

The Quora Advertising Platform

# Tips for Optimizing Your Quora Ads Campaigns

Reach your target audience at the right time,  
with the right message on Quora

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When it comes to advertising on Quora, it's important to closely monitor your campaign's performance and improve along the way. Below are some optimization recommendations you can implement on the Campaign, Ad Set, and Ad level to help you make the most from advertising on Quora.

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# Campaign Level

## Create separate campaigns for different initiatives

Separate out campaigns that have different budgets, flight dates, or geo targeting. This helps you break down and analyze which campaigns are performing better than others.

## Reallocate budget accordingly

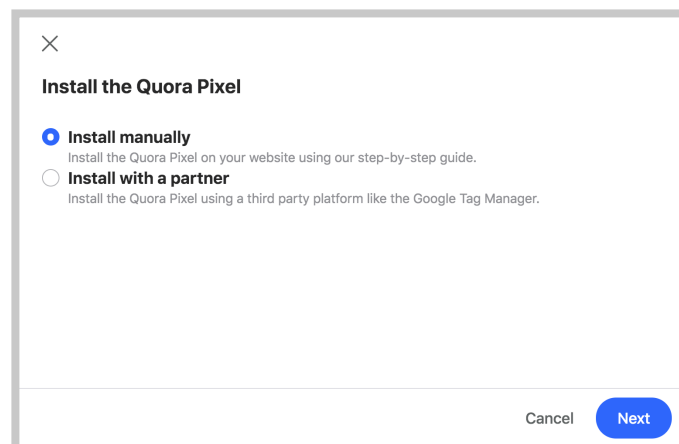
Pause underperforming campaigns and reallocate budget to best-performing campaigns.

## Check your budget

- If you're consistently hitting your daily budget, consider adding to your budget for even greater reach, allowing you to unlock additional impressions, clicks, and conversions.
- If you're not hitting your daily budget, look for opportunities to add greater scale by adding more topics to a Topic Targeting ad set or creating an Interest Targeting ad set.

## Install the Quora Pixel

The Quora Pixel allows you to unlock Website Traffic Audiences, conversion tracking, and performance data. Installing the Pixel can be done through Google Tag Manager or manually.



# Ad Set Level

### Monitor your Potential Weekly Impressions to gauge the reach of your campaigns

Understand the estimated reach of your targeting options. Ensure that the topics, interests, etc. you're targeting have enough volume to achieve a healthy balance between performance and scale.

The screenshot displays the Quora Ads targeting interface. On the left, under 'Choose primary targeting', there are four options: Contextual targeting (selected), Audience targeting, Behavioral targeting, and Broad targeting. Below these, there are sections for 'Topics', 'Keywords', and 'Questions'. The 'Topics' section is expanded, showing a list of targeted topics such as 'Visiting and Travel', 'International Travel', 'Tourism', 'Visiting and Travel in India', 'Vacations', 'Air Travel', 'Hotels', 'India', 'Visas (entry/exit permits)', 'Travel Hacks', 'Airlines', 'Passports', 'Europe', 'Adventure Travel', 'Visiting and Travel in Europe', 'Experiences in Life', 'Countries of the World', 'Road Trips', 'Travel Tips', 'Flights', 'Travel Recommendations', 'The United States of America', 'Tourists', 'Airports', 'Passports and International Travel', 'Hotel Recommendations', 'Tours (travel)', 'Visiting and Travel Advice', 'Visiting and Travel in the United States of America', 'Cities and Metropolitan Areas', 'Beaches', 'Immigration', 'Goa, India', 'Visiting and Travel in India Advice', 'Trains', 'Travel Websites', 'Backpacking (travel)', 'Overseas Vacations', 'Travelers', 'What Should I Do When I Travel to X?', and 'Northeast India'. On the right, a 'Summary' box provides key metrics: Potential weekly impressions (250,000–300,000), Targeting (Topics: 46, Locations: 1, Mobile device: iOS, Android, Other, Placement: Email included), Bid (CPC bid: \$1.00), and Auction insight (Auctions lost to competition: 2.00%, Impression share: 95.00%, Absolute impression share: 0.00%).

### Include Contextual (Topic, Keyword, Question), Audience, and Behavioral (Interest, Keyword History, Question History) targeting in your campaigns

A healthy mix of targeting options allows you to target for greater efficiency and reach a high-intent audience.

### Separate out ad sets for clearer insights (*When in doubt, Break it out*)

- Consider splitting your ad sets by Desktop and Mobile traffic. Because the cost of Desktop and Mobile clicks differ, splitting your ad sets by device allows you to bid more efficiently and gain cleaner insights, allowing you to identify which device performs better for you.
- Consider splitting your ad sets by geography. Doing so allows you to easily view which specific segments perform best for you and make necessary adjustments to fine-tune your campaigns.

# Ad Set Level

## Utilize CPC bidding and bid your true value of a click to win more ad placements

Bid the maximum amount you're willing to pay to serve an ad. With Quora Ads, if your bid wins, you will only pay the amount required to beat the next highest bidder. Your final CPC will not exceed your maximum bid.

## Increase your bids to be more competitive

Bidding higher can help you win more ad positions, ensuring that you don't miss out on impressions or clicks you could have received, which in turn can increase your CTR.

## Use Topic Targeting

Topic Targeting is a frictionless way to unlock scale and reach more people on content that's relevant to your business. Use the Bulk add tool to match strong keywords to the most relevant topics on Quora.

## Set up Audience Targeting to find the right people at the right time. Quora Ads can be very effective at retargeting existing contacts or users who have visited your site.

- List Match Audiences can help you retarget your customers with up-sell and cross-sell offers. It is recommended to have a minimum audience size of 200 emails for optimal targeting.
- Website Traffic Audiences can help you retarget users who visited specific pages of your site and are already considering your business.
- Lookalike Audiences can help you expand upon your existing audience by including Quora users who closely resemble a existing List Match or Website Traffic Audience.
  - When building a Lookalike Audience off of a Website Traffic Audience, there must be a minimum audience size of 3000 people.
  - When building a Lookalike Audience off of a List Match Audience, there must be a minimum audience size of 500 people.

## Reallocate budget accordingly

Turn off poor performing ad sets to reallocate budget effectively after 3-4 weeks.

## If your campaign objective is set to:

- Optimize for conversions: make sure to include **Topic**, **Audience**, **Keyword**, and **Question Targeting** in your targeting mix.
- Optimize for traffic/awareness: consider using Topic, **Interest**, and Broad Targeting.

# Ad Set Level

### Monitor your Auction Insights

Auction Insight will help you understand how competitive your ads are in the Quora Ads Auction.

The screenshot displays the Quora Ads targeting interface. On the left, under 'Choose primary targeting', there are four options: Contextual targeting (selected), Audience targeting, Behavioral targeting, and Broad targeting. Below these, under 'Topics', there are three sub-options: Topics (selected), Keywords, and Questions. A list of 'Targeted topics' is shown, including 'Visiting and Travel', 'International Travel', 'Tourism', 'Visiting and Travel in India', 'Vacations', 'Air Travel', 'Hotels', 'India', 'Visas (entry/exit permits)', 'Travel Hacks', 'Airlines', 'Passports', 'Europe', 'Adventure Travel', 'Visiting and Travel in Europe', 'Experiences in Life', 'Countries of the World', 'Road Trips', 'Travel Tips', 'Flights', 'Travel Recommendations', 'The United States of America', 'Tourists', 'Airports', 'Passports and International Travel', 'Hotel Recommendations', 'Tours (travel)', 'Visiting and Travel Advice', 'Visiting and Travel in the United States of America', 'Cities and Metropolitan Areas', 'Beaches', 'Immigration', 'Goa, India', 'Visiting and Travel in India Advice', 'Trains', 'Travel Websites', 'Backpacking (travel)', 'Overseas Vacations', 'Travelers', and 'What Should I Do When I Travel to X?'. On the right, a 'Summary' panel shows 'Potential weekly impressions' of 250,000-300,000. Below this, 'Targeting' details include 46 Topics, 1 Location, and Mobile device placement (iOS, Android, Other) with Email included. The 'Bid' is set at \$1.00. A callout box highlights 'Auction insight' with the following data: 'Auctions lost to competition' at 2.00%, 'Impression share' at 95.00%, and 'Absolute impression share' at 0.00%. A link to 'Learn more about auction insights' is also present.

- **If your Auctions Lost to Competition rate is high, that means that your ad set is entering auctions, but not winning many of them:** Increasing your bid or improving your creative may help you be more competitive in the auction and win more of the auctions you are entering.
- **If your Impression Share is high but your Absolute Impression Share is low, that means your ad set is winning a slot in most auctions but a competitor is winning the top slot in those auctions:** Similarly, increasing your bid or improving your creative to increase CTRs may help you be more competitive in the auction and win more top slots of the auctions you are entering. Winning the top slot can result in more delivery, more clicks, and higher CTRs.
- **If both your Impression Share and Absolute Impression Share is high, that means that your ad set is winning most of the auctions which it enters:** If you would like to get more impressions, the best lever you have is to expand the targeting options for the creative in this ad set. That could mean targeting more topics or trying additional targeting methods, such as Interest Targeting or Lookalike Audience Targeting.

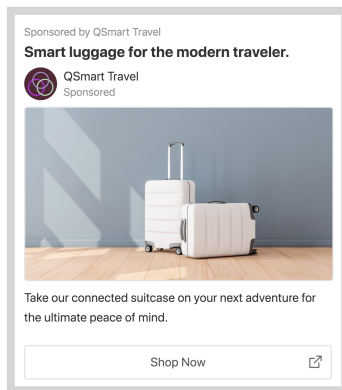
# Ad Level

### Adopt a heavy A/B testing approach

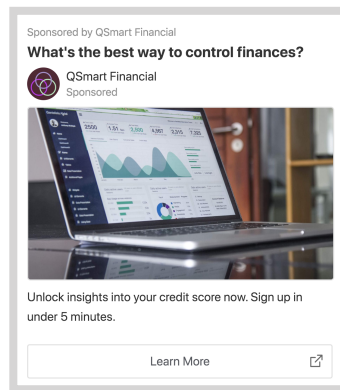
Limit your A/B testing to 2-4 ads per ad set to ensure each ad has a fair chance to serve. As your campaign continues to run, you can see which ad elements perform better over others.

### Test different ad headlines in your copy

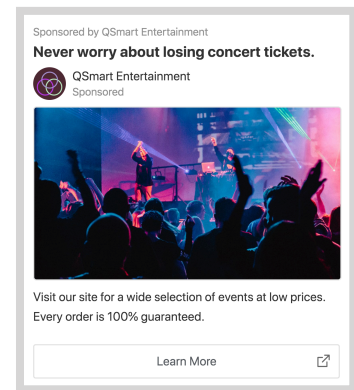
- Test a variety of your unique selling points and user benefits.
- Phrase your ad headline as a question that you think prospects or customers have.
- State your solution as the headline to grab attention.



Unique selling point



Phrasing as a question



Solution as the headline

### If you have free content to offer, then make sure people know

Explicitly state your content offer and how it will be of value to your customers.

### Test different, optimized landing pages

See which versions results in more clicks and/or conversions.

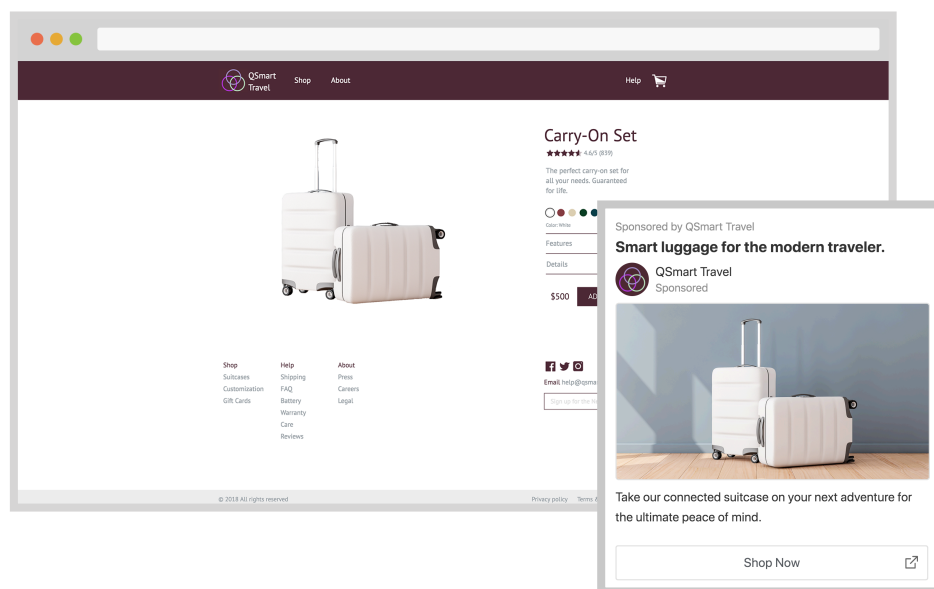
### Test different CTAs

Gauge which ones have the greater impact and result in more clicks.

# Ad Level

### Match your message from ad copy to landing page

Ensure strong cohesion, message matching, and ad-to-page experience between your Quora ad and your landing page.



### Try refreshing your ad creative

If you notice your CTR is declining, refreshing your ad creative may result in more clicks.

### Additional info

If you have any questions about your ad campaign, visit the help center at [adshelp.quora.com](https://adshelp.quora.com).

Join thousands of businesses on the Quora platform

