



Zenefits obtains high-quality leads on Quora for a fraction of the cost of other platforms.

Zenefits acquires leads for 40% of the cost of other platforms

Zenefits' CPCs are 50% lower with Quora Ads

Managing the variety of Human Resources tools that keep a business up and running can be tedious and time consuming. Zenefits has set out to simplify this process by providing companies with the ability to manage their entire suite of HR services in a single workflow. To assist with their marketing efforts, Zenefits turned to Metric Theory, the performance digital marketing agency, for new breakthrough approaches to lead generation and user acquisition.

The Metric Theory team recognized that they could reach an audience of HR decision makers on Quora who were actively seeking a product like Zenefits. More than 300 million people visit Quora every month to read and write answers, including those who are looking for or have tried various HR solutions. This made Quora an ideal platform for Zenefits to reach their target audience of leaders at startups and small businesses, as well as the network of individuals with Human Resources roles.

Generating leads and driving conversions on Quora

Trey Buchanan, Senior Account Manager at Metric Theory shared that Zenefits' goal was to increase the scale of their qualified leads. Quora stood out to him as a compatible platform due to the large volume of professionals on the platform. So far, his campaigns have yielded strong results.



Trey Buchanan
Senior Account Manager
at Metric Theory

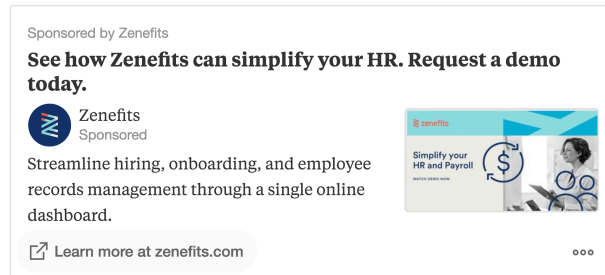
"Quora has proven to be an excellent addition to Zenefits' marketing mix. The platform yields similar performance metrics to other paid channels, but for approximately half of the cost. Our investment in Quora has exceeded our expectations."

How Zenefits uses Interest Targeting and Lookalike Audiences to convert their audience

Interest Targeting

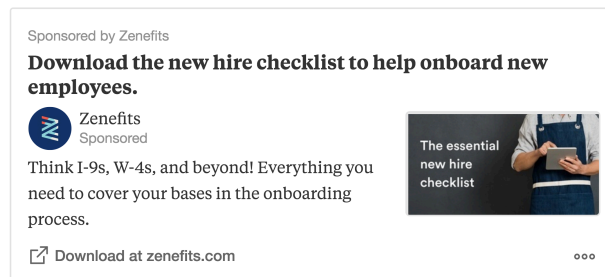
Interest targeting is a type of behavioral targeting that allows businesses

to show their ads to the people based on their recent actions on Quora. These actions could range from following certain topics to interacting with content on the platform. Zenefits targets individuals who have demonstrated interest in HR, small business, or startup related topics to connect with their ideal audience.



Using Lookalike Audiences to amplify your reach

Once Zenefits had established a strong audience on Quora using Interest Targeting, they were able to create several similar audiences using lookalikes. Lookalike audiences are an ideal solution for advertisers who are looking to scale their campaigns to reach individuals who exhibit similar characteristics to the ones they have already targeted.



To create a lookalike audience, the Zenefits team had to first install the Quora pixel and draw from existing audiences that are 3,000 people or more. Metric Theory's Trey shared that he experiments with different lookalike percentages to keep scaling his efforts.

Best practices that drive results

Zenefits' ability to successfully leverage Quora to achieve their business goal of acquiring new customers can be attributed to three factors:

1. Recognition that their ideal audience of startup, small business, and HR decision makers had a presence on the platform.
2. Experimentation with Interest Targeting that allowed them to build out a core potential customer base.
3. Installation of the Quora Pixel and the use of lookalike audiences that enabled them to scale their efforts.

Zenefits' best practices have resulted in their ability to obtain leads and new customers for approximately half of the cost of other paid platforms.

To start advertising on Quora, visit quora.com/business.