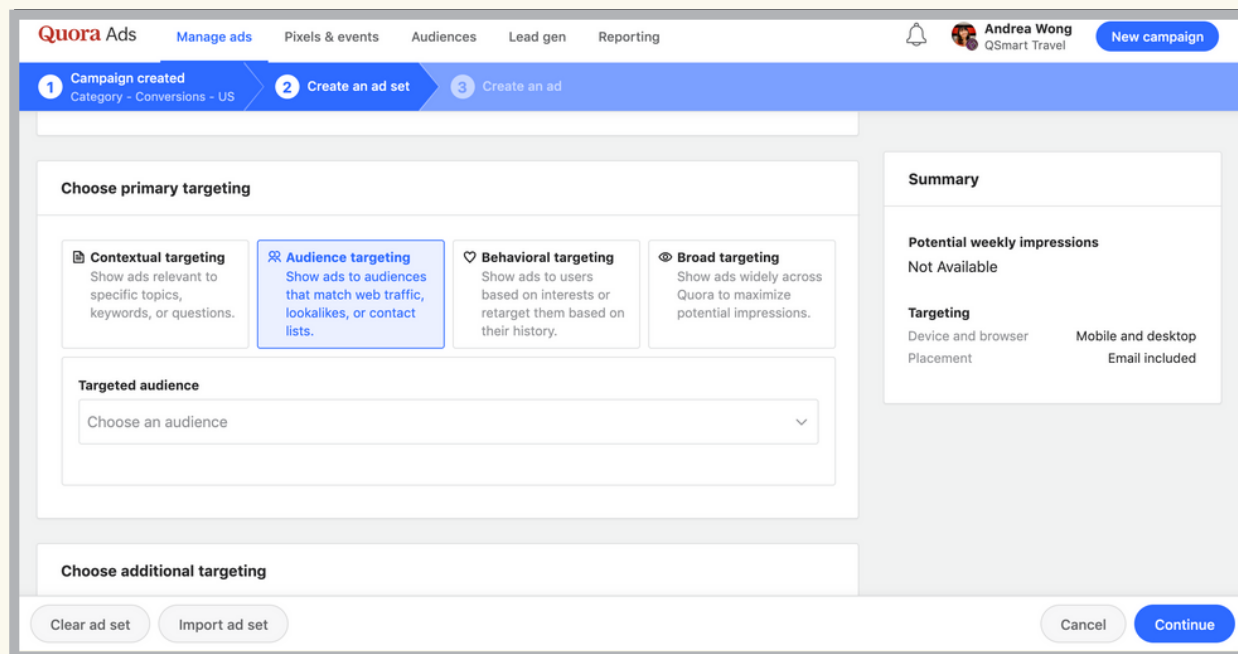


Audience Targeting



With Quora Ads, you have the ability to create audiences in three different ways: Website Traffic Audiences, List Match Audiences, and Lookalike Audiences. Ads are eligible for all Quora placements as long as the individual meets the criteria for your audience.



When do I use Audience Targeting?

Website Traffic Audience:

Create an audience based on your website traffic to target (or retarget) that group of website users. This is ideal for advertisers who found success with re-marketing campaigns.

List Match Audience:

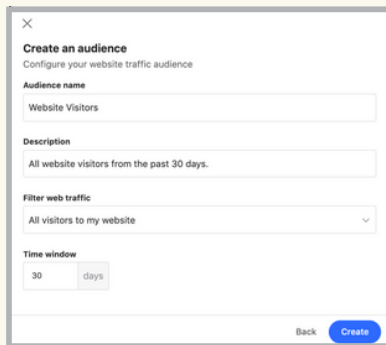
Create an audience based off a list of email addresses to tailor campaigns towards a customized audience. This can be used to target e-newsletter subscribers, a lead list, or existing customers. You can also upload a list of current customers to exclude them in your Secondary Targeting.

Lookalike Audience:

Create an audience based on an existing audience in the Quora Ads Manager. This new lookalike audience could have a higher potential of being high-value customers. It can also be used to add scale to your campaigns.

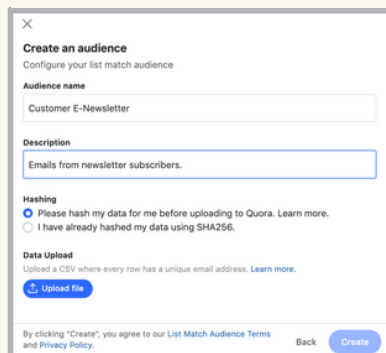
How do I set up Audience Targeting?

Audiences are set up on the "Audiences" tab, and you can target them from your ad set.



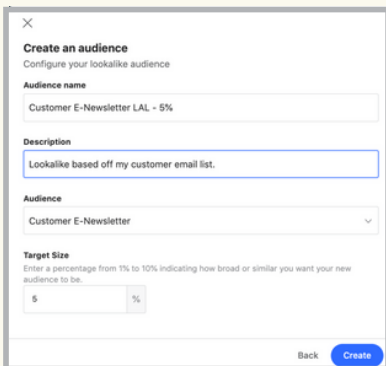
The screenshot shows the 'Create an audience' form for 'Website Traffic'. The 'Audience name' is 'Website Visitors'. The 'Description' is 'All website visitors from the past 30 days.' The 'Filter web traffic' dropdown is set to 'All visitors to my website'. The 'Time window' is set to '30 days'. There are 'Back' and 'Create' buttons at the bottom.

- Install the Quora Pixel.
- From "Audiences" → "Create Audience" → "Website Traffic"
- Wait for the audience to load (~24 hours) before targeting it in an ad set.
- **Note:** You can filter specific pages of your website, exclude webpages, or build audiences from a pixel event.



The screenshot shows the 'Create an audience' form for 'List Match'. The 'Audience name' is 'Customer E-Newsletter'. The 'Description' is 'Emails from newsletter subscribers.' There are radio buttons for 'Hashing' options: 'Please hash my data for me before uploading to Quora. Learn more.' (selected) and 'I have already hashed my data using SHA256.' There is an 'Upload file' button. At the bottom, there is a 'Back' button and a 'Create' button.

- From "Audiences" → "Create Audience" → "List Match"
- Upload a CSV file of customer data with one header name called "Email."
- For each row beneath that header, include a single email address.
- Wait for the audience to load (~24 hours) before targeting it in an ad set.
- **Note:** The recommended minimum audience size is 200.



The screenshot shows the 'Create an audience' form for 'Lookalike'. The 'Audience name' is 'Customer E-Newsletter LAL - 5%'. The 'Description' is 'Lookalike based off my customer email list.' The 'Audience' dropdown is set to 'Customer E-Newsletter'. The 'Target Size' is set to '5%'. There are 'Back' and 'Create' buttons at the bottom.

- Create a Website Traffic or List Match audience.
- From "Audiences" → "Create Audience" → "Lookalike"
- Wait for the audience to load (~24 hours) before targeting it in an ad set.
- **Note:** Audience must have at least 3000 people when based off of a Website Traffic Audience and 500 people when based off of a List Match Audience

What are best practices for Audience Targeting?

- **Evaluate audience size.** If you have a smaller audience, please keep in mind that it may have lower delivery.
- **Customize your audience.** Advertisers can create audiences based on specific pixel events or exclude existing audiences from their ad sets. For example, you can exclude a list of existing customers through a List Match Audience, or target users that set off an "Add to Cart" pixel.
- **Test different percentages for Lookalike Audiences.** Create Lookalikes at 1%, 5%, and 10%. This allows you test different ranges of specificity and volume.