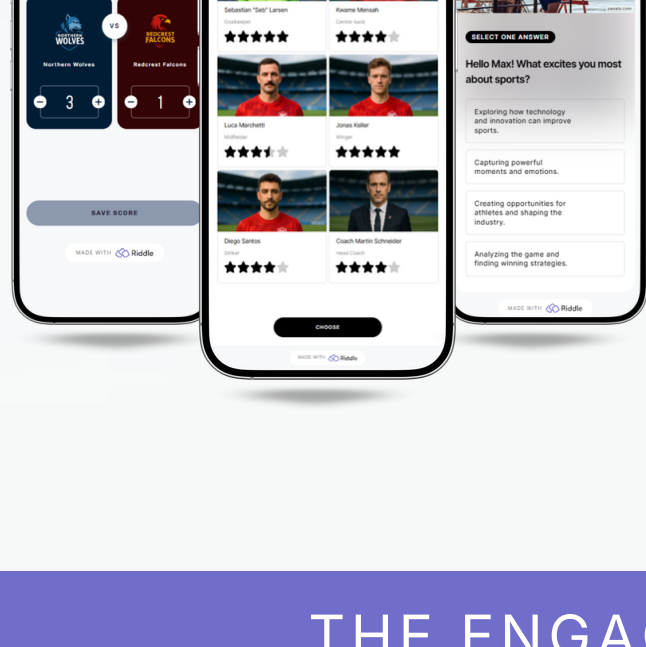


The global scale of engagement

Key findings from Riddle.com's

"2025 Quiz Marketing Report"

TURNING ATTENTION INTO VALUE



3.13 Billion

Questions answered

Total data points collected **8.96 Billion**¹

Riddle loads **3.97 Billion**

Quiz starts **1.1 Billion**

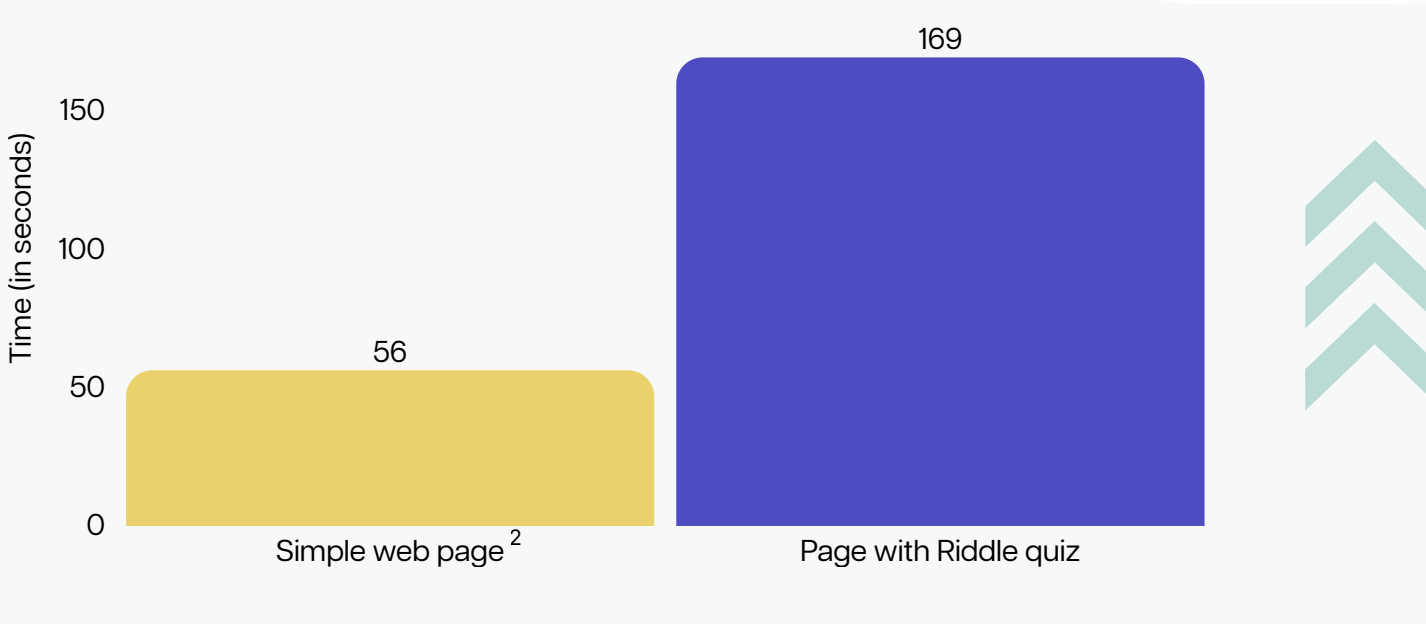
Quiz completes **786 Million**

THE ENGAGEMENT GAP (QUIZZES VS. WEB)

Capturing attention in a distracted world

Average time spent

● Simple web page ● Page with Riddle quiz



3.02x

Improvement in engagement time

Total time spent: **32.8 Million hours (3,771 Years)** 

Average interaction: 1 min 46 sec per start.

Average completion time: 2 min 48 sec (for quizzes/personality tests).

Global quiz completion rate: 73.4%

GDPR, privacy & zero-party data

Building trust while gathering insights

The concept: Quizzes are the ultimate "Zero-Party Data" tool where users willingly share their preferences, needs, and intentions in exchange for a personalized result.

Privacy first: Fully GDPR-compliant data gathering that replaces intrusive tracking with active participation.

CASE STUDY

The power of opt-ins:

Club Med: 83% of quiz takers³ opted in to receive future content.

VIRALITY & SOCIAL SHARING



How quiz results travel⁴

CASE STUDY

Fan voice amplified:

FC Homburg 08: 21.3% of fans⁵ shared their quiz results using a Riddle score predictor.

Monetization without distraction

Premium ad performance through focus

The insight: In-quiz ad placements outperform standard display formats because users are focused and actively participating rather than scrolling past banners.

CASE STUDY

Media value report:

20min.ch results: 20% higher eCPMs⁶ using in-quiz advertising.

What this means for media companies:



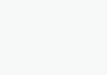
LEAD GENERATION ROI COMPARISON

Pop-ups

Quiz lead forms

Traffic from ads

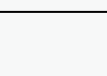
2129 clicks @ \$.05



2055 clicks @ \$.04

Total leads

96



115

Cost per lead

\$1.11



\$0.71

Key takeaway: Quiz lead forms drive a *37% reduction in lead acquisition costs.*⁷

Turn attention into revenue and loyalty

Join publishers, media companies, and sports teams using Riddle to grow engagement, monetization, and first-party data.

[START YOUR 14-DAY FREE TRIAL TODAY](#)

REFERENCES

1. Annual usage of Riddle.com (Jan. 1 to Dec. 31, 2025) - for more info, please contact hello@riddle.com

2. Content Square: [2022 Digital Experience Benchmark Report](#)

3. Case study: ["Club Med turns quiz engagement into bookings with Riddle"](#)

4. Riddle.com: analysis of quizzes with social sharing enabled

5. Case study: ["FC 08 Homburg – Sports Case Study"](#)

6. Case study: ["20 Minuten Boosts Engagement & Ad Revenue with Riddle"](#)

7. Riddle Lab: ["Pop-up vs. Quiz Conversion Rates"](#)