Why use quizzes to collect leads?

For marketers under privacy regulations, 1st party data is the safest as in-quiz lead forms collect leads that are GDPR-safe 1st-party data.

Pop-ups are much less effective with an average opt-in rate of 1.9%.

Lower cost per lead
Quizzes are 20X better than pop-ups.

Collect data (GDPR-safe)
Leads from quizzes are 1st party data - publishers & pro sports teams can use interactive content created by thousands of global publishers, brands, & pro sports teams.

More interaction
More conversions
More engagement

Top 3 quiz benchmarks
- Pop-ups are a top 3 quiz benchmark. Contests & coupons = more (quiz) leads
- Personality tests are a top 3 quiz benchmark. Opt-in rates are 41.2%: Opt-in bar ➡ Scroll pop-up ➡ Pre-page ➡ Loading pop-up
- Webinars & interactive content are a top 3 quiz benchmark. Page views ➡ In-page lead forms ➡ Exit intent pop-up ➡ Opt-in bar

Key findings from Riddle's 2022 quiz data set - leads collected:
- $21.05 per lead
- $0.97 per lead
- $211,016 per lead
- $14,308,748 per lead
- $16,400,000 per lead
- $171,575,000 per lead

3 = Optimum number of form fields
Each additional field added reduces the opt-in rate per quiz by 1.9%.

Visitors stay more than 4X longer on pages with embedded quizzes.

421% more engagement
4X longer
1.77M average share rate per quiz
10.3% average share rate per quiz

Quizzes are some of the most shared online content.

Get more viral traffic
Try free for 14 days - plans start at just $59/month (www.riddle.com)

Here’s what the top 1,000 publishers & pro sports teams who use Riddle offered their users - contests & discounts to give them something of value.

Get more (free) leads from contests & discounts to win prizes & give away coupons.

Quiz Marketing Report”
Key takeaways from Riddle’s "2022 Quiz Marketing Report"

For more info, please contact hello@riddle.com

References

BuzzSumo:
Annual usage of $1,000 ad spend with a $0.40 cost per click (CPC) = 2,500 clicks

Riddle.com:
- analysis of quizzes with social sharing enabled
- analysis of top 1,000 published quizzes with lead generation activated

Content Square:
Riddle - based on all published quizzes with lead generation enabled

Why use quizzes to collect leads?
How effective are quizzes & interactive content for publishers, brands, & pro sports teams?

This report was based on Riddle’s 2022 quiz data set - 1.9% opt-in rate per quiz. How effective are quizzes & interactive content for publishers, brands, & pro sports teams?

How can you tell if your quiz is average... or amazing?
Effective quizzes will meet (or exceed) these online quiz KPI benchmarks:

- Completion rate: 2.6%
- Lead generation: 1.77M
- Quizzes cost much less per lead. Check out this comparison - based on Top 3 quiz benchmarks.

Pop-ups vs. quizzes:
- Opt-in rate for in-quiz lead forms is 41.2%: Opt-in bar ➡ Scroll pop-up ➡ Pre-page ➡ Loading pop-up.
- Opt-in rate for pop-ups is 1.9%: Opt-in bar ➡ Scroll pop-up ➡ Pre-page ➡ Loading pop-up.

Collect data (GDPR-safe) lead:
Leads from quizzes are 1st party data.

Leads from contests & discounts to give away coupons are 1st party data.

Leads are GDPR-compliant online quiz maker - 5.49 billion strong.

Leads collected:
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