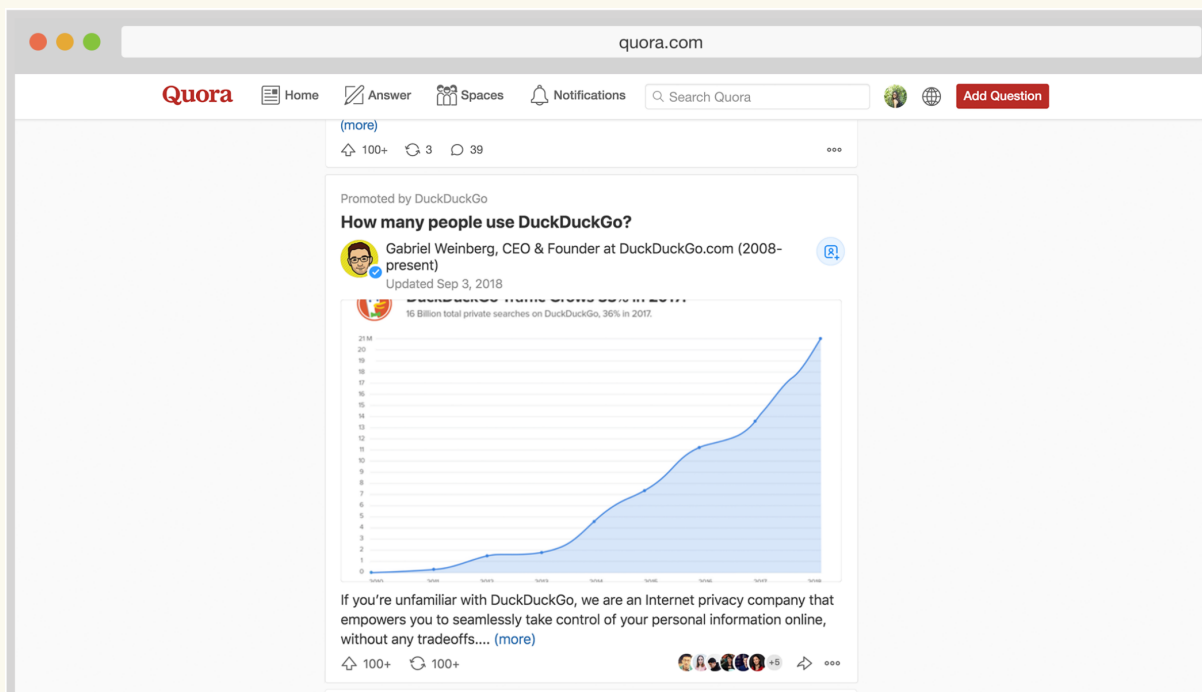# Promoted Answers

Businesses and individuals often want to reach a larger audience on the platform for their answers. With Promoted Answers, anyone with a Quora Ads account can extend the reach of their answers on Quora. Promoted Answers have the same targeting capabilities that are available for all other ad formats on Quora, allowing both businesses and individuals to build a following that will be ready to engage with future answers they write.

How do Promoted Answers work?

Promoted Answers take an organic answer on Quora, and delivers it to users in place of a traditional text or image ad. These ads can be paired with all of the Quora Ads targeting options, and only requires the URL for an answer written by you or another user.

After you create a Promoted Answer ad, it will be reviewed by our team and approved before going live. Keep in mind that reviewers will be treating answers as if it is the " landing page" of an ad. If an answer is edited while being promoted, it will be re-entered into the review queue.

3x

Higher CTRs

Some advertisers are seeing 3x higher CTRs with Promoted Answers.

Why should I use Promoted Answers?

With Promoted Answers, you can go beyond the characters allowed in regular ad copy to join and steer the conversation surrounding your brand. Businesses can use Promoted Answers to share detailed information about their product or service. Thought leaders can boost their existing content on Quora to bolster their presence and build a following.

What are best practices for Promoted Answers?

Answer questions in a helpful way. Quora users prefer genuine answers to their questions. Avoid misinterpreting a question, or mentioning your brand when it is not related to the original question.

Demonstrate credibility and disclose relevant affiliations. Build trust by disclosing company affiliations, using facts, and citing relevant examples to exemplify your expertise in a topic.

Provide reusable knowledge. Good answers have insights that are general and considerate of different conditions (ex. "If you're tall, I recommend X; if you're short I recommend Y").

Use links that answer the question. A seemingly random hyperlink in an answer that leads to a company's website and is not explicitly referred to as a source of information can be marked as spam.

Have well-formatted answers. Answers should not have use correct spacing, grammar, capitalization, etc. Avoid over using formatting tools such as boldface, italics, etc.

Know what constitutes as "spam." On Quora, spam is one or more questions, answers, posts, comments, or messages solely written to direct traffic to external commercial sites while providing little to no value back to the Quora Community.