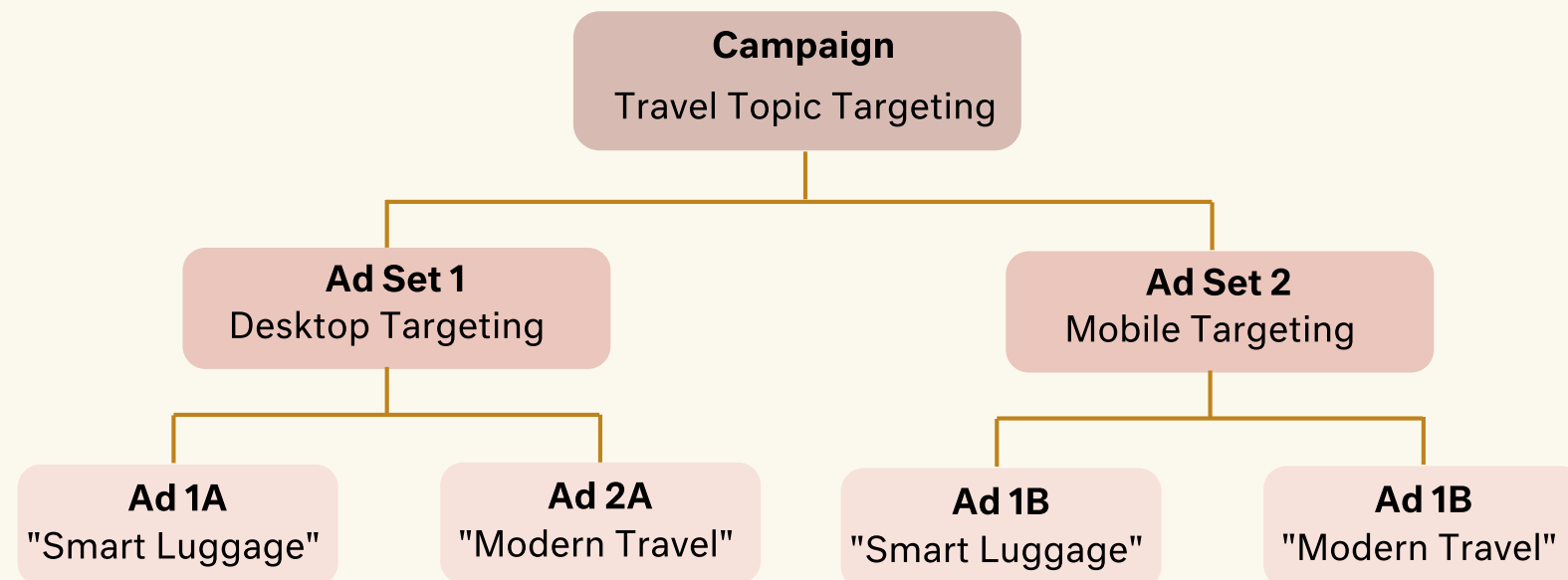


# Campaign Best Practices

Quora's campaign structure has 3 parts: campaign, ad, set, and ad. In order to help improve your Quora Ads performance, here are a few best practices for setting up your campaign structure.



## Campaign Level

- Install the Quora Pixel to unlock features such as multiple conversion tracking, retargeting, and lookalike targeting.
- Separate out campaigns for better analysis of performance (ex: targeting types, conversion events, separate budgets, etc.).
- If you are consistently hitting the daily budget, consider increasing it to grow opportunities for impressions, clicks, and conversions.
- If you are not hitting the daily budget, look for opportunities to optimize such as increasing topics being targeted and increasing bids.
- Set up email reporting to get either daily or weekly reports for your account, campaigns, ad sets, or ads.
- Create interest parity for best-performing topic campaigns.
- Replicate best-performing campaigns for other geographies, additional platforms, etc.

## Ad Set Level

- Separate out ad sets for better analysis of performance (ex: mobile split, location split).
- Avoid overlapping topics between distinct ad sets.
- Add keywords from other platforms to the "Bulk Add" tool. You will receive suggestions on comparable Quora Topics, Interests, or Questions.
- Use the "Duplicate Ad Set" tool to create device and location splits to save time. Use the "Import Ad Set Tool" to switch Contextual Targeting to Behavioral Targeting, or vice versa.
- When it comes to bidding, bid your true value to help you win auctions and get the best ROI. Lowering your bid will simply reduce your access to certain ad placements.

## Ad Level

- Test multiple versions of your ad creative to test messaging, CTAs, or landing pages while using unique UTM parameters.
- Test between Text, Image, Promoted Answer, and Lead Gen Form ad units to find the ones that work best for you.
- Try phrasing your headline as a question instead of a statement.
- Ensure that there is a strong cohesion between the ad and the landing page.
- Follow the ad guidelines to make sure your ads aren't getting rejected.

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