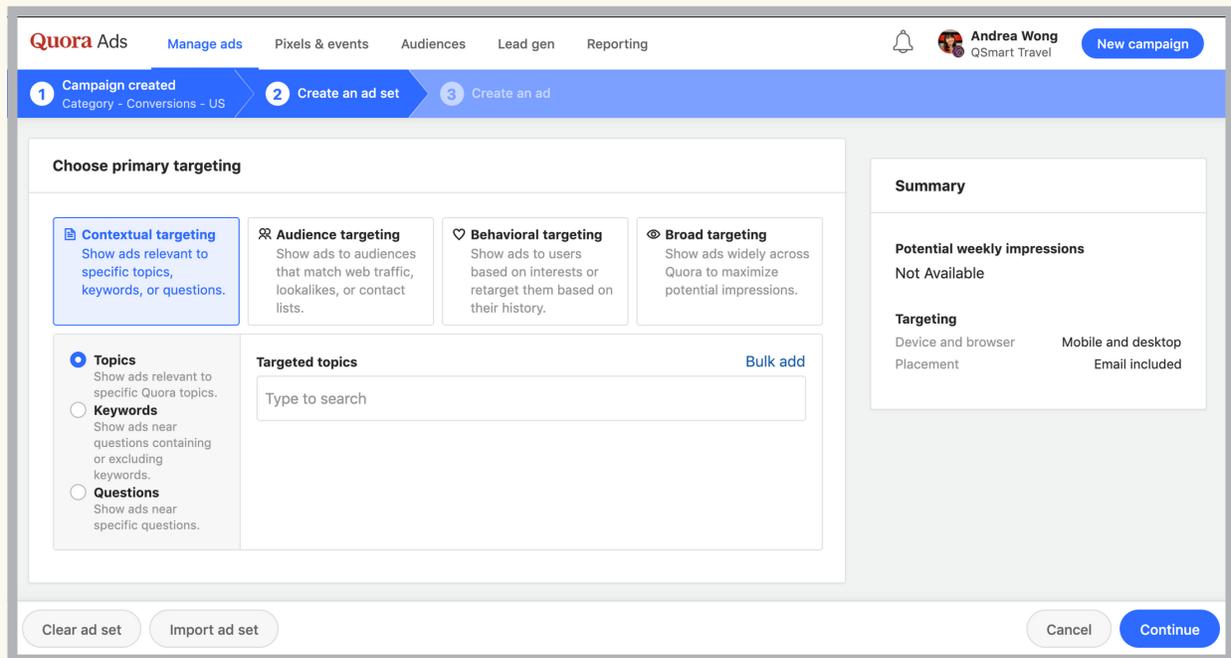


Topic Targeting

On Quora, question pages and feeds are tagged with topics. With Quora's Topic Targeting, ads are only shown on pages that are relevant to the topics that are selected. This makes Topic Targeting a frictionless way to reach dozens or hundreds of thousands of Quora users.



How do I set up Topic Targeting?

1. Create a new campaign, or click an existing campaign.
2. Click "Create Ad Set" and name your ad set.
3. Under "Choose Primary Targeting", select "Contextual Targeting." Topic Targeting will be the default selection.
4. Topics can be added manually into the "Targeted Topics" field. You can also enter relevant keywords into the "Bulk Add" tool to receive suggestions for comparable Quora topics.
5. Select your secondary targeting preferences and bid.
6. Click "Continue/Update" to save your changes.

Where will my ads appear?

As a form of contextual targeting, Topic Targeting shows ads alongside question pages and feeds that are tagged with specific topics.

For example, if "Travel" is targeted, ads can appear on the "Travel" topic feed and questions tagged with "Travel."

When do I use Topic Targeting?

Topic Targeting can be used for all campaign initiatives, from brand awareness to lead generation.

This targeting allows you to obtain broad scale while maintaining contextual relevance. Utilizing this contextual targeting strategy is a good indicator of relevancy and intent on our platform. It can also maximize your impression potential.

What are best practices for Topic Targeting?



Leverage relevant keywords.

Repurpose keywords from other advertising channels into topics. The "Bulk Add" tool can be used to find similar topics.



Segment your topics.

Group similar topics in separate ad sets. This allows you to compare performance between different topic themes.



Expand your reach.

Test different themes of topics. For example, topics related to your industry, competitors, or your audience's interests.



Strike a balance.

Use the "Import Ad Set" tool to recreate an Interest Targeting ad set, and click "Contextual Targeting" to create a topic counterpart.



Install the Quora Pixel.

The pixel will attribute conversions to specific ads and ad sets. This allows you to optimize towards the best performing topics.