

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 .

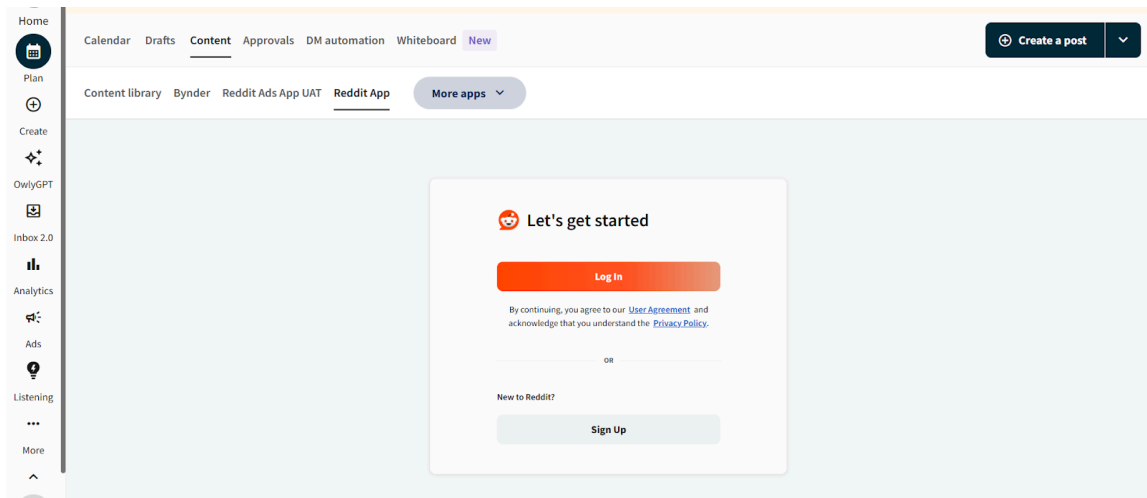
Pre-requisites

- **Valid Reddit Ad Account** – Required to create campaigns and ads.
 - **User Role** – Must be **Administrator** or **Creator** to publish campaigns.
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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.

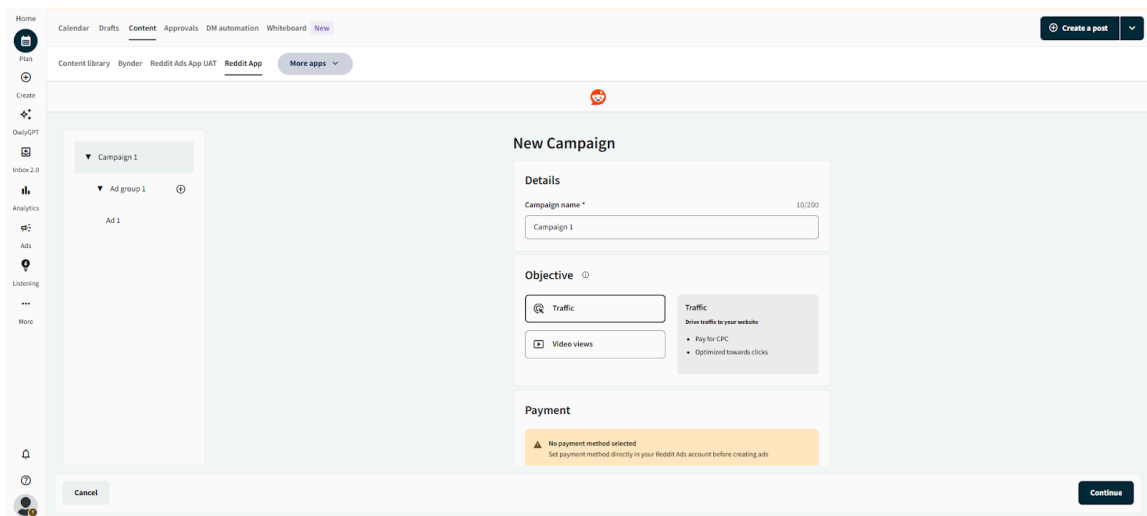
6. Choose **Allow** when prompted to grant Hootsuite access.



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**

The screenshot shows the 'Create an ad group' form in the Reddit Ads interface. The form is divided into several sections: 'Name', 'Define your audience', 'Demographics', and 'Device'. The 'Name' section has a text input field for 'Ad group *' with the value 'Ad group 1'. The 'Define your audience' section has a note: 'Reddit ad group settings can't be edited in Postcards. Log in directly to your Reddit Ads account to edit demographics, device type, and budget.' The 'Demographics' section has a 'Include locations' dropdown set to 'Global'. The 'Gender' section has three radio buttons: 'All' (selected), 'Men', and 'Women'. The 'Device' section has a 'Type' dropdown set to 'All' and a 'Custom' button. Below the 'Device' section is a 'Cell carriers' section with a text input field containing 'eg. Verizon US'. At the bottom of the form are 'Cancel' and 'Continue' buttons.

4. **Build ad:** Enter ad name, headline, attach media (image/video), select CTA, enter destination URL → **Continue**

The screenshot shows the 'New Ad' form in the Reddit Ads interface. The form is divided into several sections: 'Details', 'Profile', 'Creative', and 'Preview'. The 'Details' section has a text input field for 'Ad name *' with the value 'Ad 1'. The 'Profile' section has a text input field for 'Publish ad under' with the value 'self/submit'. The 'Creative' section has a 'Post Type' section with two radio buttons: 'Image' (selected) and 'Video'. Below this is a 'Headline *' text input field with the placeholder 'Write a compelling headline'. Below the headline is an 'Image *' section with a dashed box for uploading an image and a 'Choose File' button. At the bottom of the form are 'Cancel' and 'Review' buttons. The 'Preview' section on the right shows a 'View Mode' dropdown set to 'Card' and a 'Your headline will appear here' section with a placeholder for the headline.

5. **Add multiple ads (optional):** Select **+** in the side panel to create additional ad variations

The screenshot shows the 'Details' step of creating a Reddit ad campaign. On the left, a sidebar contains navigation icons for Home, Plan, Create, OnlyGPT, Inbox 2.0, Analytics, Ads, and Listening. The main content area is divided into three sections: 'Campaign 1' with a list of ad groups (Ad 1, Ad 2, Ad 3) and a '+' icon; 'Details' with fields for 'Ad name' (Ad 1) and 'Publish ad under' (aathootsuite); and a 'Preview' section showing a 'Card' view mode and a placeholder for the ad headline. At the bottom, there are 'Cancel' and 'Review' buttons.

6. **Review & publish:** Select **Review**, confirm all details → **Publish Campaign**

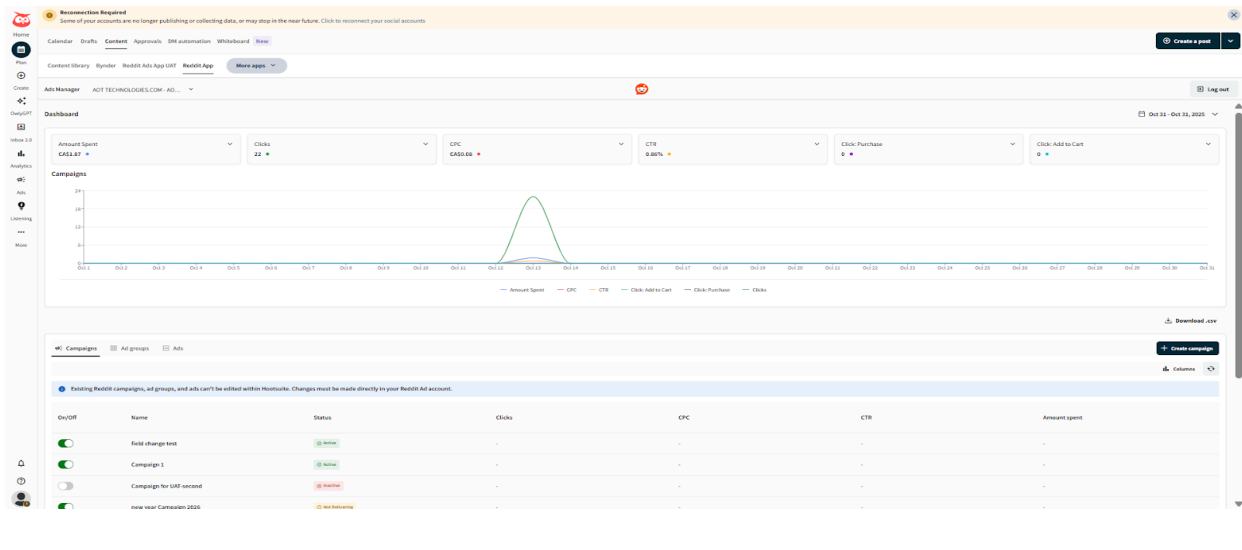
The screenshot shows the 'Review' step of the campaign creation process. A yellow banner at the top states: 'Removal action required: Some of your accounts are no longer publishing or collecting data, or may stop in the near future. Click to reconnect your social accounts.' The interface displays a summary of the campaign: 'Campaign 1' with objective 'Brand Awareness and Reach' and 'Campaign Spend/Cap' 'None'. Below this, it shows 'Ad Group 1' with 'Included Locations' set to 'Global' and 'Device Type' as 'All'. A preview of 'Ad 1' is shown, featuring a video thumbnail of a deer with the text 'Listen Now'. At the bottom, there are 'Cancel' and 'Publish Campaign' buttons.

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.