

Quora for Business

Advertiser Playbook

# Marketing on Quora



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# Quora at a Glance

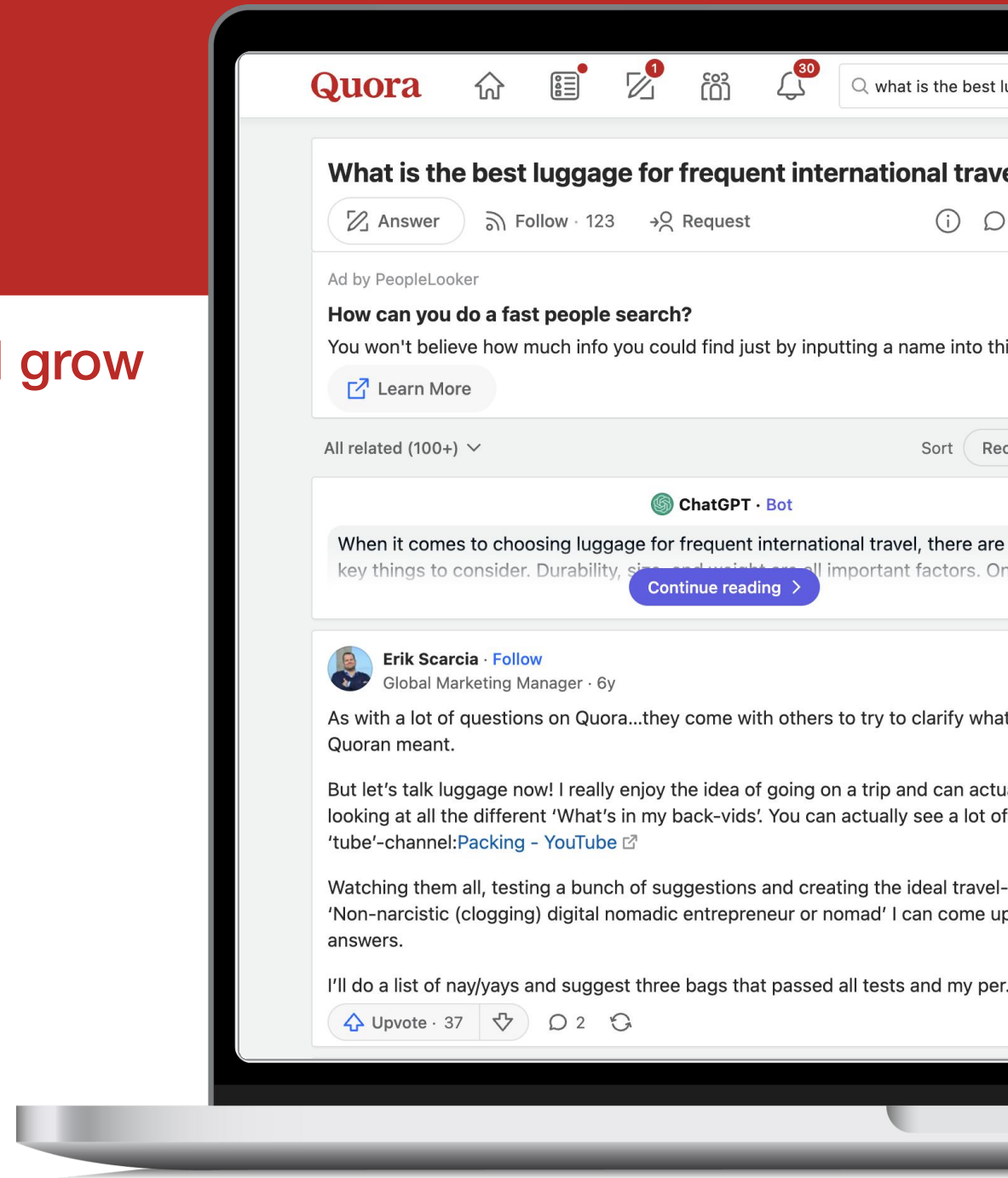
Quora's mission is to share and grow the world's knowledge.

| **300K+**  
**Unique Topics**

Quora has 300,000+ topics to explore and find subject areas in which to share expertise.

| **400M+ Monthly**  
**Visitors**

Over 400 million unique visitors come to Quora every month to ask questions and find answers.



# Quora at a Glance

Our global audience is engaged across a variety of topics.



**Auto**  
2.7M Followers  
2M Questions



**Finance**  
12.2M Followers  
3.9M Questions



**CPG**  
35.2M Followers  
2M Questions



**B2B/SaaS**  
40.4M Followers  
9M Questions



**Ecommerce**  
2.2M Followers  
1.4M Questions



**Education**  
7.1M Followers  
11.1M Questions



**Consumer Technology**  
10.6K Followers  
6M Questions



**Consumer Electronics**  
10.6M Followers  
4.1M Questions



**Entertainment**  
5.6M Followers  
287K Questions

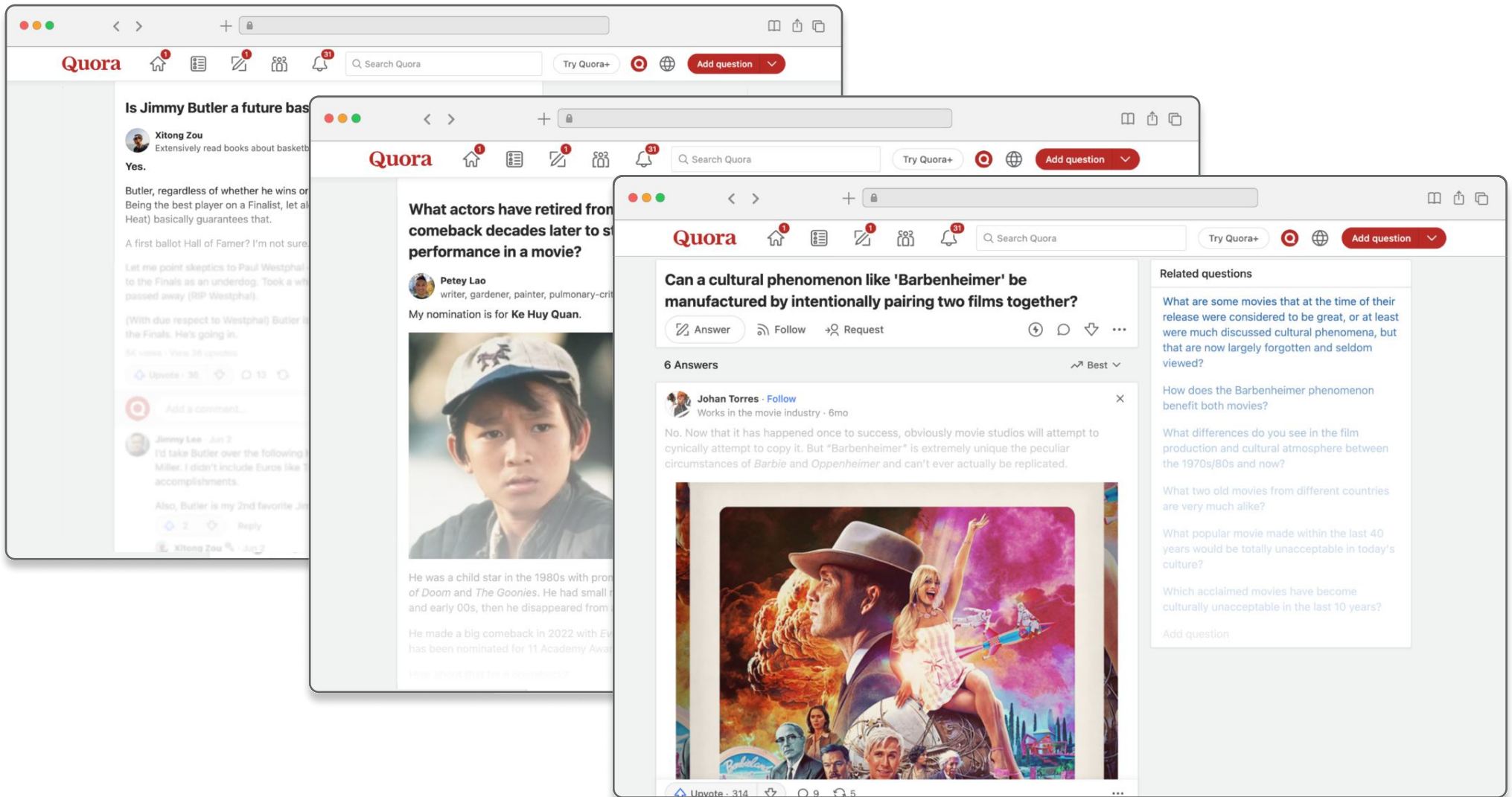


**Health**  
49.6M Followers  
7.8M Questions



# Quora at a Glance

Conversations happening on Quora reflect real cultural moments and world events.



# Why advertise on Quora?

What makes Quora unique is why people come to the platform. People come to Quora looking for answers. Our users are leaned-in and actively learning vs. passively scrolling. For brands, this means you can gain influence at key decision moments.

**Quora users show high intent:**

**| 67.8%**

research a product  
online before buying it

**| 52.8%**

conduct online product research  
through consumer reviews

**| 37.3%**

discover brands through  
ads seen on social media

Based on the GWI Core 2022 survey of participating US Quora users.

# How brands are using Quora today



## Build Your Brand

Build brand awareness, credibility, and trust by becoming an industry thought leader.



## Drive Traffic

Drive Quora's high-intent audience to your site now for better quality leads later.



## Boost Conversions

Connect with users during the consideration phase and influence future buying decisions.



## Increase Customer Advocacy

Offer your expertise to customers that are looking for it by answering their questions directly.

 **monday**.com

 **grammarly**

 **shopify**

 **amazon** global selling

**crunchbase**

 **zenefits**

**Policygenius**

**honey**

# 6 Steps to running a successful campaign on Quora

## 1 Choose your objective

At the **Campaign level**, you can choose from six objectives: Conversions, App Installs, Traffic, Awareness, Video Views, or Lead Generation. Use a consistent naming system for easy tracking of campaigns, ad sets, and ads.

## 2 Set your budget

At the **Campaign level** you'll also set your daily budget, which dictates the maximum amount a campaign will spend in a day. You also have the option to set a lifetime budget, along with a campaign schedule.

### What should your campaign budget be?

Different businesses and industries will have unique KPI requirements, so the following are factors to take into consideration:

**Test duration:** Plan to test Quora Ads for at least one month. This provides ample time to launch, optimize, and reiterate on your campaigns. If you have a longer sales cycle, take this into account as well.

**CPA goals:** What is your target CPA? If you historically have a \$100 CPA and average 5 conversions per day, your campaign should have a daily budget of at least \$500.

**Impression and bid forecasts:** Weekly impressions are projected under an ad set's Summary, and suggested bids are generated for all targeting types with the exceptions of Audience and Broad Targeting.

**Pro-Tip:** We recommend bidding 2-3x the suggested bid to stay competitive. Quora operates on a second-price auction system, so competitive bids can improve your reach and performance.

### Install the Quora Pixel

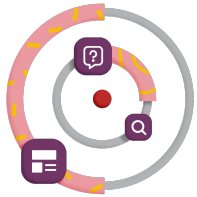
If you're measuring conversions, make sure you've installed the base and event pixels using the instructions in your pixels and events tab in Quora Ads Manager. Read our Quora Pixel 101 guide to get started.

[Read Now](#)



# 3 Build your audience

At the **Ad Set level**, you'll define your audience with targeting parameters. Quora offers a variety of targeting options, giving brands the ability to connect with customers in the right place at the right time.

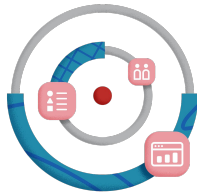


## Contextual targeting

**Topic Targeting:** Position ads alongside questions and feeds tagged with specific topics.

**Keyword Targeting:** Deliver ads next to questions that include your keywords.

**Question Targeting:** Place ads on specific questions and serve tailored messages to a hyper-targeted audience.

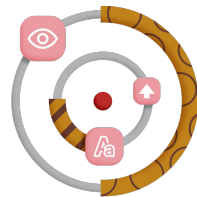


## Audience targeting

**Website Traffic Targeting:** Reconnect with customers who visit Quora after visiting your website.

**List Match Targeting:** Make the most from your email list; target leads, exclude existing customers, or build Lookalikes.

**Lookalike Targeting:** Scale your existing audiences by finding users similar to your website visitors or email lists.



## Behavioral targeting

**Interest Targeting:** Deliver ads to users who engaged with specific content on Quora.

**Keyword History Targeting:** Send your message to users who read questions with your specified keywords.

**Question History Targeting:** "Follow up" with potential customers by delivering ads to users who read specific questions about your products, industry, or competitors.



## Broad targeting

**Broad Targeting:** Deliver ads to the largest possible audience on Quora.

**Auto-targeting:** Quora's machine learning system will automatically determine the best targeting configuration to optimize for efficiency and performance over time.

### Which targeting type should you choose?

There is no "one-size fits all" targeting strategy with Quora Ads. Mix and match targeting types to achieve your business goals. Read our Targeting Tips guide for some tried and true combinations.

[Read Now](#)

# 4

## Set your bid

You can choose between CPC or CPM bidding. If you have the **Quora Pixel** installed, you may be eligible for Conversion Optimized Bidding. If you're just getting started, we recommend CPC bidding—you can always adjust your bid strategy later.



### Cost per Click (CPC)

Bid and pay per click on your ad.  
Minimum bid is \$0.01.



### Cost per Impression (CPM)

Bid for 1000 impressions, pay per impressions.  
Minimum bid is \$0.20.



### Conversion Optimized\*

Bid for a target CPA, pay per impression.

\*Conversion Optimized bidding requires the Quora Pixel and 20+ conversions per ad set



**Try Auto-bidding**  
For those looking to simplify the bidding process, you can let Quora's machine learning system optimize your bid over time with Auto-bidding. To learn more about how to get started, read our **Auto-bidding Overview**.

[Read Now](#)

**Leverage Auction Insights**  
Auction Insights are updated daily and calculated over the prior week's auctions. Stay competitive with metrics like auctions lost to competition, impression share, and absolute impression share.



## Image Ads

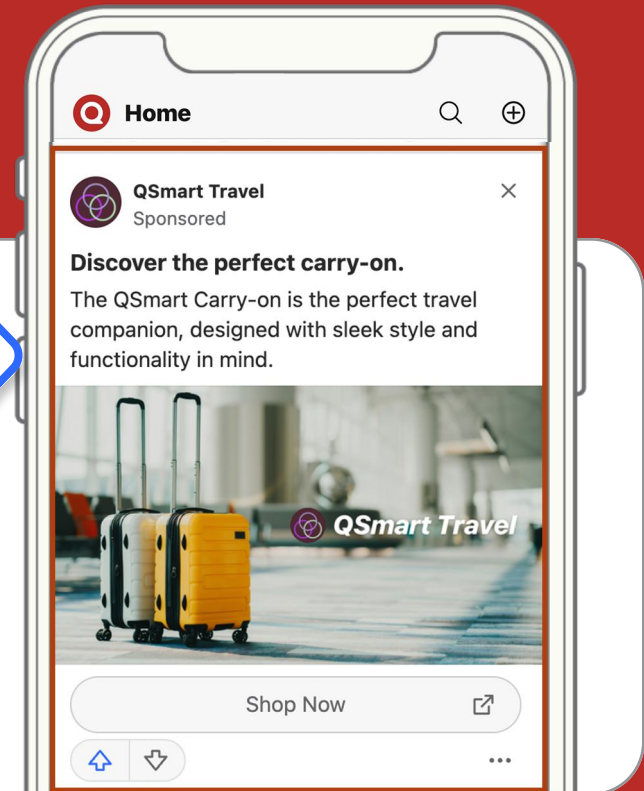
Grab attention with eye-catching visuals.

Image Ads give you the opportunity to stand out visually on Quora's largely text-based platform.

**Common uses:** Easily repurpose existing assets you're already promoting on other channels to get started with a Quora Ads campaign today.

**Pro-Tip: Make sure your message makes sense without the image.**

Certain placements on Quora are text-only, so Image Ads that win these placements will automatically convert to Text Ads.

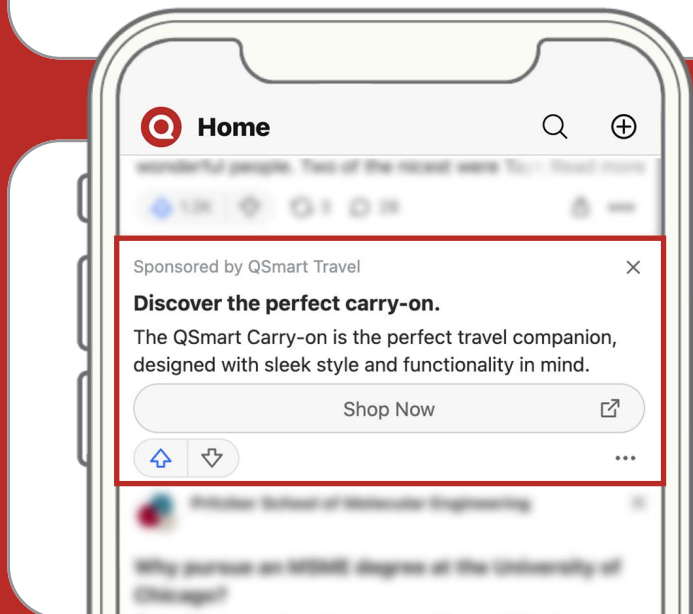


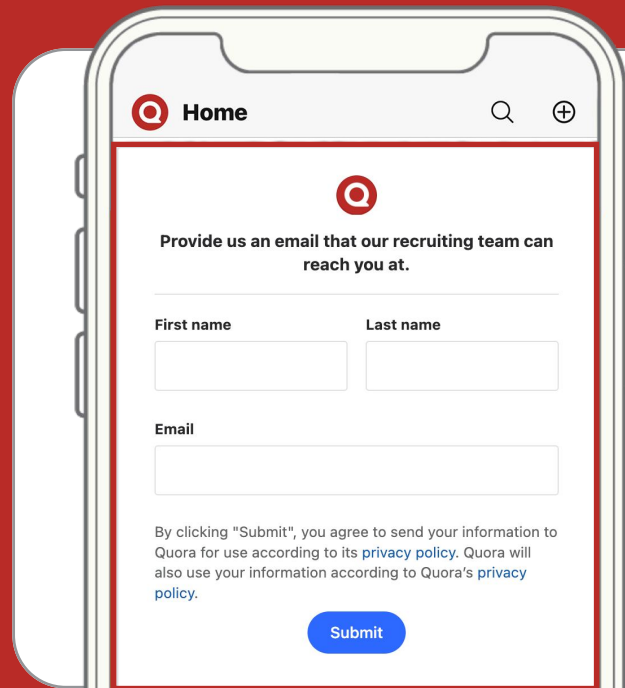
## Text Ads

Provide users with a non-intrusive, native experience.

Promote your message in organic conversations with minimal disruption to the user experience.

**Common Uses:** Drive qualified traffic to your site.



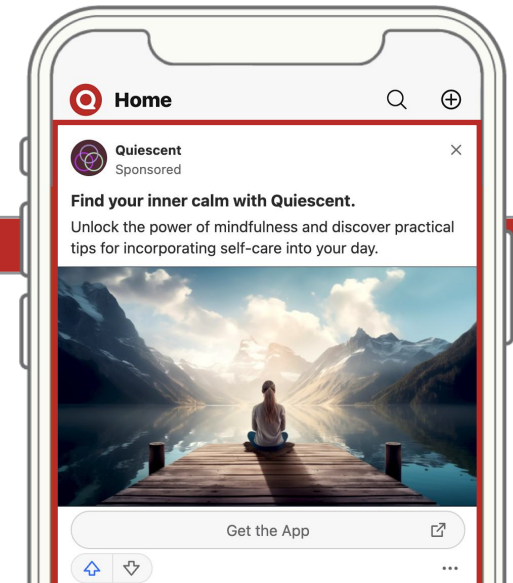


## Lead Generation Forms

Capture customer intent the moment they conduct research on Quora.

Target key audiences in the Ads Manager, influence with your creative, and collect leads by pairing Lead Gen Forms with any Quora ad. We also support a Zapier integration for Lead Gen.

**Common Uses:** Append directly to your other Quora ads to capture contact information directly on Quora.



## App Installs

Drive users directly to your App Store or Google Play store listing from Quora.

**Common Uses:** Append directly to your other Quora ads to drive app downloads.

## Brand Lift Study

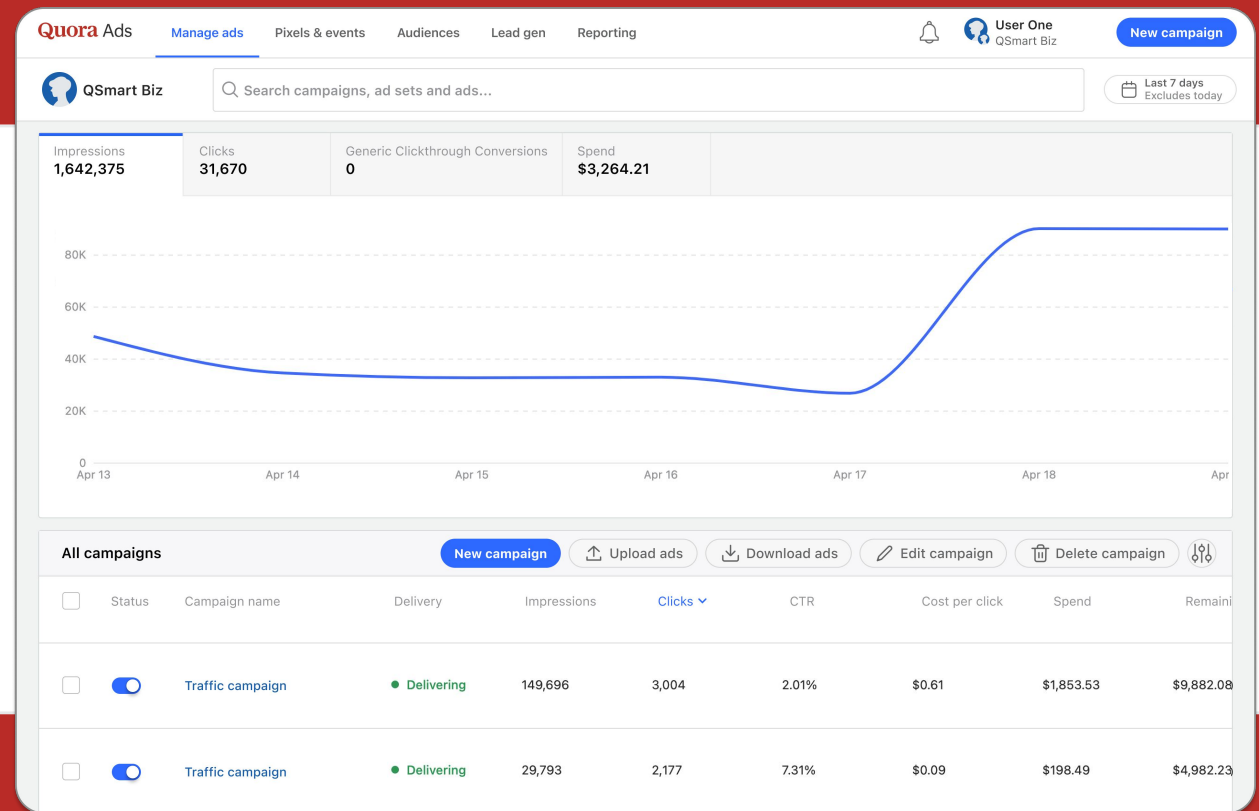
Measure the impact of your digital advertising on Quora.

Get overviews of brand lift across all KPIs or drill into individual KPIs by Site, Placement, Creative, Channels, and Frequency of Exposure. Contact a Quora expert to get started.

[Book a Call](#)

# 6 Measure performance

The Quora Ads Manager dashboard gives you the information you need to take action on your campaigns. Whether you're measuring engagement or leads, your dashboard will have the key metrics you need to evaluate performance at the campaign, ad set, and ad levels.



## 3 Tips to get the most out of Quora Ads Manager

### Install the Quora Pixel

Power up performance with this easy-to-install website code. The Quora Pixel provides additional conversion insights and audience-building capabilities.

[Learn More](#)

### Integrate with our Marketing Partners

Integrate with one of our mobile measurement, data, and brand safety partners for additional reporting and audience-building capabilities.

[Meet our Marketing Partners](#)

### Set up Conversion API

Send events (such as website events, app installs, and offline conversions) directly to Quora Ads Manager through our server-to-server integration.

[Learn More](#)

# Quora Ads Best Practices

## Creative

### **Keep different ad formats in separate ad sets**

to get the best performance. For example, you should avoid having both a Promoted Answer and Video Ad in the same ad set.

### **Add your logo or call-to-action to images** to increase CTR.

### **Ensure consistent branding**

by aligning your creative with your brand's visual identity and voice to build recognition and trust with your audience.

### **Clearly communicate the value proposition**

succinctly in your ad to help the audience quickly understand the benefits of your product or service.

### **Conduct A/B tests,**

changing elements like headlines and calls-to-action, and evaluate after at least a month.

**For more creative tips check out our full [Creative Best Practices](#) guide here.**

## Targeting & Bidding

### **Keep different targeting types in separate campaigns**

for best performance.

### **Test a variety of targeting strategies**

to find the right fit. We recommend starting more broadly with Topic and/or Interest targeting and narrow down from there.

### **Utilize Lookalike audiences,**

expand your reach by targeting lookalike audiences who share characteristics with your existing customers, increasing the likelihood of finding new users interested in your offerings.

### **Set realistic budgets**

based on campaign objectives, potential reach, and expected conversion rates, ensuring you have enough spend to test effectively while maintaining cost-efficiency.

### **Streamline your bidding process with CPA auto-bidding.**

Using advanced machine learning, this bid type dynamically adjusts your bids based on performance.

Quora for Business

# Ready to find your audience on Quora?

Connect with an expert  
today and start growing  
your business on Quora.

[Book a Call](#)

