

Quora for Business

Agency Kit

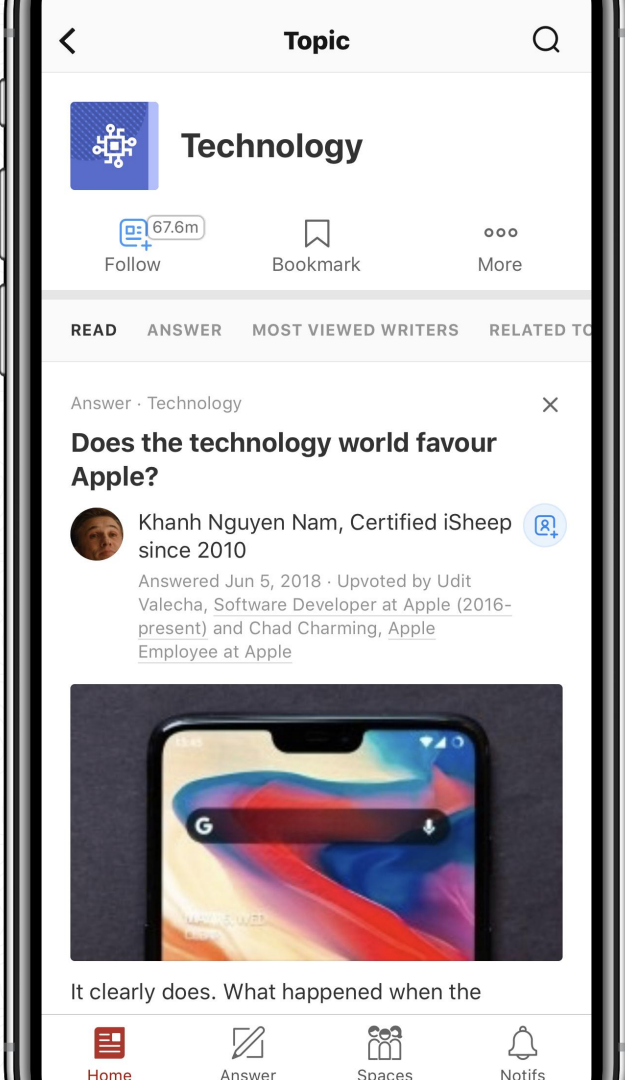
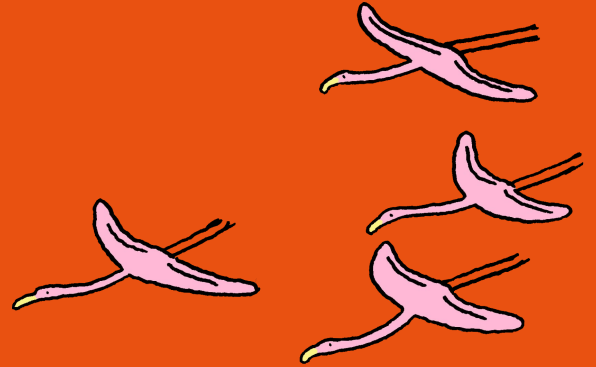


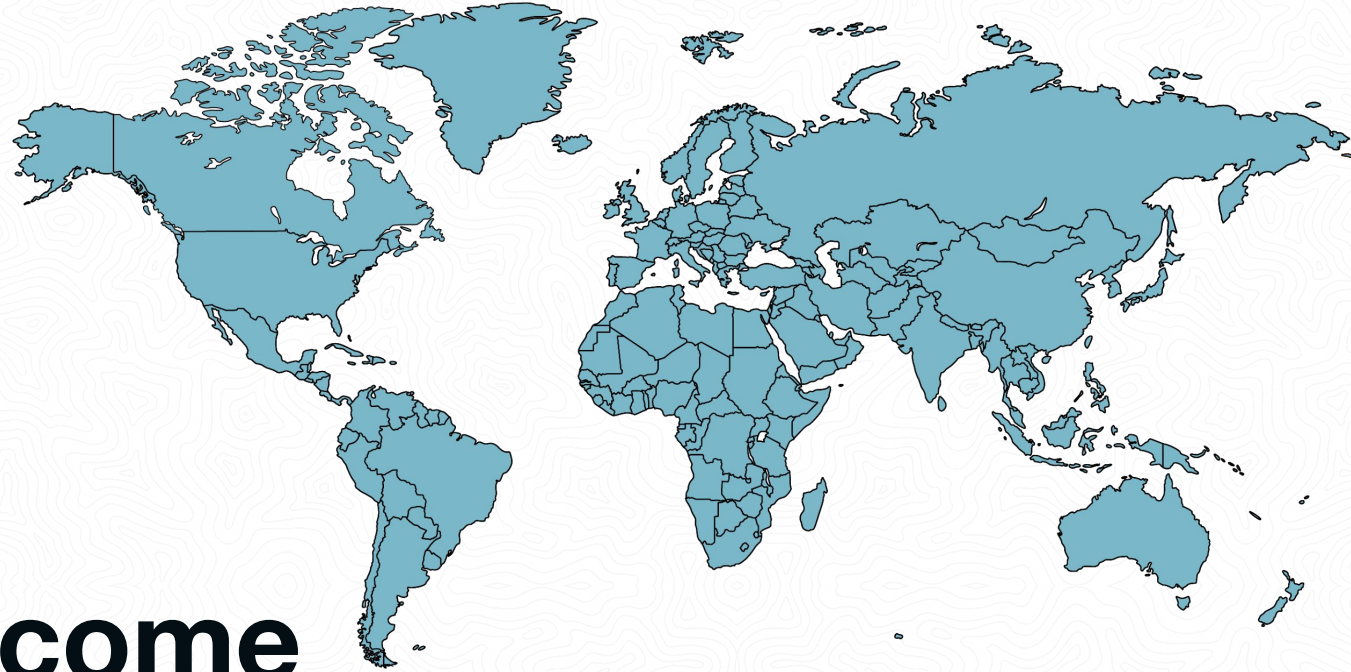
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Why Quora?

And why do people come here?





**People come
to share knowledge and
learn about the world.**



People come to Quora to actively...



**Evaluate
products**



**Conduct
research**



**Learn about the
world**



**Share
knowledge**



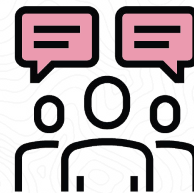
**Be
productive**



**Share
stories**



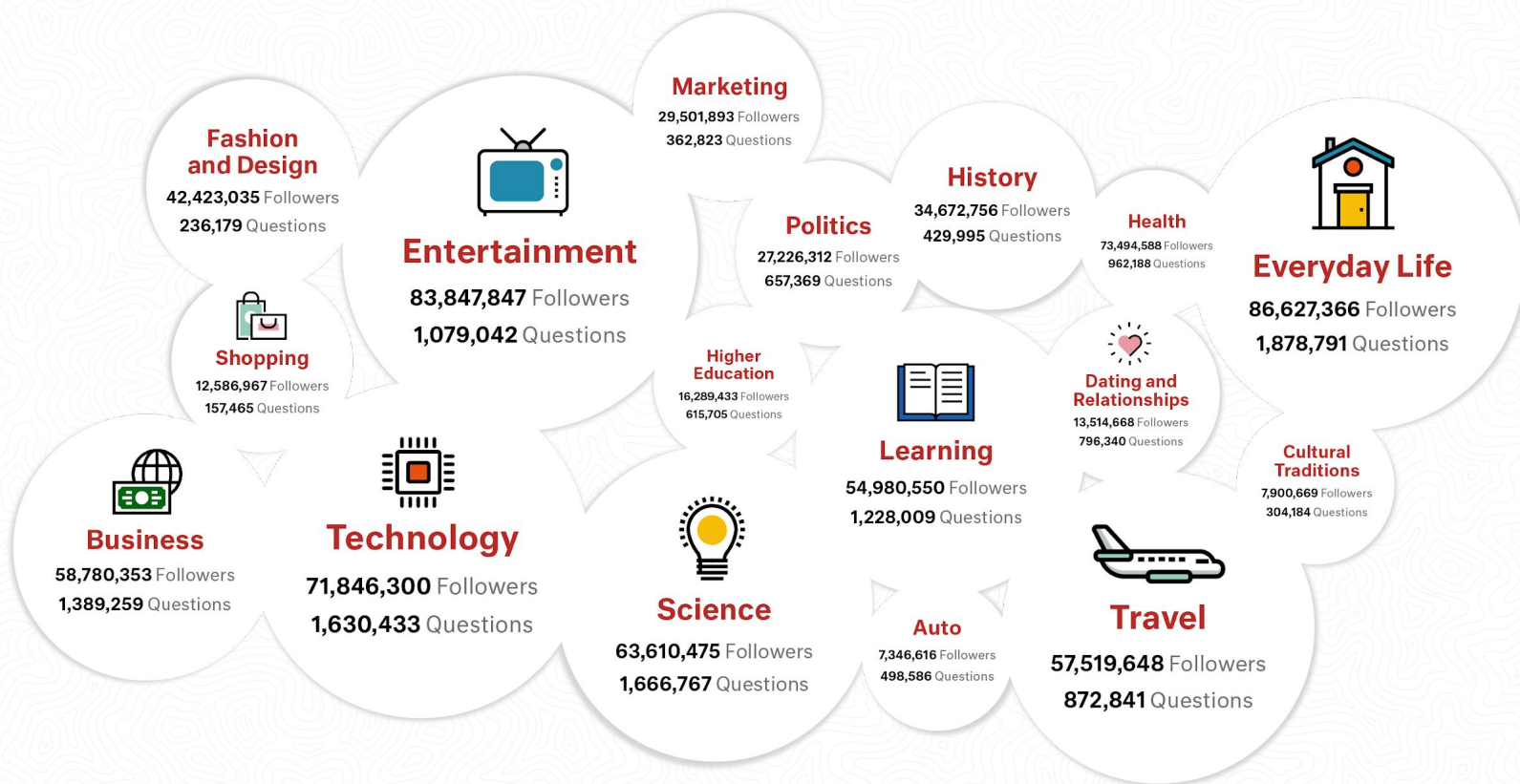
**Be
surprised**



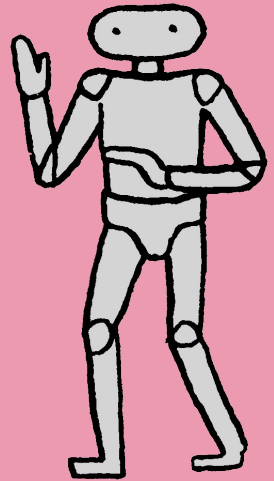
**Find
community**



Users are engaged across a variety of topics



Your Audience On Quora



300+ Million Monthly Unique Visitors

Age

18 - 24	20%
25 - 34	31%
35 - 44	21%
45 - 54	13%
55 - 64	10%
65 +	5%

Usage



15+ Minutes spent daily on App

High Value Audience

More likely to be a manager	37%
Report a college degree	65%
Report a annual HHI > \$100K	54%



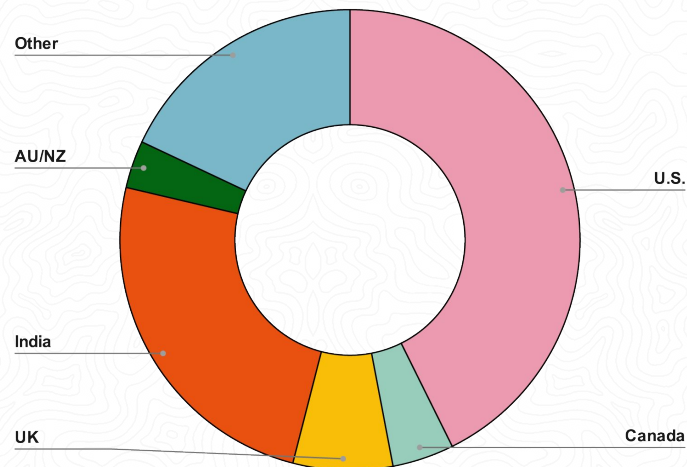
Gender

Male	57%
Female	43%

Unduplicated US Reach

LinkedIn	49%
Reddit	54%
Twitter	39%
Instagram	34%

Top Countries

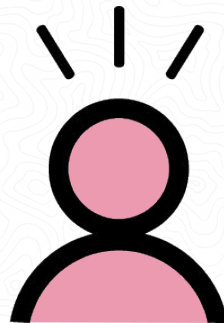


Based on ComScore, August 2019
Based on 2018 Nielsen study
Based on internal Quora data September 2019

Why brands are investing in Quora Ads



**Reach a new,
high-intent audience**



**Influence future decisions
in a contextually relevant
environment**



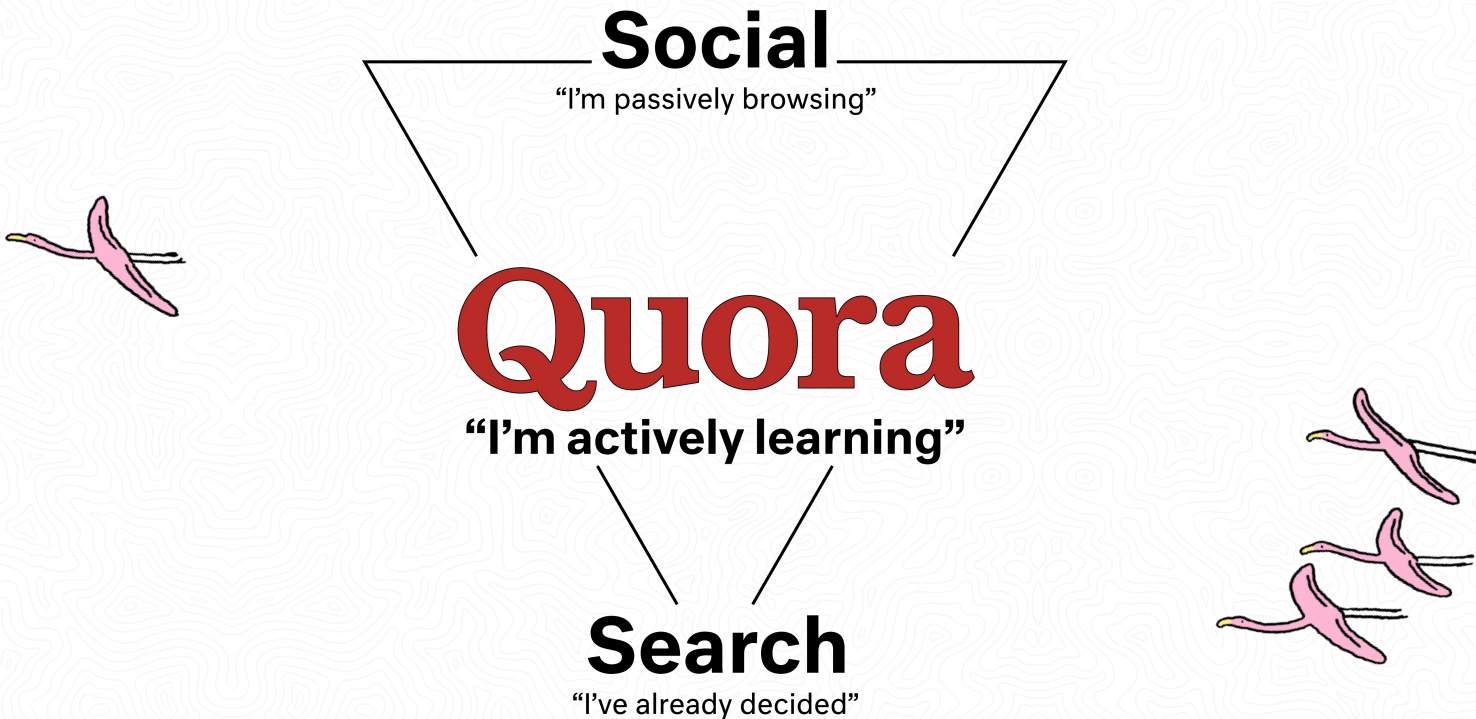
Drive net new demand

**“The number of marketers investing in Quora has grown
nearly 4x since last year.”**

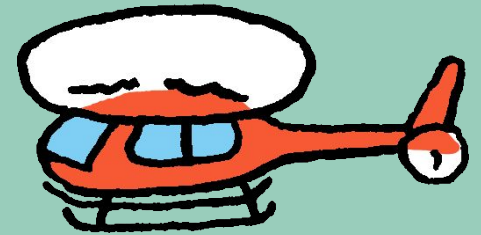
- 2019 State of Paid Social



Influence at key decision moments



Agency Benefits



QuickStart for Agencies - Complimentary benefits



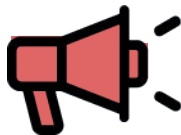
Dedicated Expert
Agency Success Manager



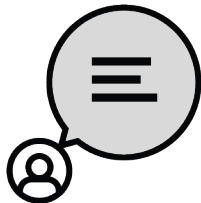
Customized Campaigns
1-Click Campaigns built and tailored after your goals



1-on-1 Consultations
Campaign strategy and performance consultations



Ad Review Support
Ad copy consultations and direct ad approval support



Education and Training
Complimentary, on-demand product workshops and feature trainings



Exclusive Access
Beta features and marketing materials



Agencies find success with Quora Ads

Metric Theory helped Zenefits obtain high quality leads for a fraction of the cost of other platforms

60%
Lower
CPLs

50%
Lower
CPCs



“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. Our investment in Quora has exceeded our expectations.”

Trey Buchnan, Senior Account Manager at Metric Theory



Find low costs and high engagement on Quora

Quora is Atlassian's most valuable paid acquisition platform

92%
Lower
CPCs

30%
Higher
Engagement



“Soon after we began our investment in Quora Ads, the value began to skyrocket. I think the quality has to do with the fact that Quora’s audience is highly engaged and naturally curious, making them an ideal fit for the Atlassian Community. Overall, Quora Ads have been instrumental to the growth of our platform.”

Bianca Encinas, Community Marketing Manager at Atlassian



Goals, Targeting, and Ads



We can help you create a plan



What are your goals and objectives?



Who is your target audience? How do you reach them?



Which bidding method will achieve your goals?



What creative and messaging will drive the best results?



How do you measure performance?



Define your campaign goals and objectives

Our five objectives help you reach your campaign goals

Awareness

Increase awareness of your brand.

App Installs

Increase downloads of your mobile application.

Conversions

Increase a certain action on your website.

Traffic

Increase traffic to your website.

Lead Generation

Generate leads with prefilled information from Quora.



Reach your target audience

Contextual Targeting

Show ads relevant to specific topics, keywords, or questions.

Audience Targeting

Show ads to audiences that match web traffic, lookalikes, or contact lists

Behavioral Targeting

Show ads to users based on interests or retarget them based on their history.

Broad Targeting

Show ads widely across Quora to maximize potential impressions.

Layer in device, gender, location, browser targeting

Exclude locations, questions, keywords, audiences, placements from specific ad sets



Quora Ad formats

Text Ad

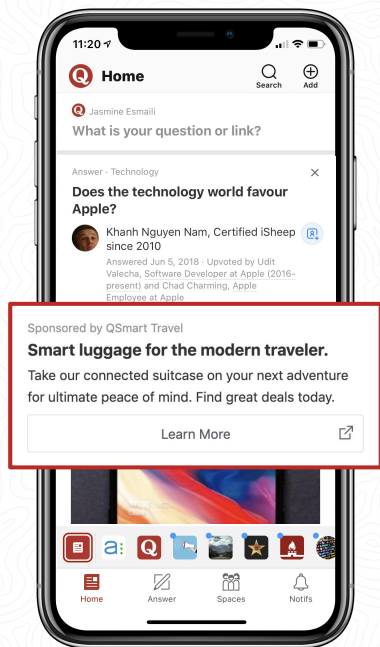
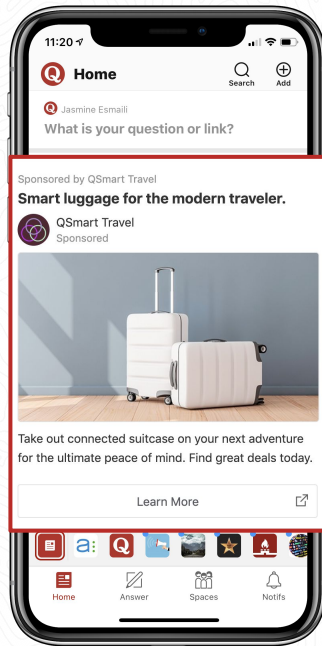


Image Ad



Promoted Answers

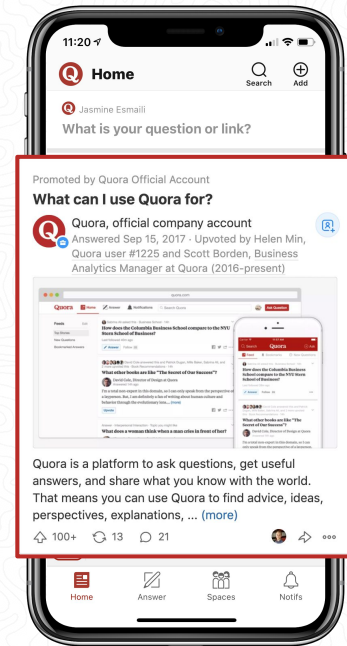


Image Ads

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

In addition to having text captions, advertisers will have the ability to showcase their company logo alongside an ad image.

Logo

(500 x 500 pixels)

Headline Sentence

(max 65 characters)

Image

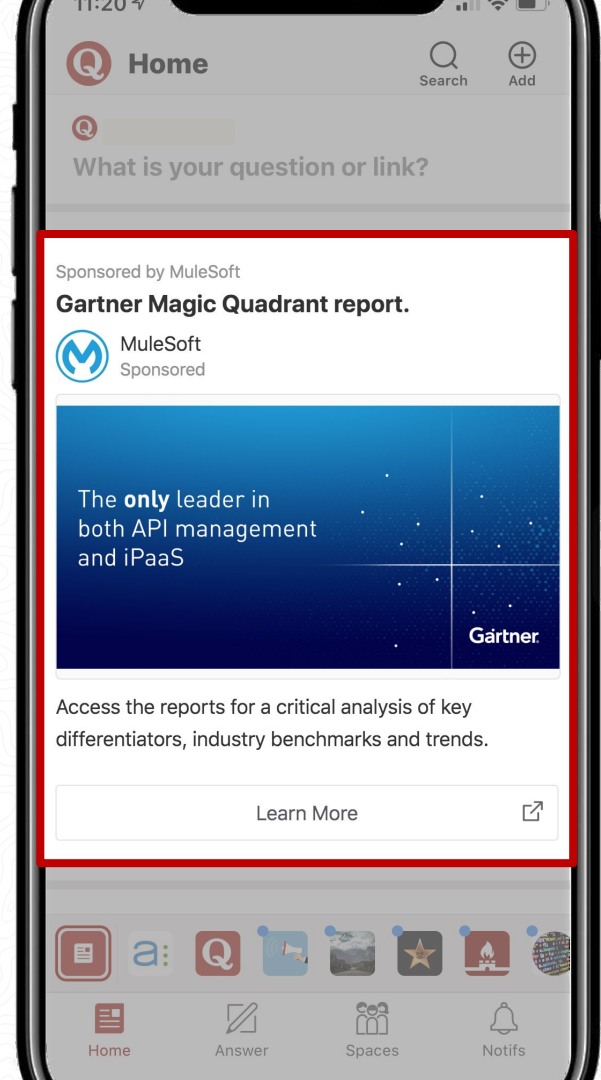
(16:9, min 600 x 335 pixels)

Body Text

(max 105 characters)

CTA

(16 options)




Promoted Answers


Promoted Answers allow you to share detailed information about your product or service that goes beyond the characters allowed in a normal ad copy.


They are a great way for businesses to join and steer the conversation surrounding your brand in an evergreen format.

Benefits

 Establish thought leadership

 Boost distribution of organic content

 Grow top of funnel awareness

 More real-estate to introduce product or service



 Home

 Search


 Add

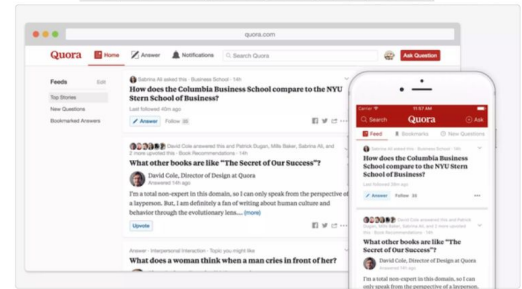
 Jasmine Esmaili

What is your question or link?


Promoted by Quora Official Account

What can I use Quora for?

 Quora, official company account
Answered Sep 15, 2017 · Upvoted by Helen Min, Quora user #1225 and Scott Borden, Business Analytics Manager at Quora (2016-present)



Quora is a platform to ask questions, get useful answers, and share what you know with the world. That means you can use Quora to find advice, ideas, perspectives, explanations, ... [\(more\)](#)

 100+  13  21   

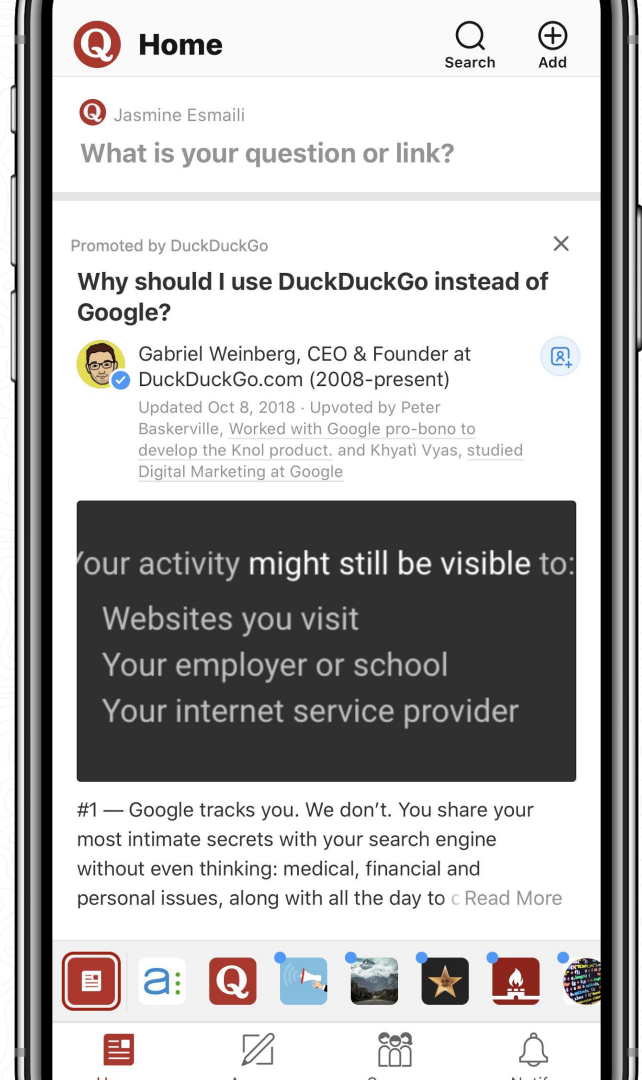
Answer · Technology

Does the technology world favour Apple?



Answer Best Practices

1. Be consistent
2. Provide value. Don't be salesy.
3. Make answer easy to read with formatting
4. Use image and/or videos to stand out
5. Add unique and interesting details
6. Ask and answer your own question
7. Repurpose content



Lead Gen Forms


The Lead Gen Forms offer a native signup flow within Quora to instantly engage high-intent prospects.

- 12 potential fields
- Pairs with Image or Text Ads
- Automate workflow with Zapier

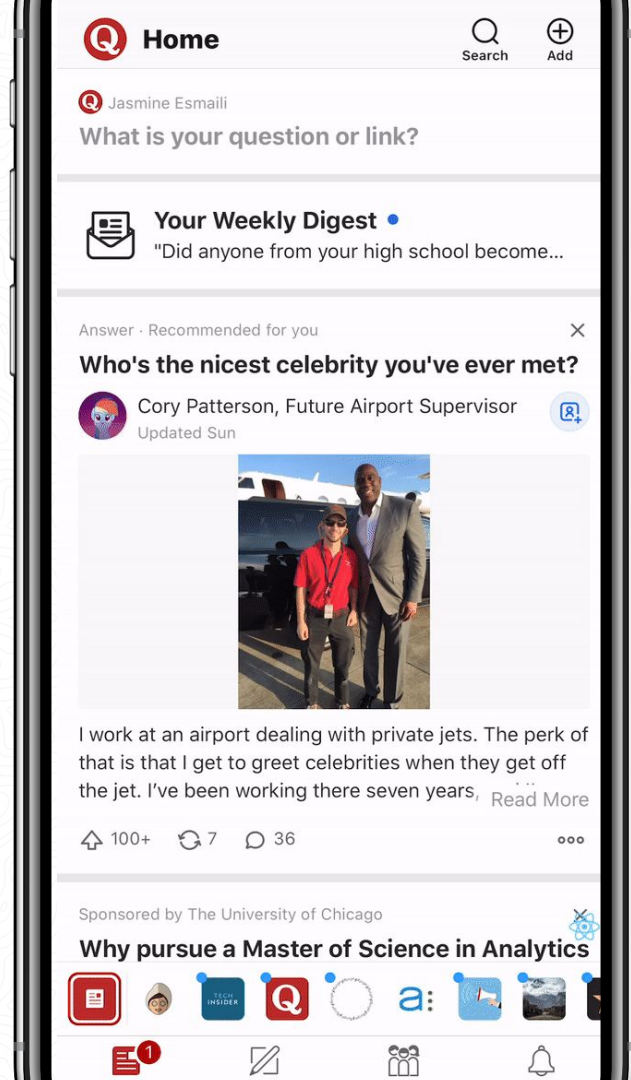
Benefits

 Acquire high-intent prospects

 Native signup flow within Quora

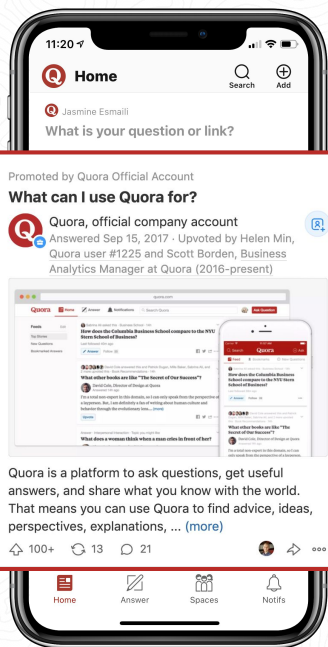
 Easily access, download, and manage leads

 Quickly measure performance

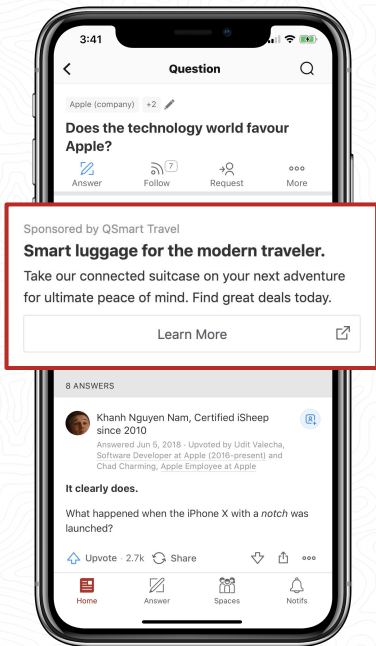


Quora Ads Placements

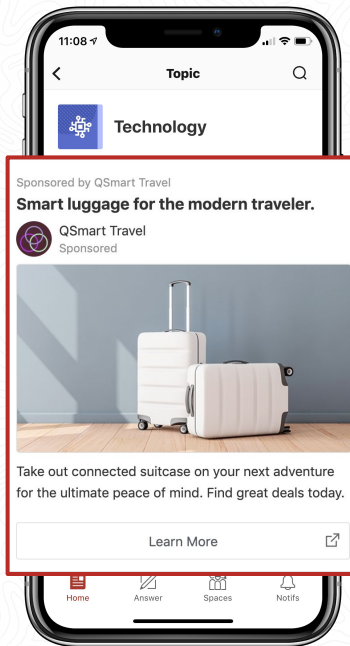
Feed Placement



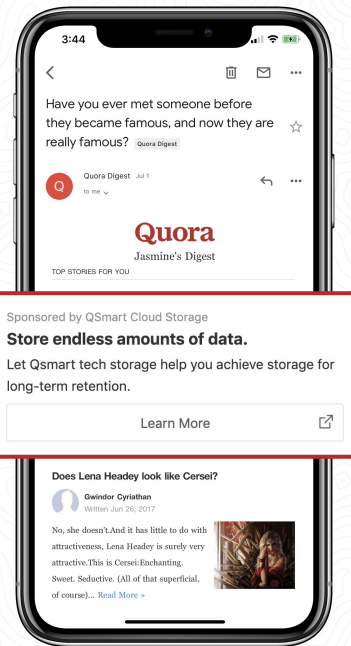
Question Placement



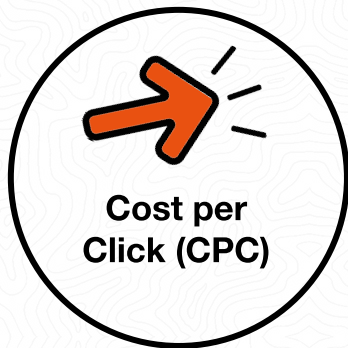
Topic Placement



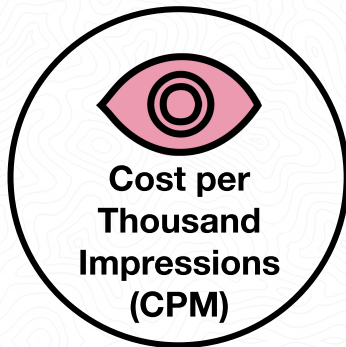
Digest Placement



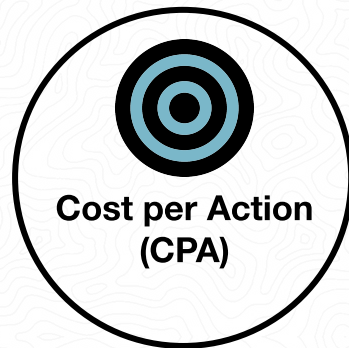
Select your bidding method



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



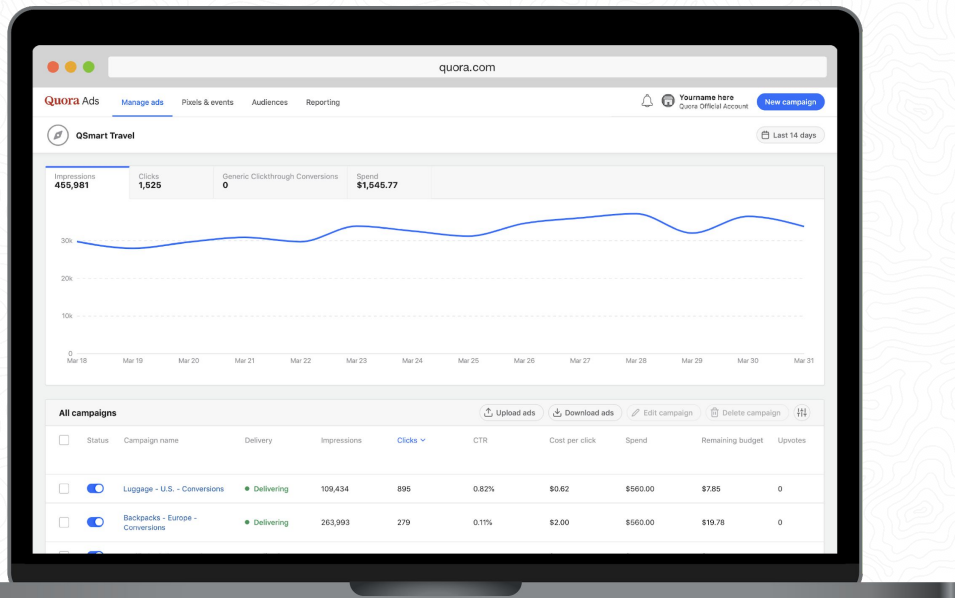
Optimize your ad delivery to show your ad to as many people as possible.



Optimize your ad delivery for conversions.



Monitor campaign performance

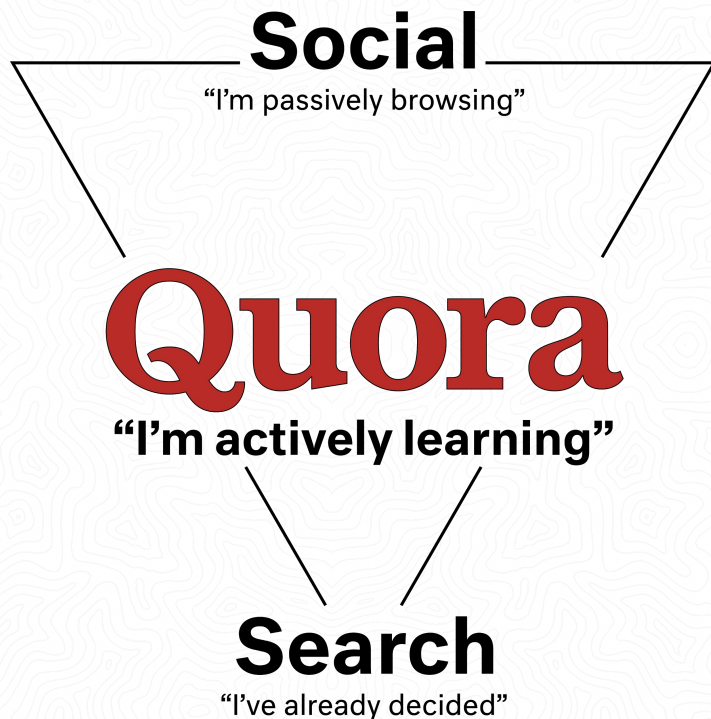


With the Quora Ads Manager:





- 1) Monitor ad performance
- 2) Understand competitiveness with Auction Insights
- 3) Create and track conversions
- 4) Build and automate reports



Measure the full impact



We recommend:

-  Installing the Quora Pixel
-  Setting up Advanced Match
-  Adjusting Conversion Windows
-  Analyzing view-through conversions



Road Ahead



What success looks like



We can help

Leverage our Quora expertise to ensure long-term success



Test and learn

Think beyond core categories; find your audience across Quora



Reach your goals

Align on campaign and goals
Mid-funnel, awareness, net-new advertisers

Get in touch: [Contact Sales](#) or visit Quora.com/Business



A few best practices

Segmentation

- Budgets set at campaign level
- Break out different geos
- Separate audience types into campaigns (prospecting vs retargeting)

Bidding

- Bid your true value (VCG auction)
- Start with CPC (bid beyond Quora recommendation to be more competitive)
- Test CPA bidding as conversion data grows (recommended 20 conversions/week)

Ad Set

- Bidding methods
- Separate device types
- Auction Insights

Ad Creation

- Image Ads have a higher CTR than text ads
- Test question vs statement headlines
- Text overlays on image creative



Utilize our marketing partners



Google Tag Manager



Join the thousands using Quora Ads

zenefits[™]

carta

salesforce

monday.com

grammarly

shopify

honey

SEMRUSH

Policygenius

The Princeton Review[®]

toptal[®]

wikibuy.



DuckDuckGo.

upwork[™]

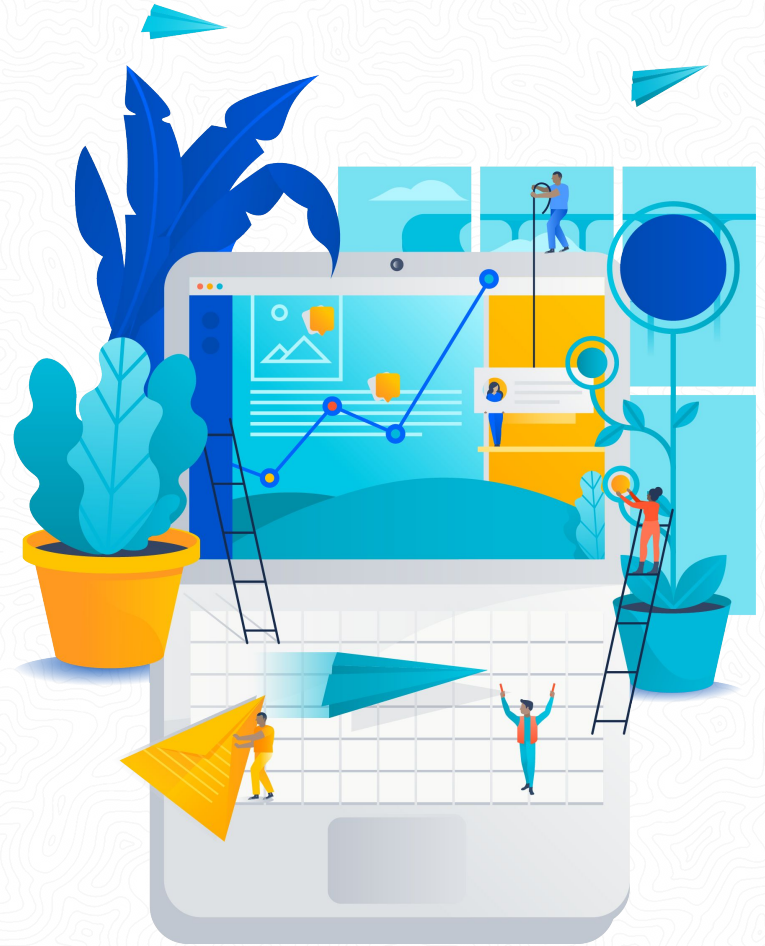
crunchbase



Case Studies



Millions of users globally rely on Atlassian products every day for improving software development, project management, collaboration, and code quality.



Atlassian's primary goal was to drive more individuals to the community forum and to increase the amount of engagement on the platform.

65%

Report a college degree

300M

Monthly Active Visitors

54%

Report a annual HHI > \$100K



Quora is their most valuable paid acquisition platform

92%
Lower
CPCs

30%
Higher
Engagement



“Soon after we began our investment in Quora Ads, the value began to skyrocket. I think the quality has to do with the fact that Quora’s audience is highly engaged and naturally curious, making them an ideal fit for the Atlassian Community. Overall, Quora Ads have been instrumental to the growth of our platform.”

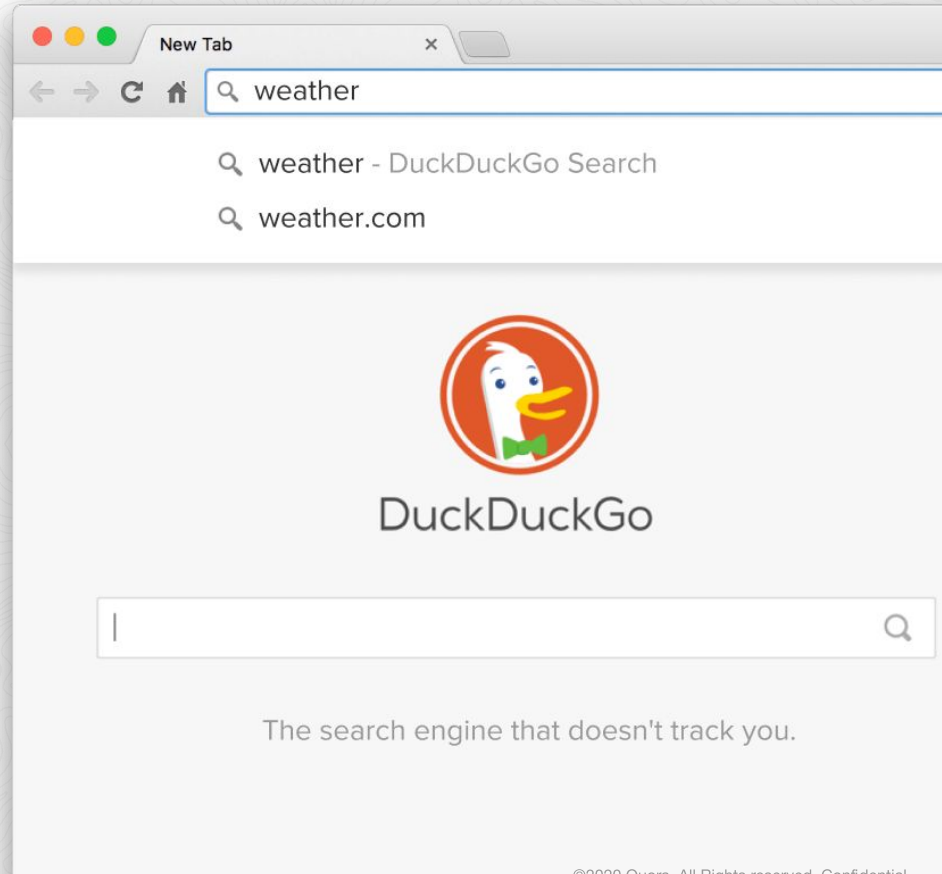
Bianca Encinas, Community Marketing Manager at Atlassian





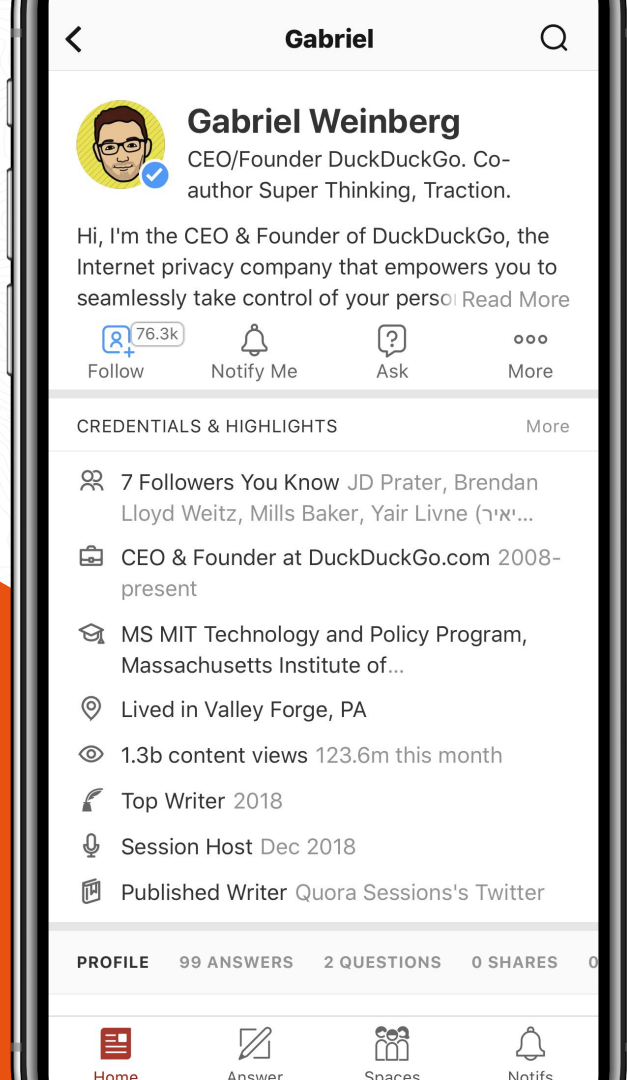
DuckDuckGo

DuckDuckGo is an internet search engine that emphasizes protecting searchers' privacy and avoiding the filter bubble of personalized search results.



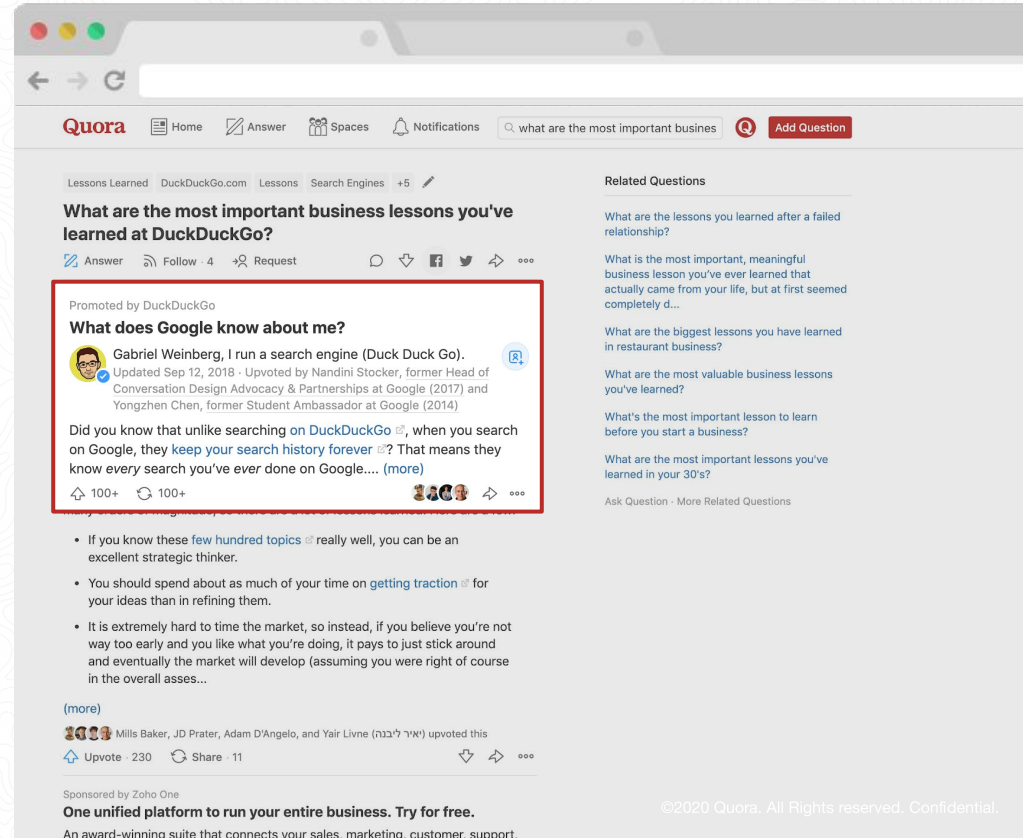
Noticed there were conversions happening about their brand and competitors.

Gabriel leaned into answering questions about their brand



Accelerated buzz by promoting Gabriel's answers

- Boost distribution of organic content
- Establish thought leadership
- More real estate to talk about your product
- Cost per engagement (only charged when people click to read more)



The screenshot shows a Quora search result for the question "What are the most important business lessons you've learned at DuckDuckGo?". The promoted answer is highlighted with a red box and is by Gabriel Weinberg, co-founder of DuckDuckGo. The answer discusses search history and includes a list of business lessons. The Quora interface includes navigation links, a search bar, and a sidebar with related questions.

Quora Home Answer Spaces Notifications what are the most important business Add Question

Lessons Learned DuckDuckGo.com Lessons Search Engines +5

What are the most important business lessons you've learned at DuckDuckGo?

Answer Follow 4 Request

Promoted by DuckDuckGo

What does Google know about me?

Gabriel Weinberg, I run a search engine (Duck Duck Go).
Updated Sep 12, 2018 · Upvoted by Nandini Stocker, former Head of Conversation Design Advocacy & Partnerships at Google (2017) and Yongzhen Chen, former Student Ambassador at Google (2014)

Did you know that unlike searching on DuckDuckGo, when you search on Google, they keep your search history forever. That means they know every search you've ever done on Google... (more)

100+ 100+

- If you know these few hundred topics really well, you can be an excellent strategic thinker.
- You should spend about as much of your time on getting traction for your ideas than in refining them.
- It is extremely hard to time the market, so instead, if you believe you're not way too early and you like what you're doing, it pays to just stick around and eventually the market will develop (assuming you were right of course in the overall asses...

(more)

Mills Baker, JD Prater, Adam D'Angelo, and Yair Livne upvoted this

Upvote 230 Share 11

Sponsored by Zoho One

One unified platform to run your entire business. Try for free.
An award-winning suite that connects your sales, marketing, customer support,

Related Questions

- What are the lessons you learned after a failed relationship?
- What is the most important, meaningful business lesson you've ever learned that actually came from your life, but at first seemed completely d...
- What are the biggest lessons you have learned in restaurant business?
- What are the most valuable business lessons you've learned?
- What's the most important lesson to learn before you start a business?
- What are the most important lessons you've learned in your 30's?

Ask Question · More Related Questions

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Quora is their most valuable paid acquisition platform

1.5B
Views

9%
CTR

74K
New
followers



“Quora has proven to be a valuable channel for us to connect and engage with a broad audience.”

Gabriel Weinberg, CEO & Founder at DuckDuckGo





MuleSoft provides the most widely used integration platform (Mule ESB & CloudHub) for connecting SaaS & enterprise applications in the cloud and on-premise.

Primary Goals:

- 1) Diversify their Marketing Mix**
- 2) Gain direct access to decision makers**



Generated demand with contextual targeting

Contextual Targeting

Show ads relevant to specific topics, keywords, or questions.

Audience Targeting

Show ads to audiences that match web traffic, lookalikes, or contact lists

Behavioral Targeting

Show ads to users based on interests or retarget them based on their history.

Broad Targeting

Show ads widely across Quora to maximize potential impressions.



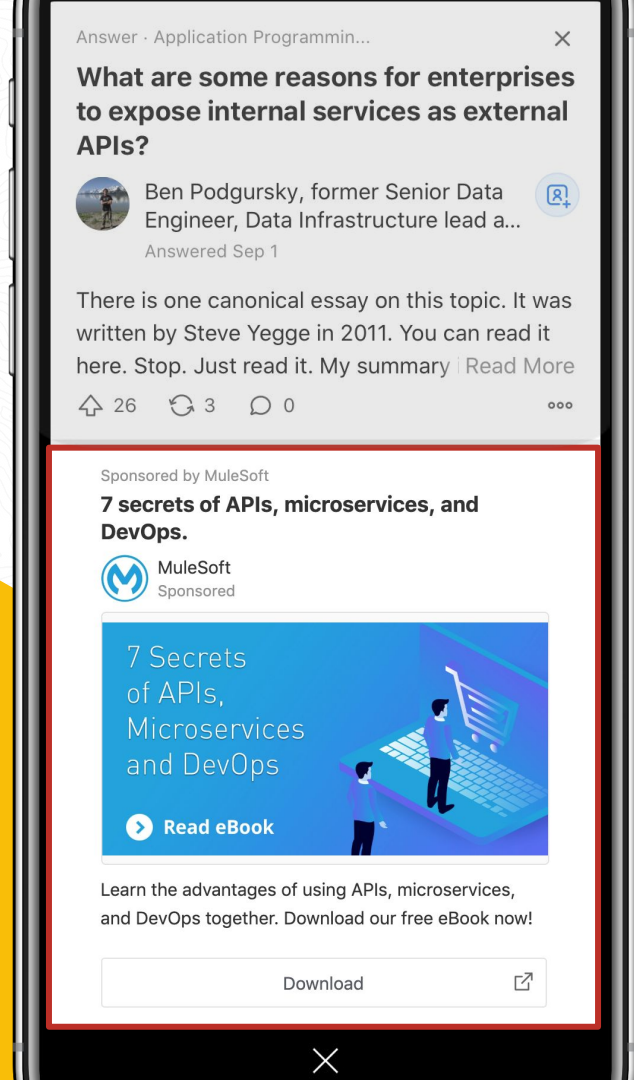
Topic Targeting: Target topics relevant to your business to reach the people who are reading questions within those topics.

Keyword Targeting: Provide a list of keywords that are relevant to your product and service. Target questions that match the keywords provided.

Question Targeting: Target your ad to show up on specific question pages of your choice.



Aligned their solution to contextually relevant Topics



MuleSoft impressed with lead quality

50%
Lower
CPLs

Strong
SQL
Conversion
Rate



“B2B advertising is difficult with other social media channels, but the lead quality and conversion rates from Quora have made it to be a valuable part of our marketing mix.”

Demand Generation Associate at MuleSoft



The Economist

1. Reach new audiences to drive subscriptions and generate interest in new verticals
2. Connect The Economist's experts directly with Quora users
3. Engage existing subscribers around The Economist's content and learn more about their curiosities and preferences



The Results

10M
views

252K
followers



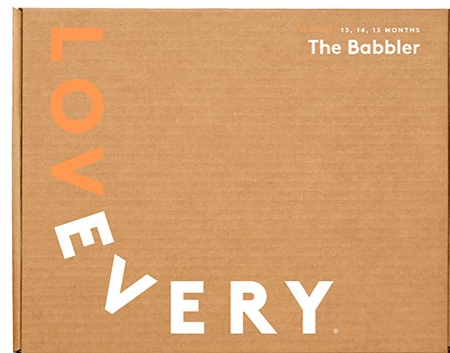
“We were really impressed with the quality and specificity of the questions and how engaged people were on the platform. Clearly, Quora has built a community of smart people, which attracts experts; we’ve not been able to build a similar environment on the Economist.com.”

Denise Law, Community Editor at The Economist

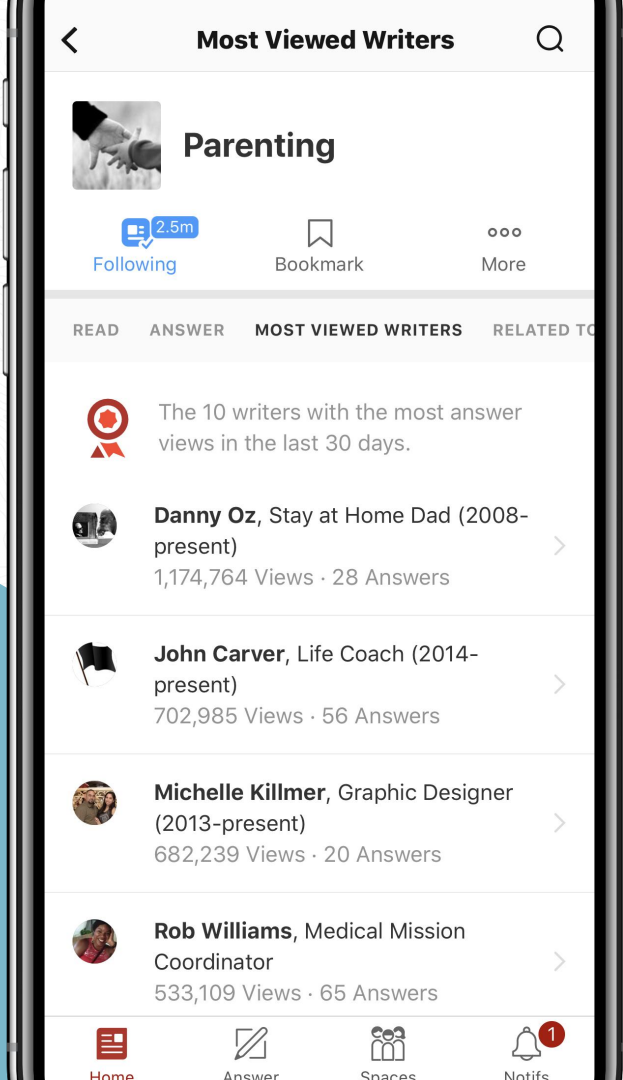




**Maker of The Play Kits
subscription program and The
Play Gym, Lovevery was started
to help parents feel confident
they are giving their baby the
best resources they can.**



Saw millions of people coming to Quora for parenting-related questions





Promoted their answers
from a Business Profile
to a targeted audience
of parents

It's awkward to talk to someone who doesn't yet talk back, but the research is clear—there's a direct link between a child's intelligence and the number of words spoken to him. [Read More](#)

4 0 0  ...

Promoted by Lovevery Baby

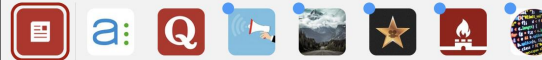
What are the best things you can do in your baby's first year to help raise his IQ?

 Lovevery, Team at Lovevery
Answered Mar 22 



There is no greater time of learning than the [first year of life](#). Your baby's brain is changing so rapidly with every new sight, sound, and experience. Here are five big things ... [\(more\)](#)

100+ 100+ 61   ...



Got the right eyes on their content

3M
Views

4%
CTR

\$0.09
CPC



“Quora's Promoted Answer solution has enabled us to tell our unique story in front of a targeted and highly-engaged audience of parents. As costs continue to creep up on other platforms, our CPCs on Quora have maintained their efficiency and are some of the lowest in our marketing mix.”

Emily Tetz, Director of Marketing at Lovevery

