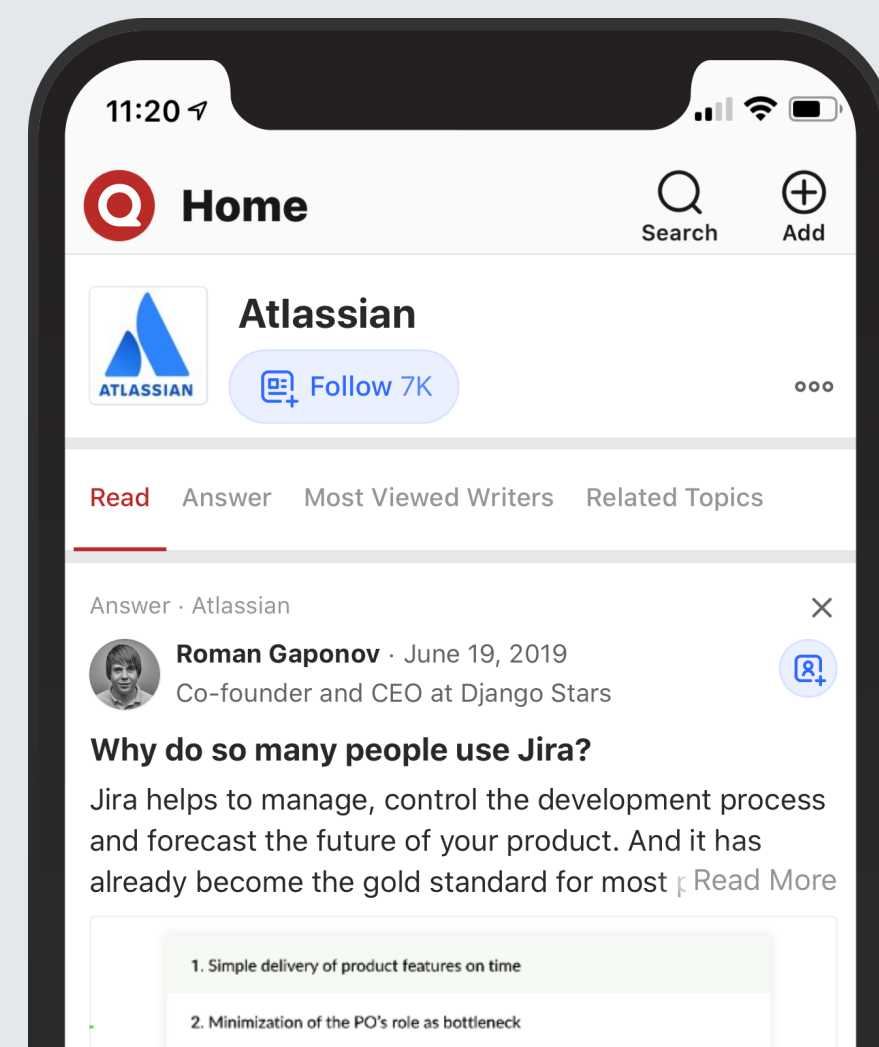




Reaching their highest-value audience with Quora Ads



92%

lower CPCs

30%

more engaged leads

Their goal

Acquisition & engagement

Atlassian creates software solutions for developers and project managers so they can execute on their goals efficiently and effectively as a team. **Atlassian Community**, an online forum, provides current and potential customers with access to answers, support, and inspiration from the Atlassian team and other users. Atlassian's goal was to drive more individuals to the community forum and to increase the amount of engagement on the platform.

Their solution

Target the experts

Atlassian recognized Quora was full of prime candidates to join the Atlassian Community. The team leveraged Topic and Keyword Targeting to reach users who were already familiar with Atlassian or its products. While they initially invested equally in a variety of paid channels, Quora began to vastly outperform the other platforms. As a result, the Atlassian team shifted a large portion of their budget to Quora.

Their success

Highly-engaged users

Today, Quora is the key driver for traffic to and engagement on the Atlassian Community pages. Quorans click through at high rates, with CPCs costing 92% less than other platforms. They also spend 30% more time on Atlassian's community forum compared to any other audience.