LiveRamp Activation Guide

LiveRamp is an identity resolution solution providing data onboarding. Quora's integration with LiveRamp helps advertisers reach their customers via uploading CRM lists to Quora to match and reach these users.

How LiveRamp Works

Offline data is data that includes some sort of personally identifiable information (PII) such as name, postal address, phone number, or additional emails. Once the original list has been anonymized and standardized, LiveRamp delivers the data to Quora. Here is a brief overview on how LiveRamp data onboarding works:

1. Advertisers sends customer lists/data to LiveRamp.
2. LiveRamp anonymizes the data.
3. LiveRamp matches it to an Identity Link (an anonymous, people-based ID tied to data deterministically associated with a person).
4. LiveRamp creates the audience by matching IdentityLinks to cookies.
5. LiveRamp onboards the audience to Quora.
6. Quora matches the audience to Quora users.
7. Advertisers are now able to target these Quora users in campaigns.

Integrating Quora into Liveramp

To send your LiveRamp audiences to the Quora Ads platform, you'll need to activate Quora as a new destination in your LiveRamp Connect account. This guide assumes that you are already an existing LiveRamp client.

Step 1: Create a New Destination Account

Open up LiveRamp Connect. Hover over **OUT** on the left navigation bar and then select **My Destinations** to navigate to the **Your Destination Accounts** page. Click on the **+New Destination Account** tile.
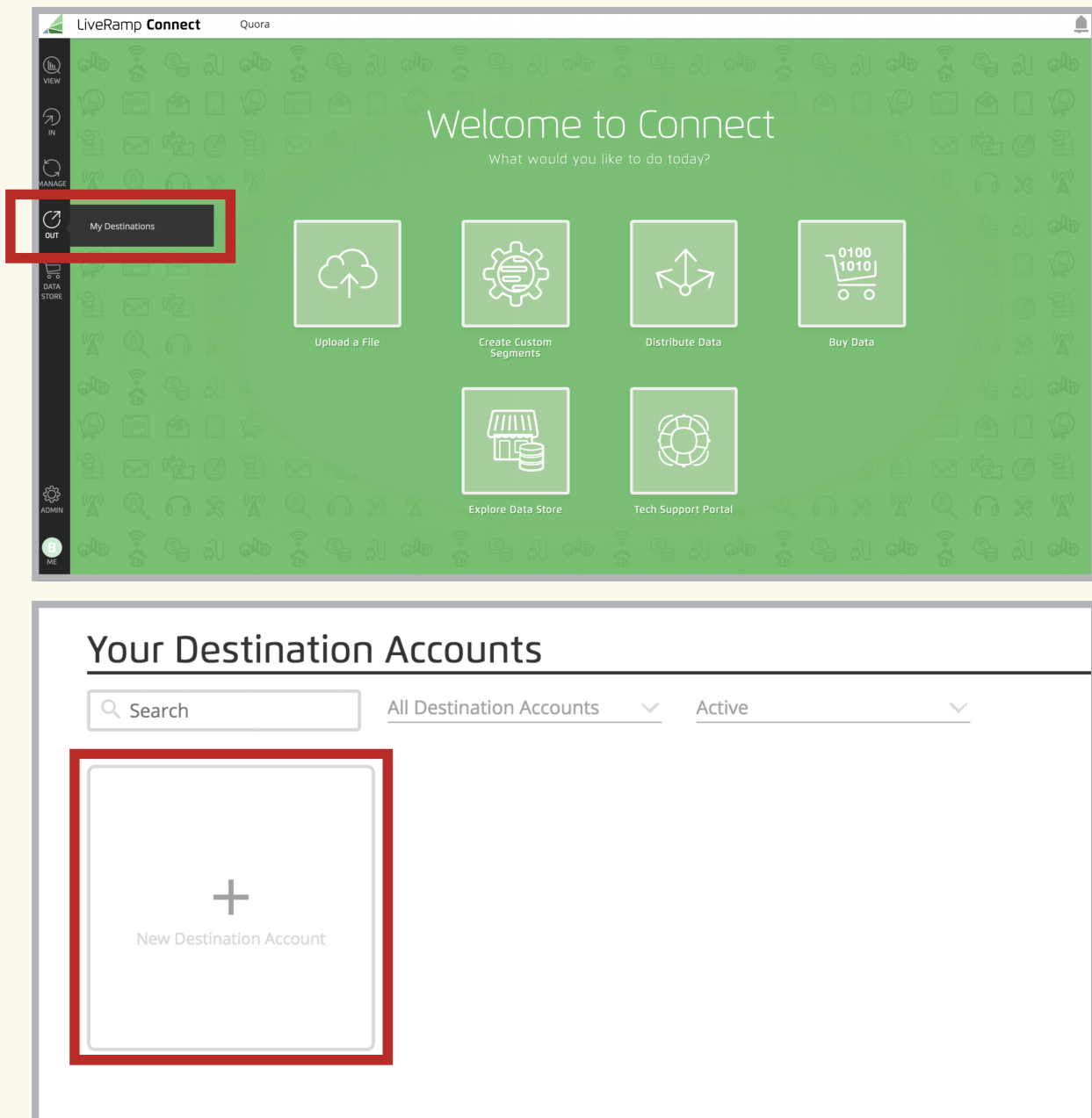
Step 2: Select Quora as a New Destination Account

Scroll through the available destinations or use the search bar to locate and choose Quora. Then click **Activate** (the Activate button appears when you hover over the tile). From the **Choose an Integration** screen, click **Activate** again (the Activate button appears when you hover over the tile) for the desired integration type.
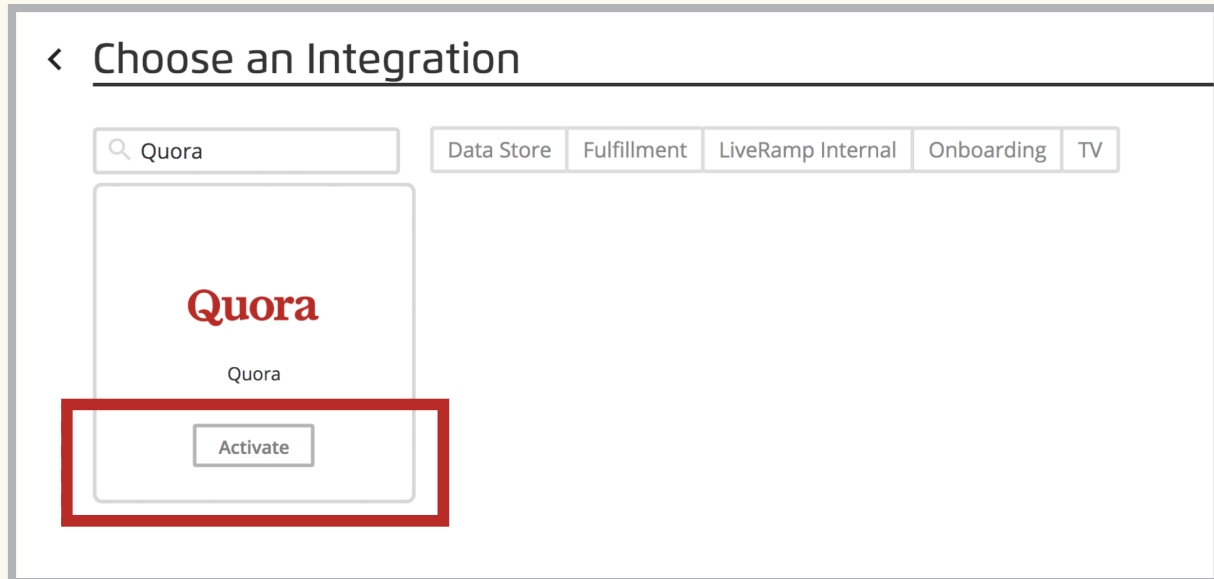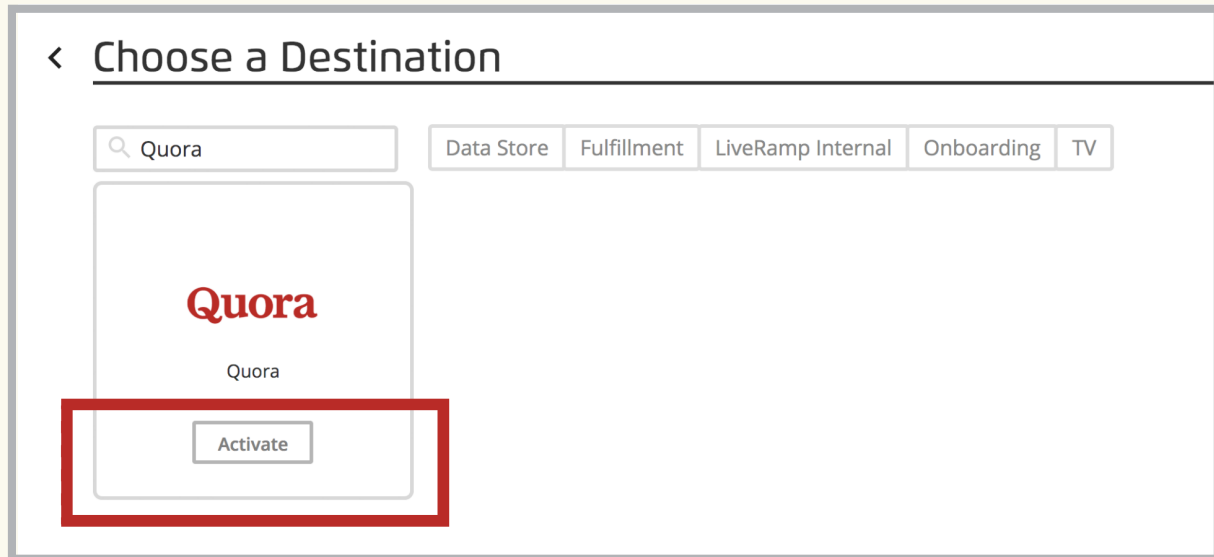
Step 3: Configure properties

You will be asked to enter the requested destination account information following the guidelines. Every destination will require you to fill out at least the following fields:

- **Device Types:** Web will already have been selected for you.

- **End Date:** Click into the "End Date" field and select the desired end date from the dropdown calendar that appears. Click the blue X in the "End Date" field to activate the destination account with no end date. By default, the "End Date" is set to 6 months after the activation of the destination account and when "Account Status" is set to "Active."

- **Quora Account ID:** Enter your ID which can be found in the Account Settings page.

- **Destination Account Name:** This is a short descriptor that will appear as the name of your account on your LiveRamp Connect dashboard.

Once you fill out all the required fields (and fix any validation errors highlighted in red), click **Continue.**

Step 4: Review properties and send data

Review the configuration properties to make sure they are correct, and then click **Finish.** Once the screen has finished loading, choose the data file(s) you want to send to Quora and click **Add to Distribution.** Note that it can take 1-3 days for the data to appear in the Quora Ads Manager. You will then be able to see a success message to confirm the distribution has started.
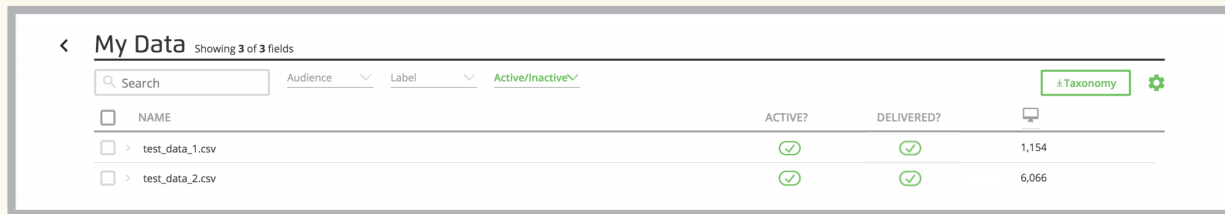
Step 5: Confirm your data has been delivered
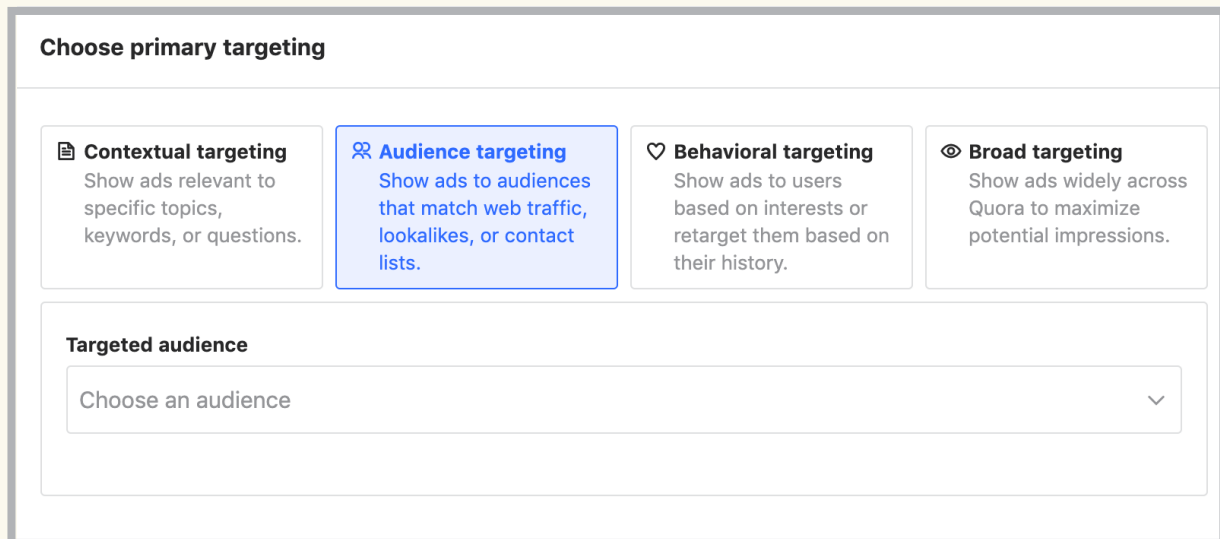
To see if your data has been delivered to Quora:

1. Open up LiveRamp Connect. Hover over **OUT** on the left navigation bar and then select **My Destinations** to navigate to the **Your Destination Accounts** page.

2. Hover over the desired destination account and click **MANAGE.**

3. Look in the **DELIVERED?** column for a green check mark next to the segment(s). This indicates that your data has been successfully delivered to the destination.

Step 6: Target your Liveramp Audience in Quora

Once your data appears in the Quora Ads Manager, you will be able to target your selected audience at the Ad Set level.

For more information, visit the LiveRamp help center.