

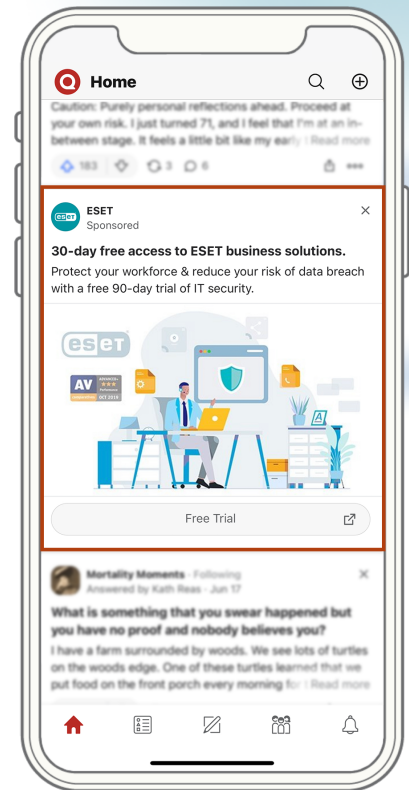
# Quora for Agencies

## Why Quora?

Quora has over 400 million monthly users searching all kind of topics, on all levels of the sales cycle. This includes people looking for reliable information about your clients, their products, their industries, and competitors. We will help your clients find the right audience for their message. Our specific topic targeting is unlike many other platforms. Book a call with us to find out why!

## Quora will enable your clients to:

- **Reach a coveted audience:** Quora has a worldwide audience of more than 400 million unique visitors. In the US, one of the largest communities of users, the Quora audience is highly educated with purchasing power.
- **Deliver your message in a premium environment:** On Quora, your message will only appear alongside content that's on par with your brand. Quora is known for the quality of its questions and answers, and we are dedicated to maintaining that high bar through an internal team of moderators, the Quora community, and our trusted brand safety partners, DoubleVerify and Integral Ad Science.
- **Target for greater efficiency:** Quora offers contextual and behavioral targeting options to reach your audience. You can choose to target specific topics, interests, keywords, and questions on Quora or reach people signaling an interest in your product or service. You can also further filter by location, platform, browser, and gender.



Whether your expertise is advertising, content marketing, or full funnel growth, if you want to accelerate client success, we want to help.

## Find an audience on Quora that you can't find anywhere else:

Quora's mission is to share and grow the world's knowledge. It's where users can read important insights that have never been shared anywhere else, from people you could never reach any other way.

# 400M+

### Monthly visitors

Over 400 million unique visitors come to Quora every month to ask questions and read answers.

QUORA INTERNAL DATA

# 67%

### Quora users

Over half of Quora users use the internet to research products and brands

GWJ CORE 2021 SURVEY OF PARTICIPATING US QUORA USERS

# 4X

### More conversions

Businesses using Quora Ads have seen up to 4x higher conversions than other platforms.

QUORA INTERNAL DATA

# 34%

### More likely to be a stakeholder

Quora users are 34% more likely to be senior decision makers at work

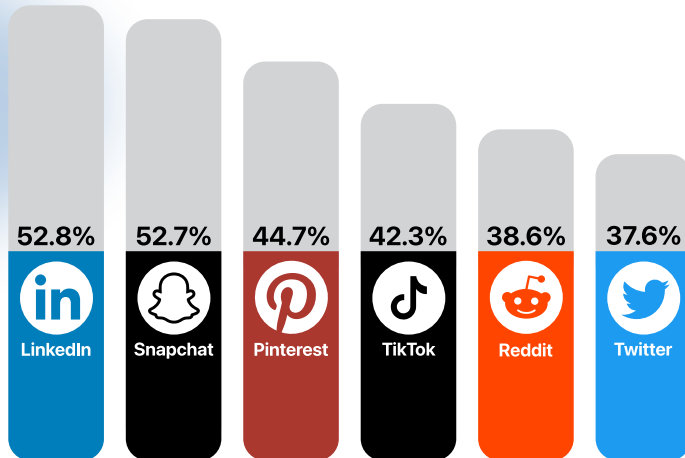
GWJ CORE 2021 SURVEY OF PARTICIPATING US QUORA USERS

[business.quora.com](https://business.quora.com)

# Quora for Agencies

## Quora's audience at a glance:

Tap into the unduplicated percentage of Quora users that do not visit the following websites:



BASED ON THE GWI CORE Q1 2022 AND Q2 2022 SURVEYS OF PARTICIPATING US QUORA USERS

## 63%

of Quora visits come from online searches.

## 3/4

Mobile traffic makes up 3/4 of visits.

## >4min

Users spend on average 4-11 minutes on Quora.

## 300k+

There are over 300,000 topics available on Quora.

QUORA INTERNAL DATA

## Ad types & benefits:

### Text Ads

Ad by Wise Bread

**Which travel credit cards have the most valuable miles?**

These no annual fee travel credit cards offer the most valuable miles on the market. Learn more.

Learn More

Promote your message in organic Quora conversations with minimal disruption to the user experience.

### App Install

Sponsored by Headspace

**Meditation made simple. Try Headspace for free today.**

Learn how to meditate in 10 minutes a day with Headspace. Start your meditation journey for free today.

Get the App


Drive users directly to your iOS/Android app listing page from Quora.

### Image Ads

The Motley Fool Australia  
Sponsored

**Forget Tesla. Here's a bigger story.**

Cisco and Intel are budgeting billions on this opportunity, and we're sounding the alarm.



Learn More

Make your brand visually stand out on Quora's text-based platform.

### Lead Generation Forms

Introduce yourself below to learn more about PME at UChicago.

First name

John

Last name

Smith

Email

Jsmith@gmail.com

By clicking "Submit", you agree to send your information to Pritzker School of Molecular Engineering for use according to its privacy policy. Quora will also use your information according to Quora's privacy policy.

Submit

Capture customer intent the moment they conduct research on Quora.

### Promoted Answers

Promoted by Rev

Ben Barlow · Follow  
BA in Marketing, The University of Utah (Graduated 2011)  
· Updated 2y

**What is the best audio transcription service at an affordable rate, which also has good quality?**

Rev.com is the best audio transcription service at an affordable rate, which also has good quality. It provides transcripts at a simple and straightforward rate. Read more

Provider	Price per audio minute	Words per minute	Accuracy	Turnaround time
Rev	\$1.25	180	99%	24 hours
TranscribeMe	\$4.00	180	99%	24 hours
GoTranscript	\$4.75	180	99%	24 hours
6025.io	\$5.50	180	99%	24 hours

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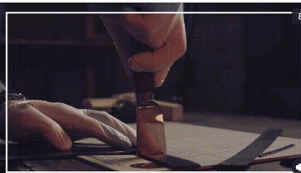
Convey your message in a native and engaging format exclusive to Quora.

### NEW! Video Ads

Domain.com®  
Sponsored

**Take your big idea online.**

Domain names. Web hosting. Website builder.



Shop Now

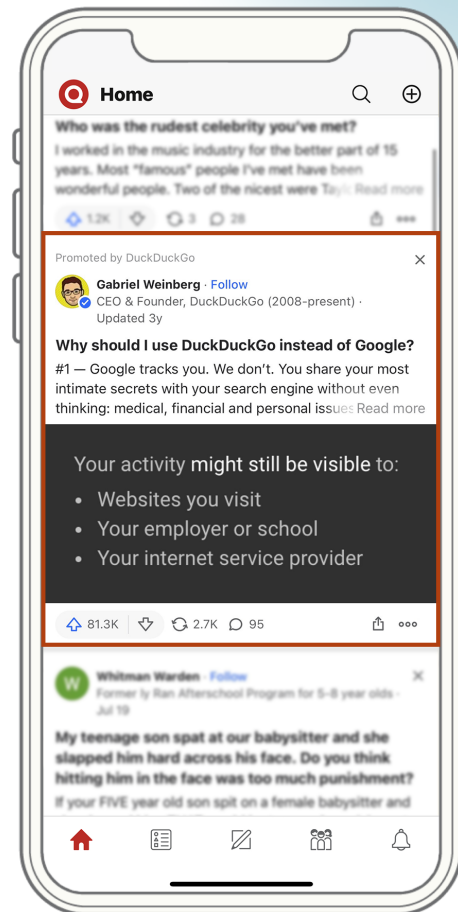
Captivate your audience with sight and sound.

# Quora for Agencies

## What you get out of being an Agency Partner:

- **Dedicated Quora Expert:** A dedicated Agency Success Manager will work closely with you to help identify, plan, and execute projects for your clients.
- **Education and training:** Complimentary, on-demand product workshops and feature training to help your team scale their expertise on the Quora platform.
- **Ad review support:** Expedite client success with ad copy consultations and direct ad approval support.
- **Exclusive access:** Be the first to gain access to beta features and participate in cooperative marketing programs.

And other tailored media planning that aligns with your clients unique objectives and desired audience!



## Become a Quora Marketing Partner

Does your agency already manage Quora Ads for your clients? Is your agency interested in managing Quora Ads?

Become a Quora Marketing Partner and receive unique benefits like training, support, insights reports and comarketing opportunities as well as a custom listing on our Quora Partner Marketplace

Ready to get started as a Quora Marketing Partner?

- Check out our [3-Minute Campaign Video](#)
- [Fill out this form](#)

We will then contact you with Agency Resources and next steps!

## Brand Safety

We have multiple mechanisms in place to ensure content quality and brand safety when you write answers and run ads on the platform, including partnerships with DoubleVerify and IAS and IAS. Please book a call to find out more.

