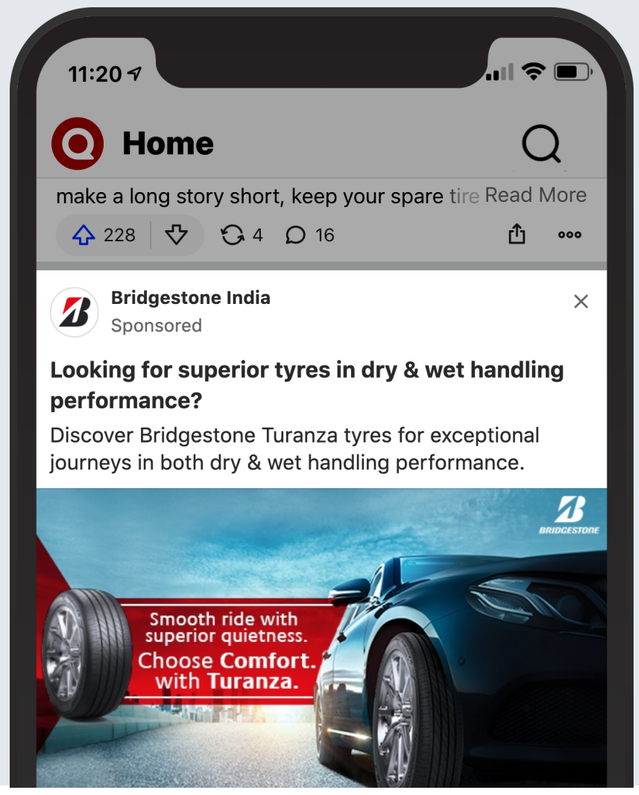
Quora for Business

BRIDGESTONE

Becoming the first tyre brand to synergize Promoted Answers & Business Profiles



3x higher CTRs
for Promoted Answers

1.5x higher CTRs
for image ads

Their goal

Drive consideration through thought leadership

As a pioneer in the tyre industry, **Bridgestone** has been dedicated to helping customers through their journeys with passion and innovation delivering reliability, safety and performance. Bridgestone's team found a high-intent audience on Quora that was actively reading about tyres. This offered a perfect opportunity to educate consumers, build thought leadership, and raise consideration for Bridgestone's products.

To help implement their Quora Ads strategy, Bridgestone partnered with **WATConsult,** a globally awarded hybrid digital agency.

Their solution

Segment & target audiences in cohorts

Bridgestone's strategy heavily prioritized their target audiences. They developed several cohorts based on different car models, tyre ranges, and services. Once they were identified, cohorts were targeted contextually for maximum impact and relevance.

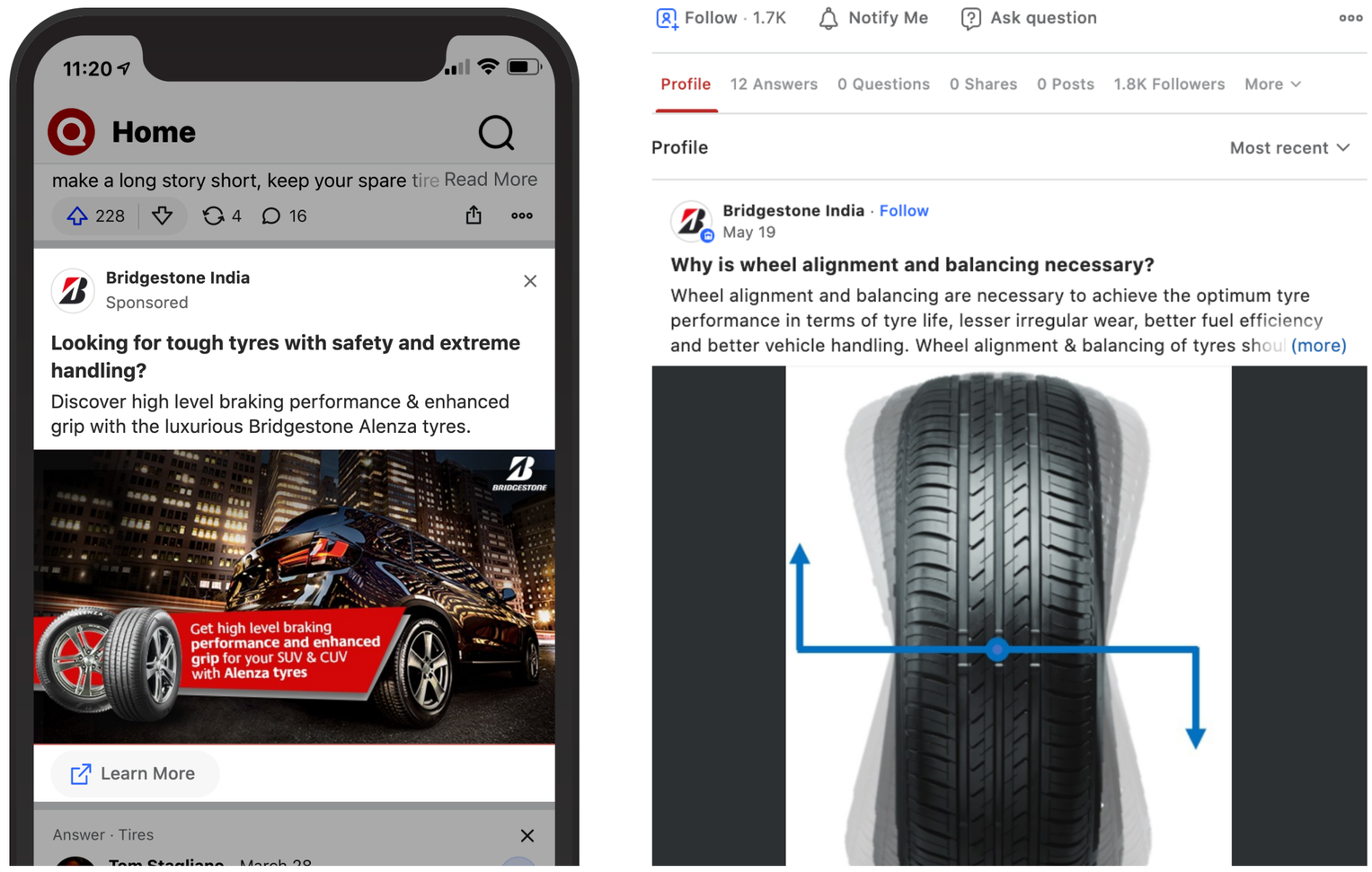
Their creative

Emphasize engagement

The Bridgestone team knew there were existing conversations about their industry on Quora. To optimize their presence on the platform, they wrote answers to the most viewed tyre questions through their Business Profile. Their content was deployed through Promoted Answers, and they also delivered image ads based on Quora's best practices. Bridgestone went a step further by matching their image ads to specific audience cohorts.

"Tyres are a low involvement category and there are many consumer questions that have not been answered anytime in the past. Quora offered a platform for us to provide informative answers to these questions and drive engagement with our consumers through meaningful conversations."

Ankur Malhotra
Chief General Manager of Marketing, Bridgestone India Private Ltd. (BSID)



Their success

Above average consumer engagement

Bridgestone's Promoted Answers achieved **CTRs 3x higher** than average in addition to 8M+ content views and 17k+ upvotes. Their image ads' CTRs were also **1.5x higher** than platform benchmarks.