

Targeting Strategy	Rationale
Topic Targeting	<ul style="list-style-type: none"> <li>- Focuses on users interested in specific topics related to your product or service.</li> <li>- Ideal for reaching audiences actively seeking information in your niche.</li> </ul>
Question Targeting	<ul style="list-style-type: none"> <li>- Targets users viewing specific questions, allowing hyper-focused ad placement.</li> <li>- Effective for highly relevant and context-specific advertising.</li> </ul>
Audience Targeting	<ul style="list-style-type: none"> <li>- Leverages predefined audience segments based on user behavior and interests.</li> <li>- Useful for broader reach with interest-based relevance.</li> </ul>
Behavioral Targeting	<ul style="list-style-type: none"> <li>- Targets users based on their past activity, including questions read and answered.</li> <li>- Tailors ads to users' demonstrated interests and engagement patterns.</li> </ul>
Geographic Targeting	<ul style="list-style-type: none"> <li>- Focuses on users in specific locations.</li> <li>- Suitable for localized campaigns or when geographic relevance is crucial.</li> </ul>
Device Targeting	<ul style="list-style-type: none"> <li>- Segments audience based on the device used (mobile, desktop).</li> <li>- Ensures optimization for different user experiences.</li> </ul>
Remarketing	<ul style="list-style-type: none"> <li>- Targets users who have previously engaged with your Quora content or ads.</li> <li>- Effective for re-engaging interested audiences and increasing conversions.</li> </ul>
Lookalike Audience Targeting	<ul style="list-style-type: none"> <li>- Targets new users similar to your existing audience on Quora.</li> <li>- Expands reach to potential customers with similar behaviors and interests.</li> </ul>
Keyword Targeting	<ul style="list-style-type: none"> <li>- Focuses on keywords within questions and topics.</li> <li>- Aligns ad delivery with relevant content, enhancing targeting precision.</li> </ul>