

Creative Best Practices

A successful campaign on Quora needs the right targeting paired with the right ad creative. In order to help improve your campaign’s performance, here are a few best practices when it comes to creating your Text, Image, and Promoted Answer Ad copy.

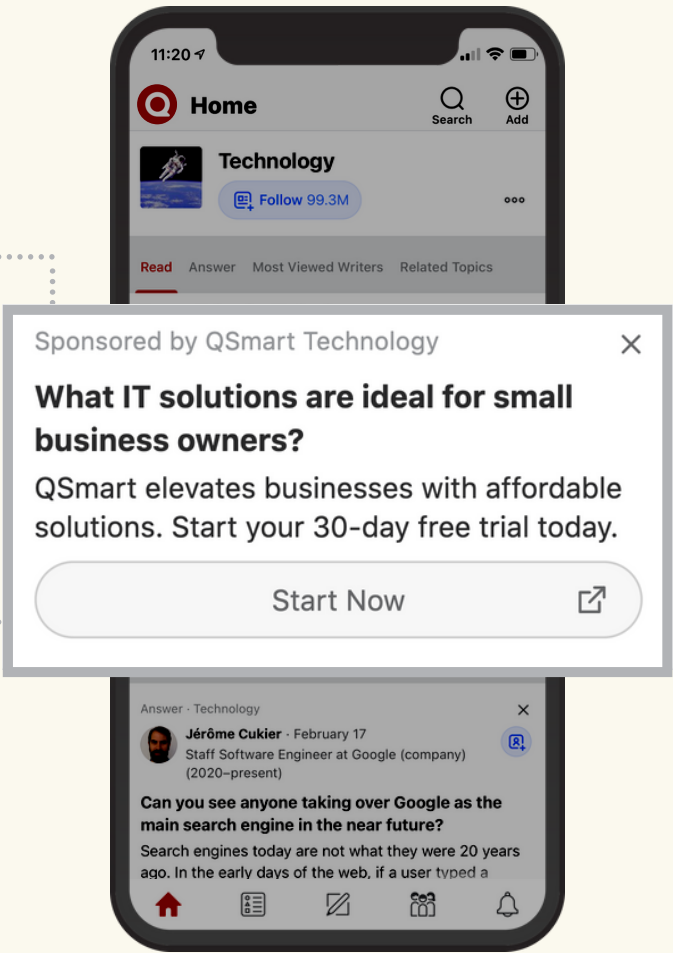
Text Ads

Business Name
40 characters max

Headline
65 characters max

Body
105 characters max

Call to Action
Choose from 16
available CTAs



Text Ad Best Practices

- **Use 40-60 characters** of the allowed headline character count.
- **Test statement and question headlines.** Questions are native to Quora and tend to drive higher CTRs.
- **Use 80+ characters** of the allowed body sentence character count. Capitalize on your audience’s pain points when you tailor the message. Adjust your message according to where users are in your funnel.
- **Test different CTAs (calls to action),** but make it clear what users can expect when they visit your website.
- **Avoid title casing, uncommon abbreviations, and grammatically incorrect sentences.**

Image Ads

Company Logo
PNG or JPG
500x500 pixels

Headline

Body

Hero Image
PNG or JPG
16:9 ratio
600x335 pixels

Call to Action

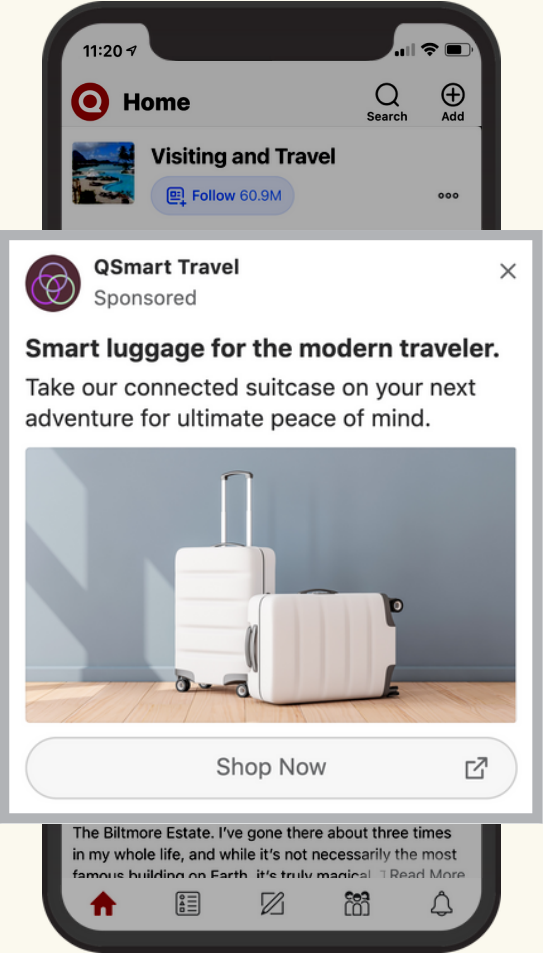


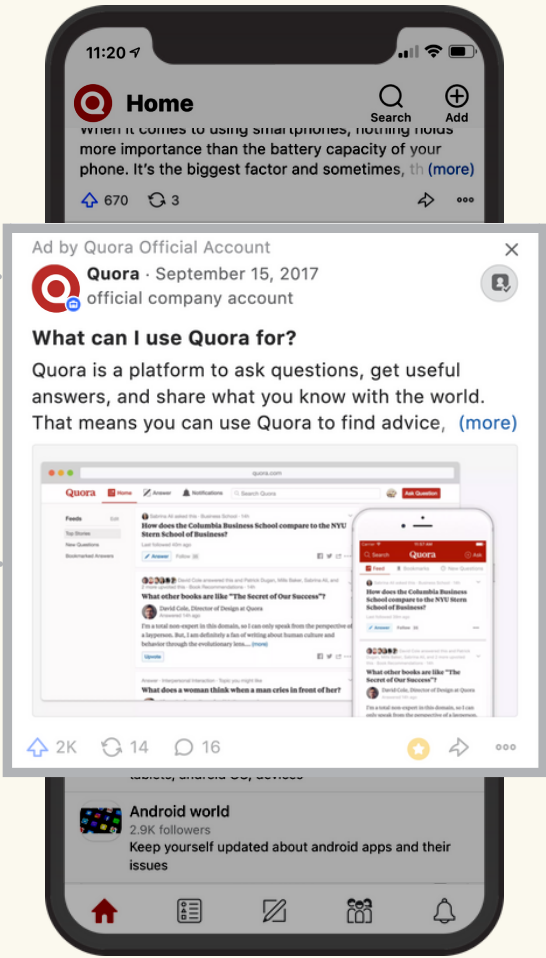
Image Ad Best Practices

- Refer to the Text Ad best practices in addition to the following.
- **Incorporate branding.** Consistent brand colors, logos, product shots, and key messaging are more memorable for users.
- **Adopt ad-to-landing page congruence.** Repeated imagery throughout a funnel builds user trust in your brand, reduces friction, and subconsciously reminds the user about the ad-to-site connection.
- **A/B test different images with different headlines.** As you test, you will find which creative elements perform best.

Promoted Answers

User Profile
Includes the profile image and credential

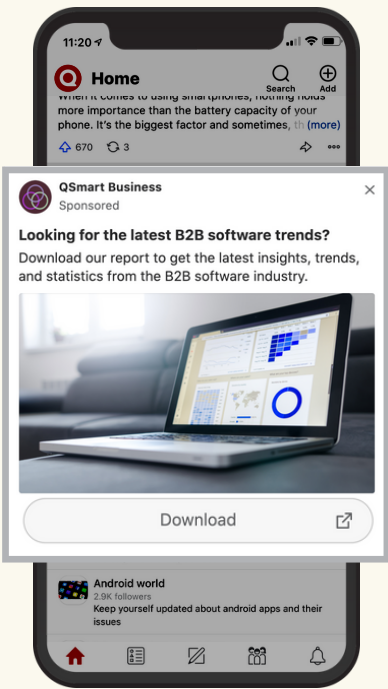
Quora Answer
Answers must have at least 250 characters



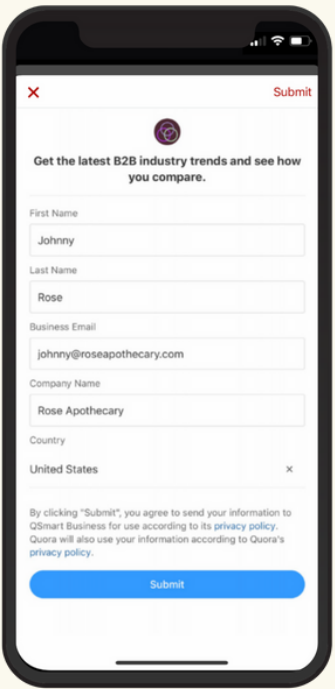
Promoted Answer Best Practices

- **Quorans respond best to authentic answers.** Avoid misinterpreting the question, rephrasing the question, or mentioning your brand when it isn't relevant.
- **Good answers have general facts and insights** that are considerate of cases with different conditions (e.g. "If you're tall, I recommend X; if you're short I recommend Y").
- **Hyperlink only when it's relevant.** Less is more, so only use hyperlinks if they provide additional information or if they're relevant to the question.
- **Add UTMs to hyperlinks** if you include a link to your website or blog. Having UTMs will provide additional engagement metrics.
- **Have well-formatted answers.** Avoid excessive formatting such as spaces, paragraph breaks, boldface, italics, etc.

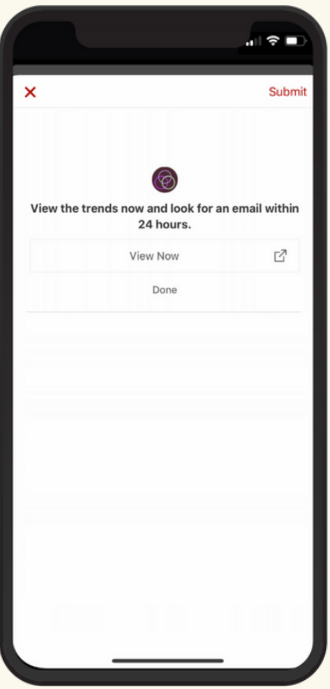
Lead Gen Forms



Choose a Text, Image, or Promoted Answer ad



Form headline (65 characters max) and a selection of 12 form fields



Confirmation (65 characters max) and a landing page URL

Lead Gen Form Best Practices

- Refer to the Text Ad, Image Ad, and Promoted Answer best practices in addition to the following.
- **Have a clear value proposition.** Your ad creative and form headline should inform users why they should share their information with you and what they would get out of it.
- **Start your test with the absolute minimum set of fields** needed and continue to add as you test. More fields increases friction for users, which could result in lower volume but higher lead quality.
- **Set clear expectations.** Your confirmation message must tell users what they can expect next and how their information will be used.
- **Compare and test.** Run a comparison test with a non-lead gen campaign to learn which campaign objective best works for your goals.
- **Test and optimize** your Text Ads, Image Ads, and Promoted Answers.