

# Riddle's Quiz Builder in Six Easy Steps

Hi there... we're Mike and Boris – co-founders of the quiz builder Riddle.com. **What's Riddle?** It's a powerful and super intuitive way to build and embed interactive polls, lists, personality tests and more. Did you know that online quizzes are “the most shared content on Facebook”? ([AdWeek](#)) With Riddle, you can quickly engage your audience and get them sharing in as little as 60 seconds. Check out this example the legendary worldwide chain Nando's used to boost job applications among their 18-26 target employee demographic: PGRpdiBjbGFzc0icmlkZGxIX3RhcmdldClgZGF0YS1yaWQtaWQ9IjEzOTUzMilgZGF0YS1mZz0il0ZGRkZGRilgZGF0YS1iZz0ilzFEMUQxQilgc3R5bGU9Im1hcmdpbjowIGF1dG87bWF4LXdZHRoOjEwMCU7d2lkdGg6NjQwcHg7IiBkYXRhLWF1dG8tc2Nyb2xsPSJ0cnVllj4KPHNjcmlwdCBzcmM9Imh0dHBzOi8vd3d3LnJpZGRsZS5jb20vZmlsZXMvanMvZW1iZWQuanMipjwvc2NyaXB0Pgo8bGluayBocmVmP SJodHRwczovL3d3dy5yaWRkbGUuY29tL2ZpbGVzL2Nzcy9lbWJIZC5jc3MilHJlD0ic3R5bGVzaGVldCI+CjxpZnJhbWUgc3R5bGU9IndpZHRoOjEwMCU7aGVpZ2h0OjMwMHB4O2JvcmljoxcHggc29saWQgl2NmY2ZjZjsilHNyYz0iaHR0cHM6Ly93d3cucmlkZGxILmNvbS9hLzEzOTUzMj8iIHRpdGxIPSJQZXJzb25hbGl0eSBUZXR0IC0gW0NPUFIdICI+PHNIY3Rpb24+PGgyPltDT1BZXSA8L2gyPjxwPjxoMiBjbGFzc0icWwtYWxpZ24tY2VudGVyIj48c3Ryb25nPlldSdyZSBhIE5hbmRvY2EulEJyaW1taW5nIHdpdGggcGFzc2lubiBhbmQgcGVyc29uYWxpdkhkgZnJvbSB5b3VyIGhYlWQgdG8geW91ciB0b2VzLiADQnV0IHdoYXQgdHlwZSBvZiBOYW5kb2NhIGFyZSB5b3U/IFRha2Ugb3VyIHf1aWNrIHRlc3QgdG8gZmluZCBvdXQuPC9zdHJvbmcm+PC9oMj48L3A+PC9zZWN0aW9uPjxzZWN0aW9uPjxoMj5PbOKAmSBYzWxpYWJsZTWvaDI+PHA+PHA+WW914oCZdmUgYmVlbiB0aGVyZSwgZG9uZSB0aGF0LCBhbmQgZ290IGEgY29sbGVjdGlubiBvZiB0aGUgdC1zaGlydHMulEV2ZXJ5b25lIGNvbWVzIHRvIHlvdSBmb3lgaGVscCwgbG92ZSBhbmQgYWR2aWNlLjwvcD48L3A+PC9zZWN0aW9uPjxzZWN0aW9uPjxoMz5UaGUgSm9rZXI8L2gzPjxwPjxwPllvdSBhcmUgYSBtdWN0LWxvdmVklG1lbWJlciBvZiB0aGUgTmFuZG/igJlZlGNyZXcsIHRoZSBnby10byBwZXJzb24gdG8gaGVscCB0dXJuIGegZnJvd24gdXBzaWRlIGRvd24slGFuZCB0eYXZlIGFsd2F5cyBnb3QgYSBzdG9yeSB0byB0ZWxslGFmdGVyIGxhc3QgbmlnaHTigJlZlGFudGljcy48L3A+PC9wPjwvc2VjdGlubi48c2VjdGlubi48aDM+VGhIIExlYWRLciBvZiB0aGUgUGFjazwvaDM+PHA+PHA+Q2FwdGFpbiBmYW50YXN0aWMgLSB3aGVuIHRoZSB0ZWFlIGFyZSBzdHJ1Z2dsaW5nLCB0aGV5IGxvb2sgdG8geW91IGZvciBpbnNwaXJhdGlubi48gWW914oCZcmUgYSBoaWd0IGZseWVylGFuZCBleHBlcnQgbW90aXZhdG9yLCBtYWRIIGZvciBncmVhdCB0aGluZ3MlFdhhdGN0IHRoXMGc3BhY2UuPC9wPjwvcD48L3NIY3Rpb24+PHNIY3Rpb24+PGgzPlRoZSBGb29kIEZhbMF0aWM8L2gzPjxwPjxwPllvdeKAmXZlIHRyaWVklGV2ZXJ5dGhpbmcmgb24gdGhllG1bnUuIEF0IGxIYXN0IHR3aWNlLiBZb3UgYWx3YXZlIGdvlGZvciB0aGUgdHJpcGxILWRpcCBQRVJpIHNdWNlIHNIbGVjdGlubiB3aXR0IGV2ZXJ5IG1YWWwgYW5kIGhhdMUGdHJpZWQgZXZlcnkgbWVhbCBjb21iaW5hdGlubiwbm8gbWF0dGVyIGhvdvBxdWVzdGlubmFibGUuPC9wPjwvcD48L3NIY3Rpb24+PHNIY3Rpb24+PC9zZWN0aW9uPjxzZWN0aW9uPjwvc2VjdGlubi48c2VjdGlubi48L3NIY3Rpb24+PHNIY3Rpb24+PC9zZWN0aW9uPjxzZWN0aW9uPjwvc2VjdGlubi48c2VjdGlubi48L3NIY3Rpb24+PHNIY3Rpb24+PC9zZWN0aW9uPjwvaWZyYW1IPgo8L2Rpdj4= And that's just the start! Riddle is more than a quiz builder – it is also a highly effective marketing platform. Collect user email addresses and quiz results. Then use this data to segment your users and qualify them as leads, based on how they responded. Easily connect Riddle with your marketing software like [aWeber](#), ConstantContact, or MailChimp – and automatically send them perfect follow up messages around their answers. How do I get started?

1. Just sign in or [create your account here](#) – with a free 14 day trial, including all our features.
2. [Plans start at \\$29 a month to use](#) – all with unlimited quizzes, views, and lead generation
3. Start building! Creating a poll as a first step.
4. Ask a question with two choices, then add an image, video or animated GIF.

5. Click publish, then copy the embed code into any page or post.
6. (Is your site on Wordpress? Create and edit your Riddles [using our free plug-in.](#))

Check out our two minute 'Getting started with Riddle' video:

PGRpdiBzdHlsZT0idGV4dC1hbGlnbjpjZW50ZXliPjxpZnJhbWUgd2lkdGg9IjU2MCIgaGVpZ2h0PSIzMTUil  
HNyYz0iaHR0cHM6Ly93d3cueW91dHViZS5jb20vZW1iZWQvMGRfZGpOejBQTDQiIGZyYW1lYm9yZGV  
yPSlWliBhbGxvdz0iYWNjZWxlcm9tZXRIcjsG93ZnVsbHNjcmVlbn48L2lmcmFtZT48L2Rpdj4= And some  
helpful blog posts:

- [How to write a great viral quiz](#)
- [Create an online poll for instant engagement](#)
- [How to write popular personality tests](#)

Any questions? Just drop us a line at [hello@riddle.com](mailto:hello@riddle.com). We're big customer service geeks – and love to read and respond to everyone, often in under five minutes! Happy Riddling, Boris and Mike PS. Want to see some live examples? [Check out our favorite examples](#) from:

- [NBA's Chicago Bulls](#)
- [InStyle](#)
- [Visit Sweden](#)
- [Manchester City FC](#)
- [Penguin / Random House](#)

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