Reddit Ads Manager App – User Guide

Publish and manage Reddit ad campaigns directly from Hootsuite with the **Reddit Ads Manager App**. Use this app to create campaigns, build ads, and monitor performance—all within Hootsuite.

Any Reddit user can log in, but you **must have a valid Reddit ad account** to create and publish campaigns.

Only users with *Administrator* or *Creator* roles on the ad account can create Reddit campaigns and ads .


Pre-requisites

- **Valid Reddit Ad Account** – Required to create campaigns and ads.

- **User Role** – Must be **Administrator** or **Creator** to publish campaigns.

Install the Reddit Ads Manager App

1. In Hootsuite, go to **More → App Directory**.

2. Search for **Reddit Ads Manager**, open the listing, and select **Install**.

3. Go to **Plan → Content**.

4. Open the **Reddit Ads Manager** tab.

5. Select **Log In** to connect your Reddit account.

6. Choose **Allow** when prompted to grant Hootsuite access.
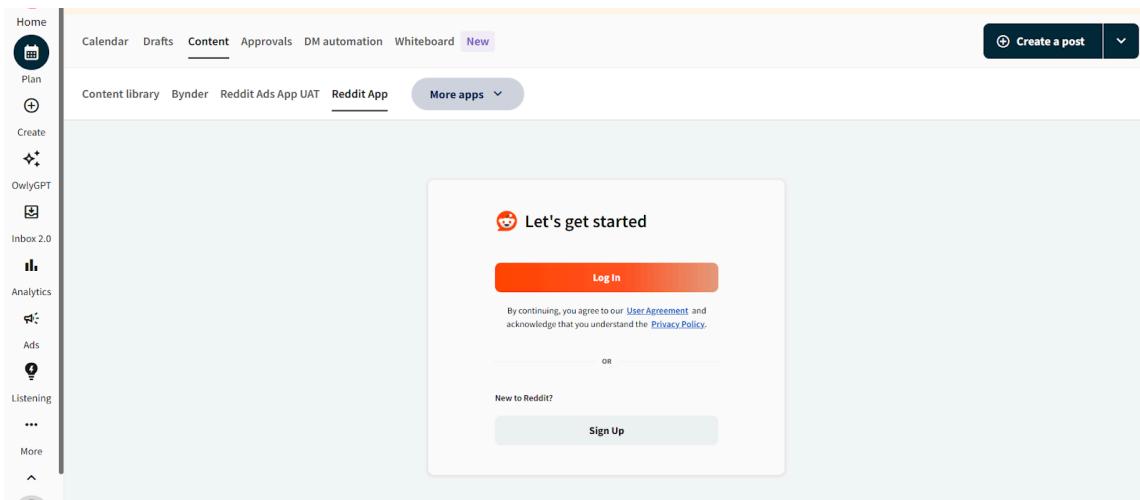
Create a New Reddit Campaign

Note: Editing existing campaigns, ad groups, or ads is **not supported** in Hootsuite. Use **Reddit Ads Manager** on reddit.com for edits.

1. **Start a campaign:** Select **Create campaign**

2. **Campaign details:** Enter campaign name, select objective (Traffic or Video views), optionally set spending cap → **Continue**
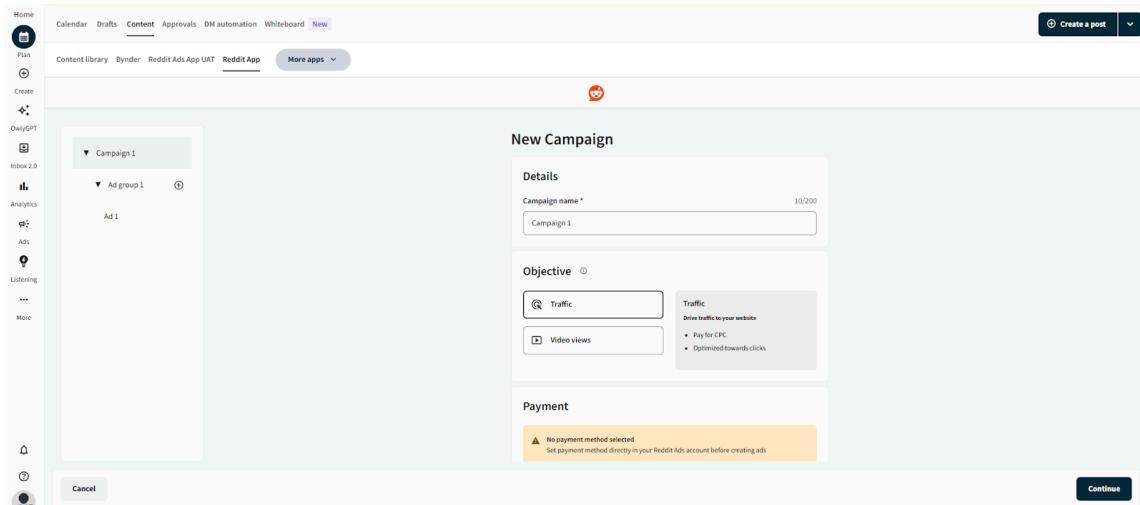
3. **Ad group:** Enter ad group name, configure demographics and device targeting → **Continue**
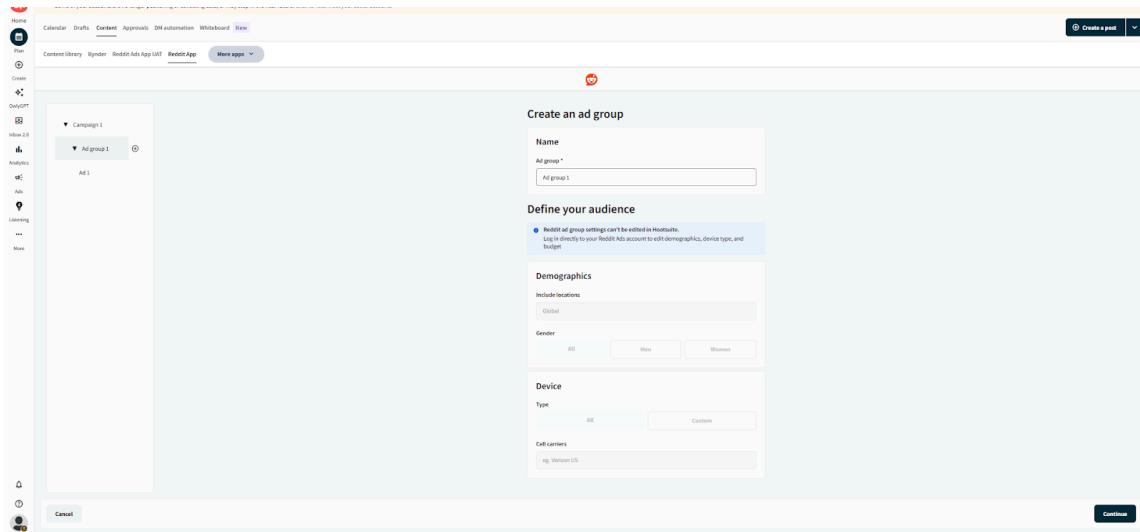
4. **Build ad:** Enter ad name, headline, attach media (image/video), select CTA, enter destination URL → **Continue**
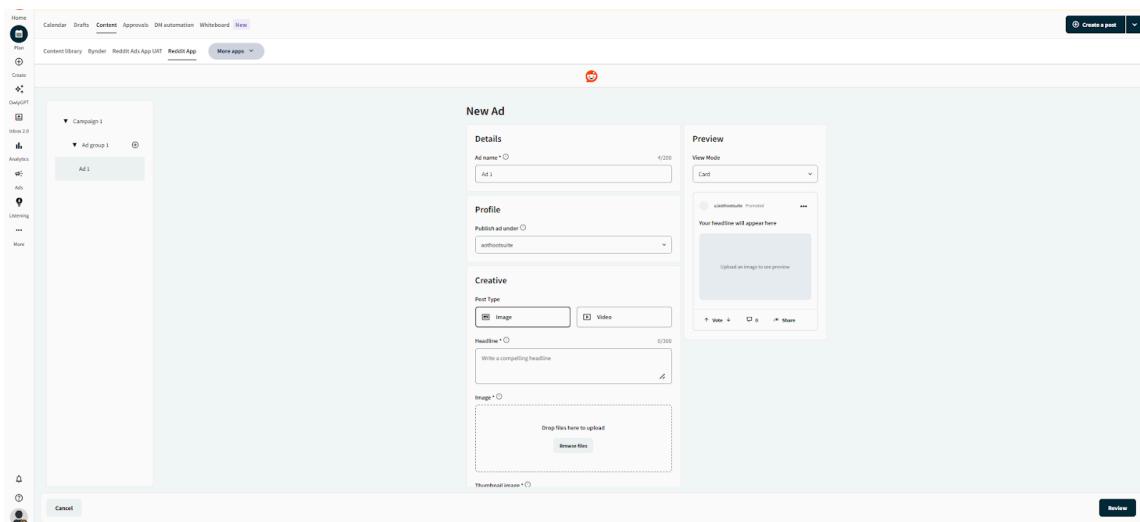
5. **Add multiple ads (optional):** Select **+** in the side panel to create additional ad variations
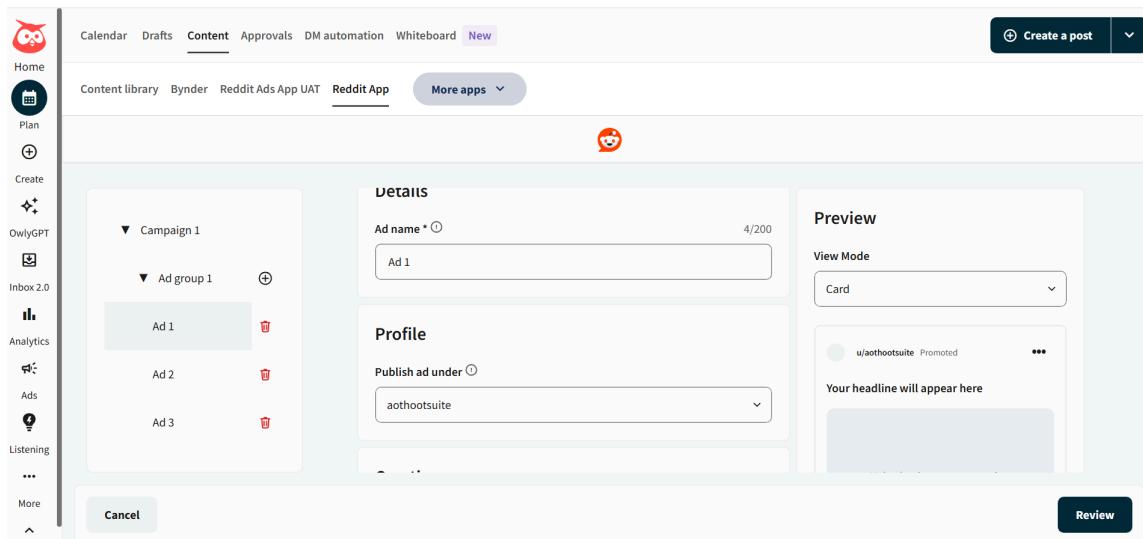
6. **Review & publish:** Select **Review**, confirm all details → **Publish Campaign**
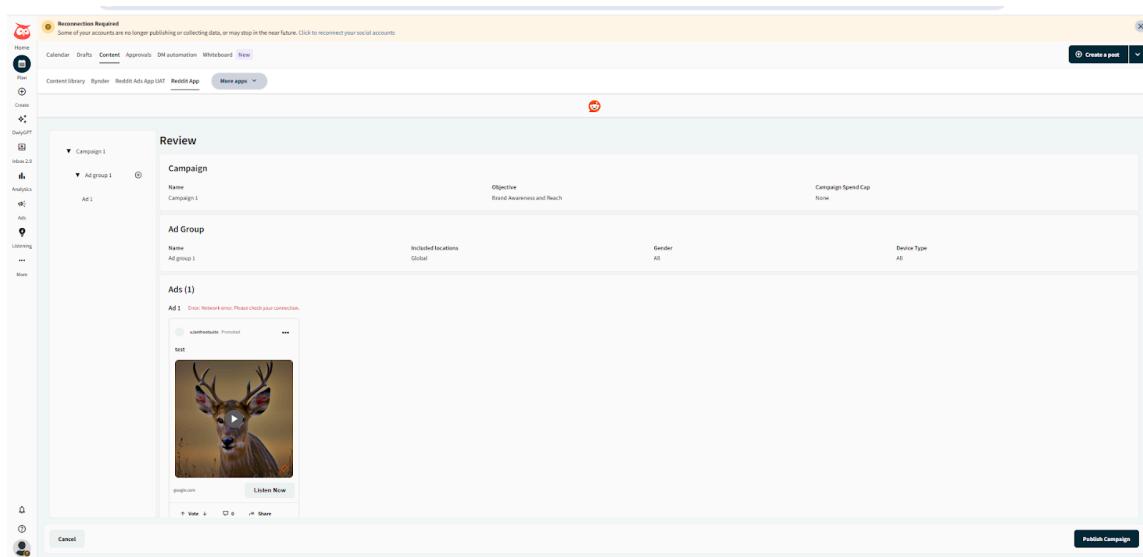
What Happens Next

- Reddit reviews your campaign (typically 24-48 hours)

- You'll receive an email when approved or disapproved

- Campaign starts serving ads automatically if approved

View & Manage Campaigns

- View metrics: See clicks, CPC, CTR, and amount spent on the dashboard
- Filter by date: Select date range in the top-right corner
- Download data: Click Download .csv to export campaign data
- Toggle campaigns: Use the on/off switch to activate or pause campaigns instantly
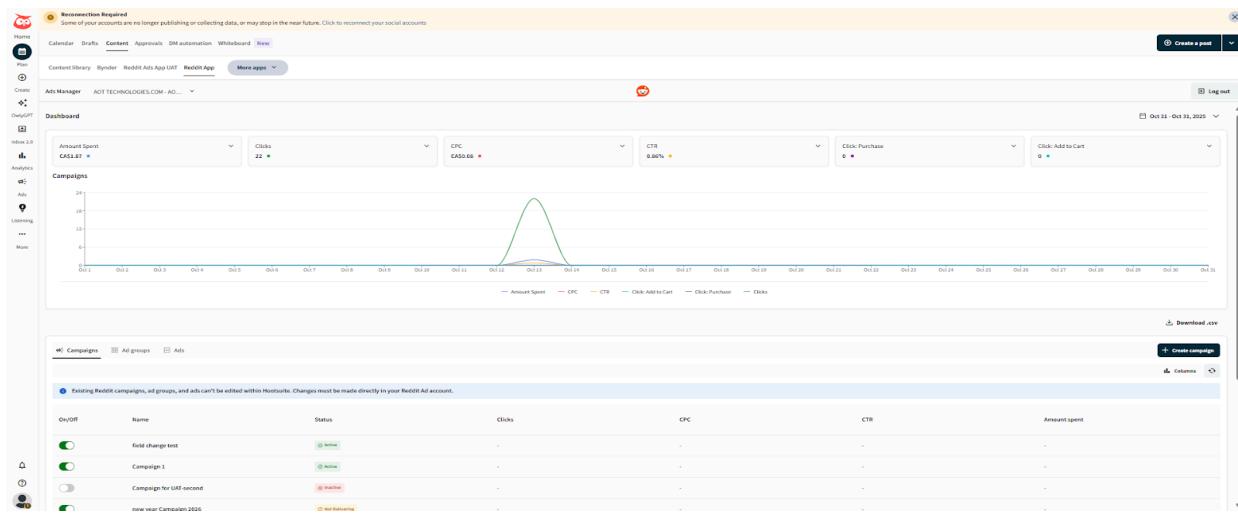
Billing & Payments

Hootsuite **does not** handle payments or ad spend.
All billing is managed directly in **Reddit Ads Manager**.

FAQ

1. Why can't I create a campaign?
You may not have the correct Reddit role. Only Administrator or Creator roles can publish ads.

2. Why don't I see my ad accounts?
Your Reddit account may not be linked to any ad accounts or lacks sufficient permissions.

3. Why are metrics missing?

Campaigns without assigned spend in Reddit Ads Manager will not serve ads or generate metrics.

4. Can I edit campaigns in Hootsuite?

No, Use the native Reddit Ads Manager to edit the campaigns.

5. Does Hootsuite charge for Reddit ads?

No. All payments are processed directly on Reddit.