The Quora Advertising Platform

Quora Ads Best Practices Guide

Reach your target audience at the right time, with the right message on Quora

300+ million people come to Quora every month to ask questions and read insightful answers. This includes people looking for reliable information about your company, products, competitors and industry.

Quora Ads allow you to reach these engaged users with highly-relevant ads. Getting to know all of the capabilities that Quora's Ads Manager has to offer will not only make running your campaign simpler and more productive, but also drive long-term, scalable success for your ad campaigns.

This guide will provide insights that have worked best across our platform and will turn your initial ad strategies into the best possible advertising on Quora.

Structuring your campaigns

Successful advertising on Quora starts at the Campaign level. Deciding how to best split up and organize your campaigns, ad sets, and ads can take time but will ultimately lend itself to greater insights and an increased ability to optimize effectively.
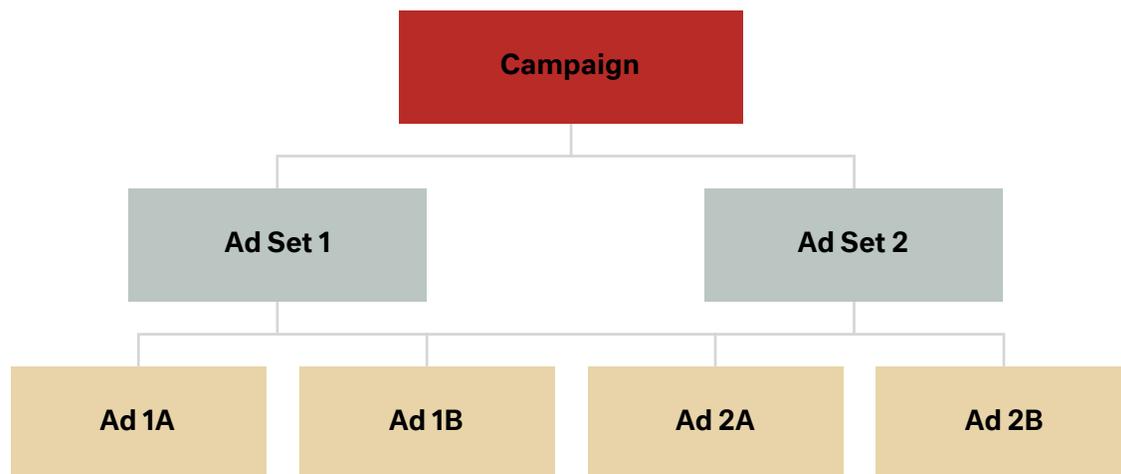
Campaign level structure

There are a number of ways you can split up your campaigns: by themes, initiatives, objectives, targeting types, etc. As a rule of thumb, we recommend organizing your campaigns thematically (e.g

by areas of focus such as product groups).

You can then add additional qualifiers to further split each campaign. For instance, you can split campaigns by geography, targeting type, platform, or objective in addition to splitting your campaigns thematically by areas of focus.

If you're unsure of the best way to structure your campaigns, use your budget as a guide. Given that budget is determined at the campaign level, any initiatives that you have separate budgets for will need to be broken into distinct campaigns.
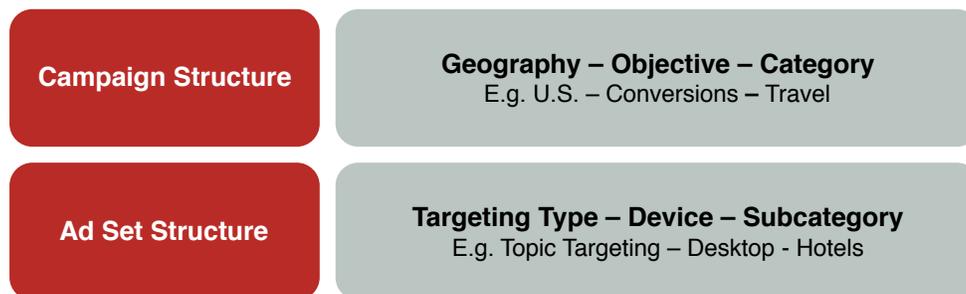
Ad Set level structure

Ad sets allow you to achieve a greater degree of granularity in your campaigns. You can split your ad sets by what you haven't used for your campaign-level splits. For example, if you split your campaigns by geography and product line, you might want to split your ad sets within that campaign by targeting type, device, and product subcategories. That way, between your campaigns and ad sets, you have several levers you can pull to measure and compare the impact of each one.

Example: QSmart Travel

To paint a clearer picture of how you can set up your campaign, let's take a look at the campaign setup of a hypothetical luggage company - QSmart Travel.

QSmart Travel decides to split their campaigns and ad sets accordingly:

Campaign Structure	Geography – Objective – Category E.g. U.S. – Conversions – Travel
Ad Set Structure	Targeting Type – Device – Subcategory E.g. Topic Targeting – Desktop - Hotels

Because of how they've organized their campaigns and ad sets, QSmart Travel can easily gauge which targeting options drive the most success, who their target audience is, and which of their products are most appealing to Quora's diverse audience.

Additionally, by organizing their campaigns with these splits, QSmart Travel can easily make necessary adjustments to fine-tune their campaigns. They can do so by increasing budget for travel ads reaching Europe or updating ad copy for specific ads on mobile—adjustments they wouldn't be able to make if they didn't properly set up their campaigns.

Setting your budget and bid

Your budget can help you guide where to move next with your campaigns. How do you know, then what budget is too high, too low, or somewhere in between?

If your ad spend is far below your set budget, that might indicate you need to look for opportunities to optimize reach by duplicating successful topics into interests, expanding topics and interests, setting more aggressive bids, etc.

On the other hand, if you are consistently hitting the daily budget, that might indicate that you need to increase your budget in order to unlock additional impressions, clicks, and conversions.

Finally, we recommend setting your budget at the daily level, rather than the lifetime level, to prevent your ads from unexpectedly shutting off and ensure for even pacing for campaign spend.

Bidding

At the Ad Set level, you will be prompted to select whether you want to bid for clicks, impressions, or conversions. If you choose to bid for clicks, you will bid on a Cost per Click (CPC) basis. When you choose to set a CPC bid, you're charged only when a user clicks on your ad.

If you choose to bid for impressions, you will bid on a per impression (CPM) basis. When you choose to set a CPM bid, you're charged only when your ad generates 1000 ad impressions.

If you optimize for conversions, you will define a Target Cost per Action that the system uses as input for your bids. You will then be charged on a per impression basis, with the actual Cost per Action differing from your target.
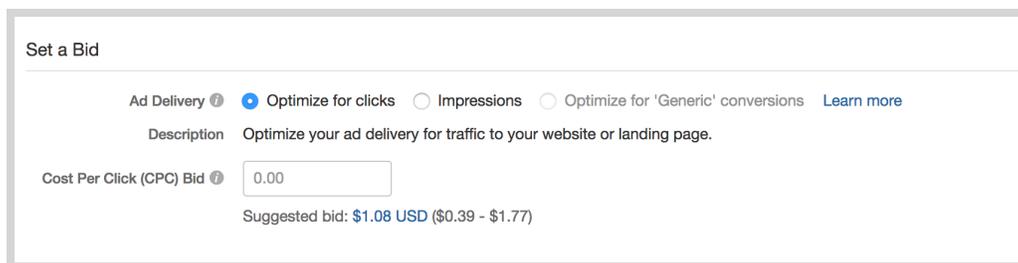
Set a Bid

Ad Delivery ● Optimize for clicks   ○ Impressions   ○ Optimize for 'Generic' conversions   Learn more

Description   Optimize your ad delivery for traffic to your website or landing page.

Cost Per Click (CPC) Bid   [0.00]

Suggested bid: $1.08 USD ($0.39 - $1.77)

It's important to note that in order to utilize Conversion Optimized Campaigns, you'll have to be using one of Quora's Mobile Measurement Partners or have the Quora Pixel installed with at least 20 conversions per week. Once you've passed this minimum conversions number and built up enough conversion data, Conversion Optimized Campaigns can be incredibly effective in driving down costs of expensive campaigns.

Creating the perfect ad

Testing and optimization

Getting a perfect ad is all about testing. Try testing both Image and Text Ads, statement headlines and questions, and various versions of body text copy. As your campaign continue to run, you'll start to get a picture of which ad elements perform better over others.

The key to optimal ad testing is running multiple ads live all at all times. This will allow you to directly compare the performance of different ad elements while eliminating external factors that may impact ad performance.
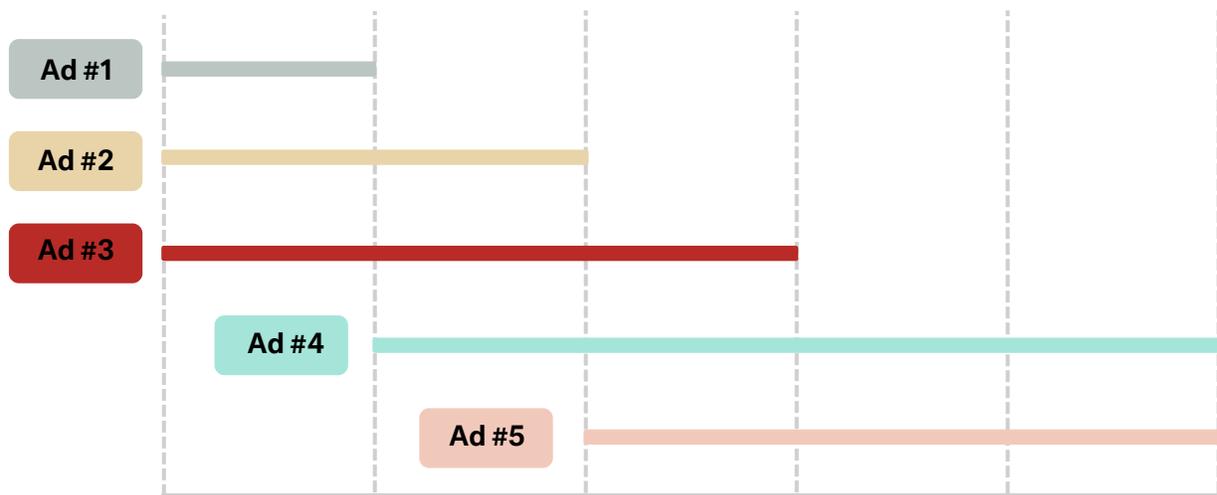
This campaign starts with 3 ads simultaneously. After 1 month, we see Ad #1 has a weak CTR, Ad #1 is then deprecated and replaced with a new Ad #4. After another month, underperforming Ad #2 is replaced by new Ad #5, and so on.

Additionally, by running multiple ads simultaneously, Quora will automatically deliver the ads that are performing best for your campaign.

From there, deprecate underperforming ads and replace them with new content. Be sure not to jump the gun prematurely, though. Give these ads at least a month to run before deciding which ad will be cut out from your campaign. And of course, if an ad is excelling, don't turn it off.

Ad copy

When it comes to ad copy, characters count. You'll want your ad copy to be informative, yet concise. Aim to use 40+ characters for your headline text and 80+ characters for your body text. This will help ensure you're providing the most relevant information to those viewing your ads and also makes your ads more pleasing to look at.

Scaling your campaigns

Going from an initial test run to using Quora Ads as as full-fledged marketing channel certainly brings its challenges. There are, however, simple ways to increase the reach of your campaign without sacrificing the quality of that reach.
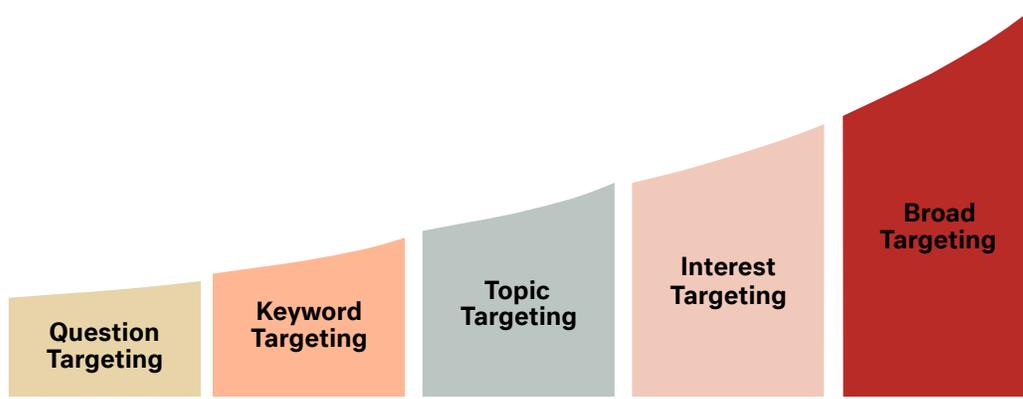
Questions: the granular approach

Since Quora is a platform built on questions, many advertisers focus on question targeting within Quora Ads. Question targeting makes for high-intent reach, since you're hand-picking highly-relevant questions for your ads.

On the flip side, however, by only selecting a few questions at a time, question targeting makes it difficult to achieve a significant degree of scale. To scale your campaign in a meaningful way, you'll have to tap into Quora's other targeting options.

Honing in on high-performing Keywords

Keyword Targeting allows advertisers to target questions that contain specific keywords. Advertisers who have high-performing keywords on other search platforms can easily repurpose those keywords on Quora to target users at various stages of intent.

There are two types of keyword matching: broad match and phrase match. Broad match displays your ad on question pages with close variations of your keywords. Phrase match displays your ads only where a question contains exact matches to your keywords.

Unlocking scale with Topics

Targeting relevant topics via Topic Targeting is a frictionless way to reach dozens or hundreds of thousands of Quora users. Topic Targeting is contextual targeting, meaning it targets specific questions and pages. To further expand your reach via topics, you can take advantage of the suggested topics feature.

You can even draw inspiration from your Question Targeting by looking at which topics your most successful questions are most commonly tagged with.

Duplicating Topics into Interests

Interest Targeting provides a way to achieve even greater scale with your campaigns without sacrificing the quality of your reach. Interest Targeting is behavioral targeting, meaning it targets specific users who've shown strong "interest" in particular topics.

You can easily scale your campaign by duplicating Topics into Interests. To do this, follow these steps:

- Create a new ad set
- Click "Import Ad Set" and select a Topic Targeting ad set
- Change the targeting type from Topic Targeting to Interest Targeting
- All of the topics from that Topic Targeting ad set will now be converted into interests for a new Interest Targeting ad set

Interest Targeting ad sets typically achieve more reach than corresponding Topic Targeting ad sets, so layering Interest Targeting into your targeting can not only help exponentially grow your reach but also keep your ads in front of the users who have demonstrated the highest degree of relevance to your business.

**Maximize reach with Broad Targeting**

Perhaps you've run out of relevant topics or interests to add to your campaign, or your primary goal is increasing your brand awareness at as fast a rate as possible. In this case, broad targeting is the best option for you.

With Broad Targeting, your ads will reach the largest possible audience of Quora, with no concern of which users you're reaching or where you're reaching those users. If your primary goal is scale, broad targeting can be your best bet.

Building high-intent audiences

By taking full advantage of audiences, you can hone in on the specific profiles that drive the most revenue for you and continue to target more of those high-ROI profiles. This way, your ad campaign will be in great shape.

There are three types of audiences you can build on Quora: Website Traffic, Lookalike, and List Match Audiences. To unlock Website Traffic and Lookalike Audiences, you must have the Quora Pixel installed. These Pixel-based audiences allow you to achieve a higher degree of quality and scale with your campaign.
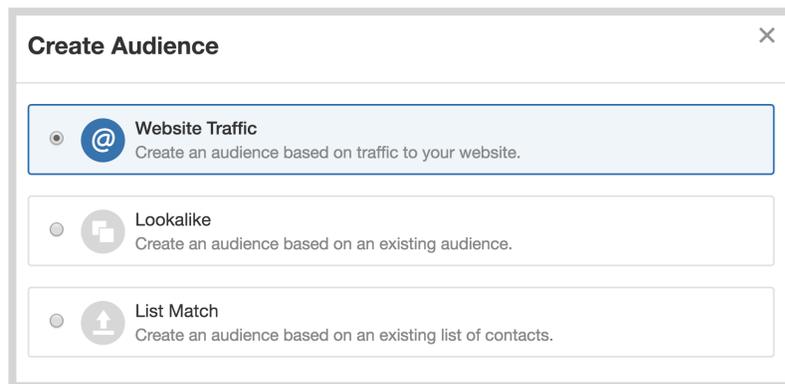
Website Traffic Audiences

With Website Traffic Audiences, your ads will specifically target people who have visited or taken certain actions on your website. For instance, you could target everybody who's visited your website, just the people who have initiated a checkout, etc.

What, happens, then when you've already uploaded all your existing lists and retargeted all your web visitors? Lookalike Audience targeting is your answer.

Lookalike Audiences

Lookalike Audiences expands upon existing audiences by including Quora users who closely resemble the users in an existing List Match or Web Traffic Audience. You can select various "precision percentages" for Lookalike Audiences from 1% to 10%. Selecting a smaller number will give you an audience that most precisely resembles your seed audience; a larger number will give you a larger audience that less precisely resembles your seed audience. We suggest testing multiple precision points so that you can find the sweet spot that works best for your campaign.

One thing to consider for Lookalike Audiences is the size of the seed audience. The seed audience needs to be large enough so that the lookalike algorithm can properly identify the characteristics of the seed audience. Aim to have a seed audience of at least 500 emails when building off of a List Match Audience and 3,000 users off of a Website Traffic Audience.

List Match Audiences

List Match Audiences are simple: you take an existing email list—a list of your leads, for instance—and create an audience of Quora users whose emails match those of the list you provided.

Additional info

If you have any questions about your ad campaign, visit the help center at **adshelp.quora.com**.

Join thousands of businesses on the Quora platform