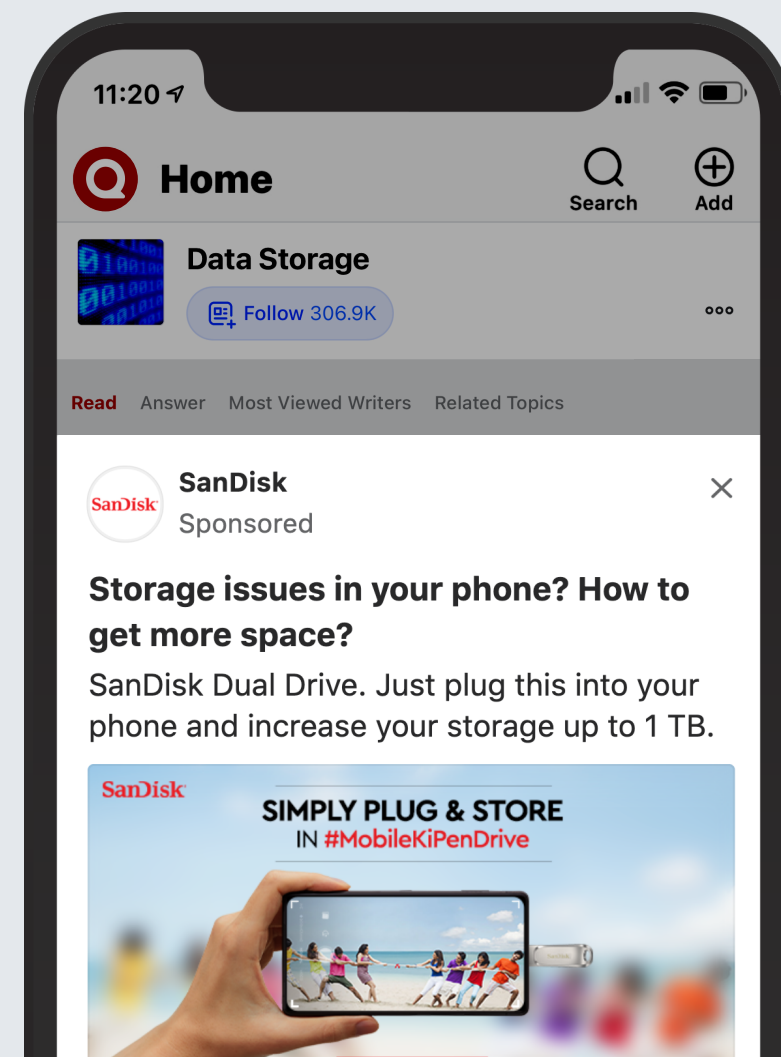


# SanDisk®

Leveraging Quora's high-intent audience to drive consideration for SanDisk products



## Their goal

Drive consideration for SanDisk storage products

**SanDisk®**, a brand under Western Digital, has been expanding the possibilities of data storage for more than 25 years—giving businesses and consumers the peace of mind that comes from knowing their data is readily available and reliable, even in the most challenging environments. The SanDisk team observed relevant conversations happening on Quora, where users would come and research data storage products before considering or purchasing them. To leverage these conversations, SanDisk ran a holiday campaign with the goal of driving consideration and purchase intent.

## Their solution

Access Quora's high-intent audience

From their research, SanDisk's team knew Quora users were curious about their products. Their topic page alone has over 22.5k followers. To reach this audience, SanDisk used Topic Targeting to place ads alongside content about their brand, products, and industry terminology. They also utilized Interest Targeting to retarget users interested in these topics.

## Their creative

Highlighting pain points with image ads

The team optimized their ads' placements by using image ads that highlighted customer pain points. For example, content related to data storage would feature a SanDisk ad emphasizing the ease of using their products for data transfers.

## Their success

Results above average

SanDisk's Quora campaigns closed with a positive 1% CTR, and **performance was 35% higher** than their average benchmarks. Monika Sharma, SanDisk's Sr. Marketing Manager shares, "We were excited about this partnership, given that the nature of the platform is well suited to our objectives; driving consideration and purchase intent. We also got the opportunity of influencing change in consumer mindsets related to data transfer. We are keen on learning and delivering impactful campaigns in the future that align with SanDisk's business ambitions."