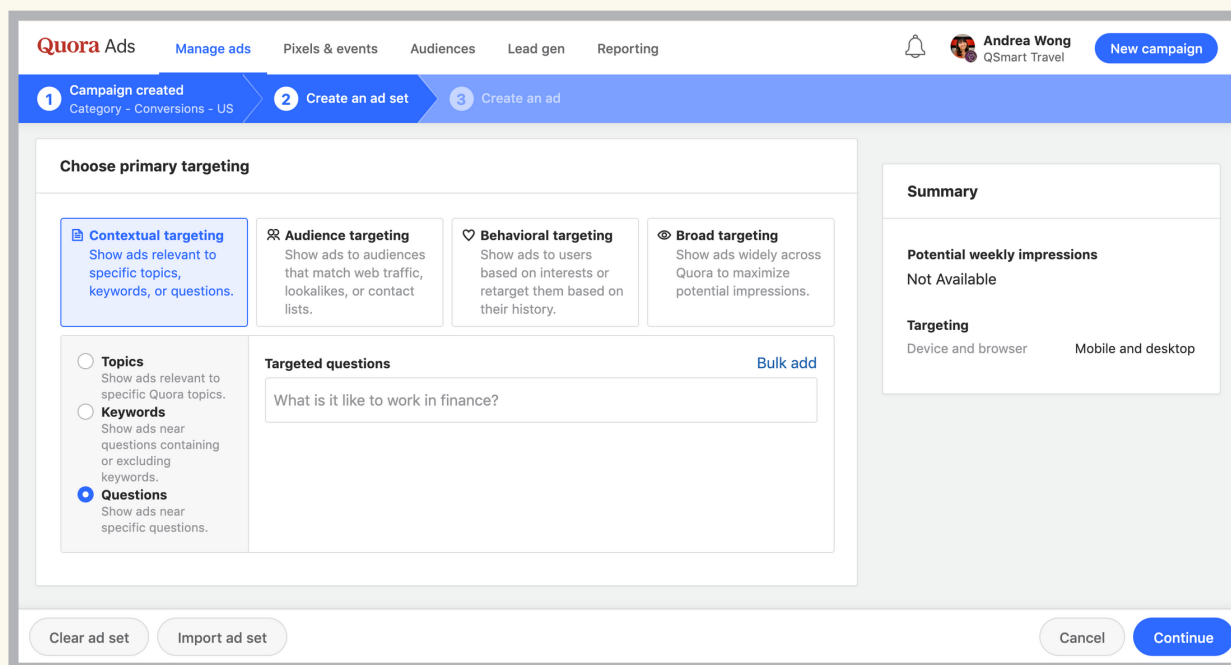# Question Targeting

With Quora's Question Targeting, ads are only shown on specific question pages, allowing you to tailor your message to that content. This is the most granular level of targeting, which lets you capture impression share of voice at the question level.

How do I set up Question 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", select "Questions" under "Contextual Targeting".

4. 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?

As a contextual targeting type, ads will only appear on the question page(s) you choose.

When do I use Question Targeting?

Question Targeting can be effective for brand awareness, lead generation, and conversions if used strategically.

It makes for high-intent reach, since you can target highly relevant questions for your ads. However, this also makes it difficult to achieve a significant degree of scale. To add volume to your campaigns, it is strongly recommended to use another targeting method in addition to Question Targeting.

What are best practices for Question 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 Sessions and Promoted Answers.
Write answers about your product, service, industry, or people 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.

Expand your reach.
Use another targeting type simultaneously. For example, Question History Targeting will retarget questions, while Keyword Targeting bulk targets questions based on their keywords.