Quora Ads Agency Kit

Quora for Business

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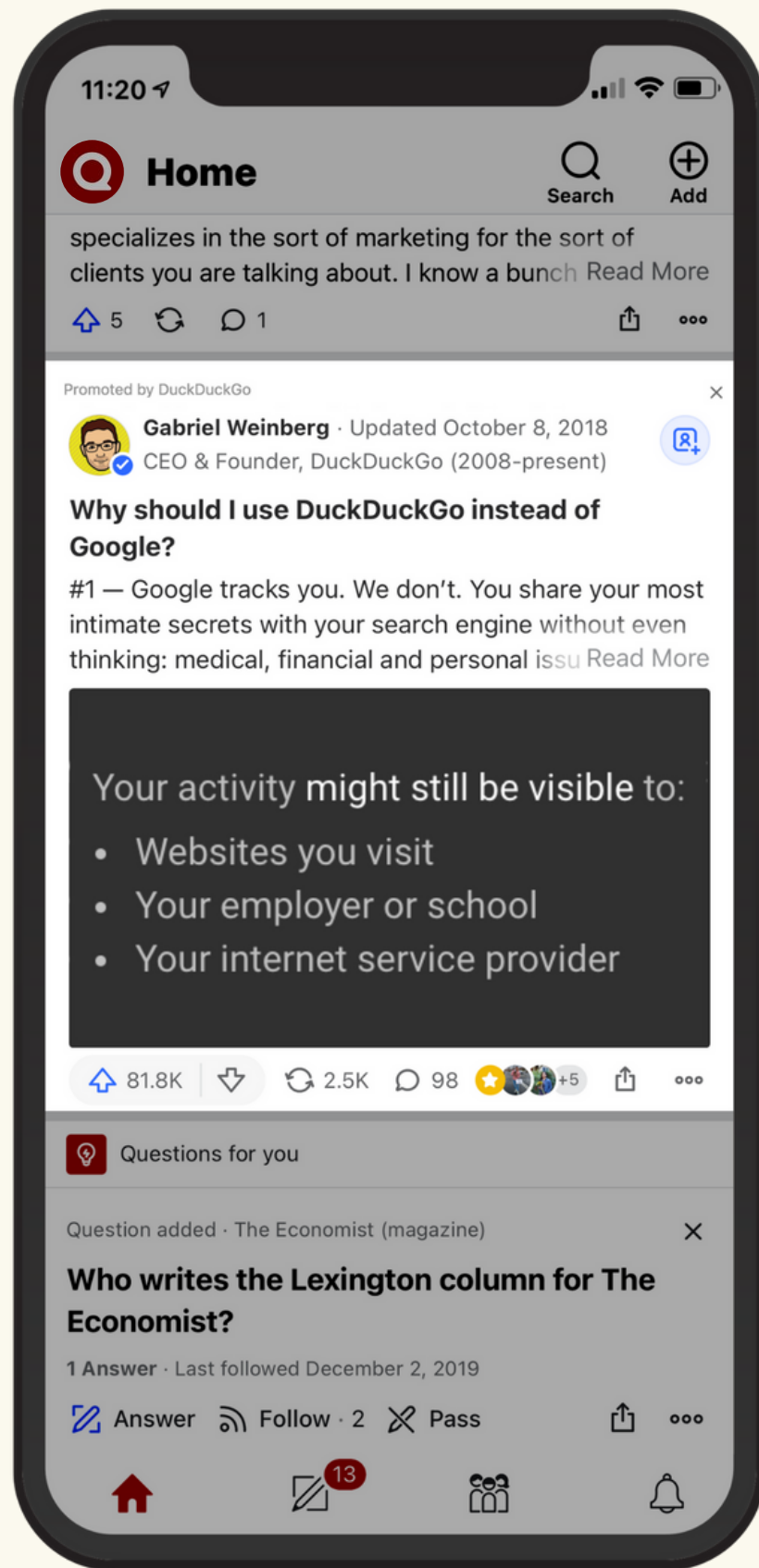
Why Quora?

Whether you specialize in paid acquisition or content marketing, Quora is a great supplement to your clients' existing ad channels. Millions of people around the world visit Quora every month to ask questions, conduct research, and exchange knowledge. This includes people looking for reliable information about your clients, their products, their industries, and competitors.

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.

Search Engine or Social Network?

Quora is a unique channel, with the intent of a search engine and network of a social channel. When assessing the platform for your clients, understand the intent associated with each stage of their funnel. For most marketers, this falls into one of three categories:

1. **Top of the funnel**
   - Brand awareness, site traffic

2. **Middle of the funnel**
   - Lead generation, education, & nurture

3. **Bottom of the funnel**
   - Conversions

The middle of the funnel is the best place to influence and shape the buyer's journey, which is why Quora is such an attractive platform for marketers. Mid-funnel initiatives are Quora's sweet-spot, but strategies can easily be tailored higher or lower in the funnel.

Social
Top of the Funnel
"I'm passively scrolling."

Quora

Middle of the Funnel
"I'm actively learning."

Search
Bottom of the Funnel
"I've decided."

Quora's Audience at a Glance [1]

Unduplicated US Reach

The percentage of Quora users that do not visit the following sites

62%	58%	52%	51%	37%
TikTok	Twitter	Reddit	Pinterest	Instagram
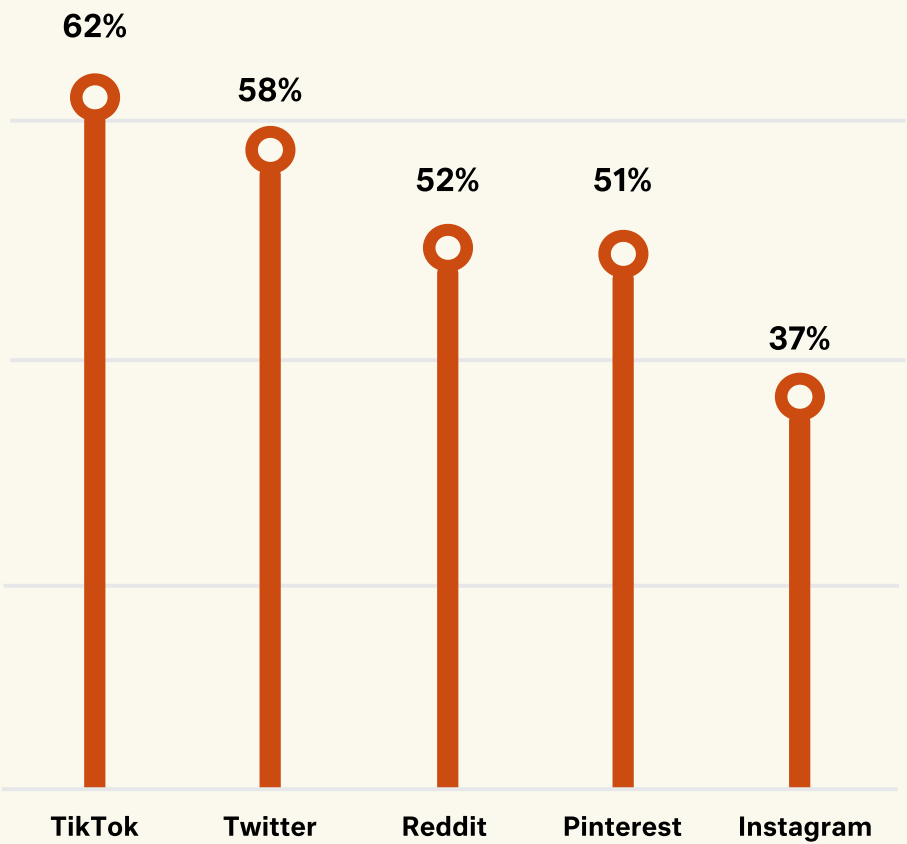
300M+
unique monthly visitors around the world

5.3M+
visitors work in management as Directors or VPs

47%
of Quora users report a HHI income >$100k

45%
more likely to be senior decision makers

51%
more likely than LinkedIn visitors to be entrepreneurs

63%
report conducting online research before major online purchases
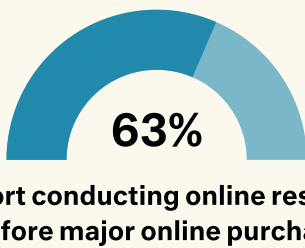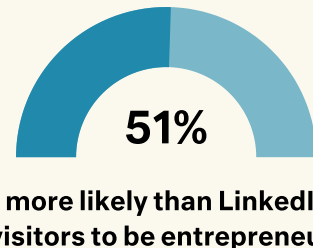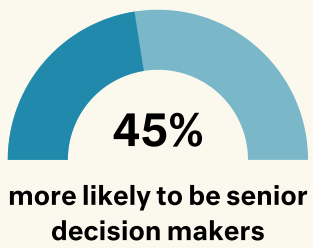
[1] Based on internal Quora data September 2019, Comscore Media Metrix December 2020, Comscore Plan Metrix December 2020, GWI Core US 2020

Getting Started

Account Structure for Agencies

On Quora Ads, agencies can connect multiple clients' Ads Managers to their Quora user profile(s). Individual team members can create their own profiles if they have their own portfolio of clients. Teams within the agency, or the agency as a whole, can also create a single profile.

Quora users can create a maximum of one Ads Manager. To connect additional Ads Managers to your profile, **contact us** with the following information:
- The client's preferred account name
- URLs for the Quora user profiles that need account access
- Desired currency
- Billing country
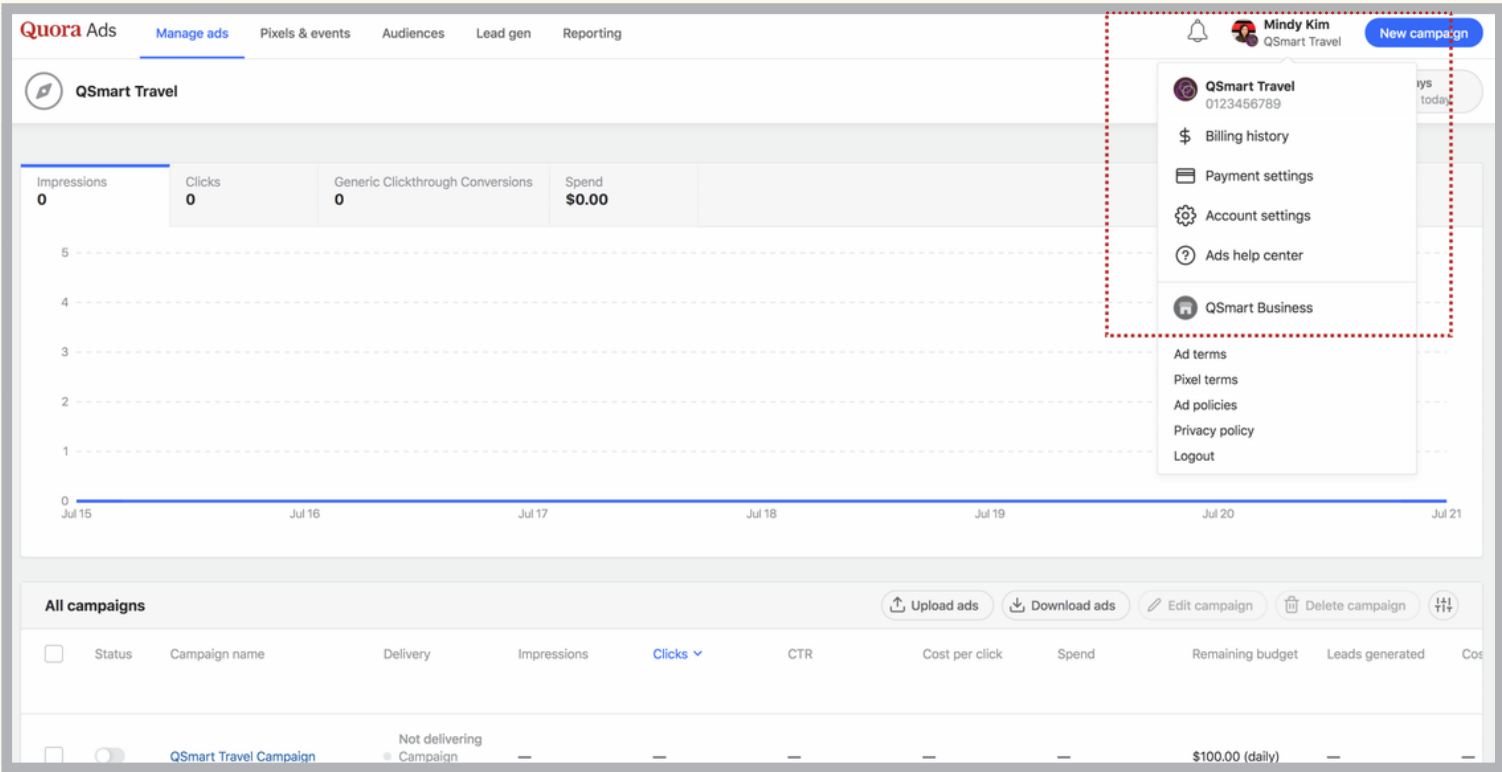
Business Profiles*

For agencies writing on behalf of clients, **Business Profiles** offer a seamless way to collaborate cross-functionally. Unlike regular profiles, Business Profiles can have multiple users, and you can post content under your client's brand name. This allows you to work in tandem with your clients, content teams, and other stakeholders.

Business Profiles subscribers can leverage additional tools such as:
- Organic distribution of promotional answers
- Custom call-to-action buttons on all answers
- A custom call-to-action button on your Business Profile
- Profile discoverability in search engine results
- The ability to collect unlimited leads with built-in Lead Gen Forms
- Branding tools, including a vanity URL and conver photo
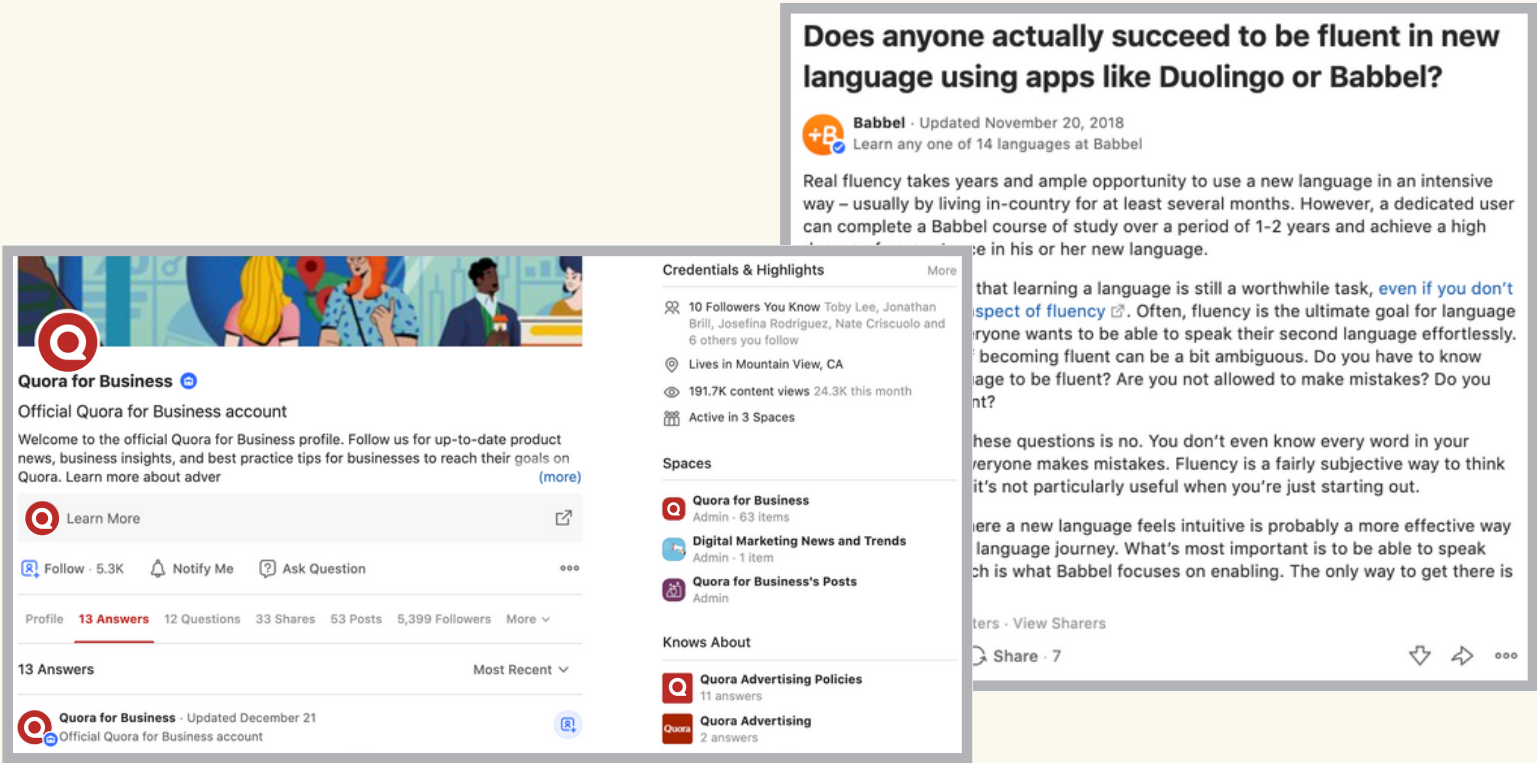
At this time, Business Profiles cannot be used to create, manage, or access Quora Ads Managers.

Onboarding Teams & Clients
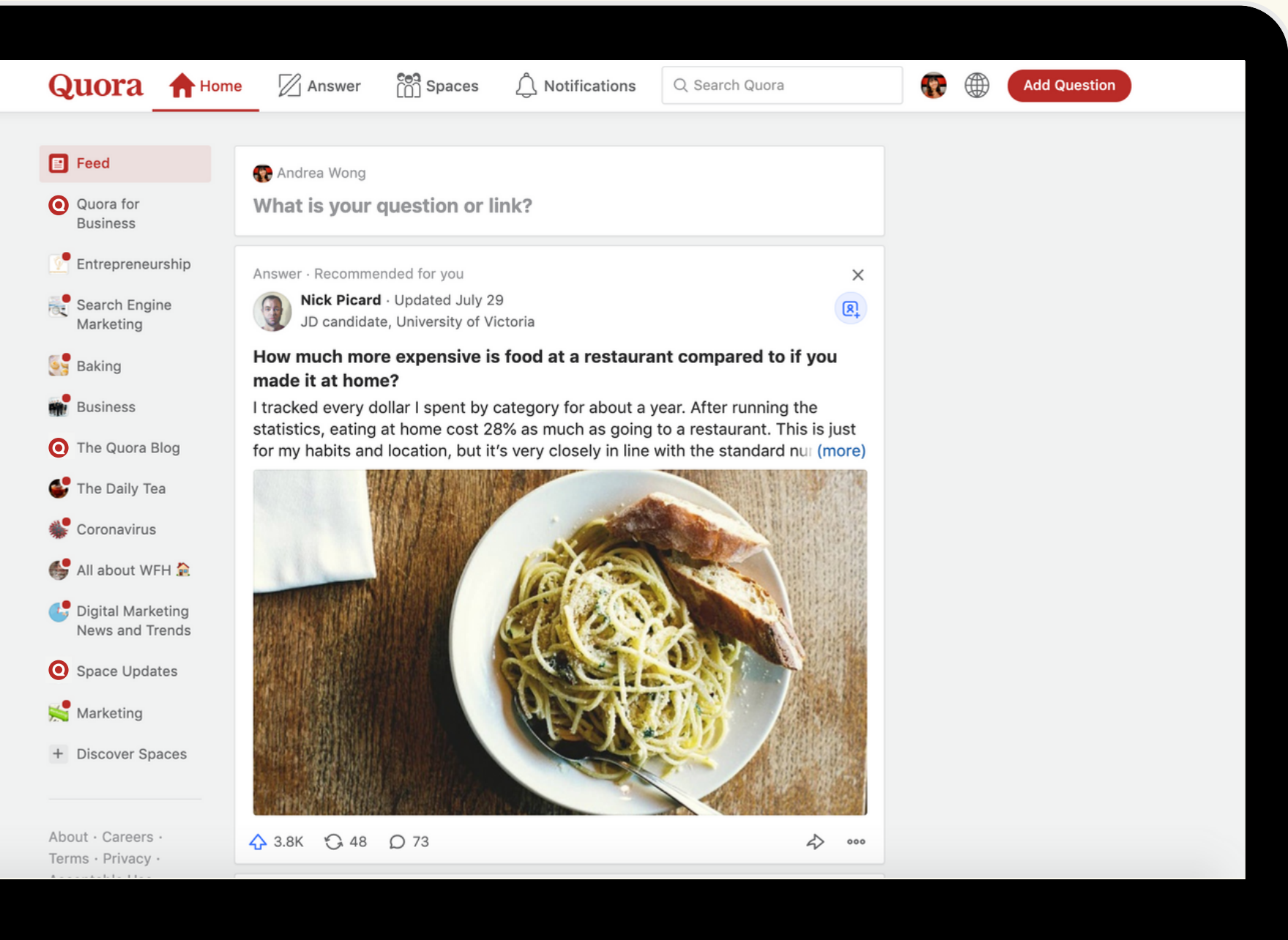
If it's your first time using Quora, we recommend starting a profile at quora.com.

Take a few minutes to use the platform. This will help you understanding how Quora works from a user perspective, which ultimately benefits your advertising efforts. You can also explore existing conversations related to your clients and their industries.

If you are using Quora Ads, the next step is to 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, utilize our **Quora Ads for Agencies** deck. Topics covered include the following:

- An introduction to Quora
- Quora's unique audience
- The Quora Ads Manager
- Best practices
- Select case studies

Contact your Agency Success Manager for assistance customizing pitches for your clients.

If you are interested in sharing case studies, the following library is organized by campaign objective on Quora. Note there is no "one-size-fits-all" strategy for specific industries on Quora. What works for one industry may or may not work for your client, so we recommend selecting case studies that align with your client's goals.

Clicking a brand's name will redirect you to their corresponding case study.

Brand	Goal	Description	Strategy
ActiveCampaign	Brand Awareness	ActiveCampaign gives you the email marketing, marketing automation, and CRM tools you need to create incredible customer experiences.	Topic Targeting, Interest Targeting
Atlassian	Engagement	Atlassian is a leading provider of collaboration, development, and issue tracking software for teams	Topic Targeting, Keyword Targeting
Blinkist	App Installs & Brand Awareness	Blinkist distills the key insights of 2,000+ bestselling nonfiction books into powerful 15-minute reads or listens for your mobile device.	Audience Targeting, Location Targeting
CounselingNearMe	Conversions	CounselingNearMe is an online subscription service whose mission is to match those seeking professional counseling to high-quality mental health experts, anytime, anywhere	Interest Targeting, Question Targeting
DuckDuckGo	Brand Awareness	DuckDuckGo is an Internet search engine that emphasizes protecting searchers' privacy and avoiding the filter bubble of personalized search results.	Promoted Answers
ESET	Conversions	ESET® develops industry-leading IT security software and services to protect businesses, critical infrastructure and consumers worldwide from increasingly sophisticated digital threats.	Contextual Targeting, Behavioral Targeting, Audience Targeting

Brand	Goal	Description	Strategy
monday.com	Conversions	Monday.com is project management tool thats powers teams that allows you to build custom work applications for any workflow.	Promoted Answers, Topic Targeting, Keyword Targeting
Network Solutions	Brand Awareness & Conversions	Network Solutions offers everything businesses need to get online quickly. From a domain and website development to hosting, security, online advertising, and more.	Promoted Answers, Content Marketing
Rev	Conversions	Rev's mission is to give more people the freedom to work from home. Rev has built platforms for transcription, video captioning, foreign subtitles and document translation.	Promoted Answers, Keyword Targeting, Question Targeting
University of Chicago	Lead Generation	The University of Chicago Professional Education connects UChicago's intellectual resources and rigorous approach to scholarship to students seeking to develop and grow professionally, intellectually, and personally.	Lead Gen Forms
Zenefits	Conversions	Zenefits provides companies with the ability to manage their entire suite of HR services in a single workflow.	Interest Targeting, Lookalike Audience Targeting
3Q Digital	Diversification	3Q Digital is leading the disruption of the growth marketing industry by turning their clients into market leaders and household names across B2C, B2B, ecommerce, and FinTech.	Topic Targeting

Frequently Asked Questions

Should we have a separate Ads Manager for each client?

Yes. We strongly suggest having different Ads Managers for your clients. Individual Ads Managers will have unique account and pixel IDs, which are required for clients installing the Quora Pixel. You can also use different payment cards and addresses for each client if desired.

If you have one client with multiple websites, we recommend having separate accounts for each domain. Using the same pixel ID across domains will result in over-reporting.

To request an additional account, contact your Agency Success Manager or **Quora Ad Support**.

How do I know if Quora is a good fit for my client?

We encourage agencies and clients to visit Quora to familiarize themselves with the platform. While exploring Quora, you can research questions related to your clients' brand, industry, and competitors.

If you find relevant topics and questions, you can create a test campaign and add them to an ad set. Quora Ads accounts can be created without a payment card, so agencies can build campaigns to receive estimated potential weekly impressions and bid forecasts.

Another way to project scale is to install the Quora Base Pixel onto a client's website. A payment card is not necessary to create a Website Traffic Audience. After installing the Quora Pixel, agencies and clients can review the number of website visitors that can be targeted through Quora Ads.

Can our agency use a Business Profile for our Ads Managers?

At this time, Business Profiles do not have the ability to create, log into, or manage Quora Ads Managers. As an alternative, we recommend adding individual team members to your client's accounts or creating a single user profile for your agency to use.

What is a good test budget for Quora Ads?

The minimum daily budget on Quora is $5; however, for a fair test of the platform it is important to take your client's goals into consideration. Different businesses and industries will have unique KPI requirements, so keep the following in mind when drafting a media plan for clients:

- **Test duration:** Plan to test Quora Ads for at least one month. This provides ample time to launch and optimize your client's campaigns.

- **CPA goals:** What is your client's target CPA? How long is their conversion funnel? If a client historically has a $100 CPA and averages 5 conversions per day, their campaign should have a daily budget of at least $500.

- **Impression & bid forecasts:** Create a test campaign and ad set in an Ads Manager. Projected weekly impressions are generated under Summary, and suggested bids are generated for all targeting types with the exceptions of Audience and Broad Targeting.

My client may fall under Quora's Prohibited and Restricted Content policies. Can they still run ads?

Please **contact us** and provide a link to your client's website. Our support team can review the client prior to creating a new account for you.

For more resources & tips, visit adshelp.quora.com