

Why use quizzes to collect leads?

How effective are quizzes & interactive content for publishers, brands, & pro sports teams?

Key findings from Riddle's "2022 Quiz Marketing Report"

Why use quiz lead generation?

- 20X better than pop-ups
- 400% more engagement



- Lower cost per lead
- Highly viral content
- GDPR-safe 1st-party data collection

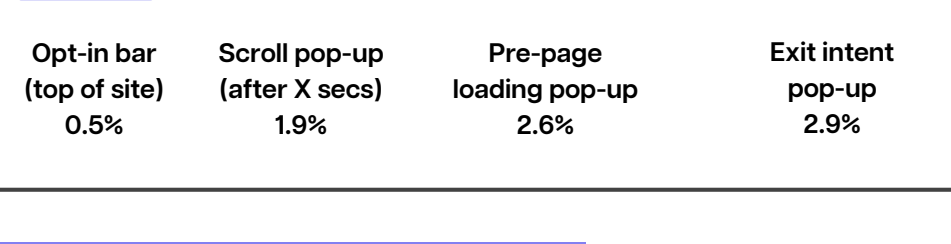
20X better than pop-ups

Opt-in rates

Quizzes are 20X more effective than 'standard' email collection tools - such as the typical 'Sign up for our newsletter' pop-ups.

Pop-ups
1.9%²

Quizzes
41.2%¹



Lower cost per lead

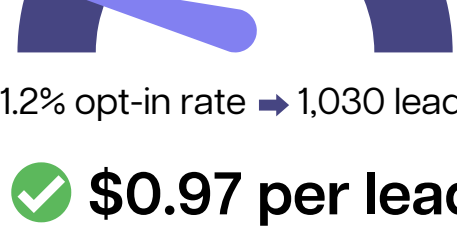
Quizzes cost much less per lead. Check out this comparison - based on a \$1,000 ad spend with a \$0.40 cost per click (CPC) = 2,500 clicks

Pop-ups



\$21.05 per lead

Quizzes



\$0.97 per lead

Collect data (GDPR) safely

1st party data

Leads from quizzes are 1st party data - quiz takers actively choose to give their personal data.

Quizzes & interactive content are much safer than using cookies, scripts, & other advertising methods.

1st party data is the safest for marketers under privacy laws like the EU's GDPR & California's CCPA.

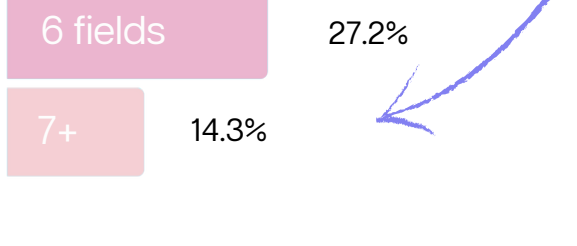


3 = Optimum number of form fields

41.2%¹

Opt-in rate for in-quiz lead forms

Quiz lead forms are most effective with three fields or less³ - note the dramatic drop with each additional field added.

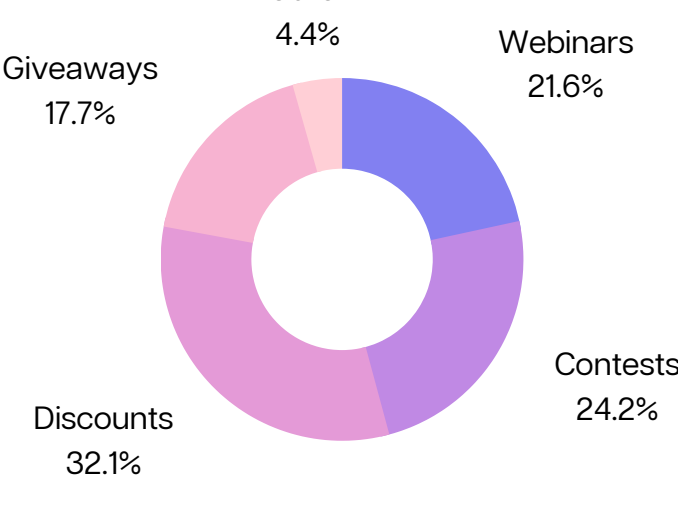


Contests & coupons = more (quiz) leads

Want more quiz leads?

Give them something of value - from contests & discounts to white papers & webinars.

Here's what the top 1,000 quizzes using lead forms on Riddle offered their users.⁴



421% more engagement

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

- More engagement
- More interaction
- More conversions



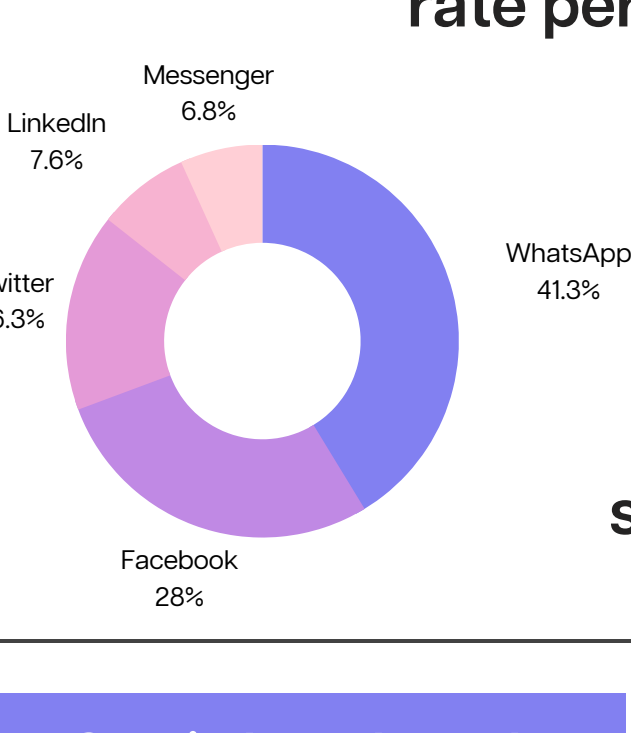
Get more viral traffic

Quizzes are some of the most shared online content:

- Get more (free) viral traffic
- Better 'word of mouth' marketing

Average share rate per quiz

10.3%⁶

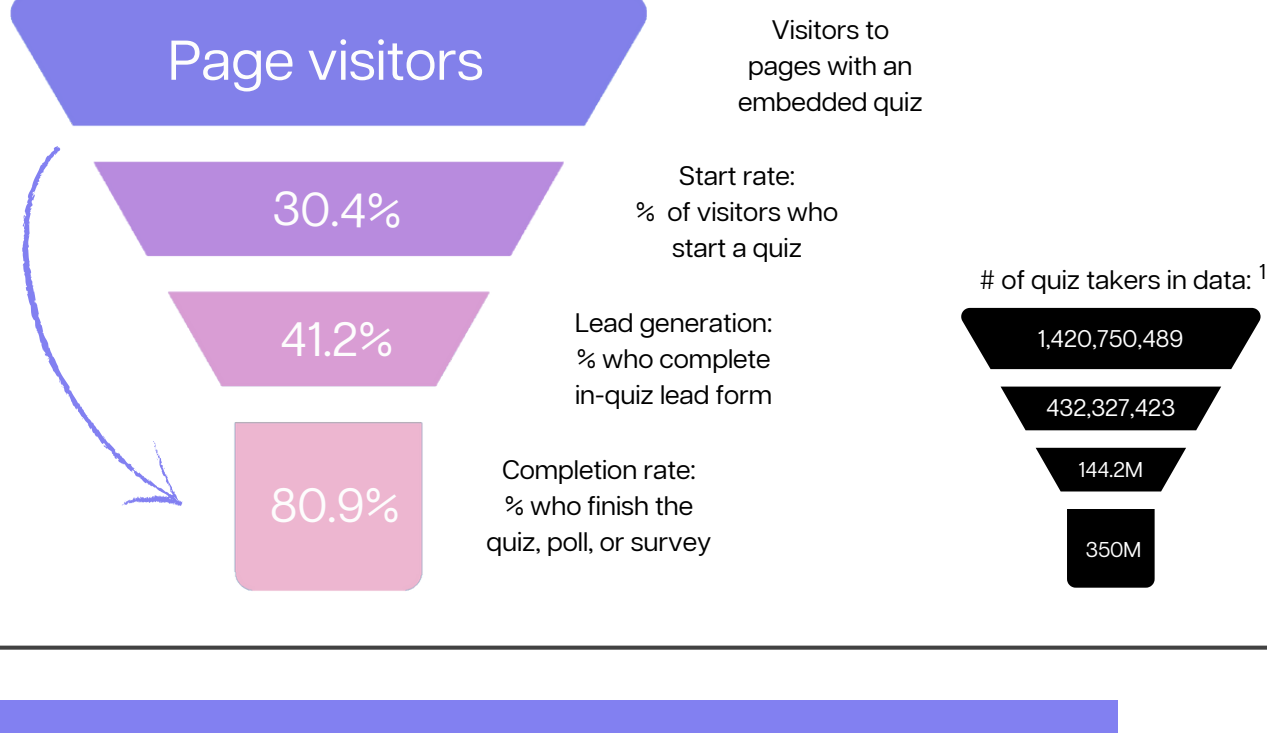


1.77M¹
quiz results shared on social

Top 3 quiz benchmarks

How can you tell if your quiz is average... or amazing?

Effective quizzes will meet (or exceed) these online quiz KPI benchmarks:



Riddle's data set - 5.49 billion strong⁷

This report was based on Riddle's 2022 quiz data set - using interactive content created by thousands of global publishers & pro sports organizations, including the BBC, Sony, CNN, Fox Media, & Manchester United.

- 3.14 BILLION quiz questions answered
- 1.41 BILLION quizzes viewed
- 690.4 MILLION minutes of audience engagement
- 144.2 MILLION leads collected



REFERENCES

- Annual usage of Riddle.com (Jan. 1 to Dec. 31, 2022) - for more info, please contact hello@riddle.com
- BuzzSumo: "[Quizzes: Content Marketing's Secret Weapon](#)"
- Riddle.com - based on all published quizzes with lead generation enabled
- Riddle.com - analysis of top 1,000 published quizzes with lead generation activated
- Content Square: [2022 Digital Experience Benchmark Report](#)
- Riddle.com - analysis of quizzes with social sharing enabled
- Riddle.com - consisting of total numbers of quiz views, starts, completes, answers, leads, & shares