

Reddit Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

Reddit

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Dynamic Product Ads / RETAIL_PRODUCT_CREATIVE

Feed

[REQUIRED] Supported formats: IMAGE, CAROUSEL

[REQUIRED] Headline length: Fewer than 300 characters

[PLACEMENT DEPENDENT] Image requirements: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.



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OFFICIAL SOURCES

Reddit for Business: Dynamic Product Ads -

<https://business.reddithelp.com/articles/Knowledge/dynamic-product-ads>