



Quora Ads Holiday Guide 2023

Questions? We've got answers.

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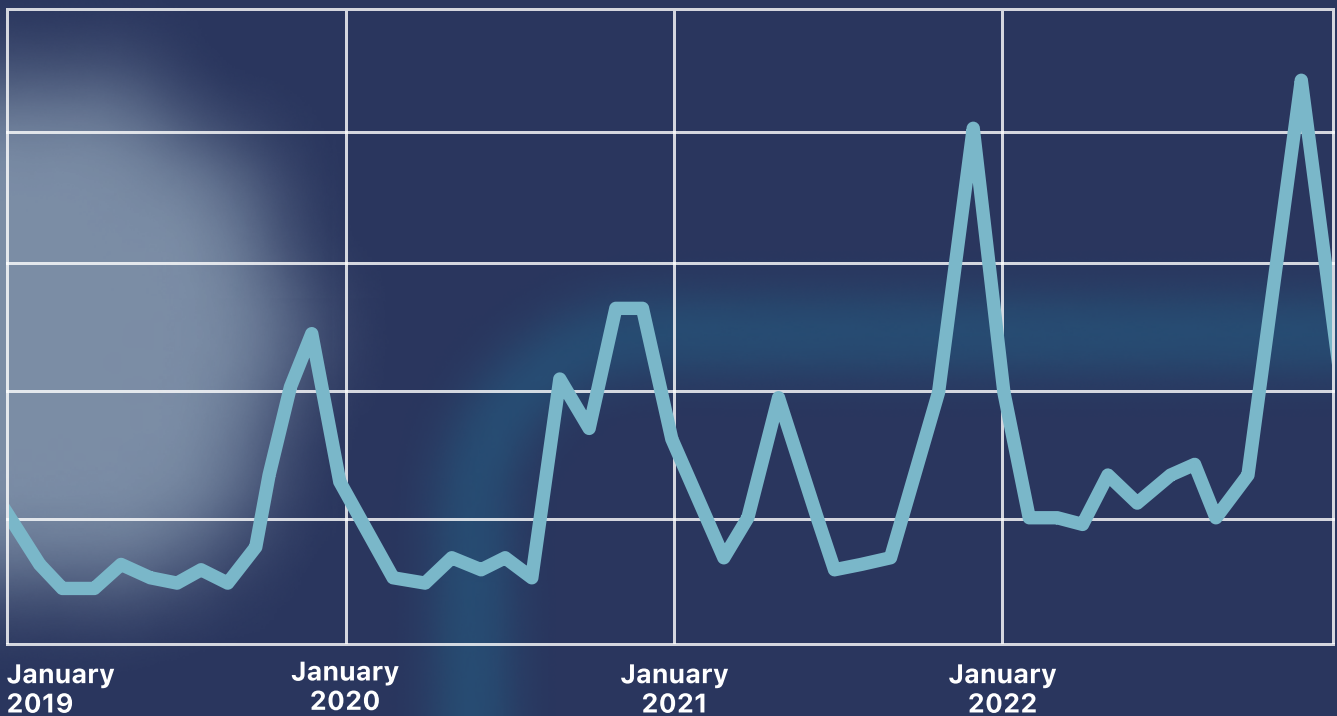
How can I reach new customers during the holiday season?

The 2023 holiday opportunity on Quora

Every year, more and more people are going to Quora for answers to their holiday questions.

Quora users show high purchase intent around the holidays—and they do their research early on, starting in September every year. Learn how to ring in the sales and spread joy to the world this holiday season with Quora Ads.

Count of questions and answers about “holiday shopping”:



What's your favorite online store for last minute holiday shopping?

What gift should I get for Secret Santa?

What are your favorite holiday stocking stuffers?

When is the best time of year to start your Christmas shopping?

How can I reach new customers during the holiday season?

The 2023 holiday opportunity on Quora

Shopping and gifting topics see growth during the holiday season

Shopping topics see growth in questions in November.

+368.24%

MoM increase in "Black Friday Sales" content in November 2022

+394.12%

MoM increase in "Cyber Monday" content in November 2022

+80.92%

MoM increase in "Deals and Promotions" content in November 2022

Gifting topics see growth in questions in December.

+310.90%

MoM increase in "Christmas Presents" content in December 2022

+109.59%

MoM increase in "Gifting Ideas" content in December 2022

+69.76%

MoM increase in "Gifts" content in December 2022

Top holiday gift categories on Quora



Health & Fitness
72.6K Questions



Apparel & Footwear
45.3K Questions



Consumer Electronics
40.2K Questions



Beauty or Personal Care
11.6K Questions



Home Products
6.4K Questions

What are some key holiday dates for marketers?

Key marketing moments

November 1st

Dia de los Muertos

November 12th

Diwali

November 23rd

Thanksgiving

November 24th

Black Friday

November 25th

Small Business Saturday

November 27th

Cyber Monday

November 28th

Giving Tuesday

December 7th-15th

Hanukkah

December 23rd

Festivus

December 24th-25th

Christmas Eve and Christmas Day

December 26th

Boxing Day

December 26th - January 1st

Kwanza

January 1st

New Year's Day

Unwrap the magic of Promoted Answers

Quora Promoted Answers is a dynamic ad format like no other. Promoted Answers pair the power of your thought leadership content with our ads targeting suite, ensuring widespread strategic distribution across the platform. This native ad format enables you to tell your story at length, influence customers at key moments, and spark excitement around your products and services.

[Read the Playbook](#)

How do I plan my campaign?

Campaign planning checklist

This holiday season, capitalize on the 400 million monthly users who come to Quora for answers.



Pre-Holiday

- ☐ Launch awareness campaigns with Video, Image, and/or Text Ads for brand visibility
- ☐ Decide your goals and where you want to drive users on your site
- ☐ Brainstorm ad ideas and potential questions for a Promoted Answers campaign
- ☐ Prioritize your budget
- ☐ Write your Promoted Answers
- ☐ Create a backlog of 2-3 pieces of creative to refresh on your Image Ads
- ☐ Write copy alternatives to run tests and optimize throughout the season



Peak Holiday

- ☐ Launch conversion campaigns to reach mid- to bottom-funnel users doing product research
- ☐ Make sure your conversion campaign pixel is implemented and working
- ☐ Monitor all campaigns to optimize for success
- ☐ Ensure you have strong, compelling CTAs
- ☐ Scale up spend on your top performing campaigns
- ☐ Keep CTAs clear to make it easy for people to take action
- ☐ Run any last minute promotions



Post Holiday

- ☐ Capitalize on post holiday momentum, sales events, and last minute shoppers
- ☐ Start the new year strong with your proven campaigns

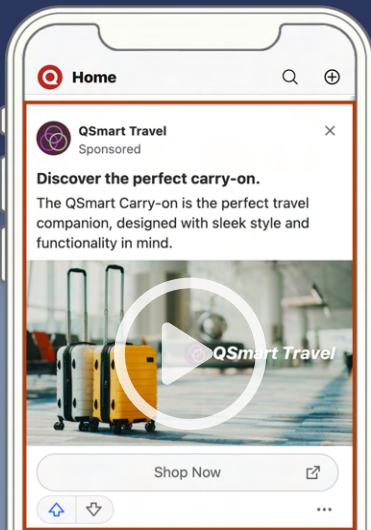
What does a successful campaign look like?

A holiday example to inspire

How to sleigh your holiday advertising goals

Whatever your needs are, Quora offers a variety of ad formats to help you reach a high-intent audience, influence future decisions in a contextually relevant environment, and unlock net new demand.

Here are two sample campaigns you could run this holiday season.



Campaign 1 – Always-on Awareness

To build brand and product awareness in the lead-up to the holidays, we recommend running an evergreen Traffic campaign using Broad Targeting. This configuration will promote your ads widely across Quora to get maximum impressions and build your brand presence.

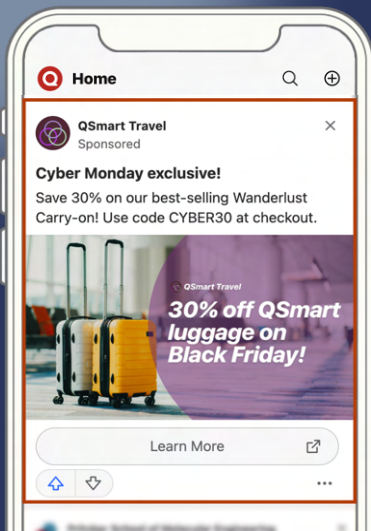
Format: Video Ad

Objective: Traffic

Audience: All genders, United States

Additional Targeting: Broad targeting, all placements, mobile + desktop

Timeline: October–December



Campaign 2 – Cyber Monday Promotion

At the start of Thanksgiving week, launch a conversion campaign with creative and messaging tailored to showcase your special Cyber Monday promotion.

Format: Image Ad

Objective: Conversion

Audience: All genders, United States

Additional Targeting: Contextual - travel-related topics, all placements, mobile + desktop

Timeline: Monday November 20th - Monday November 27th

Install the Quora Pixel.

Our pixel is required to run Conversion campaigns or attribute conversions to specific campaigns, ad sets, or ads. The Quora Pixel will unlock multiple conversion tracking, retargeting, and lookalike targeting.

[Learn more](#)

What does a successful campaign look like?

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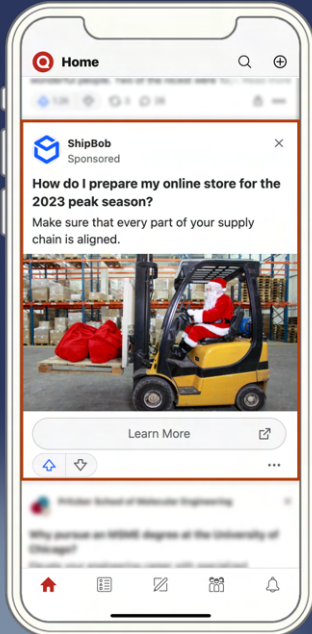
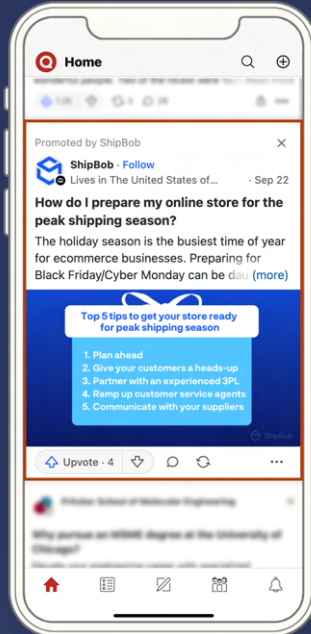


Image Ad



Promoted Answer

ShipBob

DTC fulfillment service ShipBob is leveraging a combination of Image Ads and Promoted Answers to help online retailers prepare for the Black Friday and Cyber Monday shopping frenzy.

“Quora is a new ad channel for us, so we started advertising by testing a few content options, including a seasonal blog promotion. It performed better compared to the evergreen content, so we’ve decided to create a dedicated question on Quora, answer it, and boost that answer in a new campaign. So far, it is the second-best ad we have in the campaign based on click volume, with the highest CTR of 1.66%.”

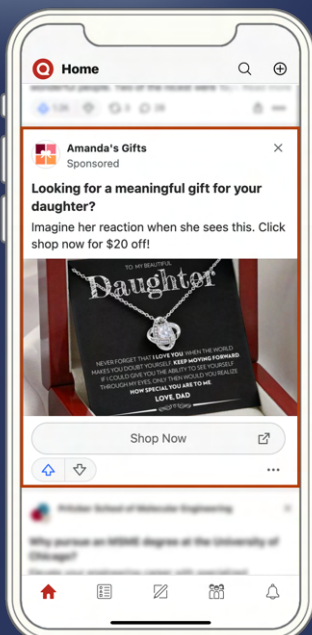


Image Ad

Amanda's Gifts

Online jeweler Amanda's Gifts ran a wildly successful campaign last holiday season by boosting conversions and reaching a new audience of Quora users browsing for gift ideas.

“Our holiday strategy was to target users through behavioral interests that had been performing well for us earlier in the year. This strategy really paid off during Q4, as we did 70% of our yearly sales via Quora during the last month before Christmas.”

How can I set my campaign up for success?

Campaign best practices

Focus your message on what matters to Quora users.



65.1%
Quick delivery



60%
Commitment to sustainability



72.0%
Easy online purchase
process



76%
Price



48.3%
Supporting a cause

Run A/B tests.

As you test, you will find which creative elements perform best and continually improve your campaigns. We recommend testing at least four different visuals simultaneously to optimize your campaign.

Phrase your headline as a question.

Most of Quora's content is in the form of questions and answers. As a result, headline sentences with question marks tend to have higher CTRs, especially in feed and digest placements.

Make sure your message makes sense without the image.

Certain ad placements on Quora are text-only, so Image Ads that win these placements will automatically convert to Text Ads.

Incorporate your brands branding.

Consistent brand colors, logos, product shots, and key messaging are more memorable for users.



Ready to grow your business with Quora Ads?

Here are some resources to help your holiday campaigns shine.



[How to structure your campaign](#)



[Quora Ads success stories](#)



[Industry advertising insights](#)



[Connect with an expert](#)