



Advertising on Quora

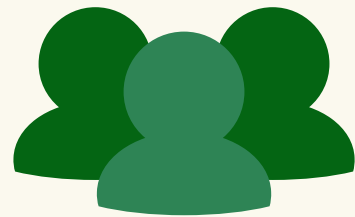
Quora for Business

Why advertise on Quora?

People come to Quora to ask questions, and to read and share insightful answers. This includes people looking for reliable information about your company, products, competitors, and industry.

With Quora Ads, your business can influence a high-intent audience during the consideration phase of their purchase process. This makes Quora ideally suited to reach customers actively researching a product or service.

Whether you're writing answers or running ads, Quora enables your organization to:



Reach a coveted audience

Quora has a worldwide audience of more than 300 million unique monthly visitors. In the US, Quora users are highly educated and primarily live in West and East Coast metropolitan areas.¹



Target for greater efficiency

Quora offers contextual, audience, behavioral, and broad targeting options to reach your audience. You can also further filter by location, gender, device type, or mobile platform.



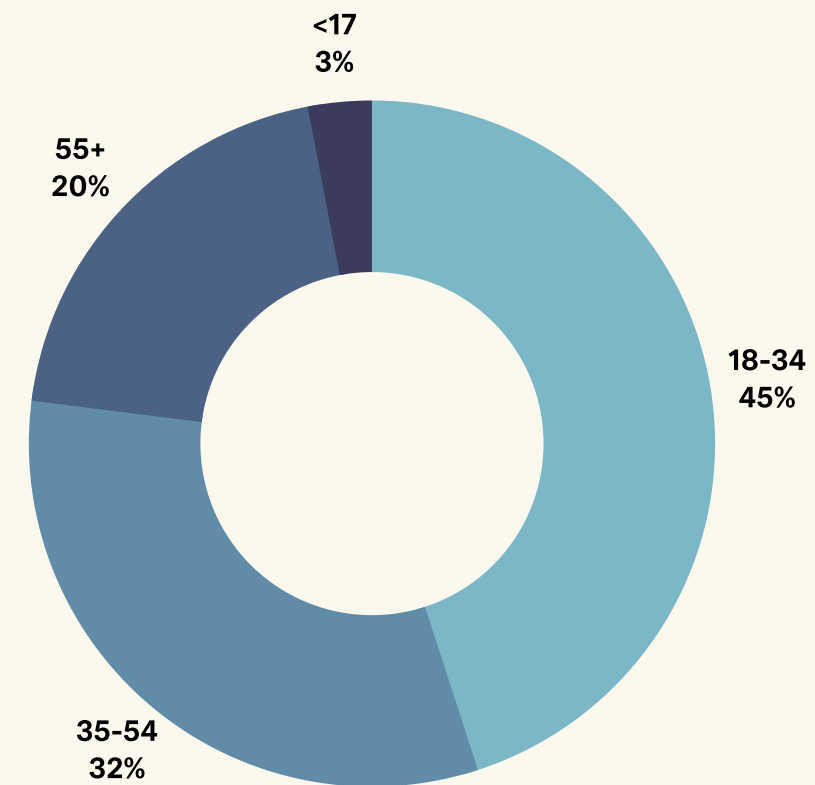
Deliver your message in a premium environment

Quora is known for the quality of its questions and answers, and an internal team of moderators, along with the Quora community, is dedicated to maintaining that high bar.

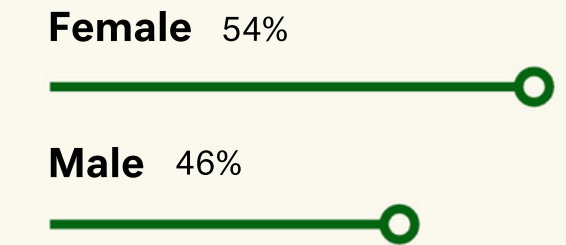
¹ Based on internal Quora data September 2019.

Quora's Audience at a Glance²

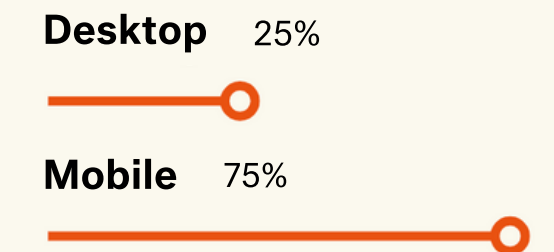
Age



Gender



Usage



20% more likely to have authorized a business purchase

47% of users report a HHI >\$100k

63% of users conduct research before major online purchases

² Based on internal Quora data September 2019, Comscore Media Metrix December 2020, Comscore Plan Metrix December 2020

About Quora Ads

What targeting options are available on Quora Ads?

There are 10 types of targeting available on Quora Ads ranging from contextual, behavioral, audience, and broad targeting. Advertisers can also add secondary filters such as location, device, browser, mobile operating system, gender, email targeting, and exclusionary targeting.



Contextual Targeting

- Topic Targeting places ads alongside questions and feeds tagged with specific topics.
- Keyword Targeting places ads alongside questions that include your keyword.
- Question Targeting places ads on specific question pages.



Audience Targeting

- Website Traffic Targeting delivers ads to users that visited your website.
- List Match Targeting delivers ads to users from an email list.
- Lookalike Targeting unlocks scale by targeting users similar to an existing audience.



Behavioral Targeting

- Interest Targeting delivers ads to users who engaged with specific topics.
- Keyword History Targeting delivers ads to users who read questions with your keyword.
- Question History Targeting delivers ads to users who read specific questions.



Broad Targeting

- Broad Targeting delivers ads to the largest possible audience on Quora.

What do ads on Quora look like?

Advertisers can choose to run Text Ads, Image Ads, Promoted Answers, and Lead Gen Forms. Ad placements vary depending on your targeting, but generally include locations such as topic feeds, user feeds, question pages (Text Ads only), and the Quora email digest (Text Ads only).

Text Ads

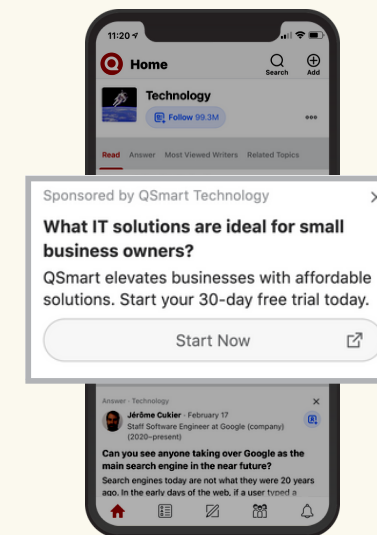
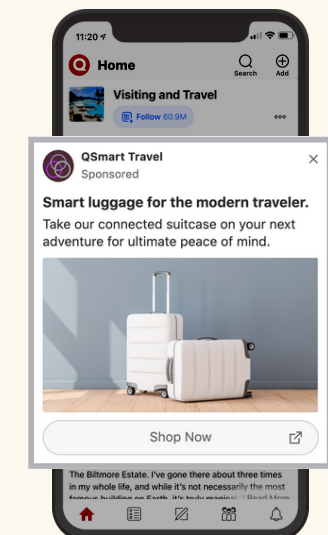
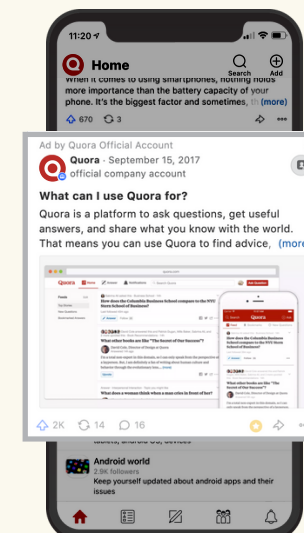


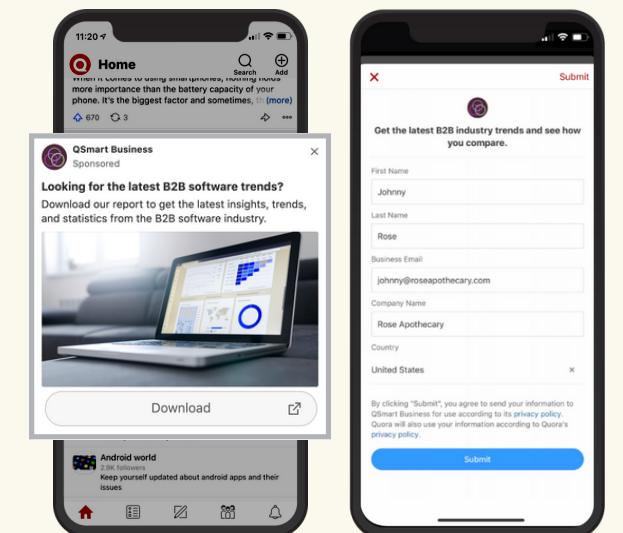
Image Ads



Promoted Answers



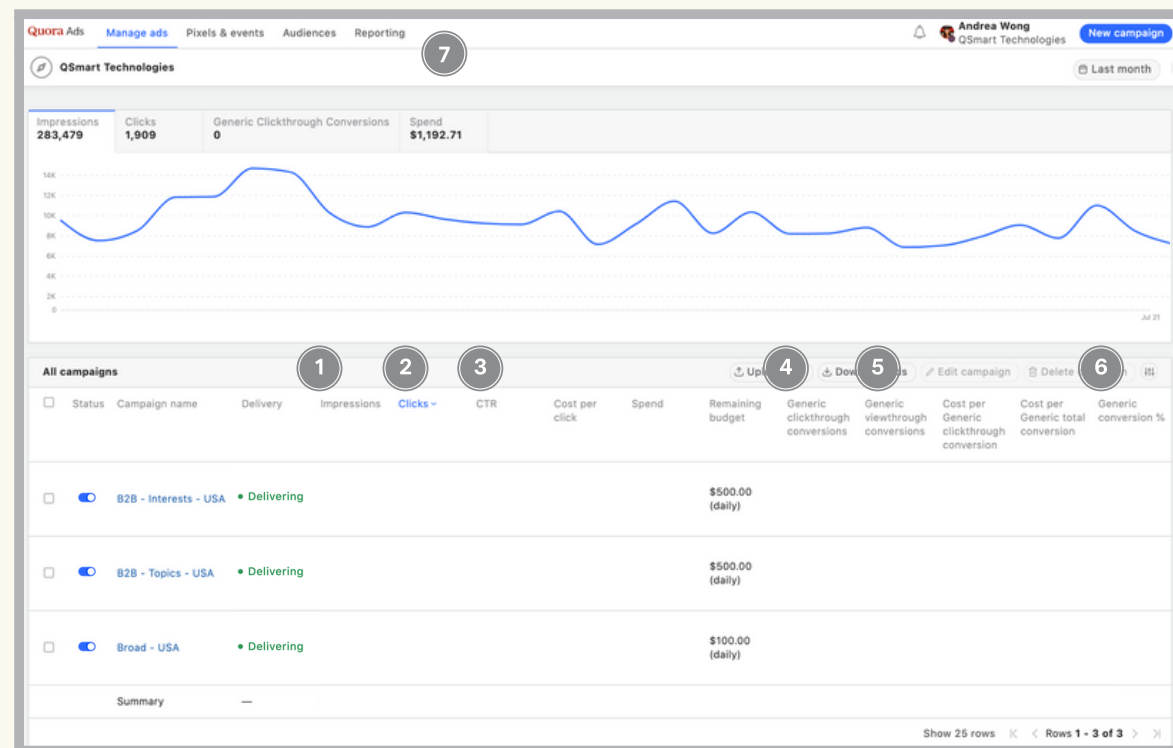
Lead Gen Forms



What reporting is available on Quora Ads?

The Quora Pixel is provided to all advertisers and is highly recommended. The pixel is essential in tracking the ROI of your Quora Ad campaigns, and it provides key insights for optimizations. The Quora Pixel can be installed directly onto your website or through Google Tag Manager.

In addition to the pixel, the following metrics are available at the campaign, ad set, and ad levels.



1. Impressions: The number of times your Quora ad was viewed.

2. Clicks: The number of times your Quora ad was clicked.

3. CTR: Total clicks divided by total impressions.

4. Clickthrough Conversions: If you have the Quora pixel installed, a clickthrough conversion is measured if a user clicks your ad and triggers the Event Pixel within 28 days.

5. Viewthrough Conversions: If you have the Quora pixel installed, a viewthrough conversion is measured if a user sees your ad, does not click it, and triggers the Event Pixel within 24 hours.

6. Conversion %: The conversion rate of your campaign, ad set, or ad.

7. Reporting Tab: Email reports can be set up to deliver Ads Manager metrics directly to your inbox. Note that only verified Account Users can receive email reports.

How much does it cost to run ads on Quora?

Quora Ads uses a live auction system. In the way auctions commonly work, buyers - in this case, advertisers - offer a bid for the items being auctioned - in this case, ad placements. Final costs subsequently vary depending on the competitive landscape and your targeting selections.

At this time, Quora Ads offers the following bidding options.



Cost per Click (CPC)

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



Cost per Impression (CPM)

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



Conversion Optimized*

Bid for a target CPA, pay per impression.

How does billing work on Quora?

Quora Ads is a self-serve platform that accepts all debit and credit cards.

When you first start running ads on Quora, you are charged when your spend meets specific billing thresholds. The first threshold is \$25 USD, and rises with each successful charge to \$50, \$250, \$500, and \$750. You are charged either when you hit your current billing threshold, or on the first week of the month, whichever comes first.

For those who wish to be billed via monthly invoicing, contact your Customer Success Manager for assistance.

Ready to get started? Create an account at quora.com/business
For more resources & tips, visit adshelp.quora.com

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