

# Riddle

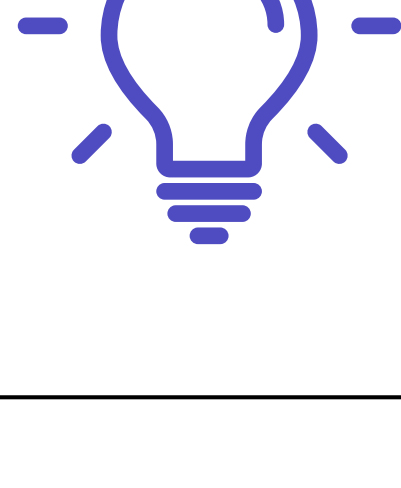
## 2024 Quiz Marketing Report

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

Key findings from Riddle.com's "2024 Quiz Marketing Report"

### Riddle 2024 – surprising stats! <sup>2</sup>

- Every 3 minutes, Riddle's publishing partners launched a Riddle quiz or poll on their sites.
- Their Riddles were loaded 1.73 BILLION times!
- Each hour, Riddle's users collected 1,000+ leads with interactive content.
- Their audiences spent 16.4 BILLION seconds engaged with Riddles!



### Based on 2.8 billion answered questions <sup>2</sup>

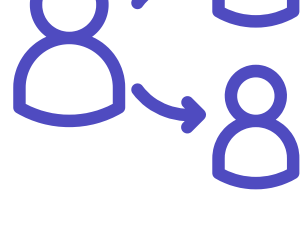
This report was based on Riddle.com's 2024 quiz data set - using interactive content created by thousands of global publishers & pro sports teams and leagues.

- 2.8 BILLION questions answered
- 459.3 MILLION Riddles started
- 344.2 MILLION Riddles completed



**21.3%** of fans shared their results from using Riddle.com's score predictor.

- Pro soccer team FC Homburg 08 (case study)



### Why use quiz lead generation?

9.7X better than pop-ups <sup>1</sup>

421% more engagement <sup>1</sup>

Lower cost per lead

Highly viral content

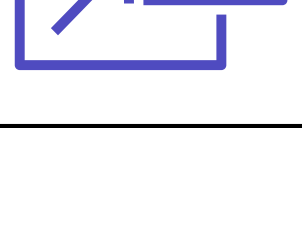
Zero-party data collection (GDPR-safe)

### 9.7X better than pop-ups

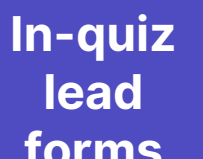
#### Opt-in rates

Quizzes are **9.7X more effective** <sup>3</sup> than 'standard' email collection tools - such as the typical 'Sign up for our newsletter' pop-ups. <sup>4</sup> The figures compare Bdo's (formerly Sumo) analysis of two billion pop-ups with Riddle's 344 million completed quizzes. <sup>1</sup>

**Pop-ups**  
**3.1%**



**Quizzes**  
**29.8%** <sup>1</sup>



**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. <sup>5</sup>

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

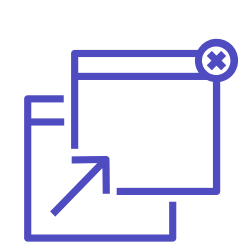


### ↓ 37% cost per lead with quizzes

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-ups for finding new leads. <sup>5</sup>

**Pop-ups**  
**€1.11**



**Quizzes**  
**€0.71**



2,129 clicks @ €0.05 → 96 leads

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



**0:54** <sup>6</sup>  
global average (all pages)



**3:56** (+421%) <sup>1</sup>  
Riddle quizzes

**65.8%**

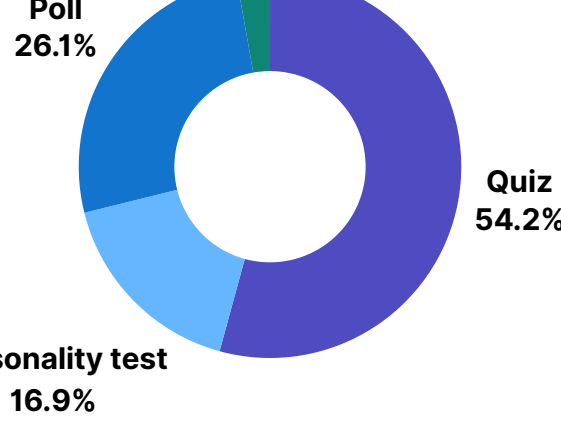
of site visitors initiate engagement with our interactive content.

- Riczer Desvaristes, the Fiesta Bowl



### Riddle 2024 - additional info <sup>2</sup>

#### Most popular types of Riddles - by engagement (starts)



#### Top 3 regions with max Riddle usage (quiz views) -

- I. USA 370.1 MILLION
- II. United Kingdom 364.2 MILLION
- III. Germany 133.1 MILLION



# Riddle

[www.riddle.com](http://www.riddle.com)

100% GDPR-compliant online quiz maker

Try all features free for 14 days - no credit card required

Plans start at just \$59/month - with unlimited usage & traffic

#### REFERENCES

1. Annual usage of [Riddle.com](http://Riddle.com) (Jan. 1 to Dec. 31, 2024) - for more info, please contact us at [hello@riddle.com](mailto:hello@riddle.com).

2. Riddle.com - data set based on total numbers of quiz views, starts, completes, answers, leads, & shares

3. Opt-in rate = users who fill in lead form / total number of users who start a Riddle

4. Bdo! (formerly Sumo): "Pop-up Statistics: Findings From Analyzing 2 Billion Pop-up Examples"

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

6. Content Square: 2022 Digital Experience Benchmark Report

7. Riddle.com - analysis of quizzes with social sharing enabled