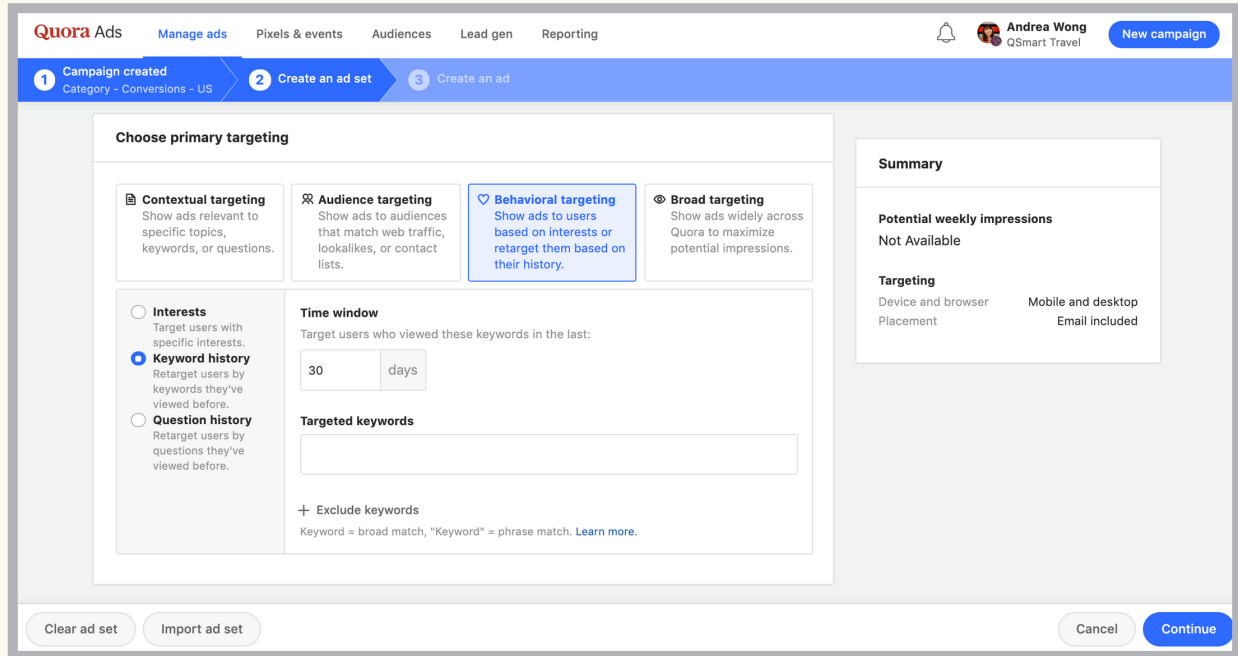


Keyword History Targeting



Keyword History Targeting lets you to reengage with users who previously read sets of questions that match your keywords. This is valuable because you can “follow up” with a person who has already indicated that he or she may be in the market for a product or service that you provide.



How do I set up Keyword History 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 "Keyword History" under “Behavioral Targeting.”
4. Specify the "Time Window" you'd like to use for this ad set.
5. 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** and **Phrase Match**.
5. Select your secondary targeting preferences and bid.
6. Click "Continue/Update" to save your changes.

How are Broad Match & Phrase Match different?

	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

When do I use Keyword History Targeting?

You can use Keyword History to:

- Retarget users who visited a specific group of questions closely related to your product, service, or industry.
- Scale existing Keyword Targeting efforts by repurposing keywords.
- Increase volume of profitable conversions.

What are best practices for Keyword History 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.