

THE FOOLPROOF STRATEGY THAT HELPS YOU EARN!

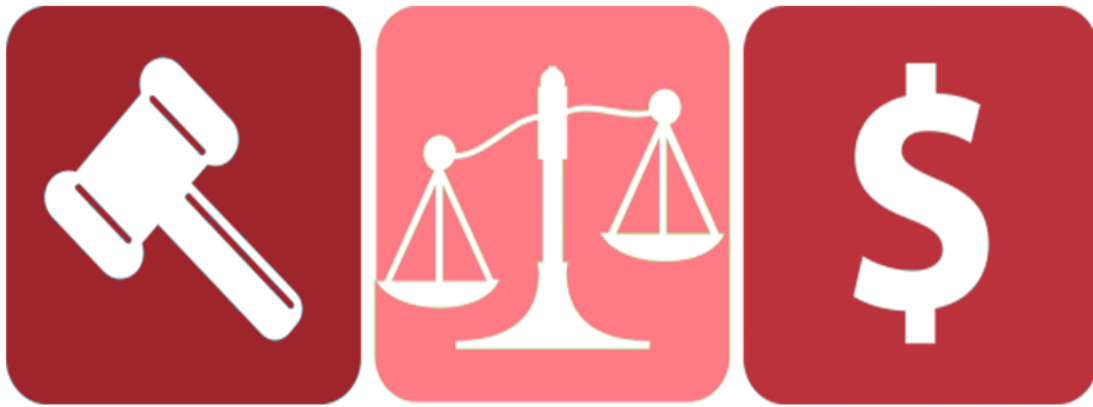


# ACE AFFILIATE

the only affiliate blueprint you'll need to build a profitable online business

# BASIC PACK

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**BUY OR SELL YOUR EARNING METHODS**

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## An Introduction to Quora

In case you're not familiar, Quora is one of the largest Q&A sites on the Internet. It provides a platform where people can ask questions and get answers from some of the most credible sources. It was founded in 2009 by former Facebook employees Adam D'Angelo and Charlie Cheever.

Although initially used only by people familiar with the scene down in Silicon Valley, by December 2010 Quora use had grown tremendously in part due to stories that featured high profile figures like Dustin Moskovitz, Tristan Walker, Tim Westergren, and Mark Cuban.

[Quora Ads](#) are one of the myriad options for advertising online. Like eBay and LinkedIn, Quora is one of those Web 2.0 properties that feels like it should be dated but remains surprisingly relevant.

In fact, while Quora itself has been around since 2009, Quora's self-serve Ad Platform only rolled out in 2016.

Quora has 300 million active users and some interesting reasons to advertise.

Like any other marketing platform, marketing on Quora shouldn't be approached with the mindset that "it's all about sales." As you've seen, Quora features industry leaders from all sectors. These authorities aren't necessarily looking to make a single dime off Quora; they just want to help, which is the #1 focus of content marketing.



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Marketers use Quora for reach and promoting brand awareness. Users expect expert answers to their questions. Marketers use the platform to showcase their expertise and position themselves or their businesses as authority figures.

### Why Use Quora Ads

First, you have access to both *social data* and *search intent*.

You can reach people based on demographic and psychographic data **AND** you can reach people who are actively searching for answers **OR** you can layer both to run hyper-targeted campaigns to people who are both your target customer and actively researching.

Second, you have access to lots of *qualified organic traffic*. Quora has plenty of internal usage. But their organic search traffic is their secret weapon.

Due to their brand and the enormous amount of content, they rank well in Google & Bing for highly qualified search terms.

With Quora Ads, you can pay to jump to the front of the line. Advertise on pages that rank well for target keywords.

Third, you get to define best practices & deal with lower competition.



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Google

top help desk outsourcing companies



**Help Desk Outsourcing Companies | GHDSI.com**

[www.ghdsi.com/helpdesk/outsourcing](http://www.ghdsi.com/helpdesk/outsourcing) (800) 770-1075  
Your Trusted Source for Help Desk Support. Speak with one of our Experts Today! Live 24/7 Agents.  
Contact · Enterprise Plan · Software Supported · Help Desk Outsourcing

\$125 per click

**24/7 Outsourced Help Desk | Customer Service Outsourcing | simplr.ai**

[www.simplr.ai/](http://www.simplr.ai/)  
US-Based, On-Demand, 24/7 Customer Support Specialists - Try Simplr for Free Today! Grow Your...  
Start Your Free Trial · Customer Service Guide · Simplr Solutions · Customer Stories · Simplr Pricing

**We Will Build Your Software | On Demand At Affordable Price**

[www.surgeforward.com/](http://www.surgeforward.com/) (877) 879-9888  
America's Top Software Developers. Enterprise Grade - CIO Approved. Affordable. On-demand.

**Help Desk Outsourcers & Outsourcing | Helpdesk.com**

<https://www.helpdesk.com/helpdesk/outsourcers/>  
Here you'll find vendor listings supplying help desk outsourcing services for call center management, service and support handling, .... level based managed Service (Help) Desk services, with industry leading tools, people, and processes.

**Top Service Desk Outsourcing Companies in 2018 | TrustRadius**

<https://www.trustradius.com/service-desk-outsourcing>  
Service Desk Outsourcing Companies reviews, comparisons, alternatives and pricing. The best Service Desk Outsourcing solutions for small business to ...

**2016, 2017 Award Winning U.S. Based Help Desk Services - Synoptek**

<https://synoptek.com/it-infrastructure-services/it-support/24x7-help-desk/>  
24x7 Help Desk and Support. Managed AWS Cloud Hosting Services. Managed Cloud Connected Storage - Equinix and Synoptek. Private Cloud Managed Services. Backup and Disaster Recovery. Hybrid Cloud Managed Services. Cisco VoIP Hosting and Migration Services. Cloud-based Applications Services. Synoptek Colocation Services.

**The top 10 IT outsourcing service providers of the year – and the top ...**

<https://www.cio.com/.../outsourcing/the-top-10-it-outsourcing-service-providers-of-th...>  
Mar 15, 2018 - Find out which vendors are rising and which are falling in Everest Group's third annual outsourcing vendor rankings. Plus, the analyst firm's insights

**IT Help Desk Services | Help Desk Support | Dataprise**

<https://www.dataprise.com/IT-Services>  
Free up valuable resources with our outsourced help desk services. Learn More ... Find Solution Industry-Leading IT Help Desk Services. Based out of our ...

Advertise on this page for way less

**Which company is good for IT help desk outsourcing? - Quora**

<https://www.quora.com/Which-company-is-good-for-IT-help-desk-outsourcing>  
There are lot of IT Help Outsourcing companies that claim to be best in the world. ... Most of the organizations just look for help desk agents to take-up calls for them, ... On top of that you can easily buy hardware or software at very cheaper ...

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Every big brand and agency is on Google & Facebook. Best practices and budgets are well-defined. Quora requires more work and thought to succeed. If you have more time than budget, Quora is a great place to go.



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## How to Set Up Your First Ad Campaign on Quora

Now that you understand the benefits of using Quora for marketing, let's get more specific and talk about how you can use the newly launched platform for advertising.

I know what you're thinking: *I'm going to have to learn about advertising on a platform from scratch!*

Far from it. The Quora dashboard borrows a lot from Google and Facebook. If you're experienced with Google AdWords and/or Facebook Ads Manager, managing your Quora ad campaigns will be a snap.

Quora has done an excellent job with self-service. The platform is straightforward and comes with a surprisingly useful email course.

To get started, all you need is some basic business information. If you don't have a business, enter any random information.

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Quora Ads Manager

New Account  
Create Your Ad Account

Account Information

Account Name [Redacted]  
Email Address [Redacted]

Business Information

Business Name [Redacted]

Business Address [Redacted]

Street Address 2

Atlanta Georgia  
30312  
United States

Phone Number (Optional)  
Tax ID Number (Optional)

Additional Business Information



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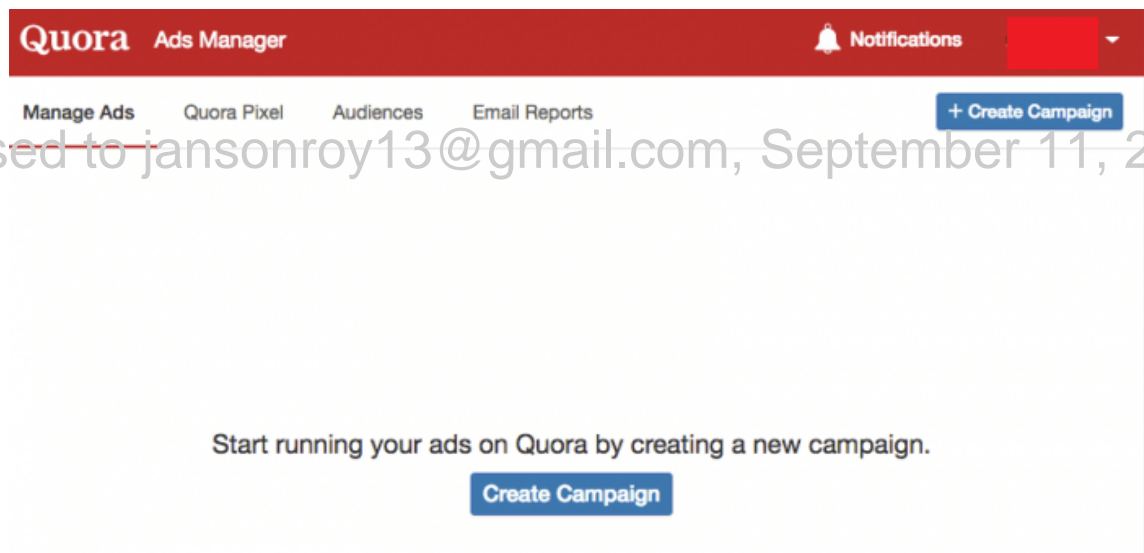
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When you log into Quora’s ad platform, you’ll see the Ads Manager. This has four tabs: Manage Ads, Billing, Account Settings, and Conversion Pixel.

### Step 1: Create a Campaign

In the Ads Manager, click on the blue “+Create Campaign” button. Once you click on the button, you’ll see a page with several fields.

First, name your campaign under “Name Your Campaign” and then set the maximum daily budget *for the campaign*. Remember, Google and Facebook ask you to set a daily budget for the ad set.



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After that, Quora asks you to check if your conversion pixel is working. Click on “Quora Conversion Pixel.” You’ll be taken to the Conversion Pixel tab. The “Recent Views on the Pixel” section at the bottom of the page confirms if your pixel is working.

#### Configure Your Quora Conversion Pixel

Make sure you've included the [Quora Conversion Pixel](#) on your website in order to view performance and conversion data associated with your ads. You can use the same pixel you use in your other campaigns.

#### Set a Schedule

Schedule ⓘ  Begin advertising immediately  Set a start and (optional) end date

Continue

Cancel

To test out your pixel, go to your confirmation page. The view count on the conversion pixel should increase. IF not, it might be because the conversion pixel wasn't installed correctly. You can always seek technical support if in doubt.

Go to Create Campaign and select your objective.

If you select Conversions, you'll need to select a conversion type to pass to your Quora Pixel. You'll also have to manually tag any actions (like Add to Cart).



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**Quora Ads Manager**

Manage Ads   Quora Pixel   Audiences   Email Reports


---

### Create a Campaign

---

Name Your Campaign & Choose an Objective

Campaign Name

Objective  Conversions App Insta

Objective Description Send users to your website or to a landing page where you v

---

Configure Your Quora Pixel

Pixel Configuration In order to view performance and conversion data associate

---


Select A Conversion Type


Conversion Type


Quora Pixel Status ● Unavailable - Please configure a Quora Pixel with the selec

---

Set Your Budget & Schedule

Daily Maximum Budget 

Lifetime Budget  Add a lifetime budget (optional)

Schedule   Begin advertising immediately  Set a start and (optio

---

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Conversion Tracking is accurate and can be worthwhile. But unless you are running large campaigns, some of this Conversion Tracking might not be worth the effort.



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Select A Conversion Type

Conversion Type  Generic

Quora Pixel Status

Set Your Budget & Schedule

Daily Maximum Budget

Lifetime Budget  Add a lifetime budget (optional)

Schedule  Begin advertising immediately

For my campaigns (and most advertisers), I use the Traffic objective.

*But* I also tag all of my ads so that I can track conversions within my existing Google Analytics setup.

**Quora Ads Manager**

Message Ads, Quora Pixel, Ad Links, Email Reports

Account: Nate Shivar

**Create a Campaign**

Name Your Campaign & Choose an Objective

Campaign Name

Objective  Conversions  App Installs  Traffic

Objective Description Send users to your website or to a landing page.

Set Your Budget & Schedule

Daily Maximum Budget

Lifetime Budget  Add a lifetime budget (optional)

Schedule  Begin advertising immediately  Set a start and (optional) end date



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Once you've created your Campaign objectives, you'll need to set up a new Ad Set.

## Step 2: Create an Ad Set

Name your ad set and then set up the targeting criteria. Ad Sets each have their own targeting and bids. After setting up an Ad Set, you'll write individual Ads for each ad set.

But Ad Sets are where the fun really happens.

You have 4 primary targeting methods. I'll cover each below. But the short version is that you can do –

- Topic Targeting – Target *content* that falls within a category regardless of user interest.
- Question Targeting – Target specific questions on Quora regardless of topic or user.
- Audience Targeting – Target your audiences everywhere on Quora (see above).
- Interest Targeting – Target *people* who are interested in a topic regardless of content.

After that, you can choose several secondary targeting methods. You can focus your ads by Location or Device. You can also exclude specific questions or audiences (ie, people who have successfully purchased from your site).



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Manage Ads   Quora Pixel   Audiences   Email Reports

---

Name Your Ad Set

Campaign Name #1 Test

Create New or Import  Create a new ad set  Import from an existing ad set

Ad Set Name

---

Primary Targeting

Targeting Types  Topic Targeting  Question Targeting  Audience Targeting  Interest Targeting

Targeting Description  Your ads will appear next to content associated with specific topics across Quora.

Topics

---

Secondary Targeting

Locations

Platforms  Desktop  Mobile

[Exclude locations, questions, or audiences](#)

---

Set a Bid

Cost Per Click Bid

Suggested bid: \$0 USD

---

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Topic and Question Targeting are my favorite options. They both target based on *content*, not the user.

Type the topics you'd like to target inside the field. If you need ideas, click "Import and map keywords to topics." After typing the topic, click "Continue" and you'll see a list of topic ideas.



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When you are looking to expand reach or target based on *intent* – this is the option that you should use. Topic Targeting lets you quickly target a bunch of questions quickly.

The key to Topic Targeting is to provide Quora with a relevant but broad set of keywords. There's a bit of an art to it, but be sure to play around with different combinations before committing to a set of Topics.

Additionally, make sure you manually explore those Topics to vet the questions, the likely audience, and related Topics that you are missing.

**Choose Topics** [X]

Enter keywords from a Google AdWords campaign in order to receive suggestions for comparable Quora topics.

e.g. Finance, Personal Finance, Investment Advice

Enter keywords one per line or comma-separated.

Cancel Continue



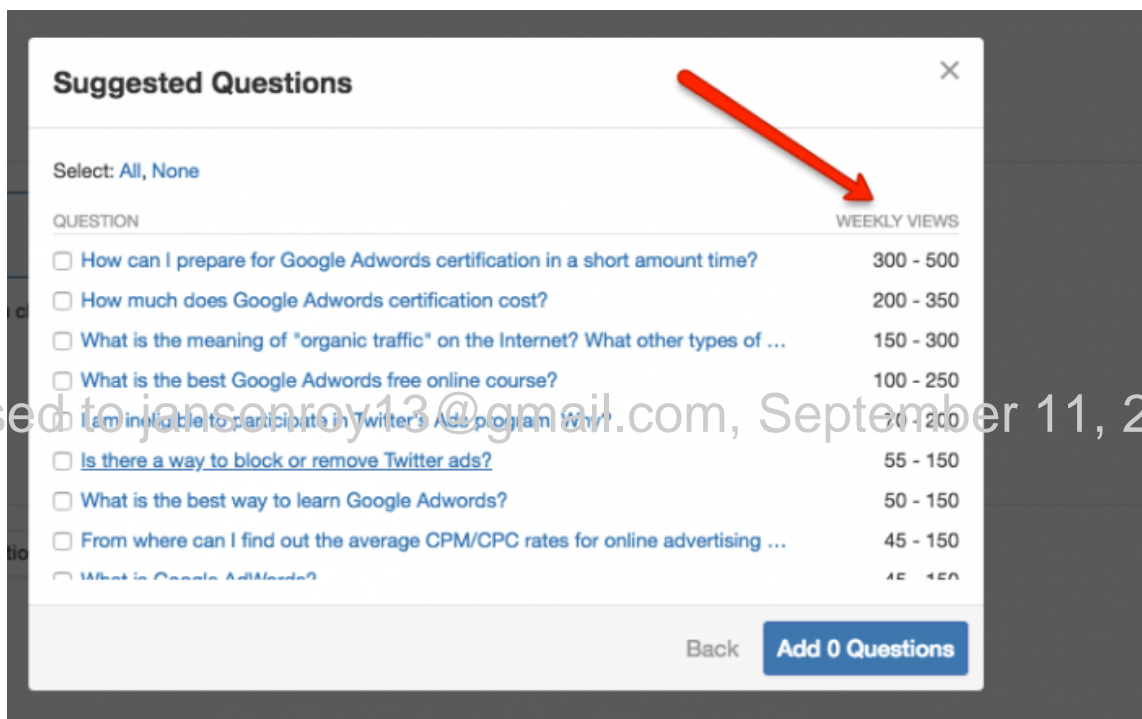
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But if you have time, the best targeting option is Suggested Questions.

With this option, you can advertise with specific ads on specific questions.

From a pure data perspective, this targeting option is the only place to get Weekly Views stats for Quora questions, which can help your content marketing efforts separate from any paid campaigns.



**Suggested Questions**

Select: All, None

QUESTION	WEEKLY VIEWS
<input type="checkbox"/> How can I prepare for Google Adwords certification in a short amount time?	300 - 500
<input type="checkbox"/> How much does Google Adwords certification cost?	200 - 350
<input type="checkbox"/> What is the meaning of "organic traffic" on the Internet? What other types of ...	150 - 300
<input type="checkbox"/> What is the best Google Adwords free online course?	100 - 250
<input type="checkbox"/> I am unable to participate in Twitter's Ad program. Why?	70 - 200
<input type="checkbox"/> <a href="#">Is there a way to block or remove Twitter ads?</a>	55 - 150
<input type="checkbox"/> What is the best way to learn Google Adwords?	50 - 150
<input type="checkbox"/> From where can I find out the average CPM/CPC rates for online advertising ...	45 - 150
<input type="checkbox"/> What is Google AdWords?	45 - 150

Back **Add 0 Questions**

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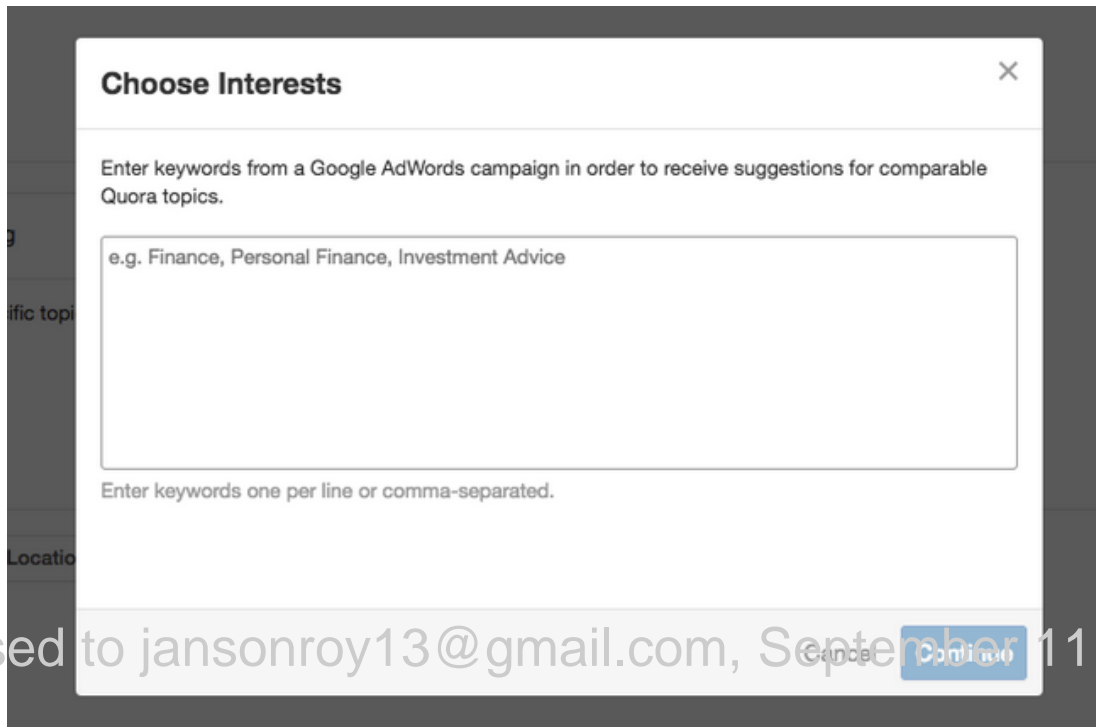
Interest Targeting targets the user rather than the content that they are looking at. This option is great for casting a wide-net to reach your audience everywhere on Quora.



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However, note that you'll reach them even when they are looking at irrelevant questions. This option is great to layer with other options (like exclude questions). Be careful using it alone though.



**Choose Interests** [X]

Enter keywords from a Google AdWords campaign in order to receive suggestions for comparable Quora topics.

e.g. Finance, Personal Finance, Investment Advice

Enter keywords one per line or comma-separated.

Cancel Continue

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There are also options for targeting an existing audience and also a Broad Topic option.

After selecting your targeting with exclusions and bids set, you'll need to create your actual ads.

Quora provides lots of space and encourages "content-like" ads. They want complete sentences that are relevant to your targeting. They are not great for hard-sells, but pair *very* well with custom landing pages or educational content.



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## Locations

This is optional.

## Platforms

You can choose one or both.

## Exclude Locations and Questions

This is optional. Once you click on this, two more fields appear and you can type in the locations and questions you'd like to exclude.

Note that you can also import a data set and the specific settings you'd like to import.

## Set CPC

After targeting, set the CPC bid – just like in Google AdWords. Quora even gives you suggestions. You can use the suggestion if you're not sure how much you should bid.

Or you can start feet-first with something like \$1. Once you've done that, click "Continue."

## Step 3: Create Your Ads

On this step, you have all the required fields neatly lined up on a single page. All you have to do is fill out the fields and you're ready to go.



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- Ad Name
- Business Name
- Headline
- Description
- Landing Page URL
- Display URL
- Call to Action

### Create a New Ad

#### Ad Creative

Create New or Import ⓘ  Create a new ad  Import from an existing ad

Ad Name ⓘ e.g. Quora recruiting desktop ad

Business Name ⓘ  30 characters remaining

Headline Sentence ⓘ e.g. We are looking for strong machine learning experts.  
65 characters remaining

Body Text ⓘ e.g. Join us if you enjoy solving challenging problems and working with a world class team.  
105 characters remaining

Landing Page URL ⓘ e.g. http://www.quora.com/careers  
1024 characters remaining

Display URL ⓘ e.g. quora.com  
30 characters remaining

Call to Action ⓘ

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#### **Step 4: Measure Performance**

Once you launch your campaign, you can measure its performance per your conversion metrics. As mentioned, the conversion pixel can help you with this.

#### **Step 5: Pay for Results**

Just as with other PPC models, you only pay for what you get.

#### **Benefits of Advertising on Quora**

Below are some of the things you might find very likeable about using Quora for advertising:

##### **1. You get high-quality traffic**

When you target Quora users based on certain topics, you're reaching a community that is genuinely interested in what you have to say.

##### **2. You won't be overwhelmed with tons of metrics**

Compared to Facebook, which reports on virtually everything, Quora offers much fewer metrics. The reports are on select metrics that you actually need. There's definitely an upside on getting metrics about everything, but there's also an advantage to getting only what you need.

##### **3. It resembles Google and Facebook ad platforms**

The fact that the Quora ads platform largely resembles those of Google and Facebook makes it easy to learn and master since you're already familiar with most of the features.



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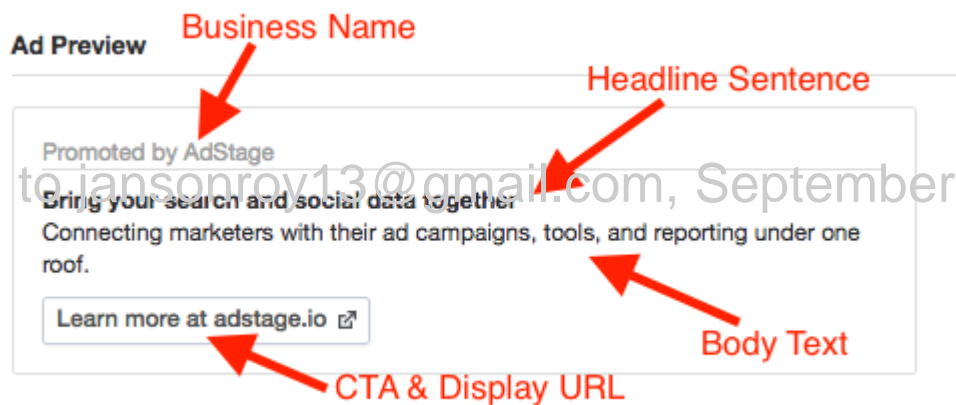
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## Quora ads examples and formatting

Text ads include five main components, each with strict character guidelines:

- **Business name:** Maximum of 30 characters
- **Headline sentence:** Maximum of 65 characters
- **Body text:** Maximum of 105 characters
- **CTA:** 1 of 16 encompassing the most popular offers
- **Display URL:** Maximum of 30 characters



With firm character limits come high standards for their ads. They must all adhere to [Quora's ad content policies and guidelines](#), be formatted appropriately, and remain free from grammatical, capitalization, and punctuation errors.



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Quora ads appear both in users' feeds and on question pages. Let's take a look at some current examples.

Here are two ads displayed directly in the Quora user feed. This one from Survata links to the Ad Research Solutions section of their website:

Promoted by Survata.com

### **The Next Generation of Ad Research**

Measure brand lift, sentiment, and recall of your online advertising campaign in real-time.

[Learn more at survata.com](#) 



And this one from Pipedrive links to a post-click landing page, encouraging prospects to sign up for a free trial of a [simple sales management tool](#):

Promoted by Pipedrive

### **CRM for small teams with big ambitions.**

Pipedrive is a simple and easy CRM tool that gets teams organized. Sign up for a free trial.

[Sign up at pipedrive.com](#) 



On question pages, sponsored ads appear either above or in between answers.



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This Back Taxes Help ad was positioned above the answers on this particular question page:

How Could X on Quora Be Improved? How Could X Be Improved? +5

## What features would make Quora better?

<https://quora-feature-requests-notepad.quora.com/>

This question previously had details. They are now in a comment.



[Answer](#) [Request](#) Follow **948** Comments **8+** Downvote    

---

Promoted by Back Taxes Help, LLC

**Settle IRS and state tax issues. Get your life back.**

We resolve business and individual tax debt problems with the IRS and various states.

[Get quote at backtaxeshelp.com](#)  

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Notice how the ad is irrelevant to the question? This most likely occurred due to a topic targeting mistake, and unfortunately, it may not reach the most suitable, interested audience. Luckily, though, when users do happen to click the ad, they're directed to a dedicated post-click landing page where they can easily request a free quote:



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**Professional IRS & State Tax Relief**

- ✓ Get Tax Relief Options for Your Specific Tax Situation
- ✓ Help with Wage Garnishment & Bank Levies
- ✓ Help With Tax Penalties, Liens, & Unfiled Returns
- ✓ Get Immediate Tax Relief for Tax Issues Now

**Why BackTaxesHelp.com?**

- ✓ "A+" Rated Better Business Bureau Member
- ✓ Knowledgeable (Former IRS Agents & Attorneys)
- ✓ Reasonable Fees & No Hidden Costs
- ✓ Get a Free Consultation and Quote →

ACCREDITED BUSINESS  
BBB Rating A+

PRIVACY VERIFIED  
TRUST GUARD  
Back Taxes Help

SECURITY VERIFIED  
TRUST GUARD  
Back Taxes Help

Fill out form below for a Free Quote

**Request Free Consultation**

First Name  Last Name

Email Address

( Phone )  -

Tax Amount Owed

**Get Quote** →

Safe. Secure. With No Obligation

By clicking the "Get Quote" button, my submission's not an obligation of purchase & I waive any registration on Do Not Call list.

Here are two Quora ads (Grammarly and 23andMe) that are both highly relevant to the question pages they appear on:

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IELTS Preparation Hong Kong +4

## How can I score a 7 in the IELTS writing part?

This question previously had details. They are now in a comment.

[Answer](#) [Request](#) Follow **59** Comments **3** Downvote



Promoted by Grammarly

### **Better writing. No matter what you are working on.**

Grammarly's free writing app makes sure everything you type is easy to read, effective, and mistake-free.

[Learn more at grammarly.com](https://www.grammarly.com)



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Genealogical Research Genetic Genealogy Genealogy Family History +1

## How would I start tracing my family history?

Answer

Request

Follow 50

Comment 1

Downvote



Promoted by 23andMe

### Explore your DNA with 23andMe.

Learn more about your health, traits and ancestry through 75+ genetic reports.

[Learn more at 23andme.com](https://www.23andme.com)

Although these ads are likely to reach more appropriate and interested audiences, neither of them drive traffic to post-click landing pages to increase conversions.

Finally, Talkspace created an ad campaign that first targets a relevant audience, and then directs prospects to a [dedicated post-click landing page](#) to drive conversions:

Stress Relief Stress (psychological) Music Recommendations +3

## What is the best music to relieve stress?

Answer

Request

Follow 47

Comment Downvote



Promoted by Talkspace

### Ever wonder what it feels like to live without anxiety?

Try licensed therapy, now online. Send unlimited texts, audio & video chat anytime for \$39/week.

[Learn more at talkspace.com/online-therapy](https://www.talkspace.com/online-therapy)



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talkspace THERAPY FOR HOW WE LIVE TODAY

Download on the App Store

GET IT ON Google play

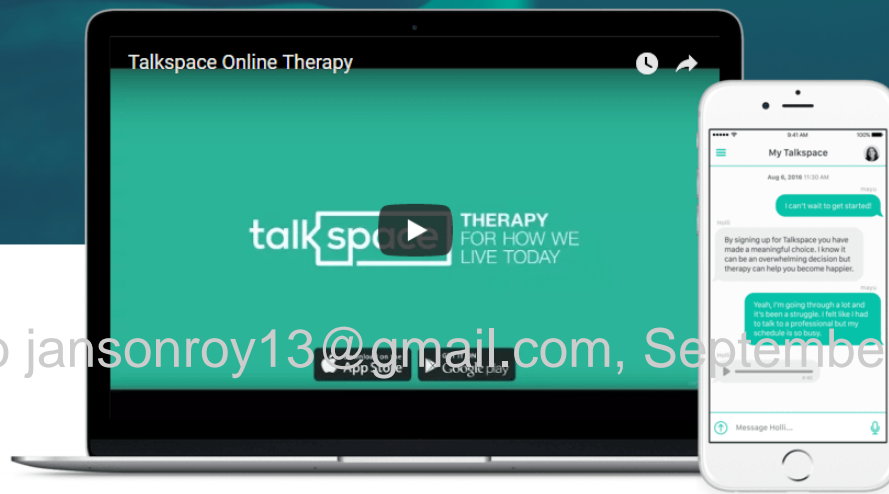
# Anxiety Therapy From A Licensed Online Therapist

Effective, Affordable & Convenient

GET MATCHED THERAPIST NOW



Scroll to learn more



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## Quora Ads mistakes and how to avoid them

### Mistake #1: Incorrect/unusual use of capitalization and abbreviations

If you've written text ads, then you won't have any difficulty creating Quora text ads. It's similar to writing text ads on other networks, but with slightly different character counts and guidelines.

Quora's ad policies are different from AdWords' or Bing's. They have high standards for their ads and expect them to be as high-quality as the content they appear alongside. That said, all ads must adhere to [Quora Ads content policies and guidelines](#) and should be clear, well-formatted and free from grammatical, capitalization and punctuation errors.

**Quora** | AdStage team - Your ad has been paused.

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Hi AdStage team,

We have reviewed your ad ([link](#)) and have found that it may need editing in order to be in compliance with our advertising policies, specifically:

- **Capitalization/Abbreviation:** Correct capitalization must be used at all times. Only common abbreviations are allowed and where possible, the full word should be used. See more details and examples [here](#).

Please edit the following ad elements:

- **Headline Sentence:** Cross-Network Reporting & Automation.
- **Body Text:** Build advanced reports for AdWords, Bing, Facebook, LinkedIn and Twitter Ads - get started in minutes!



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My ad copy frequently contained unnecessary capitalization, specifically in the Headline Sentence, because we were trying to employ some AdWords tactics. Thankfully, they'll send you a nice email explaining exactly why your ad violated their ad policies and what needs to be fixed.

### How to avoid this mistake

The Headline Sentence fields should be composed of a full sentence, complete with a punctuation mark. Using a full sentence is very different from what we're accustomed to with 30-character headlines in AdWords and Bing.

- **Headline Sentence:** Maximum of 65 characters
- **Not permitted:** Looking for machine learning experts — learn more today.
- **Acceptable:** We are looking for machine learning experts. Learn more today.

Title case — where the first letter of every word is capitalized — should not be used unnecessarily. Actual titles (such as articles, books and movies), which justify the use of title case, are acceptable.

- **Not permitted:** Learn More About Our Services By Signing Up Today.
- **Acceptable:** Learn more about our services by signing up today.
- **Acceptable:** Buy Harry Potter and the Sorcerer's Stone today.



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## Mistake #2: Not importing existing ad sets and ads

It's obvious Quora took a page from Facebook when building out their campaign structure. It's nearly identical to Facebook's, with objectives living at the campaign level and targeting/bidding at the ad set level.

When I started building campaign structure, I was manually creating individual ad sets with three to five ads in every ad set. This process was a huge time suck, until I discovered the import button.

### How to avoid this mistake

Next to the "create a new ad set" button lives a little button that gives you the ability to import the settings from an existing Quora ad set. This makes the process for duplicating and creating new ad sets faster and more efficient.

#### Import Keywords

Enter keywords from a Google AdWords campaign in order to receive suggestions for comparable Quora topics.

e.g. Finance, Personal Finance, Investment Advice

Enter keywords one per line or comma-separated.

Cancel

Continue



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You can also import existing ads, which speeds up the ad creation process. It's much faster to create your base ads, then duplicate and modify across your ad sets.

Also, don't forget to add UTM parameters to your ads or update them when duplicating across ad sets and campaigns.

### Create a New Ad

Enter a headline, description, and URL for your ad.

#### Ad Creative

Parent Ad Set: Facebook Ads - Topic Targeting - Mobile -

Create New or Import ⓘ  Create a new ad  Import from an existing ad

Ad Name ⓘ

Business Name ⓘ

23 characters remaining

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### Mistake #3: Not importing keywords to find topics

Quora Ads is set up to target people based on topics. This makes a lot of sense. People reading and answering questions on Quora about a specific topic are more likely to click through on an ad related to that topic.

The problem is how to know which topic to select if you're not familiar with Quora. We made the mistake of spending too much time sifting through all the topics just to find the top five or so that were relevant to our business.

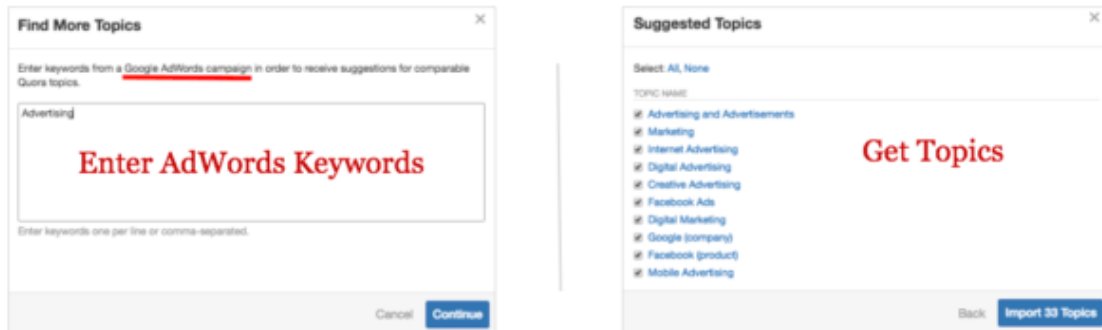


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## How to avoid this mistake

Do you have niche keywords? What about keywords that are performing well in your search campaigns? Great! Copy and paste your top-performing keywords from AdWords, and Quora will provide suggestions for comparable topics. If you're unsure which topics to target, this is the best way to get started.



From here, select the topics you decide are relevant. Don't make our mistake: Let Quora do the heavy lifting to find and match topics for you.

### Mistake #4: Starting too broad, then not knowing what's working

My very first campaign was set up to understand whether there was significant volume on the network. It was created in under 10 minutes with the goal of discovering whether it was worth spending more time and resources on this beta.

Well, it performed better than expected, but I was left wondering what actually worked. Based on my ad set structure, I didn't have visibility into what was working or how to scale performance.



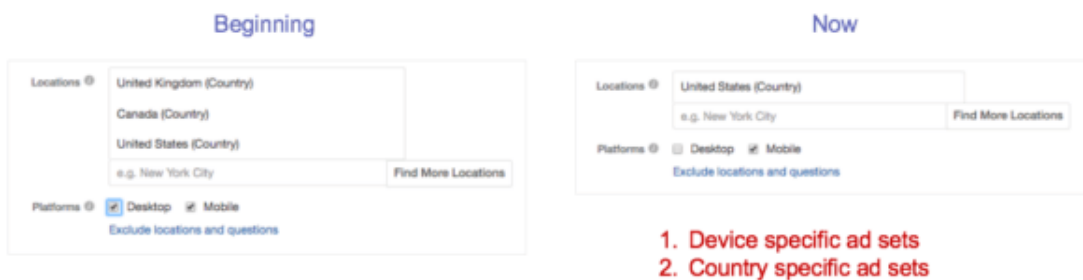
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## How to avoid this mistake

You can see I started by targeting the US, UK and Canada across desktop and mobile in one ad set. Without the help of Google Analytics, it was nearly impossible to figure out what was working.

Because of this, I decided to break out ad sets by country and device (desktop and mobile). This allowed me to determine what was working and scale performance. Here's an example from one of our campaigns, from the beginning to now.



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Based upon our learnings, I recommend setting up campaigns by objective + general topic, and ad sets based on locations and device.

In my example, each campaign topic now has three countries with device-specific ad sets, for a total of six ad sets. This gives me insight into what's working by country and device, which allows me to make optimizations and scale performance.



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## Mistake #5: Not excluding irrelevant questions

After a few weeks of running my campaigns, I noticed one of my ads showing up on a question that wasn't relevant for my target audience. I dove into my ad set targeting to find out why. This is when I discovered the ability to exclude specific questions under topics. In its targeting interface, Quora reveals specific questions that fall underneath the broader topics.

In the example below, I typed in the topic "Facebook" to show the specific questions that populate under that topic. You can see that a question about Facebook for Work appears, and, for me, that's not relevant, so I excluded it.



The screenshot shows the Quora ad targeting interface. It has three main sections: "Excluded Locations" with a text input field containing "e.g. San Francisco"; "Excluded Questions" with a text input field containing "Facebook" and a list of questions below it; and "Set a Bid" with a "Cost Per Click Bid" input field. A red arrow points to the question "Facebook at Work Launches (January 2015): What is it like to work on Facebook at Work?" in the list.

Excluded Locations ⓘ	e.g. San Francisco
Excluded Questions ⓘ	Facebook
	How do I reset my Gmail password when I don't remember my recovery information?
	What is the verb form of being on Quora?
	Facebook in 2012: Is Facebook truly "far behind" in mobile?
	Facebook at Work Launches (January 2015): What is it like to work on Facebook at Work?

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## How to avoid this mistake

At the ad set level, you'll find Quora offers the ability to exclude certain locations and questions. It's extremely valuable and shouldn't be overlooked — especially if your company doesn't operate in certain locations, you're concerned about brand safety, or you want to remove questions that don't pertain to your business. I highly recommend conducting research on topics to understand which questions you don't want your ad appearing on. You want to make sure you establish the best topic-product fit for maximum results.



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## Mistake #6: Bidding too low and not winning the auction

After inputting your targeting, it's time to set up your bid. Quora gives a suggested bid, similar to Pinterest and Facebook. It's really tempting to start with the lowest or suggested bid. At least, that was our mistake.

### Set a Bid

Cost Per Click Bid ⓘ

Suggested bid: \$3.23 USD (\$1.43 - \$5.04)

### Quora Suggested Bid

It's important to understand the Quora auction. When a user visits an ad-eligible page on Quora, all ads are considered from all eligible advertisers based on the topic/keyword targeting of their ad sets. The winners of the auction are the ads that — according to Quora's predictions — have the highest value for the ads slot.

How is “**value**” determined? [Quora determines value](#) by a combination of factors, including:

- the likelihood of the user clicking on each ad.
- the bid of each ad.
- the effect of showing each ad on the user experience.

In other words, don't opt for the lowest bid.



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## How to avoid this mistake

To win the auction, start with an initial high bid to enter the auction as a strong contender. The goal is to earn a high CTR (click-through rate), because you're in the top ad position. Being in the top ad position means more people will see your ad, as opposed to the lower ad positions that may not be seen by users.

In my tests, earning higher CTRs results in lower CPCs and more impressions (higher ad position) because the ad is deemed relevant to the user experience. It's a feedback loop that's heavily influenced by your initial bid. The Quora ads auction resembles LinkedIn's auction in this regard.

My advice is to determine the most you're willing to pay for a click, and start there. Of course, to optimize your ad results, you should test different bids to understand how the Quora algorithm works.

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### **Mistake #7: Not paying attention to potential weekly impressions**

On the right-hand side of the ad set page, you'll find a nice little summary of the demographic targeting. Don't overlook this summary, because in it contains your potential weekly impressions based on your targeting.

Here's an example of six perfect topics for our target audience. After a few days, I noticed the ad set didn't have any impressions. My mistake was thinking I had found the perfect topics without understanding the volume associated with them.



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Summary
TARGET AUDIENCE
Topics: 6
Locations: 2
Platforms: Mobile
REACH
Potential Weekly Impressions: 0 - 15
BD
CPC Bid: \$0.75

Summary
TARGET AUDIENCE
Topics: 36
Locations: 1
Platforms: Mobile
REACH
Potential Weekly Impressions: 200,000 - 250,000
BD
CPC Bid: \$1.10

### How to avoid this mistake

The ad set summary is easy to miss, but it's really valuable for understanding the estimated reach from the targeted topics/keywords you selected. Otherwise, you might be left wondering if all this work was worth it. And don't be afraid to expand the topics targeting to get more weekly impressions and go a little broader to ensure you're able to enter the auction.

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### My Experience with Quora Ads

Now, I almost exclusively use Question Targeting for my Quora ads. I also commit to spending probably too much time on research for my small campaigns (although some of that research gets re-used for content campaigns).

The campaign highlighted below was a fairly small content promotion campaign. I had a new piece of content that I wanted to promote without traditional, manual outreach.

I found several questions that aligned with the content.



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This campaign aligned with the common takeaways from my Quora campaigns.

- The impressions were high for such a niche topic – and surprisingly consistent day-to-day.
- The CTR was uncommonly high for online ads.
- Conversions were great.
- Cost per click was a bit higher than expected, but nowhere near Google Ads territory.

Additionally, I did not have to filter or account for a lot of spam (I'm looking at you, Google Display and Facebook...).

My numbers in Google Analytics lined up perfectly with Quora. The engagement was high and as I'd hoped.

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All in all, this (and all my campaigns) go back to the same general takeaways for Quora Ads.

- Quora Ads are hard to roll out “at scale” but are very effective with the right amount of time devoted to set up & research.
- They are great for high consideration ads and great to reach new, smart audiences.
- You have to have the right content to provide good, engaging landing pages.
- Often small campaigns are worthwhile simply for the data.



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