



Reddit Pro

Reddit Pro for AI Visibility

A practical guide for businesses to listen,
contribute and measure without losing
community trust.

Xtrusio field guide - September 2026

The opportunity

Reddit is a source layer, not just a social channel.

People describe problems, compare tools and challenge claims in public. Those conversations can influence what search engines and AI systems retrieve, summarize and cite.

#1

Most-cited source across major AI platforms

Reddit reported this position in August 2025 using data collected by Profound. Treat it as a dated observation, not a permanent universal ranking.

The Xtrusio index lens

Citation presence

Is Reddit being cited for the buyer questions that matter?

Conversation freshness

Are current discussions supplying timely evidence and language?

Community authority

Which specialist communities repeatedly shape the answer space?

Response opportunity

Where can the brand add a missing method, caveat or proof point?

Do not convert these signals into an unsupported composite score. Preserve the question, source, date and visible discussion behind every conclusion.

Free beta

An organic intelligence layer for businesses.

Reddit Pro is currently free. It is separate from Reddit Premium and Reddit Ads, and it does not change the rules of any community.

\$0

Monthly

\$0

Yearly

Beta

Pricing and features may change

Dashboard

Performance Overview

Post views improve visibility in feeds
38 Post views

Upvotes help us learn how you engage
0 Upvotes received

Followers grow visibility and engagement
0 Total followers

Recommended engagement

Track your monthly progress.

Your Progress

Engage like high-performing redditors.

28 days left

Commenting

0 out of 3 comments made

Find posts to engage with

Posting

0 out of 2 posts published

View [high performing](#) posts for inspiration.

Upvoting

0 out of 3 posts upvoted

Redditors love brand recognition!

Authentic Xtrusio capture, 2 September 2026. Values are a dated account observation.

Useful for

- + Finding relevant public conversations
- + Monitoring focused brand and category keywords
- + Measuring organic posts, comments and account reach
- + Giving teammates read-only access to Pro insights

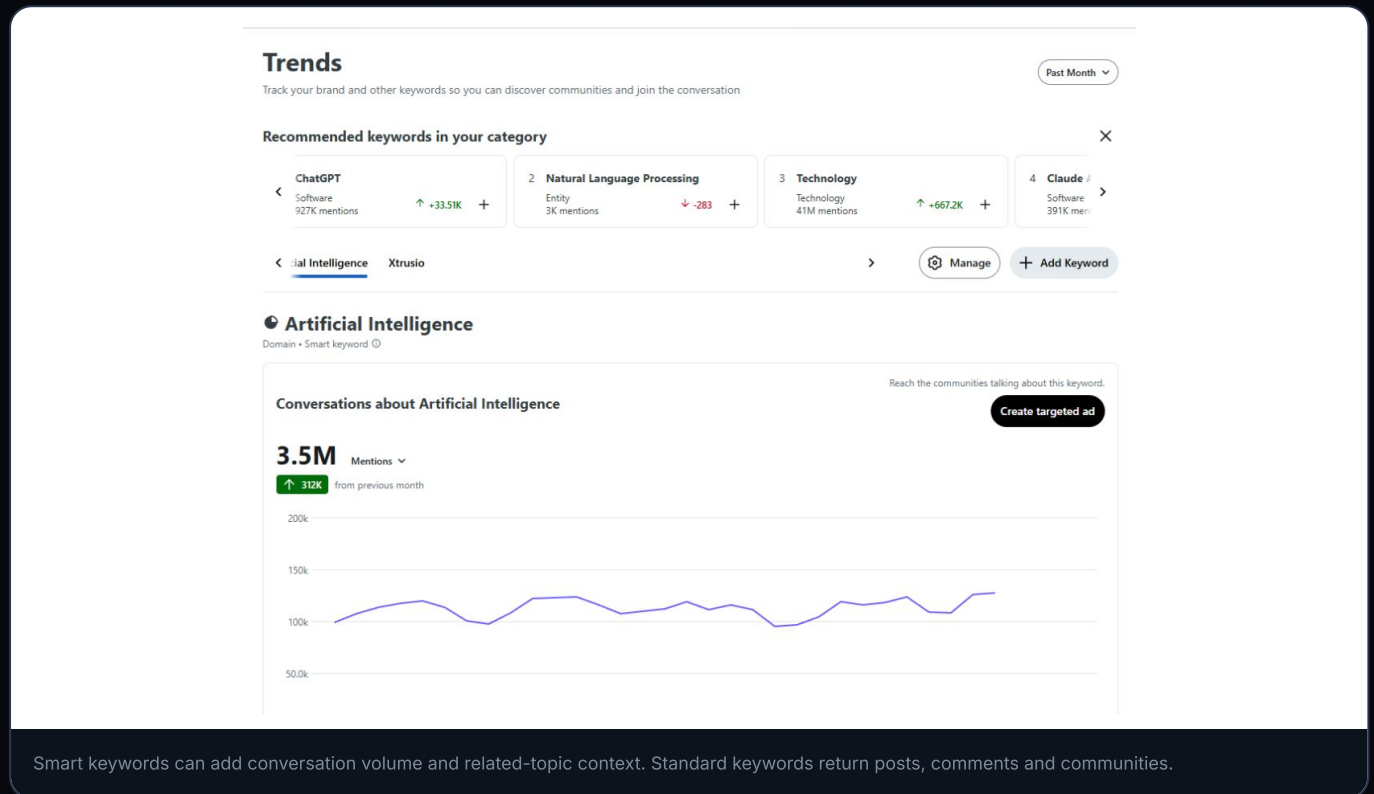
Not a substitute for

- Community-specific posting rules
- Disclosure of a commercial affiliation
- Reddit Ads or guaranteed distribution
- Human review of a thread before responding

Trends and Conversations

Listen before the brand speaks.

Track buyer-problem language, inspect the communities carrying it and open the full thread before deciding whether the brand has anything new to add.



1

Track

Brand, category, buyer problem and carefully chosen competitor terms.

2

Scan

Sort by freshness or engagement and identify a real unanswered need.

3

Read

Review the complete post, existing replies and community rules.

4

Decide

Contribute only when evidence or experience improves the thread.

Reddit Pro currently uses public, Safe For Work, English-language conversations. Private messages, chats, mod mail and excluded community types are not included.

Performance

Separate reach from trust.

Views show exposure. Replies, upvote ratio, shares, follower movement and continued discussion provide stronger evidence that the contribution was useful.

Performance

How your content and account are performing.

Posts Comments Account

 r/Xtrusio

What should a reliable ChatGPT rank tracker measure besides brand mentions?

While comparing the same unbranded buyer question across multiple AI engines, I ran into a measurement problem: the mention count looked simple, but it did not explain what had actually happened.

The same question produced very different answers across ChatGPT, Gemini, Claude, Perplexity, AI Mode and AI Overview. In this captured test, the citation footprint ranged from 4 to 21 citations, and the brands included were not consistent across engines.

That made me question how useful a standalone "visibility score" really is.

A brand can be mentioned without supporting evidence. Its page can be cited without the brand being named. Two scans can produce the same mention count while...

Post Insights

Only the post author and moderators can see this

62

Total Views

100%

Upvote Rate

0

Comments

0

Total Shares

Hourly views for first 48 hours



Authentic Xtrusio post analytics captured on 2 September 2026. This is not a benchmark or forecast.

Posts

Views, upvote rate, comments, shares and first-48-hour view pattern.

Comments

Views, upvotes, replies, shares, country mix, ratio and awards.

Account

Organic reach, engagement and follower movement over time.

Weekly review question

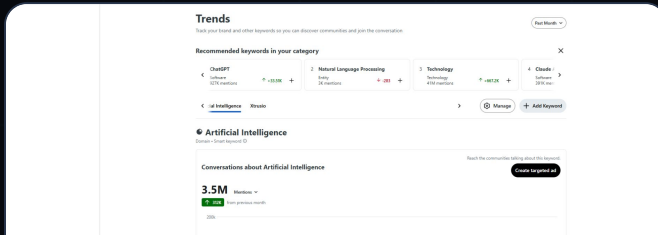
Which topic and community generated a meaningful exchange – and what evidence made that exchange useful?

Export CSVs weekly. Keep URLs and context beside the metrics.

Xtrusio method

Listen. Verify. Contribute. Measure.

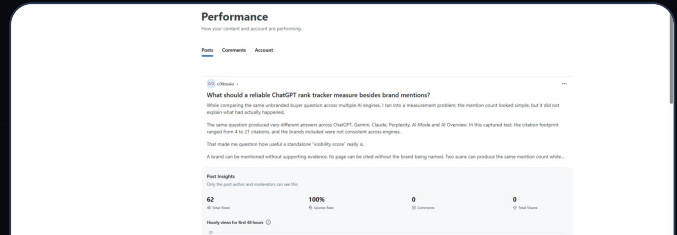
A repeatable system keeps participation useful and prevents the activity from drifting into campaign-style promotion.



Listen

Use Trends to find live buyer questions and the communities carrying them.

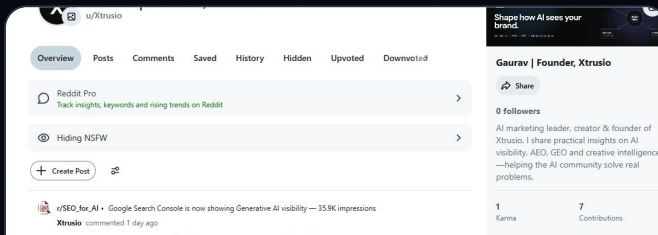
Signal: demand



Verify

Open the thread, read every reply and name the exact information gap.

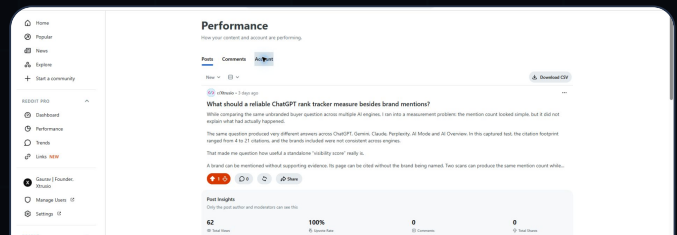
Signal: missing evidence



Contribute

Answer the missing point directly. Add affiliation when Xtrusio evidence appears.

Action: useful response



Measure

Save the public URL, export the metrics and review replies and acceptance.

Evidence: traceable outcome

CMO decision map

Market signal

Conversation gap

Useful contribution

Trust evidence

Move forward only when each step produces evidence for the next. A high-volume topic without a useful gap is not a posting opportunity.

Keep the work human: no coordinated votes, repeated scripts or manufactured enthusiasm. The operating asset is the public URL plus the context that made the answer useful.

Links beta

Distribution still requires editorial judgment.

Publisher access can import a verified domain's links, measure how they travel across Reddit and recommend relevant communities. RSS import does not publish automatically.



Grow your reach on Reddit

Share your stories directly with your audience on Reddit to drive engagement. Sign up to beta test the latest Reddit Pro publisher tools.

Publisher name

Publisher URL

Submit

By selecting "Submit" you agree to Reddit's service provider, Persona, reviewing your information in accordance with Persona's [Privacy Policy](#). Persona will review your user ID, email address, organization name, and URL.

The Links tab requires publisher eligibility and domain verification. Persona reviews the submitted account and organization information.

Do

- Read the community rules every time
- Answer before linking
- Use dated evidence and precise limitations
- Disclose founder or company affiliation
- Keep Reddit Pro screenshots internal unless Reddit consents

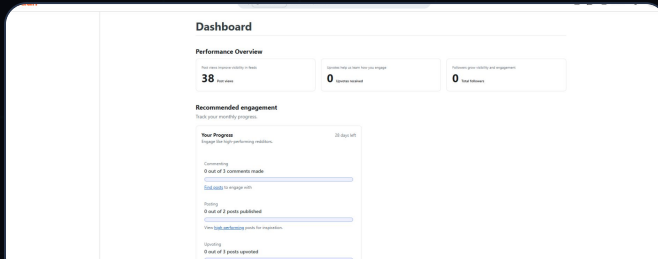
Do not

- Treat Pro status as posting permission
- Drop the same link across communities
- Pretend to be an independent customer
- Publish other redditors' content without permission
- Use Reddit branding to imply endorsement

Commercial publication note: Reddit's brand page directs commercial projects to licensing@reddit.com. Confirm brand-use clearance before publishing this guide or its cover.

Start with evidence

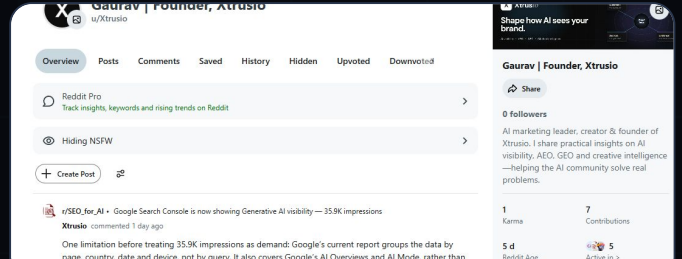
A practical first month.



Week 1

Configure

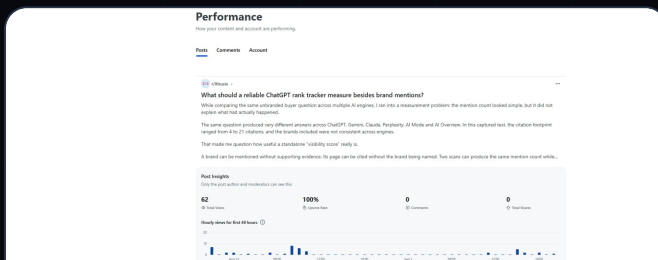
Add focused terms and record the account baseline before changing activity.



Week 2

Contribute

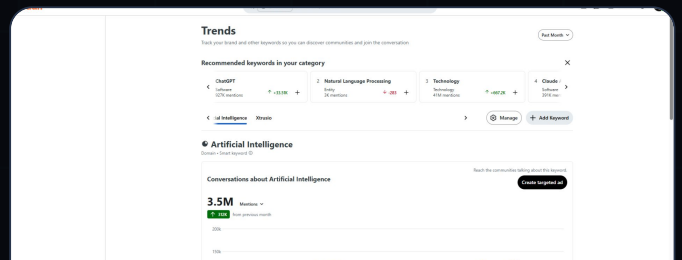
Publish original research in r/Xtrusio. Elsewhere, answer only a verified gap.



Week 3

Learn

Export performance data and compare replies, communities and acceptance.



Week 4

Refine

Retire noisy terms and keep only topics that produce useful exchanges.

Question

What did buyers repeatedly ask?

Action

Where did expertise close a real gap?

Evidence

Which URLs earned replies, saves or continued discussion?

Decision

Continue, adjust or stop the topic.

The next useful conversation

Keep learning in public.

Reddit becomes valuable when a brand listens carefully, contributes only where expertise closes a real gap, and preserves the evidence behind every decision.



Shape how AI sees your brand.

Measure the question. Preserve the evidence. Improve the source trail. Recheck the answer.

Follow the field notes

Join r/Xtrusio

Practical AI visibility experiments, methods and evidence-led discussion.

reddit.com/r/Xtrusio

Prefer a managed system?

Work with Xtrusio

You can always hire Xtrusio to build the operating system and get the job done.

xtrusio.com

Selected official sources

1. business.reddit.com/pro
2. Reddit Pro Feature: Trends
3. Reddit Pro Feature: Performance
4. Reddit Pro Feature: Dashboard
5. Reddit Pro Feature: Links
6. Reddit Pro Mobile Launch
7. Reddit brand and licensing information