

2021 Quora in review

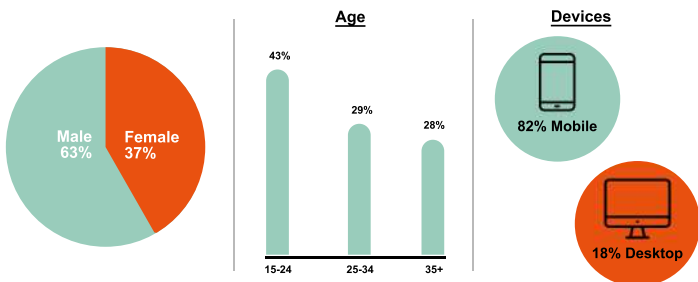
What is Quora?

Every month, our community of **100M+** knowledge seekers visit Quora to ask questions, learn, and share insights with one another. With millions of questions and answers being added daily, Quora is home to anyone with an inquisitive mind.

Quora users are naturally curious about the world around them, making them eager to connect with individuals with diverse perspectives and a shared zeal for knowledge. This means they are actively seeking solutions that improve their lives and the businesses they work for. Today, thousands of businesses use Quora to reach high value customers in the consideration stage of their brand journeys. With over 300K topics to choose from, your brand can always find its audience on Quora.

Ready to join in? Let's introduce you to your next customer.

Who's on Quora?



Comscore Media Matrix, December 2020, Quora Internal Data 2019

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What's trending on Quora?

There are over **300K** topics on Quora with millions of questions. Explore our most talked about topics in 2021, and the conversations behind them.

Education on Quora

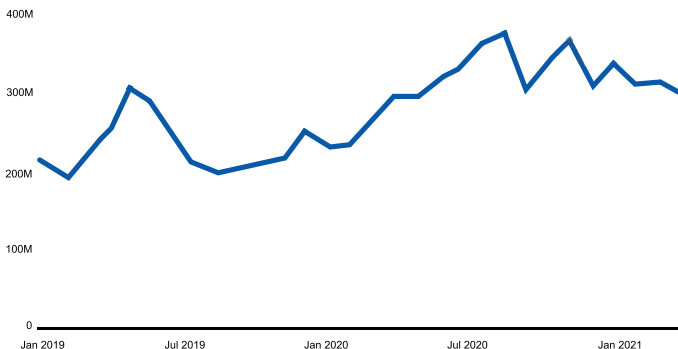


Hungry to learn

Millions of people visit Quora to share stories, exchange advice, and learn more about the world around them. With prominent university professors and industry experts only clicks away, students have come to the platform eager to learn.

In time, Quora has attracted and continues to maintain a large, knowledge-hungry audience.

Views on Education Topics



(Internal Quora Data 2021)

Continuing education

Over 6.2 million students visit Quora monthly, but for many users, education doesn't stop at graduation. In fact, for Quorans in India:

78% of users are interested in upskilling themselves, and

70% of users use the internet to learn new things.

Whether it's for academic knowledge or professional skill building, Quorans in India are actively seeking to continue their education, making them:

37% more likely to purchase study material online, and

40% more likely to pursue a postgraduate degree.

The community's desire for knowledge helped a number of brands find success with Quora Ads. [Mindvalley](#), an online platform specializing in personal growth programs, acquired leads at rates comparable to other advertising platforms. [Lovely Professional University \(LPU\)](#) also generated 51M+ impressions and their campaigns concluded with CTRs above 2.5%.

(Comscore Plan Matrix December 2020, GWI Core India H1 2021)

Most Popular Education Questions

How can I become a data scientist?

How is the site WhiteHat Jr. for teaching coding for children?

Which is the best institute for a distance MBA in India? Why?

How should I decide which career option to choose?

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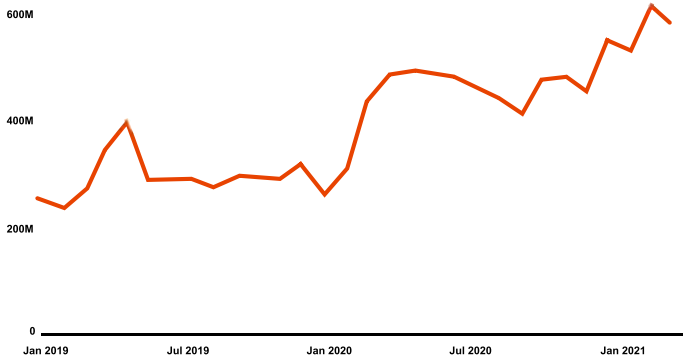
Entertainment on Quora



Where multimedia meets

From actors to musicians, Quora is home to thousands of creatives and entertainment fans. While interest in the arts spiked during the COVID-19 pandemic, people around the world continue to visit Quora to learn about and discuss their favorite movies, shows, and music platforms.

Views on Entertainment Content



Internal Quora Data 2021

Streaming is here to stay

Streaming services were popular before the pandemic, but global lockdowns made the internet community flock to them in waves. Years later, their popularity remains strong, especially among Quora users.

71% of Quora users use the internet to watch movies, TV shows, and videos, and

51% of Quora users engage with streaming services platforms

(GWI Core India 2021 H1)

Popular Entertainment Questions

What are some must-watch Netflix original series?

What have you noticed in Marvel movies that most people have not?

What behind the scenes movie facts have shocked you the most?

Move to the music

Since Quorans are 99% more likely to prefer on-demand TV or streaming platforms, it's no surprise that music streaming is another popular past time.

According to a Global Web Index survey, **57%** of Quora users use music streaming services.

They are also:

44% more likely to purchase music streaming services, and

155% more likely to engage with music service platforms

For brands in the streaming space, this offers ample opportunities to reach an audience with buying-intent and a love for music platforms.

(GWI Core India 2021 H1)

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Technology on Quora

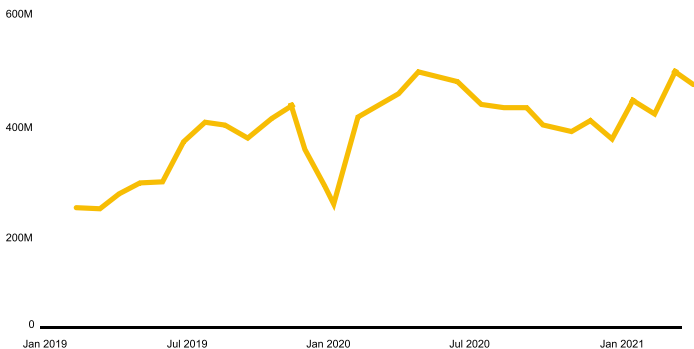


Reach millions of technophiles

Quora users have long been fascinated by technology; from the latest iPhones to advancements in artificial intelligence. In fact, 80% of Quora's India users are technophiles and tech enthusiasts.

Today, over 109M users follow the Technology topic, and content related to technology receives 400M+ views a month. Whether your brand works in STEM education or B2B services, Quora offers a brand-safe place for you to reach your target tech customer.

Views on Technology Content



(GWI Core India 2021 H1, Internal Quora Data 2021)

Behind the screen

When you advertise on Quora, you tap into a vast audience of 300M+ unique monthly visitors — many of whom are interested in technology for work, school, or personal interest.

60% of Quora's India users are more likely to be tech natives, and they are actively engaging with the wider tech community:

58% follow the latest technology trends and news,

58% are interested in tech gadgets, and

51% are interested in computers and coding.

As our top technology questions show, Quorans are eager to explore new fields or select the best tech products on the market:

Most Viewed Technology Questions

What's the best free antivirus software available for Windows?

What are the major differences between Python and R for data science?

What is the best database system?

I want to learn to program. Should I begin with C; C++; Java; or Python? And why?

(GWI Core India 2021 H1, Internal Quora Data 2021)

Meet the decision makers

Quora isn't just for tech consumers. Decision-makers are increasingly turning to Quora to conduct research, evaluate products, and engage with others in their industry.

Quora's India users are **51%** more likely to be involved in initiating, recommending, ordering, or approving business products and services.

(GWI Core India 2021 H1)

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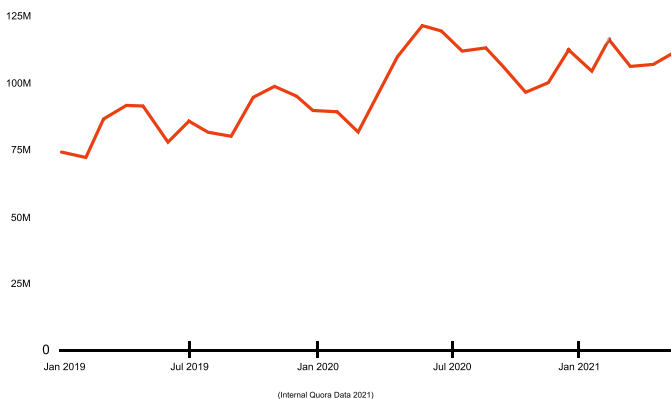
Business on Quora



Home of decision makers

Quora has hosted hundreds of business experts and thought leaders since launching in 2009. Today, entrepreneurs, managers, and industry leaders alike continue visiting Quora, making it a premier destination for decision makers.

Business Topic Views



Purchases start on Quora

Whether your business writes answers on Quora, or uses Quora Ads to deliver targeted ads, you will be reaching a high-value audience in India that is:

43% more likely to be in management.

31% more likely to be responsible for business purchases.

59% more likely to be managing budgets in their work roles.

These users are actively asking questions, seeking advice, and researching products for their businesses. As a result, views on business-related content soared to **100M+** every month since the start of 2021, with popular discussions centering around product recommendations and specific business scenarios.

Most Viewed Business Questions

How can I decrease the inevitable risks that occur in a broad supply chain?

Why do companies use Salesforce?

Why would an organization consider building its own software application if it is cheaper to buy one?

What is the best CRM for a startup/business?

Field professionals and B2B customers are joining these conversations to share their experiences, and businesses are taking note. Brands can leverage Quorans' search-and-learn headspace to deliver tailored Quora ads, or answer sought after questions about their industry.

(GWI Core India 2021 H1, Internal Quora Data 2021)

Find your niche

23% of Quora users in India are senior decision makers, and their expertise spans across multiple industries. This is evident in the types of business purchases Quorans are responsible for.

Likelihood of Quorans overseeing the following purchases

29%
Marketing Services

71%
IT Consulting Services

43%
HR Services

Brands like [SanDisk](#) recognized the buying potential of Quora's audience, and leveraged Quora Ads for their B2B initiatives.

We were excited about this partnership, given that the nature of the platform is well suited to our objectives; driving consideration and purchase intent. We also got the opportunity of influencing change in consumer mindsets related to data transfer. We are keen on learning and delivering impactful campaigns in the future that align with SanDisk's business ambitions.

- **Monika Sharma, SanDisk's Sr. Marketing Manager**

(GWI Core India 2021 H1, Internal Quora Data 2021, Comscore Plan Metrix December 2020)

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Health on Quora

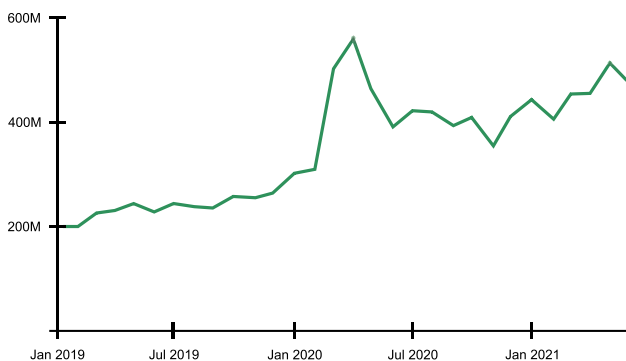


Quora: A hub for health

90% of Quora visitors seek new ways to lead a healthier lifestyle, and with post-pandemic normalcy gradually returning, we are seeing unique trends among Quora's India users.

From online health services to personal health, Quorans are adapting to new services and norms created by the pandemic. Businesses are increasingly coming to Quora as a result, with more health organizations writing answers and using Quora Ads for their brand initiatives.

Views on Health Content



(Internal Quora Data 2021, Comscore Plan Matrix December 2020)

Trends in Telehealth

Online citizens are continuing to use the internet to source medical information and conduct research for health purchases. Quora users in particular are using the platform to learn about diets, medications, and specific ailments.

For Quorans in India, 46% use the internet to research health issues and products. A survey conducted by Global Web Index also found these users are:

- 36%** more likely to have checked health symptoms online,
- 53%** more likely to have purchased medicine or pharmaceutical items online in the past month, and
- 48%** more likely to have purchased health insurance online.

With 53% of Quora's Indian users being interested in personal health, medical institutions like [Apollo Hospital Group](#) recognized their demand for accurate medical information. Apollo Hospital's team partnered with their medical experts to answer health-related Quora questions, then used Quora Ads to deliver this content to more users.

"Quora has been a high-quality platform for triggering conversations, spreading accurate health information & empowering users to ask us the most critical questions for their well being."

- Gaurav Phogat, Apollo Hospital Group's Digital General Manager

(GWI Core India 2021 H1)

Healthy lives are happier lives

78% of Quora visitors encourage others to lead healthy lifestyles. Unsurprisingly, professionals and individuals alike have taken to the platform to share advice and personal stories about their health journeys, creating an evergreen community of health enthusiasts on Quora.

Popular Health Questions

What are some good early morning habits?

What is the best way to stay healthy?

How much importance should we place on health in our life?

Brands in the health industry are finding opportunities within these conversations, with businesses like [GSK](#) and [Onco.com](#) using Quora to reach a high-value, health-conscious audience. Your business can also join the conversation by writing answers or leveraging Quora Ads to deliver tailored ads to your target customer.

(Comscore Plan Matrix December 2020)

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Commerce on Quora

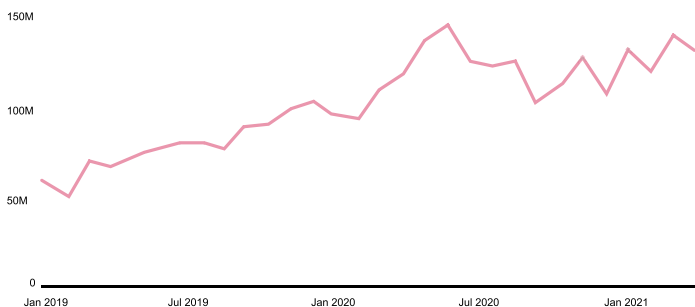


Quora is for shopaholics

In a survey conducted by Global Web Index, Quora's India users are **127%** more likely to be shopaholics. These are shopping enthusiasts who use social media to find products, follow brands, discuss products online, and have purchased a product online in the past week

Over time, this led to an increase of shoppers reading Quora answers.

Views on Commerce Topics



(GWI Core India 2021 H1, Internal Quora Data 2021)

To buy, or not to buy

Over 100M+ unique monthly visitors in India visit Quora to compare products, offer reviews, and ask questions before their next purchase. They are also eager to learn about new brands directly from businesses themselves. According to surveys from Global Web Index:

92% of Quora users discover brands from ads seen on paid media, and

70% of Quora users tend to buy brands they see advertised.

Quora combines the intent of search engines with the community of social media, making it easier for consumers to learn about their favorite brands or research new ones.

Most Viewed Commerce Questions

What are some things that Amazon does that would surprise people?

What has been your most stunning find at a thrift shop?

What are the best online shopping hacks?

What one fashion trend do you hope to never see again?

(GWI Core India 2021 H1, Internal Quora Data)

Ready, set, shop!

Once their decisions are made, Quora users in India are ready to start shopping. But rather than going to stores in-person, shoppers are continuing to rely on the internet for their purchases.

70% of Quora users shop online, and

94% use shopping apps or websites

With consumers actively researching and buying online, now is the perfect time to reach them through Quora Ads. Brands like [Headphone Zone](#) found success on Quora, generating **2.6+ million content views** and **90+ purchases** in only two months.

(GWI Core India 2021 H1)

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Let's get started.

Every day, people come to Quora to learn from experts and read different perspectives from other knowledge seekers around the world. This presents an invaluable opportunity to establish influence during your prospective customers' consideration phase as they seek advice and solutions for questions they have in life.

Quora users are waiting to hear from you. Find out how to best reach them by booking a call with our Ad Experts today.

india@quora.com