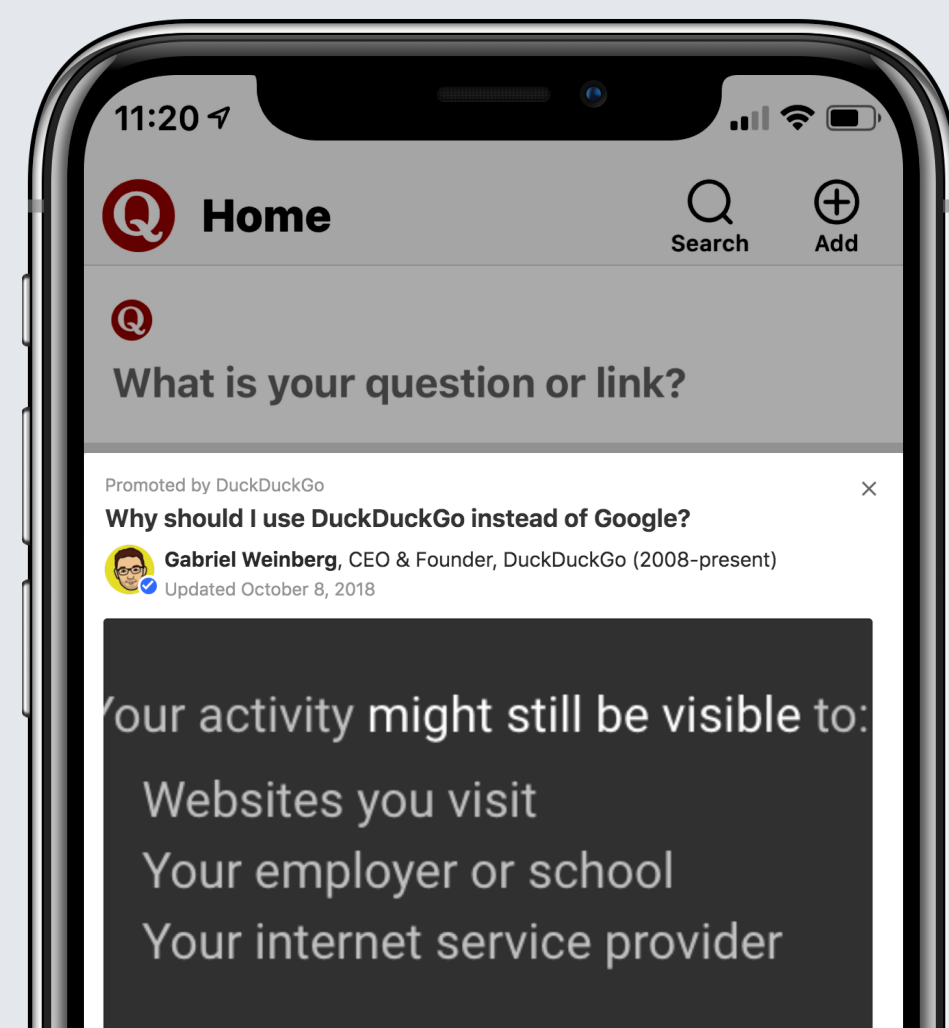




DuckDuckGo®

Reaching millions with Promoted Answers



**17.5M+**  
**Impressions**

**9.34%**  
**CTR**

## Their goal

## Awareness for their search engine

As Internet privacy continues to be an ongoing issue, **DuckDuckGo** offers tools to help you control your personal information online. DuckDuckGo Search allows you to search the web without being tracked. With more Quorans researching Internet privacy, DuckDuckGo predicted their message and search engine would resonate most with Quora's 300+ million unique monthly visitors.

## Their solution

## Join the conversation

DuckDuckGo realized there were already conversations happening about its service on Quora. As a result, they accelerated the buzz by promoting answers written by their CEO & Founder, Gabriel Weinberg, so that they could augment their presence on the platform in an authentic way.

## Their creative

## Answers with influence & results

The team found that their answers on Quora conveyed their message with a genuine tone that can be difficult for businesses to achieve on their own website. The authenticity and authority of their answers contributed to their 9.34% CTR.



## Their advice

*“We've been really excited about the CTR. I think it just goes to show how engaged the Quora community is. When users are looking for answers already, they're obviously going to be a bit more engaged. We're investing in Quora because our Promoted Answers really seem to resonate with Quora's audience.”*

**Lily Rouff**  
Social Media Strategist,  
DuckDuckGo

## Polish your profile

Boosting content caused users to visit Gabriel's Quora profile, where he now has more than 56k followers. These individuals are more likely to see his answers in the future, regardless of whether they are promoted or organic, demonstrating the long-term effectiveness of promoting content on Quora.

Promoted by DuckDuckGo

### How many people use DuckDuckGo?

Gabriel Weinberg, CEO & Founder at DuckDuckGo.com (2008-present)  
Updated Sep 3, 2018

16 Billion total private searches on DuckDuckGo, 36% in 2017.

Year	Views (Millions)
2014	0.5
2015	1.5
2016	4.5
2017	11.5
2018	21.0

If you're unfamiliar with DuckDuckGo, we are an Internet privacy company that empowers you to seamlessly take control of your personal information online, without any tradeoffs.... [\(more\)](#)

100+ 100+ +5

## Their success

### Views in the millions

Gabriel's answer about DuckDuckGo versus Google garnered almost 6 million views. On average, DuckDuckGo's promoted content was viewed over 200 times more than their non-promoted content. DuckDuckGo also drives traffic acquired on other paid social channels to their answers on Quora because the format has been so successful.