

# Ad Review

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*Advertising on Quora should result in better experiences for people using the platform and positive results for our advertisers. We want your campaigns to reach the right audience and have your products or services be helpful to people. As a consequence, we have high quality standards for ads and may reject ads that do not comply with these standards. We have the right, but not the responsibility, to review ads for compliance with our standards.*

## Common Ad Rejection Reasons

### Capitalization

Excessive capitalization, and mixed capitalization in one word, is not permitted.

- ✗ SIGN UP FOR FREE TODAY!
- ✓ Sign up for FREE today!

### Grammar/Spelling

Sentences must be grammatically correct and complete. Avoid uncommon abbreviations.

- ✗ How to find mktg agency?
- ✓ How do I find a marketing agency?

### Formatting/Punctuation

All sentences must end in a punctuation mark. Do not use unnecessary symbols or spaces.

- ✗ \*\* Free trial ! Sign up today . \*\*
- ✓ Free trial! Sign up today.

### Misleading Content

Don't make competitive claims unless there is third-party verification in your ad or website.

- ✗ "the best," "leading." "#1," "top," etc.
- ✓ "Ranked #5 by Forbes..."

### Business Name

Do not include qualifiers, tag lines, or descriptions outside of the business name itself.

Make sure your business name matches your landing page.

- ✓ Quora
- ✓ Quora for Business
- ✗ Quora: Q&A Website

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## Other Ad Rejection Reasons

Ads can also be rejected if they include:

- Morbid, violent, disturbing, shocking, sensationalist imagery
- Personal information (ex. phone numbers, email addresses)
- Affiliate links
- Non-English ads or landing pages
- Adult oriented images or services
- Political content
- Before-and-after imagery
- "Secrets" to wealth or income
- Missing Terms of Service/Privacy Policies
- Incorrect grammar/spelling in images

## How long does the ad review process take?

Upon submission, it can take up to 1-2 business days for your ad to be reviewed, with the average time being less than a day.

If we review your ad and determine it does not adhere to our Advertising Policies, an email notification will be sent listing the reason(s) for the disapproval, along with an in-product notification in the Quora Ads Manager platform.

If your ad isn't approved, you can edit and resubmit it for review.

## Can I reuse ads from my other marketing channels?

We do not recommend this. Quora's [Advertising Policies](#) differ from other advertising platforms in order to match the content on our platform.

For example, Facebook may accept the sentence “[Do NOT make this mistake.](#)” However, this would be rejected on Quora for unnecessary capitalization.

If you choose to repurpose ads, please review our Advertising Policies carefully.

**For more information, visit our [Advertising Policies](#).**