

Advanced Match Implementation Guide

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About Advanced Match

The Quora Pixel uses cookies to match your website visitors and their conversion events to Quora users. There are many scenarios where a cookie is not present and we're unable to match conversions to Quora users. As a result, you're not able to accurately assess the value of your campaigns on Ads Manager.

You can use Advanced Match to passback hashed user emails to Quora's system to help us better match your conversion events to Quora users when a cookie is not present.

There are three ways to implement Advanced Match. This guide will detail the steps you need to take for each method.

Why should I use Advanced Match?

Advanced Match helps you assess the value of your campaigns on Quora by attributing more conversions to Quora that were previously unavailable through cookie-based matching. With Advanced Match you'll have more accurate reporting of conversion volume and CPA cost in the Ads Manager.

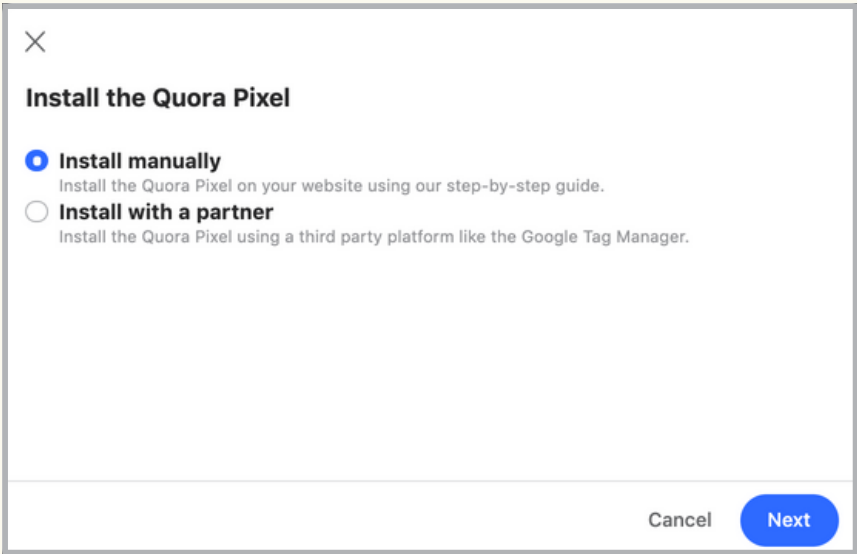
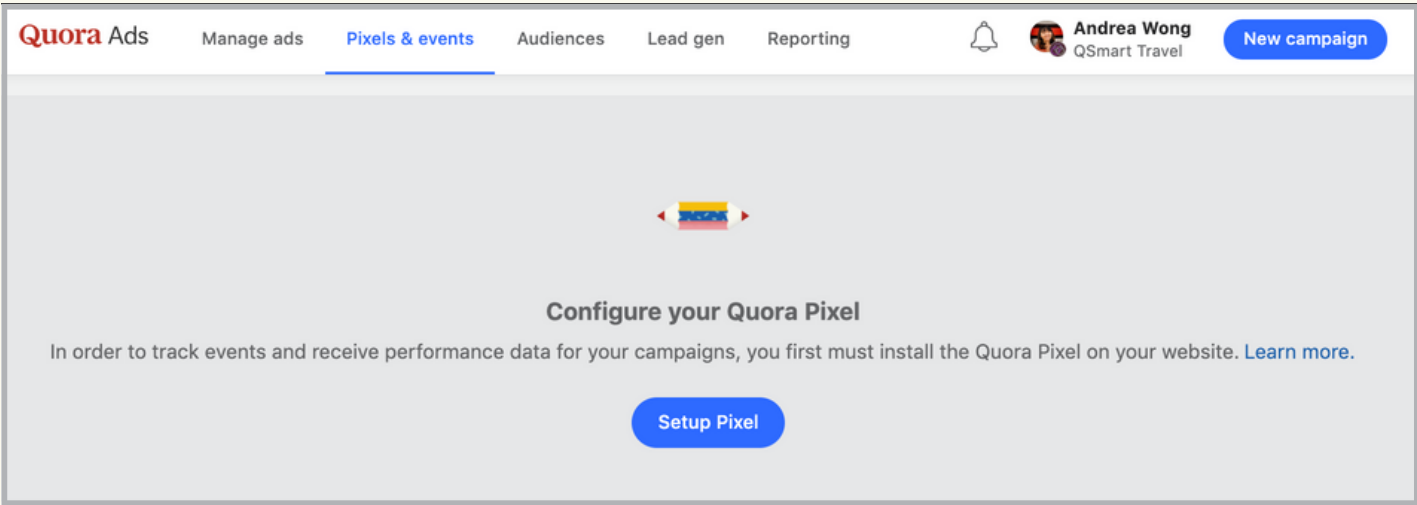
This can be particularly helpful if you have a complex sales cycle, strict CPA goals, or users who are more likely to convert across devices. If you noticed that Ads Manager has been underreporting conversions compared to your internal reporting systems, Advance Match can help reduce this gap in conversions.

Manual Installation

Step 1: Install the Quora Pixel

Visit the **Pixels & Events** tab of the Ads Manager and click **Setup Pixel**. Choose to "Install Manually."

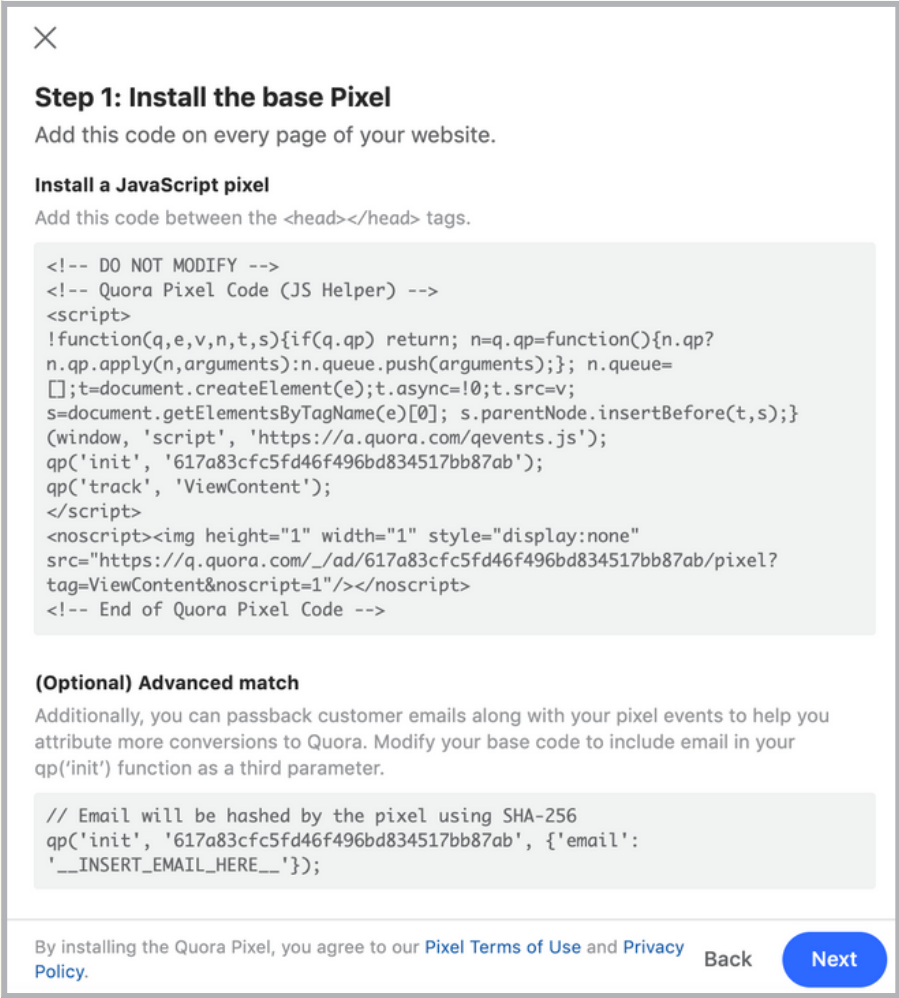
Keep in mind that there are two components of the Quora Pixel, so make sure to install both the Base and Event pixels.



Step 2: Install the Base Pixel

Install the Base Pixel code on the header code of every page of your website. There are two options you can choose from, each with their own instructions:

- (Recommended) Install the **JavaScript pixel** between the <head></head> tags.
- Install an **image pixel**. This is not recommended as the JavaScript pixel code will enable you to leverage more features that will become available over time that will not be available for the image Pixel.



Step 3: Enable Advanced Match

To enable Advanced Match, modify your Base Pixel to include email in your qp('init') function as a third parameter. Our pixel supports passing back both hashed and unhashed emails.

For **hashed emails**, the third parameter would be a JavaScript object with 'hashed_email' as its key. You can replace **'__INSERT_HASHED_EMAIL_VALUE_HERE__'** with the appropriate email value on your web page.

```
qp('init', '__YOUR_PIXEL_ID__', {'hashed_email': '__INSERT_HASHED_EMAIL_VALUE_HERE__'});
```

For **unhashed emails**, the third parameter will be a Javascript object with 'email' as its key. You can replace **'__INSERT_EMAIL_VALUE_HERE__'** with the appropriate email value on your web page.

```
qp('init', '__YOUR_PIXEL_ID__', {'email': '__INSERT_EMAIL_VALUE_HERE__'});
```

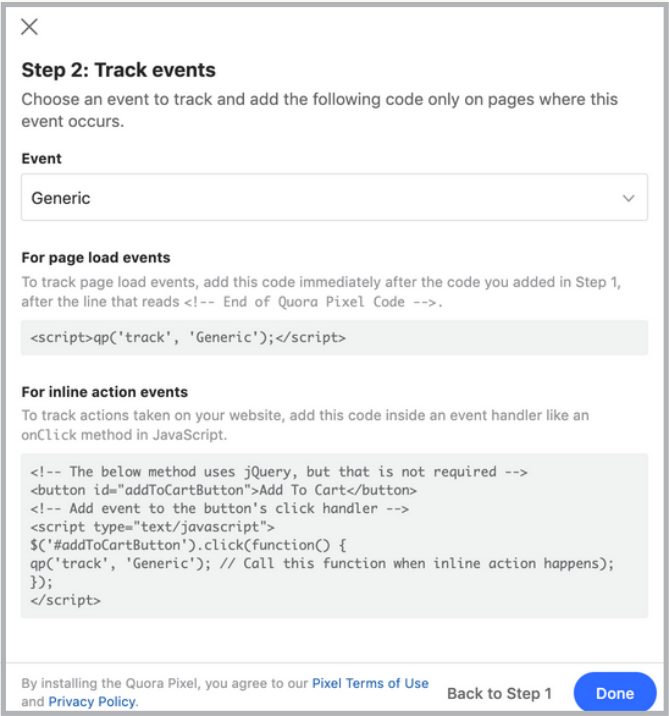
Step 4: (Optional) Install the Event Pixel

Follow the instructions in the window to install the Event Pixel on specific page(s) of your website or button(s) where your conversion event occurs. Start by choosing a label for your Event Pixel under **Event**.

You can measure page load events or inline action events:

- **Page load events:** Install this code if you expect conversion events to occur on specific pages of your website.
- **Inline action events:** Install this code if you expect conversion events to happen as an inline action event (ex. "Add to Cart" buttons).

Remember, Event Pixels are only placed where a user completes a conversion action you intend to optimize towards. It should not be used for actions higher in the funnel.



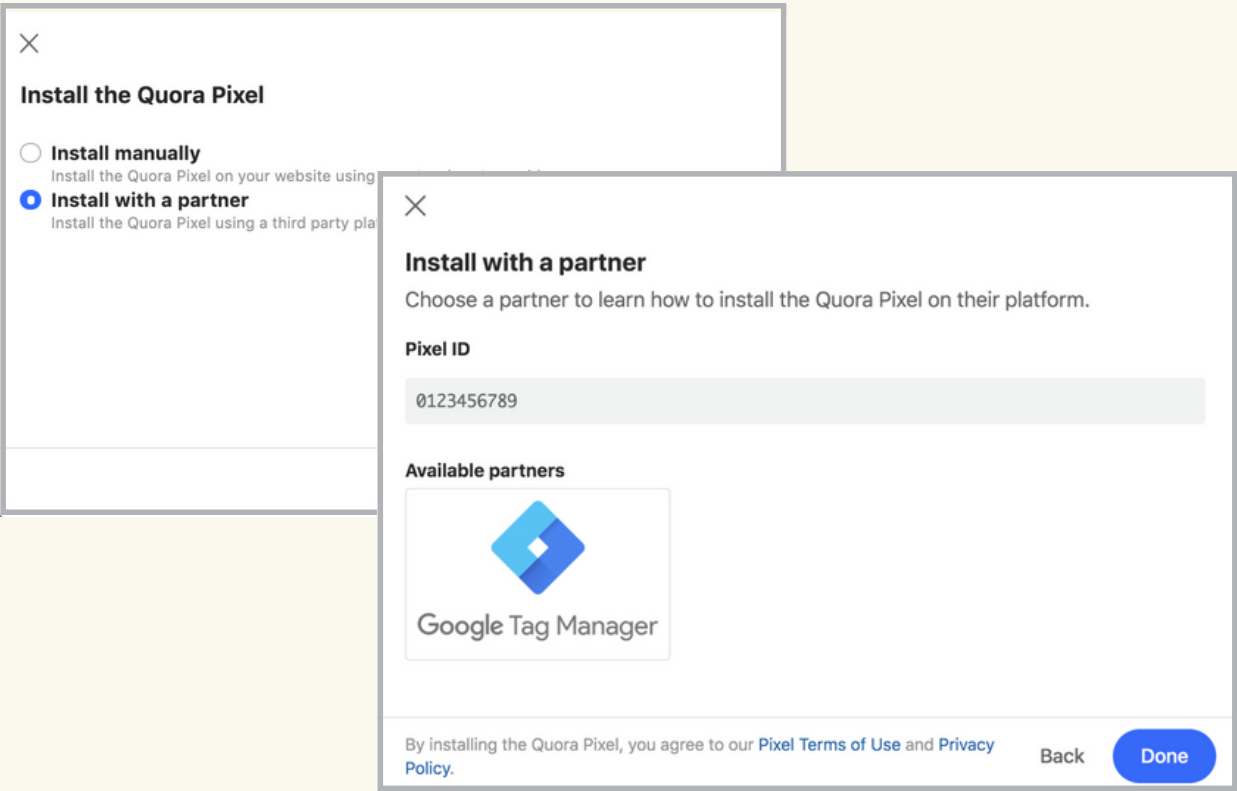
Google Tag Manager Installation (Native Integration)

Getting Started

We support passing back unhashed emails when using Google Tag Manager to implement Advanced Match. To passback hashed emails, refer to the "Manual Installation" instructions above (page 2).

To install the Quora pixel through Google Tag Manager, visit the **Pixels & Events** tab of the Ads Manager and click **Setup Pixel**. Choose to "Install with a Partner." You will now be able to copy your unique Pixel ID for use in Google Tag Manager.

To implement Advanced Match with Google Tag Manager, you first need to add a user defined variable for the email address on your web page. Follow these instructions from Google to [choose your website's data layer variable](#) or [create a new one](#).

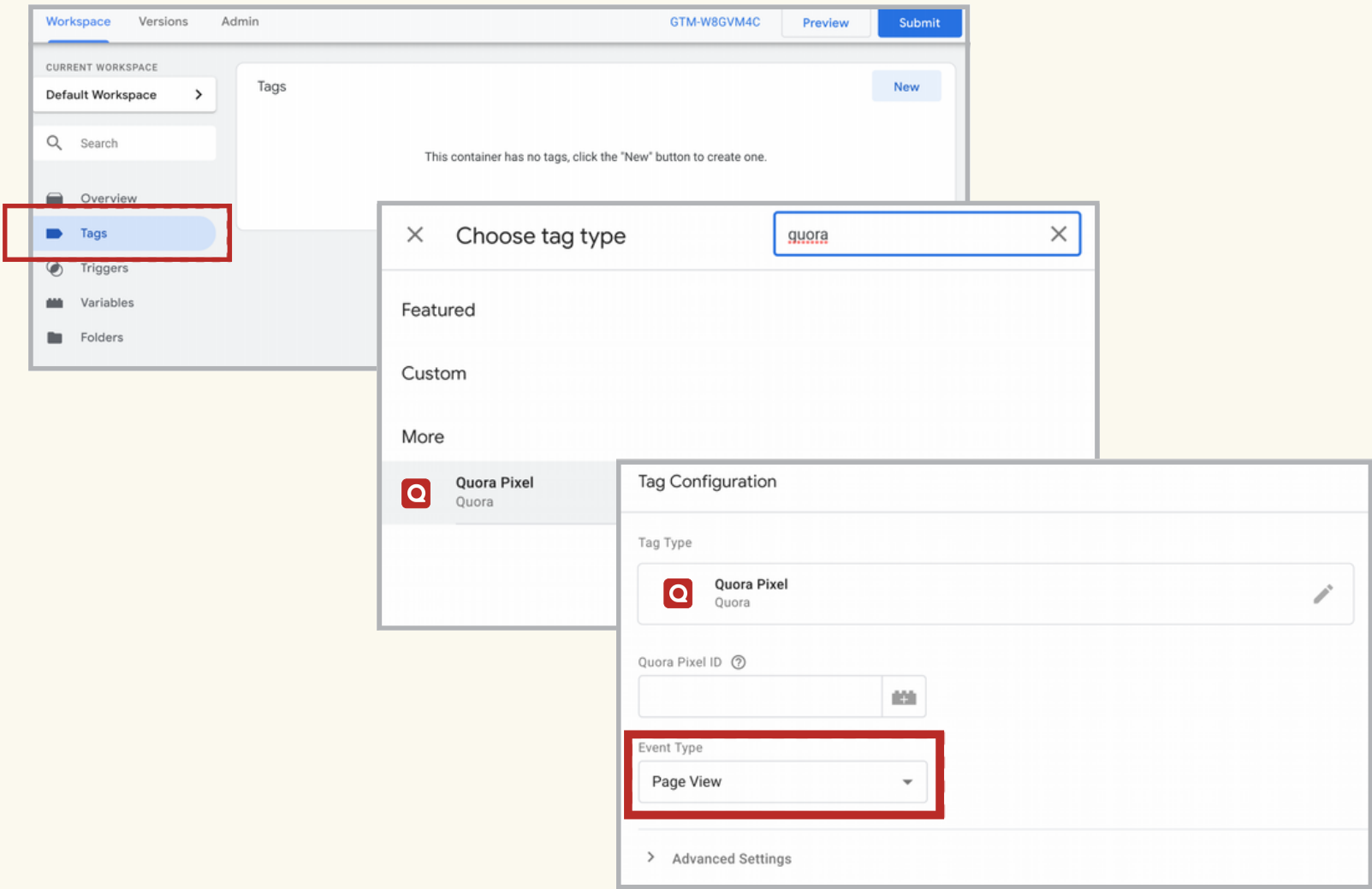


Step 1: Install the Base Pixel

In Google Tag Manager, select **Tags**, then **New**, and then **Tag Configuration**.

Afterwards, choose or search for "Quora Pixel" and select this option.

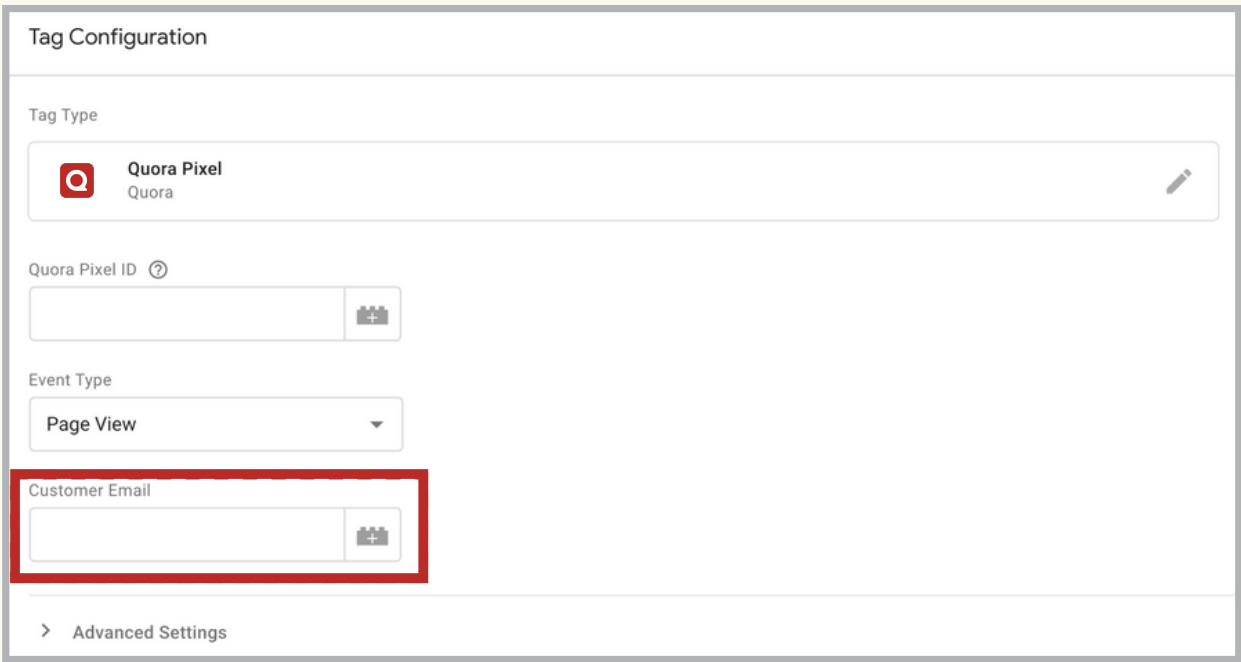
To set up the Base Pixel, paste your Pixel ID into the **Quora Pixel ID** field. Then, choose "Page View" as your **Event Type**. Name your tag and save it.



Step 2: Enable Advanced Match

To use Advanced Match, click on the brick icon under **Customer Email** and **choose your website's data layer variable** or **create a new one**.

After you are done with the **Tag Configuration**, click **Triggering** and choose the trigger that will track every page of your site, such as "All Pages". Save your Tag to finish implementing Advanced Match.



Tag Configuration

Tag Type

Quora Pixel
Quora

Quora Pixel ID ?

Event Type

Page View

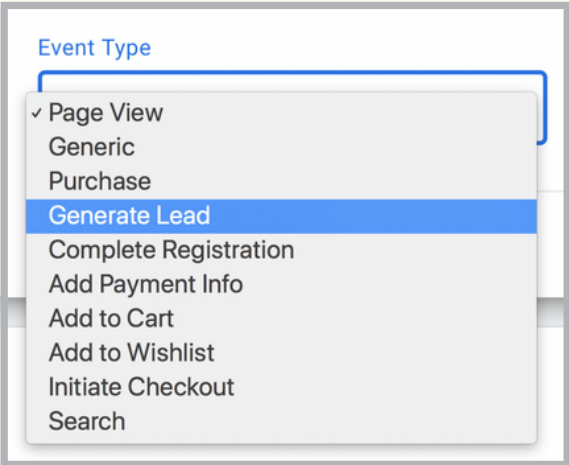
Customer Email

> Advanced Settings

Step 3: (Optional) Install the Event Pixel

Setting up tracking for specific events can help you measure conversions, better understand campaign performance, and optimize towards the conversion events you care about.

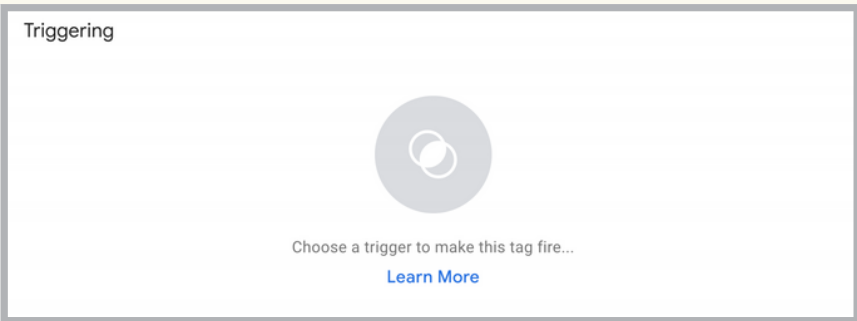
Repeat Step 1, but instead of choosing "Page View" as the **Event Type**, select the label that best represents your conversion event. For example, choose "Generate Lead" if you want to track when you capture a lead on your website.



Event Type

- ✓ Page View
- Generic
- Purchase
- Generate Lead
- Complete Registration
- Add Payment Info
- Add to Cart
- Add to Wishlist
- Initiate Checkout
- Search

Scroll down to see the section **Triggering**. Choose the option that sets the tag up for when your conversion event happens. For example, if you chose "Generate Lead," then select the trigger for when you capture a lead on your website.



Triggering

Choose a trigger to make this tag fire...

[Learn More](#)

Finally, name your Event Pixel tag and it. Repeat this process for any additional events you wish to tag through the Event Pixel.

Google Tag Manager Installation (Custom JavaScript)

Getting Started

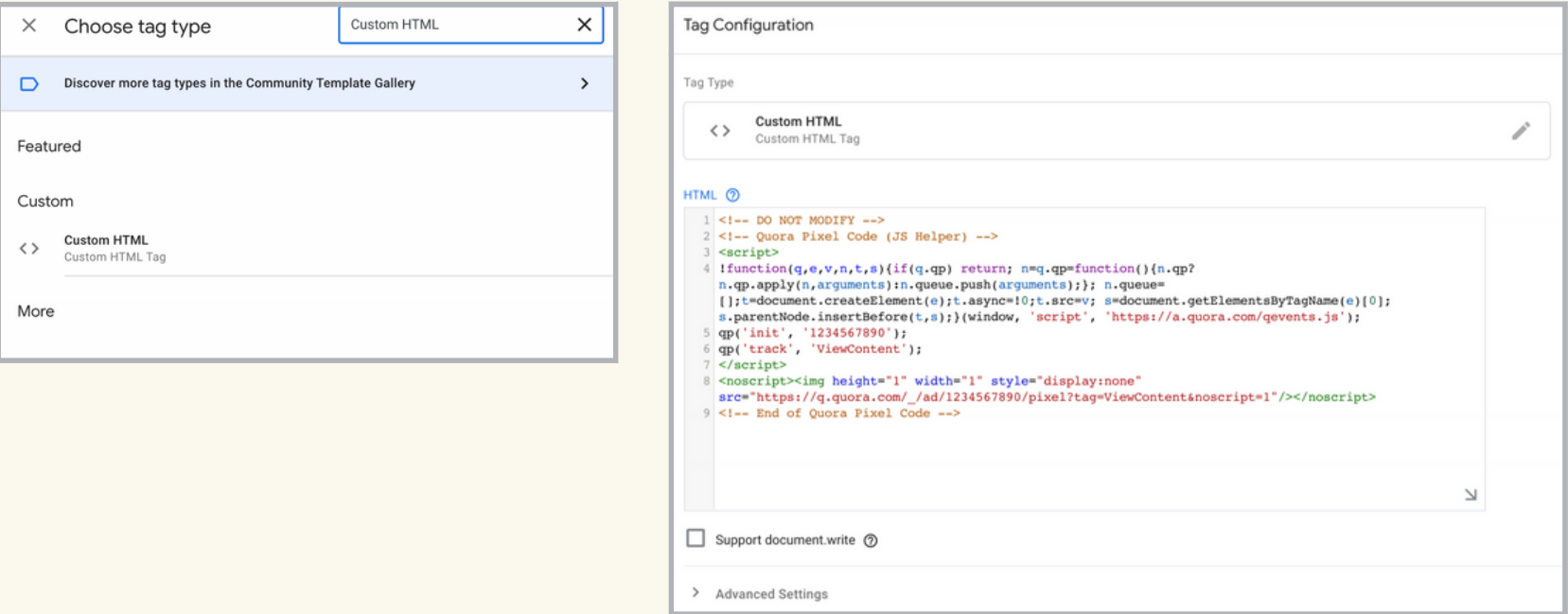
We support passing back unhashed emails when using Google Tag Manager to implement Advanced Match. To passback hashed emails, refer to the "Manual Installation" instructions above (page 2).

Step 1: Create a Tag

Visit your Google Tag Manager account. Go to the left navigation bar and click on **Tags**. Create a new Tag and name it.

Then, click on **Tag Configuration** and search for **Custom HTML** in the search bar. Paste the code for the Quora Base Pixel into the HTML box.

Your Quora Base Pixel code is located in your **Pixels & Events** tab. Click **Setup Pixel**. "Install Manually" will be chosen by default. Click **Next** to view and copy your Base Pixel.



Step 2: Modify the code to enable Advanced Match

To enable Advanced Match, modify your Base Pixel to include email in your qp('init') function as a third parameter.

For **unhashed emails**, the third parameter will be a Javascript object with 'email' as its key. You can replace **'__INSERT_EMAIL_VALUE_HERE__'** with the appropriate email value on your web page.

```
qp('init', '__YOUR_PIXEL_ID__', {'email': '__INSERT_EMAIL_VALUE_HERE__'});
```

After you are done with the Tag Configuration, click **Triggering** and choose the trigger that will track every page of your site, such as "All Pages". Save your Tag to finish implementing Advanced Match.

FAQs

Can this be used for the image pixel?

No, we currently do not support Advanced Match for the image pixel.

How are emails sent to Quora?

Quora’s Pixel will hash any unhashed emails in the browser using SHA-256 before sending any user data to our servers. If you’d like to hash emails yourself, you can send us an SHA-256 hash of emails in lowercase with all whitespaces removed.

What does Quora do with the email addresses?

Hashed email addresses will be used to match conversions to their respective Quora users. Once this matching process is complete, the hashed emails will be deleted.

Is this similar to Facebook’s Advanced Match?

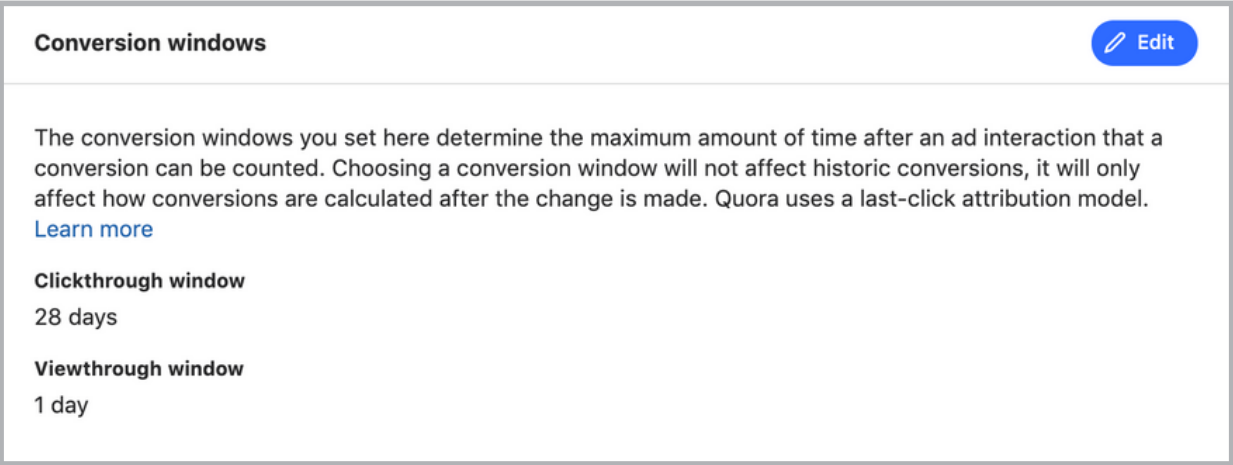
Yes, this is similar to Facebook’s Advanced Match. However, we currently only support email passback and no other customer identifiers.

Can I passback more data than just email?

No, right now we’re only supporting email passback (both hashed and unhashed). If you’d like to hash emails yourself, you can send us an SHA-256 hash of emails in lowercase with all whitespaces removed.

What else can I do to more accurately report conversions?

You can utilize Custom Conversion Windows in your Ads Manager. Under your [Account Settings](#), you can adjust the attribution window for clickthrough and viewthrough conversions under "Conversion Windows."



How do I debug whether or not Advanced Match is working?

Contact your Customer Success Manager (CSM). Your CSM can let you know if Quora is successfully receiving hashed user emails.

Have more questions? Contact your CSM.