

Targeting on Quora Ads



There are 10 targeting types available on Quora Ads. Businesses are encouraged to utilize two or more targeting methods for a balance of contextual, behavioral, and audience targeting.

Where do ads appear on Quora?

Quora ads can appear on a user's personal feed, topic feeds, and question pages. You can also opt-in for placements in the Quora Digest e-newsletter.

What are Quora's targeting capabilities?



Contextual Targeting

- Topic Targeting places ads alongside questions and feeds tagged with specific topics.
- Keyword Targeting places ads alongside questions that include your keyword.
- Question Targeting places ads on specific question pages.



Audience Targeting

- Website Traffic Targeting delivers ads to users that visited your website.
- List Match Targeting delivers ads to users from an email list.
- Lookalike Targeting unlocks scale by targeting users similar to an existing audience.



Behavioral Targeting

- Interest Targeting delivers ads to users who engaged with specific topics.
- Keyword History Targeting delivers ads to users who read questions with your keyword.
- Question History Targeting delivers ads to users who read specific questions.



Broad Targeting

- Broad Targeting delivers ads to the largest possible audience on Quora.

Which targeting type should I choose?

There is no “one size fits all” strategy on Quora Ads. What works for one business, may not work for you. Whenever possible, test each targeting type or retest them with different groups of topics, interests, or keywords.

If you're not sure where to start, we recommend the following combinations:

If your goal is traffic:

- **Broad Targeting** will deliver ads across Quora and will give you the most scale.
- **Interest Targeting** can obtain broader reach while showing ads in front of users interested in their products, services, or industry.
- **Topic Targeting** balances broad scale and reach while maintaining contextual relevance.

If your goal is conversions:

- **Question Targeting** allows for hyper-targeted messaging. While these pages are high-intent, scale is limited so use it with another targeting type.
- **Keyword Targeting** can be used to target questions in bulk based on keywords used in the questions.
- **Topic Targeting** is a good indicator of relevancy and intent on our platform, so it can add additional volume.
- Building a **Lookalike Audience** from a **List Match Audience** enables you to scale campaigns to users that are similar to a list of customers, leads, or subscribers. Create audiences at 1%, 5%, and 10% to compare volume.

If your goal is awareness:

- **Website Traffic Targeting** is key to delivering ads to users who previously visited all, or specific, pages of your website.
- **Interest Targeting** will allow you to retarget users who previously engaged with specific topics.
- **Question History Targeting** and **Keyword History Targeting** can repurpose lists of questions and keywords to deliver ads to users who previously read high-intent content on Quora.

For more information about advertising on Quora, please visit
quora.com/business