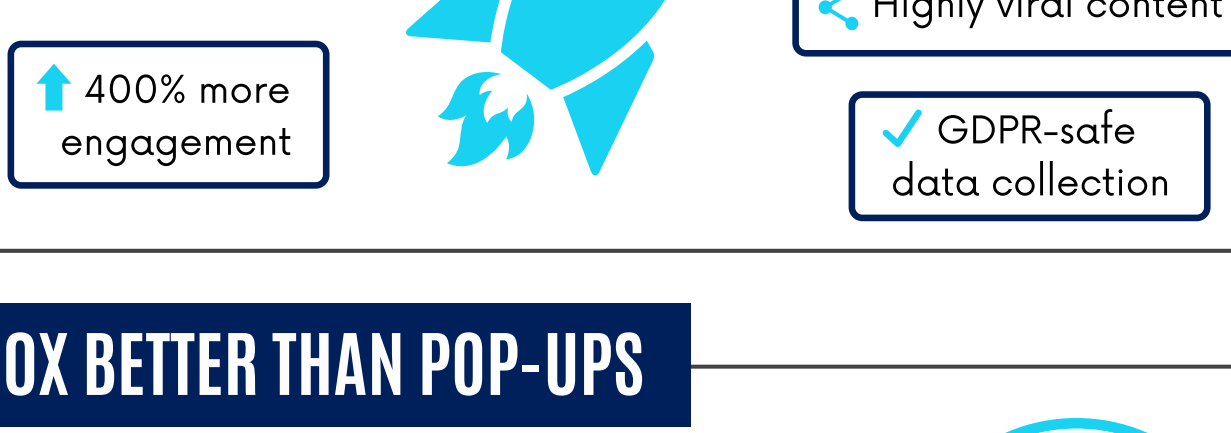


WHY USE QUIZZES TO COLLECT LEADS?

HOW EFFECTIVE ARE QUIZZES FOR MARKETERS?
KEY FINDINGS FROM RIDDLE'S
2021 QUIZ MARKETING ANNUAL REPORT

WHY QUIZ LEAD GENERATION?



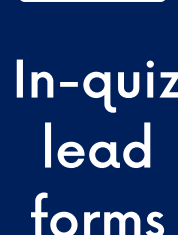
20X BETTER THAN POP-UPS

Opt-in rates

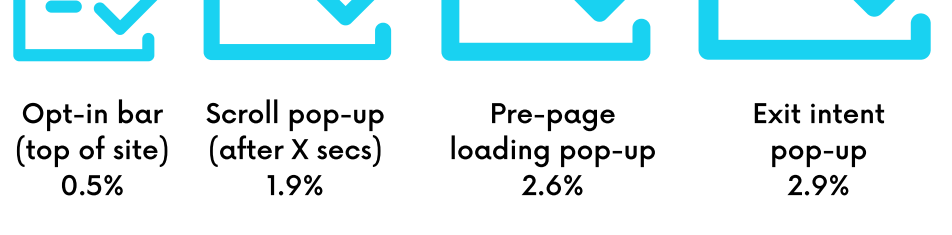
Quizzes are 20X more effective than 'standard' email collection tools - such as the 'Sign up for our newsletter' pop-ups.

Quizzes
41.4%¹

Pop-ups
1.9%²



In-quiz lead forms



Opt-in bar (top of site) 0.5% | Scroll pop-up (after X secs) 1.9% | Pre-page loading pop-up 2.6% | Exit intent pop-up 2.9%

LOWER COST PER LEAD

Quizzes cost much less per lead. Let's assume an identical \$1,000 ad spend with a \$0.50 cost per click.

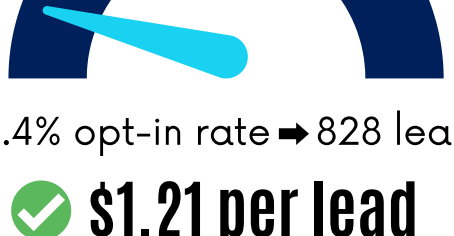
Pop-ups



1.9% opt-in rate → 38 leads

✗ **\$26.32 per lead**

Quizzes



41.4% opt-in rate → 828 leads

✓ **\$1.21 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.

Quiz marketing is 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 and California's CCPA.

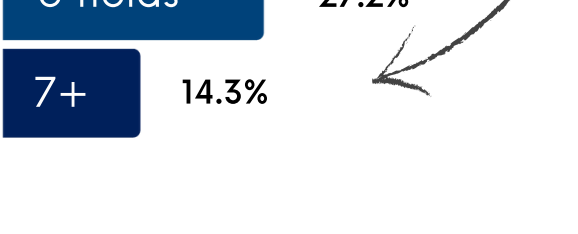


3 FORM FIELDS IS THE MAGIC NUMBER

41.4%¹

Opt-in rate for in-quiz lead forms

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

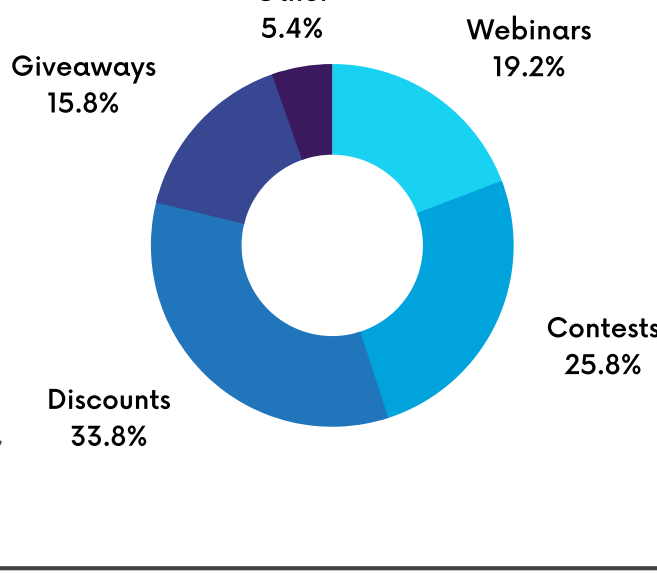


CONTESTS & COUPONS = MORE (QUIZ) LEADS

Want more quiz leads?

Give users something of value - from discounts & giveaways to white papers & webinars.

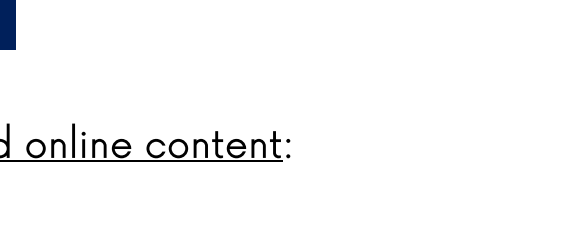
Here's what the top 1,000 quizzes using lead forms on Riddle offered their users.⁴



400% MORE ENGAGEMENT

Visitors stay **↑4X** longer on pages with online quizzes.

- More engagement
- More interaction
- More conversions



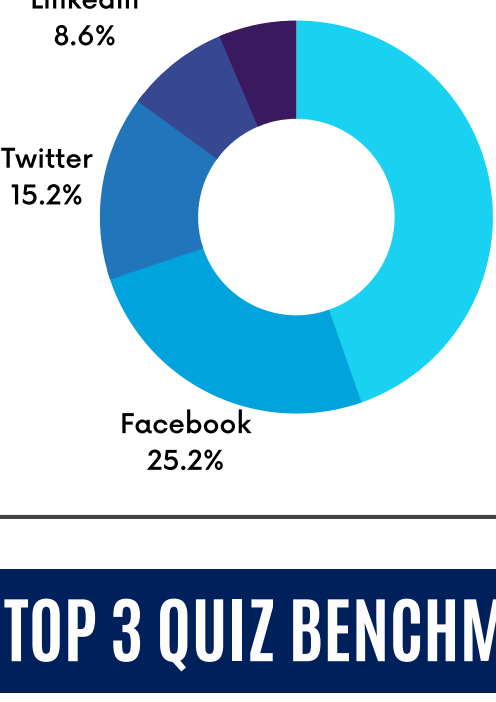
GET MORE VIRAL TRAFFIC

Quizzes are some of the most shared online content:

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

Average share rate per quiz

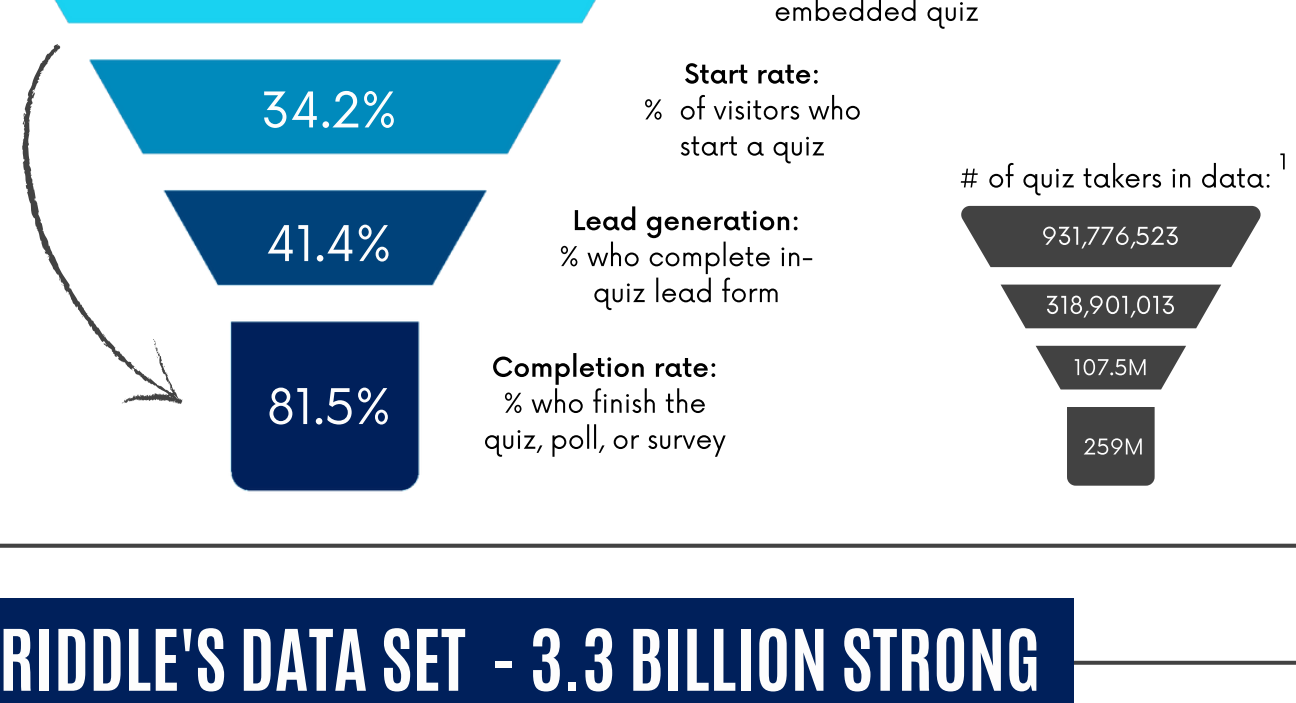
11.7%⁶



1.57M quiz shares on social

TOP 3 QUIZ BENCHMARKS

How can you tell if your quiz is average... or amazing? Effective quizzes will meet (or exceed) these quiz KPI benchmarks:⁵



RIDDLE'S DATA SET - 3.3 BILLION STRONG

This report was based on Riddle's quizzes in 2021 - created by thousands of marketers globally, including the BBC, CNN, Oxfam, and Shopify.

- 2.76 BILLION quiz questions answered
- 497.2 MILLION minutes of audience engagement
- 107.6 MILLION leads collected

