



## Getting Started

What is Segment?  
[How Segment Works](#)  
Getting Started Guide  
A Basic Segment Installation  
Planning a Full Installation  
A Full Segment Installation  
Sending Data to Destinations  
Testing and Debugging  
What's Next  
Use Cases

## Guides

### Connections

### Unify

### Engage

### Privacy

### Protocols

### Segment App

### API

## Partners

## Glossary

## Config API

## Help

[Quora Conversion Pixel](#) enables you to attribute downstream user actions on your website to your ad campaigns running on Quora.com. Our client-side Destination code is open source. You can browse the code in the [@segmentio/analytics.js-integrations](#) GitHub repository.

## Getting Started

1. From the Segment web app, click **Catalog**.
2. Search for "Quora" in the Catalog, select it, and choose which of your sources to connect the destination to.
3. Add your Quora Conversion Pixel Key to your Destination settings. To get this you will need to do the following:
  - i. Log into your [Quora Ads Manager Account](#).
  - ii. Navigate to the "Quora Pixel" tab in your Quora Dashboard.
  - iii. Click the "Setup Pixel" button to open the installation popup modal.
  - iv. Under "Option A: Install a JavaScript Pixel," find your Quora Conversion Pixel Key in the Quora JavaScript Pixel - the key is embedded in a tag that looks like `qp('init', '7cc5a029c2604daa8365d15ff337146e')`. In the

example below, the key is 7cc5a029c2604daa8365d15ff337146e.

## Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track('Completed Purchase', {
  revenue: 42.99,
  promo: 'COUPON1',
  orderId: '12345',
  productType: 'Clothing'
});
```

Quora Conversion Pixel currently supports a single `Generic Track` event. This is expected to change in the near future. However, for now, you can map any number of event names (e.g. "Completed Purchase") to this Generic event in your Destination settings to fire it.

## Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Generic Track Events	<code>array</code> , defaults to .  Quora Conversion Pixel currently supports a single <code>Generic</code> Track event. This is expected to change in the near future. For now, you can map any number of event names to this <code>Generic</code> event to fire it.
Quora Conversion Pixel Key <i>(required)</i>	<code>string</code> . Enter your Quora Conversion Pixel write key. It should be a series of letters and numbers, which you can find in your <code>Install Pixel</code> option in your Quora Ads Manager -> Conversion Pixel tab. It is the string of letters and numbers that is the second argument to <code>qp('init', `</code>

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