

Custom Audiences



With Custom Audiences from Pixel Events, you can target high-intent users based on actions they take on your website, like adding to their shopping cart or making a purchase. To create Custom Audiences, you must have the Quora Pixel installed. Audiences can be created based on the nine Standard Events offered on the Ads Manager or the Custom Events you create.

Here are some examples on how you might use Custom Audiences.

Example 1: Excluding users that already made a 'Purchase'

Let's say an advertiser is running a free trial campaign and would like to find users on Quora who have not registered in the last 30 days. They would need to:

1. Create a Website Traffic Audience using the pixel event "Complete Registration."
2. On the Ad Set page, select that Website Traffic Audience under "Exclude Audience."

The screenshot shows the 'Create an audience' form for a website traffic audience. The form includes the following fields and options:

- Audience name:** Free Trials Customers
- Description:** Users who completed a registration for a free trial
- Filter web traffic:** From a conversion or event
- Time window:** 30 days
- Include users from event:** Complete Registration (Inactive)
- Included users:** URL Equals (with a search box for keywords) and an option to add another rule.

Buttons for 'Back' and 'Create' are visible at the bottom right.

Example 2: Using audiences from Pixel events for Lookalike Audiences

If you would like to reach users on Quora that are similar to your paying customers, create an audience with the pixel event "Purchase". Then, create a Lookalike Audience based off of the audience you previously created.

The screenshot shows the 'Create an audience' form for a lookalike audience. The form includes the following fields and options:

- Audience name:** Lookalike_Purchase 30 days
- Description:** Finding users on Quora who are most similar to my paying customers.
- Audience:** Purchase_30days
- Target Size:** 1% (with a percentage selector)

Buttons for 'Back' and 'Create' are visible at the bottom right.

Example 3: Combining audiences from different Pixel events

Say you want to show ads to users on Quora who have added items to their cart but have not made a purchase. Create and target the Pixel event audience from the "Add to Cart" event and then exclude any customers who have already purchased, using the "Purchase" event.

The screenshot shows the 'Excluded questions' and 'Excluded audiences' form. The form includes the following fields and options:

- Excluded questions:** Search for questions to exclude (with a 'Bulk exclude' link)
- Excluded audiences:** Purchase_30days