

# Holiday Campaign Best Practices

With the holidays right around the corner, now is the best time to get started with Quora Ads.

Quora users are conducting research on the holiday season, shopping, and more. To take advantage of this high-intent audience, we suggest using remarketing and Quora's exclusive ad unit, Promoted Answers.

## Remarketing on Quora

Remarketing is a way to engage with people who previously interacted with your website as they browse Quora. This will help you stay top of mind as they prepare for the holiday season.

Website Traffic Audiences	List Match Audiences	Question History Targeting	Keyword History Targeting
Create an audience based on your website traffic to target (or retarget) that group of website users. This is ideal for businesses who found success with remarketing campaigns.	Target large lists of Quora users by uploading an existing list of email addresses. Businesses can build a custom audience and tailor their ads. List Match can be used help convert prospects, retain customers, and bring back churned customers.	Deliver ads to users who visited specific questions in a given time period. Ads are then shown across Quora, not just on question pages. You can "follow up" with a person who already indicated they may be in the market for what you provide.	Reengage with users who previously read groups of questions that mention your keyword(s). This is a great way to reach people who expressed a strong interest in content related to your business or industry.

## Promoted Answers

With Promoted Answers, anyone with a Quora Ads account can extend the reach of their answers on Quora. Use Promoted Answers to inform and answer questions, create and share holiday guides about your products and service.

### How do Promoted Answers work?

Promoted Answers take an organic answer on Quora and delivers it to users in place of a traditional text or image ad. These ads can be paired with all of the Quora Ads targeting options, and only requires the URL for an answer written by you or another user.

Promoted Answers have the same targeting capabilities that are available for all other ad formats on Quora, allowing both businesses and individuals to build a following that will be ready to engage with future answers they write.

After you create a Promoted Answer ad, it will be reviewed by our team and approved before going live. Keep in mind that reviewers will be treating answers as the "landing page" of an ad. If an answer is edited while being promoted, it will be re-entered into the review queue.

### Why should I use Promoted Answers?

With Promoted Answers, you can go beyond the characters allowed in regular ad copy to join and steer the conversation surrounding your brand. Businesses can use Promoted Answers to share detailed information about their product or service. Thought leaders can also boost their existing content on Quora to bolster their presence and build a following.

### What are best practices for Promoted Answers?

**Answer questions in a helpful way.** Quora users prefer genuine answers to their questions. Avoid misinterpreting a question or mentioning your brand when it is not related to the original question.

**Demonstrate credibility and disclose relevant affiliations.** Build trust by disclosing company affiliations, using facts, and citing relevant examples to exemplify your expertise in a topic.

**Provide reusable knowledge.** Good answers have insights that are general and considerate of different conditions.

**Use links that answer the question.** A seemingly random hyperlink in an answer that leads to a company's website and is not explicitly referred to as a source of information can be marked as spam.

**Have well-formatted answers.** Answers should not have incorrect spacing, grammar, capitalization, etc. Avoid overusing formatting tools such as boldface, italics, etc.

**Know what constitutes as "spam."** On Quora, spam is one or more questions, answers, posts, comments, or messages solely written to direct traffic to external commercial sites while providing little to no value back to the Quora community.