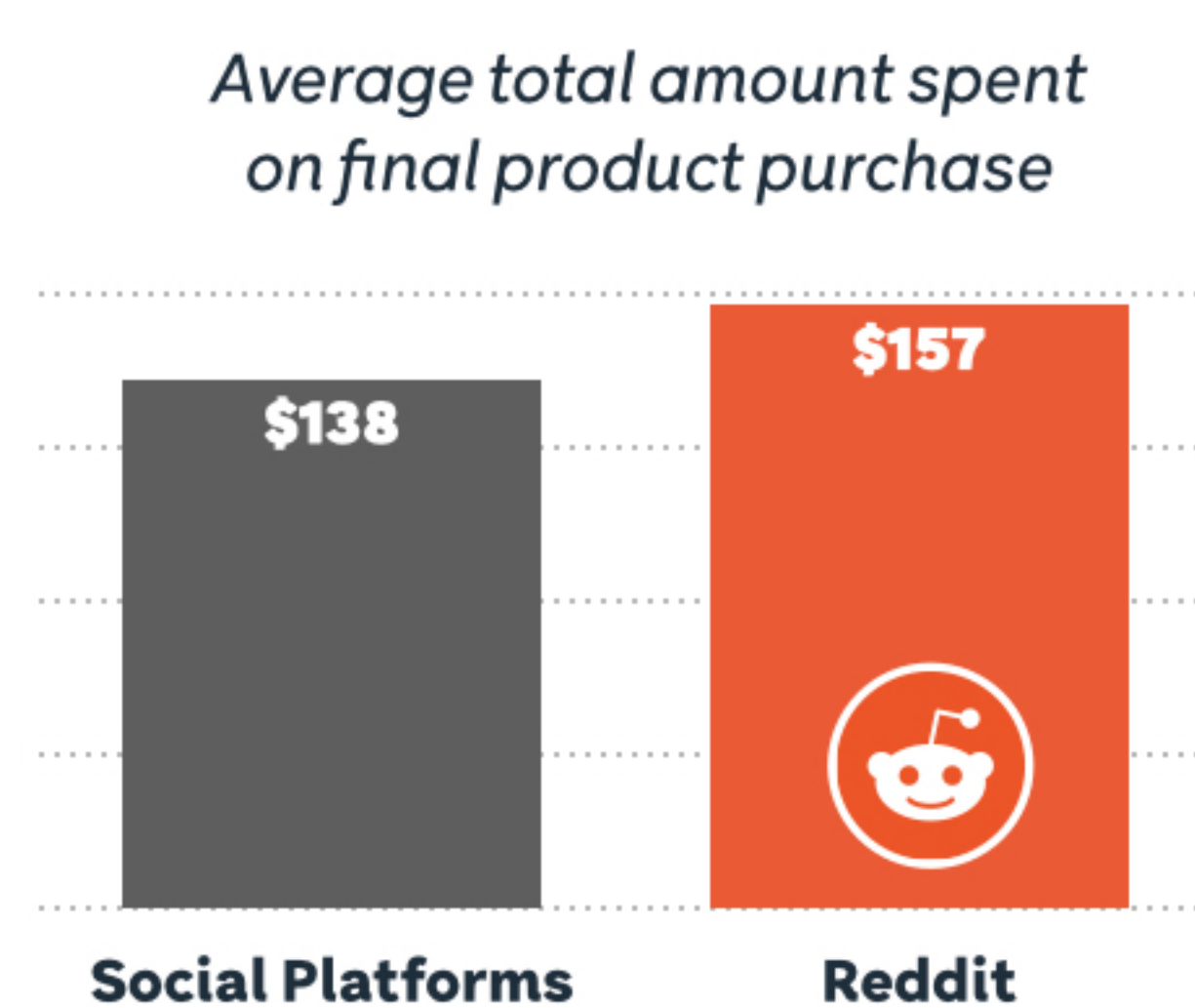
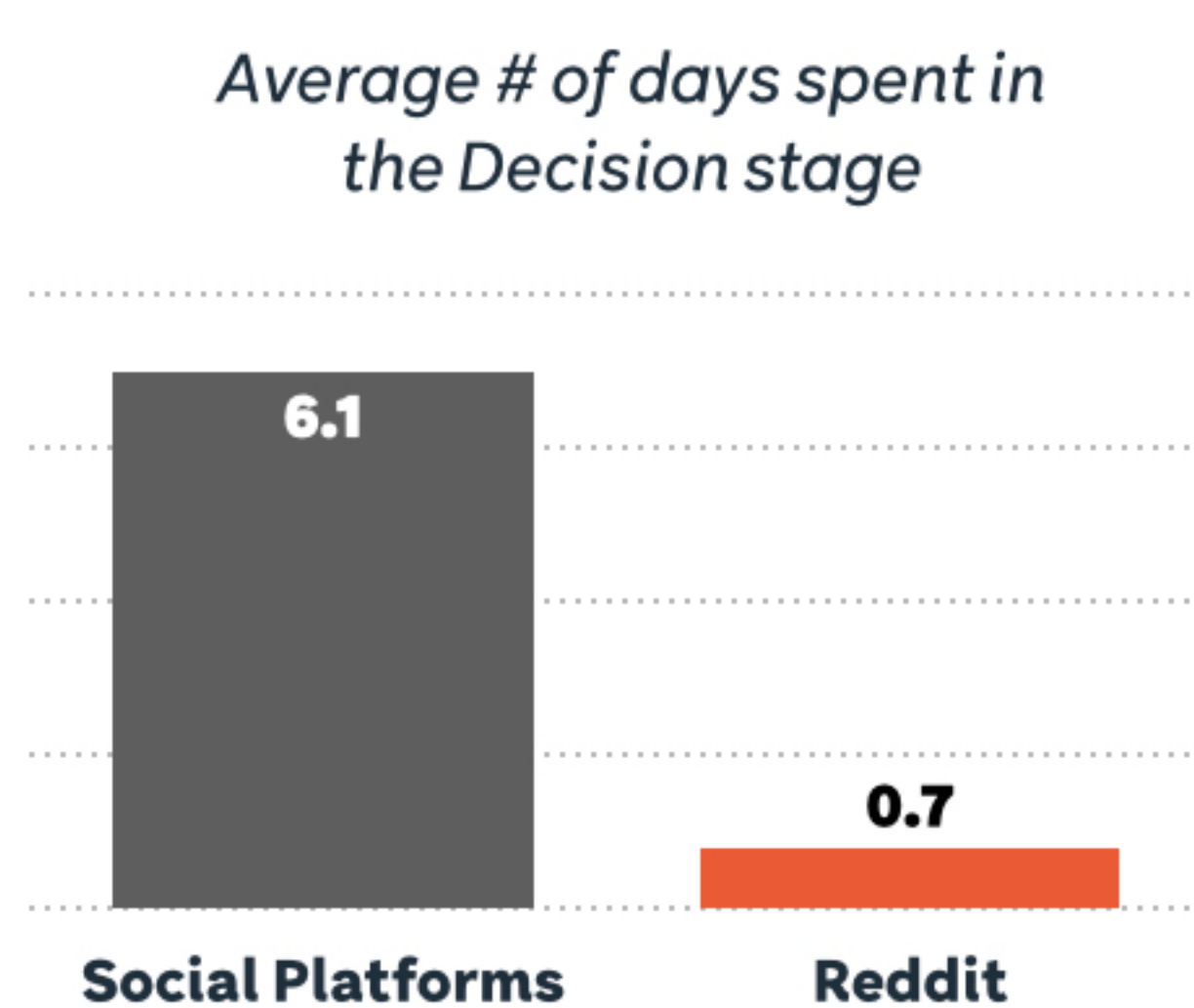
Because Reddit is the most trustworthy platform for product information, the reviews and experiences found here make users more likely to purchase.



“The people who post on Reddit are passionate about [product category] and know which ones are the best. I can trust that their opinions aren't being paid for.”

3 Reddit users are more informed and confident with their purchase

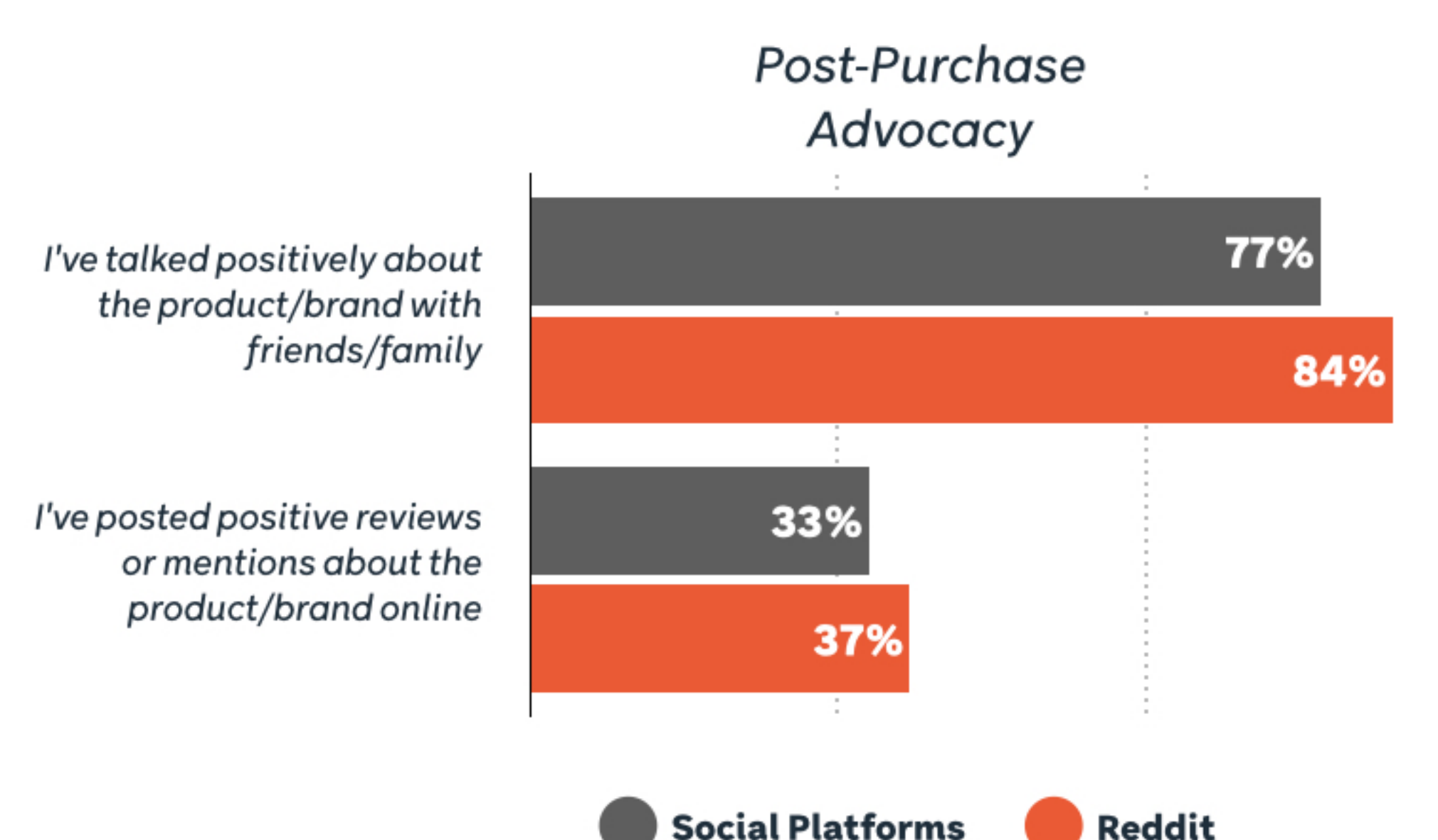
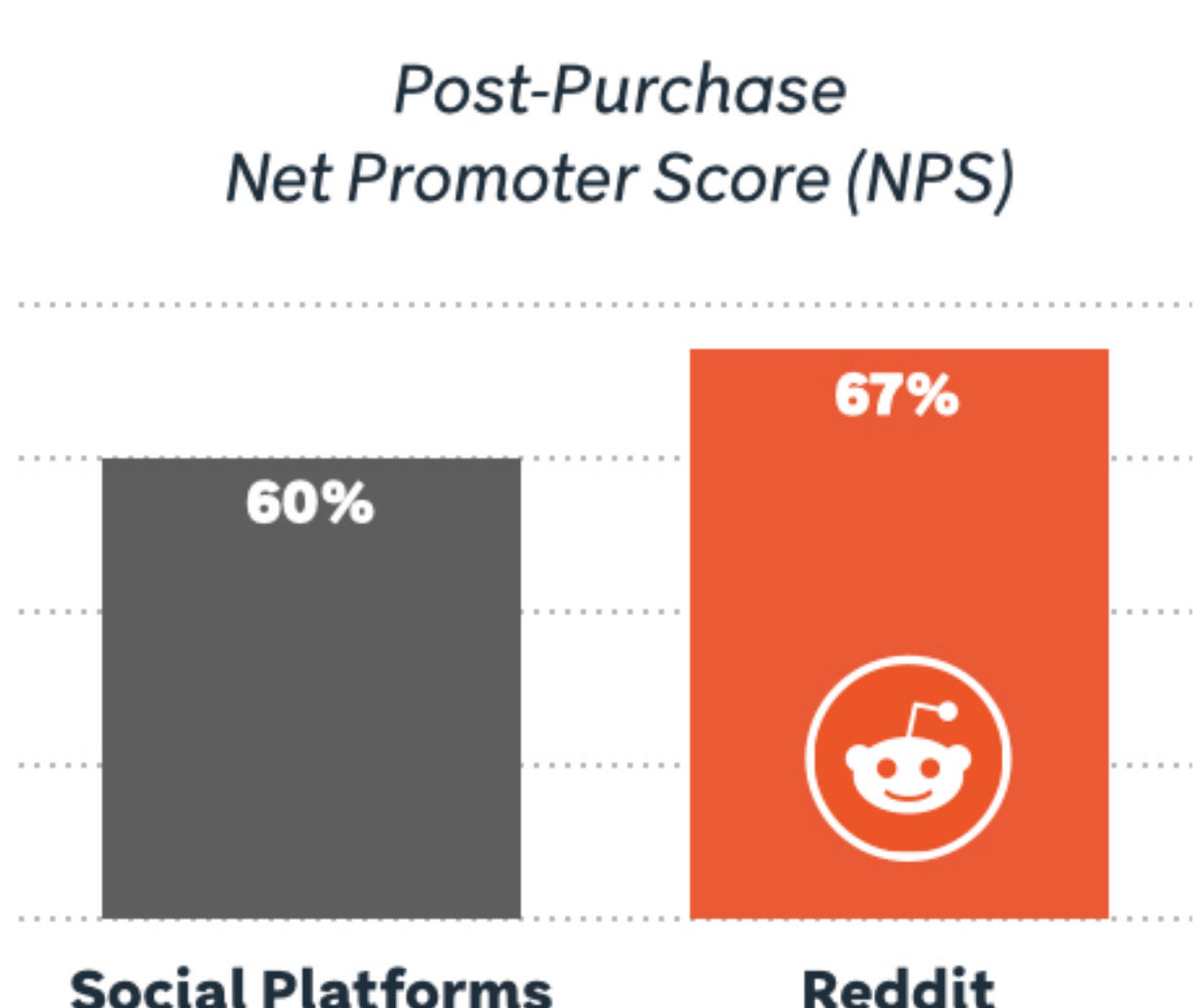
Reddit users invest significant time researching product and brand options, leading to a more informed and confident buyer who purchases faster and spends more on the right product for them.



“The quality and quantity of information available on Reddit made me very comfortable and confident in my final decision.”

4 Reddit positively impacts post-purchase advocacy & brand sentiment

Consumers who used Reddit to validate their purchase are more satisfied buyers who have a higher post-purchase NPS, and are more likely to speak positively about that product or brand online and offline.



“Reddit is a community. It's a way of thinking collaboratively. I think the people on there are honest, and from all walks of life. You get a better understanding of anything from Reddit. Other sites do not have such a community.”