Getting Started on Quora Ads
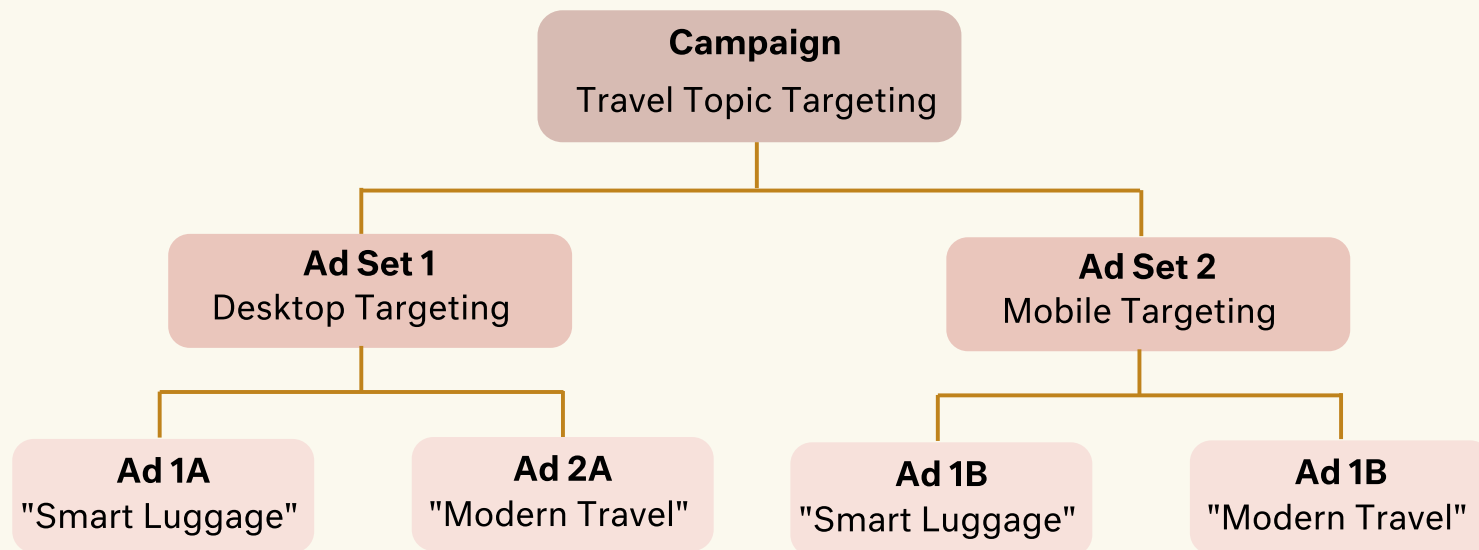
Quora for Business

Getting Started on Quora Ads

Quora offers a way to drive performance by targeting large, high-intent audiences as they research topics before a purchase. This makes the platform a great supplement to your existing ad channels. For instance, if you are using Facebook to drive awareness for your products and Google to drive intent before a purchase, Quora fits into the "consideration" stage right in-between.

To facilitate the onboarding process, this guide breaks down the must-know capabilities the Quora Ads Manager has to offer.

Campaign Structure on Quora Ads

Starting a new ad platform can be daunting. To help ensure the success of your campaigns, it is important to have an organized campaign structure that fully utilizes available features.

Quora's campaign structure consists of 3 parts: Campaigns, Ad Sets, and Ads.

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                    │       Campaign          │
                    │ Travel Topic Targeting  │
                    └────────────┬────────────┘
             ┌───────────────────┴───────────────────┐
    ┌────────────────┐                       ┌────────────────┐
    │    Ad Set 1    │                       │    Ad Set 2    │
    │Desktop Targeting│                      │ Mobile Targeting│
    └───────┬────────┘                       └───────┬────────┘
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  │  Ad 1A   │ │  Ad 2A   │               │  Ad 1B   │ │  Ad 1B   │
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Campaigns

At the Campaign level, you'll determine the campaign objective and budget.

The campaign objective indicates what your ad campaign aims to drive—Conversions, App installs, Traffic, Awareness, or Lead Generation. The campaign budget dictates the maximum amount a campaign will spend on a daily or lifetime basis.
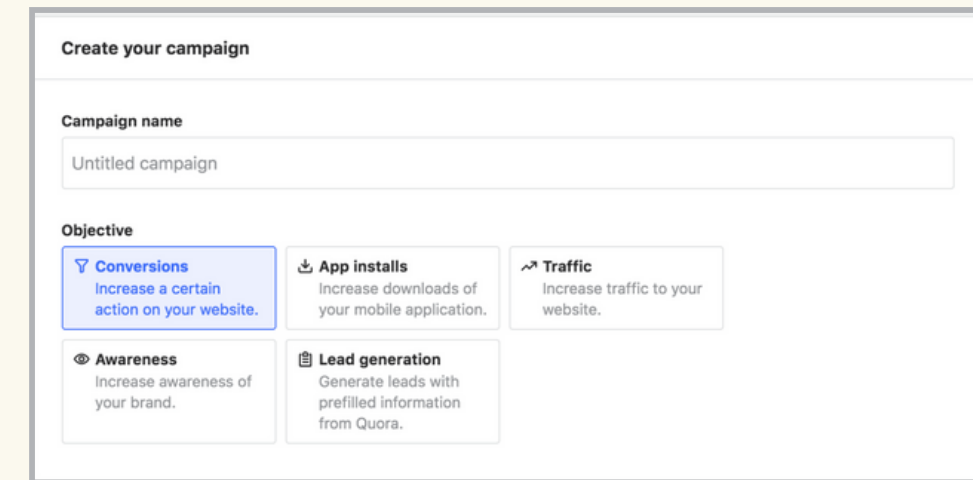
Campaign Best Practices

- Budgets are defined at the campaign level, so organize your campaigns based on how you're allocating your budget.

- Set a daily budget rather than a lifetime budget. This prevents your campaign from shutting off unexpectedly and ensures spend is evenly paced.

- Create separate campaigns for different product lines, targeting types, initiatives, etc.

- Define a naming convention for your campaigns (ex. "Category - Targeting Type - Geography").

Ad Set

The Ad Set level is where you determine your targeting parameters and bid. With Quora Ads, you can target users via Contextual, Audience, Behavioral, or Broad targeting. It is important to familiarize yourself with these different options so you understand which works best for you.

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.

You can also add the following Secondary Targeting filters:

- Location
- Platfom & Browser
- Email Targeting
- Gender
- Exclusions (Question & Audience)

In the "Summary" section, you can view the potential weekly impressions each ad set is projected to get. This is a great way to gauge the scale of your ad sets.

The final thing you'll determine at the Ad Set level is your bid. Quora Ads uses a live auction system, and you can pay per click (CPC), impression (CPM), or targeted action (Conversion Optimized bidding*).

Summary

Potential weekly impressions
1,500,000–2,000,000

Targeting

Topics	11
Locations	1
Device and browser	Mobile and desktop
Placement	Email included

Bid

CPC bid	$0.12

Ad Set Best Practices

- Separate out ad sets for better analysis of performance (ex. mobile split, location split).

- Add keywords from other platforms to the "Bulk Add" tool. You will receive suggestions on comparable Quora Topics, Interests, or Questions.

- Duplicate Topics into Interests in a separate ad set for greater scale. Use the "Import Ad Set" tool to copy-and-paste Topics, and click "Behavioral Targeting" to turn them into Interests.

- Your bid is not your final cost. Bid your true value to help you win auctions and get the best ROI. Lowering your bid will reduce your access to certain ad placements.

Conversion Optimized bidding requires the Quora Pixel and 20+ conversions per ad set.

Ads

The Ad level is where you determine the composition of your actual ads. You can create ads from scratch or copy an existing ad using the "Use existing ad copy" button.

If you previously chose Lead Generation as your Campaign objective, this page is also where you will select a Lead Gen Form to append to your ads.
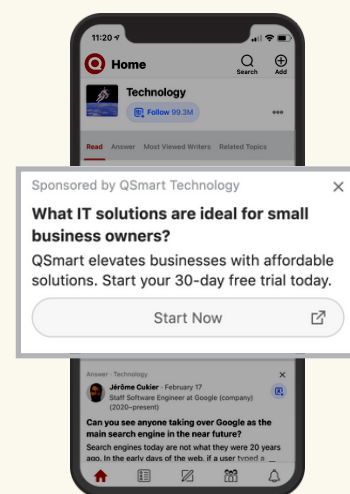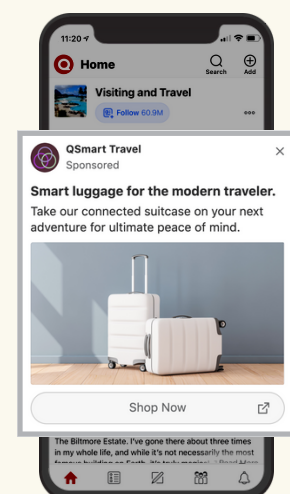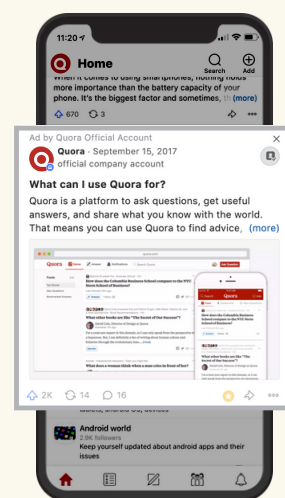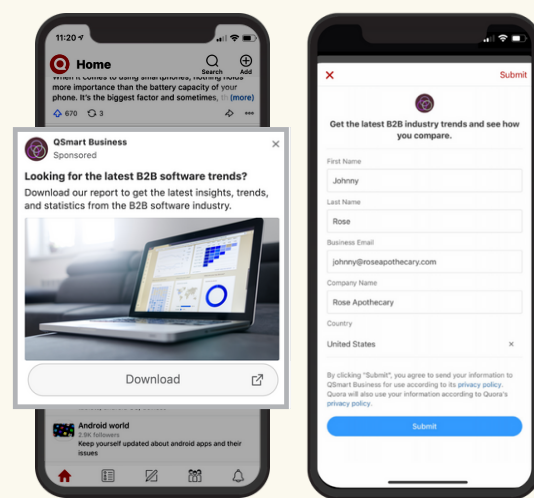
Text Ads

Image Ads

Promoted Answers

Lead Gen Forms

Depending on the ad format you select, you will need the following details for your ads:

- Business Name (40 characters)
- Headline (65 characters)
- Body Text (105 characters)
- Call to Action (16 options available)
- Landing Page URL

- Logo (500 x 500 pixels)
- Hero Image (16:9, 600 x 335 pixels)
- Answer URL (Promoted Answers)
- Lead Gen Form (Created on the "Lead Gen" tab)

Ad Best Practices

- Test multiple versions of your ad creative to test messaging, CTAs, or landing pages while using unique UTM parameters.

- Question pages on Quora may revert image ads to text ads for optimization purposes. Review your image ads to ensure their messages make sense without an image.

- Promoted Answers have higher average CTRs than text and image ads. Test them in a separate campaign to allow for a fair test.

- Have 2-4 ads per ad set. Delivery will be optimized towards the best performing ads.

- Try phrasing your headline as a question instead of a statement.

- Ensure that there is a strong cohesion between the ad and the landing page.

- Follow the ad guidelines to make sure your ads aren't getting rejected.

Measuring Performance

The Quora Pixel

The Quora Pixel is required if you intend to run Conversion campaigns, or if you want to attribute conversions to specific campaigns, ad sets, or ads.
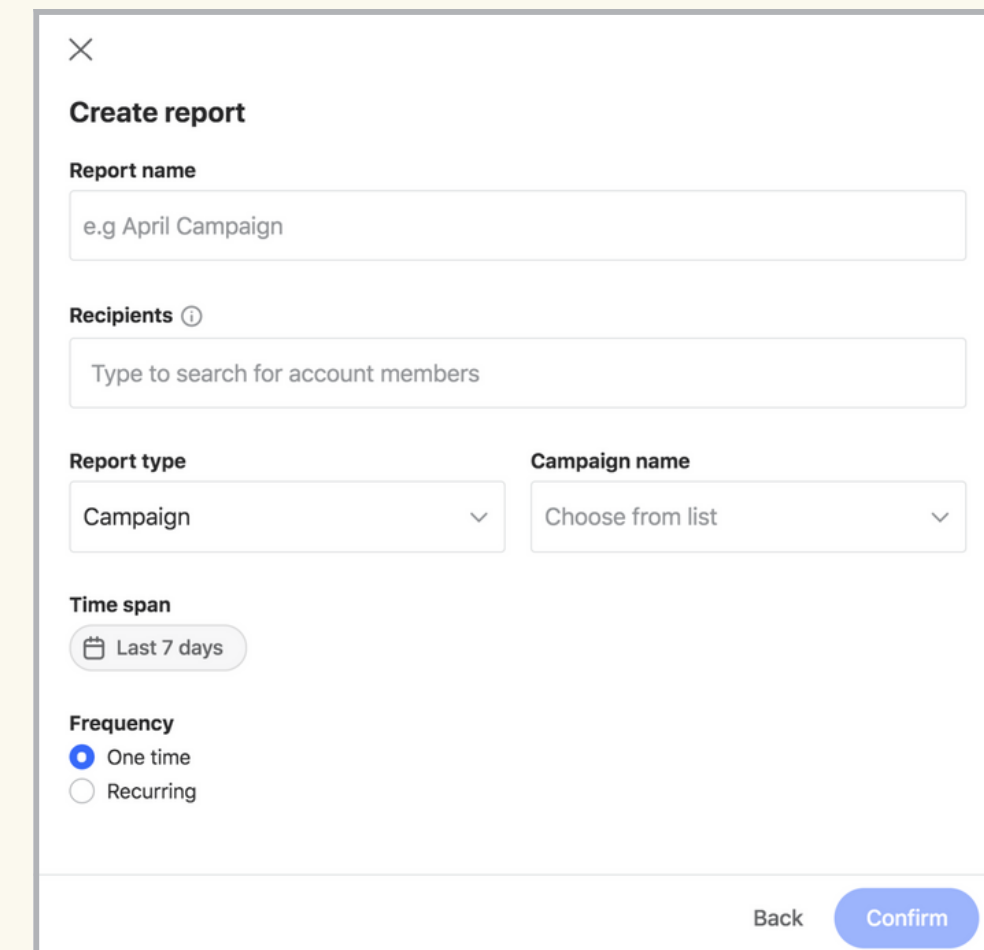
Quora's pixel not only allows you to track multiple conversion events, but also allows you to utilize Website Traffic Targeting, Lookalike Audience Targeting, and Conversion Optimized bidding.

To install the pixel, visit the "Pixel & Events" tab in your Ads Manager and click "Setup Pixel." A prompt with instructions will appear. You have the option of installing the pixel directly to your website, or through Google Tag Manager.
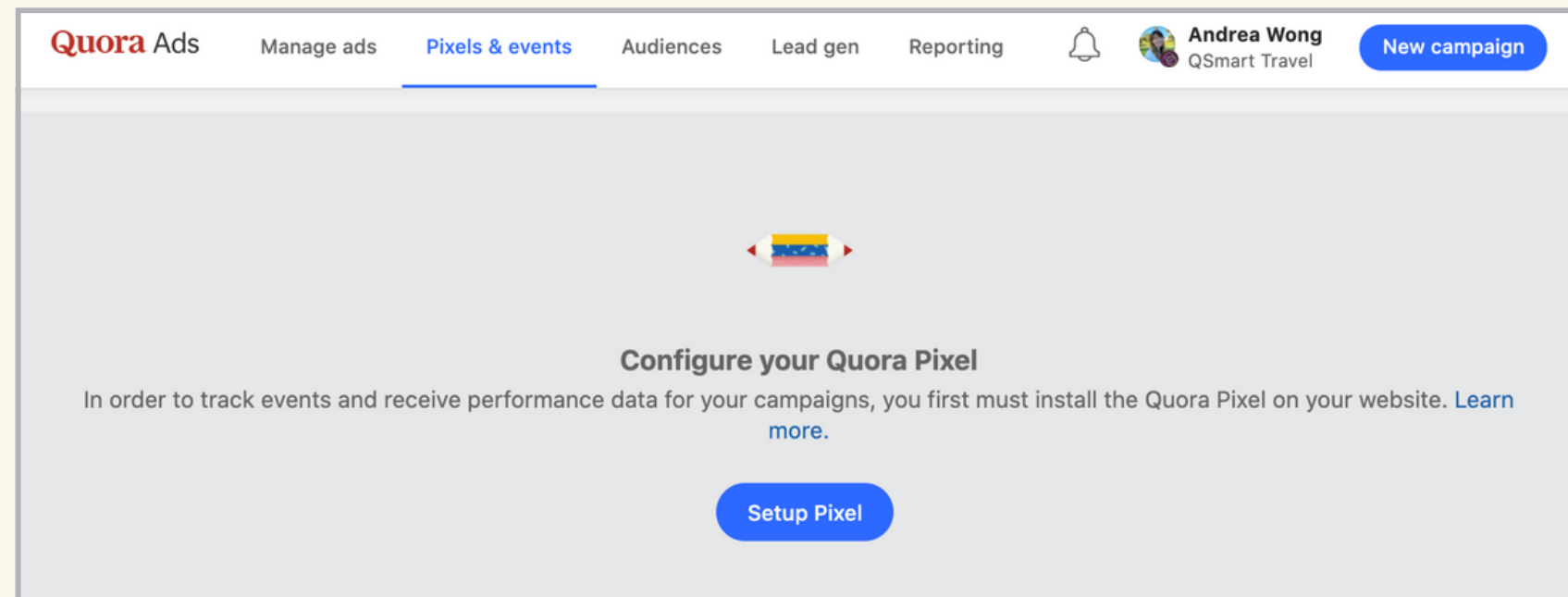
Email Reports

In addition to installing the Quora Pixel, you can set up email reports to deliver Ads Manager metrics straight to your inbox. Email reports can be customized to report data at the Account, Campaign, Ad Set, or Ad levels for a specific time frame. You can schedule recurring or one-time reports that can be sent to any verified user on your Ads Manager.

For more resources & tips, visit adshelp.quora.com