

# Image Ad Best Practices

Image Ads help your business visually stand out on Quora. To optimize your ads' performance, here are a few industry and Quora-specific best practices to consider. Before getting started, have the following ready:

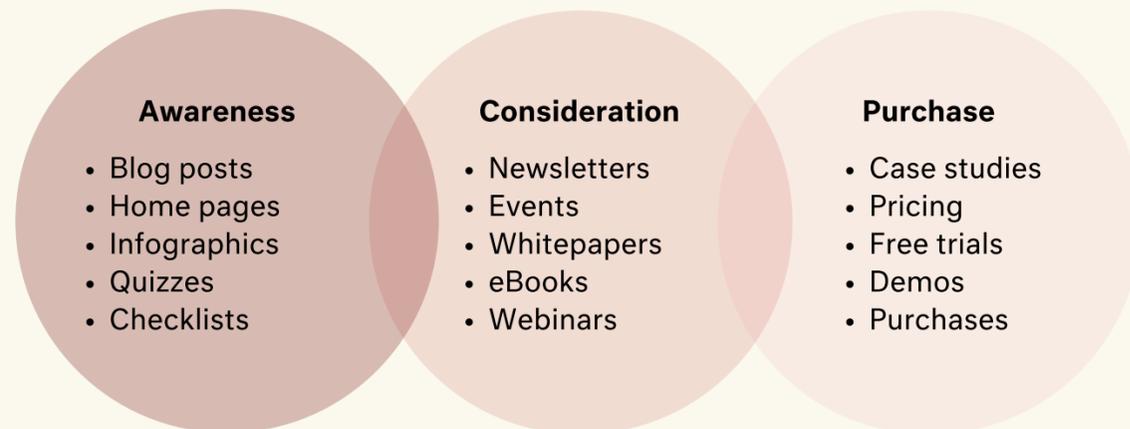
- Headline (65 characters max)
- Body (105 characters max)
- Logo (PNG, JPG): 500 x 500 pixels
- Hero Image (PNG, JPG): 600 x 335 pixels minimum, 16:9 aspect ratio

## Industry Best Practices

### 1. Customize your message

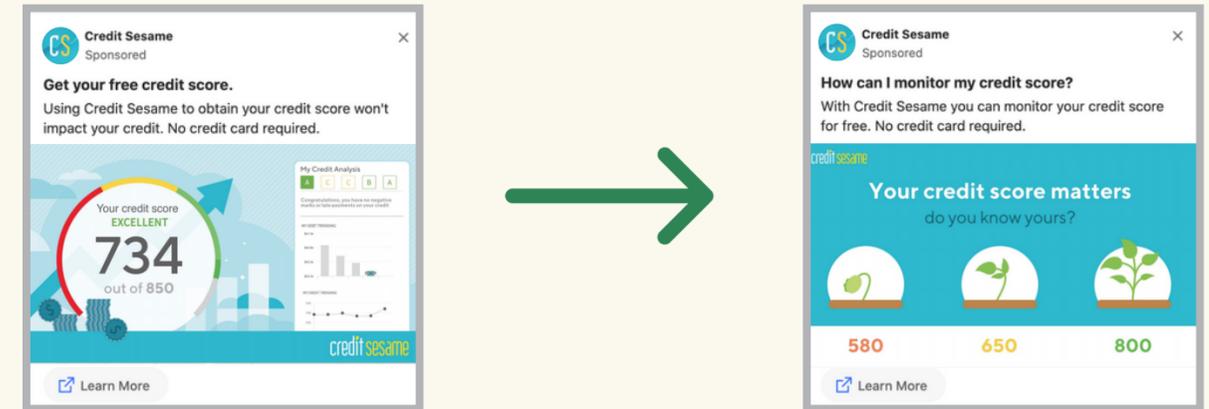
Create ads that are relevant to your audience when they are on Quora. Their intent may be different compared to when they are on a search engine or social media. To customize your ads for Quora, ask yourself the following questions:

1. **Where are users in my funnel?** Are they familiar with your brand? Are they part of a retargeting audience? Understand where they are and match your ads to their needs.
2. **What information does my audience need?** This is where your headline comes in. If you understand your customers' intent and pain points, you can tailor your message accordingly.
3. **Is my call-to-action clear?** The message, or offer, in your ad should tell users what they will get from clicking your ad. The landing page you use should also match their expectations.



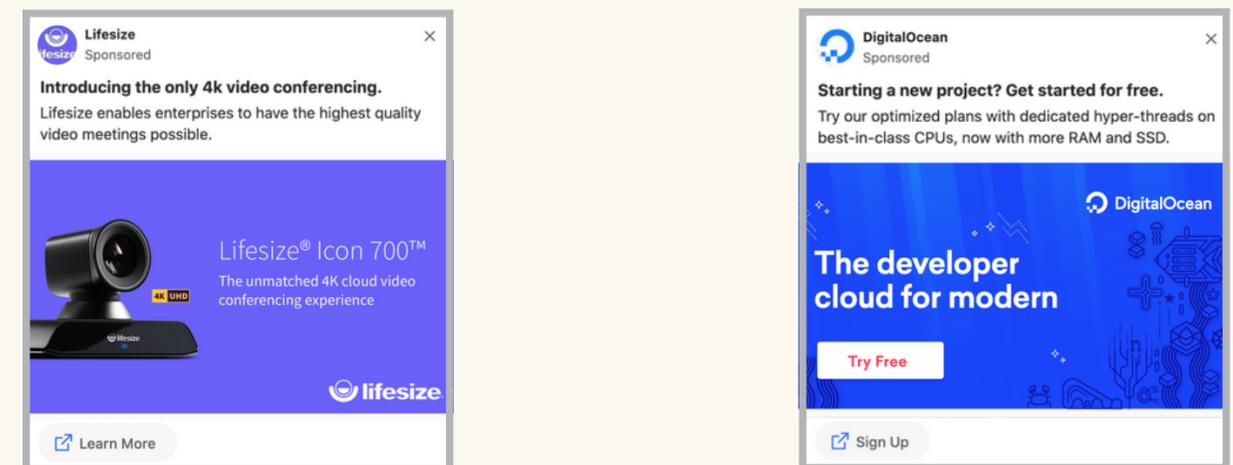
### 2. Create native ads

Your ads should align with the platform they appear on so they feel non-intrusive. For example, Quora's content mostly takes the form of questions and answers. Try testing question headlines against statement headlines.



### 3. Incorporate branding

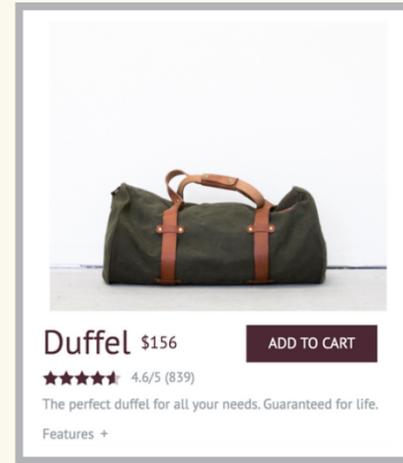
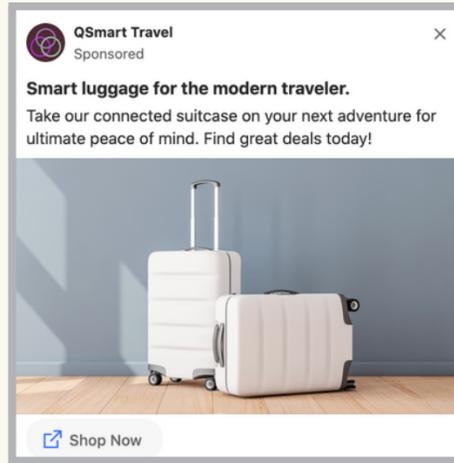
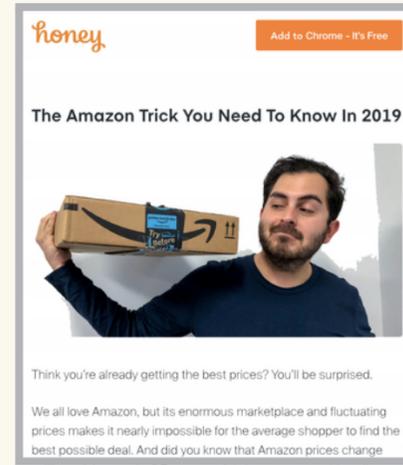
Users do not actively think about an ad's design, but repeating imagery during their customer journey subconsciously reminds them of connections to your brand. Utilize your brand's colors, logos, product shots, or key messaging to create an experience your audience will remember.



#### 4. Have ad-to-webpage congruence

Congruence builds the kind of trust required for customers to convert. If an ad's image or copy doesn't match your landing page, it can cause friction. Every element of your landing page should also work together to produce one cohesive message.

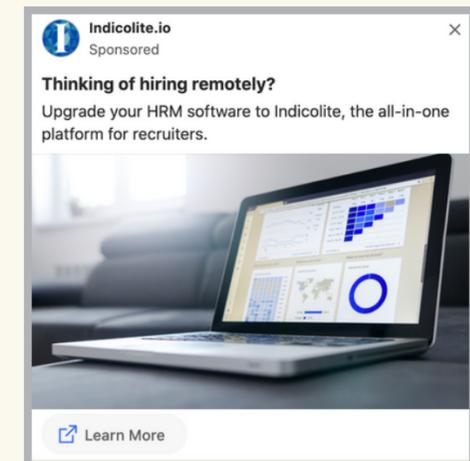
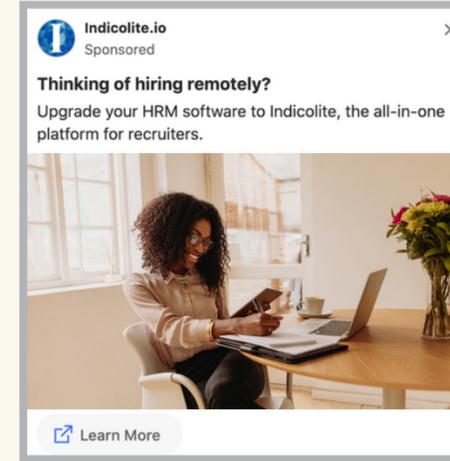
For instance, a user will see your ad and logo when they go to your landing page. You could use matching colors across all steps to have a continuous narrative.



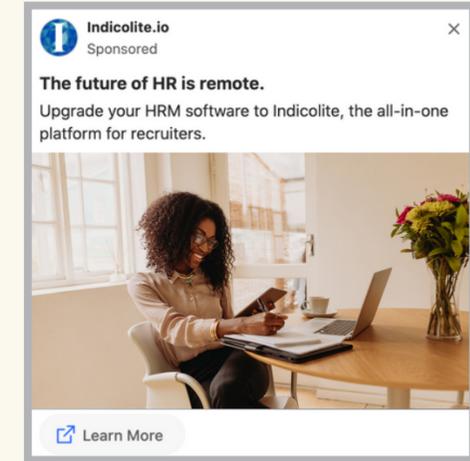
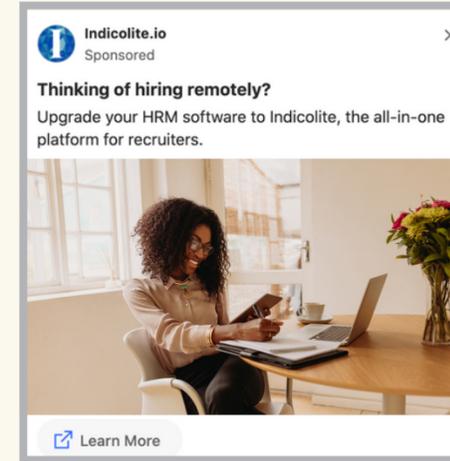
#### 5. Run A/B tests

Have a test and learn mindset when starting a new platform. On Quora, we recommend testing at least four different visuals simultaneously to optimize your campaign. Start with this method:

##### A. Test different images with the same message.



##### B. Test the winning image with a new message.



##### C. Test the winning message with a new image. Repeat.

# Quora Ads Best Practices

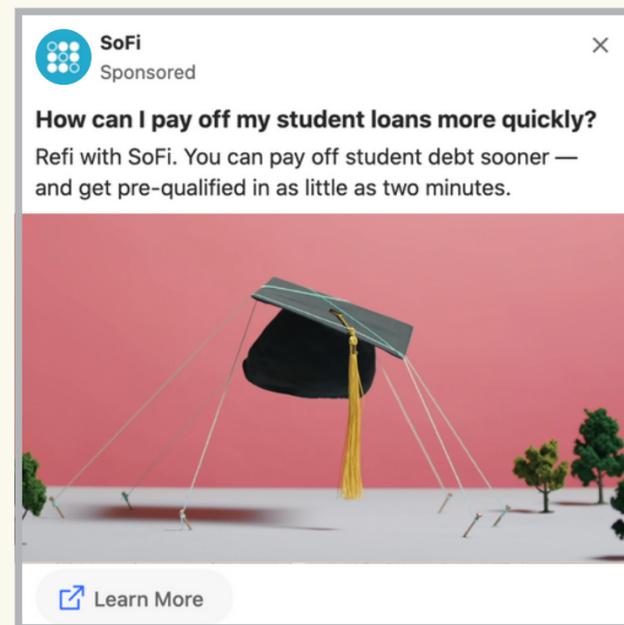
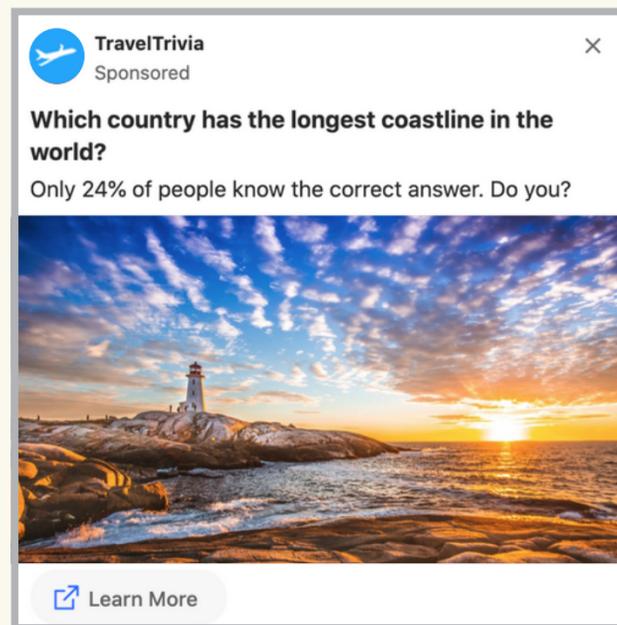
## 1. Don't neglect your text

Certain placements on Quora, such as question pages, are Text Ad-only. Image Ads that win these placements will convert to Text Ads, so make sure your message makes sense without the hero image.

There is also a sweet spot for the number of characters your ad uses. The maximum character count for Image Ads is 65 characters for headlines, and 105 characters for body texts. We recommend using 40-60 characters for your headline, and at least 80 characters for body texts.

## 2. 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.



## 3. Test different types of images

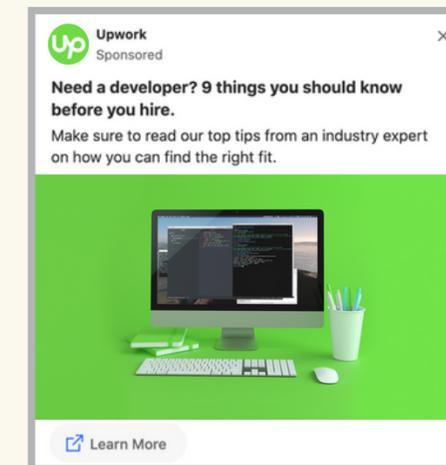
It is always recommended to test more than one type of image on Quora to determine what performs best for your brand. To help you get started, we distilled insights from hundreds of advertisers across verticals to outline which image types generally drive the highest engagement.

The most common images used for Quora ads are categorized into three primary categories: lifestyle, product, and graphic images.



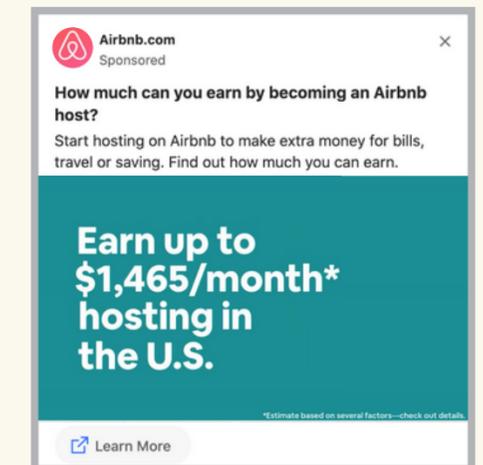
### Lifestyle

Photography of the product experience; usually includes people



### Product

Images or screenshots of the product



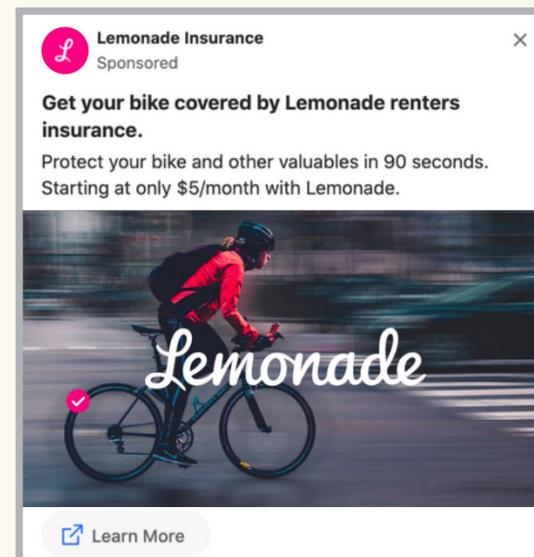
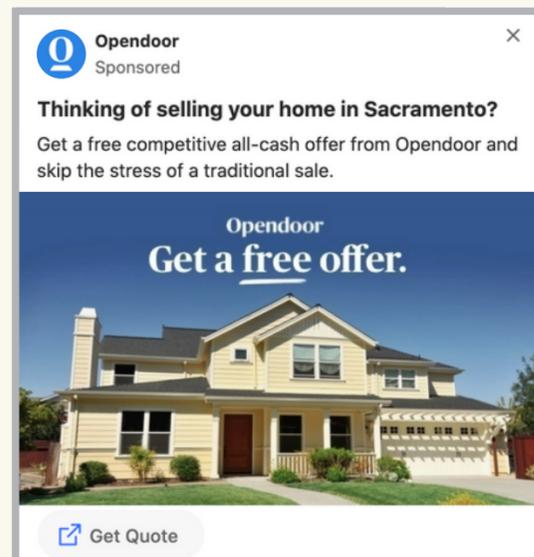
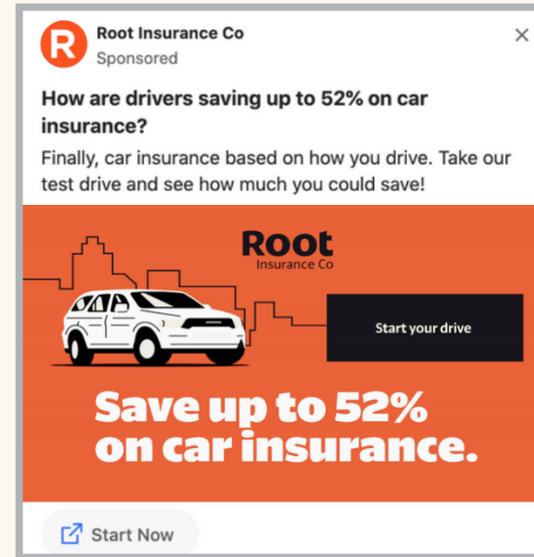
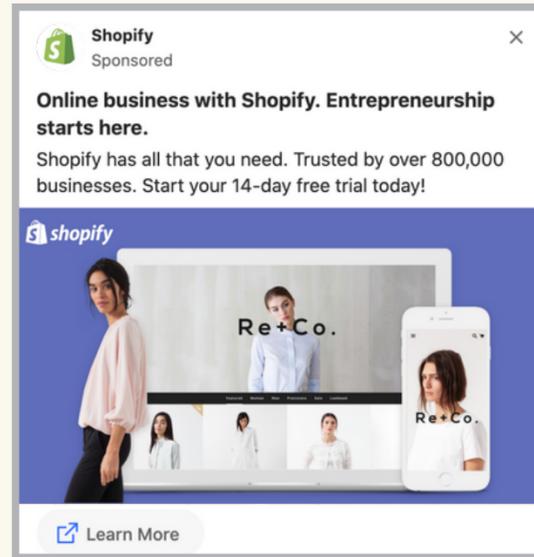
### Graphic

An illustration or graphic that is mostly text, logos, or CTAs

For prospecting efforts, lifestyle and graphic images generally drive higher CTRs. For remarketing, product images tend to outperform.

#### 4. Overlay your logo or CTA

Including a logo or CTA in your image generally improves CTR. This applies to Image Ads used in both prospecting and remarketing campaigns.



#### 5. Optimize your CTA

CTAs should be tailored to your industry and the audience you are targeting. For example, for prospecting efforts, the CTAs that generally drive the highest CTRs will vary by vertical:

- **B2B services:** "Read More"
- **Financial services:** "Read More" and "Learn More"
- **Consumer technology:** "Get the App" and "Learn More"
- **Ecommerce:** "Learn More" and "Free Trial"

Conversely, Image Ads used for remarketing often have higher CTRs with direct response CTAs (ex. "Start Now" or "Shop Now").

**Ready to get started? Review our ad policies at [quora.com/about/ads\\_policy](https://quora.com/about/ads_policy)  
For more resources & tips, visit [adshelp.quora.com](https://adshelp.quora.com)**