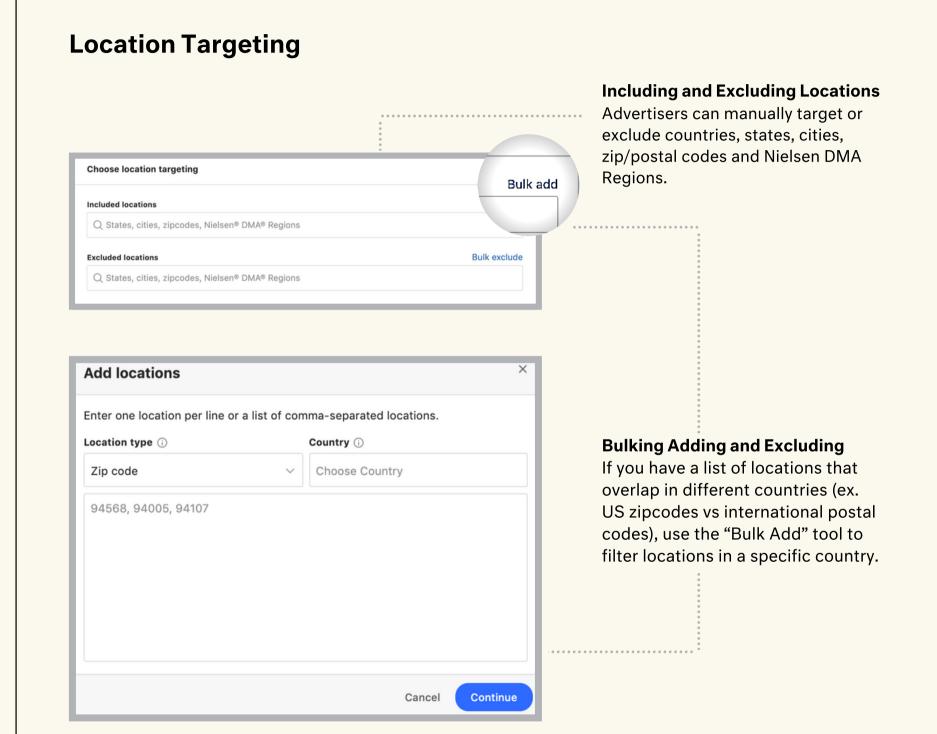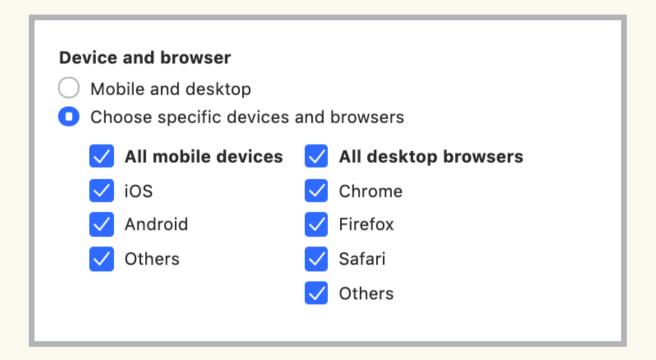# Secondary Targeting on Quora Ads

What are best practices for secondary targeting?

Adding secondary filters will change your suggested bid, reporting granularity, and optimization opportunities. Whenever possible, create separate ad sets for different demographic groups. That way you can bid effectively for each group and have access to ad set level (or campaign level) reporting.

- Customize creative messaging: Align your product and copy by creating ads with different text and images when targeting men vs. women for more personalized experiences.

- Utilize exclusionary targeting: If you know a demographic is not relevant to your product or service, refine your targeting by excluding a gender, device, or browser.

- Bid competitively: Locations and devices tend to have different price points. For example, average CPCs for desktop are usually higher than mobile. Separating ad sets improves the accuracy of your suggested bid so you can adjust accordingly.

- Avoid global targeting: An ad set without location targeting defaults to global targeting. Target countries in similar regions as an alternative. That way, you can bid competitively for key locations and receive campaign or ad set level reporting for different geographies.

Location Targeting

Including and Excluding Locations
Advertisers can manually target or exclude countries, states, cities, zip/postal codes and Nielsen DMA Regions.

Bulking Adding and Excluding
If you have a list of locations that overlap in different countries (ex. US zipcodes vs international postal codes), use the "Bulk Add" tool to filter locations in a specific country.
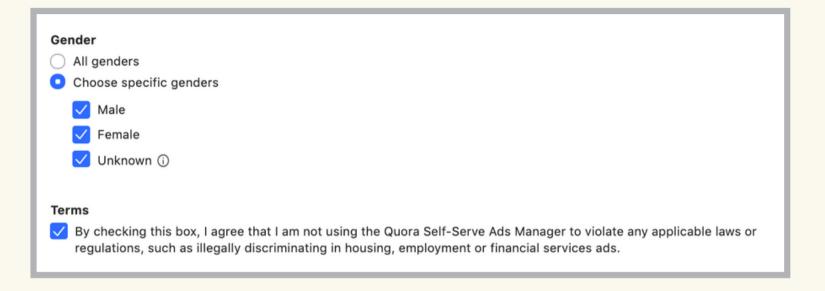
Device Targeting

Advertisers can choose to isolate mobile and desktop devices. You can refine your targeting further by selecting specific browsers or mobile operating systems.

Desktop auctions tend to have higher price points than mobile. For targeting types with high volume (ex. Topic, Interest, Broad, etc.) we recommend separating desktop and mobile devices. Granular targeting types (ex. Question, Keyword, Question History, etc.) can benefit from targeting "Mobile and desktop" in order to scale.

Campaigns with "App Install" objectives will default to mobile-only.

Gender Targeting

Quora uses attributes in user profiles and behaviors to determine the gender of users. When specifying genders, there are three options: Male, Female, and Unknown.

Our systems can't infer or determine the demographics of all users. The "Unknown" group refers to people whose gender we have not been able to determine. Excluding the "Unknown" demographic group may significantly reduce the audience of users you are able to reach, including some of whom you may want to reach.

Currently, employment, housing, and credit targeting within the US are not eligible for gender targeting. This is not an exhaustive list and may not be applicable for your region. Advertisers should comply with all local laws and regulations.