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The Evergreen Interactive Content Playbook

How publishers, media companies, brands, and sports leagues use AI and evergreen interactive content to build audiences that last

For publishers, media companies, brands, and sports leagues
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WHITE PAPER

3 strategies: AI for topical content, evergreen interactive content, and automated quiz portals

The Case for Evergreen Interactive Content

Your best quiz might be one you haven't written yet.

Most publishers, media companies, brands, and sports organisations are solving the wrong problem. They are asking: how do we produce more interactive content? The real question is: how do we get more value out of the content we build?

Those are not the same question, and the difference matters. A team chasing volume builds a quiz for this week's story, a poll for this week's match, a personality test for this month's campaign - then does it all again next month. Busy, but not building anything. Each piece replaces the last rather than adding to it.

The teams getting real traction with interactive content have figured out that the economics work differently depending on what you build. Topical content has a short window and then it's done. Evergreen interactive content - quizzes, personality tests, and mini-games built around topics that don't date - keeps earning long after the week it launched. And a quiz portal built with AI and Riddle's API can generate and maintain a library of 100+ evergreen pieces largely on autopilot, tied to leaderboards that bring audiences back again and again.

This white paper covers all three strategies.

PART 1

Use AI for Topical Content

Fast, relevant, and guilt-free when you archive it.

Topical interactive content has a clear job. A news quiz tied to a breaking story. A poll during a live match. A personality test to support a product launch. It serves a moment and drives engagement while that moment lasts.

The problem has always been the cost versus the lifespan. Building a quiz from scratch used to take 30-40 minutes of editor time. For sports media running daily content cycles, or brands juggling multiple campaign launches a year, that ratio was hard to justify - especially for something that would be irrelevant in a fortnight.

AI changes that calculation. Riddle's AI quiz generation lets any editorial or content team paste in an article URL and get back a full quiz - questions, answer options, and explanations - in under five minutes. For teams already using Claude, Riddle's Claude connector goes further: type a prompt and Claude builds the quiz directly, without opening Riddle at all. Either way, the quiz goes live within the hour, rides the traffic from the original story, and gets archived when the topic cools.

For sports leagues and sports media specifically, this maps well onto the natural content rhythm: AI generates a quiz around a fixture preview or post-match story, it goes live quickly, and the team moves on.

AI drafts it - your team decides if it's good enough

The question editorial teams always ask is: what about quality? The workflow is:

- AI writes the first draft - questions, answer options, and explanations
- Your editor reads it, fixes anything that's off, and approves it
- The whole review takes five to ten minutes per quiz

The AI handles the time-consuming part; your editorial staff bring the judgment, the voice, and the quality bar. For publishers and media companies where audience trust is the whole business, that's the right division of labour.

PART 2

Evergreen Interactive Content - Build it Once, Let it Work

Here's the counterintuitive part. The quiz that will drive the most value for your organisation over the next two years probably isn't the one you're planning to build next week.

It's the one built around something your audience cares about permanently - not the current story, but the subject matter underneath it. The history a sports fan knows by heart. The topic a media brand's readers built their identity around. The product knowledge a brand's customers need before they buy.

Evergreen interactive content is quizzes, personality tests, polls, and mini-games built around topics that don't date. What that means in practice:

- **Publishers** - quiz content that holds search rankings for years rather than weeks
- **Media companies** - interactive experiences that engage every new visitor, not just those who arrive during a campaign
- **Brands** - product recommendation tools and personality tests that qualify leads around the clock
- **Sports leagues and sports media** - fan knowledge challenges built around club history, player records, and iconic moments

The test is simple: would a reader or fan who finds this in 18 months get the same value as someone who clicked it the week it launched? If yes, it's evergreen.

The economics are different too. A well-built evergreen piece generating engagement for 18-24 months has a fraction of the per-engagement cost of a topical piece that runs for three weeks. Maintenance is light - a fact check here, an updated stat there. That's 30 minutes of work, not a rebuild.

What evergreen interactive content looks like across formats

Quizzes are the workhorse. Knowledge tests built around durable subject matter earn search rankings that hold for years. For sports leagues and sports media, quizzes built

around club history, iconic moments, or all-time statistics give fans something worth engaging with between fixtures.

Personality tests are inherently evergreen. They work on a simple, durable human motivation: people want to understand themselves and compare with others, regardless of what's in the news. For publishers, they drive social sharing. For brands, they function as product selectors that feel like entertainment rather than a sales process.

Mini-games - crosswords, Sudoku, word games - are evergreen by design. They're built to be played repeatedly, not experienced once. A daily puzzle tied to a leaderboard creates return visits without any editorial effort after setup.

Polls built around foundational audience questions can run indefinitely on category pages, collecting zero-party data from every new visitor without going stale.

A FOUNDER NOTE

We've seen this before - and it worked.

Before founding Riddle, the Riddle team ran the European business for Tickle.com - one of the biggest quiz portals in the world in 2004. At its peak, Tickle reached 28th in global website rankings. The engine behind that growth was largely a single quiz: "What type of dog are you?" - a personality test built around a durable, universal topic with no expiry date. It drove traffic and social sharing for years, long after most of the site's topical content had been forgotten, and was a key reason Tickle was eventually acquired by Monster.com.

That experience is part of what shaped how we think about evergreen interactive content at Riddle. The quiz that doesn't reference anything current, that works for any reader on any day, that people share because the result says something true about them - that's the one with legs.

We rebuilt the dog quiz on Riddle. Try it: riddle.com/view/boV1WZr5

What This Looks Like in Practice: History Extra

History Extra - Immediate Media's digital home for BBC History Magazine and BBC History Revealed - shows what a consistent evergreen interactive content strategy produces at scale for a major publisher.

The team publishes quizzes weekly using Riddle, building a library across core subject matter: historical periods, famous figures, iconic events. None of it is tied to a current news cycle. A quiz about the First World War is just as useful to a reader who discovers it in two years as it was the week it went live. That's the point.

+20%

+15.5%

+21%

more time on site vs article pages	more clicks per page	more click events per session
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History Extra's quiz portal is among the most visited pages on the site. The brand consistently ranks between first and third for the search term "history quiz" - not through ongoing promotion, but because a library of well-built, durable content is exactly what search rewards.

The quiz library also earns its place as a subscriber acquisition tool. Deeper "ultimate" quizzes on major historical themes sit behind a paywall, giving casual readers a concrete reason to consider upgrading.

"Riddle has helped us enhance audience engagement and boost time on site by 20%. The quizzes consistently encourage deeper interactions and make history more accessible and enjoyable for our readers."

Paul Thorpe, Senior Product Manager, History Extra

PART 3

Use AI and the API to Build and Run a Quiz Portal at Scale

A manually curated evergreen library is valuable. The version that scales further combines AI generation with Riddle's API Builder - letting publishers, media companies, brands, and sports organisations create quizzes programmatically, without anyone logging into Riddle at all.

A publisher identifies their core topic areas. An AI-assisted pipeline generates a series of quizzes for each, drawing from their article archive or structured reference material. From there the API handles the rest:

- Publishes quizzes to Riddle on a defined schedule
- Assigns each series to a leaderboard
- Slots content into an embed placeholder on the relevant section page
- Connects completions to a lead generation flow

The editorial team reviews and approves. They don't build from scratch. The result is a quiz portal of 100 or more evergreen pieces, live and structured for long-term engagement.

Humans still make the calls

AI generates the content; your team decides what's good enough to publish. For publishers and media companies, that means a simple review queue:

- AI-generated quizzes are flagged for editorial sign-off
- An editor checks accuracy, adjusts phrasing, and confirms questions are pitched at the right level
- For sports leagues, a content manager reviews statistical claims and checks questions match audience knowledge
- The review takes a few minutes per quiz - it's the step that keeps the output trustworthy

The human review step is what separates a quiz portal that builds audience trust from one that quietly damages it. AI cuts the cost of production; editorial judgment is what makes the output worth publishing.

Why leaderboards change everything

A quiz portal without a leaderboard is a content library. A quiz portal with a leaderboard is a retention engine.

A reader who completes a quiz and gets a score has had a good experience. A reader who sees their rank and knows there are 50 more quizzes in the series has a reason to return. Rewards that work well:

- Exclusive content unlocked at a points threshold
- Competition entries for top-ranked readers
- Early access to new quiz series
- Badges or recognition on the leaderboard itself

For sports leagues and sports media this is particularly direct. A supporter ranked 47th among all fans who've taken a club history quiz has a clear, personal reason to return and improve. That's retention that no newsletter or push notification can replicate.

Leaderboards also handle registration. To appear on a leaderboard, readers sign up - converting anonymous visitors into identified audience members whose topic interests you now know. That data flows directly into your CRM or email platform via native integrations, webhooks, or API.

What a quiz portal looks like by sector

News publishers and media companies auto-generate a quiz whenever a new article publishes in a core category. Over six months, that produces a library spanning politics, business, science, and culture. A standing leaderboard gives loyal readers a weekly challenge.

Sports leagues and sports media auto-generate quizzes for every club, competition, and season. For a league with 20 clubs, that's 20 club-specific quiz series running simultaneously - a fan engagement programme that works on autopilot once set up.

B2B and trade publishers build a knowledge test series across core topics in their field. Readers who engage regularly signal genuine professional interest, making them high-value leads. CPD credits tied to completion add further incentive.

Brands with strong content archives convert existing editorial into quiz form - a year of articles or a product knowledge base becomes a year's worth of evergreen interactive content, feeding a challenge series that rewards engaged customers.

The Resource Case

Setup is front-loaded - connecting the API, configuring the AI pipeline, building the leaderboard and registration flow. Two to four weeks done properly. After that:

- Content generates and queues automatically
- Editors review rather than build from scratch
- The leaderboard manages itself
- New topic areas can be added without rebuilding the infrastructure

The return compounds. Each new piece of content strengthens the portal's search signals. Each leaderboard registrant expands the first-party audience. Each returning reader adds ad impressions, reduces dependence on paid acquisition, and moves a step closer to a subscription, purchase, or deeper brand relationship.

A Practical Starting Point

You don't need to build the whole thing at once. Each phase pays for the next.

Phase	Timeframe	Actions
Phase 1	Weeks 1-2	<ul style="list-style-type: none">• Use Riddle's AI quiz generation on your next three major articles or match previews• Have an editor review each draft before publishing• Measure engagement lift against non-quiz pages
Phase 2	Weeks 3-6	<ul style="list-style-type: none">• Build two or three evergreen quizzes in your highest-interest topic area• Set up a leaderboard and connect it to your most-visited section• Embed using a placeholder so the slot stays live and refreshed
Phase 3	Month 2-3	<ul style="list-style-type: none">• Scope a quiz portal build using Riddle's API Builder and AI generation

		<ul style="list-style-type: none">• Define topic areas, content pipeline, and editorial review process• Connect leaderboard registration to your CRM or email platform• Launch and let the retention mechanics run
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Why This Matters More Now

Search traffic is under structural pressure. AI answer boxes handle more queries without sending anyone anywhere. Social distribution is patchier than it was. The case for interactive content that depends on a launch spike and then delivers nothing has never been weaker.

The answer is to use each approach for what it does well:

- **AI-assisted topical content** - fast and cheap enough that the short lifespan is fine
- **Evergreen interactive content** - builds the persistent audience asset that reduces dependence on traffic spikes
- **AI + API quiz portals** - turns that evergreen investment into an always-on retention engine that scales without scaling the team

Publishers, media companies, brands, and sports organisations that treat interactive content as infrastructure rather than output are the ones building audiences that don't rely on next week's story to show up.

Get started with Riddle

Try Riddle free at riddle.com - no credit card required, all features unlocked.

Or book a 1:1 demo at riddle.com/resources/book-a-demo to talk through what this looks like for your specific setup.