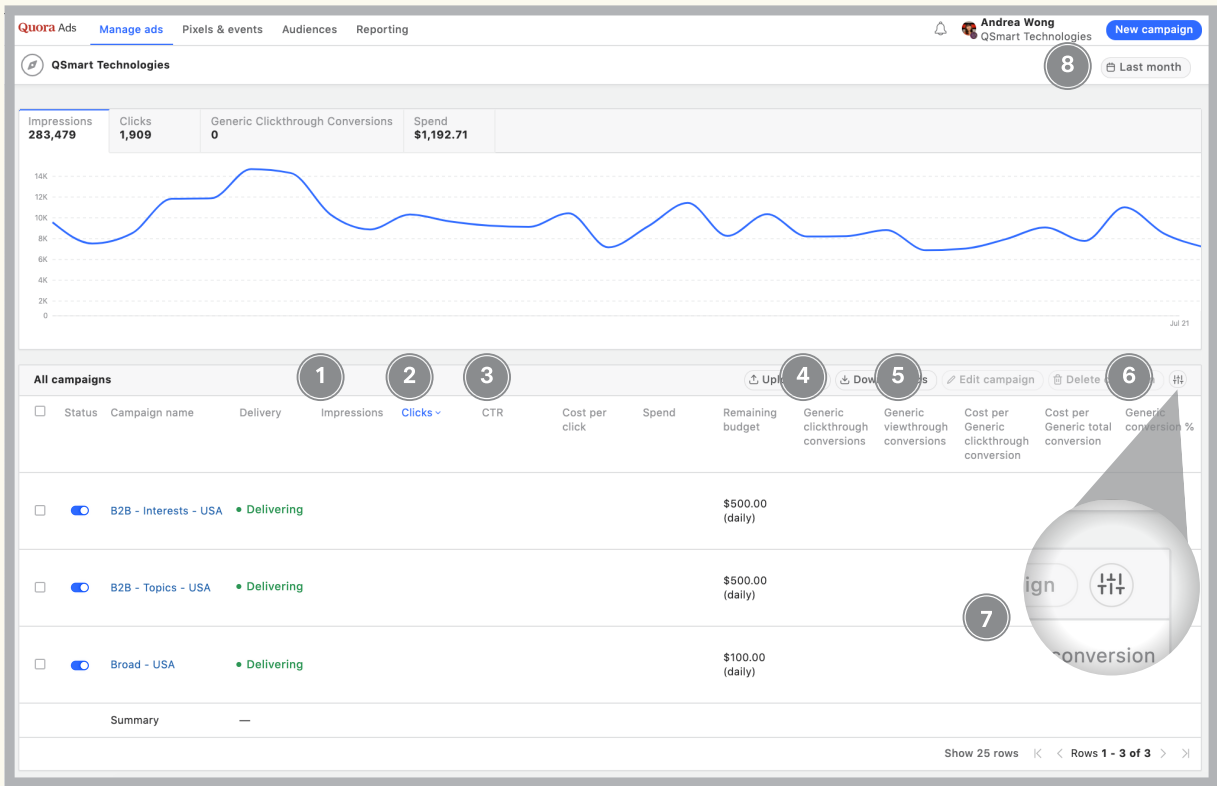


# Metrics on Quora Ads

The Quora Ads Manager provides several metrics to help you measure performance. Understanding how they are measured can help you optimize your campaigns.

## The Ads Manager Dashboard

The following metrics are available at the campaign, ad set, and ad levels.



**1. Impressions:** The number of times your Quora ad was viewed.

**2. Clicks:** The number of times your Quora ad was clicked.

**3. CTR:** Total clicks divided by total impressions.

**4. Clickthrough Conversions:** If you have the Quora pixel installed, a clickthrough conversion is measured if a user clicks your ad and triggers the Event Pixel within 28 days\*.

**5. Viewthrough Conversions:** If you have the Quora pixel installed, a viewthrough conversion is measured if a user sees your ad, does not click it, and triggers the Event Pixel within 24 hours\*.

**6. Conversion %:** The conversion rate of your campaign, ad set, or ad.

**7. Configure Columns:** Hide or view additional metrics.

**8. Lookback Window:** View metrics that were recorded during a specific time frame.

\* The default attribution windows for clickthrough and viewthrough conversions can be changed under Account Settings.

## Ad Set Summary

Metrics in your ad set's "Summary" section can be used to build media plans or optimize existing campaigns. Auction Insights are updated once daily and are calculated over the prior week's auctions.

**Potential Weekly Impressions:** A forecast of total impressions available based on your targeting. This is the maximum number of impressions you can receive, assuming you win 100% of the auctions.

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**Auctions Lost to Competitors:** The percent of auctions your ad set entered but did not win an available slot. (Note: This means a particular ad set was the best ad set in your account for the auction.)

**Impression Share:** The percent of auctions your ad set entered, and was one of the winners. (Note: There are multiple slots available so auctions can have multiple winners.)

**Absolute Impression Share:** The percent of auctions your ad set entered, and won the top available slot.

Summary	
<b>Potential weekly impressions</b>	
250,000–300,000	
<b>Targeting</b>	
Topics	46
Locations	1
Mobile device	iOS, Android, Other
Placement	Email included
<b>Bid</b>	
Bid	\$1.00
<b>Auction insight ⓘ</b>	
Auctions lost to competition	2.00%
Impression share	95.00%
Absolute impression share	0.00%
ⓘ Learn more about auction insights	

To optimize your campaigns, monitor your Auction Insights and understand their implications.

- **If your auctions lost to competition rate is high, your ad set is entering auctions but not winning them:** Increase your bid or improve your creative. Higher bids and CTRs will make your ad set more competitive in auctions, which can reduce the rate of auctions lost to competitors.
- **If your impression share is high but your absolute impression share is low, your ad set is winning a slot in most auctions but competitors are winning the top slots:** Placements at the top of a page tend to have higher delivery, clicks, and CTRs. Increasing your bid or improving your creative may help you be more competitive for the top placement slots.
- **If both your impression share and absolute impression share is high, your ad set is winning most of the auctions it enters:** If you want more impressions, expand the targeting options in this ad set. That could mean targeting more topics or trying additional targeting methods.