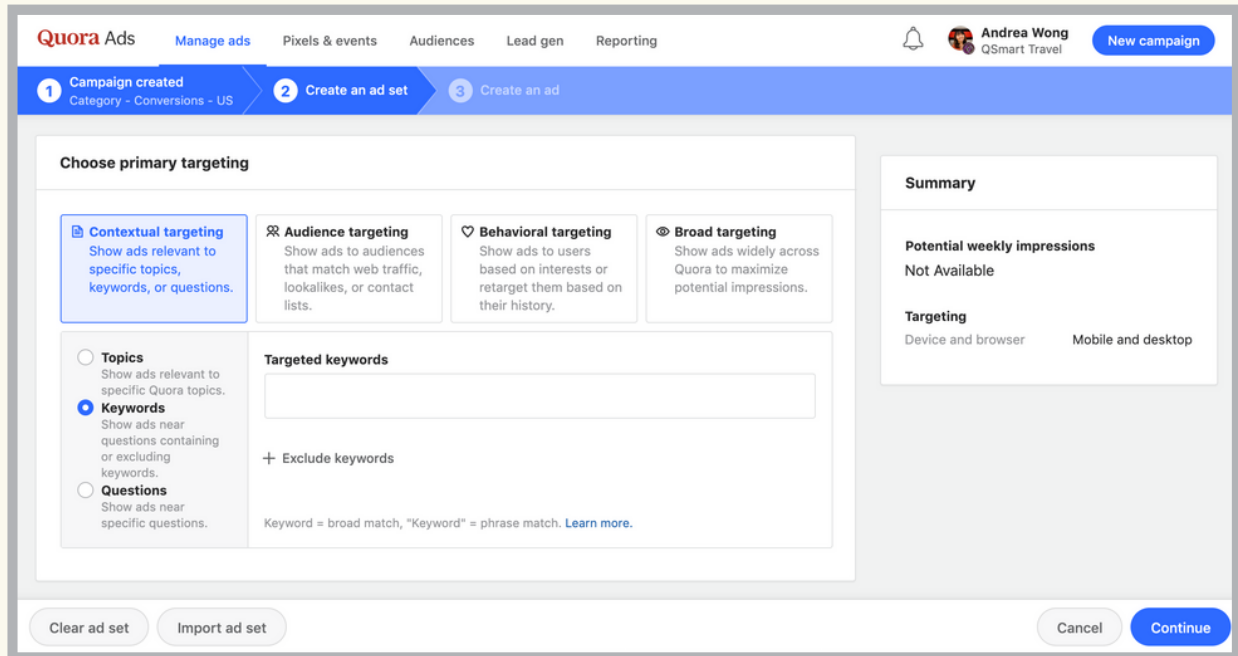


Keyword Targeting



With Quora's Keyword Targeting, you can target questions containing specific keywords. This allows you to easily repurpose high-performing keywords from other search platforms on Quora. Thus, enabling you to tailor ads to align with your targeted keywords.



How do I set up Keyword 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 "Keywords" under "Contextual Targeting."
4. Add keywords under "Targeted Keywords." You can also exclude keywords that you do not want to be associated with your ads. Quora offers two types of keyword matching:
 - **Broad Match (ex. travel tips):** Reach a larger audience by displaying your ad on question pages with close variation of your keywords.
 - **Phrase Match (ex "travel tips"):** Display your ad only where a question matches the exact phrases to your keywords.
5. Select your secondary targeting preferences and bid.
6. Click "Continue/Update" to save your changes.

How are Broad Match & Phrase Match different?

Keyword Targeting delivers ads alongside all the questions that match your keywords. The different matching types will help you control how closely related the questions need to be for your ad to be displayed.

The following chart reviews key differences to keep in mind:

	Broad Match	Phrase Match
Symbol	None	"Keyword"
Keyword	financial planning	"financial planning"
Questions that match	<ul style="list-style-type: none">• What makes planning for financial decisions so hard?• What is the best financial advice you've received?	<ul style="list-style-type: none">• Why is financial planning so hard?
Questions that do not match	<ul style="list-style-type: none">• What are the best ways to save money?• How do people get rich?	<ul style="list-style-type: none">• What makes planning for financial decisions so hard?
Includes	<ul style="list-style-type: none">• Close variations• Singular and plural forms• Stemming and accents	<ul style="list-style-type: none">• Exact matches of the phrase• Variations of the phrase• Words before and after the phrase
Excludes	<ul style="list-style-type: none">• Misspellings• Acronyms• Abbreviations	<ul style="list-style-type: none">• Additional words in the phrase• Reordering of words• Misspellings, acronyms, and abbreviations

What are best practices for Keyword Targeting?

- **Leverage existing keywords.** If you run ads on search platforms, the easiest way to get started with Keyword Targeting is to use your existing keywords.
- **Research existing Quora questions.** If you are building keyword targeting lists for the first time, think about what questions your potential customers might be searching for and reading about on Quora.
- **Use the Quora search bar.** Input keywords into Quora's search bar to "preview" potential question matches. This can help compare Broad and Phrase Match results.