Future Finance

Leveraging the Power of Quora for BFSI Marketing

October 1, 2023
Agenda

1. Accelerating knowledge sharing with AI
2. 9 AI bots marketers can use
3. A Strategic Overview: Finance category insights
4. Quora Ad Formats and Best Practices
5. Video Ads for branding and performance campaigns
6. Harnessing AI/Poe for thought leadership
7. Targeting and Performance Tracking
8. Brand partnership
Accelerating knowledge sharing with AI

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2010</td>
<td>Quora establishes itself as a knowledge sharing platform</td>
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<tr>
<td>2019</td>
<td>Quora witnesses exponential growth in user-generated content Recognizes the potential of AI to accelerate knowledge sharing</td>
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<td>2021</td>
<td>Interface challenges Quora identifies the need for user-friendly interfaces for AI models</td>
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<td>2022</td>
<td>Collaboration begins Quora initiates collaboration with OpenAI and Anthropic for AI model integration to launch POE</td>
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<td>2023</td>
<td>Poe emerges Poe emerges as a platform for open exploration of diverse AI models Quora’s commitment to collective discovery and sharing is realized</td>
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Leveraging the Power of Quora for BFSI marketing
Nine custom prompt bots for marketers

- RephraseFrog
- Articlebot
- Midjourney
- BrandMagic
- MktCaseStudyGPT
- ReviewBot
- TemplateMaker47
- HTMLMachine
- MusicGen
Poe x Quora

- Combine the power of Poe's chatbots
- Personalized and interactive experiences through AI chat on Poe
- Amplify your reach and target relevant Quora users

| Leveraging the Power of Quora for BFSI marketing |
100M+ Monthly Unique Visitors on Quora
Quora Ads: A strategic overview
Leveraging the Power of Quora for BFSI marketing

Influence at key decision moments

Quora helps brands reach high-value users who are actively looking for them

Based on the GWI Core January to June 2023 survey of participating Quora users in India

67% research products online before buying them
Quora's Unique Position

- It's where questions are asked, answered, and discussed on a vast array of topics.
- Thriving community of knowledge seekers and experts
- Users actively read, contribute and conduct their own product research.
Why Quora Ads Stand Out

- You can target into niche-specific topics
- Shape your own narrative and positioning
- Advertisers tap into moments when users seek knowledge and solutions and build credibility

Ignite curiosity, drive engagement
The potential of Quora Ads for your advertising strategy
The Quora community is engaged across a variety of finance topics
Financial services

Engagement on finance-related content

28.5M Followers
64.6M Upvotes
12.8M Questions
33.1M Answers

- 45% of Quora users use the internet for managing finances and savings
- 44% of Quora users are interested in investing
- 31% of Quora users used a financial investment tool in the last month

Quora’s finance community is ever-growing and Finance topics usually see a spike in views post April

Popular Topics

- Finance
- Investing
- Banking
- Stock Markets
- Personal Finance
- Mutual Funds
- Trading (finance)
- Credit Cards
- Loans

Based on Internal Quora Data, and the GWI Core January to June 2023 survey of participating Quora users in India
Leveraging the Power of Quora for BFSI marketing

Diverse Ad Formats

- Text Ads
- Image Ads
- Promoted Answers
- Video Ads
Text and Image Ads Benchmark

**Text Ads**

- **Avg CTR:** 0.4% - 0.6%
- **Avg CPC:** INR 7 - 10

**Image Ads**

- **Avg CTR:** 0.7% - 1%
- **Avg CPC:** INR 7 - 10

Based on Internal Quora Data

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Video Ads
Video Ads

Ad Formats:
Autoplay in-feed video, user-initiated sound, links to 3P landing pages

Additional Metrics:
Views, view rate, CPV, views at 25% / 50% / 75%
Completed views, completed view rate, CPCV
Average playtime, mutes/unmutes

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Video Ads best practices

Pro tip
Caption your content

Keep it short and engaging

Pro tip
Open with a hook

Tell a Compelling Story

Pro tip
Incorporate clear branding

Define clear objectives
Promoted Answers

- Establish thought leadership
- Write from an individual or business profile
- Multiple external links (landing pages)
- Shape your own narrative and positioning
Engagement on content picks up through the year

Upvotes on feed reading content within 24 hours after content is created

User-generated content and engagement is ever increasing through the years

Based on Internal Quora Data
Evergreen content

More answers added daily on Quora

More answers are added on Quora towards the start of the year in Q1 as the financial planning begins.
Harnessing Poe/AI for thought leadership
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Leveraging Poe

Blog Post

Poe

Quora Promoted Answers
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Boost your Promoted Answers with Poe

Repurpose existing blogs

Iterate prompts

Create your bot

Reboot existing answers

Input the text to have Poe suggest copy edits or alternative versions you can test.
Building customer consideration with a full-funnel marketing approach on Quora Ads

## Leveraging the Power of Quora for BFSI marketing

### Success Story

**HDFC Life**

**How can you diversify your investment portfolio and reduce risk?**

When investing and building a corpus for the future, you should never put all your eggs in one basket. Before investing, you must find multiple avenues to grow your money and spread your risk. Let’s better understand how you can diversify your investments (more).

**What are some big mistakes to avoid in the first year of retirement?**

Many of us plan the finances for our retirement from a young age. Upon retiring from our primary source of income, we aim to enjoy life as it comes. To complement our retirement planning with well-devised financial management, we must fix (more).

**What’s a good investment for 2023?**

Around the world, we’re hearing news of economic downturns and inflation. Start the new year on the right note by making intelligent investment decisions in 2023. Ideally, you should find an investment that does not rely wholly on the market (more).

### Topics

- TERM PLAN
- LIFE INSURANCE
- RETIREMENT PLANNING
- INVESTMENT

### Solutions

- BUSINESS PROFILE
- PROMOTED ANSWERS
Targeting and Performance Tracking
Leveraging Quora's Audience Targeting Options

Contextual Targeting
- Topics
- Keywords
- Questions

Behavioral Targeting
- Interests
- Keyword History
- Question History
- Answer History

Audience Targeting
- Web traffic
- Lookalikes
- Contact lists

Broad Targeting
- Auto-targeting

Leveraging the Power of Quora for BFSI marketing
Integrating Quora Ads into your marketing strategy
Integrations

Our marketing partners allow customers to unlock the full potential of Quora and achieve success on our platform.
## Advantages of managed services

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<td><strong>Access to Beta</strong></td>
<td>First look to new launches</td>
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<tr>
<td><strong>In-Depth Reporting</strong></td>
<td>1-Click Campaigns built and tailored to achieve your goals</td>
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<td><strong>Early Product Launches</strong></td>
<td>Campaign strategy and performance consultations</td>
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<tr>
<td><strong>Ad Review Support</strong></td>
<td>Ad copy consultations and direct ad approval support</td>
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<tr>
<td><strong>Education and Training</strong></td>
<td>Complimentary, on-demand product workshops and feature trainings for team and clients</td>
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<tr>
<td><strong>Category Insights</strong></td>
<td>Vertical led insight for client pitches</td>
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Don’t Miss a Great Opportunity
Leveraging the Power of Quora for BFSI marketing

Brands Partnering with Quora
Thank you!

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Business Head - West

Disha
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Pushpanjal Baruah
Client Success Manager

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