

# Auction Insights

Today's marketers have access to more data than ever to measure the performance of their campaigns. However, understanding your results and how to optimize your campaigns isn't always easy. Auction Insights will help you understand how competitive your ads are in the Quora Ads auction.

**Choose primary targeting**

**Contextual targeting**  
Show ads relevant to specific topics, keywords, or questions.

**Audience targeting**  
Show ads to audiences that match web traffic, lookalikes, or contact lists.

**Behavioral targeting**  
Show ads to users based on interests or retarget them based on their history.

**Broad targeting**  
Show ads widely across Quora to maximize potential impressions.

**Topics**  
Show ads relevant to specific Quora topics.

**Keywords**  
Show ads near questions containing or excluding keywords.

**Questions**  
Show ads near specific questions.

**Targeted topics** [Bulk add](#)

- Visiting and Travel X International Travel X Tourism X
- Visiting and Travel in India X Vacations X Air Travel X Hotels X
- India X Visas (entry/exit permits) X Travel Hacks X Airlines X
- Passports X Europe X Adventure Travel X
- Visiting and Travel in Europe X Experiences in Life X
- Countries of the World X Road Trips X Travel Tips X Flights X
- Travel Recommendations X The United States of America X Tourists X
- Airports X Passports and International Travel X Hotel Recommendations X
- Tours (travel) X Visiting and Travel Advice X
- Visiting and Travel in the United States of America X
- Cities and Metropolitan Areas X Beaches X Immigration X Goa, India X
- Visiting and Travel in India Advice X Trains X Travel Websites X
- Backpacking (travel) X Overseas Vacations X Travelers X

**Summary**

**Potential weekly impressions**  
250,000–300,000

**Targeting**

|               |                     |
|---------------|---------------------|
| Topics        | 46                  |
| Locations     | 1                   |
| Mobile device | iOS, Android, Other |
| Placement     | Email included      |

**Bid**  
\$1.00

**Auction insight** ①

|                              |        |
|------------------------------|--------|
| Auctions lost to competitors | 2.00%  |
| Impression share             | 95.00% |
| Absolute impression share    | 0.00%  |

② [Learn more about auction insights](#)

## Auction Insight Metrics

The following metrics are included with Auction Insights:

**Auctions Lost to Competitors:** The percent of auctions your ad set entered but did not win an available slot. (Note: This means a particular ad set was the best ad set in your account for the auction.)

**Impression Share:** The percent of auctions your ad set entered, and was one of the winners. (Note: There are multiple slots available so auctions can have multiple winners.)

**Absolute Impression Share:** The percent of auctions your ad set entered, and won the top available slot.

These competitive metrics are calculated and presented at the ad set level, and will be available after an ad set has been running for at least a day. Each of these metrics is updated once daily and is calculated over the prior week's auctions.

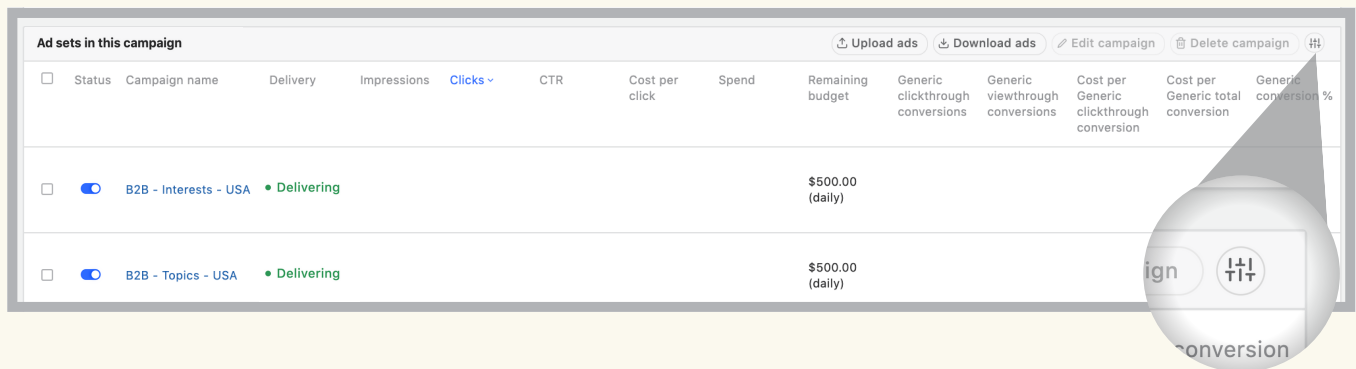
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## Accessing Auction Insight Metrics

Auction Insights metrics can be accessed in two places:

1. The "Edit ad set" page on the right hand side, below the "Summary"
2. The campaign performance page, as a custom metric.

To view Auction Insights as a custom metric, click your desired campaign to view all ad the sets in the campaign. Then, click the "Configure Columns" button above the performance table. Select "Auction Insights" to include them in your performance table.



| Ad sets in this campaign |   |                       |   |             |        |     |                |       |                  |                                  |                                 |  |                                   |                      |
|--------------------------|---|-----------------------|---|-------------|--------|-----|----------------|-------|------------------|----------------------------------|---------------------------------|--|-----------------------------------|----------------------|
|                          | Status  | Campaign name         | Delivery  | Impressions | Clicks | CTR | Cost per click | Spend | Remaining budget | Generic clickthrough conversions | Generic viewthrough conversions | Cost per Generic clickthrough conversion | Cost per Generic total conversion | Generic conversion % |
| <input type="checkbox"/> |  | B2B - Interests - USA |  |             |        |     |                |       | \$500.00 (daily) |                                  |                                 |  |                                   |                      |
| <input type="checkbox"/> |  | B2B - Topics - USA    |  |             |        |     |                |       | \$500.00 (daily) |                                  |                                 |  |                                   |                      |

## Utilizing Auction Insight Metrics

If you are satisfied with the ROI on your ad set and want to optimize for more delivery, there are a few levers you can utilize: increasing bid, improving creative, or expanding targeting.

- **If your auctions lost to competition rate is high, your ad set is entering auctions but not winning them:** Increase your bid or improve your creative. Higher bids and CTRs will make your ad set more competitive in auctions, which can reduce the rate of auctions lost to competitors.
- **If your impression share is high but your absolute impression share is low, your ad set is winning a slot in most auctions but competitors are winning the top slots:** Placements at the top of a page tend to have higher delivery, clicks, and CTRs. Increasing your bid or improving your creative may help you be more competitive for the top placement slots.
- **If both your impression share and absolute impression share is high, your ad set is winning most of the auctions it enters:** If you want more impressions, expand the targeting options in this ad set. That could mean targeting more topics or trying additional targeting methods.