Why Quora?
Quora has over 300 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 300 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.

### 300M+
**Monthly visitors**
Over 300 million unique visitors come to Quora every month to ask questions and read answers. 

### 67%
**Quora users**
Over half of Quora users use the internet to research products and brands.

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

### 34%
**More likely to be a stakeholder**
Quora users are 34% more likely to be senior decision makers at work.
Quora for Agencies

Quora’s audience at a glance:
Tap into the unduplicated percentage of Quora users that do not visit the following websites:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>52.8%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>52.7%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>44.7%</td>
</tr>
<tr>
<td>TikTok</td>
<td>42.3%</td>
</tr>
<tr>
<td>Reddit</td>
<td>38.6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>37.6%</td>
</tr>
</tbody>
</table>

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.

Ad types & benefits:

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

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

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

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

Lead Generation Forms
Capture customer intent the moment they conduct research on Quora.

NEW!
Video Ads
Captivate your audience with sight and sound.

business.quora.com
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.