

List Match Audiences



Advertisers report 2x higher CTRs for List Match Audiences when it comes to logged-in users. With List Match Audiences, you can target lists of Quora users by uploading an existing list of email addresses. Audiences can then be used in one or more of the following ways:



Target existing leads.

Specifically target an existing audience to convert them if they haven't done so already.



Drive more conversions.

Tailor your ads to deliver relevant content to your audience at various stages of the buyer journey.



Add scale with Lookalikes.

Increase reach to people who behave similarly to your most valuable customers.



Exclude existing customers.

Focus on net-new customers and avoid spending on existing customers.

How do I create a List Match Audience?

1. Visit the "Audiences" tab and click "Create Audience."
2. Select "List Match" and click "Next."
3. Name your audience and upload your CSV file. To upload your CSV properly:
 - Have at least 200 emails for optimal targeting.
 - In each row, include a single email address with no spaces (ex. example@email.com).
4. Click "Create." Emails are hashed locally on your browser to ensure privacy and then sent to Quora. The list is then matched against hashed data from the Quora audience to create a new audience you can target or exclude with your Quora ads.
5. Wait 24 hours for the list to calibrate before targeting it in an ad set.

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Create an audience

Website Traffic
Create an audience based on traffic to your website.

Lookalike
Create an audience based on an existing audience.

List Match
Create an audience based on an existing list of contacts.

Next

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Create an audience

Configure your list match audience

Audience name

Customer E-Newsletter

Description

Emails from newsletter subscribers.

Hashing

Please hash my data for me before uploading to Quora. [Learn more.](#)

I have already hashed my data using SHA256.

Data Upload

Upload a CSV where every row has a unique email address. [Learn more.](#)

Upload file

By clicking "Create", you agree to our [List Match Audience Terms](#) and [Privacy Policy](#). Back Create