

Interest Targeting

Interest Targeting delivers ads to people based on their recent behavior on Quora. As a behavioral targeting feature, ads will only appear to people who engage with your selected topics. This includes placement on all pages, including question pages and users' feeds.

The screenshot shows the Quora Ads interface during the 'Create an ad set' step. The 'Choose primary targeting' section has four options: Contextual targeting, Audience targeting, Behavioral targeting (selected), and Broad targeting. Under Behavioral targeting, there are three sub-options: Interests (selected), Keyword history, and Question history. A 'Targeted interests' field with a 'Bulk add' button is present. The 'Summary' panel on the right indicates 'Potential weekly impressions' are 'Not Available' and lists targeting options: Device and browser, Mobile and desktop, and Email included. At the bottom, there are buttons for 'Clear ad set', 'Import ad set', 'Cancel', and 'Continue'.

How do I set up Interest Targeting?

1. Create a new campaign, or click an existing campaign.
2. Click "Create Ad Set" and name your ad set.
3. Under "Choose Primary Targeting", select "Behavioral Targeting." Interest Targeting will be the default selection.
4. Interests can be added manually into the "Targeted Interests" field. You can also enter relevant keywords into the "Bulk Add" tool to receive suggestions for comparable interests on Quora.
5. Select your secondary targeting preferences and bid.
6. Click "Continue/Update" to save your changes.

Where will my ads appear?

Interest Targeting delivers ads to question pages, topic feeds, and user feeds as long as the individual signals interest in a topic within the past 30 days.

For example, if "Travel" is targeted, a user reading and upvoting answers about travel may start to see ads on their personal feed and other pages of Quora.

When do I use Interest Targeting?

Advertisers report that Interest Targeting is currently ~25% of total ad impressions. Interest Targeting helps advertisers obtain broader reach while showing ads in front of users interested in their products, services, or industry. This option maximizes your impression potential, so it can be used for traffic generation, brand awareness, and conversions.

It is also ideal for advertisers looking to scale their Topic Targeting efforts.

What are best practices for Interest Targeting?



Leverage relevant keywords.

Repurpose keywords from other advertising channels into interest. The "Bulk Add" tool can be used to find similar interests.



Segment your interests.

Group similar interests in separate ad sets. This allows you to compare performance between different interest themes.



Expand your reach.

Test different themes of interests. For example, interests related to your industry, competitors, or your audience persona.



Strike a balance.

Use the "Import Ad Set" tool to recreate a Topic Targeting ad set, and click "Behavioral Targeting" to create an interest counterpart.



Install the Quora Pixel.

The pixel will attribute conversions to specific ads and ad sets. This allows you to optimize towards the best performing interests.