

| Targeting Strategy | Rationale |
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| Community Targeting | <ul style="list-style-type: none"> - Targets users based on the subreddits they are subscribed to or interact with. - Ideal for reaching niche audiences with specific interests. |
| Interest Targeting | <ul style="list-style-type: none"> - Groups subreddits into broader interest categories. - Useful for reaching users with interests in these general topics, expanding beyond specific communities. |
| Location Targeting | <ul style="list-style-type: none"> - Targets users based on geographic location, from country level down to specific cities. - Suitable for local or regional campaigns where location is key. |
| Device Targeting | <ul style="list-style-type: none"> - Segments audiences based on the device used (desktop, mobile, iOS, Android). - Tailors ad experiences to the device, optimizing for format and engagement. |
| Time of Day Targeting | <ul style="list-style-type: none"> - Allows ads to be shown during specific times. - Useful for reaching audiences when they're most active, based on time zones and user behavior patterns. |
| Demographic Targeting | <ul style="list-style-type: none"> - Basic targeting based on age and gender. - Can be used for broad campaigns where demographic alignment is known. |
| Keyword Targeting | <ul style="list-style-type: none"> - Targets users based on keywords in the content they engage with. - Effective for aligning ads with user interests as expressed in their interactions and discussions. |
| Remarketing/Retargeting | <ul style="list-style-type: none"> - Targets users who have previously interacted with your ads. - Useful for re-engaging potential customers and improving conversion rates. |
| Exclusions | <ul style="list-style-type: none"> - Excludes specific communities or interests from your targeting. - Helps refine your audience and improves ad relevance, avoiding misaligned or controversial topics. |
| Sponsored Posts | <ul style="list-style-type: none"> - Ads formatted as Reddit posts, blending with the user's feed. - Enhances user engagement by matching the native content format of Reddit. |
| Display Ads | <ul style="list-style-type: none"> - Traditional banner or sidebar ads. - Suitable for broad reach and brand awareness, less integrated into user content experience. |
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