

CUSTOMER SHOWCASE » **REDDIT**

# How Reddit Scaled a Webinar Program with Wistia

Reddit's SMB marketing team turned a content-rich strategy into a scalable webinar program—and they couldn't have done it without Wistia.



**How Reddit scaled  
a webinar program  
with Wistia**



medium-sized businesses (SMBs).

Reddit's SMB marketing team had one clear goal: get more businesses to advertise on the platform. They had plenty of great content, from sales enablement series to seasonal campaigns, ready to go. But they didn't have a consistent, scalable way to get that content in front of the right audiences.

That's when they decided to host webinars. It felt like a natural solution that could educate, inspire, and nurture the SMBs already engaging with Reddit's brand.

Now they just needed the right platform to pull it off.

## Wistia had everything Reddit needed

Some of Reddit's teams had tried other webinar platforms in the past, but the experience was fragmented. There were no clean integrations. Sales couldn't see who was engaging. And they weren't collecting data to act on.

That's when a team member took a closer look at Wistia, which they were already using to host videos. When they discovered it could also support webinars, the team jumped in with both feet.

Wistia checked all the boxes. It integrated seamlessly with their marketing platforms, made webinars easy to run, delivered the brand polish they were after, and gave them the detailed analytics they needed to make smarter decisions. Best of all, Wistia helped Reddit do what they set out to do: nurture leads and build a pipeline that converts engaged SMBs into paying advertisers.

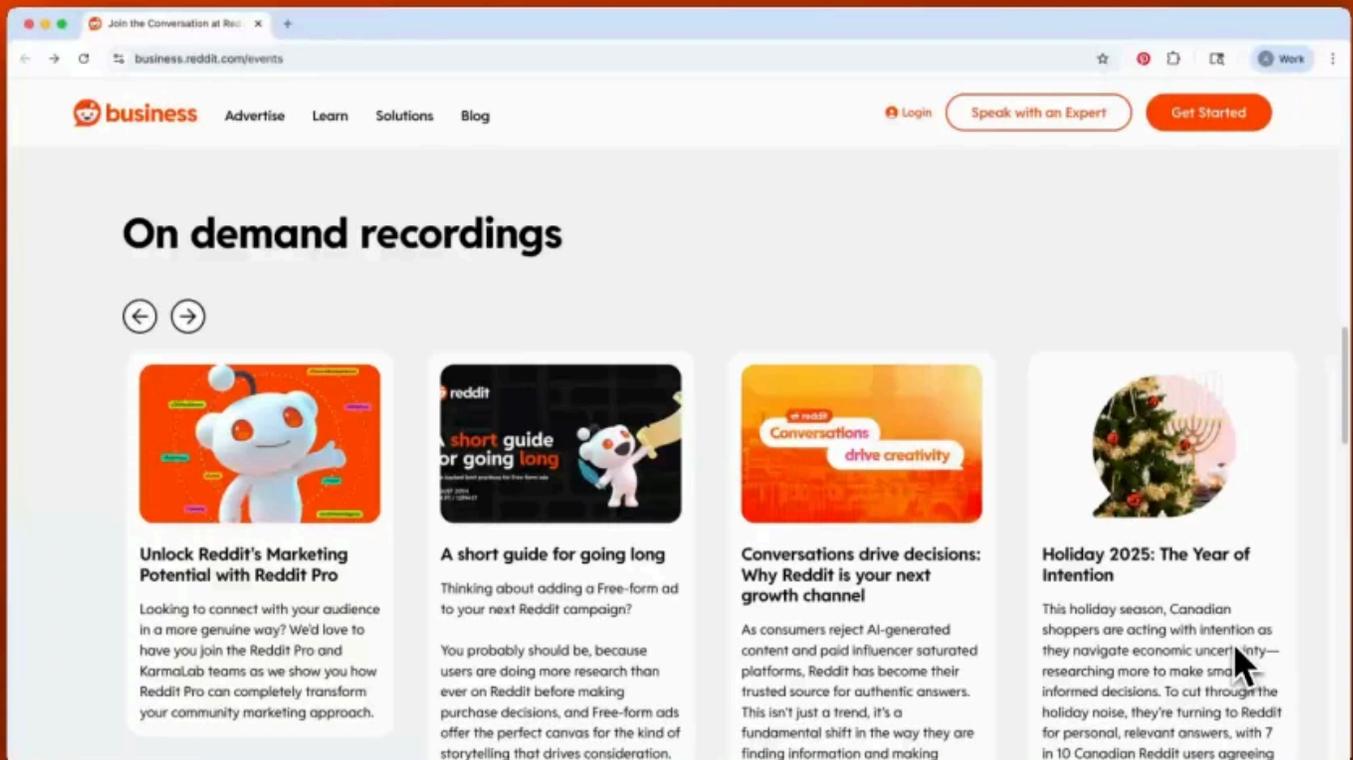
Reddit's team was so impressed with our webinar feature that they built an entire webinar program around it in a short period of time.

# a strong start

One of Reddit's first sessions drew over 500 registrants and a 50% attendance rate—numbers they'd never seen before.

But it wasn't just about hitting numbers. Wistia's audience engagement features, like Q&A and live chat, made it easy for Reddit's team to connect with their audience. The chat was popping off with questions and comments. The vibe felt less like a presentation and more like a Reddit thread: full of energy and real conversations.

# Reddit scaled their webinars 4x without breaking a sweat



The screenshot shows the 'business.reddit.com/events' page. The header includes the 'business' logo, navigation links for 'Advertise', 'Learn', 'Solutions', and 'Blog', and buttons for 'Login', 'Speak with an Expert', and 'Get Started'. The main content area is titled 'On demand recordings' and features four cards:

- Unlock Reddit's Marketing Potential with Reddit Pro**: Looking to connect with your audience in a more genuine way? We'd love to have you join the Reddit Pro and KarmaLab teams as we show you how Reddit Pro can completely transform your community marketing approach.
- A short guide for going long**: Thinking about adding a Free-form ad to your next Reddit campaign? You probably should be, because users are doing more research than ever on Reddit before making purchase decisions, and Free-form ads offer the perfect canvas for the kind of storytelling that drives consideration.
- Conversations drive decisions: Why Reddit is your next growth channel**: As consumers reject AI-generated content and paid influencer saturated platforms, Reddit has become their trusted source for authentic answers. This isn't just a trend, it's a fundamental shift in the way they are finding information and making
- Holiday 2025: The Year of Intention**: This holiday season, Canadian shoppers are acting with intention as they navigate economic uncertainty—researching more to make smarter, informed decisions. To cut through the holiday noise, they're turning to Reddit for personal, relevant answers, with 7 in 10 Canadian Reddit users agreeing

to four, a decision that often takes marketers years of experience and trial and error to solidify.

This expansion resulted in steady growth across the board: more registrations, higher attendance, a bigger pipeline, and a stronger lead flow to sales. Webinars quickly became a key revenue driver.

**“We’re able to do everything from doing small-scale webinars tailored to super specific audiences all the way to hosting large global webinars.”**

Thanks to Wistia, the process couldn’t have been easier. The platform gives the team everything they need to:

### Spin up new webinars fast

With features like event duplication and preloaded brand kits, the team just has to update the date, title, and description, and they’re ready to go with the peace of mind that there’s a consistent design flow across all their webinars.

### Edit and share webinar recordings in a jiffy

Wistia’s video editor is equally intuitive. They’re able to cut the blank space at the beginning of a webinar, modify information at the end, add chapters, turn on captions, and grab the embed code to share across their channels. What used to take a full day now takes less than two hours.

### Reach a wide range of audiences with different types of content

For Natalie Sandoval, a member of Reddit’s SMB marketing team, this is where Wistia makes the biggest impact.

events. The platform also has a vertical audience marketing team that targets industries like AI and consumer packaged goods.

Reddit's newfound ability to scale content across time zones and locations—combined with new teams in Europe, Canada, and other places hosting webinars—allows them to reach more customers globally and tailor content to a variety of audiences.

## Touch dozens of prospects at once

It's not just Reddit's SMB marketing team that's seeing the value.

By hosting webinars with Wistia, Reddit's sales team can leverage the content created by other teams (like the audience marketing team's and the sales enablement team's performance series) to present information to many prospects at the same time. This helps them scale their outreach beyond individual meetings. Every webinar becomes a reusable asset that extends far beyond a single moment.

# Wistia gives Reddit the data and insights that matter

The second a webinar wraps, Natalie can pull up attendance rates, link clicks, engagement metrics, and more, and send a full report to speakers and stakeholders within minutes to give them deeper insights into its performance. No digging. No delays.

Even better, Wistia's integration with HubSpot has been a core part of Reddit's webinar program. They can build custom lists and track engagement from net-new leads all the way through to closed-won revenue.

**“Wistia takes the guesswork out of campaign planning. We know what's working, which audiences are warming up, and**

Thanks to Wistia, Natalie and her team don't just have data. They also have insights they can act on. That means every webinar gets sharper, smarter, and more impactful than the last.

## Wistia brings real revenue and momentum

In just a year, Reddit's SMB marketing team built an end-to-end webinar engine that supports multiple teams and drives meaningful business outcomes. And they didn't need to be video or webinar pros to do it.

“Through Wistia, we've been able to build out a really wonderful, diverse, and unique program. It's leveraged by so many different teams at Reddit that might not have hosted a webinar otherwise.”

With Wistia, webinars are no longer a one-off tactic. They're a repeatable, scalable way to grow the business—and a program the whole team is proud to stand behind.

### Product

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SEO

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Wistia Webinar Guidebook

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