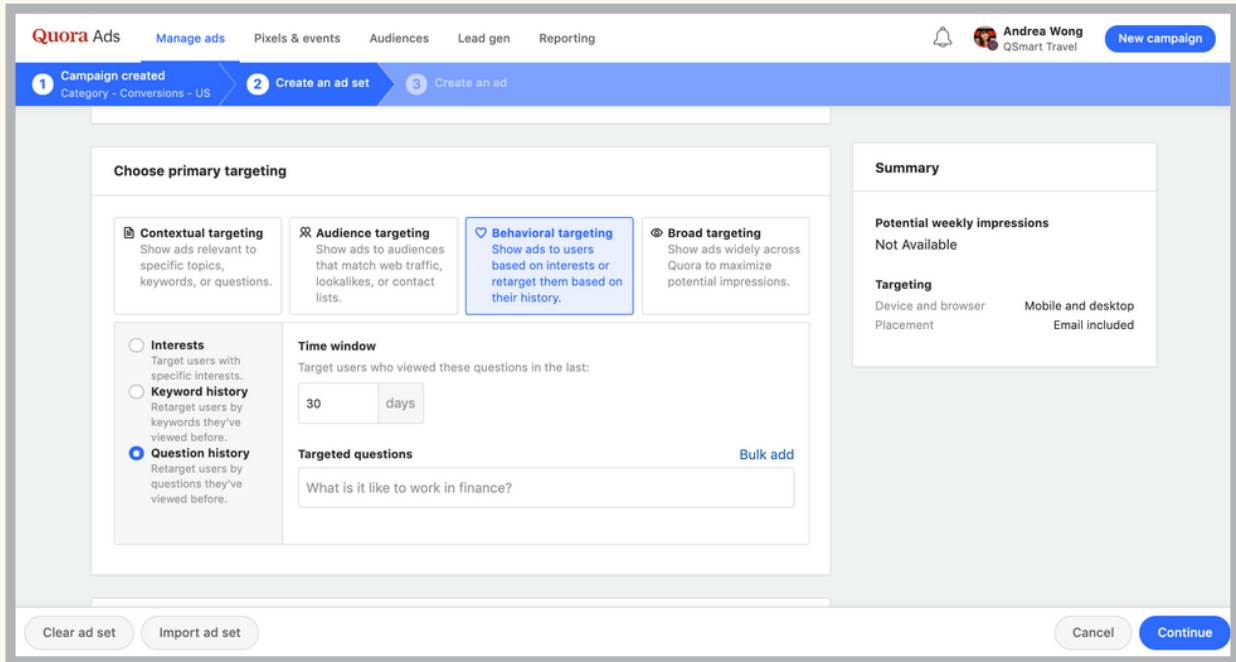


Question History Targeting



Question History Targeting delivers ads to users who previously read about a question. This allows you to reengage with users who have previously read questions related to your business goals.



How do I set up Question History Targeting?

1. Create a new campaign, or click an existing campaign.
2. Click "Create Ad Set" and name your ad set.
3. Under "Choose Primary Targeting", click "Question History" under "Behavioral Targeting".
4. Specify the "Time Window" you'd like to use for this ad set.
5. Questions can be added manually into the "Targeted Questions" field. Alternatively, enter relevant keywords into the "Bulk Add" tool for comparable Quora questions. You can also enter a Quora Session URL to target every question from a Session.
5. Select your secondary targeting preferences and bid.
6. Click "Continue/Update" to save your changes.

Where will my ads appear?

Users are qualified to be included in Question History Targeting for a question if, in the defined time period:

- They visited the question page(s).
- They expanded an answer to that question in Quora's feed, Digest, or other places.
- The question was answered during a Session and they visited that Session's page.

If they meet these criteria, ads are then shown across Quora not just on question pages. This includes topic feeds and users' feeds.

When do I use Question History Targeting?

Question History Targeting is valuable because you can "follow up" with a person who already indicated that they may be in the market for a product or service that you provide. This method is a great way for you to reach people who have expressed a strong intent for a question or subject. It can also be used to scale existing Question Targeting efforts.

What are best practices for Question History Targeting?



Choose the right questions.

Choose questions that you think your potential customers might be looking up or researching.



Write relevant ad copy.

Make your ad copy relevant to the question. Ads can provide the "answer" to questions, which can increase CTR performance.



Pair with Promoted Answers.

Write answers about your product, service, or industry, and target ads to people reading those answers.



Leverage relevant keywords.

Take advantage of the "Bulk Add" tool by repurposing keywords that found success on other advertising platforms.