**WHY USE QUIZZES TO COLLECT LEADS?**

- **20X BETTER THAN POP-UPS**
- **Lead generation:**
  - Opt-In rates
  - Pop-ups 1.9%
  - Quizzes
- **LOWER COST PER LEAD**
- **COLLECT DATA (GDPR) SAFELY**
- **400% MORE ENGAGEMENT**
- **Top 5 quiz benchmarks**
- **World’s data set:** 3.3 BILLION STRONG

**Key benefits:***

1. **Opt-In rates**
   - Pop-ups 1.9%
   - Quizzes

2. **Pop-ups vs. Quizzes**
   - Pop-ups: 1.9%
   - Quizzes: 41.4%

3. **400% more engagement**
   - Quizzes vs. Pop-ups
   - Quizzes: 41.7% more engagement

4. **4X better than pop-ups**
   - Conversion rates
   - Quizzes vs. Pop-ups
   - Quizzes: 4X better

5. **Lower cost per lead**
   - Pop-ups: $26.32 per lead
   - Quizzes: $1 per lead

6. **Collect data (GDPR) safely**
   - Opt-in rates
   - Quizzes vs. Pop-ups
   - Quizzes: 41.4% opt-in rate

7. **400% more engagement**
   - Average share
   - Quizzes: 11.7% more

8. **Top 5 quiz benchmarks**
   - 1st party data

9. **World’s data set:** 3.3 BILLION STRONG
   - Visitors
   - Pop-up vs. Quiz
   - Quiz: 4X more visitors

**Additional notes:**

- Facebook: 2 BILLION users
- Instagram: 4 BILLION users
- Twitter: 8 BILLION users

**Efficient global site:**

- Website: $26.32 per lead
- Quizzes: $1 per lead

**Efficient local site:**

- Website: $26.32 per lead
- Quizzes: $1 per lead

**Conversion rates:**

- Pop-ups: 1.9%
- Quizzes: 41.4%

**Pop-up drawbacks:**

- Pop-ups: 1.9%
- Quizzes: 41.4%

**Quiz benefits:**

- Quizzes: 41.4% opt-in rate
- Quizzes: 4X better than pop-ups

**Summary:**

Quizzes are a more effective way to collect leads, engage visitors, and collect data, especially when compared to pop-ups. Integrating quizzes into your website increases engagement and conversion rates significantly.