

Riddle's pricing: unlimited leads, quizzes, and views (seriously)

“I’ve got a question about Riddle’s pricing...”

This has got to be one of the most common questions we get at Riddle.

(And we should know. Our entire teams are big quiz support geeks – everyone, from our CEO Boris on down, [race each to answer every customer message.](#))

Pricing – Riddle’s unique approach

Let’s dive in. Riddle is unique compared to every other quiz maker out there – with our transparent and unlimited pricing.

Take a look at the other quiz makers on the market – you'll see that they place monthly boundaries around how much you can use their software:

1. **Caps** for how many quizzes you can create
2. **Limits** on how many emails and leads you may collect
3. **Cut-offs** about how many people can take your quizzes

This is a conscious decision – they want you to fall in love with their software so you have to upgrade as you get more and more successful with your quiz marketing.

At Riddle, we believe charging around consumption is way out of date. Why bill based on your numbers of leads or quiz takers? We're used to unlimited usage in our mobile phones, broadband, and so many other things.

Unlimited plans = peace of mind every month – so you can focus on your core business.

@Riddle, we've taken an entirely different features-based approach.

All of our Riddle quiz maker plans are unlimited:

- **Unlimited** quizzes
- **Unlimited** leads and emails collected
- **Unlimited** quiz takers

And every plan has access to all 15 of our quiz formats – plus the same lightning-fast customer support.

We're not kidding.

Each of our plans is completely unlimited. Simply pick the plan with the features you need – and you'll be away to the races.

We also give [an extra 20% discount to non-profits and educators](#) – we like helping make the world a better place. Just ask us on support chat.

Which Riddle quiz maker plan is right for you?

We've created [this whole blog post](#) to help – but here's a quick summary of our plans and pricing:

- **Basic:** Built for educators and bloggers, our Basic plan gives you almost every customization option of our more expensive plans.
 - The main difference? Your embedded quizzes will show our Riddle branding – plus it lacks many of the marketing features of Pro.
- **Pro:** 100% white-labelled, Pro is designed for marketers with small to medium businesses.
 - You can add your logo and completely hide our Riddle branding.
 - Use our email builder to send detailed, personalized quiz results to each quiz taker.
 - Plus – we include some nifty features for recommending products/content – based on each user's quiz results like our call to action buttons and our result redirect pages.
- **Team:** Used by brands and publishers like the BBC and Red Bull, Riddle Team is a powerful and flexible multi-user account.
 - Invite colleagues as [editors/authors/admins](#) – with different access rights.
 - Upload [your own custom fonts](#) (or link to Google Fonts, Adobe Typekits, etc.)
 - Custom everything with [our CSS editor](#) (seriously, it's awesome)
 - Monetize quiz traffic through your own in-quiz banner ads, forms, and video ads

Flexible plans – cancel any time

We're also big fans of keeping things nice and simple. Business needs change – so we give you maximum flexibility.

- **No set up costs**
- **Month to month** – cancel any time
- Or, you can always choose to lock in 27-33% savings with our annual plans

Many of our customers start with our monthly option for a month or two – then switch to annual once they've seen how well Riddle's quiz maker works.

Cancellation policies

Even better, your quizzes will always stay live – even if you cancel.

We don't like leaving holes in your pretty website.

However, to cover our serving costs, they will show our branding – and lead forms will be disabled.

And if you'd like to edit them or download your leads, we'd need to ask you to resubscribe.

But we still think that's pretty fair.

Most of our competitors will delete your quizzes after you cancel – or charge you a maintenance fee (up to 50% of your subscription). We're not fans of that at all – that's a bit like holding your content ransom so you keep subscribing.

Outgrow's 50% maintenance plan

Fair pricing – no discounts

You also won't see us offering crazy discounts or limited offers with Riddle.

Again, it comes back to fairness. We like offering simple, clear pricing – and don't think it's right to give new subscribers a big discount. That's not fair to our loyal customer base.

You can read our CEO Boris' [strong feelings about discounts here](#) – he is dead set against 'Black Friday' or other types of deals.

(We do offer [20% discounts for non-profit organizations and educators](#), but that's a good karma decision. We want to help them make the world better.)

Riddle pricing – the small print

The only caveat – all of our Riddle plans includes a 'fair use' clause of 10 million views a month.

That's more than enough for the vast, vast majority of our customers – and supports our low-cost pricing model.

We're also flexible – and know that sometimes you have an unexpected viral hit, so the first month of heavy traffic is no problem.

But after that, for folks who go over the 10M limit for a 2nd month, we would then need to pass on our server costs in the form of \$125 for each additional 10M views.

(As context, only a handful of users ever come close – in our entire community of big brands and publishers including Red Bull, Shopify, and Amazon.)

Free 30 day moneyback guarantee

All of our plans include a 30 day refund policy after the initial purchase – no questions asked.

(But we're confident you'll like us. Our refund rate currently is a teeny-tiny 0.17% – about one in a thousand.)

If you try us – then decide it's not quite what you're looking for, just drop us a note on support chat.

We'll be happy to refund you right away – because we're super fast with customer support.

Same 5 star support – all plans

Yup, that's a nice segue. We already talked about [our team-wide approach to customer support](#) – everyone from our engineers to our founders pitches in to help.

And we don't limit this support to the most expensive plans.

Nope – all our trial and paying users get the same great support. It's good business – and good karma, to boot.

So any questions – please just give us a shout. We look forward to hearing from you!

-Mike and Boris

Founders, Riddle.com

Created from <https://www.riddle.com/blog/riddles-pricing-unlimited-leads-seriously/> Visit <https://www.riddle.com> to create your own quiz