Reddit

Setup Guide

Easy | 15 minutes

Tandem Beam

Quick Facts

Click ID:	Auto-captured from Reddit referrals
Authentication:	OAuth2 Client Credentials (auto-refreshing)
Test Mode:	Test mode flag in Events Manager
Events Supported:	purchase, lead, sign_up, add_to_cart, view_content, page_visit

Prerequisites

- Reddit Ads account
- Reddit Pixel created
- Admin access to Reddit Ads

Setup Steps

1 Access Reddit Ads Manager

Log in to Reddit Ads (ads.reddit.com) > Navigate to Events Manager

2 Create Reddit API App

Go to reddit.com/prefs/apps > Create an app > Select "script" type > Note the Client ID (under app name) and Client Secret

3 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Reddit
4. Enter your Client ID
5. Enter your Client Secret
6. Click Save Configuration

Note: Access tokens are generated automatically using your client credentials.

Configuration Fields Reference

Field Name	Format	Required
Client ID	Reddit API client ID	**Required**
Client Secret	Reddit API client secret	**Required**

Security Note: Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.
