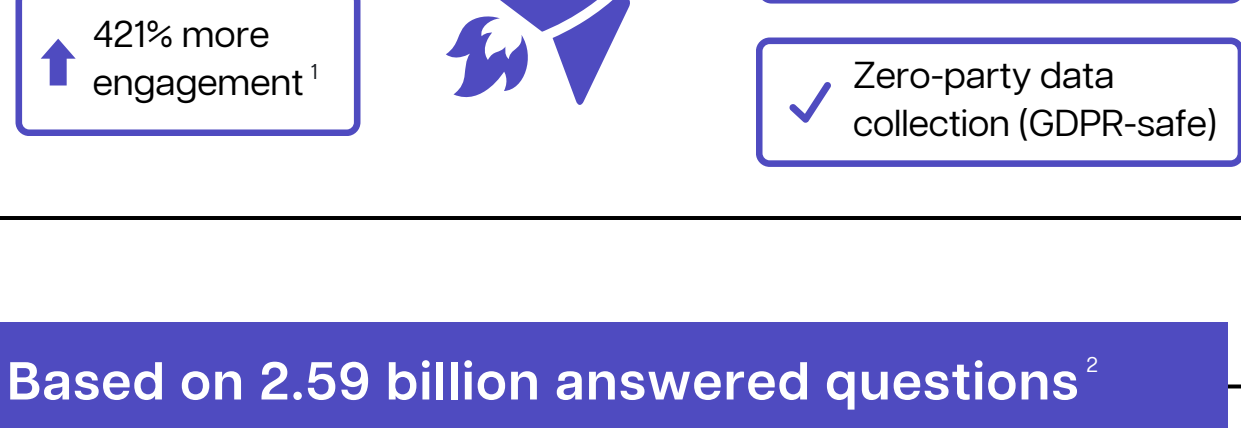


Why use quizzes for zero-party data?

How effective are quizzes & interactive content for publishers, brands, & pro sports teams?

Key findings from Riddle's "2023 Quiz Marketing Report"

Why use quiz lead generation?



Based on 2.59 billion answered questions²

This report was based on Riddle's 2023 quiz data set - using interactive content created by thousands of global publishers & pro sports teams and leagues.

- 2.59 BILLION questions answered
- 439.1 MILLION Riddles started
- 344.1 MILLION Riddles completed

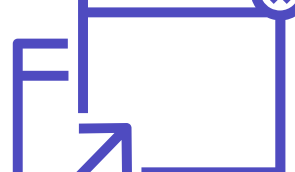


9.3X better than pop-ups

Opt-in rates

Quizzes are 9.3X more effective³ than 'standard' email collection tools - such as the typical 'Sign up for our newsletter' pop-ups. The figures compare Bdotw's (formerly Sumo) analysis of two billion pop-ups⁴ with Riddle's 344 million completed quizzes.¹

Pop-ups⁴
3.1%



Quizzes
28.6%¹



In-quiz lead forms

33%

Our smaller scale Riddle Lab experiment confirmed this. 33% of users completed the form they viewed in the quiz, compared to 4.5% who saw the pop-up.⁵

- Riddle Lab: "Pop-up vs. quiz - which is more effective?"



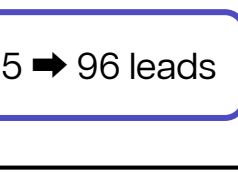
↓ 37% cost per lead with quizzes

Ads promoting quizzes get more clicks for a lower CPC for your campaigns. Plus, more people fill in lead forms than pop-ups.

Our recent Riddle Lab experiment proved it - quizzes are 37% less expensive than pop-up for finding new leads.⁵

Pop-ups

€1.11



2,129 clicks @ €0.05 → 96 leads

Quizzes

€0.71



2,055 clicks @ €0.04 → 115 leads

60%

We've reduced our acquisition costs by 60% since launching our quiz lead generation.

- Laura Sagen, The Hair Fuel



Collect data safely (GDPR/CCPA)

Zero party data

Leads from quizzes are zero-party data - quiz takers actively choose to give their personal data.

Quizzes & interactive content are much safer than using cookies, scripts, & other advertising methods.

Zero-party data is the safest for marketers under privacy laws like the EU's GDPR & California's CCPA.



421% more engagement

Visitors stay 4X longer on pages with embedded quizzes, polls, & interactive content.

- ↑ More engagement
- ↑ More interaction
- ↑ More conversions



0:54⁶
global average (all pages)



3:56 (+421%)¹
Riddle quizzes

65.8%

of site visitors initiate engagement with our interactive content.

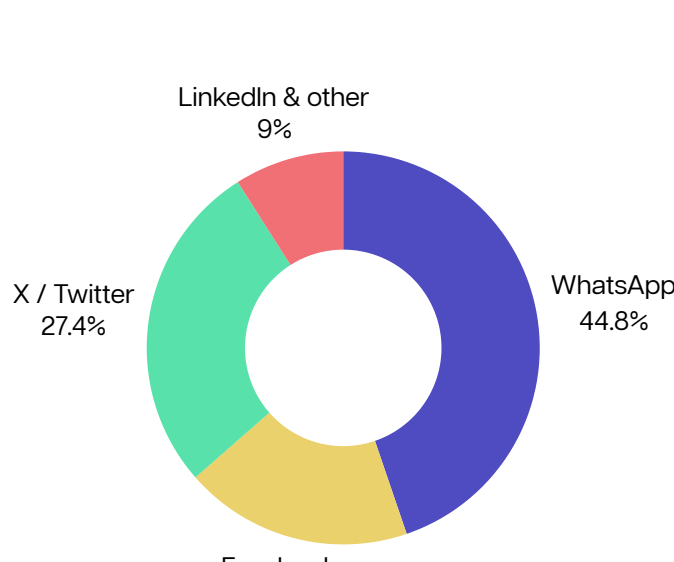
- Riczer Desvaristes, the Fiesta Bowl



Get more viral traffic

Quizzes are some of the most shared online content:

- Get more (free) viral traffic
- Better 'word of mouth' marketing
- WhatsApp replaced Facebook as the most popular viral channel for quizzes.⁷



21.3%

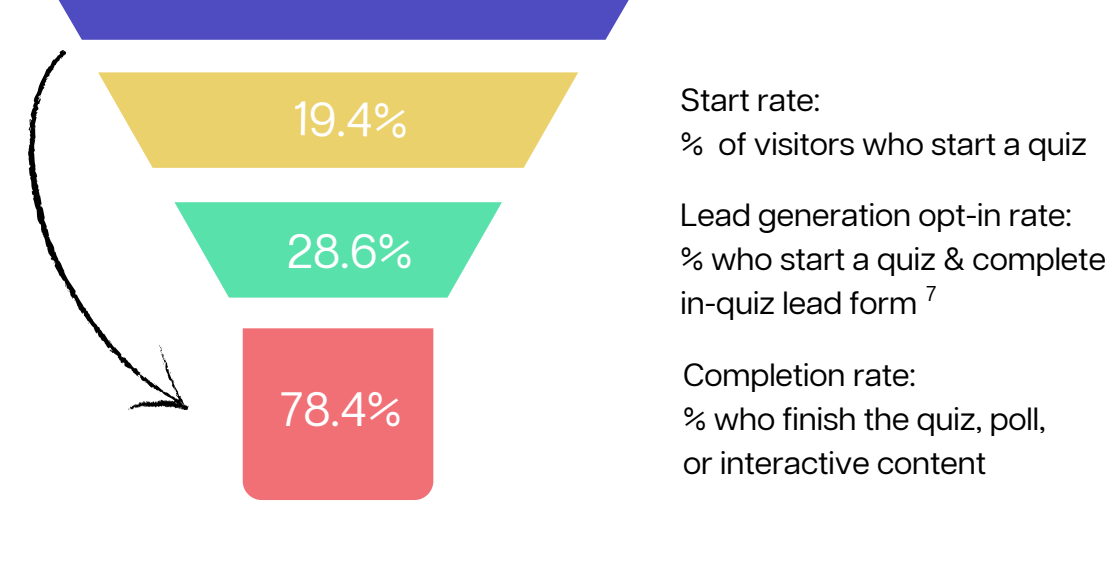
of fans shared their results from using Riddle's score predictor.

- Pro soccer team FC Homburg 08 (case study)



Top 3 quiz marketing benchmarks

How can you tell if your quiz is average... or amazing? Effective quizzes will meet (or exceed) these online quiz KPI benchmarks:¹



REFERENCES

- Annual usage of Riddle.com (Jan. 1 to Dec. 31, 2023) - for more info, please contact hello@riddle.com
- Riddle.com - consisting of total numbers of quiz views, starts, completes, answers, leads, & shares
- Opt-in rate - users who fill in lead form / total number of users who start a Riddle
- Bdotw! (formerly Sumo): "[Pop-up Statistics: Findings From Analyzing 2 Billion Pop-up Examples](#)"
- Riddle Labs: "[Pop-up vs. quiz - which is more effective?](#)"
- Content Square: [2022 Digital Experience Benchmark Report](#)
- Riddle.com - analysis of quizzes with social sharing enabled
- Riddle.com - based on all published quizzes with lead generation enabled