

One post did what a **year** of TikTok couldn't.

All-Clad's **first Reddit post** pulled 171,000 views and outdid the brand's entire TikTok output year to date. Within 48 hours it was the No. 1 Google and AI Overview result for hollandaise sauce recipes, a rank no TikTok or Instagram post has touched.

171,000

VIEWS • ONE POST

r/GifRecipes • debut post • Jun 2026

148,857[†]

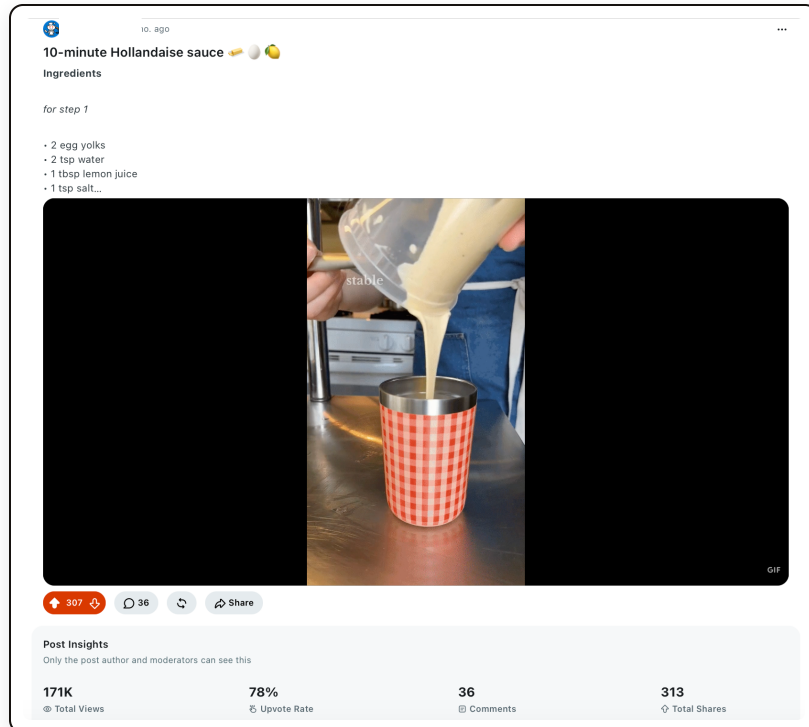
ALL OF TIKTOK • YTD

Every video posted this year

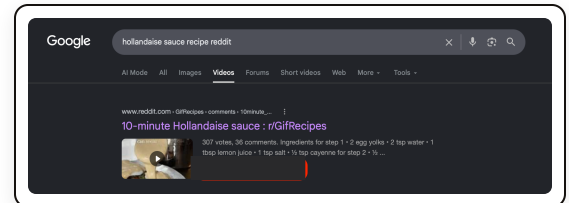
766,000

TOTAL REDDIT VIEWS

Past 3 months • zero ad spend



All-Clad's debut post on Reddit: **307 upvotes, 36 comments, 171K views**, visible only to the post's author in Reddit's own Post Insights panel.



No. 1 on Google within 48 hours of posting, **ahead of** recipe content going back over a decade.

*Three months into the partnership, that's the pattern holding. All-Clad bet on Reddit first. Reddit returned **766,000** organic post views and zero media spend.*

[†] 171K: Reddit Post Insights, r/GifRecipes (Jun 2026). 148,857: compiled from Brand's visible TikTok video view counts, year to date. 766K: Reddit Account Analytics, past 3 months (May 23-Aug 2026).