

## Quora Platform Ads Campaign For Hubspot

# Competitor Research

- 1. Salesforce** - Widely known for enterprise CRM solutions.
- 2. Zoho CRM** - Affordable, SMB-focused CRM with flexible plans.
- 3. Freshsales** - Easy-to-use CRM tool with AI-driven insights.

## Unique Selling Points (USPs) -

- **Free Forever Plan** - Essential CRM features at no cost.
- **Scalable Ecosystem** - Marketing, Sales, Service, and CMS tools in one platform.
- **Ease of Use** - Intuitive interface with fast onboarding.
- **Automation Power** - Advanced workflow automation for emails, leads, and pipelines.
- **Strong Integrations** - 1,000+ app integrations for seamless workflow.

# Campaign Structure

Quora Ads

Manage ads

Pixels & events

Audiences

Lead gen

Reporting

Conversion API



SAHIL PAL  
SAHIL PAL

New campaign

1 Campaign

2 Ad set

3 Ad

4 Payment Method  
Manage payment methods

5 Review ads

## Create your campaign

Campaign name \*

HubSpot - Traffic campaign - 26th Sept 2025

### Objective



**Traffic**

Drive visitors to your website.



**Conversions**

Motivate users to take an action such as a purchase or signup.



**Video views**

Optimize your campaign to maximize video views.



**Awareness**

Increase public visibility of your brand on Quora.



**Lead generation**

Collect prospect information with a form fill.



**App installs**

Drive downloads of your mobile app.

Cancel

Continue



### Set your budget & schedule

Set a maximum daily budget to limit daily spending. The actual amount will vary but will not exceed the amount you select. Add a lifetime budget to limit the total spend of your campaign. Set both a daily maximum and a lifetime budget to ensure the most consistent results. See the [Budget Setting Best Practices](#) for more information.

#### Daily maximum budget ⓘ

[Add a lifetime budget \(optional\)](#)

#### Schedule

- ☐ Begin advertising immediately
- ☒ Set a start and (optional) end date

Start \*

Pacific Time

End (optional)

Pacific Time

Cancel

Continue



Name your ad set

Ad set name \*

HubSpot - Traffic ad set - 26th Sept 2025

Targeting

Use saved ad set

Included locations

Bulk add

Mumbai, Maharashtra, India (City) X

Pune, Maharashtra, India (City) X

Bengaluru, Karnataka, India (City) X

Thane, Maharashtra, India (City) X

States, cities, zipcodes, Nielsen® DMA® Regions

+ Choose excluded locations

Gender

- ☒ All genders
- ☐ Choose specific genders

Summary

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

Targeting

Topics	4
Locations	4
Device and browser	Mobile and desktop
Placement	Feed, Questions

Auto-bidding

Auto-bidding Off

Bid

CPC bid ₹10.00

Clear ad set

Import ad set

Cancel

Continue



## Contextual

Target specific topics, keywords, or questions where your ad will appear.

## Audience

Show ads to audiences that match web traffic, lookalikes, or contact lists.

## Behavioral

Target users based on their interests or retarget them based on their Quora search history.

## Broad

Show ads widely across Quora to maximize potential impressions.

☒ Topics

Show ads relevant to specific Quora topics.

☐ Keywords

Show ads near questions containing or excluding keywords.

☐ Questions

Show ads near specific questions.

## Targeted topics \*

Bulk add

The Academy X

Social Media Marketing X

Digital Marketing X

Computer Programming X Type to search

## Suggestions

+ Programming Languages

+ Internet Marketing

+ Marketing

+ Digital Marketing Campaigns

+ Marketing Strategy

+ Online Marketing Strategy

+ Digital Media and Marketing

+ Online Marketing Business

+ Online Digital Marketing

+ Social Media Advertising

## Summary

## Potential weekly impressions

1,000,000–1,500,000

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## Auto-bidding

Auto-bidding Off

## Bid

CPC bid ₹10.00

Clear ad set

Import ad set

Cancel

Continue



## Set a bid

## \$ Standard bidding

Set the bid amount and delivery method for your ad set.

## \$ CPA Auto-bidding - Ineligible ⓘ

CPA Auto-bidding will determine the bid dynamically for each auction to maximize your return for your budget.

## \$ CPC Auto-bidding - Ineligible ⓘ

CPC Auto-bidding will determine the bid dynamically for each auction to maximize clicks for your budget.

Set a maximum bid to determine how much would you like to spend on ads. The actual amount will vary based on the auction for the ad placement. See the [Billing FAQ](#) for more information. Learn more about [Quora Pixel](#).

Bid amount \* ⓘ

₹ 10.00

Ad delivery \* ⓘ

Cost per click

## Summary

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- 1 **Campaign**  
HubSpot - Traffic campaign - 26th Sept 2025
- 2 **Ad set**  
HubSpot - Traffic ad set - 26th Sept 2025
- 3 **Ad**
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Manage payment methods
- 5 **Review ads**

## Ad name &amp; media type

## Ad name \*

HubSpot - Traffic ad - 26th Sept 2025

## Media type

**Image Ad**

Stand out on Quora's text-based platform.

**Video Ad**

Captivate your audience with sight and sound.

**Aa Text Ad**

Promote your message in a non-intrusive, native experience.

**Promote an answer** ⓘ

Promote an existing Quora answer to amplify its reach.

**Desktop preview**

## Mobile preview



Hubspot  
Sponsored

**HubSpot CRM – Free, powerful & easy to use.**

Looking for a powerful CRM without heavy costs? HubSpot CRM is free forever – with automation, analytics.



Use existing ad copy

Cancel

Continue



Business name \* ⓘ

Hubspot

Headline sentence \* ⓘ

HubSpot CRM – Free, powerful &amp; easy to use.

Body text \* ⓘ

Looking for a powerful CRM without heavy costs? HubSpot CRM is free forever – with automation, analytics.

0

Call to action ⓘ

Apply Now

Image \* ⓘ



Choose Image

Logo



Recommended aspect ratio: 16:9 to 4:5

Use existing ad copy

Desktop preview

Mobile preview



Hubspot

Sponsored

**HubSpot CRM – Free, powerful & easy to use.**

Looking for a powerful CRM without heavy costs? HubSpot CRM is free forever – with automation, analytics.



Apply Now



Your ad may be displayed in a text-only format for performance

Cancel

Continue

Desktop preview

Mobile preview



**Hubspot**  
Sponsored



**HubSpot CRM – Free, powerful & easy to use.**

Looking for a powerful CRM without heavy costs? HubSpot CRM is free forever – with automation, analytics.



Apply Now



A red button with rounded corners and a slight shadow, centered on a white background. The button contains the text "Thank You" in white, sans-serif font.

Thank You