

Quora Video Ads

Bring your brand's story to life

Stand out on a text-based platform and captivate your audience with sight and sound.

Quora Video Ads Best Practices



Define your objective

Set clear goals to tailor content accordingly.



Open with a hook

Grab attention quickly in the first few seconds with captivating visuals.



Keep it short

We recommend 10-30 seconds to increase the chances of people watching until the end.



Incorporate clear branding

Tie in your logo and branded visual elements to improve recognition and recall.



Monitor and measure

Analyze performance metrics to make data-driven optimizations.



Caption your content

Playback is muted by default, so make sure your message makes sense without sound.



Delight with sound

Match audio to your goals to delight viewers who watch with sound.



Inspire action

Compel users to take the next step that aligns with your goals.



Test and iterate

Optimize ads through A/B testing different creative variations.

Quora Video Ad Specs

Design Specs:

- File format: MOV, MP4
- Audio format: AAC
- Aspect ratio: 16:9
- Resolution: 1280 x 720 pixels
- Captions: Recommended but not required

Technical Requirements:

- Duration: 3-60 seconds
- File size: <= 70MB
- Minimum width/height: 640 x 360 pixels
- Maximum width/height: 1920 x 1080 pixels
- Frame rate: <= 30fps
- Codec: H.264

Text and Brand Specs:

- Headline: 65 characters max
- Description: 105 characters max
- CTA: Choose from 16 available CTAs
- Company Logo: 500x500 pixels (Recommended)
- Destination URL: Up to 2,000 characters, must begin with http:// or https://

