Quora for Business

Quora for Agencies

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Why Quora?

On Quora, we have over 400 million monthly unique 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.

Discover how Quora can help agencies manage advertising campaigns for the brands they serve. Whether you specialize in paid acquisition or content marketing, Quora is a great supplement to your clients' existing ad channels.

As an agency, we understand that introducing a new channel can be time consuming and daunting. The goal of this kit is to provide your team with the resources and knowledge needed to pitch Quora to your clients, and develop the know-how to leverage the platform.

The Quora user experience

Unlike other platforms where content can get buried or disappear, the knowledge shared on Quora is evergreen. Your answers won't just be relevant for a day, but for months and years to come. We ensure the information you share is available and accessible in the long term, which means you can drive leads and maintain influence years after writing your first answer.

What makes Quora unique is why people come to the platform. Over 300 million monthly unique users visit Quora to conduct research, evaluate products, ask for tips, and learn more about the world.
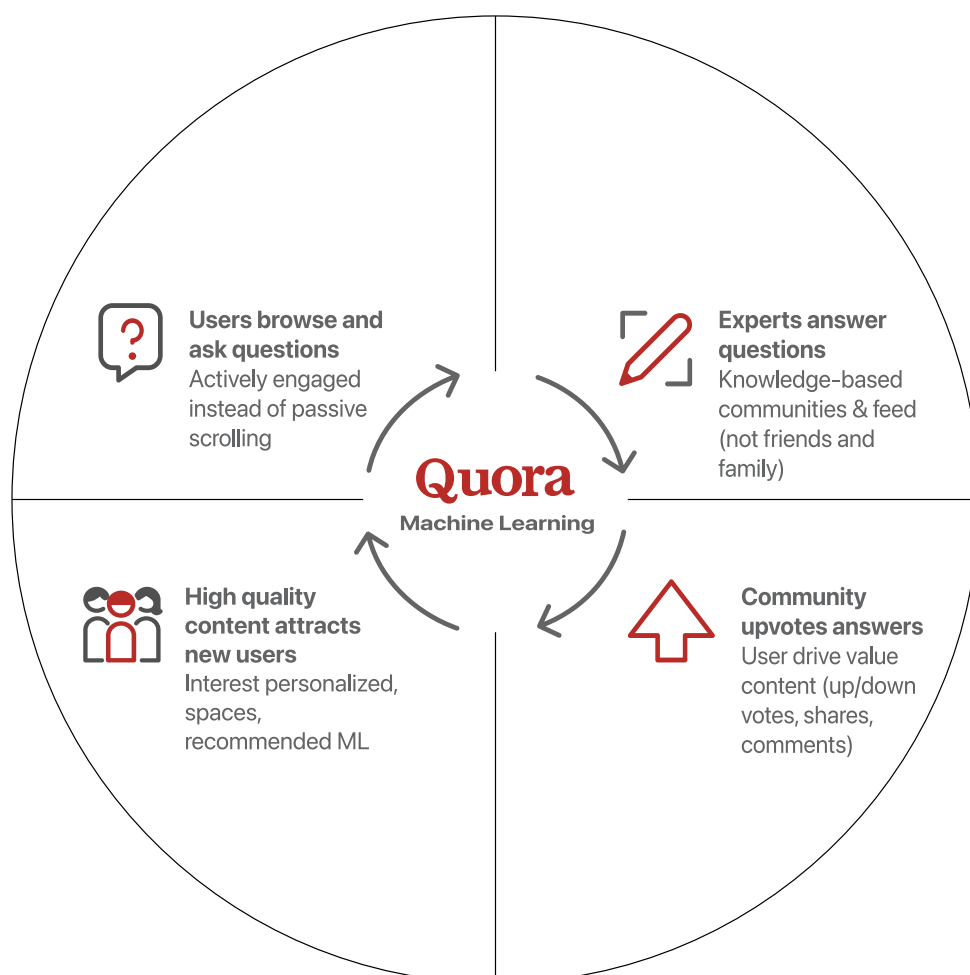
Why Quora?

On Quora, you'll connect with an audience you can't find on any other platform.

Unduplicated Audience

52.8%	**52.7%**	**44.7%**	**42.3%**	**38.6%**	**37.6%**
LinkedIn	Snapchat	Pinterest	TikTok	Reddit	Twitter
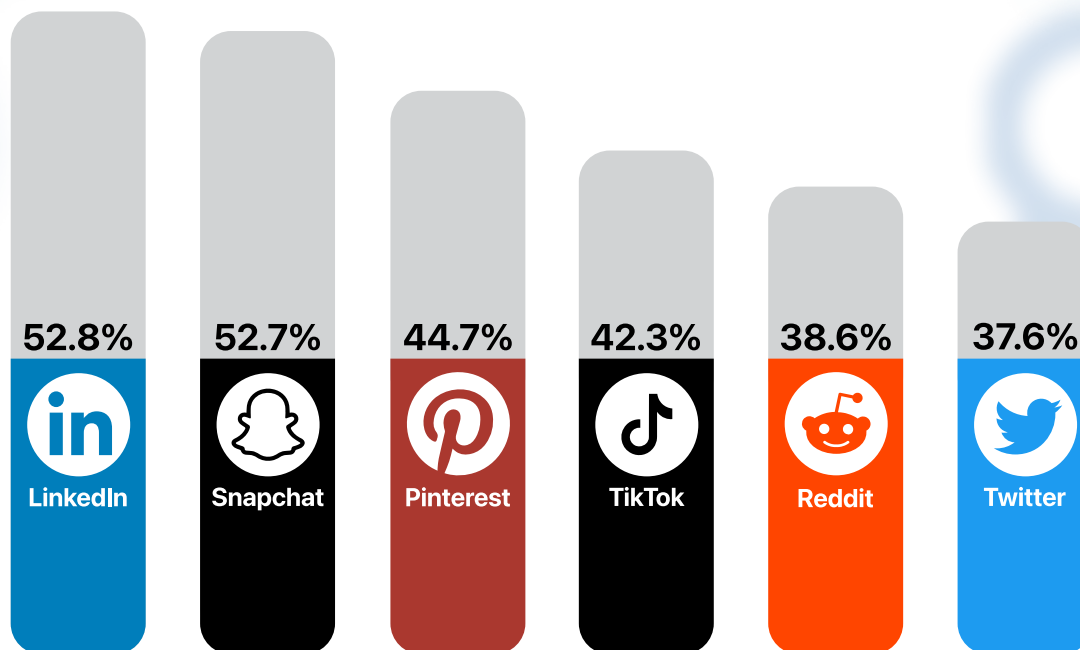
Quora users are highly educated with purchasing power.

50%
have an undergraduate degree or higher

42%
report a household income of >$85K

BASED ON THE GWI CORE Q1 2022 AND Q2 2022 SURVEYS OF PARTICIPATING US QUORA USERS
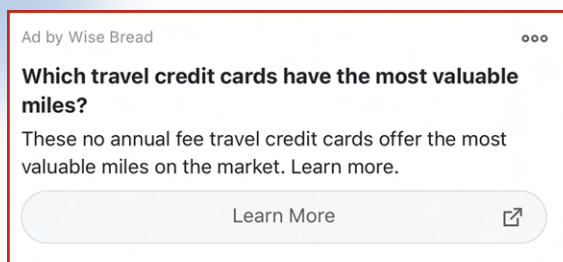
Quora enables your organization to:

- **Reach a coveted audience:** Quora has a worldwide audience of more than 400 million monthly unique users who come to the platform with high intent.

- **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.

- **Target for greater efficiency:** Quora offers 10 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.

Our Products

Ad Types

Quora Ads help businesses create brand awareness, drive traffic to their websites, connect with high-intent customers, and build thought leadership in their industry. Ad placements vary depending on your targeting, but generally include locations such as topic feeds, user feeds, question pages, and the Quora email digest.
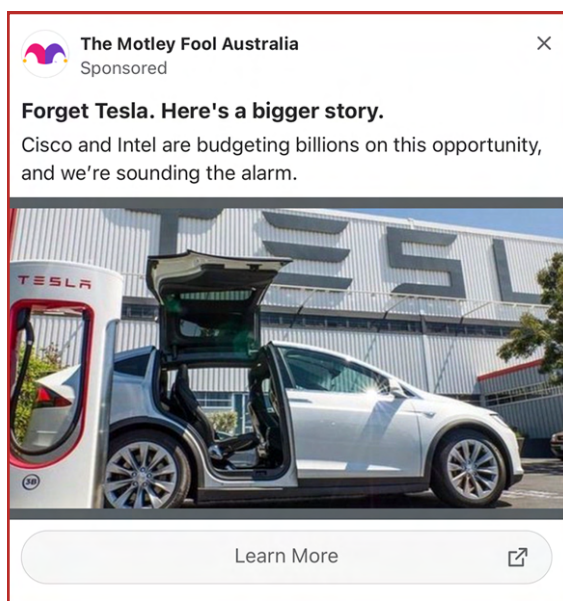
Text Ads

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

- **Business name:** 40 characters max
- **Headline:** 65 characters max
- **Body:** 105 characters max
- **Call-to-action:** Choose from 16 available CTAs
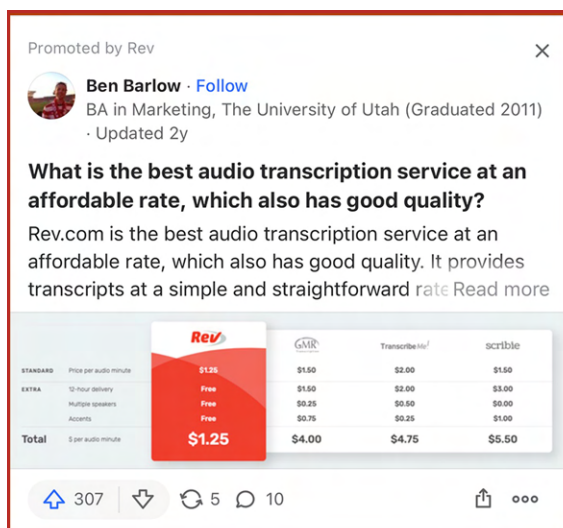

Image Ads

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

- **Company logo:** PNG or JPG
- **Headline:** 65 characters max
- **Body:** 105 characters max
- **Hero image:** PNG or JPG 600 x 335 pixels
- **Call-to-action:** Choose from 16 available CTAs

Promoted Answers

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

Tell your story, influence customers, and boost product consideration without worrying about character counts. Promoted Answers take Quora answers to the next level by pairing them with Quora Ads' targeting suite for strategic distribution.

Our Products

App Install

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

App Installs can be appended to Image Ads, Text Ads, and Promoted Answers, appearing on both desktop and mobile devices.

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.

Video Ads

Captivate your audience with sight and sound.

- **Length:** 6-30 seconds
- **Film Format:** MOV, MP4
- **Aspect Ratio:** 16:9
- **Resolution:** 1280 x 720 pixels
- **Call-to-Action:** Choose from 16 available CTAs

Brand Safety On Quora

Our brand safety measures build upon the foundation laid by [Quora's Policies](#) to promote a safe advertising experience for users and brands.

We understand brand safety is an important consideration when using a marketing channel. By building a knowledge-first platform, Quora has grown to 400+ million monthly unique users within an inclusive platform known for providing high-value content. As a business, this means your message will be displayed along with the best content on Quora.

We have the following content quality safeguards in place:

Partnerships with industry leaders: Quora integrates with DoubleVerify, Integral Ad Science, and Campaign Manager 360 so our advertisers can feel confident their ads will always be displayed in safe, relevant contexts.

Community norms: We have strong community norms on Quora to ensure the highest quality standards. Our [Platform Policies](#) helps suppress the efforts of bad actors on the site.

Internal moderation processes: We have several human-led and automated processes in place to ensure that low-quality or disrespectful content isn't shown to users on Quora.

Prohibited content: We do not display ads on content that would classify as [Prohibited Content](#).

Product mechanisms: Users can report low-quality content on the site, which gets reviewed by our moderation team. Our in-product voting mechanisms also help to ensure that the best answers rank highly on question pages. This makes it more likely that your ad will appear next to high-quality content.

Profile name policy: Quora users can choose to use their real names or pseudonyms. However, names that are explicit, adult-oriented, abusive, obscene, or impersonated are not permitted.

Comments on ads: Users cannot comment on Text and Image Ads. Businesses using Promoted Answers can choose to disable comments from their answers.

Advertising features: We offer location, question, and audience exclusion targeting to prevent your brand message from appearing next to particular locations, questions, and audiences.

Onboarding
Teams and Clients

Quora's Agency team is eager to assist you in exceeding your clients' marketing goals. We offer 1:1 strategy sessions during which we'll help you tailor each campaign and optimize for success, as well as regular check-ins to ensure you're tracking towards your goals.

Consulting with your Agency Success Manager is the best way to kick off new client onboarding, but we also have a few resources to get you started:

If you are using Quora Ads, review our [Advertising on Quora](#) and [Getting Started](#) guides. Topics covered include: Quora's targeting capabilities, Quora's advertising units, pricing on Quora Ads, and a walkthrough of the Quora Ads Manager.

For agencies working on content generation, onboard with our [Writing on Quora as a Business](#) guide. This in depth resource covers: the Quora flywheel effect, engaging with users on Quora, and Quora best practices for writing.

To onboard colleagues and clients, your Quora rep can provide you with our Quora Ads for Agencies deck. Topics covered include: An introduction to Quora, Quora's unique audience, the Quora Ads Manager, best practices, and select case studies.

You can contact your Agency Success Manager for assistance customizing pitches for your clients.

To facilitate the onboarding process, this guide breaks down the must-know capabilities the Quora Ads Manager has to offer.
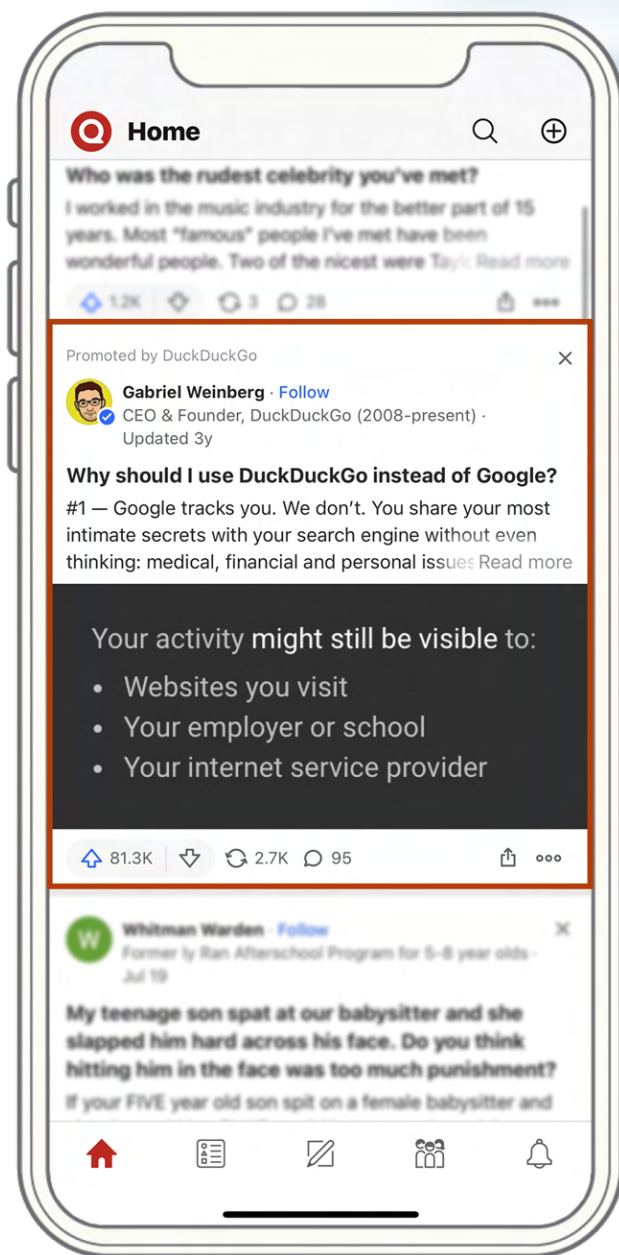
Targeting Your Audience

Quora Ads offers ten targeting options, giving brands the ability to connect with customers in the right place at the right time. There is no "one-size fits all" targeting str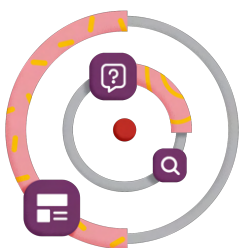ategy with Quora Ads. Your Quora representative can help you mix and match targeting strategies to achieve your business goals.

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.
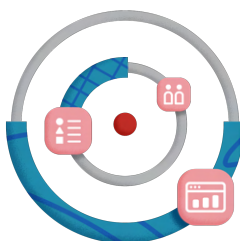
Audience targeting

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.
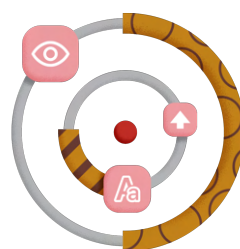
Behavioral targeting

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.

Broad targeting

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

Analyzing Performance
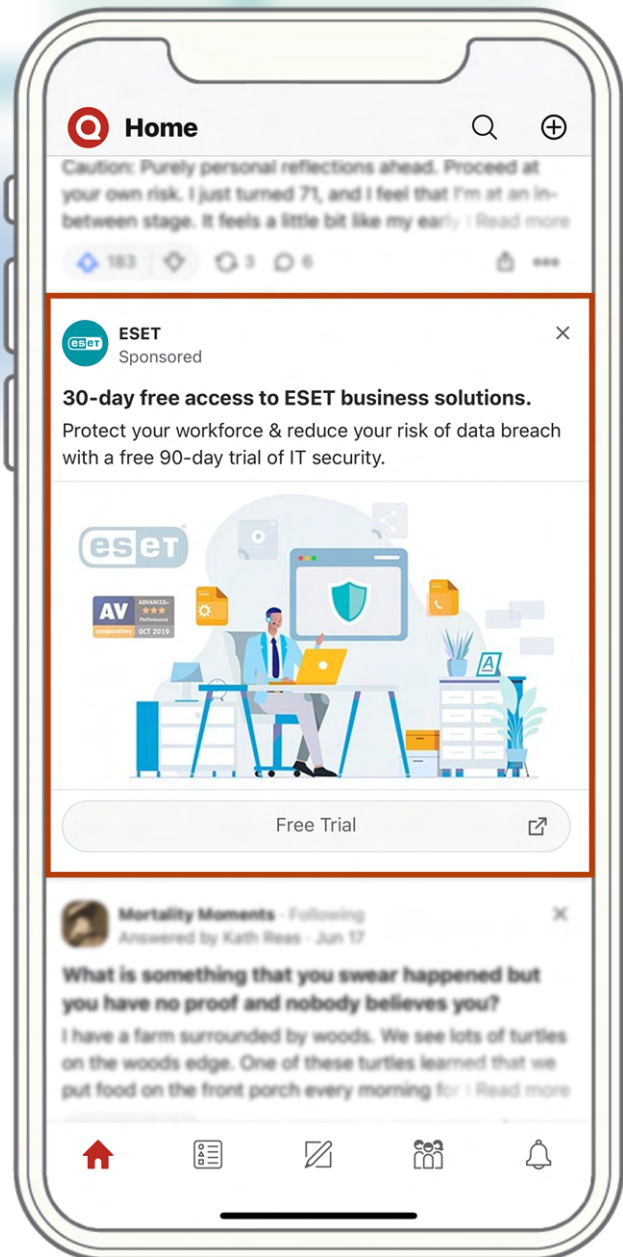
The Quora Pixel

The Quora Pixel is required if you intend to run Conversion campaigns, or if you want to attribute conversion to specific campaigns, ad sets, or ads.

Quora's Pixel not only allows you to track multiple conversion events, but also allows you to utilize Website Traffic Targeting, Lookalike Audience Targeting, and Conversion Optimized bidding.

To install the pixel, visit the "Pixel & Events" tab in your Ads Manager and click "Setup Pixel." A prompt with instructions will appear. You have the option of installing the pixel directly to your website, or through Google Tag Manager.

Email Reports

In addition to installing the Quora Pixel, you can set up email reports to deliver Ads Manager metrics straight to your inbox. Email reports can be customized to report data at the Account, Campaign, Ad Set, or Ad levels for a specific time frame. You can schedule recurring or one-time reports that can be sent to any verified user on your Ads Manager.

Quora
Success Checklist

Getting started

☐ **Determine your objective.** Are you looking for leads, views, conversions, app installs, traffic, or awareness? Determining your objective will help identify what type of targeting to implement.

☐ **Define a naming convention** for your campaigns, ad sets, and ads. As you scale on Quora Ads, have a consistent naming convention to efficiently find any campaign, ad set, or ad.

☐ **Split your campaigns or ad sets by geography.** Separating campaigns or ad sets by geography helps identify which locations are driving the best performance. You can bid competitively for different geographies.

☐ **Split your campaigns or ad sets by device.** Targeting users via mobile and desktop? Split them into separate campaigns or ad sets to measure and compare the performance between the two platforms.

Identify your audience

☐ **Explore your potential reach.** You can type topics and interests into Quora Ads Manager to see potential reach and understand the kinds of users interested in certain topics.

☐ **Create a List Match or Website Traffic Audience.** List Match Audiences are based on an uploaded email list, making it possible for you to target or exclude specific users. A Web Traffic Audience targets people who've visited your website within a set time frame.

☐ **Create a Lookalike Audience and test out various precision points.** A Lookalike Audience takes an existing audience and targets users who closely resemble those users. A 1% Lookalike Audience will most closely resemble the seed audience. A 10% Lookalike Audience will be less precise, but provide more volume.

Explore Quora's targeting capabilities

☐ **Broad Targeting**: Broad Targeting helps you reach the broadest possible audience on Quora. This can be beneficial if you're underutilizing spend, or if your primary goal is brand awareness.

☐ **Topic Targeting**: Topic Targeting places ads on feeds and questions tagged under your targeted topics. It's an ideal way to balance scale and contextual relevance.

☐ **Interest Targeting**: Interest Targeting places ads in front of users who engaged with specific content on Quora. It can be used to repurpose Topic ad sets and add volume.

☐ **Keyword and Keyword History Targeting**: Bulk target questions that contain specific keywords. Easily repurpose high performing keywords on other search platforms to target users at various stages of intent. Additionally, you can retarget users by keywords they've viewed.

☐ **Question History Targeting**: Question History Targeting retargets users who visited specified questions in a given time period (ex. the last 30 days). Pair it with Question Targeting, or retarget questions you answered if you are using Promoted Answers.

☐ **Convert interests into topics.** In a new ad set, click "Import Ad Set." Select a Topic Targeting ad set to import, and change the targeting type from Topic Targeting to Interest Targeting. This allows you to seamlessly transition to Interest Targeting and quickly scale your reach. This method can also be used for Question and Keyword Targeting

Quora
Success Checklist

Optimize your creative

☐ **Phrase your headline as a question.** Most of Quora's content is in the form of questions and answers. As a result, headline sentences with question marks tend to have higher CTRs, especially in feed and digest placements.

☐ **Overlay your logo or CTA.** Including a logo or CTA in your image generally improves CTR. This applies to Image Ads used in both prospecting and remarketing campaigns.

☐ **Have a clear value proposition.** Your ad creative and form headline should tell users why they should share their information with you and what they would get out of it.

☐ **Don't neglect your text.** Certain placements on Quora, such as question pages, are Text Ad-only. Image Ads that win these placements will convert to Text Ads, so make sure your message makes sense without the hero image.

Test and iterate

☐ **Install the Quora Pixel.** This is required to run Conversion campaigns or attribute conversions to specific campaigns, ad sets, or ads. The Quora Pixel is strongly recommended to unlock multiple conversion tracking, retargeting, and lookalike targeting.

☐ **A/B test two or more ads per ad set.** Run multiple ads simultaneously to compare their performance. Test different headlines, CTAs, body copy, ad formats, etc. Give them at least a month before deciding which ads to pause.

☐ **Optimize with auction insights.** Understand how competitive your ads are in the Quora Ads auction. Auction Insights include three metrics: the rate of auctions lost to competition, impression share, and absolute impression share.

☐ **Set up email reporting.** Have weekly reports come into your email so you can stop on top of your campaign performance. You'll also be able to export these reports to Excel files

New! Marketing
Partner Program

Introducing the Quora Marketing Partner Program

This year we are thrilled to launch our new Marketing Partner Program designed for advertising agencies and third parties that manage Quora Ads accounts on behalf of brands and businesses. Quora Marketing Partners members receive a variety of benefits, including a promotional page on our Quora for Business site and access to our exclusive Marketing Partner badge to display on marketing material, their website, and more.

Perks of this new partnership program include:
- A company description and CTA on our Quora for Business site including links and logos
- A graphic badge to signify your partnership
- First dibs on any co-branded marketing efforts

As well as:
- 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.

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!

Quora for Business

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Don't just
take our word for it

Hear from some of our agency partners:

"Quora has proven to be an excellent addition to Zenefits' marketing mix. The platform yields similar performance metrics to other paid channels, but for approximately half of the cost."

Trey Buchanan

Senior Account Manager;
Metric Theory

"Quora is high on the list when clients come to us asking how they can diversify their marketing mix."

Jessica Guedes

Senior Social Media Strategist;
3Q Digital

"The Quora Lead Generation Form campaigns generated five times as many requests for information compared to Facebook lead generation campaigns at a 63% lower CPL."

Tanner Schroeder

Senior Account Manager;
Hanapin (now Brainlabs)

MetricTheory   **Wavemaker**   **3Q DIGITAL**

Join thousands of top brands finding success on Quora.

monday.com   grammarly   shopify   toptal

crunchbase   zenefits   honey   Policygenius