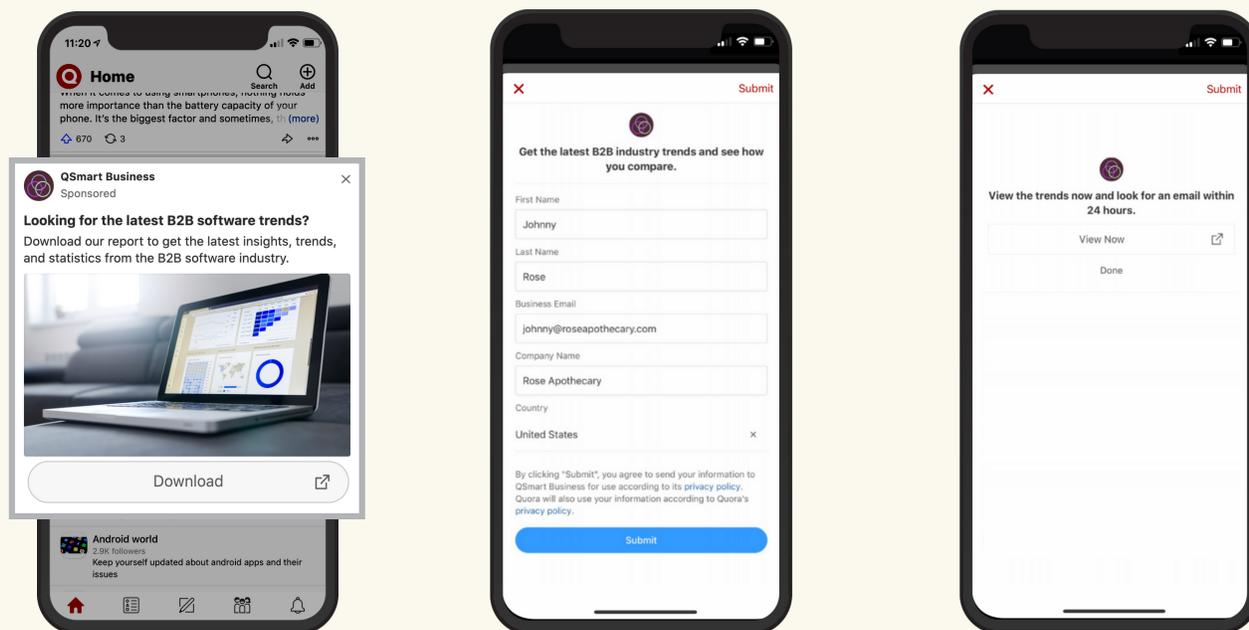


Lead Gen Forms

Lead Gen Forms are an extension to Quora's image, text, and Promoted Answer ad units that help you acquire high-intent prospects in an efficient and secure way. Being able to connect with people at the moment when they're researching and evaluating solutions means you can influence the customer journey directly on Quora.

Native signup forms can help reduce website drop-offs by driving users to complete a valuable action directly on Quora. Users can instantly get the information they want, and your business generates a qualified lead.



How do I set up Lead Gen Forms?

1. Create a campaign and select "Lead Generation" as your objective.
2. On your ad set page, set your targeting preferences and bid as you usually would.
3. Create an image, text, or Promoted Answer ad as you usually would, or click "Use Existing Ad Copy" in the bottom left corner to repurpose an existing ad.
4. Under "Lead Gen form" select or create a new form. Forms can also be created on the "Lead Gen" tab.
5. Click "Update/Continue" to submit your Lead Gen Form ad for review.

What are the requirements for Lead Gen Forms?

Form Fields

You can add any of the following preset fields to your form, Quora will pre-fill with user info where possible.

- **Contact:** First Name, Last Name, Email, Business Email, Phone Number
- **Employment:** Job Title, Company Name, Company Size
- **Location:** City, State (US Only), Zip Code (US only), Country

Form Headline (65 characters max)

This should tell users what to expect if they fill out the form. Make your value prop as clear as possible.

Confirmation Message (65 characters max)

This helps set the user's expectations for what should happen next, and it must inform them how their information will be used.

Privacy Policy URL

This should be standalone web page for your privacy policy. It will appear as a legalese at the bottom of a Lead Gen Form. The page must state how you collect, store, protect and use people's personal information and how people can access collected information.

Landing Page URL

This is a landing page you'd like users to have the option of navigating to after they have submitted the Lead Gen Form.

Company Logo*

- Accepted image formats: PNG, JPG
- Size: displayed as a circle
- Recommended logo image size: 500 x 500 pixels

Lead Delivery

- [Zapier integration](#)
- Downloadable CSV in Ads Manager within 180 days

Text & Image Ad

- Headline (65 characters max) and Body (105 characters max)
- Call to Action: Choose one from 16 pre-set CTAs
- Image: Aspect ratio 16:9 (600 x 335 pixels, minimum)

Promoted Answer Ad

- URL for an answer written in English (250 characters minimum)

**Logos must comply with our [Advertising Policies](#) and are subject to review. Logo approval can take several hours. If a logo is missing, pending, or disapproved, Lead Gen Forms cannot be created.*

What are best practices for Lead Gen Forms?



Make your value proposition clear.

Your ad creative and form headline should communicate to users why they should share their information with you, and what they would get out of it.



Form fields matter.

Start with the minimum set of fields needed and add as you test. More fields increases friction for users, which could result in lower volume but higher lead quality.



Set clear expectations.

Your confirmation message should tell to users what they can expect next and how their information will be used.



Compare and test.

Run a comparison test with a non-lead generation campaign to learn which campaign objective best works for your goals.



Your text and image ad still matter.

Test and optimize your image and text ads.



Complete your funnel with Promoted Answers

Lead Gen Forms for Promoted Answers let you attract, educate, and convert users from one ad unit. Test Lead Gen Forms with different answers, and ensure your value proposition aligns with your content.