



Promoted Answers

Convey your message in a native and engaging format exclusive to Quora.

Tell your brand's story and influence customers without worrying about character counts. Promoted Answers allow you to boost the distribution of Quora answers to reach a larger audience on the platform.

Common uses: Embed relevant links and drive qualified traffic to your site.

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.

Get started with this dynamic ad format with our **Promoted Answers Playbook**.

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