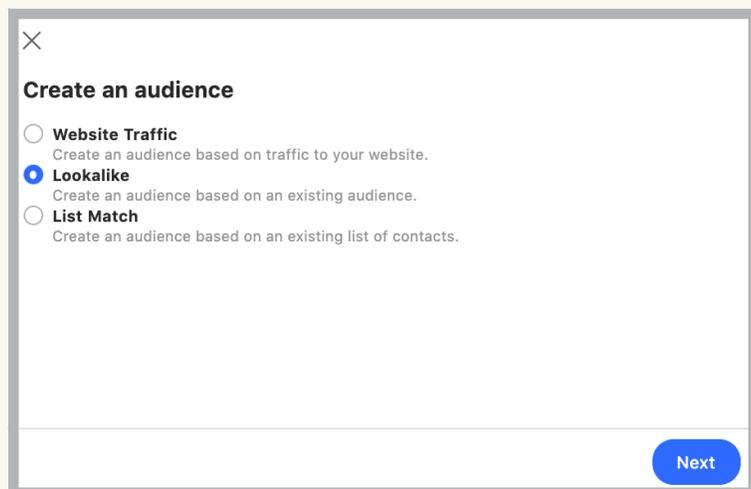
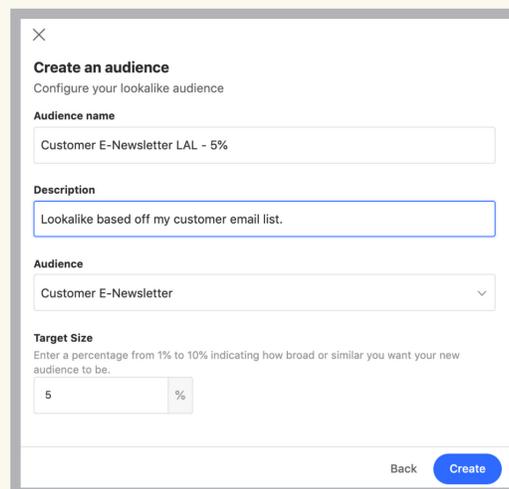


Lookalike Audiences

Quora's Lookalike Audiences create expanded audience segments that look similar to an existing audience in your Quora Ads Manager. This type of targeting lets you to reach people who are similar to customers that you already might have. By targeting new people who have similar characteristics and activity on Quora, Lookalike Audiences may have a higher likelihood of also being potential high-value customers.



The screenshot shows a modal window titled "Create an audience" with a close button (X) in the top left. It contains three radio button options: "Website Traffic" (unselected), "Lookalike" (selected), and "List Match" (unselected). Each option has a brief description below it. A blue "Next" button is located at the bottom right of the modal.



The screenshot shows a modal window titled "Create an audience" with a close button (X) in the top left. Below the title is the subtitle "Configure your lookalike audience". The form includes: an "Audience name" text input field with the value "Customer E-Newsletter LAL - 5%"; a "Description" text input field with the value "Lookalike based off my customer email list."; an "Audience" dropdown menu with "Customer E-Newsletter" selected; and a "Target Size" section with a text input field containing "5" and a percentage sign (%). A "Back" button and a blue "Create" button are at the bottom right.

How do I set up a Lookalike Audience?

1. Visit the "Audiences" tab and click "Create Audience."
2. Select "Lookalike" and click "Next."
3. Name your audience and select a seed audience from your account.
 - **Website Traffic Audiences** must have a minimum of 3,000 people.
 - **List Match Audiences** must have a minimum of 500 people.
4. Select the existing audience you want to use as a seed. Your "Target Size" can range from 1 - 10%. A smaller number results in a smaller Lookalike Audience, but this audience will be more similar to the source audience and may perform better. A larger number will result in a larger Lookalike Audience for more reach.
5. Click "Create" and wait 24 hours for the list to calibrate before targeting it in an ad set.

Note: Lookalike Audience sizes are calculated when the audience is targeted in an ad set.

How many Lookalike Audiences can I have?

Each ad account can have up to 50 Lookalike Audiences at one time. When you are creating your ad set, you can use one Lookalike per ad set.

What are best practices for Lookalike Audiences?



Test and refine your target size.

Create 1%, 5%, and 10% target similarities to start. You can compare their sizes and run tests with one audience, refining as you see results.



Exclude unwanted audiences.

Create a Lookalike Audience of people that don't resemble your ideal customer profile and exclude them from your targeting.



Expand target segments from a List Match Audience

Create a Lookalike Audience from an uploaded list of email addresses to reach people who resemble your most valuable customers.



Install the Quora Pixel.

The pixel is required to build Lookalikes from Website Traffic Audiences. It provides conversion data for your campaigns, driving insights that can help optimize your performance and meet your goals.