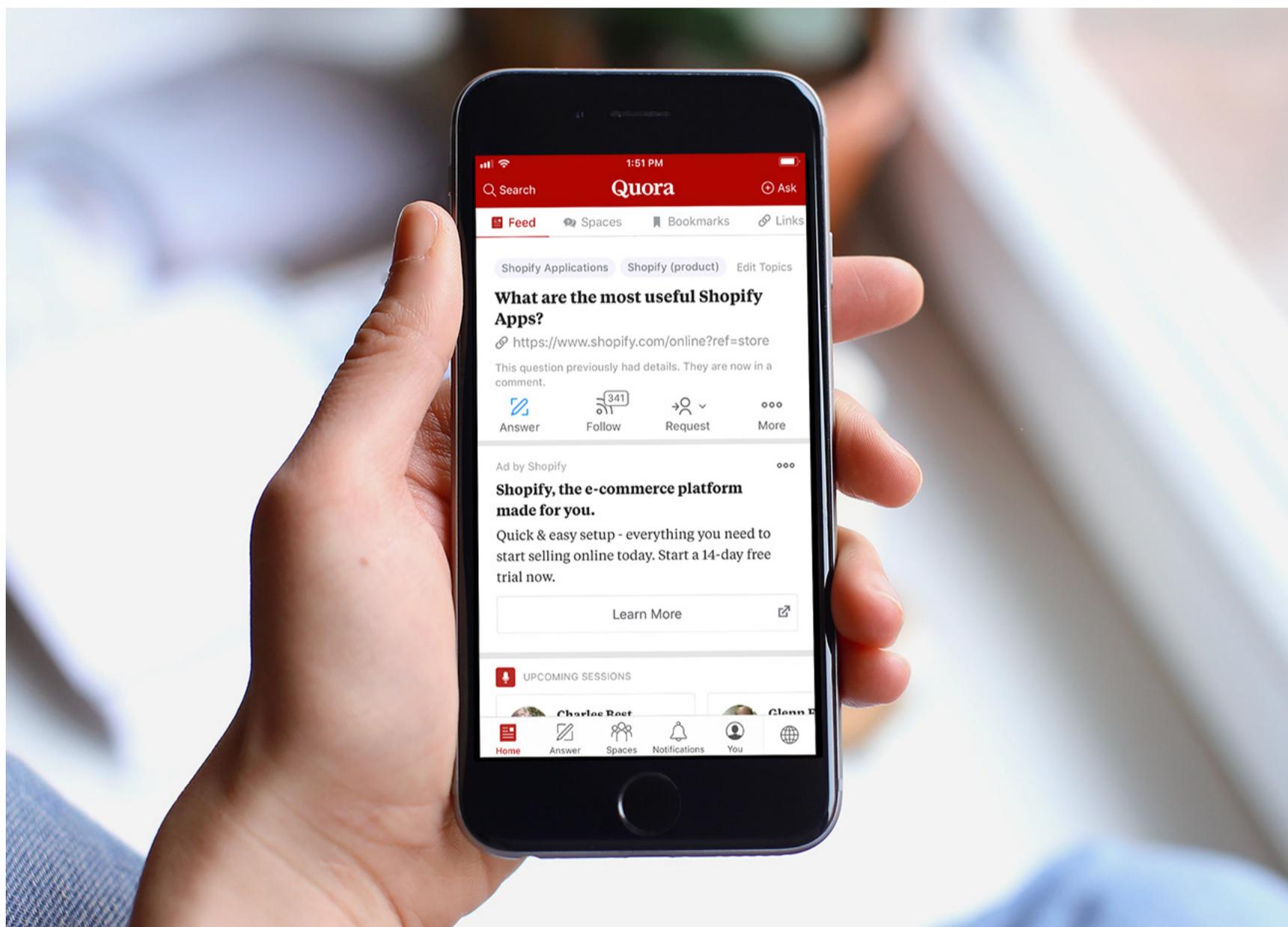


Why Growth Marketing Agency Bell Curve Uses Quora Ads to Drive ROI for Its Clients



BELL CURVE

Marketing agencies aggressively look for new ways to improve the scale of customer acquisition for their clients.

That's what led Bell Curve to Quora Ads. Bell Curve is a growth marketing agency that acquires users and increases conversion for its clients. They work with some of the biggest companies in tech and ecommerce.

Choosing Quora

Bell Curve founder Julian Shapiro describes Quora Ads as “the most focused ad platform we use. We benefit from how straightforward the ad format is: text-only ad units that appear alongside Quora’s high-engagement, community-driven content.”

It’s this simplicity that makes Quora advertising work remarkably consistently for Bell Curve’s clients. There aren’t as many ad variables needing ongoing attention, which means Shapiro’s team can focus on what matters: discovering the ads’ best-fitting context. For Quora, context refers to the Topics the ads appear alongside and the relevancy of the ad copy to those Topics.

It’s due to this low friction that Shapiro and his team can efficiently test Quora Ads for every client they work with, within days of signing a new client.

“Low friction also means you can quickly experiment with hundreds of copy variations and targeting criteria to aggressively prove whether there’s an evergreen fit,” Shapiro says.



Julian Shapiro

Founder, Bell Curve

Julian is a leading web developer and founder of Bell Curve, a growth marketing agency that runs growth for Clearbit, Sentry, Tovala, and many other startups. Prior to Bell Curve, Julian served as the Vice President of Marketing for Webflow, a leading visual website builder for professional designers.

Prior to Webflow, Julian has also founded Velocity.js, an open source Web animation engine, and NameLayer, a professional domain name service company (acquired by Techstars).

Being Evergreen

Ads that are evergreen are those that don't suffer from saturation. Saturation is an unfortunate property of social media ads — where ads are repeatedly shown to the same set of users. Over time, these users see a company's ads to the point of exhaustion. This causes clickthrough rates to eventually plummet and customer acquisition costs to rise.

These saturation-prone social media audiences are generally targeted by their profile data. This type of targeting is known as profile-based targeting. The problem Bell Curve experiences with profile-based targeting is that it's targeting a fairly static set of users.

“When ads capture intent, audiences’ desire to convert is higher,” Shapiro remarks. “More importantly, intent-based audiences shift in their composition: as people gain and lose interest in the topic, they enter and leave the audience.”

“Take, for example, adults with Master’s Degrees,” Shapiro explains. “You either have a Master’s Degree or you don’t, and not enough people are getting these degrees daily to rapidly alter the composition of your profile-based audience.”

Bell Curve avoids saturation with Quora Ads, which features ad units leveraging behavior-based targeting.

With Quora’s behavior-based targeting, Bell Curve captures the intent of users — users intending to find answers to questions or gain high quality information on specific topics.

The result is an audience that forever remains fresh, rather than the same users repeatedly seeing the same ads. Clickthrough rates don’t plummet and in this sense, ads are said to be evergreen.

To tap into these benefits of Quora’s advertising, you must first understand how it works.

Understanding Quora Advertising

Targeting

At the core of any advertising channel are the targeting capabilities. With Quora, in addition to Location and Device targeting, you also have the following options:

Targeting

- 📌 **Topics** : Ads will only show on pages where the page content is relevant to the topics you have selected
- ❓ **Questions** : Ads will only show next to the specific questions that you choose
- 💎 **Interests** : Ads will only show to people based on their recent behavior as they browse and interact with content on Quora
- 👤 **Audiences** : Ads will only show to target members of an audience that you previously specified

Audience Types

- @ **Website traffic** : Create an audience based on traffic to your website
- 📄 **List match** : Create an audience based on an existing list of contacts
- 👤 **Lookalike** : Create an audience based on an existing audience

CPC

Quora Ads are priced on a cost-per-click (CPC) basis, so you only pay for clicks you receive. Quora offers a suggested bid range based on the demand for the topics you are targeting.

Audience

There are over 200 million visitors to the Quora website every month. Quora's audience is educated and actively looking for answers. This makes it a perfect platform for advertisers' landing pages to educate with content. This is especially true when addressing a niche market hungry for insights.

So if you already have content marketing working for your company on Quora, Quora Ads will amplify your efforts.



How Bell Curve uses Quora Ads to Grow Its Clients

Bell Curve has employed Quora Ads for clients spanning numerous business models and verticals:

Service

Service is an app that reimburses travelers when their flight is delayed, and when their hotel rate drops after they've booked.

Bell Curve has worked with Service since their launch and acquired their first batch of paying customers through Quora advertising. At the time, Facebook Ads, AdWords, and Twitter were generating traffic, but those audiences weren't yet converting well.

“Tapping into the intent of Quora audiences was the differentiator,” Shapiro explains. “We were provided the combination of behavioral targeting offered by Google AdWords with the high-engagement audiences you'd find on Facebook.”

Further, the affordable audience Quora delivered provided Bell Curve with the data needed to optimize Service's landing page for better growth. Quora Ads provided affordable, quality traffic that validated Bell Curve's growth experiments.

Today, Service's landing page enjoys a 55%+ click through rate to the App Store. They attribute that to their initial Quora testing.

“We recommend to other advertisers that they especially consider Quora in this early stage,” Shapiro says. “It's a broad test bed for optimizing landing pages — even if you have yet to find a product-market fit.”

SigOpt

SigOpt automates machine learning model tuning for companies in tech, algorithmic trading, and banking. It is a niche B2B market.

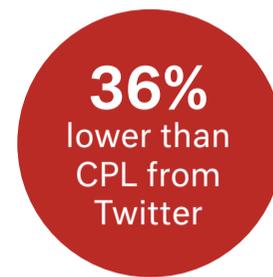


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After trying a number of ad platforms (LinkedIn, Twitter, and Facebook), Bell Curve turned to Quora. They found it highly outperformed the others in terms of Cost per Lead (CPL) and Cost per Click (CPC).

Bell Curve also found that LinkedIn's highly targeted ad formats — Sponsored inMail and Lead Forms — were not able to generate a greater volume of quality leads than Quora Ads' intent-based targeting.

“SigOpt's traction is not an anomaly,” Shapiro remarks. “Quora has allowed us to expand our clientele by a third because of how effective it is at niche B2B lead generation. Bell Curve can find a Quora topic fit for every client we work with. And in each of those niche Topics, the user behavior and intent is strong enough to entice audiences with straightforward ad copies.”



About Quora for Business

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

200 million people come to Quora every month to ask questions and read insightful answers. This includes people looking for reliable information about your company, products, competitors, and industry.

You can start advertising on Quora by going to quora.com/business. If you already have an ad account, you can access it at quora.com/ads.

Join the 1000+ advertisers on the Quora platform



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