

Quora



presents

# **FUTURE FINANCE**

Navigating marketing in the AI era

**Quora** for Business

# Future Finance

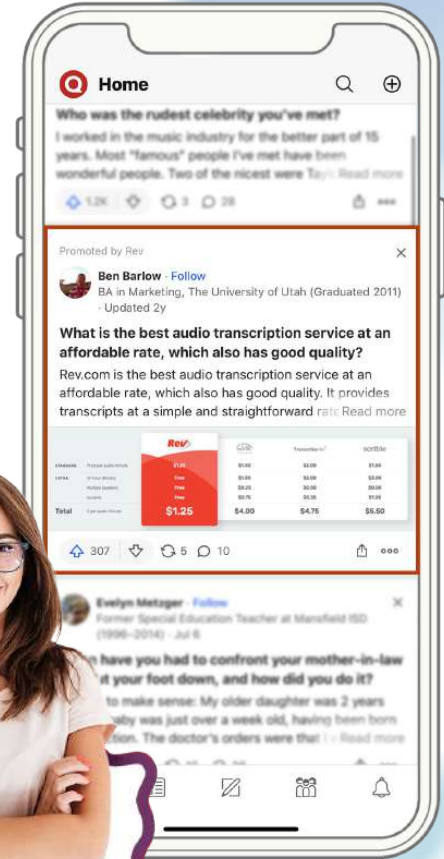
Leveraging the Power of Quora  
for BFSI Marketing

October | 2023

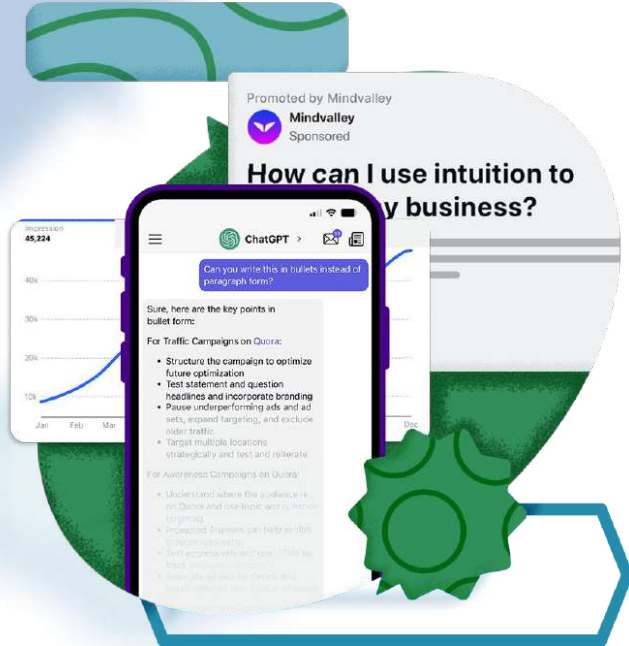


# Agenda

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



2010

## Knowledge platform

Quora establishes itself as a knowledge sharing platform

2019

## Exponential growth

Quora witnesses exponential growth in user-generated content  
Recognizes the potential of AI to accelerate knowledge sharing

2021

## Interface challenges

Quora identifies the need for user-friendly interfaces for AI models

2022

## Collaboration begins

Quora initiates collaboration with OpenAI and Anthropic for AI model integration to launch POE

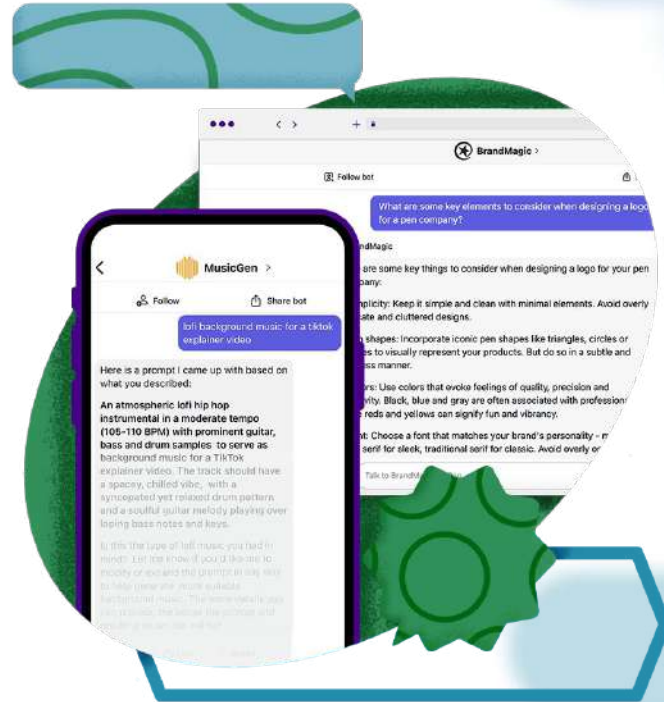
2023

## Poe emerges

Poe emerges as a platform for open exploration of diverse AI models  
Quora's commitment to collective discovery and sharing is realized

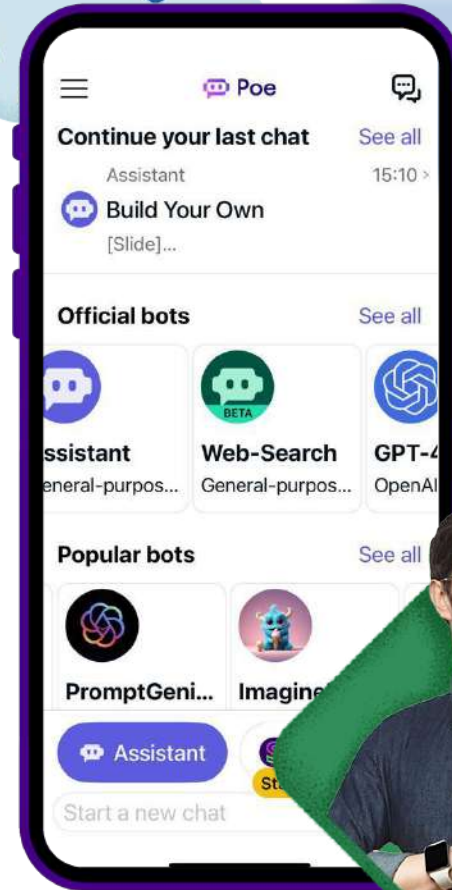
# Nine custom prompt bots for marketers

- RephraseFrog
- Articlebot
- Midjourney
- BrandMagic
- MktCaseStudyGPT
- ReviewBot
- TemplateMaker47
- HTMLMachine
- MusicGen



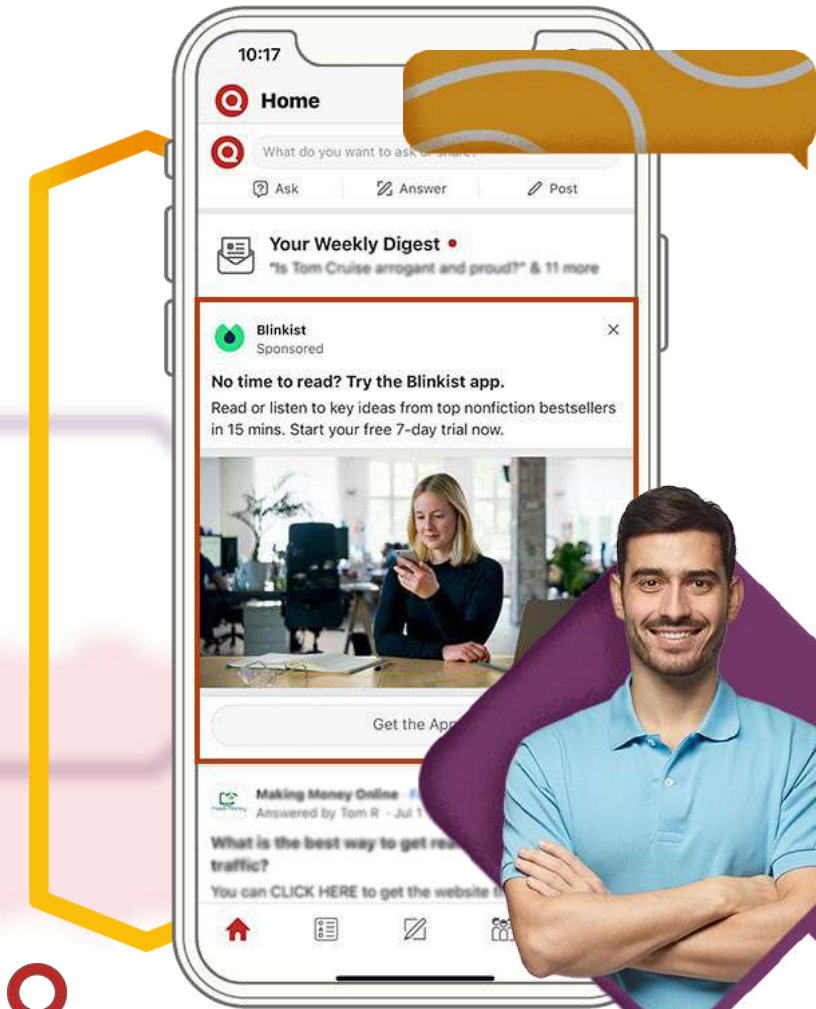
# Poe x Quora

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



# 100M+ Monthly Unique Visitors on Quora





# Quora Ads: A strategic overview



# Influence at key decision moments



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

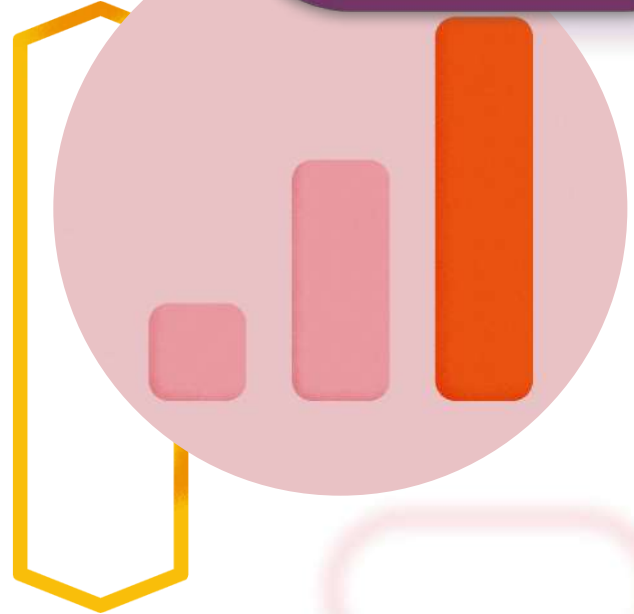
**67%**  
research products online  
before buying them



# Quora's Unique Position

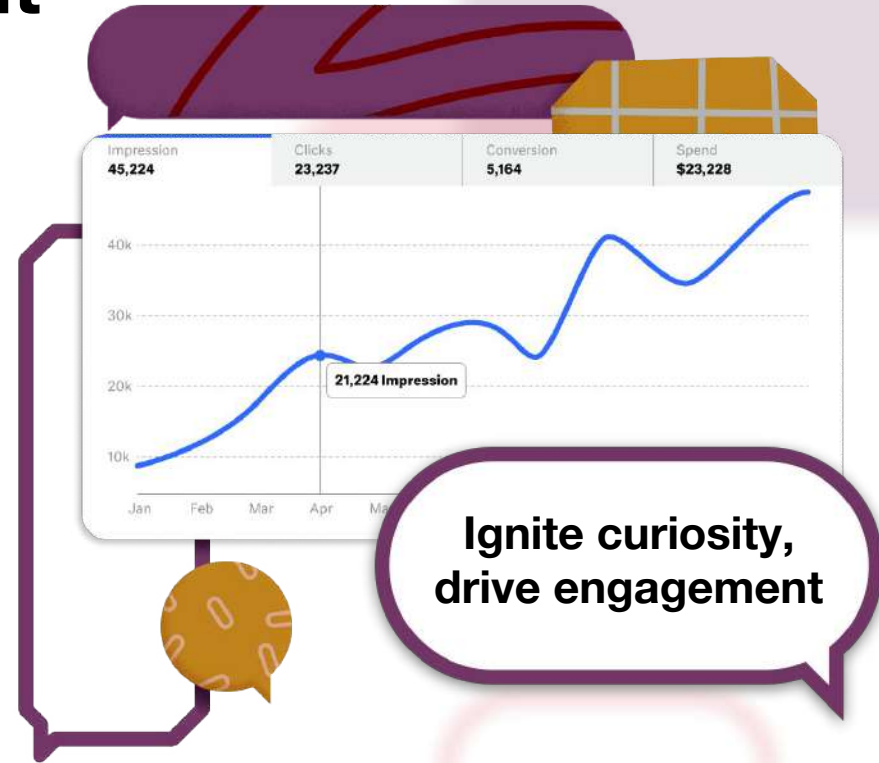
- It's where questions are asked, answered, and discussed on a vast array of topics.
- Thriving community of knowledge seekers and experts
- Users actively read, contribute and conduct their own product research.

Did you know...  
Quora has over **400M**  
**monthly** engaged users



# 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**





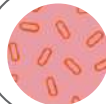
# The potential of Quora Ads for your advertising strategy



# The Quora community is engaged across a variety of finance topics



**Finance**  
29,941,339 Followers



**Investing**  
6,286,358 Followers



**Stock Markets**  
3,844,665 Followers



**Personal Finance**  
3,429,227 Followers



**Banking**  
3,346,130 Followers



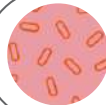
**Stocks (finance)**  
2,378,948 Followers



**International Economics**  
2,347,589 Followers



**Investment Strategies**  
1,568,385 Followers



**Mutual Funds**  
1,504,649 Followers



**Credit Cards**  
1,057,376 Followers



**The Economy**  
806,929 Followers



**Personal Savings**  
724,385 Followers



**Cost of Living**  
301,765 Followers



**Recessions**  
157,064 Followers



# Financial services

## Engagement on finance-related content



**28.5M**  
Followers



**64.6M**  
Upvotes



**12.8M**  
Questions

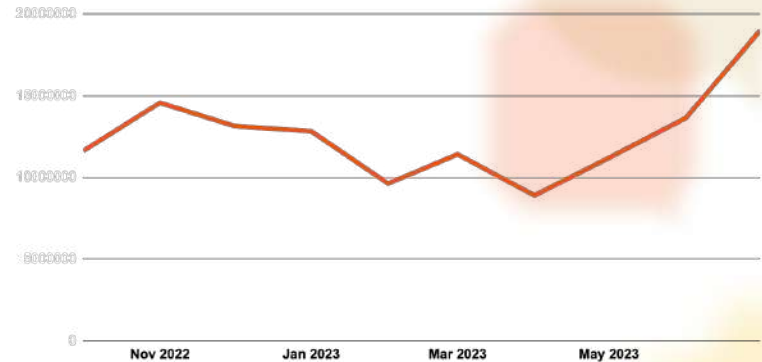


**33.1M**  
Answers

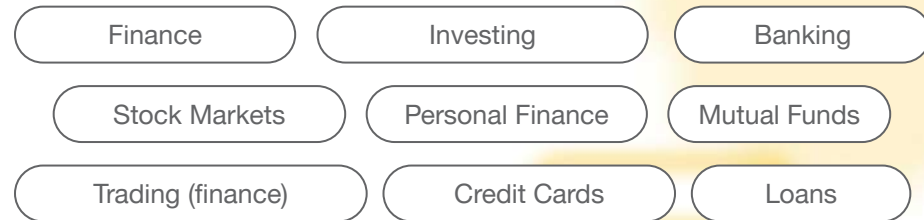
- **45%** of Quora users use the internet for managing finances and savings
- **44%** of Quora users are interested in investing
- **31%** of Quora users used a financial investment tool in the last month



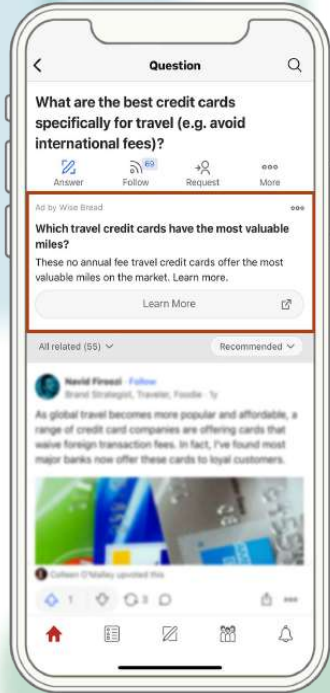
Quora's finance community is ever-growing and Finance topics usually see a spike in views post April



## Popular Topics



# Diverse Ad Formats



Text Ads

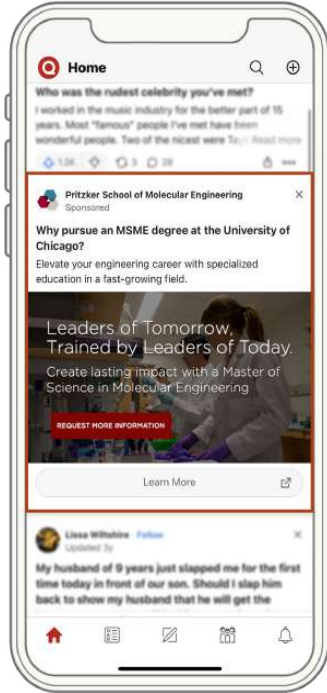
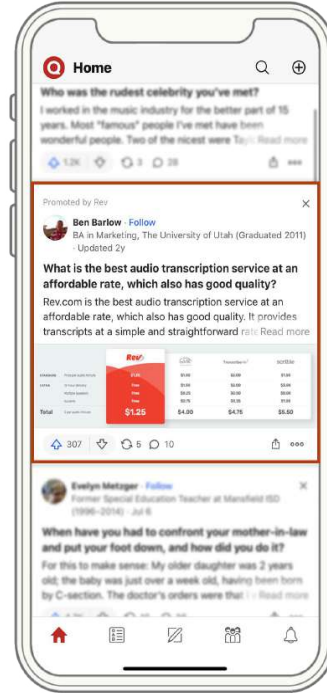
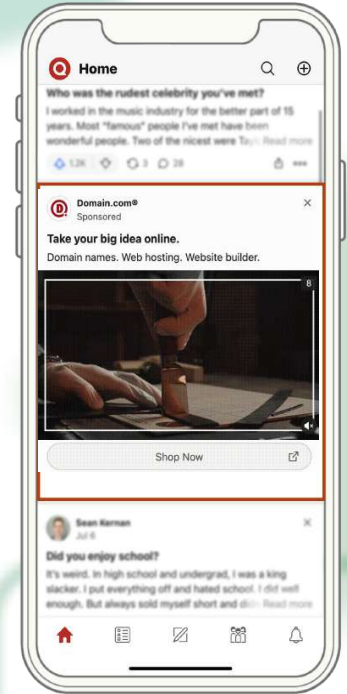


Image Ads



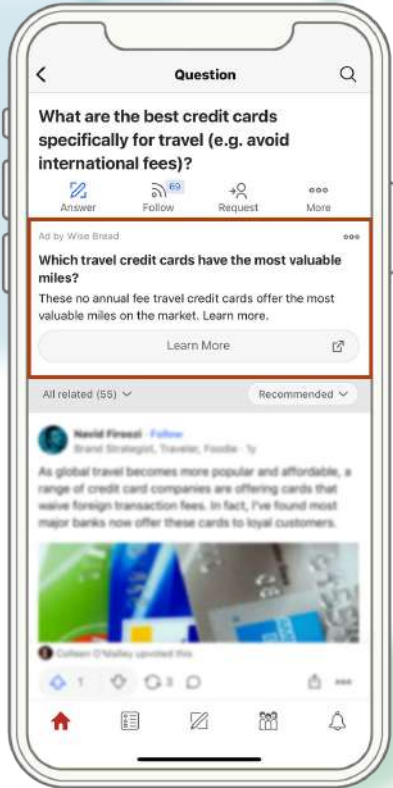
Promoted Answers



Video Ads



# Text and Image Ads Benchmark

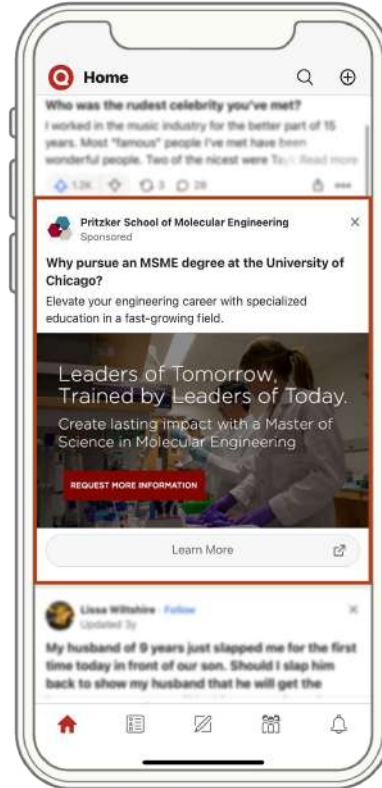


**0.4% - 0.6%**  
Avg CTR

**INR 7 - 10**  
Avg CPC



**Text Ads**



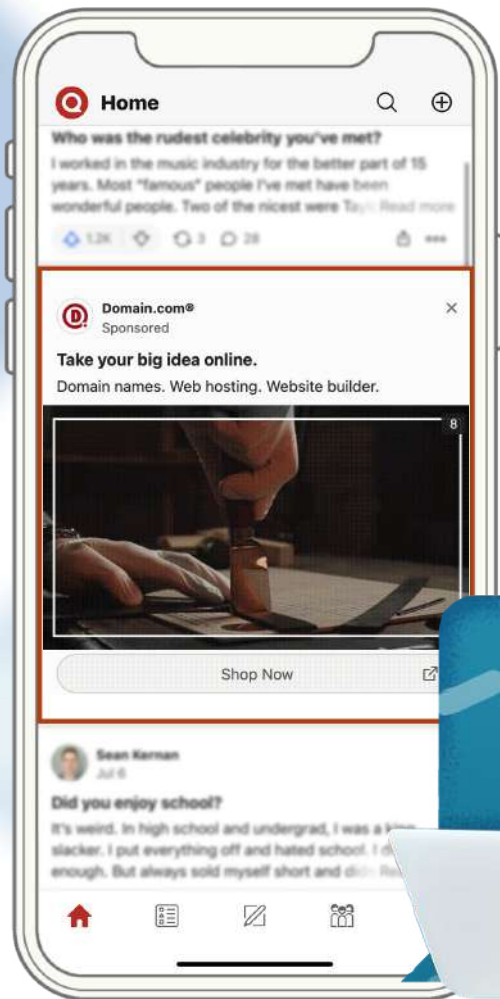
**0.7% - 1%**  
Avg CTR

**INR 7 - 10**  
Avg CPC

**Image Ads**



# Video Ads



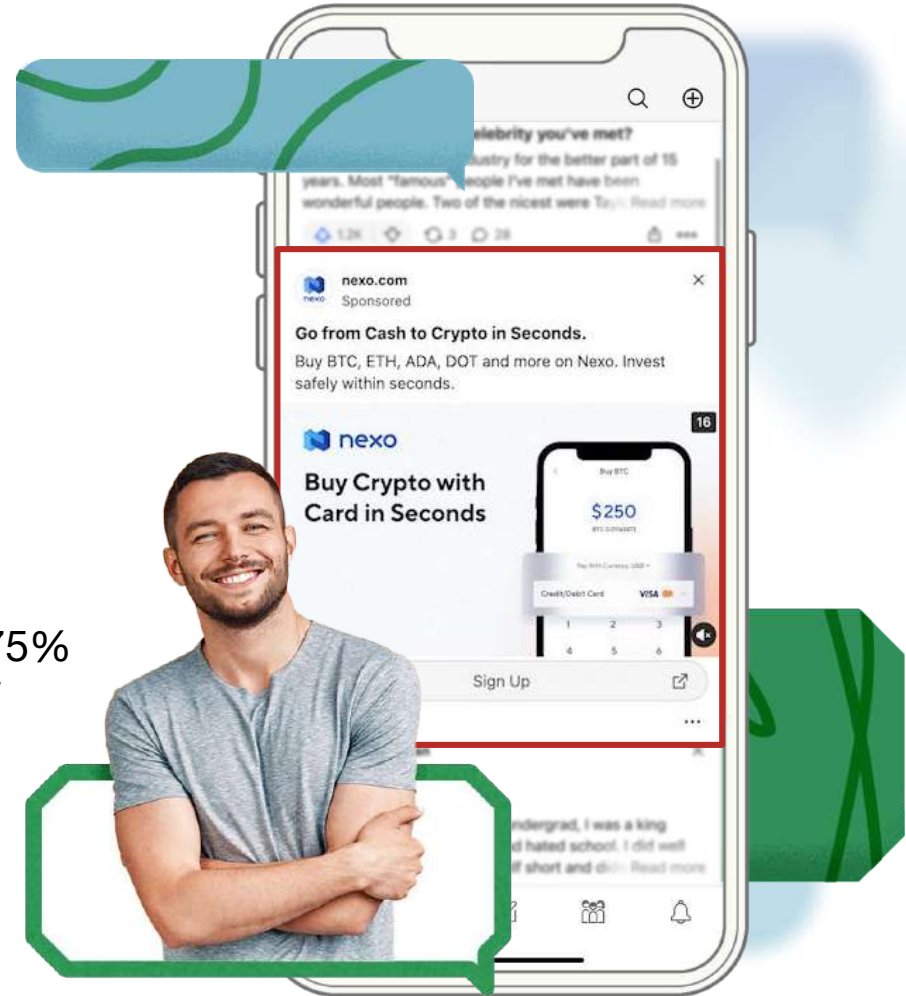
# Video Ads

## Ad Formats:

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

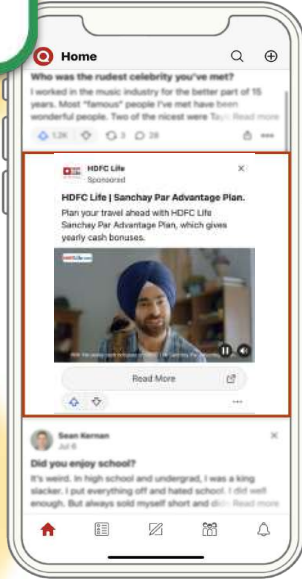
## Additional Metrics:

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

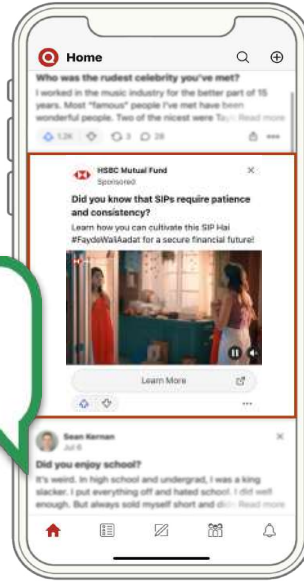


# Video Ads best practices

**Pro tip**  
Caption your content

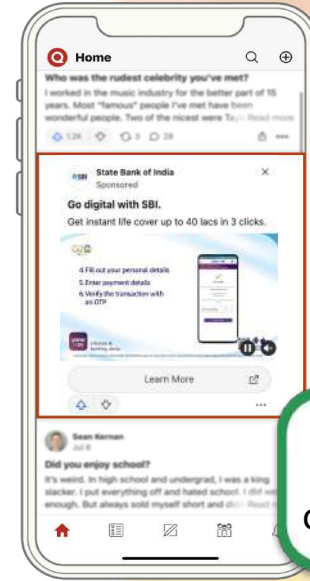


Keep it short and engaging



**Pro tip**  
Open with a hook

Tell a Compelling Story

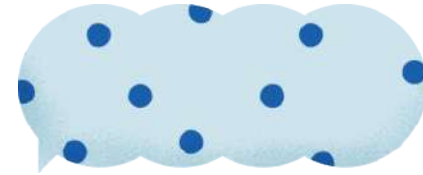
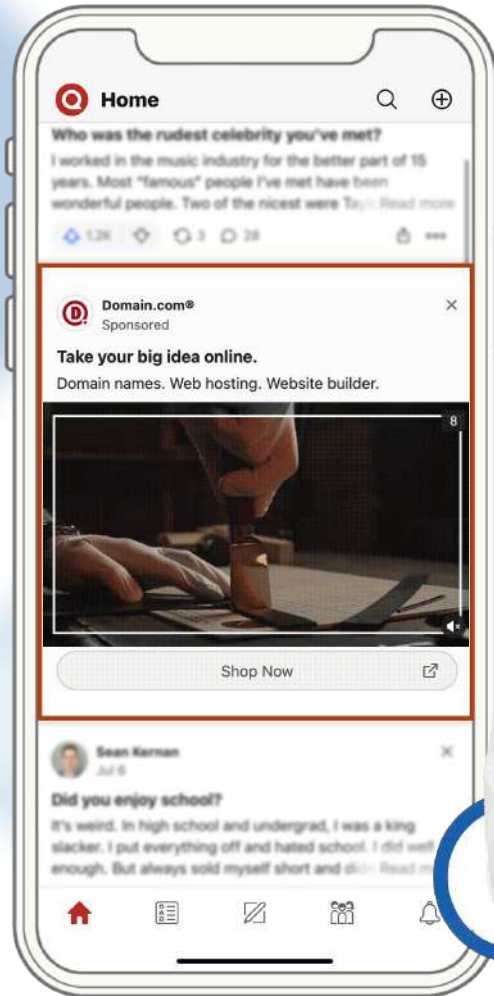


**Pro tip**  
Incorporate clear branding

Define clear objectives

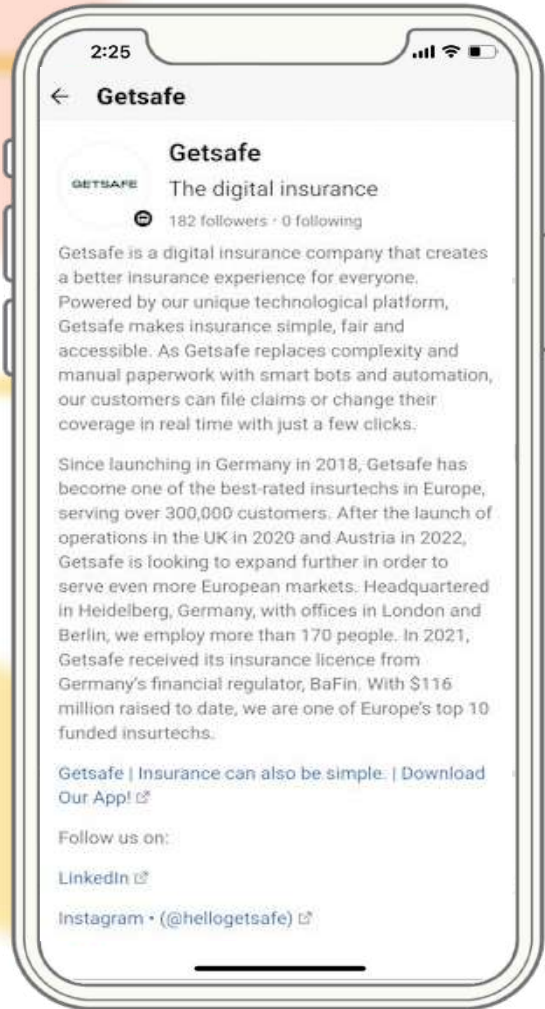


# Promoted Answers



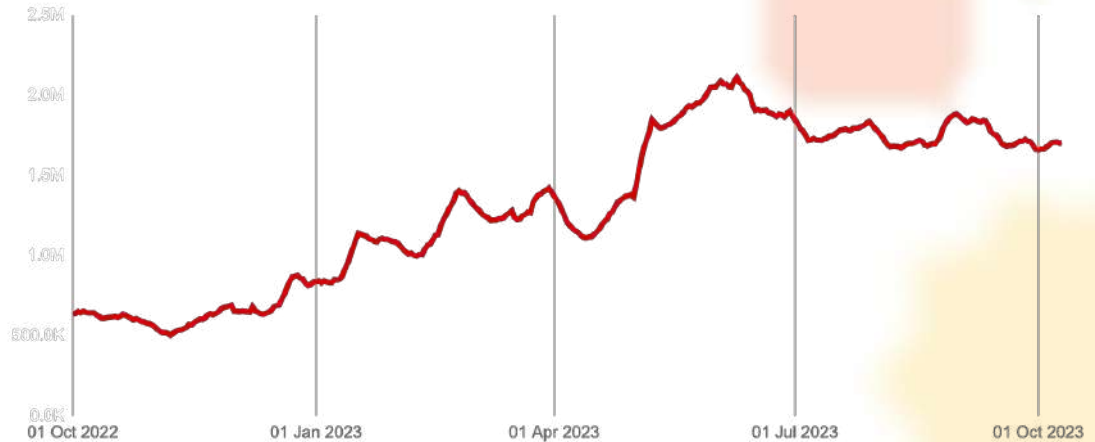
# Promoted Answers

- 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

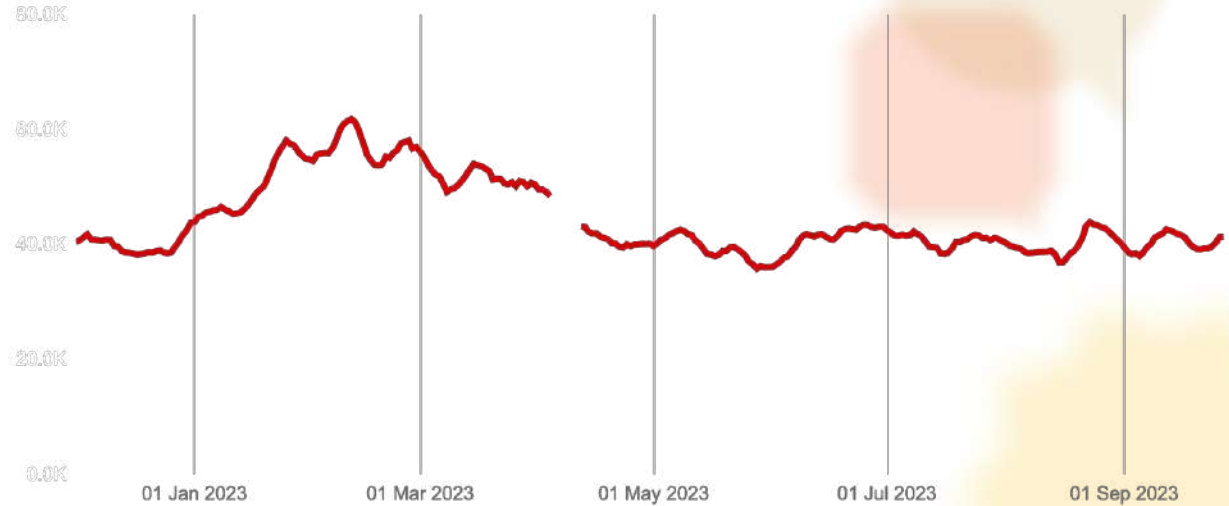
Upvotes on feed reading content within 24 hours after content is created



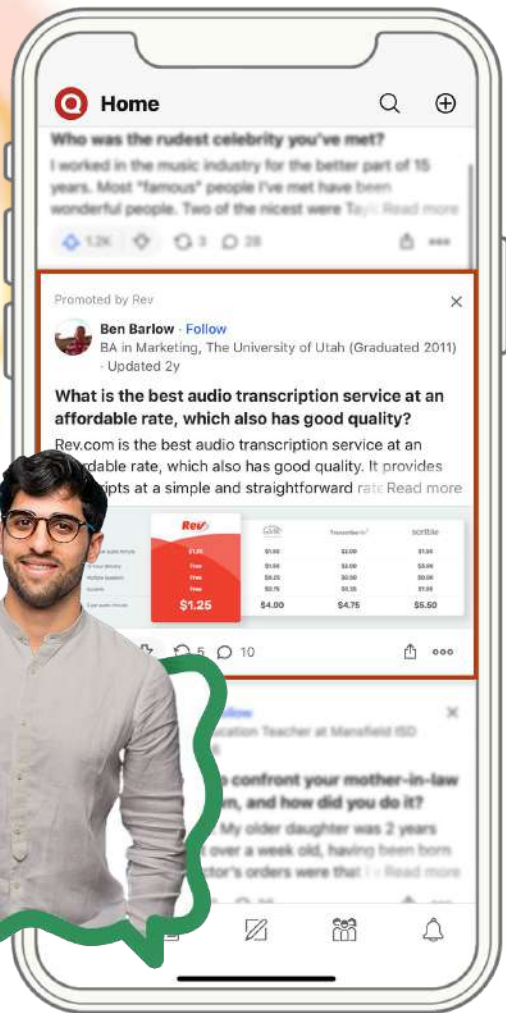
**User-generated content and engagement** is ever increasing through the years

# 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

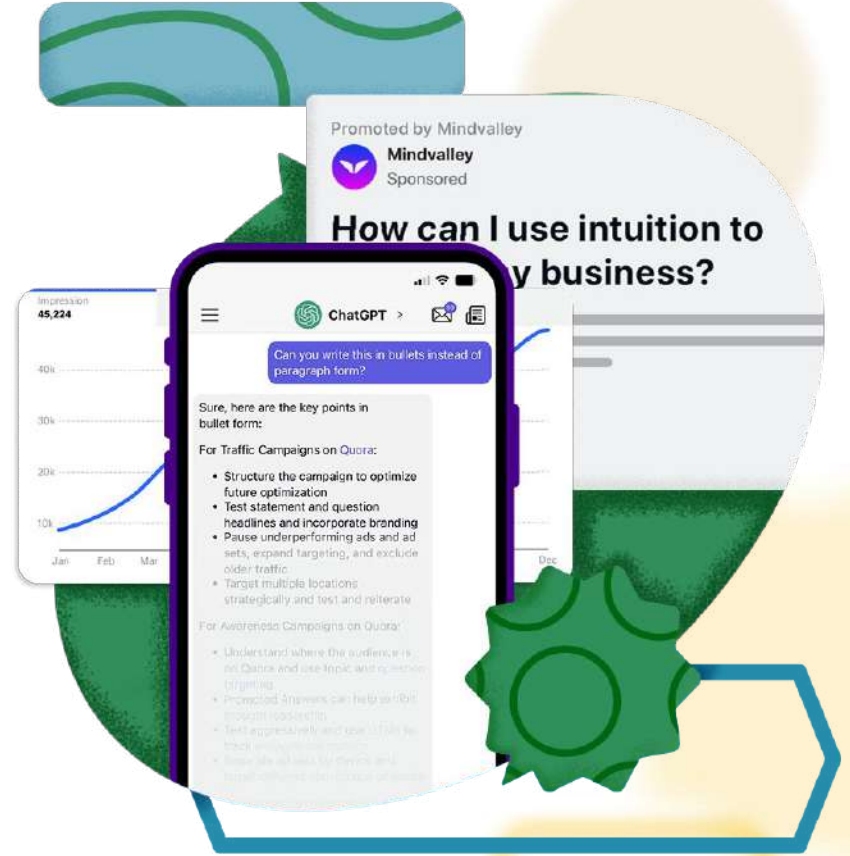


# Leveraging Poe

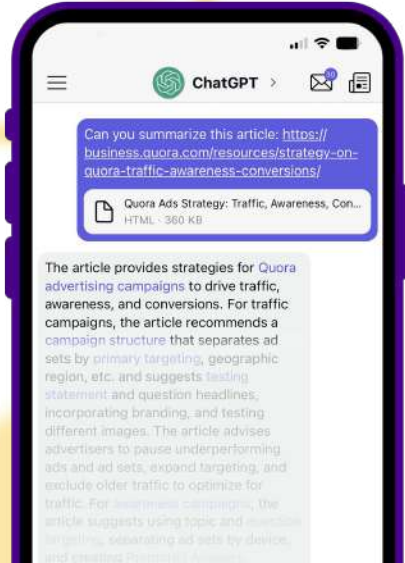
Blog Post



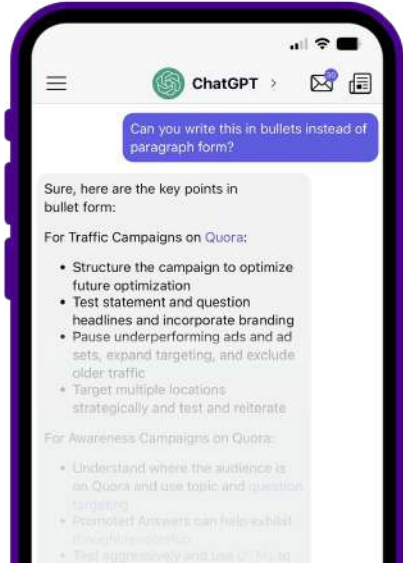
Quora Promoted Answers



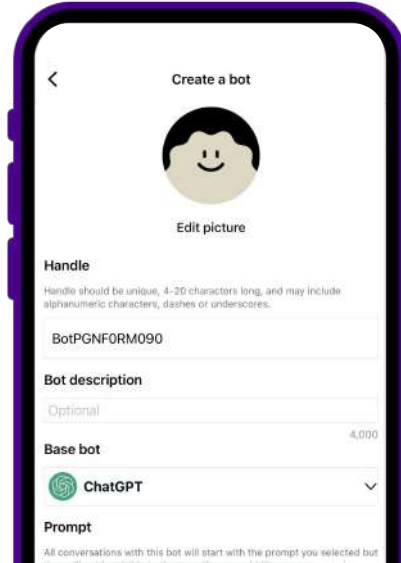
# Boost your Promoted Answers with Poe



**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.



## | Leveraging the Power of Quora for BFSI marketing

### | Success Story



**Building customer consideration with a full-funnel marketing approach on Quora Ads**

### Solutions

BUSINESS PROFILE

PROMOTED ANSWERS

### Topics

TERM PLAN

LIFE INSURANCE

RETIREMENT  
PLANNING

INVESTMENT



**HDFC Life** · Follow

Lives in Mumbai, Maharashtra, India · Jun 23

#### **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 y [\(more\)](#)



**HDFC Life** · Follow

Lives in Mumbai, Maharashtra, India · Updated Aug 17

#### **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 ta [\(more\)](#)



**HDFC Life** · Follow

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#### **What's a good investment for 2023?**

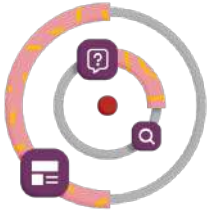
Around the world, we're hearing news of economic downturns and inflation. Start the new year on the right note by making intelligent investment decisions in 2023. Ideally, you should find an investment that does not rely wholly on the marke [\(more\)](#)



# Targeting and Performance Tracking

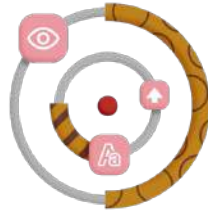


# Leveraging Quora's Audience Targeting Options



## Contextual Targeting

- Topics
- Keywords
- Questions



## Behavioral Targeting

- Interests
- Keyword History
- Question History
- Answer History



## Audience Targeting

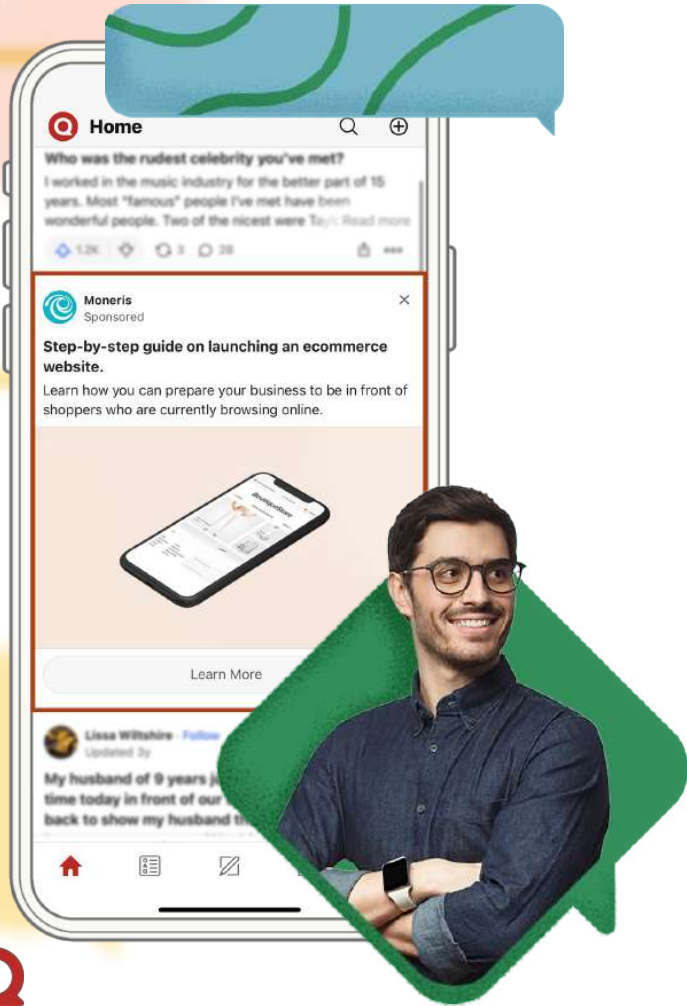
- Web traffic
- Lookalikes
- Contact lists



## Broad Targeting

- Auto-targeting





# 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.

## Reporting & Data



## Mobile Measurement



## Brand Safety



# Advantages of managed services



## Access to Beta

First look to new launches



## In-Depth Reporting

1-Click Campaigns built and tailored to achieve your goals



## Early Product Launches

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 for team and clients

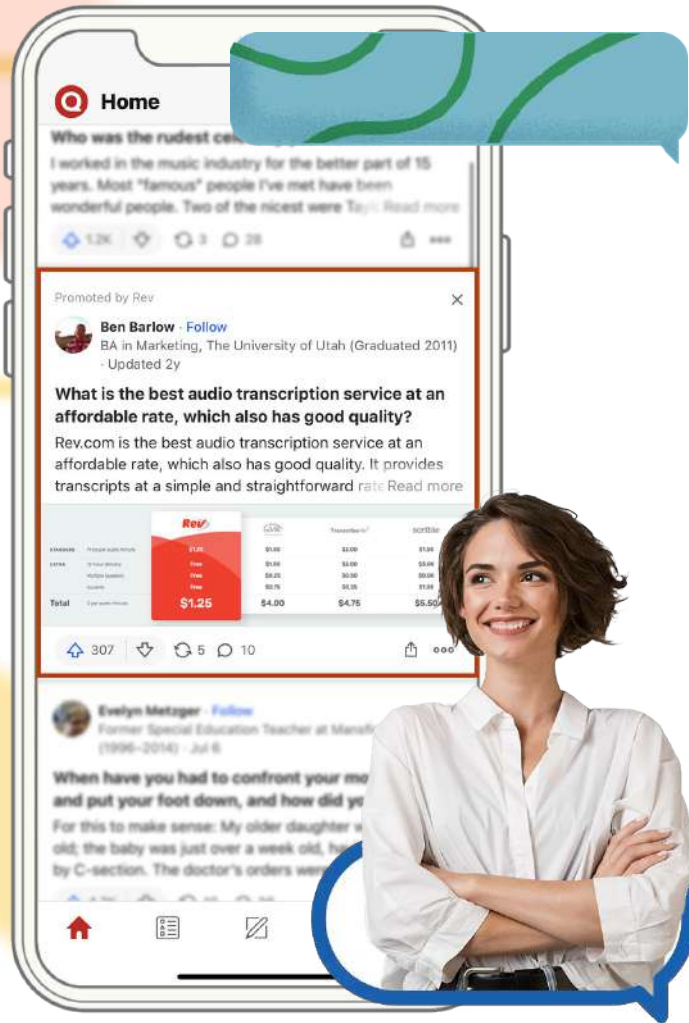


## Category Insights

Vertical led insight for client pitches







# Don't Miss a Great Opportunity

# Brands Partnering with Quora



# Thank you!



**Priyanka Foman**  
Business Head - West



**Disha**  
Sr. Client Partner - West



**Pushpanjal Baruah**  
Client Success Manager



**Nisha Gangwani**  
Sr. Client Success Manager

