

Quora for Business



Quora For
Agencies

Table of Contents

1. Why choose Quora	2
a. Platform Highlights	3
b. Audience Insights	4
c. Advertising Impact	5
2. Maximizing Campaigns	6
a. Strategic objectives	7
b. Targeting and Ad Formats	8
3. Key Features	9
a. Integrations & Tracking	10
b. Ensuring Brand Safety	11
4. Harnessing Quora Ads	12
a. Effective Use Cases	13
b. Key Audience Segments	14
c. Industry Insights	15
5. Agency Collaboration	16
a. Partner Program Advantages	17
b. Best Practices & Success Checklist	18

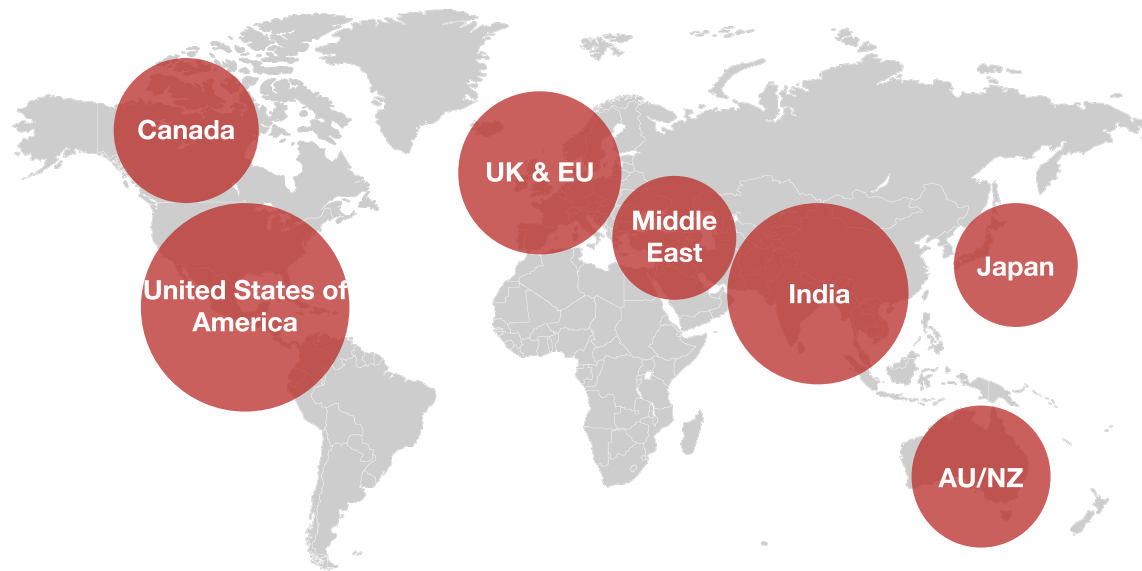


Why Quora?

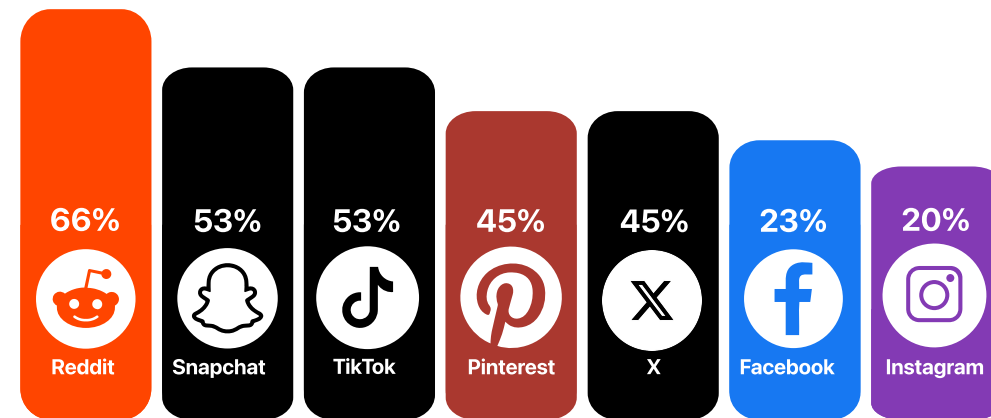
Quora's mission is to share and grow the world's knowledge.

Quora uses Q&A to make knowledge accessible across a wide variety of topics.

| 400 Million+ Monthly Unique Visitors

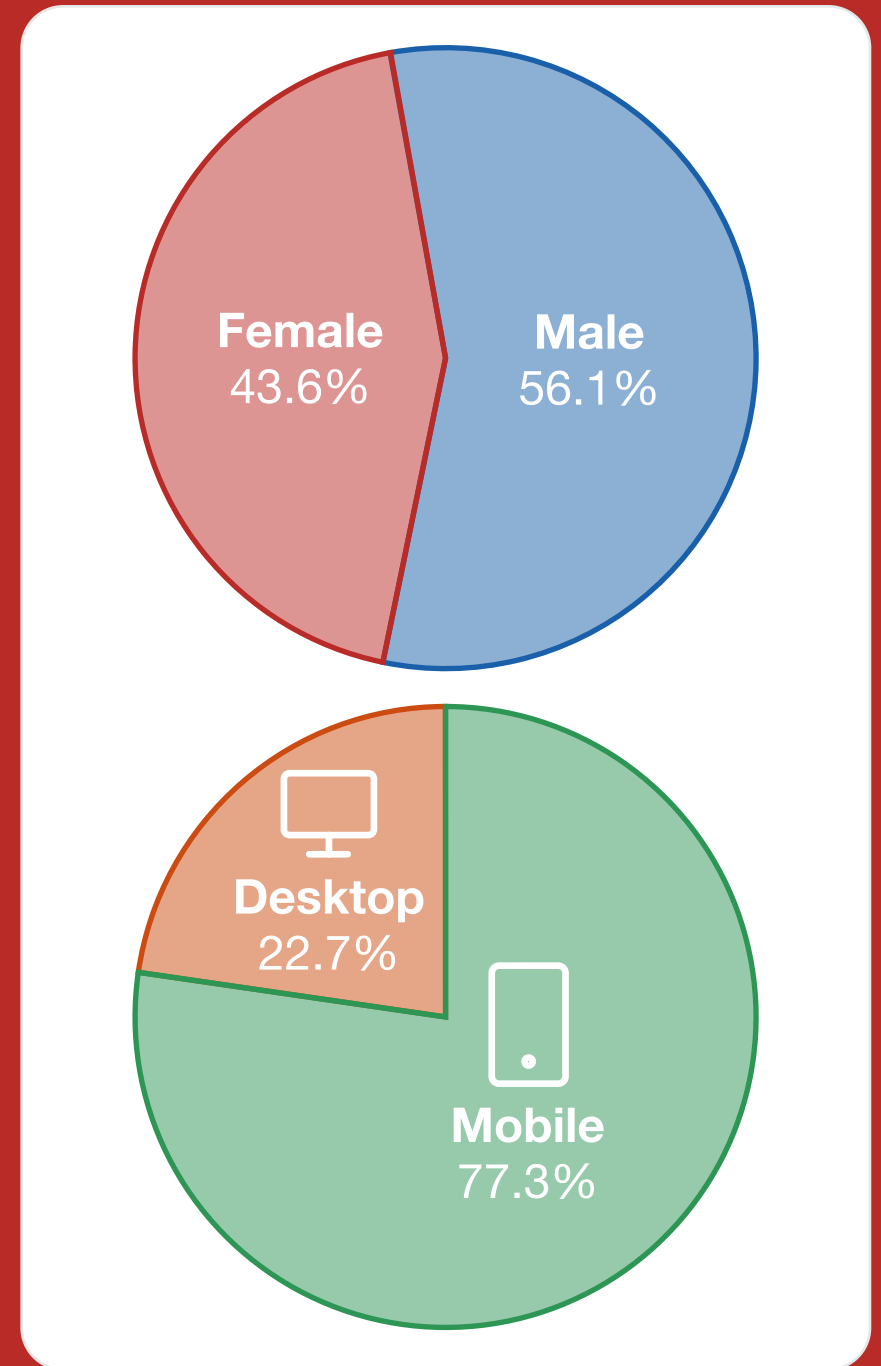
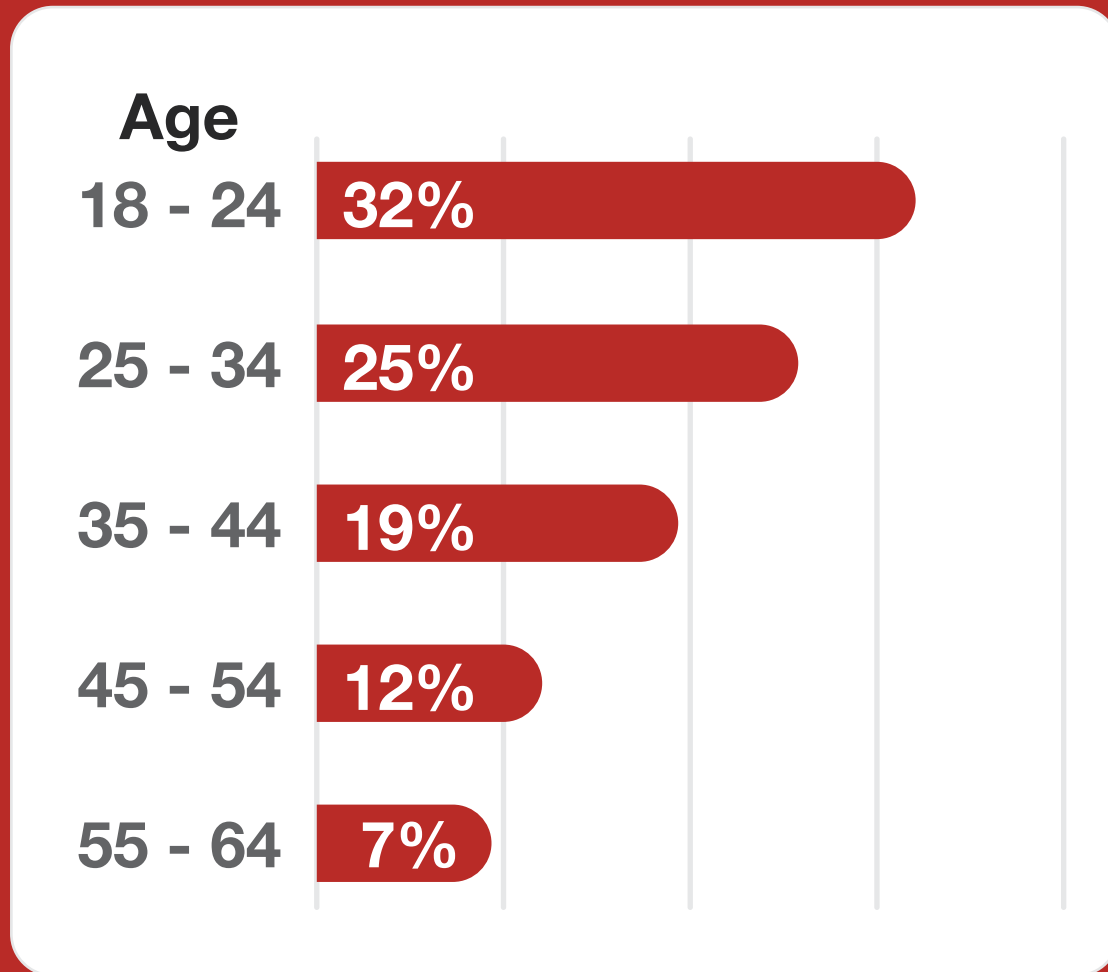


| Unduplicated global reach



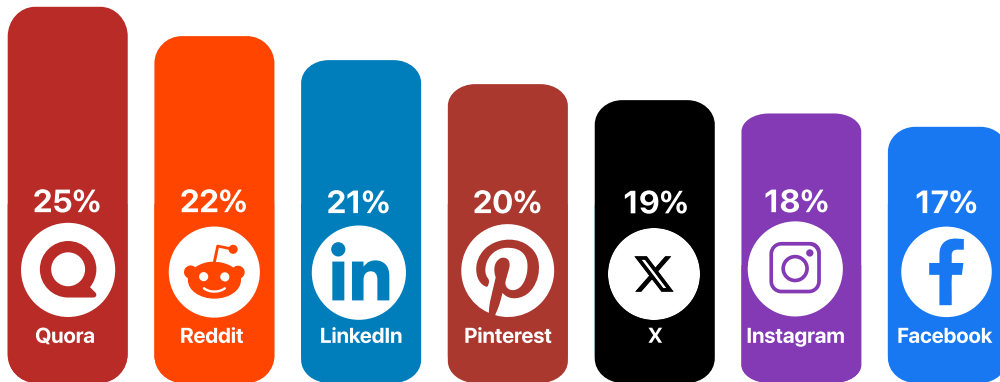
Based on Internal Quora Data,
Based on the GWI Core Q1 2024 survey, Base: 13,597 Quora Users, 29,345 Reddit users, 68,172 Pinterest users, 120,055 TikTok users, 52,345 Snapchat users, 159,684 Facebook users, 68,938 Twitter users, and 146,129 Instagram users, aged 16-64, globally.

The Quora Audience

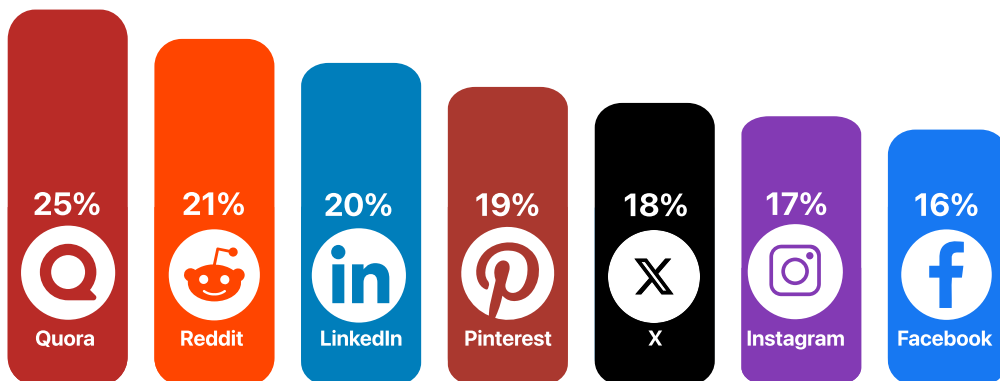


High Value Audience

Percentage of social media users who clicked on a promoted or sponsored post on a social network in the last month



Percentage of social media users who clicked on an online ad on the top or side of a website in the last month



37%

Of Quora users attained an undergraduate degree or higher

38%

of Quora users belong to high income groups

Quora users are

98%

more likely to attain a postgraduate degree

Quora users are

31%

more likely to be in the highest wealth group

Why Quora?

Top 4 Reasons Why Brands Invest in Quora Ads

1

High Intent Audiences

Quora users are actively seeking information, rather than passively scrolling.

2 Cost-Effective Advertising

Text CPC (Global)

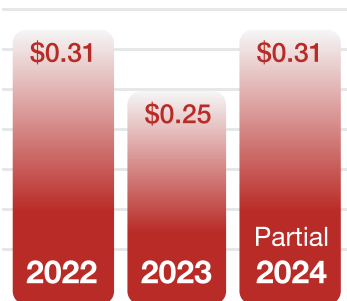
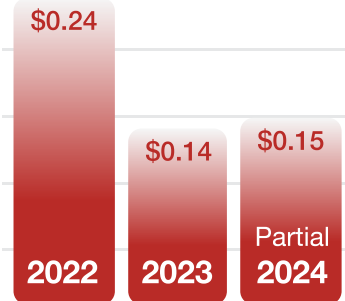


Image CPC (Global)



Text CTR (Global)

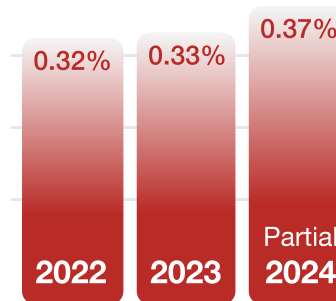
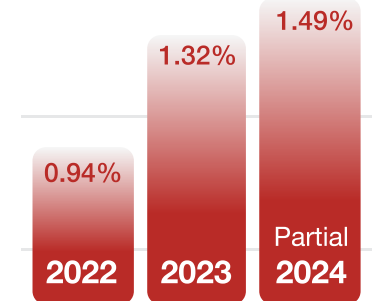


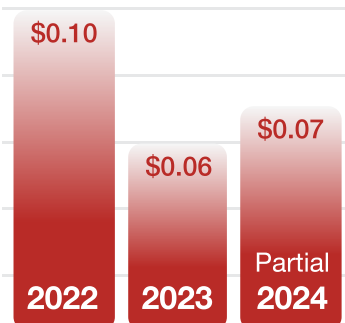
Image CTR (Global)



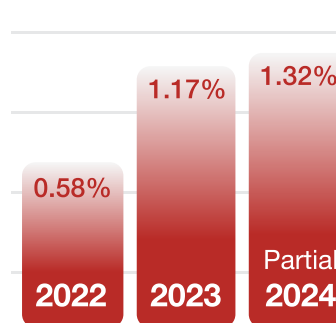
Video CPC (Global)



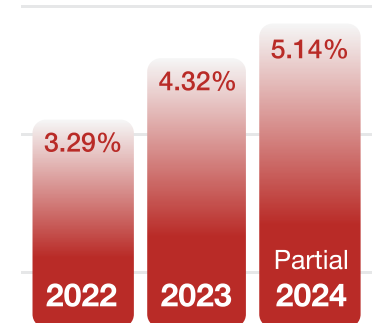
Promoted Answer CPC (Global)



Video CTR (Global)



Promoted Answer CTR (Global)



3 **Advanced Targeting options for greater efficiency**

Quora offers 12 contextual and behavioral targeting options to reach your audience. You can choose to target certain content on Quora or reach people signaling an interest in your product or service. You can also further filter by location, platform, browser, and gender.

4 **Deliver your message in a premium environment**

On Quora, your message will only appear alongside content that's contextually relevant to your brand. Quora is known for the quality of its questions and answers, and an internal team of moderators, along with the Quora community, is dedicated to maintaining that high bar.



About Quora

User Engagement

- Users spend an average of **8.8 minutes per session** on Quora.
- High levels of interaction with over **200,000+** answer and posts per day globally
- **Google Search** is the most popular source of traffic for Quora

Based on Quora Internal Data

100% Self-Serve

- **Ease of Use:** Quora Ads manager is designed to allow agencies to create, manage, and optimize campaigns independently.
- **Flexibility:** Adjust targeting, bids, and budgets in real-time based on performance insights.
- **Auction Insights:** Real time auction insights shown to help your ad sets win more impressions

User Behavior Insights

Askers/ Active

Participation:

Users ask, answer, and upvote questions.

Readers:

Users create accounts to browse through personalized content.

Seekers/Seeking

Expertise:

Users are looking for credible, well-informed answers, making them more attentive to ads.

Trust & Credibility:

High trust in the platform translates to trust in ads.

Campaign Objectives Available

Awareness

Increase brand recognition and reach a broader audience.

Metrics: Impressions

Conversions

Encourage specific actions like sign-ups, purchases, or downloads.

Metrics: Conversion rate, cost per conversion, and total conversions.

Lead Generation

Collect prospect information with a form fill.

Metrics: Total leads, CPL, Form completion rate, Form impressions and Promoted Answer CTA clicks

App Installs

Promote app downloads and user engagement.

Metrics: CPI, Clickthrough and view through installs, conversion %

Video Views

Optimize your campaign to maximize video views.

Metrics: Views, view rate, CPV, views at 25%/50%/75%, completed views.

Traffic

Drive visitors to your website or landing page.

Metrics: Clicks

Measurement and Tracking

Conversion API

Real-time server-to-server integration with Quora Ads Manager to capture events that might be missed by the pixel. Helps with accurate tracking, especially useful for scenarios where browser-based tracking is limited.

Analytics Dashboard

Access detailed reports on ad performance, including impressions, clicks, conversions, and more.

Custom Reporting

Create custom reports to track the metrics that matter most to your campaign goals.

Bidding Options Available on Quora



Cost per Click (CPC)

Pay only when someone clicks on your ad.
Ideal For: Traffic and conversion objectives.



Cost Per Thousand Impressions

Pay based on the number of times your ad is shown.
Ideal For: Awareness and reach objectives.



CPA (Cost Per Action)

Pay for specific actions such as sign-ups or purchases.
Ideal For: Conversion-focused campaigns.



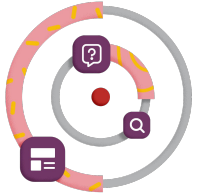
Auto-bidding

Quora's machine learning algorithms automatically adjust bids to maximize your campaign's performance based on your chosen objective. Quora currently offers CPA and CPC auto-bidding options.

Ideal For: Agencies looking to optimize for the best possible ROI.

Targeting

Quora Ads offers twelve targeting options, giving brands the ability to connect with customers in the right place at the right time. Your Quora representative can help you mix and match targeting strategies to achieve your business goals.



Contextual targeting

Topic Targeting: Position ads alongside questions and feeds tagged with specific topics.

Keyword Targeting: Deliver ads next to questions that include your keywords.

Question Targeting: Place ads on specific questions and serve tailored messages to a hyper-targeted audience.

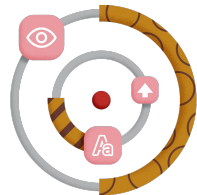


Audience targeting

Website Traffic Targeting: Reconnect with customers who visit Quora after visiting your website.

List Match Targeting: Make the most from your email list; target leads, exclude existing customers, or build Lookalikes.

Lookalike Targeting: Scale your existing audiences by finding users similar to your website visitors or email lists.



Behavioral targeting

Interest Targeting: Deliver ads to users who engaged with specific content on Quora.

Keyword History Targeting: Send your message to users who read questions with your specified keywords.

Question History Targeting: "Follow up" with potential customers by delivering ads to users who read specific questions about your products, industry, or competitors.

Answer History Targeting: Retarget users who have read your past Promoted Answers, or any other answers on Quora to return to this highly engaged audience with a strong follow-up message.



Broad targeting

Broad Targeting: Deliver ads to the largest possible audience on Quora.

Auto-targeting: Quora's machine learning system will automatically determine the best targeting configuration to optimize for efficiency and performance over time.

Other Platform Highlights / Features

Swift Time to Launch with Flexible Ad Formats

Flexible Ad Formats:

- Quora Ads supports a variety of image sizes, enabling quick uploads of existing creatives from platforms like Facebook.

Supported Image Sizes:

- Square (1:1): Ideal for most placements with a balanced visual impact.
- Landscape (16:9): Perfect for desktop and mobile feeds, capturing user attention with wide visuals.

Benefits:

- Quick Launch: Repurpose existing creative assets for fast campaign setup.
- Consistency: Maintain your brand's visual identity across all ad formats.
- Optimization: Test different images & ad copies for best engagement and performance.



Ad Formats

Promoted Answers

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

Tell your brand's story and influence customers without worrying about character counts. Promoted Answers allow you to boost the distribution of Quora answers to reach a larger audience on the platform.

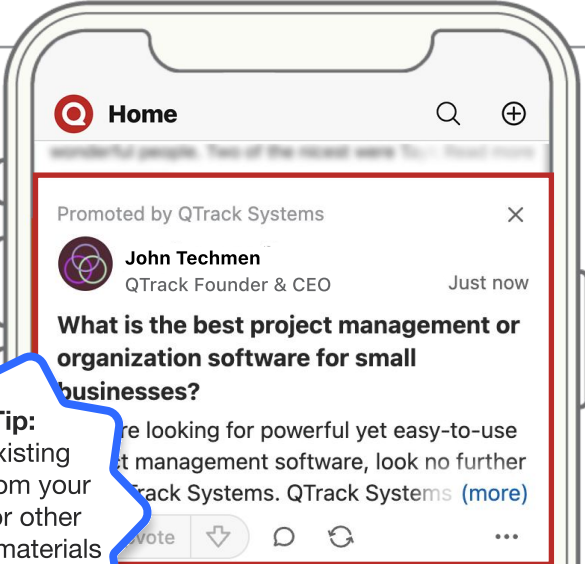
Common uses: Embed relevant links and drive qualified traffic to your site.

Get started with this dynamic ad format with our **Promoted Answers Playbook**.

[Read Now](#)

Pro-Tip:

Utilize existing content from your website or other marketing materials to easily create an answer.



Are you looking for powerful yet easy-to-use project management software, look no further than QTrack Systems. QTrack Systems. [QTrack Systems \(more\)](#)

Video Ads

Captivate your audience with sight and sound.

Set your story in motion with video campaigns that build brand awareness, drive traffic to your website, and connect with high-intent customers.

Additional measurement capabilities

- Cost per view (CPV)
- Views, view rate, views at 25% / 50% / 75%
- Completed views, completed view rate
- Average playtime
- Mutes / unmutes

Craft video ads that resonate with our **Video Ads Creative Best Practices**.

[Read Now](#)

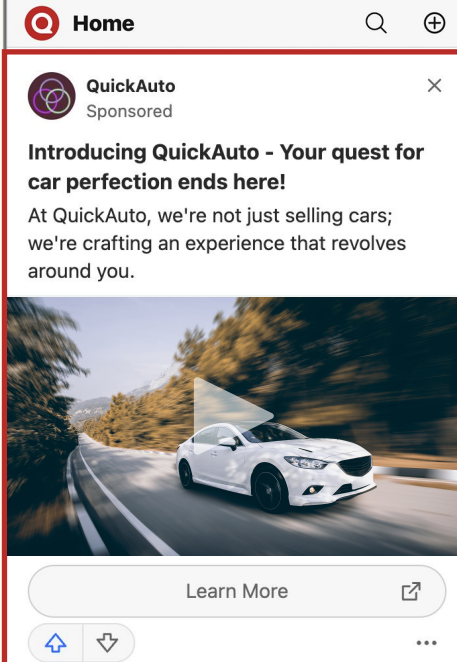


Image Ads

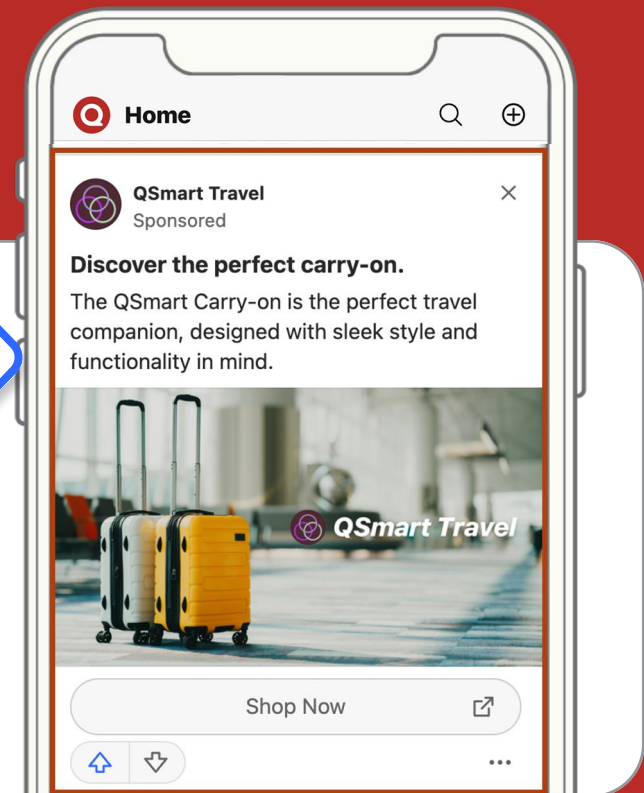
Grab attention with eye-catching visuals.

Image Ads give you the opportunity to stand out visually on Quora's largely text-based platform.

Common uses: Easily repurpose existing assets you're already promoting on other channels to get started with a Quora Ads campaign today.

Pro-Tip: Make sure your message makes sense without the image.

Certain placements on Quora are text-only, so Image Ads that win these placements will automatically convert to Text Ads.

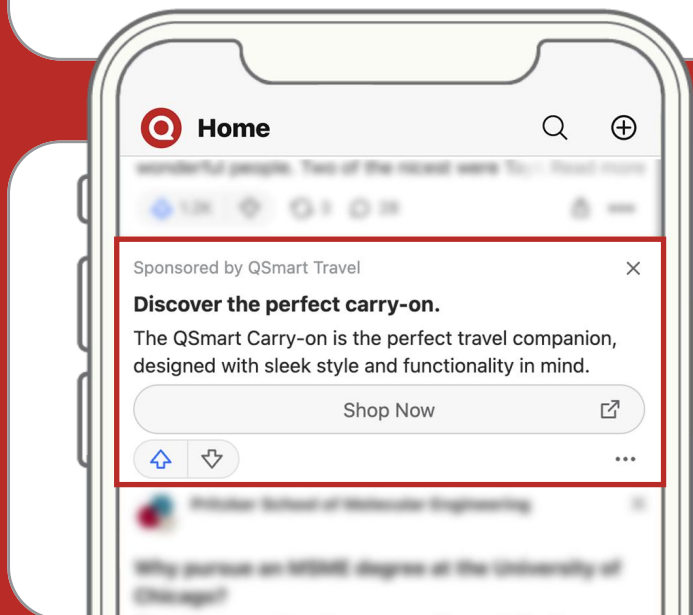


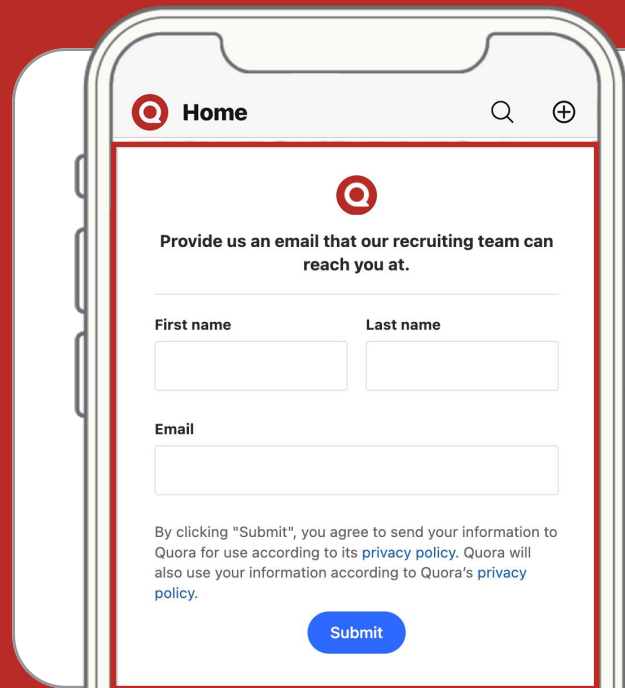
Text Ads

Provide users with a non-intrusive, native experience.

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

Common Uses: Drive qualified traffic to your site.



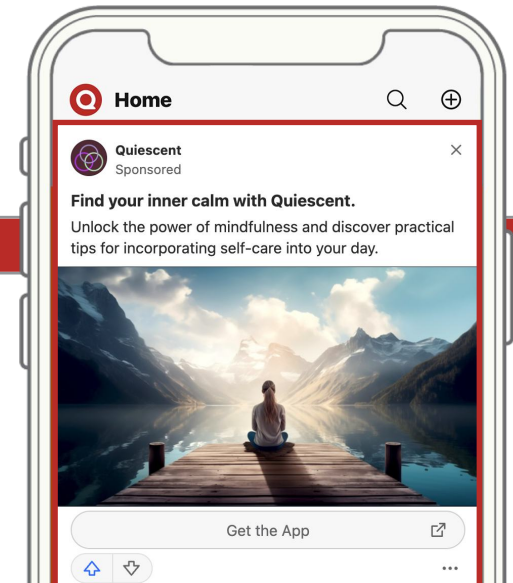


Lead Generation Forms

Capture customer intent the moment they conduct research on Quora.

Target key audiences in the Ads Manager, influence with your creative, and collect leads by pairing Lead Gen Forms with any Quora ad. We also support a Zapier integration for Lead Gen.

Common Uses: Append directly to your other Quora ads to capture contact information directly on Quora.



App Installs

Drive users directly to your App Store or Google Play store listing from Quora.

Common Uses: Append directly to your other Quora ads to drive app downloads.

Brand Lift Study

Measure the impact of your digital advertising on Quora.

Get overviews of brand lift across all KPIs or drill into individual KPIs by Site, Placement, Creative, Channels, and Frequency of Exposure. Contact a Quora expert to get started.

[Book a Call](#)

How businesses are using Quora ads

Brand Awareness

Boost Conversions

Drive Traffic

Share Your Industry Expertise

Brand Awareness

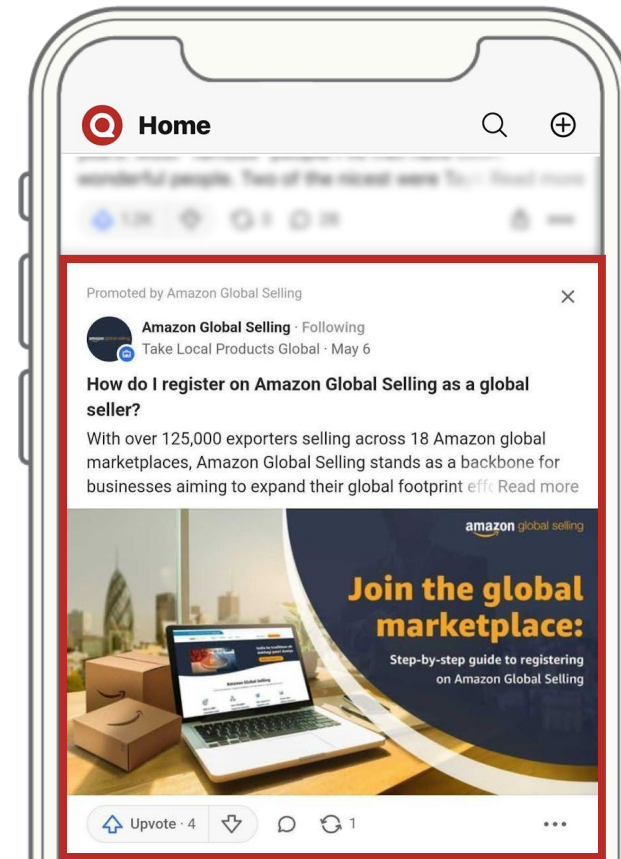
Strategy: Utilize Quora's diverse ad formats and precise targeting options to create brand awareness among a highly engaged audience.

Ad Formats:

Image Ads • Video Ads • Promoted Answers

Targeting Options:

Broad Targeting • Topic Targeting • Interest Targeting



Brand Awareness

Boost Conversions

Drive Traffic

Share Your Industry Expertise

Boost Conversions

Strategy: Employ the Quora Pixel and Conversion API (CAPI) to track user behavior and optimize your campaigns for maximum conversions.

Tools:

Quora Pixel: Tracks user actions on your website.

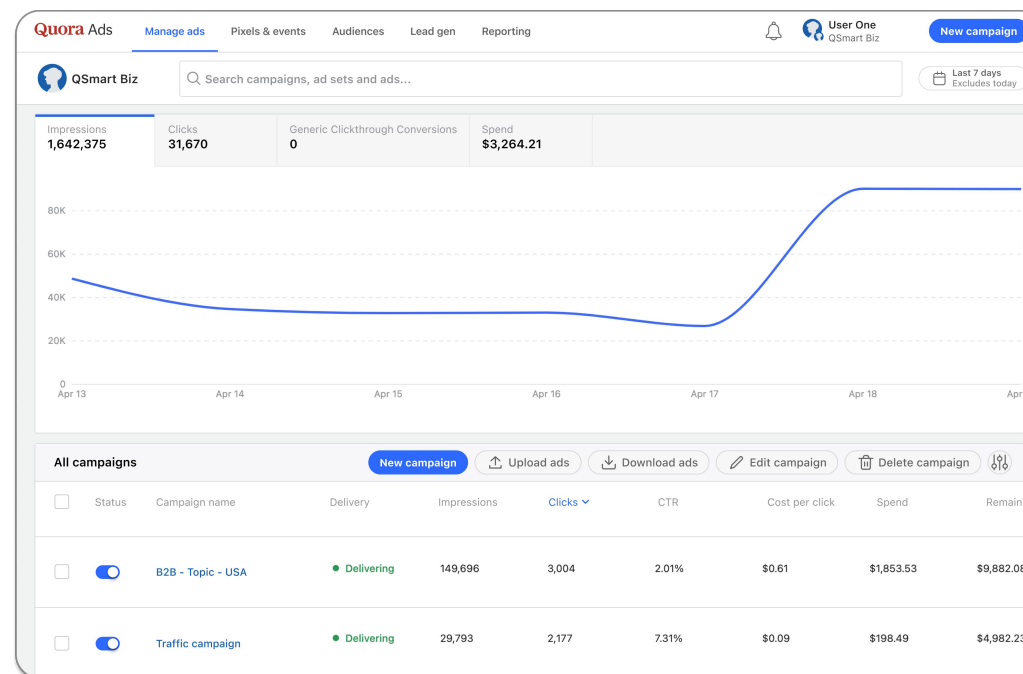
Conversion API (CAPI): Provides server-side tracking for accurate conversion data.

Optimization Techniques:

A/B Testing: Test different targeting types, ad creatives and landing pages.

Utilize Audience Targeting options like Lookalike Audiences to target users similar to your existing customers

Switch to CPA bidding after the learning phase is over.



Brand Awareness

Boost Conversions

Drive Traffic

Share Your Industry Expertise

Drive Traffic

Strategy: Target users with high intent and direct high-quality traffic to your website using Quora's targeting capabilities.

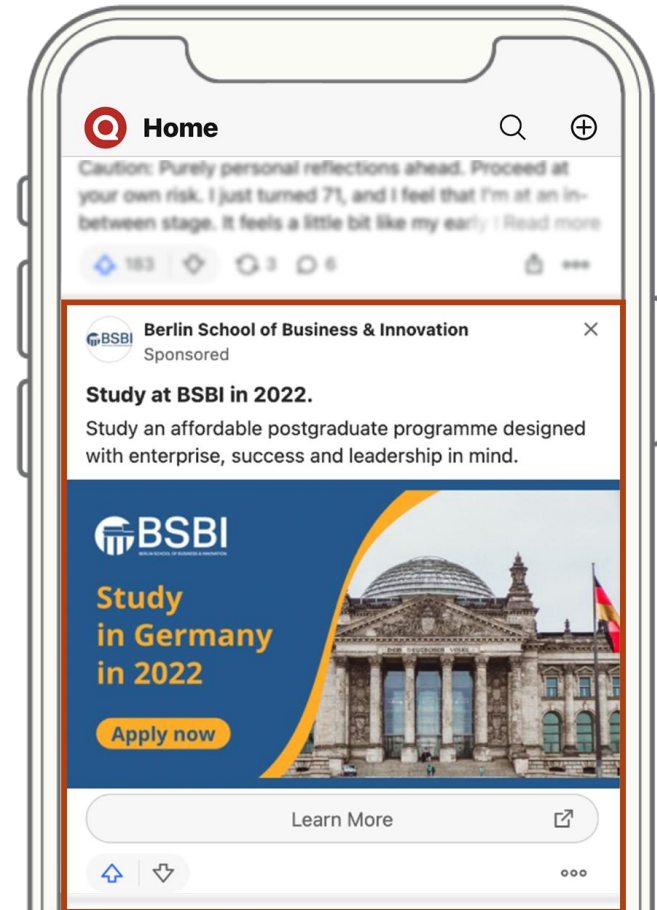
Targeting Options:

Topic Targeting: Reach out to users who are in the moment reading relevant content

Keyword Targeting: Utilize your existing keyword list on Quora

Ad Formats:

Text Ads • Image Ads



Brand Awareness

Boost Conversions

Drive Traffic

Share Your Industry Expertise

Share your industry expertise

Contributing on Quora → Build a Business Profile

Strategy: Create a Business profile and write comprehensive answers to popular questions on Quora, positioning yourself as a thought leader in your industry.

Benefits:

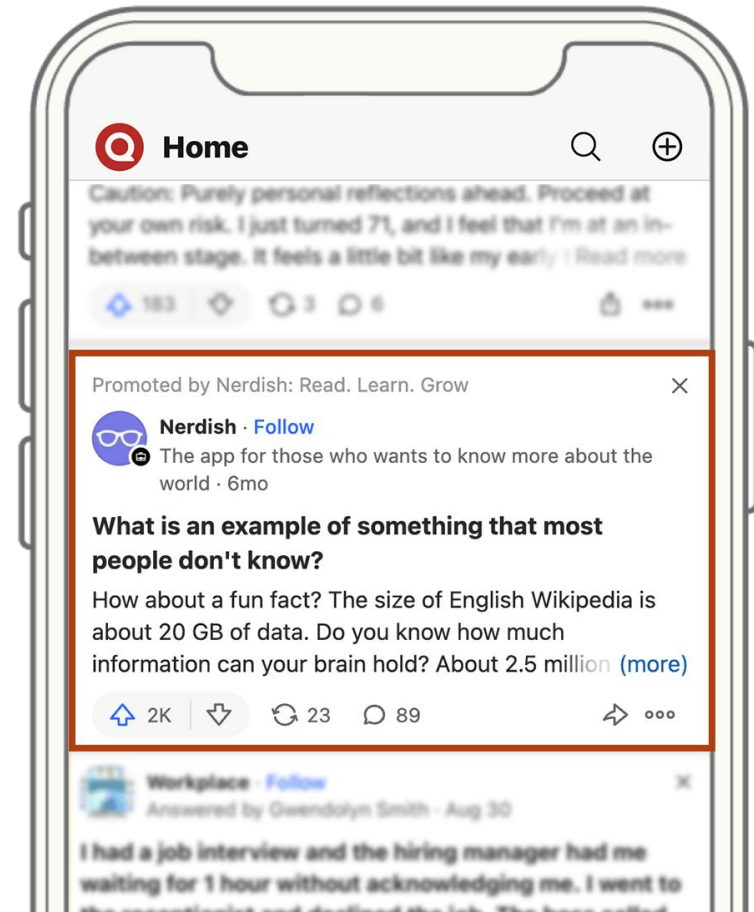
Credibility: Build trust and authority within your niche.

Engagement: Drive organic traffic and engagement through valuable content.

Tips:

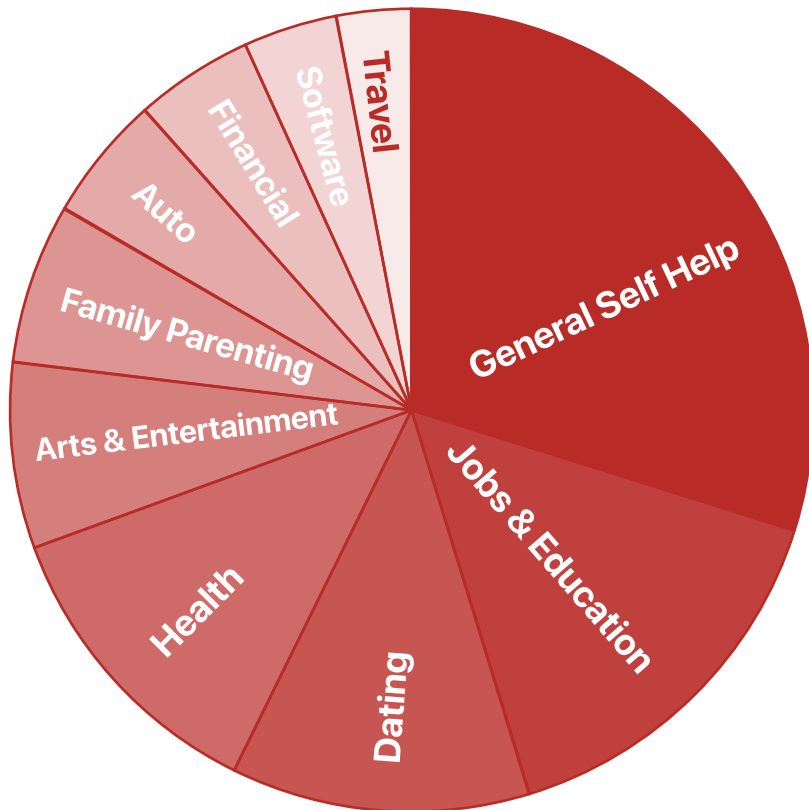
Be Informative: Provide well-researched and detailed answers.

Include Links: Direct readers to your website or relevant resources.



Top industries advertising on Quora

Top Categories by Ad Impressions



Most Popular Topics in 2024

Life and Living

Human Behavior

Experiences in Life

Upvoting and Downvoting

Photographs

Medicine and Healthcare

Personal Question

Survey Question

Psychology of Everyday Life

Dating Advice

Jobs and Careers

Quora (product)

Money

Philosophy of Everyday Life

Interpersonal Interaction

Life Advice

Career Advice

Dating and Relationships

Connect with the right audience on Quora

Healthy Living Enthusiasts

Upskilling

Job Seekers

Emerging Tech (AI, AR, VR)

Fitness Enthusiasts

Students

Aspiring Students

Travel Enthusiasts

Working Professionals

SMBs and Entrepreneurs

Investment Enthusiasts

Decision Makers

Dec

Technology Enthusiasts

Auto Enthusiasts

Decision M



Pixel Tracking Partners

Quora has integrated with leading tracking partners to ensure a complete view of advertising performance.



Third-Party Reporting Partners

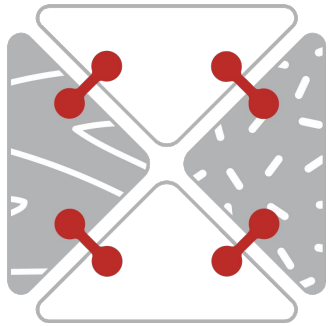
Quora integrates with partners to help you view Quora Ads performance alongside other marketing channels to better understand ROAS.



To know more click [here](#)

Brand Safety on Quora

Quora is committed to a brand-safe environment.



Platform Norms

- Profile name policy
- Focus on knowledge + users rewarded for quality



Enforcement

- Team of human moderators
- Industry-leading machine learning
- In-Product voting + user reporting



Advertiser Controls

- Exclusion capabilities (question, keywords, audiences)
- Blocklist, monetized placements rules
- Only high quality topics eligible for ads
- Brand safety partners: IAS, DoubleVerify

Quora Agency Partner Program Benefits

- **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.
- **Marketing Partner Page:** listing on Quora for Business site, with company descriptions and CTAs.
- **Exclusive Access:** Be the first to gain access to beta features and participate in cooperative marketing programs.



Success Checklist

Set Clear Objectives →

Define Goals: Determine if you're targeting leads, views, conversions, app installs, traffic, or awareness.

Geographic Split

Strategy: Segment campaigns/ad sets by region to identify high-performing locations.

Consistent Naming

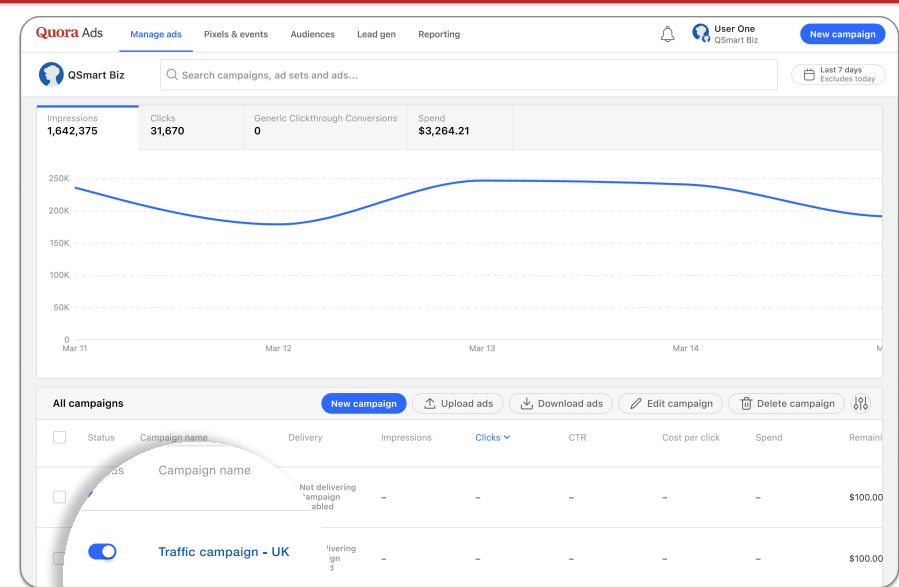
Why It Matters: Use a uniform naming convention for campaigns, ad sets, and ads to maintain organization and efficiency.

Device Split

- **Approach:** Separate mobile and desktop campaigns to compare performance.

Identify Your Audience →

- **Explore Reach:** Use Ads Manager to see potential reach for topics and interests.
- **Advanced Targeting:** Utilize List Match (email lists) and Website Traffic Audiences for precision targeting.
- **Lookalike Audiences:** Create and test audiences based on existing profiles.



Create an audience

- Website Traffic**
Create an audience based on traffic to your website.
- Lookalike**
Create an audience based on an existing audience.
- List Match**
Create an audience based on an existing list of contacts.

Next

Best Practices

Campaign Optimization

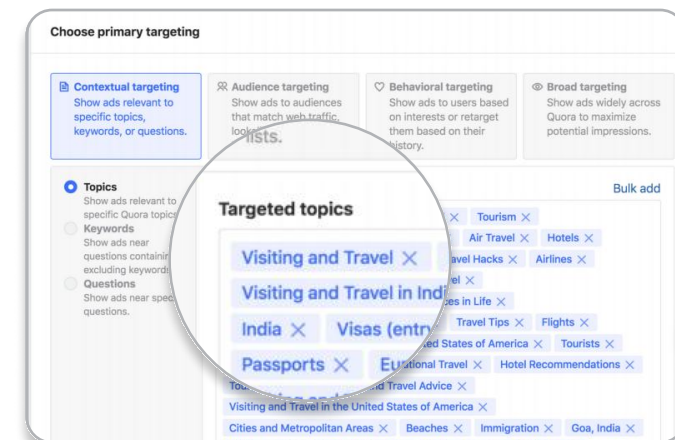
- **Quora Pixel:** Install for conversion tracking and advanced targeting.
- **A/B Testing:** Run multiple ads per ad set and compare performance over time.
- **Auction Insights:** Use metrics like auction loss rate and impression share for optimization.
- **Email Reporting:** Set up weekly reports to stay on top of performance.

Creative

- **Effective Headlines:** Use questions to boost CTRs.
- **Visual Enhancements:** Include logos or CTAs in images.
- **Clear Value Proposition:** Communicate benefits clearly.
- **Separate Ad Sets:** Keep different ad formats in separate ad sets for optimal performance.
- **Compelling Text:** Ensure text ads are persuasive for text-only placements.

Targeting and bidding

- **Separate Campaigns:** Use different targeting types in separate campaigns for optimal performance.
- **Test Strategies:** Start broadly with Topic and/or Interest targeting, then narrow down.
- **Lookalike Audiences:** Target lookalike audiences to expand reach and find new users.
- **Realistic Budgets:** Set budgets based on objectives, reach, and expected conversion rates.
- **CPA and CPC Auto-Bidding:** Use this to dynamically adjust bids based on performance with machine learning.



Ready to get started as an Agency Partner?

Watch our [3-Min Campaign Video](#)

[Fill out this form](#)

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

