

audible  |  reddit

THE CHALLENGE

Brands are notoriously unwelcome on Reddit.

For book and audiobook fans, there is a dedicated Reddit space for every book, series, and author imaginable, including those often ignored by the mainstream entertainment industry.

But the platform's community-driven culture actively punishes promotional content through downvotes and bans, with Redditors wielding finely-tuned **inauthenticity radars**. Each subreddit has moderators who set specific guidelines for their communities, keeping a watchful eye for corporate interlopers.

Some brands have found ways to engage organically on Reddit. But most function more like customer service reps.



OUR APPROACH

Audible recognized this as incredible whitespace.

Rather than viewing this as a barrier, Audible saw potential to engage with a different approach. Audible opted to launch a unique Reddit presence and **act like a fan...** who happens to work at Audible.



BY THE NUMBERS

Audible delighted fans with our presence.

Beginning in 2025, Audible offered Redditors exclusive experiences through carefully coordinated AMA sessions with beloved authors and narrators such as Matt Dinniman and Jeff Hays in the r/DungeonCrawlerCarl subreddit.

10,618

Overall Karma as of Jan 2026 surpassing +19% of annual goal

28

Subreddits engaged, including r/DungeonCrawlerCarl, r/ProjectHailMary, r/FantasyRomance, r/Audible, r/HarryPotter

Top 1%

Of commenters in r/DungeonCrawlerCarl, r/HarryPotter, and r/ProjectHailMary

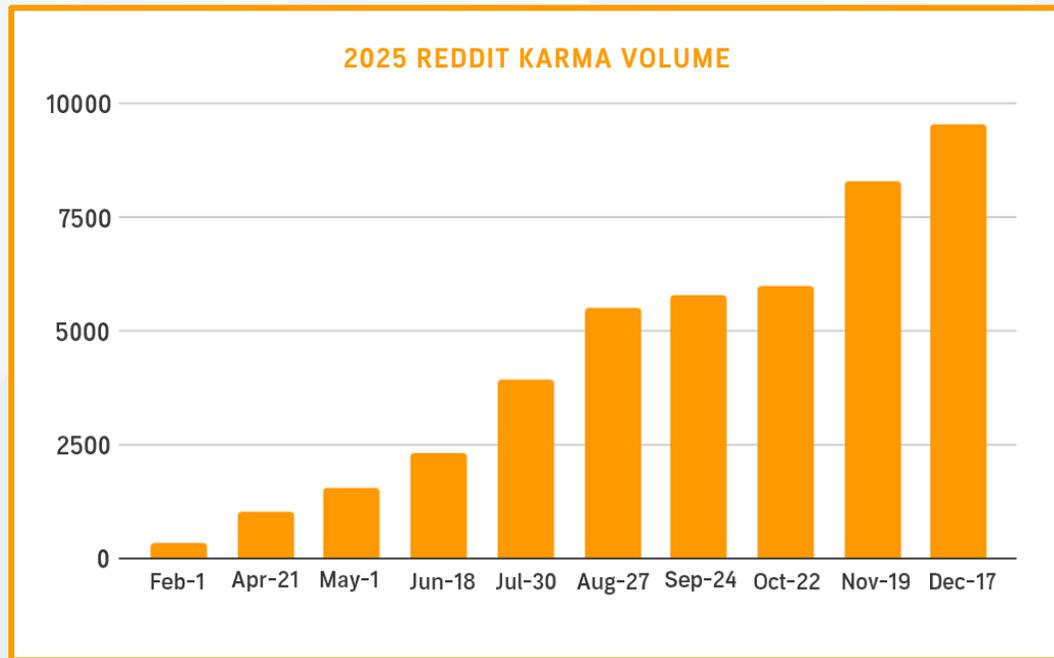
15

Gold Awards from subreddit members



BY THE NUMBERS

Rather than focusing on conventional KPIs, Audible optimized for Karma: a user's reputation score and Reddit's own measure of valuable contribution. Since our account's creation in 2024, we surpassed our 2025 yearly goal by **19%**.



Audible is already setting a new industry standard for brand organic presence within subreddit communities.

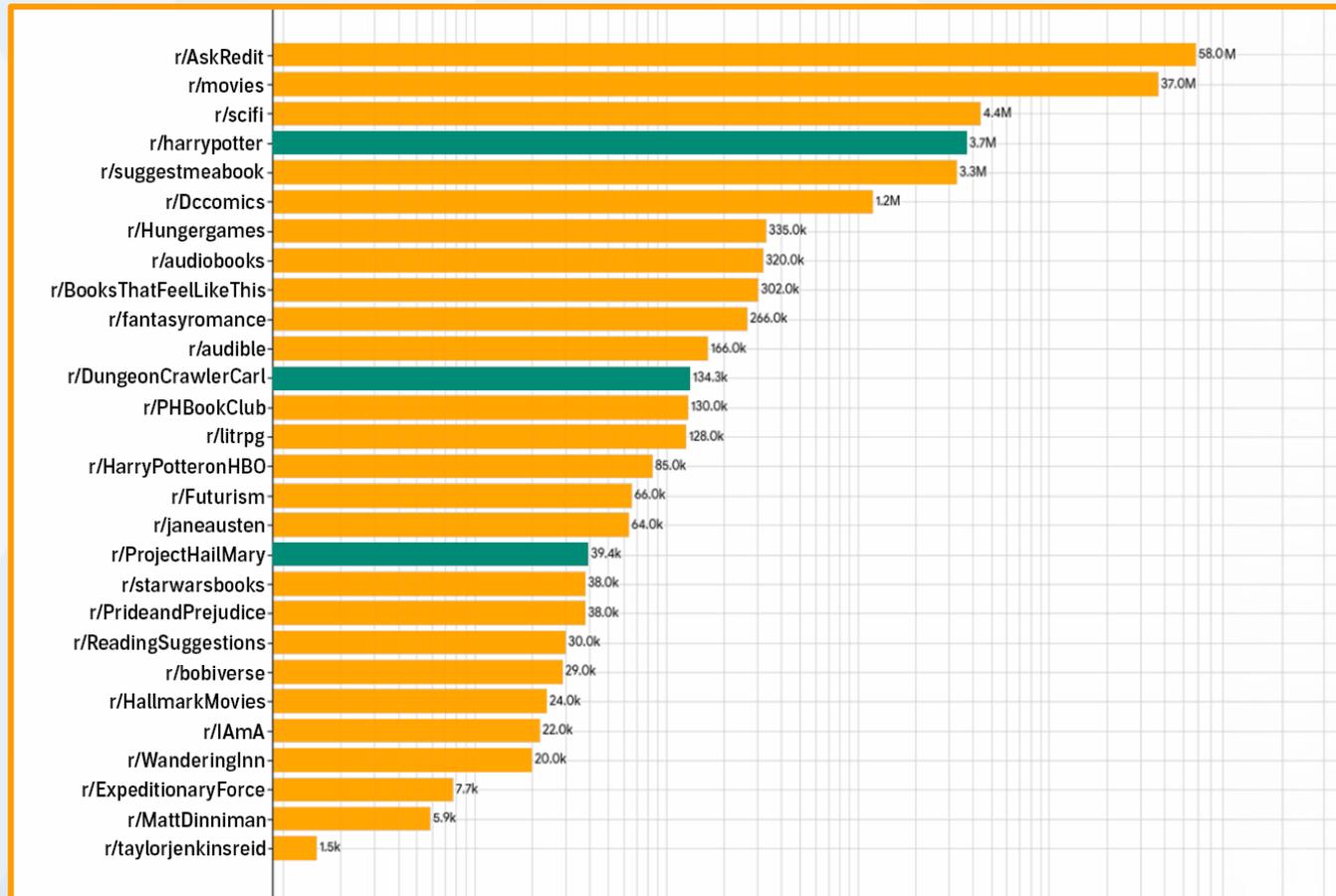
An original goal of **8k comment karma** was derived from surveying brands on Reddit in both tech and entertainment spaces, with Audible's goal to be among the highest brands:

- [Sonos](#): ~18k karma, joined 2023 (~8k per year)
- [Marvel](#): ~32.4k karma, joined 2018 (~4.6K per year)
- [Mint Mobile](#): ~3k karma, joined 2018 (450 per year)
- [SemRush](#): ~1.1k karma, joined 2015 (~115 per year)



BY THE NUMBERS

We showed up in more than 28 individual communities, ranging from niche to large-scale.



Top 1%

Audible is top 1% of commenters in this subreddit



How did we do it?

OUR STRATEGY



Make friends with moderators

Moderators are like influencers for a subreddit. Their opinion matters, and it's crucial they're on our team.



Be a true fan

Fans don't want brands to encroach on their space, but they welcome other fans.



Give the fans something special

Audible has access to the things they care about, from authors and narrators to insider info.



MAKE FRIENDS WITH MODERATORS

We reached out to subreddit mods to gain trust and ensure the brand was welcome before entering



r/fantasyromance MOD 3:18 PM
Perfect! Excited to have you!

Ultimately, we even earned awards from mods, including author Matt Dinniman



audibleofficial · 1y ago

Borant System Government Admin

"Being eaten by a bugbear makes me uncomfortable, Carl. So if your boyfriend ogling your tootsies keeps these easy-peasy bugs coming at us instead of more of those lava-spitting llamas, then you better buck up, get over your human male privilege, and take one for your princess."

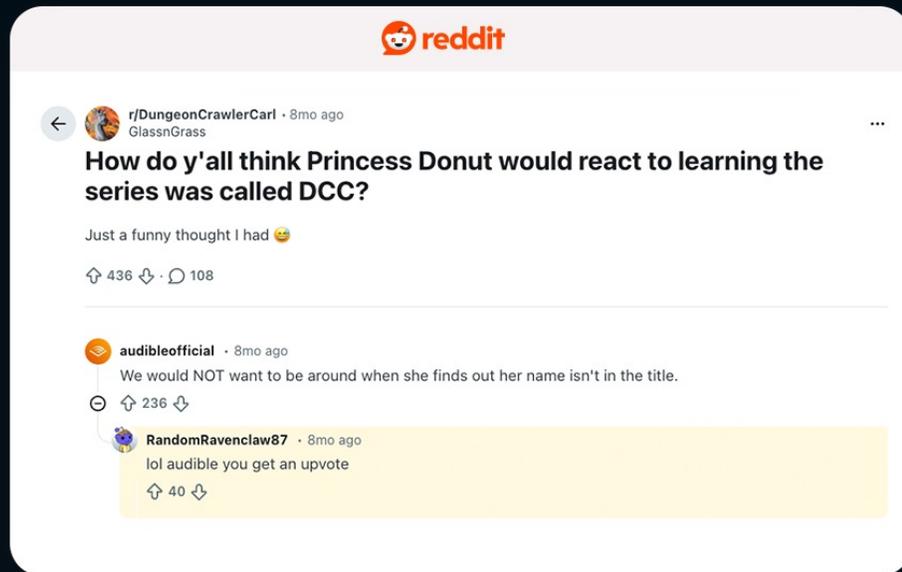
Really feel like this quote captures the essence of DCC.

👍 99 🗨 Reply 🌐 1 ➦ Share ...

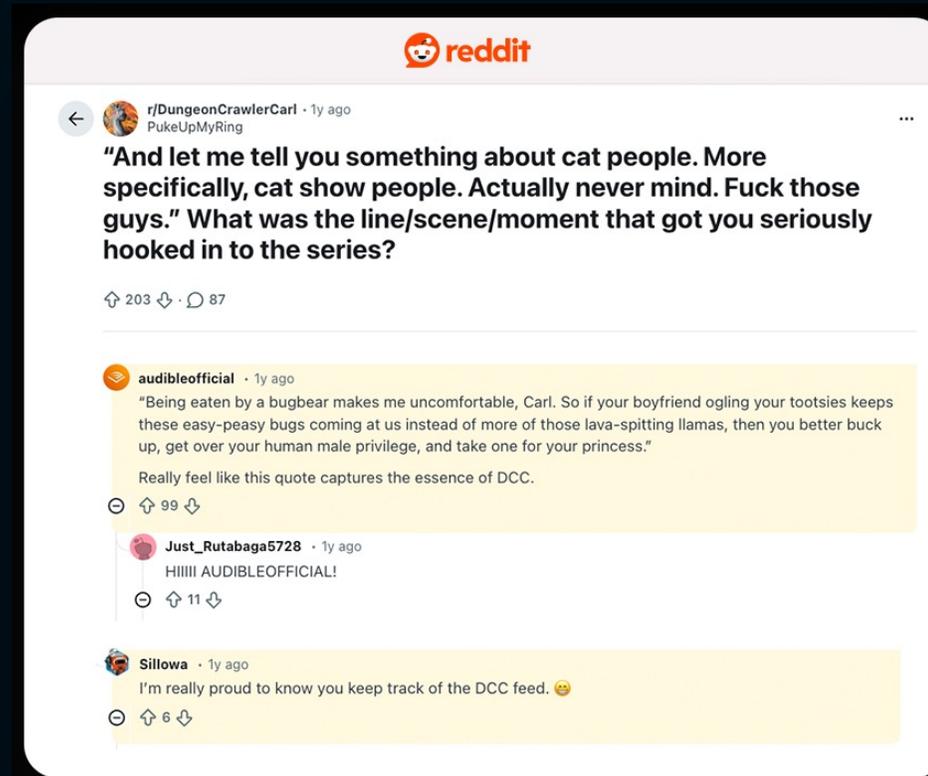


BE A TRUE FAN

Across the platform, we saw more & more **brand love**...



Breaking the fourth wall is a key aspect of fandom discussion in r/DungeonCrawler. By engaging with these conversations that intersect the contents of Dungeon Crawler Carl with real life, we show our interest in every level of the fandom outside of promotional opportunities.

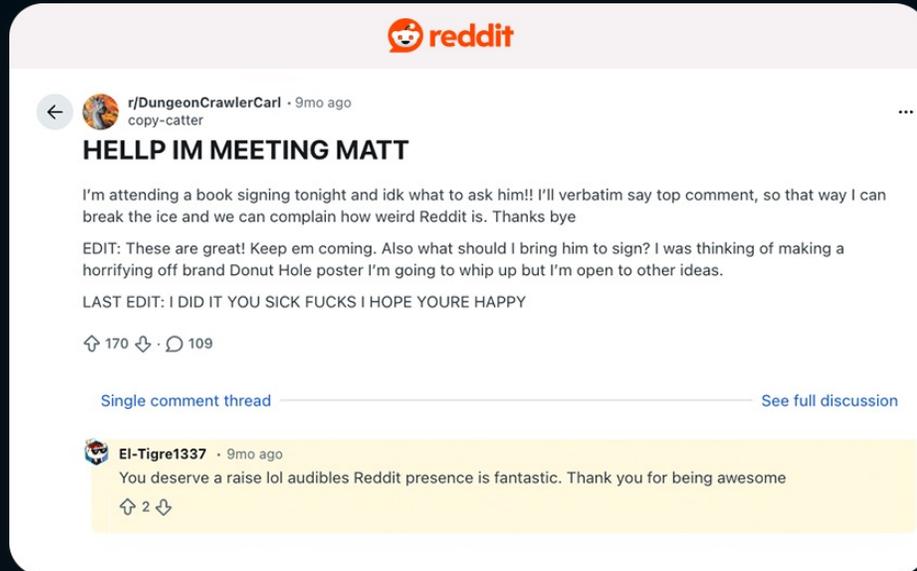


Reddit fandoms love informed references from their favorite moments. Knowing the language and content of the communities that we interact in has allowed multiple engagement opportunities with positive reception.



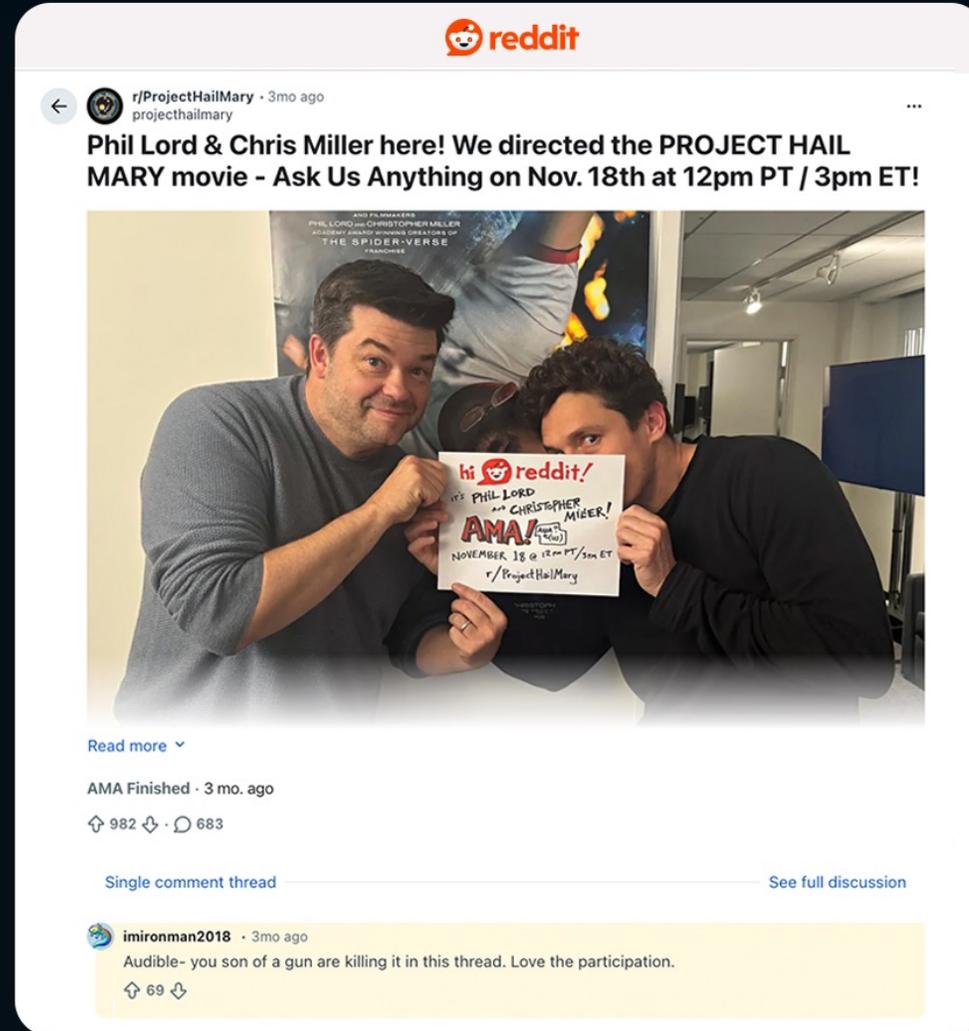
BE A TRUE FAN

...and more, and more...



A screenshot of a Reddit post from the user **r/DungeonCrawlerCarl** (copy-catter) posted 9 months ago. The post title is "HELLP IM MEETING MATT". The text of the post reads: "I'm attending a book signing tonight and idk what to ask him!! I'll verbatim say top comment, so that way I can break the ice and we can complain how weird Reddit is. Thanks bye". An edit follows: "EDIT: These are great! Keep em coming. Also what should I bring him to sign? I was thinking of making a horrifying off brand Donut Hole poster I'm going to whip up but I'm open to other ideas." A final edit says: "LAST EDIT: I DID IT YOU SICK FUCKS I HOPE YOURE HAPPY". The post has 170 upvotes and 109 downvotes. A comment from user **El-Tigre1337** (posted 9 months ago) says: "You deserve a raise lol audibles Reddit presence is fantastic. Thank you for being awesome" with 2 upvotes. Navigation links for "Single comment thread" and "See full discussion" are visible.

Familiarizing our presence in various fandom-driven subreddits has been a key aspect in the success of our engagements. Fans appreciate and often acknowledge brand engagements that are knowledgeable, relevant, and recurring.



A screenshot of a Reddit AMA post from the user **r/ProjectHailMary** (projecthailmary) posted 3 months ago. The title is "Phil Lord & Chris Miller here! We directed the PROJECT HAIL MARY movie - Ask Us Anything on Nov. 18th at 12pm PT / 3pm ET!". The image shows the two directors, Phil Lord and Christopher Miller, holding a sign that says: "hi reddit! it's PHIL LORD and CHRISTOPHER MILLER! AMA! (Answer to you) NOVEMBER 18 @ 12pm PT / 3pm ET r/ProjectHailMary". The post has 982 upvotes and 683 downvotes. A comment from user **imironman2018** (posted 3 months ago) says: "Audible- you son of a gun are killing it in this thread. Love the participation." with 69 upvotes. Navigation links for "Single comment thread" and "See full discussion" are visible.

AMAs are a significant opportunity for multiple engagements in one thread – and fans recognize authentic comments.



BE A TRUE FAN

...and more, and more...

Our most upvoted comment of 2025 (1.1k Upvotes) was part of a discussion involving beloved characters on r/HarryPotter, with multiple users showing appreciation for the brand's rich, deep knowledge of the series.

reddit

r/harrypotter · 6mo ago
MaderaArt

Who was Harry's best father-figure?

6.5K · 622

audibleofficial · 6mo ago
Arthur being completely unfazed by Harry's first appearance at the Weasley's table in 'Chamber of Secrets' is forever cemented in our minds.
1.1K

venus_mars · 6mo ago
I love that who ever runs the official Audible reddit account is such an HP fan hahaha amazing
340

reyean · 6mo ago
its effective advertising for sure



MAKE FRIENDS WITH MODERATORS

...and more love from the community

audibleofficial · 6mo ago
Borant System Government Admin

Anyway, here's Wondercrawl. 🐱👉

↑ 159 ↓ Reply Award Share ...

drho89 · 6mo ago

Wait, for real? You are the reddit audible person?

↑ 47 ↓ Reply Award Share ...

audibleofficial · 6mo ago
Borant System Government Admin

That depends, are you the real drho89? 🙄

↑ 73 ↓ Reply Award Share ...

Playfully engaging in fandom discussion and replying to users throughout the thread.

audibleofficial · 8mo ago
Borant System Government Admin

We would NOT want to be around when she finds out her name isn't in the title.

↑ 236 ↓ Reply Award Share ...

RandomRavenclaw87 · 8mo ago
Syndicate Intergalactic Bar Association 🙄

lol audible you get an upvote

↑ 40 ↓ Reply Award Share ...

Engaging in fandom discussion about a fan-favorite character Princess Donut.



GIVE THE FANS SOMETHING SPECIAL

We even hosted multiple AMAs...

 /DungeonCrawlerCarl · 7 mo. ago

AMA: Hey, Dungeon Crawlers and Donut Holes! Matt Dinniman (u/hepafilter) and Jeff Hays have entered their next floor and are answering your questions at SDCC on July 25th at 2pm PT / 5pm ET.

Guess who we've got trapped- err here long enough to talk about all things 'Dungeon Crawler Carl'? Secrets, lore, and more are at stake! So ask your questions and it might just get a special response from Matt and Jeff while they crawl their way through San Diego Comic Con. Meanwhile, catch up on every 'Dungeon Crawler Carl' on Audible. EDIT: Thanks again for joining us. The AMA is closed, but enjoy this final message: "Thanks for coming everyone. I may answer more questions later, but we're done for now. If you're at SDCC, please come hang out with us tomorrow at our panel with Maude Garrett!" - Matt

Notice from the Syndicate

364 324 Share

[Link to AMA](#)

 r/ProjectHailMary · 7 mo. ago

AMA: 'Project Hail Mary's' Andy Weir and Ray Porter (u/therayporter) woke up on our ship just in time to answer your questions. Check back this July 25th at 10am PT / 1pm ET.

We've got Andy and Ray, JAZZ HANDS! And guess what, question? They're going to answer your burning 'Project Hail Mary' questions on their break from scientifically poking things with sticks at San Diego Comic Con. Hot tip: listen to 'Project Hail Mary' on Audible before the movie. Edit: The AMA is wrapped, but thanks again for all of your questions! Andy: "Hey, all. I've had a great time. If you're in San Diego drop by the panel!" Ray: "I am so grateful to every listener of this book. Grateful to Audible for asking me to narrate it And to Andy for writing such a great book. If you're in San Diego at Comic Con, come say hello at our panel..."

857 427 Share

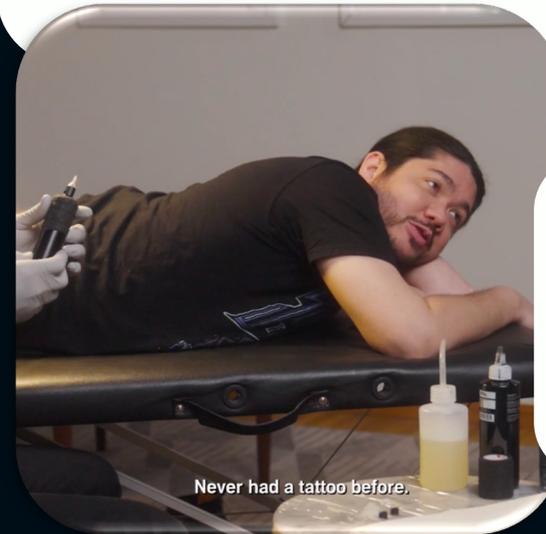
[Link to AMA](#)

& shared exclusive content.

 r/DungeonCrawlerCarl · 10mo ago

hepafilter MOD The dude who writes the book Top 1% Poster

A while back Jeff Hays, narrator of Dungeon Crawler Carl, made a promise. A promise involving a tattoo and his ass. Today I am here to show you the video of him fulfilling his oath. This is the trailer. Link to the full vid in the comments. It's SFW. Sort of, if you don't mind Asian side-ass.



 fitzymcfitz · 10mo ago

MONGO IS APPALLED.

14 Reply Award Share

 audibleofficial · 10mo ago

Borant System Government Admin

A tattoo even Princess Donut would approve of! 😊

37 Reply Award Share



THE IMPACT



Make friends with Moderators

- **28+ Subreddits engaged**, positive reception from moderators
- **1 Seal of Approval award** from Moderator



Be a true fan

- **10,618 comment karma**
- **+19%** of annual goal achieved
- **15 Gold Awards** from subreddit members



Give the fans something special

- **5 AMAs** hosted
- Countless **shoutouts to Audible's presence**, being memorable and valuable



audible    reddit

 reddit

 **ziekktx** · 1y ago

Aww, you got me, you corporate bastards. I'll renew my membership.

↑ 23 ↓