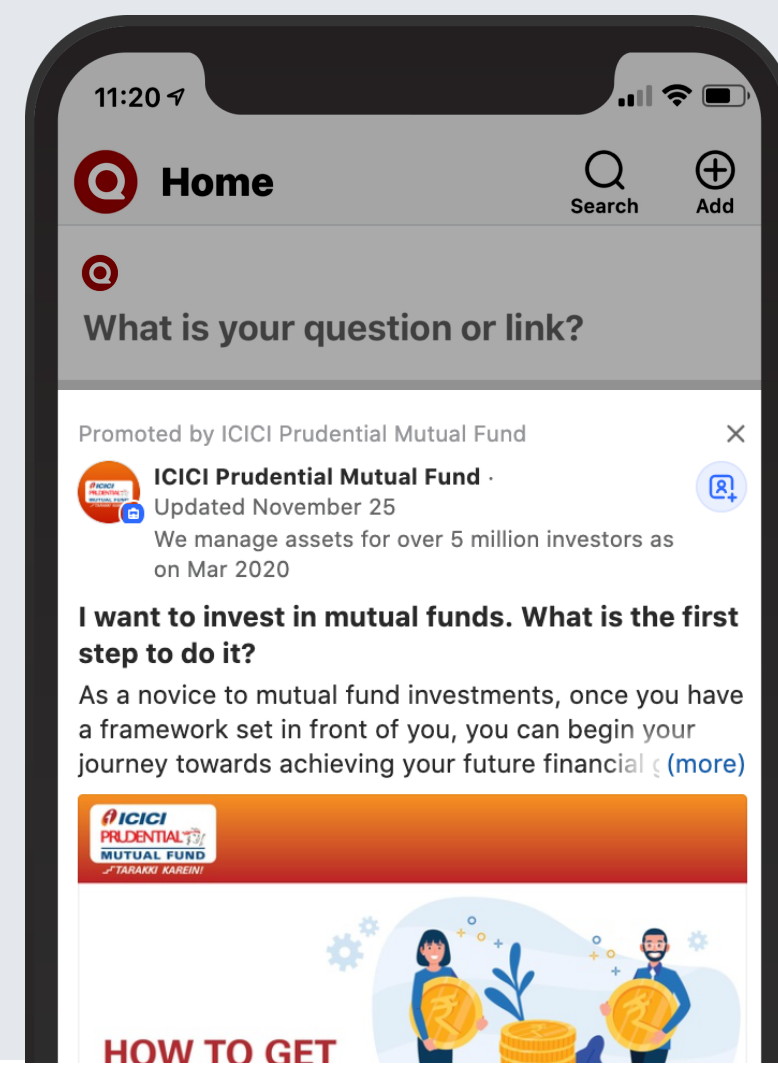




Increasing brand awareness and driving consideration through Quora



Their goal

Increase awareness and drive brand consideration

ICICI Prudential is one of the leading mutual fund investment companies in India. Their team wanted to attract new users through Quora. To do this, they positioned themselves as a thought leader to Quora's more discerning audience, with the goal of driving registrations for their asset management services.

Their solution

Access high-intent target audiences through Quora

The ability to provide comprehensive information to potential customers and investors at once was effective on Quora due to its high-intent audience. Users on the platform were in the consideration phase researching and evaluating options. As a result, influencing their decisions was easier on the platform.

Their creative

Strategic Promoted Answers for highly viewed questions

ICICI Prudential Mutual Funds focused on popular Quora questions around investments, SIPs, mutual funds, and similar topics. They selected questions that already had positive engagement and used Promoted Answers to boost distribution of their content to relevant users.

Their success

Results above average

Through this campaign, ICICI Prudential Mutual Funds garnered 250 answer requests per month along with **5,000+ upvotes**. Answers were shared in relevant third-party Spaces as well. Overall, they received over **16 million content views** and trended in more than six topics as a Most Viewed Writer.