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reddit

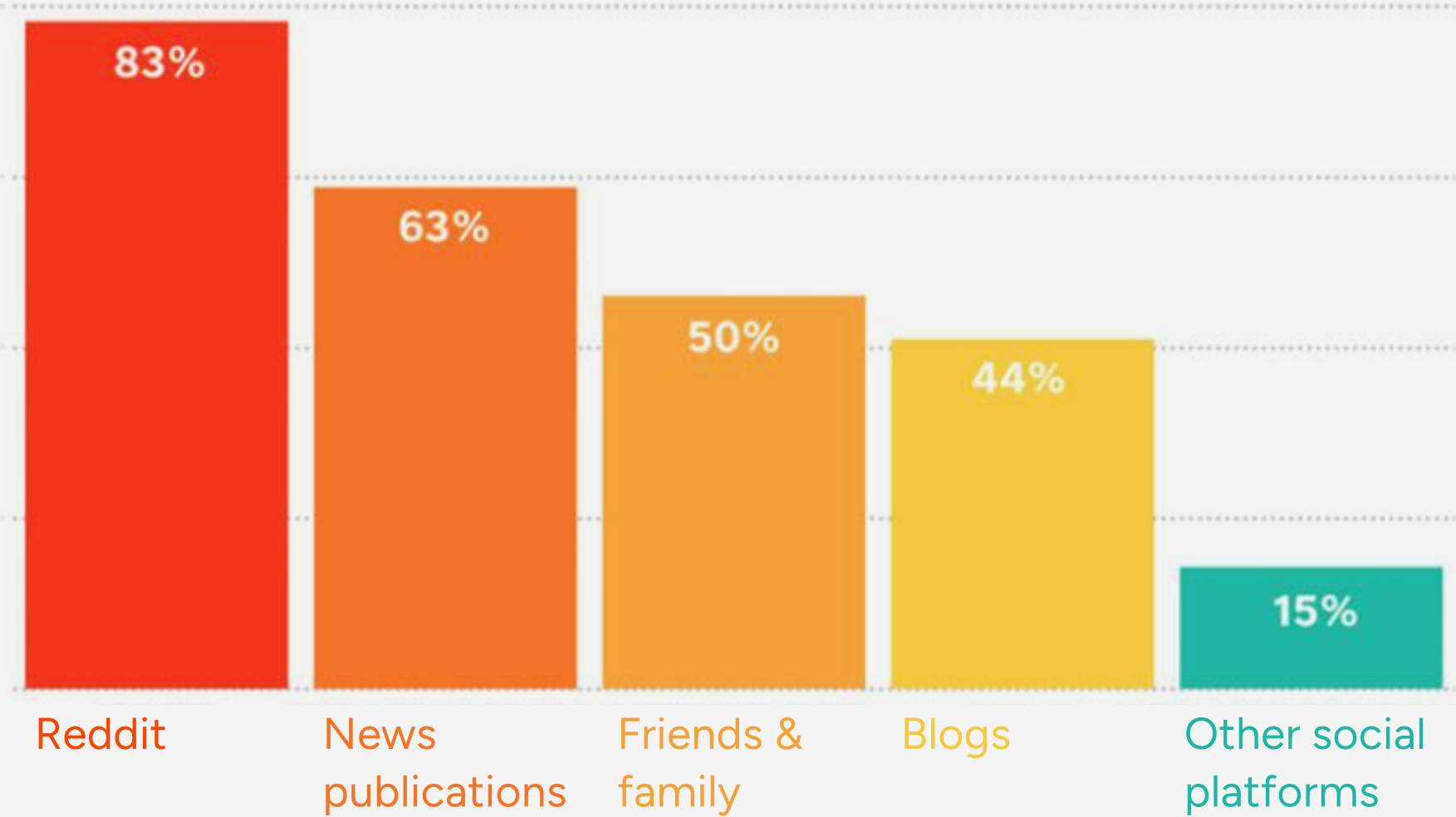
The ETF Marketer's Essential Reddit Advertising Guide

Marketing ETFs On Reddit

If you've spent any time on Reddit, you've likely noticed it's the social platform where people are most passionate - and opinionated, about virtually any topic, hobby, brand, or niche interest imaginable. Whether it's the 3.7 million Swifties at r/TaylorSwift, the 2.4 million Brick Fans at r/LEGO, or the 1.3 million H2OGs at r/HydroHomies, Reddit is home to engaging conversations and unexpected opportunities to learn something new.

One subject matter that is particularly prevalent throughout Reddit is the world of personal finance & investing. There are some major Subreddits devoted to advice, news, and education around growing wealth and managing money. In fact, studies have shown that the average Reddit user is more likely to be interested in finance compared to other social platforms, with 28% of all users who consider themselves to be interested in personal finance (compared to 20% of X users, 18% of Instagram users, and 12% of Snapchat users). Additionally, Reddit users consistently use the Reddit platform for seeking advice on financial products:

Where users go for information or advice about financial products, services or brands



With a massive and highly engaged audience turning to Reddit to explore financial strategies, ETF issuers should seriously consider integrating Reddit Advertising into their marketing mix to increase visibility and, ultimately, grow AUM. Based on our experience running many Reddit ad campaigns for ETF clients, we've outlined a few key considerations to help you maximize the impact of your marketing spend on the platform:



1. Targeting The Right Investors

With over 150 Million users who visit Reddit on a weekly basis in the USA alone, ETF issuers need to deploy smart, tailored audience targeting methods in order to reach the right investors efficiently without wasting marketing dollars on broad audiences not likely to contribute to AUM growth. Reddit offers advertisers a few different targeting capabilities, some of which are better than others within the ETF space:

Interest targeting

Target users based on their interests, which are determined by Reddit by analyzing what sort of content they tend to interact with within the platform. While there are some finance related pre-defined interests available, we typically recommend staying away from this tactic as it leads to too broad of an audience.

Keyword targeting

Users can be targeted based on past and current behaviours indicating an active interest in up to 1,000 keywords that an advertiser uploads. This can be a useful opportunity for ETF issuers; for example, we’ve repurposed SEM keywords to reach investors who have engaged with competitor SEM tickers. However, it’s important to carefully review the keyword list to avoid including terms with multiple meanings that could serve ads to users engaging with unrelated content.

Community targeting

This has typically been the most effective targeting method we have deployed for our clients, as community targeting allows advertisers to select specific, relevant Subreddits and target users who are members of/who visit the community regularly. It’s important to note that many Redditors visit communities without technically being a member of that community. For example, while the r/investing subreddit has 3 Million members, over 6 Million users can be reached when targeting this subreddit with ads.

With all the targeting tools in the Reddit Ads Toolkit, we are firm believers that different ETFs require tailored approaches to audience targeting in order to run a successful Reddit Ads campaign. Here are just a few examples on how it could make sense to target different Reddit communities depending on the type of ETF being promoted:

If you’re promoting a dividend ETF offering investors a high yield, it could make sense targeting some of the noteworthy dividend-focused subreddits, including [r/dividends](#).

Dividend Investing
A community by and for dividend growth investors. Let's make money together!
Created Jan 30, 2009
Public
740K Dividend Investors
202 Conducting Due Diligence
Top 1% Rank by size

If you’re marketing a Thematic ETF focused on a certain sector, targeting members of [r/ETFs](#) could be a good way to reach investors who are open to investment opportunities in different categories that show promising growth potential.

Exchange-Traded Funds (ETFs)
The Exchange-Traded Funds Community and Forum
Created Sep 8, 2014
Public
340K ETF Investors
65 Online
Top 1% Rank by size

Trying to find ways to promote a more complex, risky ETF that’s designed for highly informed, active traders? Consider targeting a subreddit such as [r/LETFs](#) with investors interested in leveraged ETFs like TQQQ.

r/LETFs
Welcome to r/LETFs, the Leveraged Exchange-Traded Funds subreddit. Discuss anything and everything LETF-related!
Created Mar 12, 2021
Public
45K Members
70 Online
Top 3% Rank by size

2. Yes, Advisors Visit Reddit Too

The bulk of this guide so far has been discussing Reddit advertising in the context of reaching retail investors. But if you’re an ETF issuer primarily focused on getting in front of Financial Advisors and other Financial Professionals, this next insight is for you! Yes - Advisors are also avid Reddit users who spend time on the platform consuming both personal & professional content. Because of the lack of work-related data that Reddit collects on its users (compared to a platform like LinkedIn, for example), it can be trickier to find these Advisors via advertising (at least in a cost efficient way) - so we’ll outline a couple examples of how we’ve found success reaching them in campaigns we’ve run:

Niche community targeting

Most of the larger investing-related subreddits mentioned earlier are mostly made up of retail investors. While there is likely a small percentage of those community audiences that are Advisors, targeting the communities as a whole isn’t a very cost-efficient tactic. Instead, try targeting smaller communities like r/CFP, which is a subreddit dedicated to Financial Professionals throughout North America

First Party audience targeting

In addition to user Reddit targeting parameters to reach audiences with advertising, ETF issuers can also leverage first party audience data to reach Financial Advisors. For example, if your website traffic is made up of many Financial Advisors, you can re-target these users throughout Reddit if you have the Reddit Pixel installed on your website and create custom audiences for remarketing. Another example of using first party data is using contact data (ex: name/emails) uploaded to Reddit for remarketing campaigns (ex: Advisor Lists you have in your CRM).

When it comes to Paid Social, LinkedIn Ads has been (rightfully so), the go-to ad platform for ETF issuers looking to target Advisors. While Reddit Ads cannot be scaled to the same level as LinkedIn Ads in this space, there are some major cost efficiencies gathered from adding Reddit into the Media Mix alongside LinkedIn. For example, take a look at recent campaign data for an ETF we promoted on both LinkedIn & Reddit, which demonstrates how a dollar spent on Reddit can go a long way compared to more expensive LinkedIn Ads:

Metric	LinkedIn Ads	Reddit Ads	% Dif.
Cost Per Click	\$10.74	\$1.83	-83%
CPM	\$50.99	\$9.58	-81%

A \$9.58 Reddit CPM sits at the lower end of the cost spectrum compared to other platforms, while still delivering highly relevant, contextual placements inside advisor-related communities. It’s especially attractive when you want to engage early-stage prospects in content discovery and when you’re running awareness or thought-leadership campaigns (e.g. fund launches, white papers)

For Financial Planners

This sub will act as a platform for financial planning professionals to discuss financial planning topics, research, industry trends and other items related to the financial planning field. Individual financial planning advice questions should be redirected to other subs (r/personalfinance or r/financialplanning)

Created Jun 4, 2014

Public

451 Members 5 Online Top 30% Rank by size

CFP® Practitioners

A community for Redditors who are wealth management professionals to discuss practice management, professional development, career progression, news, policies, etc... This is an unofficial subreddit dedicated to CERTIFIED FINANCIAL PLANNER™ Practitioners in North America.

Created Apr 2, 2014

Public

38K Members 17 Online Top 4% Rank by size

Financial Planning, Personal Finance, Frugality, Money, and More!

Discuss and ask questions about personal finances, budgeting, income, retirement plans, insurance, investing, and frugality.

Created Apr 20, 2009

Public

958K Members 110 Online Top 1% Rank by size

3. Designing ETF Ads That Resonate

It’s no secret that the popularity of ETFs among investors of all kinds has skyrocketed in recent years, with no signs of slowing down in the near future. While this presents a big opportunity for ETF issuers, it also presents a significant challenge: How will you stand out in a crowded field of many? This business challenge is also true in the context of Reddit, where different ETF issues are vying for the attention of investors within their Reddit feeds. Here are a couple examples of creative concepts we’ve found to work quite well when promoting our client’s ETFs.

Performance Focused Ads

Does your ETF have a strong performance track record in recent years? Fund performance is one of the top factors considered by investors when evaluating different ETFs, and this can be used in advertising to help stand out from others. Obviously, this has to be done in a compliant way, so rather than designing an ad that compares your fund performance to a top competitor, comparing performance to a (relevant) index can be a good way of getting the same message across, like this: (01)

Fund Manager Focused Ads

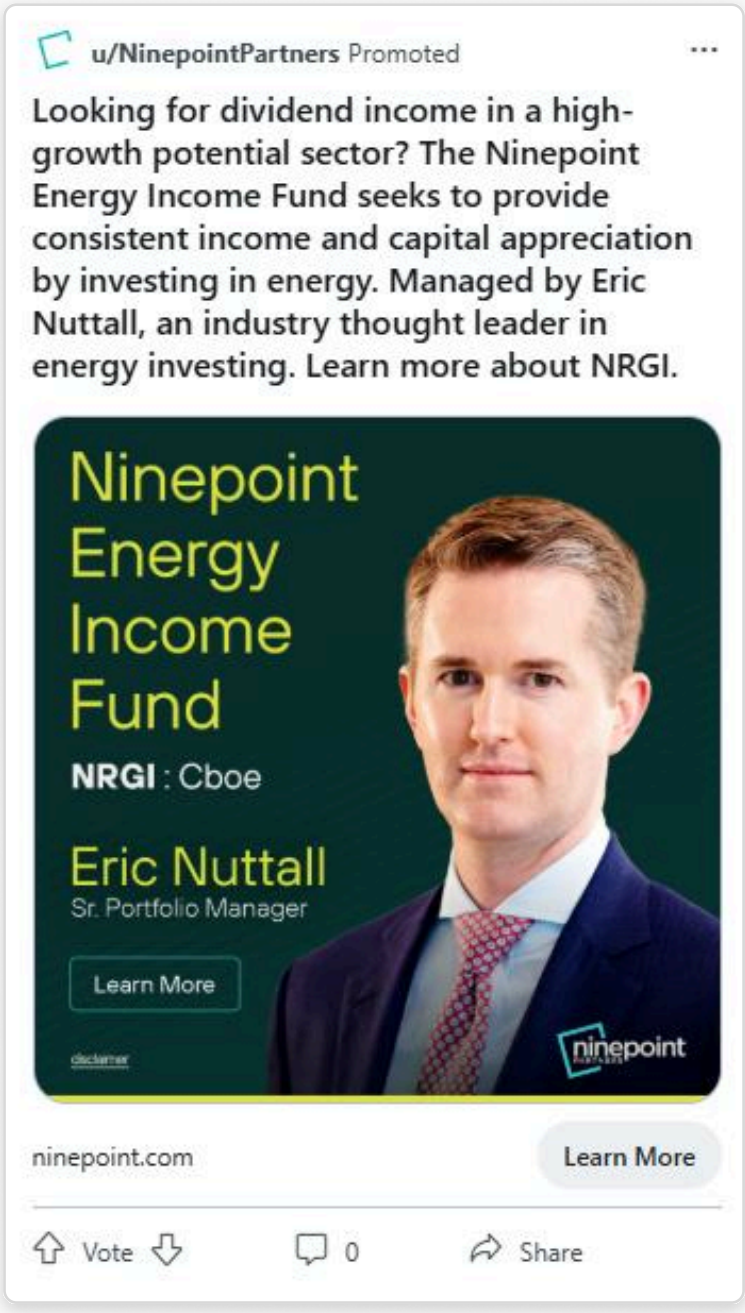
Of course, not all ETFs (ex: new fund launches) have a strong story to tell when it comes to performance. Another creative angle worth exploring is leaning on the expertise of the ETF Issuer’s executive team and/or the fund manager. This can be particularly effective if the manager behind the fund is a thought leader and has some level of recognition among investors (from social media, TV and podcast appearances, etc.). (02)



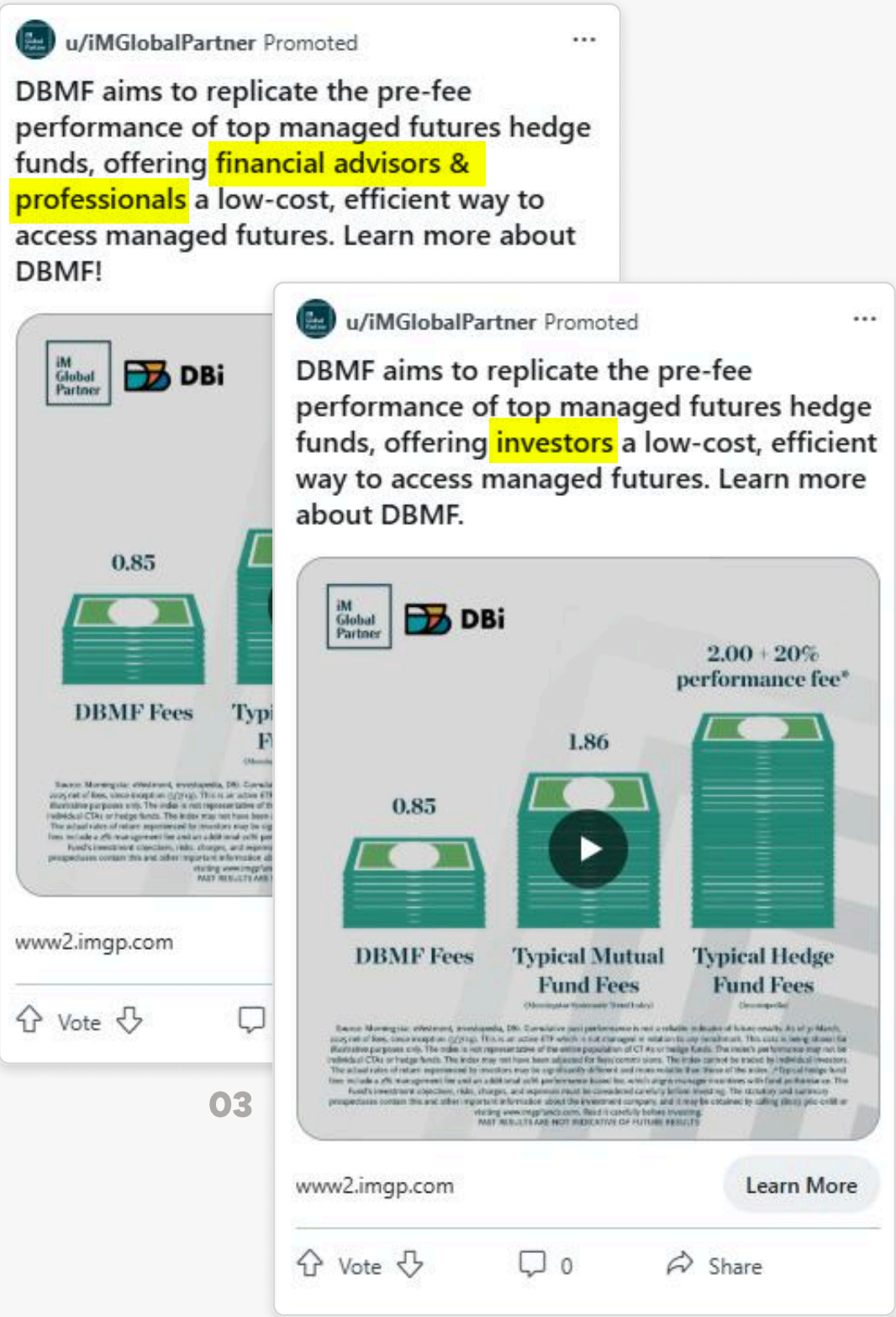
01

Audience Focused Ads

Another creative consideration is the importance of tailoring your messaging towards the audience you’re getting in front of. We spoke earlier about the possibility of not just reaching Retail Investors with Reddit Advertising, but also being able to target Financial Professionals. Whether it’s adjusting the ad copy, or running different images/videos (or both), you should make sure you update your messaging as necessary in order to maximize performance across both campaigns. For example, making this minor update to ad copy when serving ads to Advisor audiences resulted in a 11% boost in CTRs! (03)



02



03

4. Measuring Success In The Absence Of ROI Data

ROI and ROAS are essential metrics in any performance marketer’s toolkit for evaluating campaign impact on the bottom line. For a brand selling products through an online store—like an apparel company—measuring success is relatively straightforward. But marketing ETFs requires a more nuanced approach. ETF issuers typically lack visibility into how many investors exposed to an ad ultimately invest in the fund, or how much they invest.

Adding to the complexity, the investor journey is rarely linear. It often involves multiple touchpoints and is influenced by external factors outside the issuer’s control - such as market conditions. That’s why we place a strong emphasis on building a thoughtful measurement framework that draws insights from every available data point when running ETF campaigns. In the context of Reddit advertising, here are a few examples of how success can be measured:

Ad-Level Metrics

Reddit’s ad platform provides dozens of real-time performance metrics to help gauge campaign effectiveness. Engagement metrics - such as click-through rates or video view rates - offer insight into how well your creative is capturing and holding attention. These should be combined with efficiency metrics such as Cost Per Clicks and CPMs to gauge how effectively your budget is being utilized. To evaluate success and put this data into context, these ad metrics should always be assessed against relevant ETF industry benchmarks (which are hard to come by without significant advertising experience in the industry).

Performance Overview

14,875 Impressions

More reach means broader exposure across Reddit’s interest-driven communities.

↑ 2,436 from the previous 7 days

1.3% Click-Through Rate (CTR)

Higher CTR indicates effective targeting and messaging performance.

↑ 0.2% from the previous 7 days

193 Clicks

More clicks signal stronger ad relevance and content appeal.

↑ 29 from the previous 7 days

135 Engaged Sessions

More sessions show deeper post-click user interest and on-site exploration.

↑ 20 from the previous 7 days

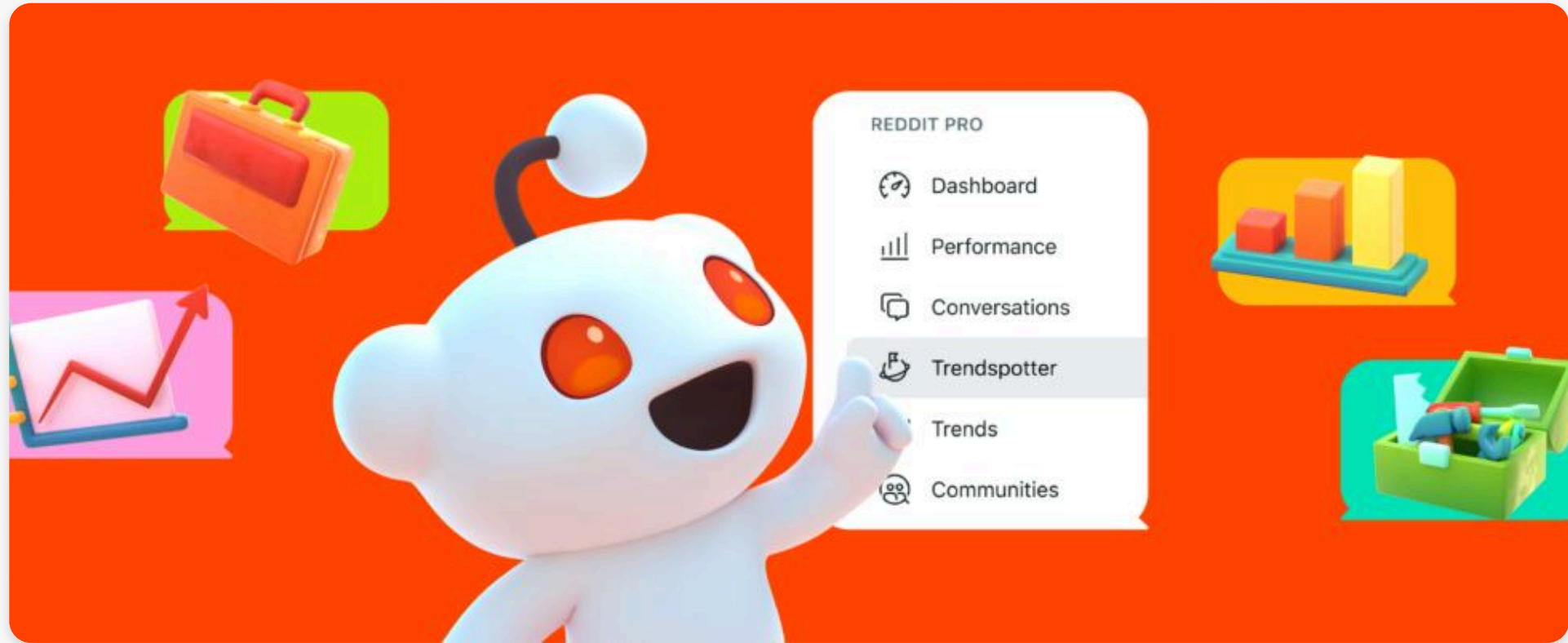


On-Site Actions

Beyond just the volume of clicks, it’s critical to evaluate the quality of traffic coming from Reddit Ads. Are users signaling genuine interest in your ETF? This can be measured through post-click behavior and conversion tracking. Setting up key on-site actions - like fact sheet downloads, “how to buy” clicks, or video views - can help inform optimizations aimed at increasing investment intent, not just traffic. In a recent campaign we ran, over 65% of the on-site actions from the campaign were view-through conversions, not click-through conversions. This means that even if an investor doesn’t click through an ad right away, they are retaining what they learned about your ETF and eventually coming back to your site (and taking action) via other sources.

CRM Data


By integrating a CRM platform like HubSpot, ETF issuers can track and analyze investor engagement more directly, whether through newsletter signups or contact form submissions. For campaigns targeting financial advisors, CRM data can even help connect Reddit traffic to AUM by tying inbound contacts or deals back to specific campaign activity, offering a partial view of ROI.



Organic Discussion On Reddit

As Reddit ad efforts scale, ETF issuers can often expect to see an increase in organic mentions and discussions about their ETFs across relevant subreddits. This is a strong indicator that ads are driving genuine interest and awareness. With Reddit Pro (a tool now available to all brands) it’s possible to monitor brand mentions, sentiment, and community engagement as part of a broader measurement strategy.

Posts and comments where YOUR ETF is mentioned



r/ETFs · 2mo ago

After years of trading, I just went all-in on **VOO**. Here’s why.

1.1K votes · 227 comments

IARD S&P 500 ETF

identity	\$477.88
	\$1.82
	\$2.71

r/ETFs · 7mo ago

Anyone have **IBIT** in their portfolio ?

31 votes · 91 comments

r/ETFs · 2y ago

Anyone buying **GLD**?

14 votes · 41 comments

r/TQQQ · 3mo ago

Is **TQQQ** a safe buy right now?

0 votes · 72 comments

Take Your Reddit Advertising To The Next Level

This guide offers a strong foundation for understanding how **Reddit can be a powerful channel for ETF advertising**, but there’s much more that goes into running a successful campaign. From developing thoughtful campaign structure and proper conversion tracking setups to continuous A/B testing, creative iteration, and platform-specific optimizations, the real impact comes from smart execution. Our agency has promoted over 30 ETFs across a range of strategies and investor audiences, and we’d be happy to discuss how we can help you use Reddit and other digital platforms to raise awareness of your fund and attract new investment.

CANSPAN**BMG**

CanspanBMG is a performance-driven digital marketing agency with deep expertise in financial services. We specialize in helping ETF and mutual fund issuers grow awareness, generate high-quality investor leads, and build credibility across digital channels. From strategic media planning and daily campaign management to creative execution and content development, our senior-led team delivers full-funnel campaigns that speak to both retail investors and financial advisors. We're known for our transparency, platform fluency, and relentless focus on performance.

We've helped ETF firms like Simplify and Ninepoint achieve measurable results—raising capital, building investor communities, and driving efficient lead generation across platforms including LinkedIn, YouTube, Reddit, and Google. Whether you're launching a new fund or looking to optimize existing campaigns, CanspanBMG brings the experience and precision to help you cut through the noise.

Contact us for a free audit and custom digital marketing plan.

This guide was produced by:

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