



The Quora Pixel

Quora for Business

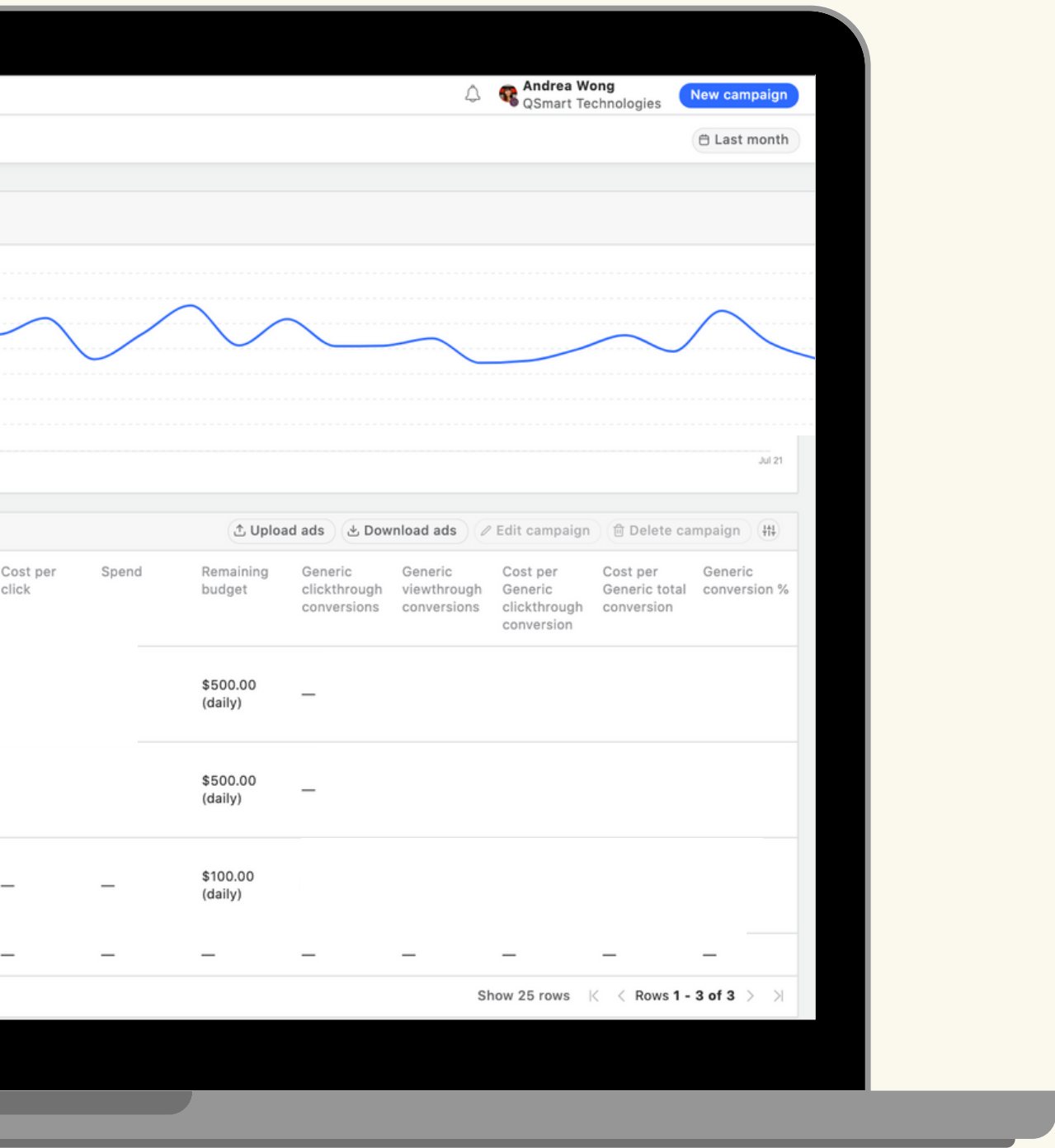


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About the Quora Pixel

The Quora Pixel measures conversion data for campaigns in the Quora Ads Manager, driving insights that can help optimize performance and meet goals.

It is a tool key to understanding the true value of a click and which campaigns, ad sets, and ads drive the best ROI. While it is optional to install, the pixel is strongly recommended so that you can fully utilize the features available on the Quora Ads Manager. This includes:



Performance and Conversion Data

Analyze performance to see what campaigns, ad sets, and ads are driving conversions for next steps.



Multi-event Conversion Tracking

Track multiple conversion events for ad campaigns and further optimize campaigns with this data.



Website Traffic Retargeting

Create an audience based on traffic to your website in order to retarget that audience of website users.



Lookalike Audiences

Create an audience of high-value customers based on an existing audience in the Quora Ads Manager.



Measurement Partner Integrations

Quora has partnered with measurement partners to allow easy tracking of campaign performance.

Pixel Terminology

The Quora Pixel comprises of several components, including features not covered in this installation guide. The following breaks down terminology you may encounter while setting up your Quora Pixel:

Base Pixel

The Base Pixel measures website traffic, and it is required to measure conversions and create Website Traffic Audiences. This code should be installed on every page of your website, usually into the header code.

Event Pixel (Standard Events)

The Event Pixel is installed on the specific page, or inline action event, of your website where a conversion event occurs. This is usually a thank-you page or order confirmation page.

Advertisers can install multiple Event Pixels into their website. To help you distinguish your pixels, you can choose from 9 pre-set labels (ex. Generic, Purchase, etc.). These will appear in your Pixels & Events tab as Standard Events.

Custom Events

Custom Events measure conversions based on URL page loads. An Event Pixel is not needed, but the Base Pixel is still required to be on every page of your website. This is ideal for advertisers with limited coding experience.

Advanced Match

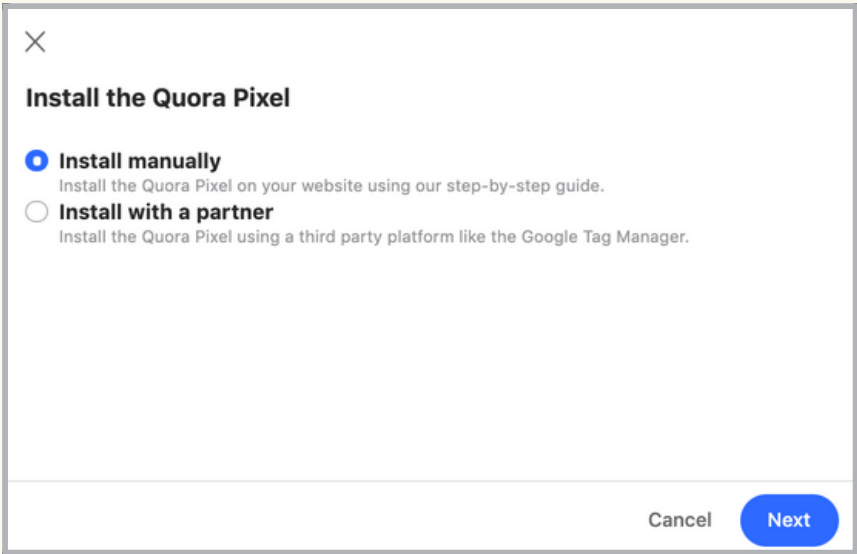
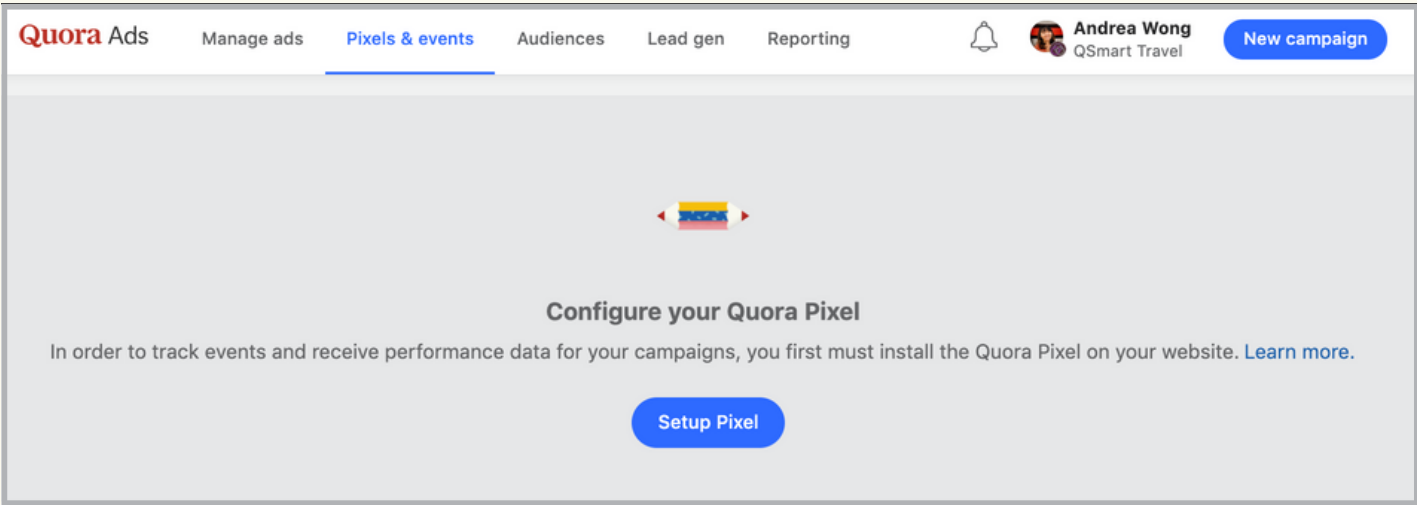
Advanced Match passes back hashed user emails to Quora’s system to help us better match your conversion events to Quora users when a cookie is not present.

Manual Pixel Installation

Getting Started

Visit the **Pixels & Events** tab of the Ads Manager and click **Setup Pixel**. Choose to "Install Manually."

Keep in mind that there are two components of the Quora Pixel, so make sure to install both the Base and Event pixels.

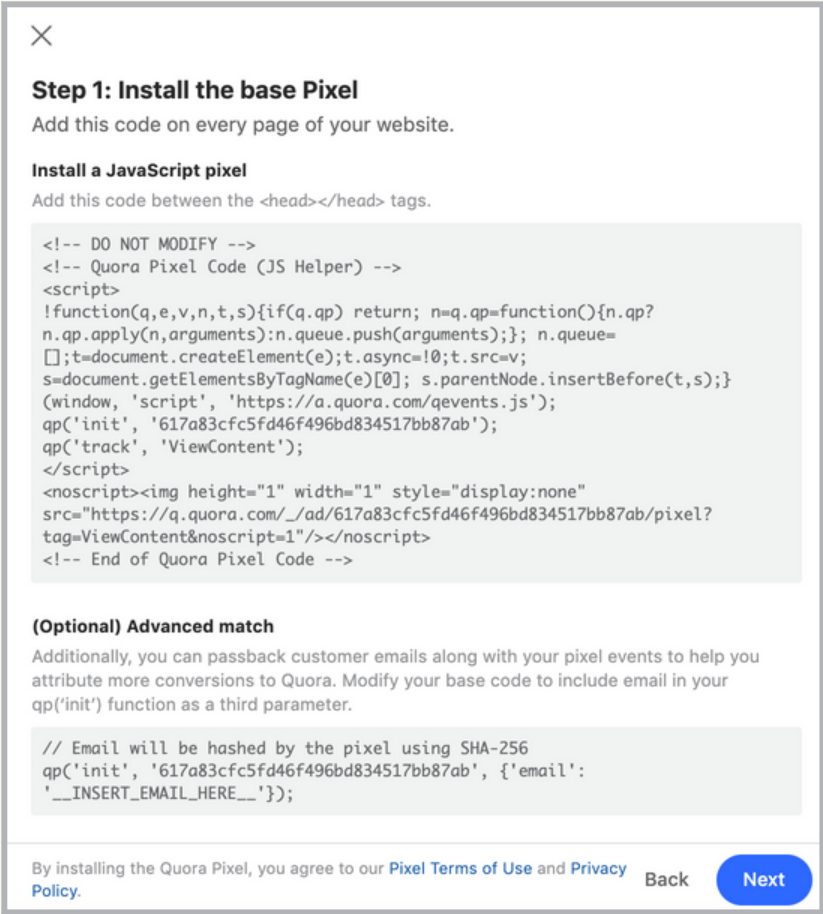


Step 1: Install the Base Pixel

Install the Base Pixel code on the header code of every page of your website. There are two options you can choose from, each with their own instructions:

- (Recommended) Install the **JavaScript pixel** between the <head></head> tags.
- Install an **image pixel**. This is not recommended as the JavaScript pixel code will enable you to leverage more features that will become available over time that will not be available for the image Pixel.

Click on **Next** to proceed to the Event Pixel installation.



Step 2: Install the Event Pixel

Follow the instructions in the window to install the Event Pixel on specific page(s) of your website or button(s) where your conversion event occurs.

Start by choosing a label for your Event Pixel under **Event**.

If you chose to install a **JavaScript pixel**, you can measure page load events or inline action events:

- **Page load events:** Install this code if you expect conversion events to occur on specific pages of your website.
- **Inline action events:** Install this code if you expect conversion events to happen as an inline action event (ex. "Add to Cart" buttons).

If you chose to install an **image pixel**, install the code that is shown under "Install an Image Pixel Instead."

Remember, Event Pixels are only placed where a user completes a conversion action you intend to optimize towards. It should not be used for actions higher in the funnel.

Step 3: Check the Pixel status

To ensure that the Quora Pixel has been implemented correctly, go to the Quora Ads Manager platform and click on the **Pixels & Events** tab. Make sure that under the "Active in Past Week" tab, the status is set as **Active**.

×

Step 2: Track events

Choose an event to track and add the following code only on pages where this event occurs.

Event

Generic

For page load events

To track page load events, add this code immediately after the code you added in Step 1, after the line that reads <!-- End of Quora Pixel Code -->.

<script>qp('track', 'Generic');

For inline action events

To track actions taken on your website, add this code inside an event handler like an onClick method in JavaScript.

<!-- The below method uses jQuery, but that is not required -->
<button id="addToCartButton">Add To Cart</button>
<!-- Add event to the button's click handler -->
<script type="text/javascript">
#addToCartButton.addEventListener(function() {
 // This function when inline action happens);
});

ur Pixel Terms of Use

Back to Step 1

Done

×

Step 2: Track events

Choose an event to track and add the following code only on pages where this event occurs.

Event

Generic

Code

Add this code immediately after the line of code you added in Step 1, after the line of code that reads <!-- End of Quora Pixel Code -->..

<!-- DO NOT MODIFY -->
<!-- Quora Pixel Code (Static HTML) -->

<!-- End of Quora Pixel Code -->

By installing the Quora Pixel, you agree to our [Pixel Terms of Use](#) and [Privacy Policy](#).

Back to Step 1

Done

Purchase (BOFU)
Which CRM is better
for a startup, A or B?

Quora for Business

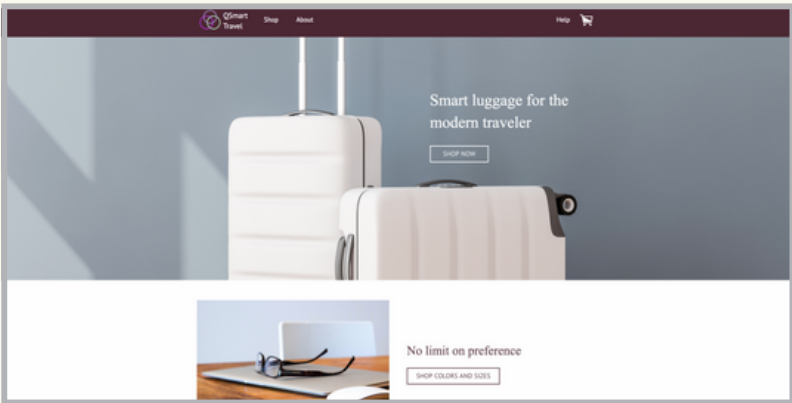
Quora Pixel | 5

Example: QSmart Travel

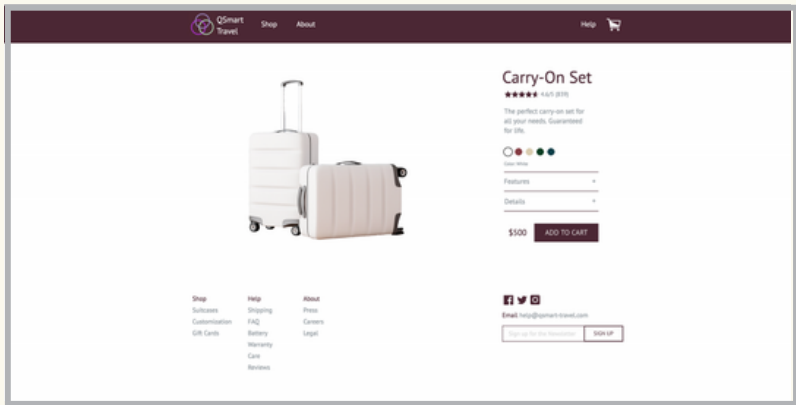
QSmart Travel is an eCommerce site selling smart luggage. QSmart Travel wants to track conversions and unlock all the functionalities that the Quora Pixel offers. They decide to install the pixel manually.

Step 1: Install the Base Pixel

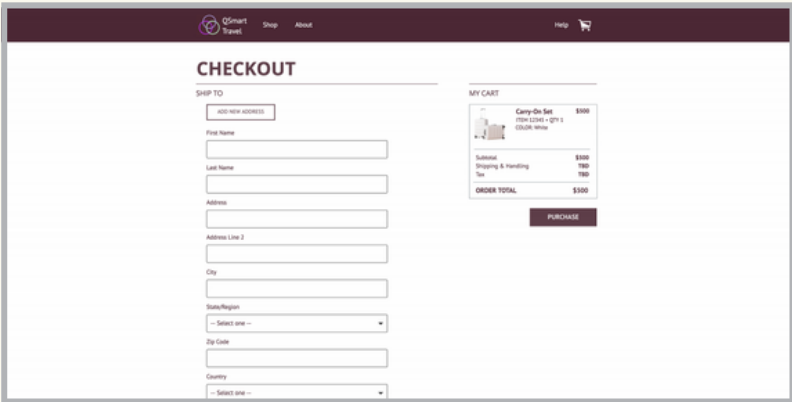
QSmart Travel chooses to install the JavaScript pixel. After copying the code provided, they installed the code onto the header of every single page of their website such as the ones below. They then proceeded onto Step 2.



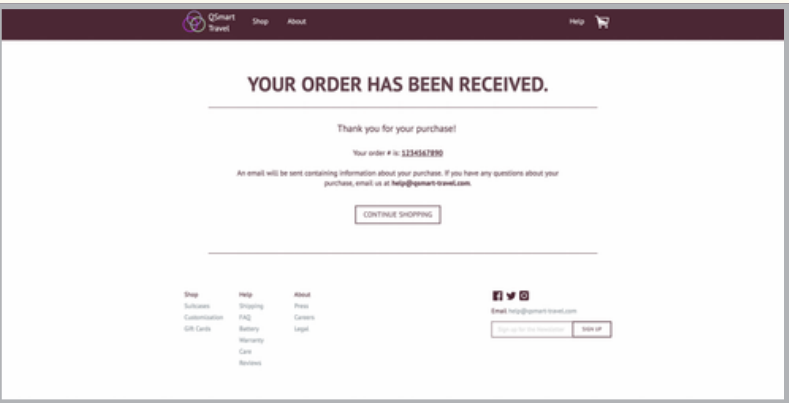
Home page



Product page



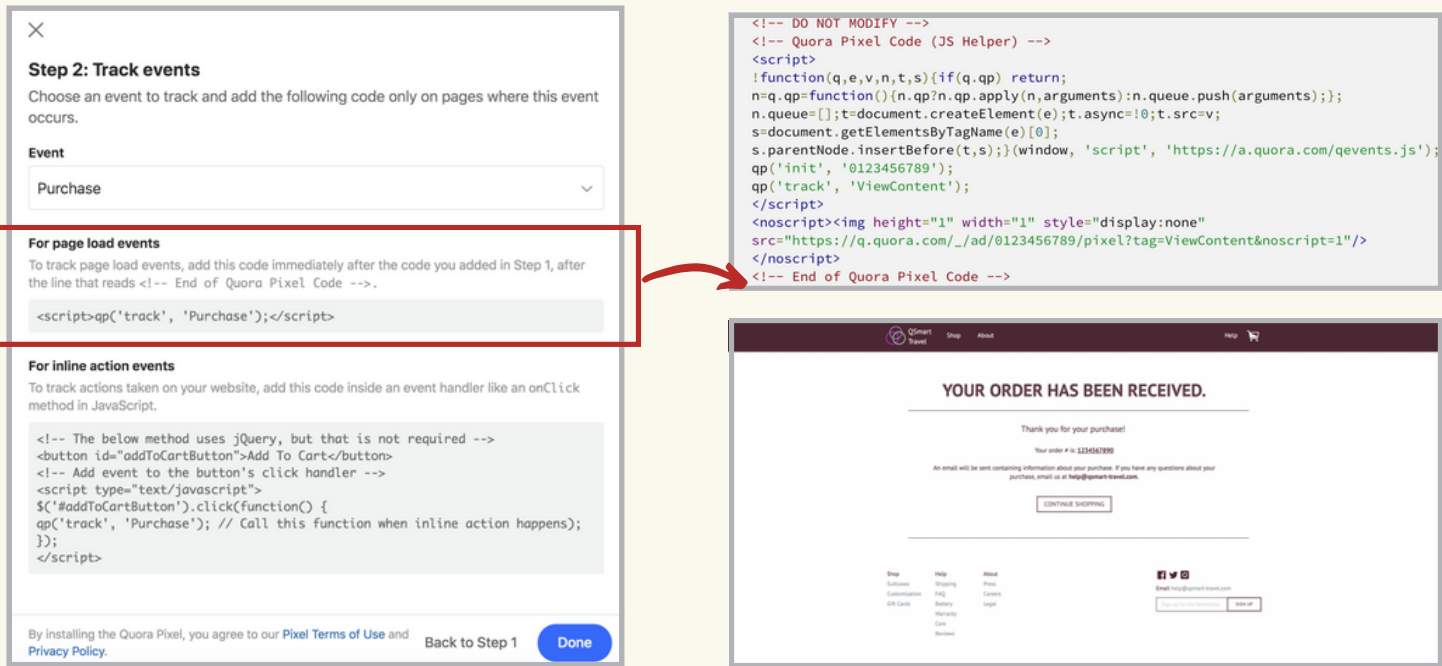
Checkout



Purchase confirmation

Step 2: Install the Event Pixel

QSmart Travel measures conversions based on their purchase confirmation page. They choose to install the page load Event Pixel with the "Purchase" label. This code is then installed onto the confirmation page, right after the Base Pixel.



Step 2: Check the Pixel status

QSmart Travel simulates a conversion by going to their confirmation page. After waiting 2 minutes, they go to the Pixels & Events page to confirm the "Purchase" pixel is Active and has a non-zero value under "Occurrences in the past 15 minutes."

| Events | | | | Delete event | Edit event | Create event | Setup Pixel |
|--------------------------|--|------------|---------------------|--------------------------------|------------|--------------|-------------|
| <input type="checkbox"/> | Event name ^ | Event type | Active in past week | Occurrences in past 15 minutes | | | |
| <input type="checkbox"/> | Purchase
An event used to track purchases of digital or physical goods. | Standard | Active | 5 Events | | | |

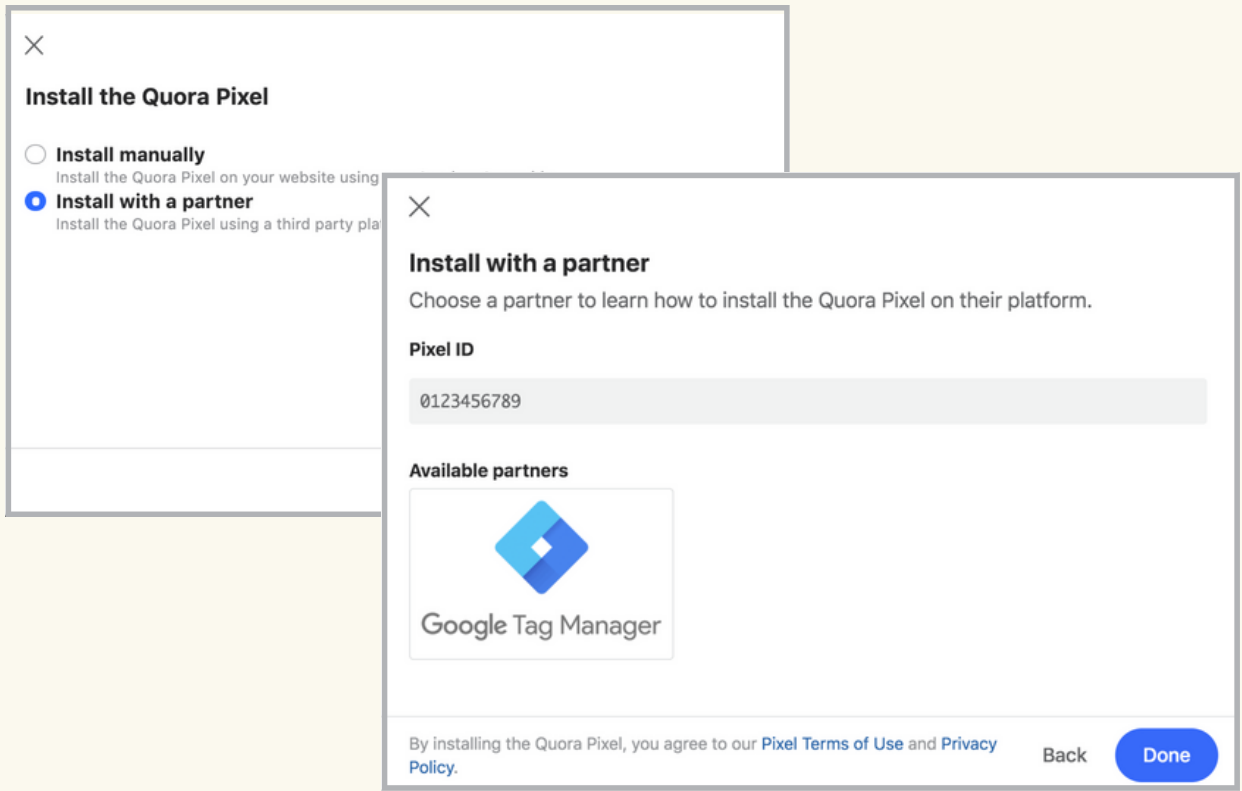
Google Tag Manager Installation

Getting Started

Google Tag Manager is a free tool that allows marketers to track specific customer actions on their website or mobile app, such as viewing a piece of content, or adding items to the cart, without having to alter the code base. Millions of advertisers leverage Google Tag Manager to consolidate and manage all of their tags, and simplify technical work flow.

To install the Quora pixel through Google Tag Manager, visit the **Pixels & Events** tab of the Ads Manager and click **Setup Pixel**. Choose to "Install with a Partner." You will now be able to copy your unique Pixel ID for use in Google Tag Manager.

Keep in mind that there are two components of the Quora Pixel, so make sure to install both the Base and Event pixels.

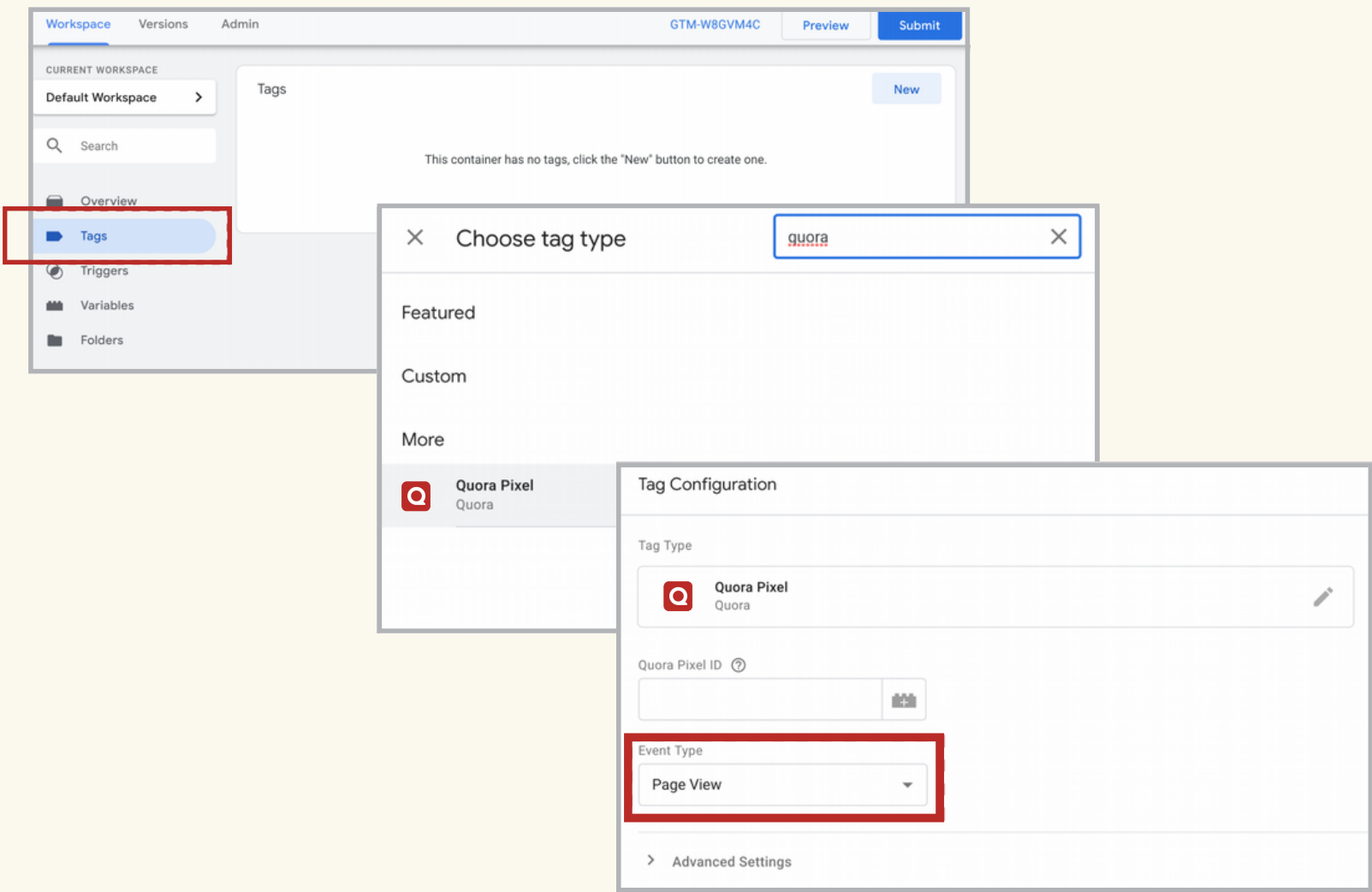


Step 1: Install the Base Pixel

In Google Tag Manager, select **Tags**, then **New**, and then **Tag Configuration**.

Afterwards, choose or search for "Quora Pixel" and select this option.

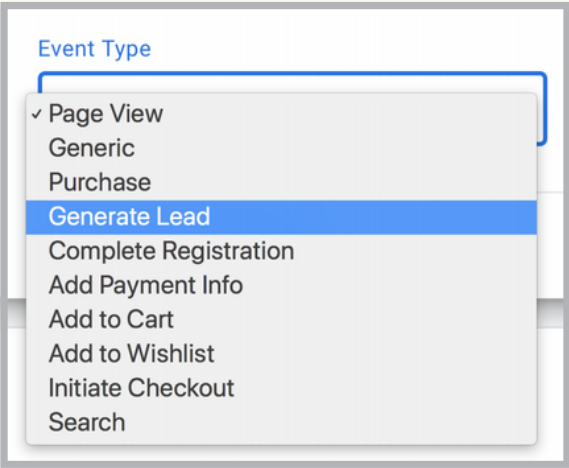
To set up the Base Pixel, paste your Pixel ID into the **Quora Pixel ID** field. Then, choose "Page View" as your **Event Type**. Name your tag and save it.



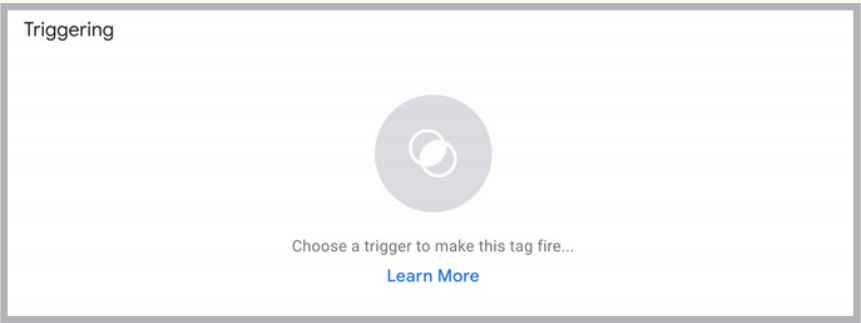
Step 2: Install the Event Pixel

Setting up tracking for specific events can help you measure conversions, better understand campaign performance, and optimize towards the conversion events you care about.

Repeat Step 1, but instead of choosing "Page View" as the **Event Type**, select the label that best represents your conversion event. For example, choose "Generate Lead" if you want to track when you capture a lead on your website.



Scroll down to see the section **Triggering**. Choose the option that sets the tag up for when your conversion event happens. For example, if you chose "Generate Lead," then select the trigger for when you capture a lead on your website.



Finally, name your Event Pixel tag and it. Repeat this process for any additional events you wish to tag through the Event Pixel.

Step 3: Check the Pixel status

To ensure that the Quora Pixel has been implemented correctly, go to the Quora Ads Manager platform and click on the **Pixels & Events** tab. Make sure that under the "Active in Past Week" tab, the status is set as **Active**.

You can also verify the pixel through Google Tag Manager.

Custom Events

Standard Events vs Custom Events

If you install the Quora Event Pixel, the event is categorized as a Standard Event.

However, for advertisers who don't have the personnel or experience to install Pixels, the Quora Ads Manager also offers Custom Events.

Custom Events can be used to track conversions based on a URL rather than an Event Pixel. This is ideal for advertisers who want a quick, easy way to track conversions with no-additional coding.

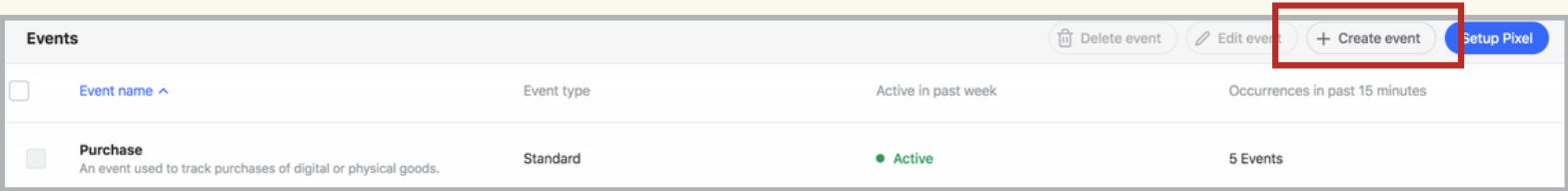
The following table highlights key differences between Standard and Custom Events.

| | Requires Base Pixel | Requires Event Pixel | Tracks Page Load Events | Tracks Inline Action Events | Customizable Labels |
|-----------------|---------------------|----------------------|-------------------------|-----------------------------|---------------------|
| Standard Events | ✓ | ✓ | ✓ | ✓ | |
| Custom Events | ✓ | | ✓ | | ✓ |

Whenever possible, we recommend using Standard Events since Custom Events have limited functionality.

Creating Custom Events

To create a Custom Event, go to the **Pixels & Events** tab. After installing the Base Pixel code, click the **Create Event** button. Accounts can have up to 10 Custom Events.



Step 1: Define your conversion

To create a Custom Event, give it a name, description, categorize it into one of the 9 pre-defined Categories, and add at least one URL rule.

The specified URL is case sensitive, so make sure that the specified URL is an exact match to your website URL parameters.

A screenshot of the 'Create custom event' form. It includes fields for 'Event name' (with example 'e.g Purchase T-Shirt'), 'Description' (with example 'e.g Visits to completed purchase page'), a 'Category' dropdown menu (set to 'Generic'), and a 'URL Event' section with a dropdown set to 'URL Contains' and a text input for 'Enter keywords'. There is also a link to 'Add another rule'. At the bottom right are 'Cancel' and 'Create event' buttons.

Step 2: Check your Custom Event status

To ensure that the Custom Event has been implemented correctly, go to the **Pixels & Events** tab. Make sure that under the "Active in Past Week" tab, the status is set as **Active** and there is a non-zero value under "Occurrences in the past 15 minutes."

You can simulate a conversion, wait 2 minutes, and refresh the page.

Troubleshooting the Quora Pixel

Troubleshooting Checklist

Most of the issues that arise with the Quora Pixel have to do with the wrong code installation. In order to ensure that your pixel is set up properly and that conversions from Quora will appear in the Quora Ads Manager, check the following:

- ☐ **The Base Pixel code is installed on every page of your website.**
Standard and Custom conversion events will not be recorded without the Base Pixel.
- ☐ **The Event Pixel is only installed on the conversion page/action.**
 - Do not install Event Pixels (ex. "Generic") on every page of your website.
 - Do not install Event Pixels on your landing page.
 - Do not install Event Pixels on the first page of a form.
- ☐ **Base and Event Pixel codes should not be edited.**
Changing the codes will prevent conversions from being recorded on your Ads Manager.
- ☐ **All domains should be accounted for.**
Businesses may direct users to forms, quizzes, or registration pages hosted on another domain. If you have a conversion event on a different domain, ensure the Base Pixel is installed across domains.

FAQs

How do I know where to install the event code?

If you load a new page after a user has completed your desired conversion action (such as an order confirmation or thank-you page), the event code can be installed on this specific page load.

If your conversion action is signified by an in-page action that doesn't necessarily result in a new page load (such as clicking a button), the event code should be installed on the page for this action.

What does it mean if my Pixel status is “unavailable” in the Ads Manager?

Make sure that the base Pixel code and event code are properly installed on the correct pages.

Go into each page of your website, bring up the code for that site, and check to ensure that the code on the page is in the right place.

What does the message “Your pixel may not be installed properly” mean?

Check to make sure that you are not using an unsupported tag on your page.

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