

Quiz lead generation with Riddle - collect emails through quizzes

We designed Riddle's [quiz maker](#) with quiz lead generation in mind – so you can easily collect users' emails in all of our quiz types.

(Quiz lead generation rocks – our community sees opt-in rates of up to 40%. That's **more than 20X** the average rate for other tools, [according to the marketing gurus at Sumo.](#))

Quiz lead generation – how it works:

- You add a lead generation form in the 'lead gen' step of the creation process.
- It can be mandatory or optional.
- Each user sees the form after their last question and before the results – the best location for engagement, as they are emotionally committed to seeing 'what happens next'.
- All leads (and their quiz/poll responses) can be downloaded as a XLS/CSV file, or automatically sent to any marketing software you use – so you can automatically follow up with email messages around their quiz results.
- You can also [email detailed quiz reports to each user](#) – around their quiz results.

Quiz lead generation – video overview:

Here's a quick overview of our 1,500 different options for quiz lead generation – including [ActiveCampaign](#), [AWeber](#), MailChimp, [Zapier](#), or our [custom in-quiz iFrame](#):

Download our free e-book @ quiz marketing

For additional information on lead generation, we recommend downloading our free e-book called "[Quizmaster: Growth hack your marketing through quizzes and personality tests](#)".

Chock full of our teams' tips and best practices, you'll learn how to write awesome quizzes – as well as use lead generation to gather emails and user responses.

Our top five tips?

1. We recommend making lead forms optional.
2. Mandatory forms just encourage people to give fake details so they can proceed to their results.
3. Instead, give a compelling reason for each user to give their information – beyond seeing results.
4. We've seen successful examples such as 'Sign up for a free 15 minute Skype consultation of your results' or 'Enter your details to get 25% off your first three months'.
5. The fewer fields, the better – we've found 3-5 fields work best. With each field, you will see a drop in people filling it out. Typing on smartphones in particular can be a pain, so only ask for the most important information you need.

Quiz lead generation – any questions?

Anyways – I'll keep this short... we're big quiz geeks here and love to share ways to make your quizzes awesomely successful.

Hope that helps – but give us a shout at hello@riddle.com if we can answer any questions.... we love to quickly respond to every message.

PS. Check out the video below if you'd like a more in-depth look at our new Quiz Lead Generation 2.0 form builder. Even more flexible and easy to use:

Created from <https://www.riddle.com/blog/quiz-lead-generation-riddle/> Visit <https://www.riddle.com> to create your own quiz