



Quora for Business

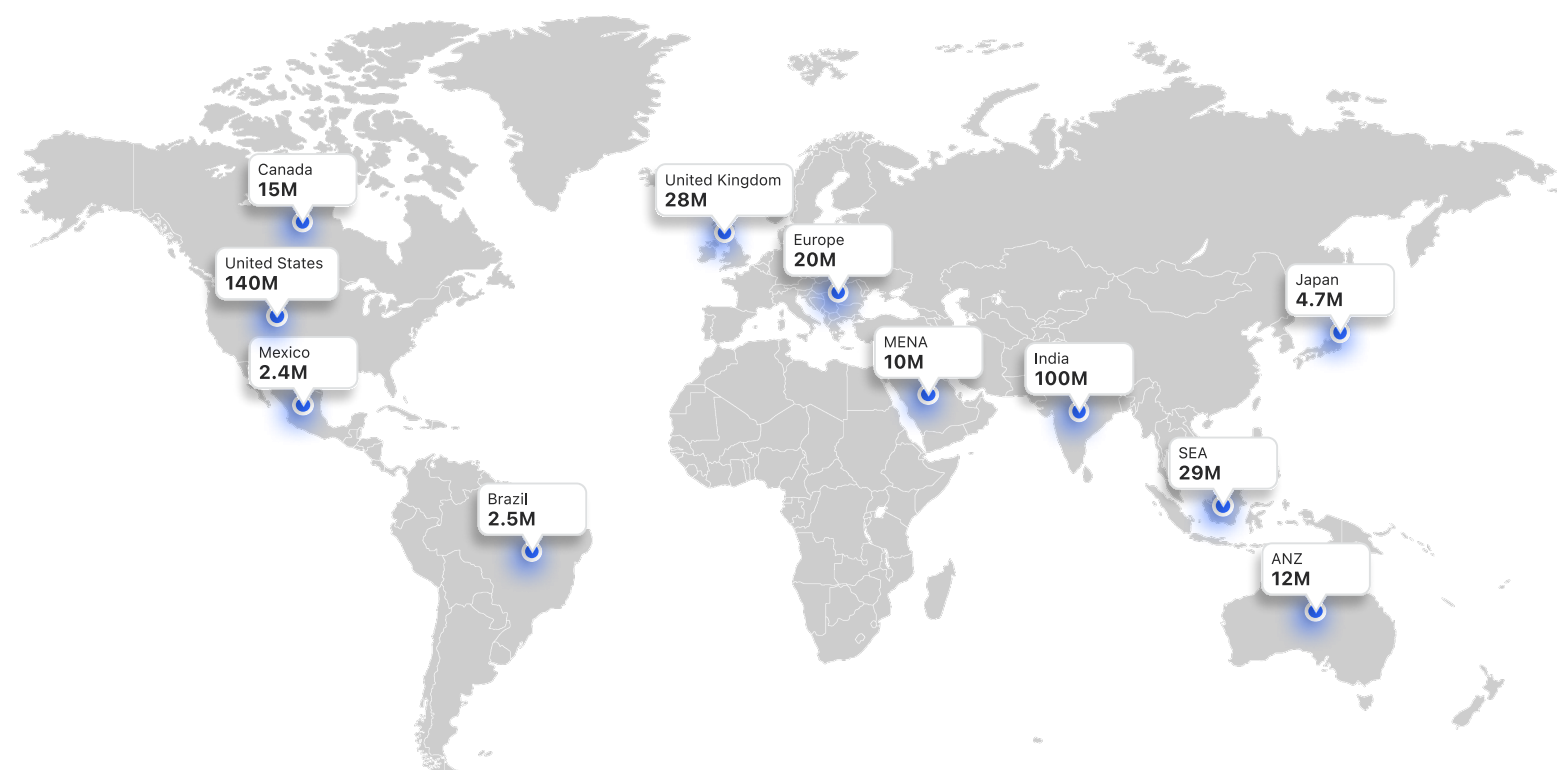
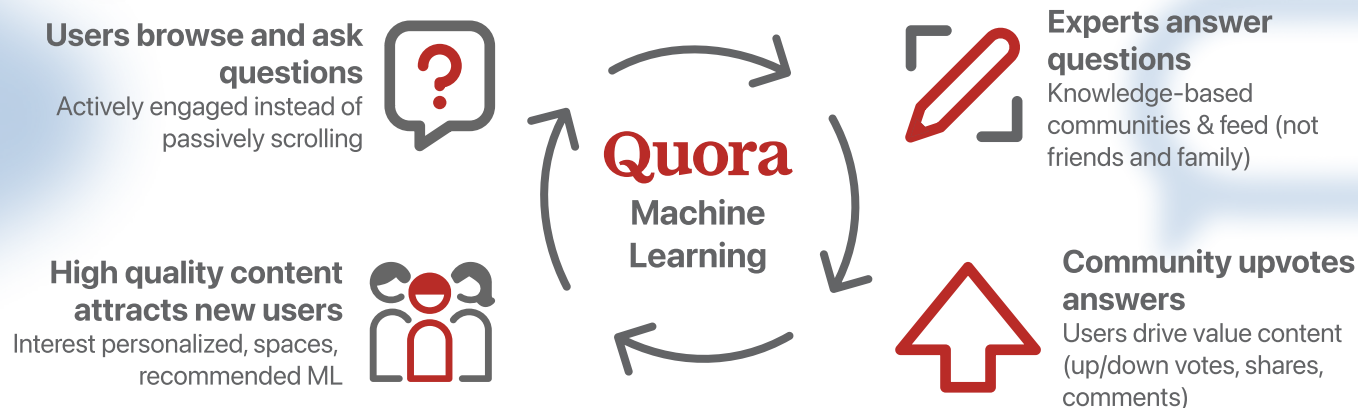
Marketing on Quora

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Quora at a Glance

Quora's mission is to share and grow the world's knowledge.



300M+ Monthly Unique Visitors

300,000+ Unique Topics

24 Languages

English, Spanish, French, German, Italian, Japanese, Indonesian, Portuguese, Hindi, Dutch, Danish, Finnish, Norwegian, Swedish, Marathi, Bengali, Tamil, Arabic, Hebrew, Gujarati, Kannada, Malayalam, Telugu, Polish.

Quora at a Glance

Popular Topics on Quora

People come to Quora to share knowledge and learn more about the world. Our global audience is engaged across a variety of topics.



Consumer Electronics

10.6M Followers
4.1M Questions



Auto

2.7M Followers
2M Questions



Remote Work

108K Followers
107K Questions



Health

49.6M Followers
7.8M Questions



Jobs and Career

3.4M Followers
8.5M Questions



Streaming Services

1.6K Followers
2.6K Questions



Entertainment

5.6M Followers
287K Questions



Finance

12.2M Followers
3.9M Questions



Education

7.1M Followers
11.1M Questions



B2B/SaaS

40.4M Followers
9M Questions



Ecommerce

2.2M Followers
1.4M Questions



CPG

35.2M Followers
2M Questions



Consumer Technology

10.6M Followers
6M Questions

Quora users can follow Expert Spaces* to see curated industry content from trusted subject matter experts.



Quora at a Glance

How brands are using Quora today

People on Quora can ask questions and learn from one another—including businesses. With Quora for Business, brands can put their solutions in front of high-intent customers before they make a decision.



Build Your Brand

Build brand awareness, credibility, and trust by becoming an industry thought leader.



Grow Website Traffic

Drive traffic to your website, promote marketing content, and increase conversions.



Boost Conversions

Influence high-intent prospects searching for solution during their consideration phase.



Increase Customer Advocacy

Offer your industry expertise to customers that are looking for it by answering their questions on Quora.



Brand Safety on Quora

Our brand safety measures build upon the foundation laid by [Quora's Policies](#) to promote a safe advertising experience for users and brands. This means your message will be displayed along with the best content on Quora.

We have the following content quality safeguards in place:

- **Community norms:** We have strong community norms on Quora to ensure the highest quality standards. Our [Platform Policies](#) helps suppress the efforts of bad actors on the site.
- **Internal moderation processes:** We have several human-led and automated processes in place to ensure that low-quality or disrespectful content isn't shown to users on Quora
- **Prohibited content:** We do not display ads on content that would classify as [Prohibited Content](#).
- **Product mechanisms:** Users can report low-quality content on the site, which gets reviewed by our moderation team. Our in-product voting mechanisms also help to ensure that the best answers rank highly on question pages. This makes it more likely that your ad will appear next to high-quality content.
- **Profile name policy:** Quora users can choose to use their real names or pseudonyms. However, names that are explicit, adult-oriented, abusive, obscene, or impersonated are not permitted.
- **Comments on ads:** Users cannot comment on Text and Image Ads. Businesses using Promoted Answers can choose to disable comments from their answers.
- **Advertising features:** We offer location, question, and audience exclusion targeting to prevent your brand message from appearing next to where you don't want it to.
- **Partnerships with industry leaders:** Quora integrates with DoubleVerify, Integral Ad Science, and Campaign Manager 360 so our advertisers can feel confident their ads will always be displayed in safe, relevant contexts.



Trending Topics

The conversations happening on Quora reflect real cultural moments and world events. As you map out your campaigns for this year, we can draw inspiration from some topics that had Quora users buzzing in 2022.

January

TV Recommendation ↑**51.1%**
Asking for a Raise ↑**18.5%**
5G Networks ↑**25.9%**
U.S. Tax Form 1099 ↑**17.5%**
W2 (tax form) ↑**15.2%**

February

2022 Winter Olympics in Beijing ↑**37.3%**
Herd Immunity ↑**65.3%**
COVID-19 Immunity ↑**51.1%**

March

State of the Union Addresses ↑**37.9%**
Extra Income ↑**38.4%**
Part-Time Jobs ↑**18.9%**
Career Advice in New York City ↑**11.4%**

April

Living in Moscow, Russia ↑**36.3%**
NATO-Ukraine Relations ↑**29.6%**
Health and Fitness Tips ↑**21.8%**
Web Content Management Systems ↑**12.1%**

May

Top Gun: Maverick ↑**16.8%**
Eurovision Song Contest ↑**15.2%**
CRM Software ↑**19.7%**

June

Destination Weddings ↑**10.5%**
Cities of USA ↑**48.4%**
Thrillers (literary genre) ↑**14%**

Trending Topics

July

Music Appreciation **↑34.3%**
Camera Recommendations **↑21.5%**
Series Finales **↑17.3%**

August

Car Interiors **↑67.2%**
Car Enthusiast **↑50.5%**
Dealerships **↑34.3%**
Course Recommendations **↑26.5%**

September

Queens of England (1553 - 1603 AD) **↑12.6%**
King Charles I (England, Scotland and Ireland) **↑12.6%**
ACC Asia Cup **↑16.1%**
Visiting and Travel in Eastern Europe **↑14.3%**

October

Exit Interviews **↑44.9%**
Last Working Day **↑15.9%**
Startup Web Development **↑20.9%**
Startup Management **↑18%**

November

2022 U.S. Midterms Elections **↑24.2%**
Namor the Submariner (Marvel character) **↑15.0%**
Gross Salary **↑28.9%**
Buying shares **↑28.2%**
Profit-sharing **↑27.8%**
Stock Investing **↑11.3%**

December

Croatia National Football Team **↑9.79%**
Colleges and Universities for Master of Business Administration **↑10.7%**
Online Gaming **↑7.4%**
Christmas Bonus **↑11.2%**

Ready to put your campaign ideas into action on Quora?
Launch your first ad in minutes.


[Get Started](#)

Quora Ad Formats

Quora Ads help businesses create brand awareness, drive traffic to their websites, connect with high-intent customers, and build thought leadership in their industry.

Ad placements vary depending on targeting selections, but generally include locations such as topic feeds, user feeds, question pages, and the Quora email digest.







Promoted by Rev ×

 **Ben Barlow** · Follow
BA in Marketing, The University of Utah (Graduated 2011)
· Updated 2y

What is the best audio transcription service at an affordable rate, which also has good quality?

Rev.com is the best audio transcription service at an affordable rate, which also has good quality. It provides transcripts at a simple and straightforward rate [Read more](#)

STANDARD	Price per audio minute	Rev	Transcribe	scribie
EXTRA	10-hour delivery	Free	\$1.50	\$2.00
	Multiple speakers	Free	\$0.25	\$0.50
	Accents	Free	\$0.75	\$1.00
Total	5 per audio minute	\$1.25	\$4.00	\$5.50

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Exclusive to Quora

Promoted Answers

Go beyond traditional character counts to share detailed information about your product or service in an ad format exclusive to Quora.

Promoted Answers take Quora answers to the next level by pairing them with Quora Ads' targeting suite for strategic distribution.

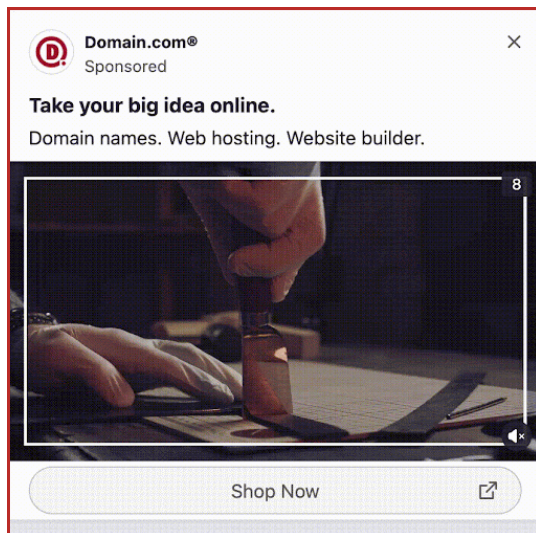
Promoted Answers Best Practices

- **Quora users respond best to authentic answers.** Avoid misinterpreting the question, rephrasing the question, or mentioning your brand when it isn't relevant.
- **Good answers have general facts and insights** that are considerate of cases with different conditions (e.g. "If you're tall, I recommend X; if you're short I recommend Y").
- **Hyperlink only when it's relevant.** Less is more, so only use hyperlinks if they provide additional information or if they're relevant to the question.
- **Add UTMs to hyperlinks if you include a link to your website or blog.** Having UTMs will provide additional engagement metrics.
- **Have well-formatted answers.** Avoid excessive formatting such as spaces, paragraph breaks, boldface, italics, etc.

Learn how to get started with this powerful content marketing tool.

[Get Started](#)

Quora Ad Formats



Video Ads

Captivate your audience with sight and sound.

Easily repurpose existing video content you're already running on other platforms.

- Length: 6-30 seconds
- Film format: MOV, MP4
- Aspect ratio: 16:9
- Resolution: 1280 x 720 pixels
- Call-to-action: Choose from 16 available CTAs

Video Ads Best Practices

- **Define your objective.** Your video content will vary depending on if you're targeting users in the awareness, consideration, or conversion stages.
- **Open with a bang.** People's attention spans are shorter than ever, so it's crucial to make the first few seconds count.
- **Place your brand at the center.** Have your logo visible within the video and repeat your name multiple times throughout the ad to improve brand recall.
- **Caption your content.** Captions are not required, but we recommend them to improve accessibility and ensure your video makes sense without audio.
- **Show, don't tell.** You're using video for a reason. Let users experience your brand first-hand and limit text to the most powerful moments.

Video Ads in Action

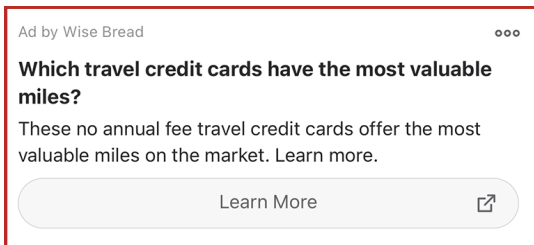
Learn how HDFC Life promoted educational video content to people researching life insurance on Quora.

[Read the case study](#)

Quora Ad Formats

Text Ads

Promote your message in organic Quora conversations with minimal disruption to the user experience.



- Business name: 40 characters max
- Headline: 65 characters max
- Body: 105 characters max
- Call-to-action: Choose from 16 available CTAs

Image Ads Best Practices

- **Use 40-60 characters** of the allowed headline character count.
- **Test statement and question headlines.** Questions are native to Quora and tend to drive higher CTRs.
- **Use 80+ characters** of the allowed body sentence character count. Capitalize on your audience's pain points when you tailor the message. Adjust your message according to where users are in your funnel.
- **Test different CTAs** but make it clear what users can expect when they visit your website.
- **Avoid** title casing, uncommon abbreviations, and grammatically incorrect sentences.

Text ads only require copy and a landing page.

[Launch in Minutes](#)

Quora Ad Formats

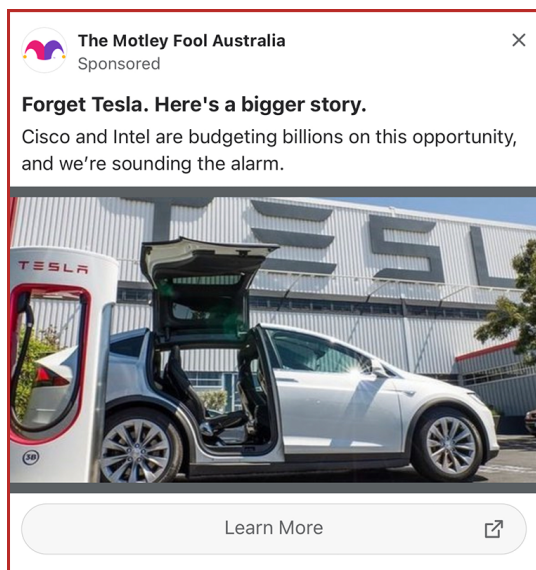


Image Ads

Make your brand visually stand out on Quora's text-based platform.

- Company logo: PNG or JPG
- Headline: 65 characters max
- Body: 105 characters max
- Hero image: PNG or JPG 600 x 335 pixels
- Call-to-action: Choose from 16 available CTAs

Image Ads Best Practices

Refer to the Text Ad best practices in addition to the following.


- **Incorporate branding.** Consistent brand colors, logos, product shots, and key messaging are more memorable for users.
- **Adopt ad to landing page congruence.** Repeated imagery throughout a funnel builds user trust in your brand, reduces friction, and subconsciously reminds the user about the ad-to-site connection.
- **A/B test different images** with different headlines. As you test, you will find which creative elements perform best.

Image Ads in Action

See how Berlin School of Business and Innovation converted 20+ new admissions by targeting Image Ads at students researching study abroad programs.

[Read the case study](#)

Quora Ad Formats



Introduce yourself below to learn more about PME at UChicago.

First name

Last name

Email

By clicking "Submit", you agree to send your information to Pritzker School of Molecular Engineering for use according to its [privacy policy](#). Quora will also use your information according to Quora's [privacy policy](#).

Submit

Lead Generation Forms

Capture customer intent the moment they conduct research on Quora.

Target key audiences in the Ads Manager, influence with your creative, and collect leads by pairing Lead Gen Forms with any Quora ad.

Lead Generation Forms Best Practices

Refer to the Text Ad, Image Ad, and Promoted Answer best practices in addition to the following.

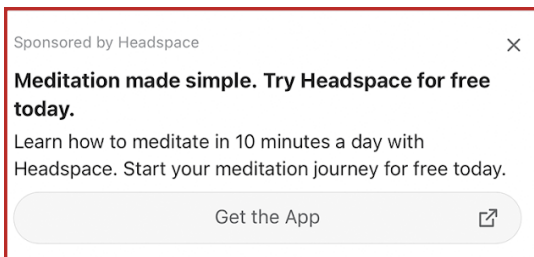
- **Have a clear value proposition.** Your ad creative and form headline should inform users why they should share their information with you and what they would get out of it.
- **Start your test with the absolute minimum set of fields** needed and continue to add as you test. More fields increases friction for users, which could result in lower volume but higher lead quality.
- **Set clear expectations.** Your confirmation message must tell users what they can expect next and how their information will be used.
- **Compare and test.** Run a comparison test with a non-lead gen campaign to learn which campaign objective best works for your goals.
- **Test and optimize** your Text Ads, Image Ads, Video Ads, and Promoted Answers.

Lead Gen Forms in Action

Learn how the University of Chicago earned 5x more information requests after adding Quora lead gen forms.

[Read the Case Study](#)

Quora Ad Formats



App Install

Drive users directly to your iOS/Android app listing page from Quora.

App Installs can be appended to Image Ads, Text Ads, and Promoted Answers, appearing on both desktop and mobile devices.

App Install Best Practices

- **Optimize character space.** Use 40-60 characters for your headline, and 80+ characters of the allowed body sentence character count.
- **Test statement and question headlines.** Questions are native to Quora and tend to drive higher CTRs.
- **Incorporate branding.** Consistent brand colors, logos, product shots, and key messaging are more memorable for users.
- **Highlight the visual details** of your app to ensure a uniform customer experience post-install.
- **Test different images** with the same headlines, then test the winning image with a new headline. This will help you learn which ad elements drive the highest CTR.

New!

Brand Lift Study

Measure the impact of your digital advertising on Quora.

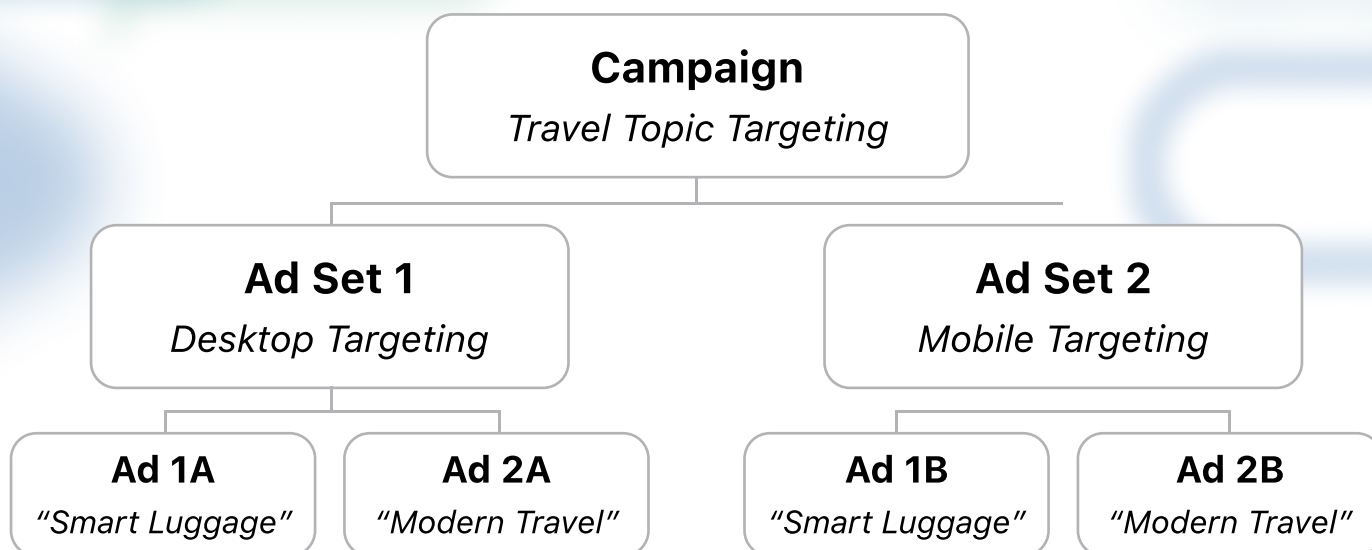
Get overviews of brand lift across all KPIs or drill into individual KPIs by Site, Placement, Creative, Channels, and Frequency of Exposure. Contact a Quora expert to get started.

[Book a Call](#)

Setting Up Your Campaigns

Quora's campaign structure consists of three parts:

Campaigns, Ad Sets, and Ads.



Campaigns

At the **Campaign** level, you'll determine the campaign objective and budget. The campaign objective indicates what your ad campaign aims to drive – Conversions, App Installs, Traffic, Awareness, Video Views, or Lead Generation.

Campaign Best Practices

- Define a naming convention for your campaign (ex: "Category – Targeting Type – Geography")
- Budgets are defined at the Campaign level, so organize your campaigns based on how you're allocating your budget.
- Set a daily budget rather than a lifetime budget. This prevents your campaign from shutting off unexpectedly and ensures spend is evenly spaced.
 - If you are consistently hitting the daily budget, consider increasing it to grow opportunities for impressions, clicks, and conversions.
 - If you are not hitting the daily budget, look for opportunities to optimize such as increasing topics being targeted and increasing bids.
- Create separate campaigns for different product lines, targeting types, initiatives, etc.
- Install the Quora Pixel to unlock features such as multiple conversion tracking, retargeting, and lookalike targeting.
- Separate out campaigns for better analysis of performance (ex: targeting types, conversion events, separate budgets, etc.).
- Create interest parity for best-performing topic campaigns.
- Set up email reporting to get either daily or weekly reports for your account, campaigns, ad sets, or ads.
- Replicate best-performing campaigns for other geographies, additional platforms, etc.

Setting Up Your Campaigns

Ad Sets

The **Ad Set** level is where you determine targeting parameters and bid. You can target users via Contextual, Audience, Behavioral, or Broad targeting. It is important to familiarize yourself with these different options so you understand which works best for you. We cover this on the next page.

Ad Set Best Practices

- Separate out ad sets for better analysis of performance (ex: mobile split, location split).
- Avoid overlapping topics between distinct ad sets.
- Add keywords from other platforms to the "Bulk Add" tool. You will receive suggestions on comparable Quora Topics, Interests, or Questions.
- Use the "Duplicate Ad Set" tool to create device and location splits to save time. Use the "Import Ad Set Tool" to switch Contextual Targeting to Behavioral Targeting, or vice versa.
- When it comes to bidding, bid your true value to help you win auctions and get the best ROI. Lowering your bid will simply reduce your access to certain ad placements.

Ads

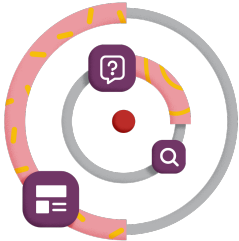
The **Ad** level is where you determine the composition of your actual ads. You can create ads from scratch or copy an existing ad using the "Use existing ad copy" button. If you previously chose Lead Generation as your Campaign objective, this page is also where you will select a Lead Gen Form to append your ads.

Ads Best Practices

- Have 2-4 ads per ad set. Delivery will be optimized towards the best performing ads.
- Test multiple versions of your ad creative to test messaging, CTAs, or landing pages while using unique UTM parameters.
- Test between Text, Image, Promoted Answer, and Lead Gen Form ad units to find the ones that work best for you.
- Question pages on Quora may revert Image Ads to Text Ads for optimization purposes. Review your Image Ads to ensure their messages make sense without an image.
- Promoted Answers tend to have higher average CTRs than Text and Image Ads. Test them in a separate campaign to allow for a fair test.
- Try phrasing your headline as a question instead of a statement.
- Ensure that there is a strong cohesion between the ad and the landing page.
- Follow the ad guidelines to make sure your ads aren't getting rejected (check out our blog post on [common Quora Ads rejection reasons](#)).

Targeting Tips

Quora Ads offers ten targeting options, giving brands the ability to connect with customers in the right place at the right time.

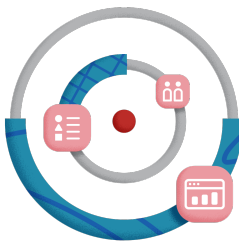


Contextual targeting

Topic Targeting: Position ads alongside questions and feeds tagged with specific topics.

Keyword Targeting: Deliver ads next to questions that include your keywords.

Question Targeting: Place ads on specific questions and serve tailored messages to a hyper-targeted audience.

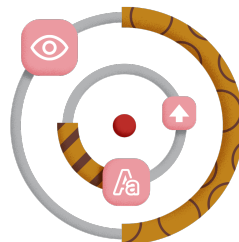


Audience targeting

Website Traffic Targeting: Reconnect with customers who visit Quora after visiting your website.

List Match Targeting: Make the most from your email list; target leads, exclude existing customers, or build Lookalikes.

Lookalike Targeting: Scale your existing audiences by finding users similar to your website visitors or email lists.

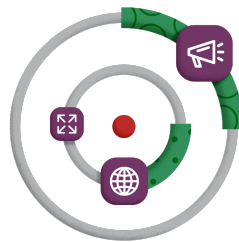


Behavioral targeting

Interest Targeting: Deliver ads to users who engaged with specific content on Quora.

Keyword History Targeting: Send your message to users who read questions with your specified keywords.

Question History Targeting: “Follow up” with potential customers by delivering ads to users who read specific questions about your products, industry, or competitors.



Broad targeting

Broad Targeting: Deliver ads to the largest possible audience on Quora.

Targeting Tips

Which targeting type should I choose?

We encourage businesses to utilize two or more targeting methods for a balance of contextual, behavioral, and audience targeting. Whenever possible, test each targeting type or retest them with different groups of topics, interests, or keywords.

If you're not sure where to start, we recommend the following combinations:

If your goal is **traffic**:

- **Broad Targeting** will deliver ads across Quora and will give you the most scale.
- **Interest Targeting** can obtain broader reach while showing ads in front of users interested in their products, services, or industry.
- **Topic Targeting** balances broad scale and reach while maintaining contextual relevance.

If your goal is **conversions**:

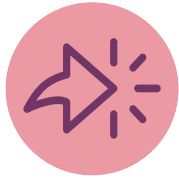
- **Question Targeting** allows for hyper-targeted messaging. While these pages are high-intent, scale is limited so use it with another targeting type.
- **Keyword Targeting** can be used to target questions in bulk based on keywords used in the questions.
- **Topic Targeting** is a good indicator of relevancy and intent on our platform, so it can add additional volume.
- Building a **Lookalike Audience** from a List Match Audience enables you to scale campaigns to users that are similar to a list of customers, leads, or subscribers. Create audiences at 1%, 5%, and 10% to compare volume.

If your goal is **awareness**:

- **Website Traffic Targeting** is key to delivering ads to users who previously visited all, or specific, pages of your website.
- **Interest Targeting** will allow you to retarget users who previously engaged with specific topics.
- **Question History Targeting** and **Keyword History Targeting** can repurpose lists of questions and keywords to deliver ads to users who previously read high-intent content on Quora.

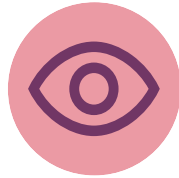
Bidding on Quora Ads

Quora advertisers have the option to bid based on clicks, impressions, or conversions.



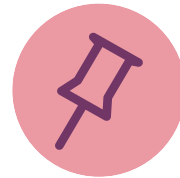
Cost per Click (CPC)

Bid and pay per click on your ad.
Minimum bid is \$0.01.



Cost per Impression (CPM)

Bid for 1000 impressions, pay
per impressions.
Minimum bid is \$0.20.



Conversion Optimized*

Bid for a target CPA,
pay per impression.

*Conversion Optimized bidding requires the Quora Pixel and 20+ conversions per ad set

How does Quora's auction work?

Our ad optimization algorithms use a variety of factors to determine the winner of an auction. This includes, but is not limited to:

- Ad relevance
- Bid price (the maximum price you are willing to pay)
- The likelihood of a user clicking the ad
- User feedback on ads
- Frequency of ad impressions
- Conversions, if applicable

For every ad placement, we consider all eligible ads from your account based on your budget, status, and targeting. In general, our system will favor your highest-performing ads. If more than one ad placement is available, each advertiser is only eligible to win one per page. The winners of the auction are the ads that, according to our predictions, have the highest value for the ad placement.

Bidding on Quora Ads

Best practices for bidding

- **Separate your ad sets:** Costs change depending on your primary and demographic targeting. Separating ad sets (ex. desktop vs mobile) improves the accuracy of your suggested bid.
- **Bid above the suggested bid whenever possible:** Increasing your bid to \$5 does not mean you will pay \$5 in auctions. Instead, the higher bid will give you access to more ad placements you were previously not winning.
- **Avoid underbidding:** Your bid is not your final cost. However, it impacts the number and quality of auctions you enter. Low bids receive lower placements, which tend to result in lower CTRs and conversions.
- **Always bid your true value:** Bidding your true value means you will have full access to the traffic you want from an efficiency standpoint.
- **Do not start with Conversion Optimized Bidding:** This bidding method relies on conversion data to operate efficiently. If your ad set has insufficient conversion history, your ads will have little to no delivery.

What should my campaign budget be?

Quora Ads does not have a “one size fits all” budget recommendation. Different businesses and industries will have unique KPI requirements, so the following are factors to take into consideration:

- **Test duration:** Plan to test Quora Ads for at least one month. This provides ample time to launch, optimize, and iterate on your campaigns. If you have a longer sales cycle, take this into account as well.
- **CPA goals:** What is your target CPA? If you historically have a \$100 CPA and average 5 conversions per day, your campaign should have a daily budget of at least \$500.
- **Impression and bid forecasts:** Create a test campaign and ad set in your Ads Manager. Weekly impressions are projected under an ad set’s Summary, and suggested bids are generated for all targeting types with the exceptions of Audience and Broad Targeting.

Analyzing Performance

The Quora Pixel

The Quora Pixel measures conversion data for campaigns in the Quora Ads Manager, driving insights that can help optimize performance and meet goals.

It is a key tool to understanding the true value of a click and which campaigns, ad sets, and ads drive the best ROI. While it is optional to install, the pixel is strongly recommended so that you can fully utilize the features available on the Quora Ads Manager. This includes:



Performance and Conversion Data

Analyze performance to see what campaigns, ad sets, and ads are driving conversions for next steps.



Multi-event Conversion Tracking

Track multiple conversion events for ad campaigns and further optimize campaigns with this data.



Website Traffic Retargeting

Create an audience based on traffic to your website in order to retarget that audience of website users.



Lookalike Audiences

Create an audience of high-value customers based on existing audience in the Quora Ads Manager.



Measurement Partner Integrations

Quora has partnered with measurement partners to allow easy tracking of campaign performance.

To install the pixel, visit the "Pixel & Events" tab in your Ads Manager and click "Setup Pixel." A prompt with instructions will appear. You have the option of installing the pixel directly on your website or through Google Tag Manager.

Analyzing Performance

Pixel Terminology

The Quora Pixel comprises of several components, including features not covered in this installation guide. The following breaks down terminology you may encounter while setting up your Quora Pixel.

Base Pixel

The Base Pixel measures website traffic, and it is required to measure conversions and create Website Traffic Audiences. This code should be installed on every page of your website, usually into the header code.

Event Pixel (Standard Events)

The Event Pixel is installed on the specific page, or inline action event, of your website where a conversion event occurs. This is usually a Thank You page or order confirmation page. Advertisers can install multiple Event Pixels into their website. To help you distinguish your pixels, you can choose from 9 pre-set labels (ex. Generic, Purchase, etc.). These will appear in your Pixels & Events tab as Standard Events.

Custom Events

Custom Events measure conversions based on URL page loads. An Event Pixel is not needed, but the Base Pixel is still required to be on every page of your website. This is ideal for advertisers with limited coding experience.

Advanced Match

Advanced Match passes back hashed user emails to Quora's system to help us better match your conversion events to Quora users when a cookie is not present.

Quora Pixel Troubleshooting

Most of the issues that arise with the Quora Pixel have to do with improper code installation. To ensure your pixel is set up properly check the following:

- ☐ **The Base Pixel code is installed on every page of your website.** Standard and Custom conversion events will not be recorded without the Base Pixel.
- ☐ **The Event Pixel is only installed on the conversion page/action.**
 - Do not install Event Pixels (ex. "Generic") on every page of your website.
 - Do not install Event Pixels on your landing page.
 - Do not install Event Pixels on the first page of a form.
- ☐ **Base and Event Pixel codes should not be edited.** Changing the codes will prevent conversions from being recorded on your Ads Manager.
- ☐ **All domains should be accounted for.** Businesses may direct users to forms, quizzes, or registration pages hosted on another domain. If you have a conversion event on a different domain, ensure the Base Pixel is installed across domains.

Analyzing Performance

Quora Pixel FAQs

How do I know where to install the event code?

If you load a new page after a user has completed your desired conversion action (such as an order confirmation or thank-you page), the event code can be installed on this specific page load. If your conversion action is signified by an in-page action that doesn't necessarily result in a new page load (such as clicking a button), the event code should be installed on the page for this action.

What does it mean if my Pixel status is "unavailable" in the Ads Manager?

Make sure that the base Pixel code and event code are properly installed on the correct pages. Go into each page of your website, bring up the code for that site, and check to ensure that the code on the page is in the right place.

What does the message "Your pixel may not be installed properly" mean?

Check to make sure that you are not using an unsupported tag on your page.

For more help with the Quora Pixel

[Visit our Help Center](#)

Email Reporting

In addition to installing the Quora Pixel, you can set up email reports to deliver Ads Manager metrics straight to your inbox. Email reports can be customized to report data at the Account, Campaign, Ad Set, or Ad levels for a specific time frame. You can schedule recurring or one-time reports that can be sent to any verified user on your Ads Manager.

Quora Marketing Partners

Integration Partners

Our integration partners allow customers to connect their favorite services to Quora and achieve success on the platform.

Reporting & Data

Streamline reporting, centralize data or scale your business with new revenue streams.

/LiveRamp

improvado

funnel

Google Tag Manager

Mobile Measurement

Collect, organize, and present campaign information in a way that provides a unified view.

KOCHAVA★

AppsFlyer

singular

ADJUST

Brand Safety

Our brand safety partners bring ad measurement and fraud detection tools to Quora Ads.

Google Campaign Manager

IAS Integral Ad Science

DV DoubleVerify

Agency Partners

We recently launched our **Quora Marketing Partner Program** for advertising agencies and third parties managing Quora Ads on behalf of brands and businesses. Whether your expertise is advertising, content marketing, or full funnel growth, we can help accelerate client success.

Perks of this new partnership program include:

- **Official Badge:** An exclusive Quora Marketing Partner badge to signify our partnership and display on your marketing materials.
- **Dedicated Quora Expert:** A dedicated Agency Success Manager to work closely with you to help identify, plan and execute projects for your clients.
- **Education and Training:** Complimentary, on-demand product workshops and feature training to help your team scale their expertise on the Quora platform.
- **Ad Review Support:** Ad copy consultations and direct ad approval support.
- **Marketing Partner Page:** A listing on Quora for Business site.
- **Exclusive Access:** Participation in beta features, cooperative marketing programs and co-branded efforts.

[Learn More about the Quora Marketing Partner Program](#)

Your 2023 Marketing Calendar

January

1 🌐 New Year's Day	2	3	4	5 🌐 CES Starts	6	7
8	9	10 🌐 80th Golden Globe Awards 🌐 World Hindi Day	11	12	13	14
15 🌐 Australian Open Starts	16 ★ Martin Luther King Jr. Day	17	18	19 🌐 Sundance Film Festival Starts	20	21
22 🌐 Lunar New Year	23 🌐 Paris Fashion Week Starts	24	25 ★ National Tourism Day	26 ★ Australia Day	27	28
29	30	31				

February

★ Black History Month

			1 ★ Union Budget	2	3	4 🌐 Six Nations Championship Starts
5 🌐 64th GRAMMY Awards	6	7	8	9	10 🌐 New York Fashion Week Starts	11 🌐 BRIT Awards 🌐 International Day of Women and Girls in Science
12 🌐 Super Bowl LVII	13	14 🌐 Valentine's Day	15	16	17 🌐 London Fashion Week Starts	18
19	20 ★ President's Day	21 🌐 Mardi Gras	22	23	24	25 🌐 MLS Season Begins
26	27 🌐 Mobile World Congress Starts	28				

Your 2023 Marketing Calendar

March

☆☆☆ Women's History Month

			1	2	3	4
5	6 Purim Starts	7 The Player's Championship Starts	8 International Women's Day Holi	9	10 SXSW Starts	11
12 95th Academy Awards	13 Social Media Marketing World Starts	14 NCAA March Madness Starts Cheltenham Festival Starts	15	16	17 St. Patrick's Day	18 Adobe Summit Starts
19	20	21	22 Ramadan Starts	23	24	25 NWSL Season Begins
26 Shoptalk Starts	27	28	29 Ad World Starts	30 National Virtual Vacation Day MLB Opening Day	31	

April

						1 April Fool's Day
2	3 NCAA Championship Game	4	5 Passover Starts	6	7	8
9 Easter	10	11 National Pet Day	12	13	14 Coachella Starts	15
16	17	18	19	20	21 Eid al-Fitr Starts	22 Earth Day
23 World Book Day	24	25	26	27 Take Your Child to Work Day	28	29/30

Your 2023 Marketing Calendar

May

☆ Asian American and Pacific Islander Heritage Month ☆ Mental Health Awareness Month

	1 Met Gala	2 National Teacher's Day	3 Golden Week Starts	4 Star Wars Day (May the Fourth)	5	6 The Kentucky Derby
7	8 Shoptalk Europe Starts	9 IBM Think Starts	10	11	12 International Nurses Day	13
14 Billboard Music Awards Mother's Day	15 PGA Championship Starts	16	17	18	19 WNBA Season Begins	20
21 The Preakness Stakes	22 Victoria Day Gartner Marketing Symposium Xpo Starts	23	24	25	26	27
28 Indy 500 Premier League Final French Open Starts	29 Memorial Day	30	31			

June

🌐 LGBTQ+ Pride Month ☆ Jeddah Season

				1 NBA Finals Start	2	3
4	5 WWDC Starts	6	7	8 NHL Stanley Cup Finals Start	9	10 UEFA Champions League Final
11 The Belmont Stakes	12	13 UEFA Champions League Starts E3 Starts	14	15	16	17
18 Father's Day	19 Juneteenth Cannes Lions Starts	20	21 Summer Solstice Glastonbury Festival Starts Vidcon Anaheim Starts	22	23 Quora's 14th Birthday	24
25	26	27	28	29	30	

Your 2023 Marketing Calendar

July

1/2 ★ Canada Day 🌐 Tour de France Starts	3 🌐 Wimbledon Starts	4 ★ Independence Day	5	6	7	8
9	10	11	12	13	14	15 ★ National Give Something Away Day
16 🌐 The 151st Open Championship Starts	17 🌐 World Emoji Day	18	19	20 🌐 San Diego Comic-Con Starts	21	22
23	24	25	26	27	28	29
30 🌐 International Friendship Day	31					

August

🌐 Back to School Season

		1	2	3 🌐 Lollapalooza Starts	4	5
6	7 🌐 International Friendship Day	8 🌐 International Cat Day	9 🌐 International Day of the World's Indigenous People	10	11	12 🌐 Premier League Season Begins 🌐 International Youth Day
13	14	15 ★ Independence Day	16	17	18	19
20	21	22	23 🌐 Gamescom Starts	24	25	26
27	28 🌐 US Open Starts	29	30 🌐 Venice International Film Festival Starts	31		

Your 2023 Marketing Calendar

September

☆ Hispanic Heritage Month (Starts 9/15)

					1 ☆ Labor Day	2
3	4	5 🌐 INBOUND Starts	6	7	8 🌐 New York Fashion Week Starts	9
10	11 🌐 Primetime Emmy Awards	12 ☆ National Video Games Day 🌐 Dreamforce Starts	13	14	15 🌐 Rosh Hashanah Starts	16 🌐 Oktoberfest Starts
17	18	19	20	21	22	23
24 🌐 Yom Kippur Starts	25	26	27	28	29 🌐 Ryder Cup Starts	30

October

☆ Hispanic Heritage Month (Ends 10/15)

☆ National Disability Employment Awareness Month

1	2	3 ☆ National Techies Day	4	5 🌐 World Teacher's Day	6	7
8	9 🌐 Indigenous People's Day	10 ★ Thanksgiving	11	12 🌐 New York Comic Con Starts	13	14
15	16 🌐 Boss's Day	17	18	19	20	21
22	23	24 ★ Dussehra 🌐 NBA Season Begins 🌐 United Nations Day	25	26	27	28
29	30	31 🌐 Halloween				

Your 2023 Marketing Calendar

November

☆ Native American Heritage Month ☆ Movember

			1 🌐 Día de los Muertos	2	3	4
5 🌐 NASCAR Cup Series Championship	6	7 ☆ US General Elections	8	9	10	11 ☆ Veteran's Day
12 ☆ Diwali	13 🌐 World Kindness Day	14	15	16	17	18
19	20	21 🌐 World Television Day	22	23 ☆ Thanksgiving	24 ☆ Black Friday	25 ☆ Small Business Saturday
26	27 ☆ Cyber Monday	28 ☆ Giving Tuesday	29	30		

December

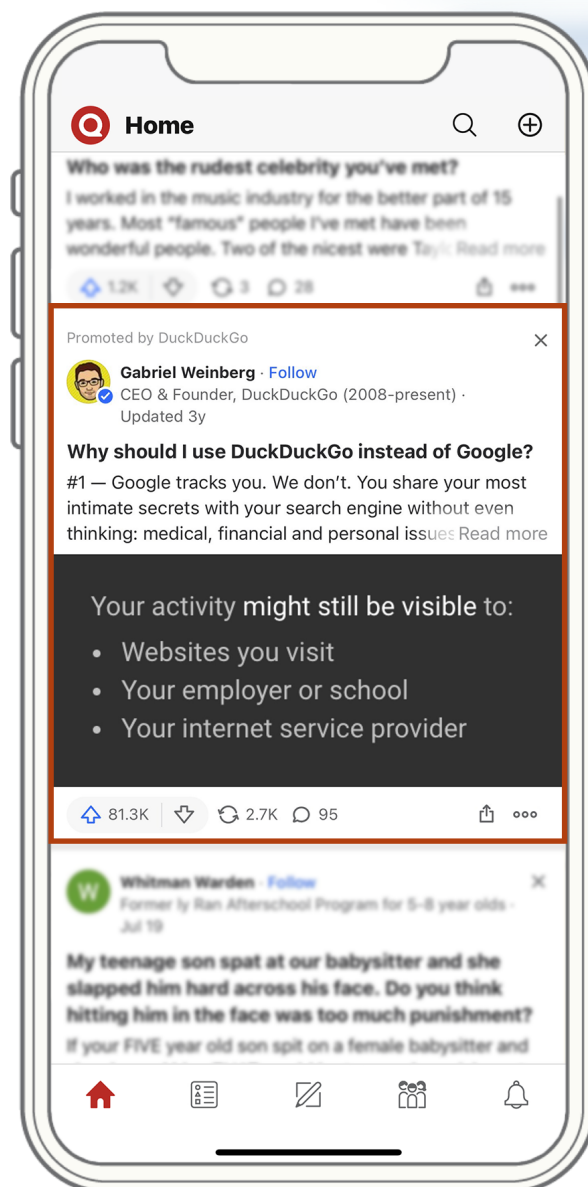
					1	2
3 ☆ E! People's Choice Awards	4	5	6	7 🌐 Hanukkah Starts	8 🌐 National Salesperson Day	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23 ☆ Festivus
24 🌐 Christmas Eve	25 🌐 Christmas	26 ☆ Kwanzaa Starts ☆ Boxing Day	27	28	29	30/31 🌐 New Year's Eve

Quora Ads Success Checklist

To help set you up for success on Quora Ads, we've compiled a checklist of top priority actions to guide your campaigns. Checking off each step will help ensure your campaigns are optimized for scalability, measurement, and long-term success.

Getting Started

- ☐ **Determine your objective.** Are you looking for leads, views, conversions, app installs, traffic, or awareness? Determining your objective will help identify what type of targeting to implement.
- ☐ **Define a naming convention for your campaigns, ad sets, and ads.** As you scale on Quora Ads, have a consistent naming convention to efficiently find any Campaign, Ad Set, or Ad.
- ☐ **Split your campaigns or ad sets by geography.** Separating campaigns or ad sets by geography helps identify which locations are driving the best performance. You can bid competitively for different geographies.
- ☐ **Split your campaigns or ad sets by device.** Targeting users via mobile and desktop? Split them into separate campaigns or ad sets to measure and compare the performance between the two platforms.



Identify Your Audience

- ☐ **Explore your potential reach.** You can type topics and interests into Quora Ads Manager to see potential reach and understand the kinds of users interested in certain topics.
- ☐ **Create a List Match or Website Traffic Audience.** List Match Audiences are based on an uploaded email list, making it possible for you to target or exclude specific users. A Web Traffic Audience targets people who've visited your website within a set time frame.
- ☐ **Create a Lookalike Audience and test out various precision points.** A Lookalike Audience takes an existing audience and targets users who closely resemble those users. A 1% Lookalike Audience will most closely resemble the seed audience. A 10% Lookalike Audience will be less precise, but provide more volume.

Quora Ads Success Checklist

Explore Quora's Targeting Capabilities

- ☐ **Broad Targeting.** Broad Targeting helps you reach the broadest possible audience on Quora. This can be beneficial if you're underutilizing spend, or if your primary goal is brand awareness.
- ☐ **Topic Targeting.** Topic Targeting places ads on feeds and questions tagged under your targeted topics. It's an ideal way to balance scale and contextual relevance.
- ☐ **Interest Targeting.** Interest Targeting places ads in front of users who engaged with specific content on Quora. It can be used to repurpose Topic ad sets and add volume.
- ☐ **Keyword and Keyword History Targeting.** Bulk target questions that contain specific keywords. Easily repurpose high performing keywords on other search platforms to target users at various stages of intent. Additionally, you can retarget users by keywords they've viewed.
- ☐ **Question History Targeting.** Question History Targeting retargets users who visited specified questions in a given time period (ex. the last 30 days). Pair it with Question Targeting, or retarget questions you answered if you are using Promoted Answers.
- ☐ **Convert interests into topics.** In a new ad set, click "Import Ad Set." Select a Topic Targeting ad set to import, and change the targeting type from Topic Targeting to Interest Targeting. This allows you to seamlessly transition to Interest Targeting and quickly scale your reach. This method can also be used for Question and Keyword Targeting.

Optimize Your Creative

- ☐ **Phrase your headline as a question.** Most of Quora's content is in the form of questions and answers. As a result, headline sentences with question marks tend to have higher CTRs, especially in feed and digest placements.
- ☐ **Overlay your logo or CTA.** Including a logo or CTA in your image generally improves CTR. This applies to Image Ads used in both prospecting and remarketing campaigns.
- ☐ **Have a clear value proposition.** Your ad creative and form headline should tell users why they should share their information with you and what they would get out of it.
- ☐ **Don't neglect your text.** Certain placements on Quora, such as question pages, are Text Ad-only. Image Ads that win these placements will convert to Text Ads, so make sure your message makes sense without the hero image.

Quora Ads Success Checklist

Test and Iterate

- ☐ **Install the Quora Pixel.** This is required to run Conversion campaigns or attribute conversions to specific campaigns, ad sets, or ads. The Quora Pixel is strongly recommended to unlock multiple conversion tracking, retargeting, and lookalike targeting.
- ☐ **A/B test two or more ads per ad set.** Run multiple ads simultaneously to compare their performance. Test different headlines, CTAs, body copy, ad formats, etc. Give them at least a month before deciding which ads to pause.
- ☐ **Optimize with auction insights.** Understand how competitive your ads are in the Quora Ads auction. Auction Insights include three metrics: the rate of auctions lost to competition, impression share, and absolute impression share.
- ☐ **Set up email reporting.** Have weekly reports come into your email so you can stay on top of your campaign performance. You'll also be able to export these reports to Excel files.

Ready to grow your business with Quora Ads?



[Launch in Minutes](#)



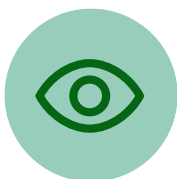
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