

Quizzes and Context: Generating Leads and Turning Them Into Customers





Audio:

If you are streaming through your computer speakers, please make sure speakers are on and volume is up.

OR

Call: +1 415-655-0051

Access Code: 683-080-772

Audio PIN: Shown after joining the webinar



Questions:

Please submit any questions throughout the session by using the Questions panel on your right.

OR

Recording:

The recording will be shared within 48 hours

SPEAKERS



Austin Miller

Director of Demand Generation



Owen Fuller

Chief Evangelist



AGENDA

1

**Using Quizzes
for Lead
Generation**

2

**Identifying the
Customer
Buying Journey**

3

**Using Email to
Turn Leads into
Customers**


Join the Conversation:

#quizemail

@movableink @boomboxteam




We're not in school anymore.
And now we love quizzes




Charlene W @cwroblew · 37m
 I got "Daniel" on "Which Old Testament Prophet are You?"! What about you?
[qzzr.co/quiz/which-old-... #quizzes](#) via @Qzzr_

Expand




Chapa @Ruth_Chana · 1h
 I got 83% on "The IDF's Victories: 66 Years of Defending Israel" on Qzzr! Can you beat me?
[qzzr.co/quiz/the-idf-s-... #quizzes](#) via @Qzzr_

Expand




Andrew Johnson @AJutah · 1h
 So close! I got 90% on "Are you smarter than a 4th grader?" on @kslcom
[qzzr.co/quiz/are-you-s-... #quizzes - @Qzzr_](#)

Expand




Tapping Reeve @judgereeve · 1h
 I got John Jay, how about you? [quizzesocial.com/which-founding-... #foundingfathers #quizzes](#)

Expand




Yaduit Games @YaduitGames · 3h
 Can You Guess Who Said These Quotes - Batman or Shakespeare? - [goo.gl/SFVBj3 - #Quizzes - Yaduit - ...](#)

Expand




SoGoSurvey @SoGoSurvey · 4h
 Add audio and [#VideoClips](#) to create engaging surveys / [#quizzes: goo.gl/rpKo8Q ow.ly/I5ljT4](#)
[View photo](#)

Expand




Gina Tomlinson @GGUP4 · 4h
 I got "The Catalyst" on "What kind of girl geek are you?"! What about you?
[qzzr.co/quiz/what-kind-... #quizzes](#) via @Qzzr_

Expand




Malgorzata Chalupnik @MChalu · 6h
 A bit of fun Got "Sociolinguist" on "What kind of linguist should you be?"
[qzzr.co/quiz/what-kind-... #quizzes](#) via @Qzzr_

Expand



Samia Aibef @saibef · 6h
 Life is not a [#final](#). It's daily pop [#quizzes](#). [#LessonOfLife](#) [#Education](#)


Expand



Qzzr @Qzzr_ · 23h
 Our Chief Qwizard, Josh, was featured on Buzzsumo:
[buzzsumo.com/blog/cooking-u-... #viral #quizzes](#)
[View summary](#)


Expand

Sean Randall and Janine Hansen Ottley posted related links.



I got "Rent a trophy truck and race in the Baja 500" on "Where should your next vacation be?" on Qzzr! What about you?


MAKE YOUR OWN QUIZ ON QZZR.CO



Sean Randall
 April 21 · Qzzr ·

YES! That's what I'm talkin' 'bout!

Like · Comment · Share · 2 3




Janine Hansen Ottley
 April 21 · Qzzr ·

Perfect! I need to plan it now!


Like · Comment · Share · 1

Tyler Neil posted related links.



Tyler Neil
 May 18 at 4:24pm · Edited ·

My twin is Lord Voldemort. Who'd of thought?





Quiz: Who is Your Evil Twin?


Find out how dark is your dark side, and which villain is waiting for you on the other side of the mirror...


STUFFHAPPENS.US


Like · Comment · Share · 4 2


Quiz Tower
 Games · Trivia
 100,000 monthly active users


QuizUp
 App Page
 55,313 like this


Logo Quiz 2
 Games · Word Game
 100,000 monthly active users


Trivia Quiz: Guess the Picture
 Games · Trivia
 100,000 monthly active users


QuizBone Quizzes
 Lifestyle
 Melissa Lorenzen-Cope uses this

SEE MORE

Author

Add...

Post Type

Add...

Contains

quiz

Location

Add...

Tagged

Add...

Commenter

Add...

Liker

Add...

SEE MORE FILTERS

TOP POST

17,893,366 VIEWS



What Career Should You Actually Have?

Do what you love, love what you do.

posted on Jan. 30, 2014, at 4:56 p.m.



Ashley Perez
BuzzFeed Staff



Heben Nigatu
BuzzFeed Staff



NEW! Click to bookmark



TOP POST

9,610,350 VIEWS



What Kind Of Dog Are You?

Because is there anything better than being a dog?

posted on Jan. 29, 2014, at 4:15 p.m.



Chelsea Marshall
BuzzFeed Staff

Follow



NEW! Click to bookmark



SundayReview | The Opinion Pages

Published: December 21, 2013

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How Y'all, Youse and You Guys Talk

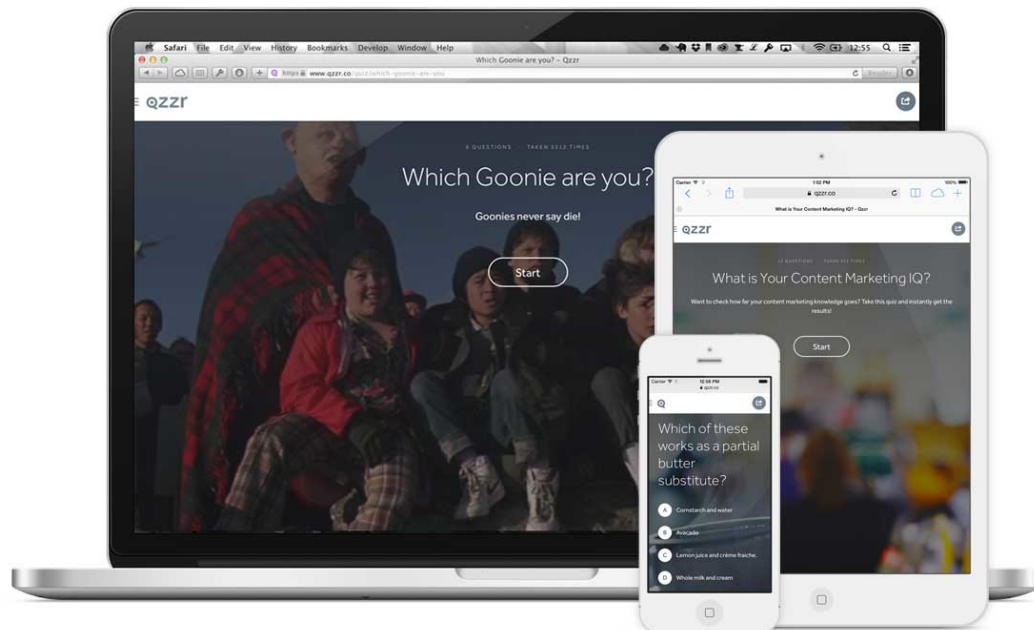
What does the way you speak say about where you're from?
Answer all the questions below to see your personal dialect map.

QUESTION 1 OF 25

How would you address a group of two or more people?

- ☐ you all
- ☐ yous / youse
- ☐ you lot
- ☐ you guys
- ☐ you 'uns
- ☐ yinz
- ☐ you
- ☐ other
- ☐ y'all

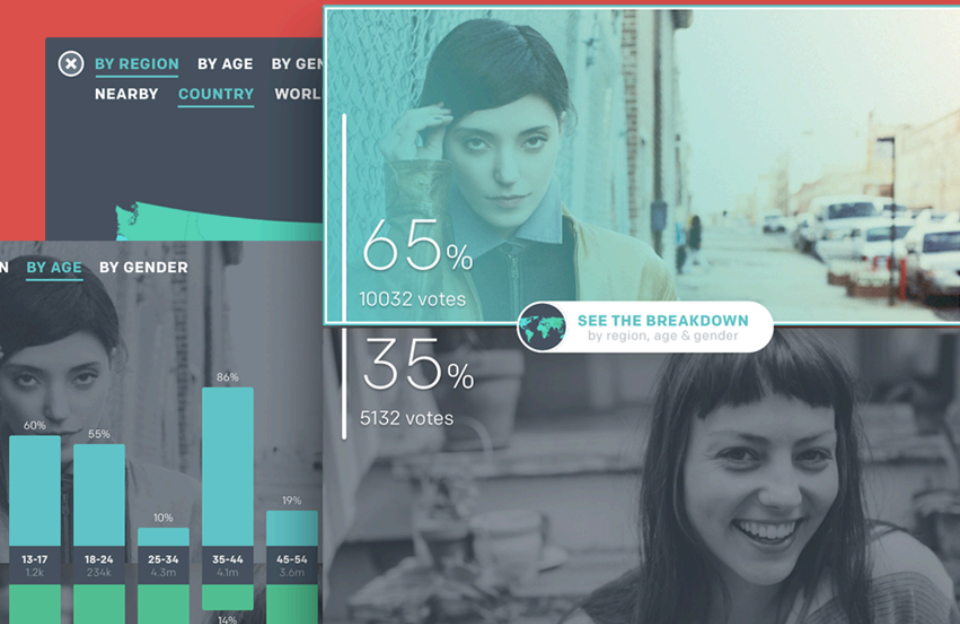
ay night...what
your plans?



The worlds' simplest quiz tool

Pollicaster

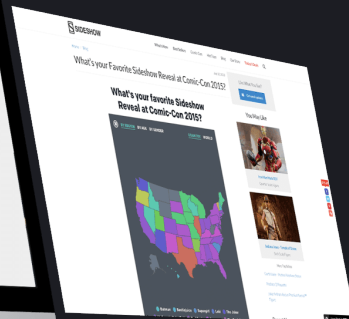
Who's the best songwriter?



The most engaging
polls on the planet.

Boombox

The platform for people who create
world-class interactive content



Boombox

Two types of quizzes for email

Choose a quiz type



GRADED

E.G. WHERE IS THIS IN THE U.S.?



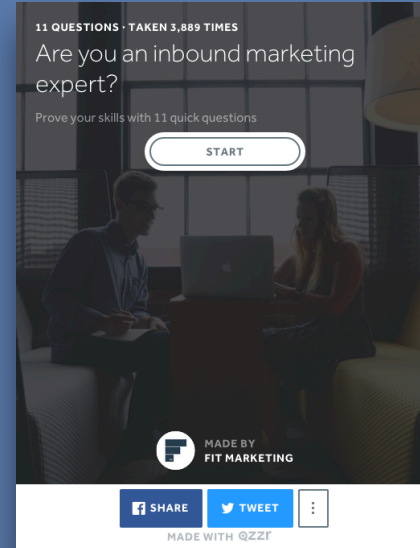
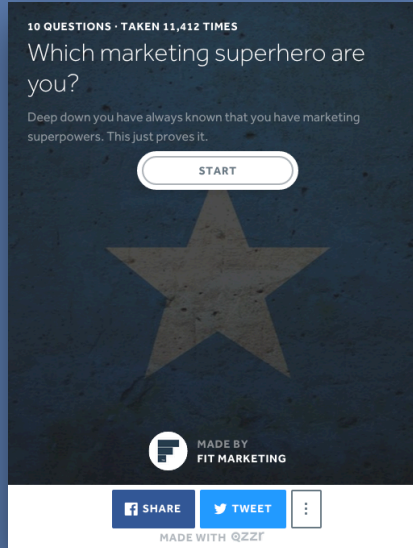
OUTCOME

E.G. WHICH SUPERHERO ARE YOU?

Right answers

No right answers

Fit Marketing Case



8 QUESTIONS · TAKEN 3,102 TIMES

What's Your Brain Type?

Not all muscles are created equal. Even if your calves look awesome, working the StairMaster won't give you the cerebral workout you crave. Ever wonder what kind of brain you have? Take our quiz and we'll assess your brain type and your best brain exercise!

START

1/8

Who is your dream dinner guest?



Neil deGrasse Tyson



Sheryl Sandberg



Terry Gross



Anthony Bourdain

A quick message
from KQED



Sign up to start your 7-Day Brain Flex with KQED!

Now that we know your brain type, we challenge you to work out your brain for the next week! KQED will send you 2 pieces of content a day based on your profile type – stories, news & tidbits that gives your brain that extra flex! **We won't share your email address with third parties, and may only use it later to send you emails from KQED that we think will be of specific interest to you.**

Email

SKIP

SUBMIT

10 QUESTIONS · TAKEN 8,053 TIMES

Which Dallas Maverick Are You?

START



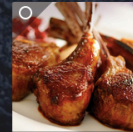
SHARE



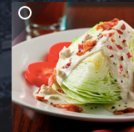
TWEET



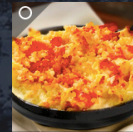
Which Capital Grille dish do you prefer?



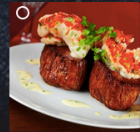
Lamb Rib Chops



Wedge Salad



Lobster Mac N Chees



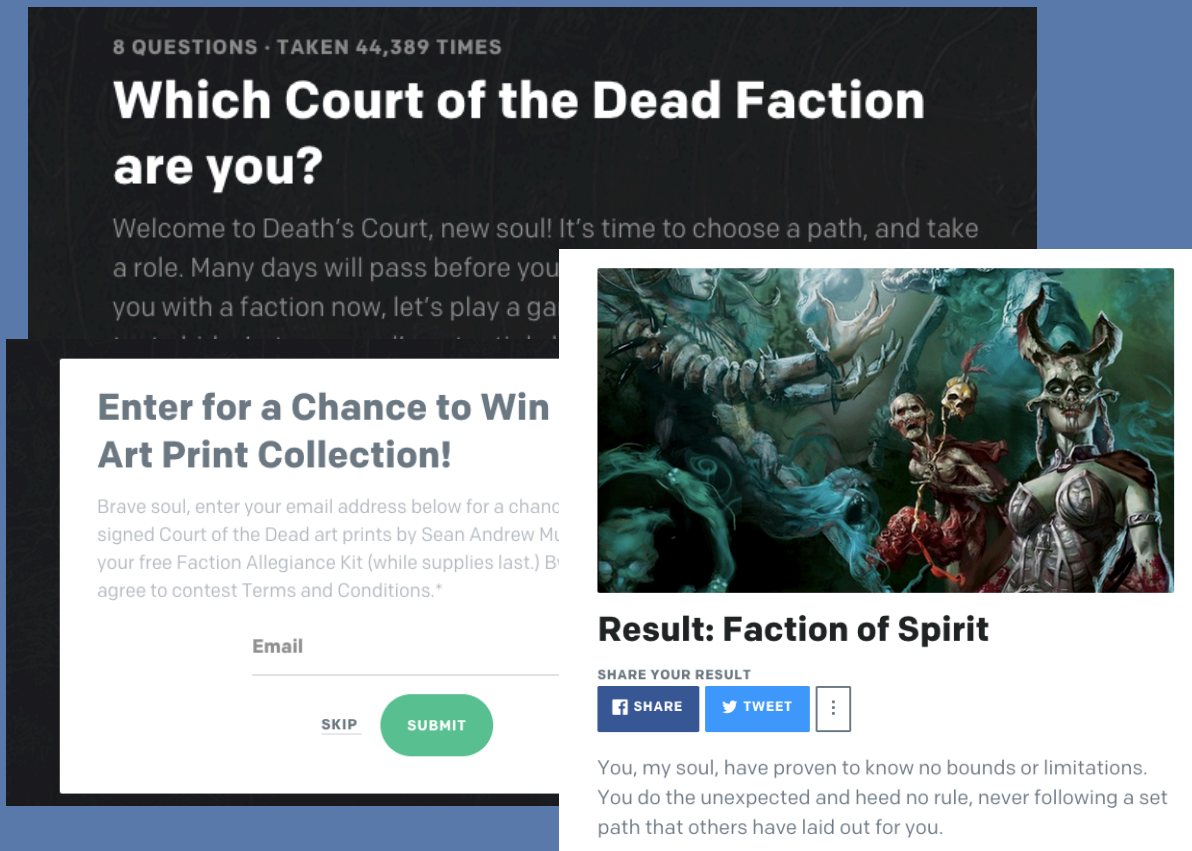
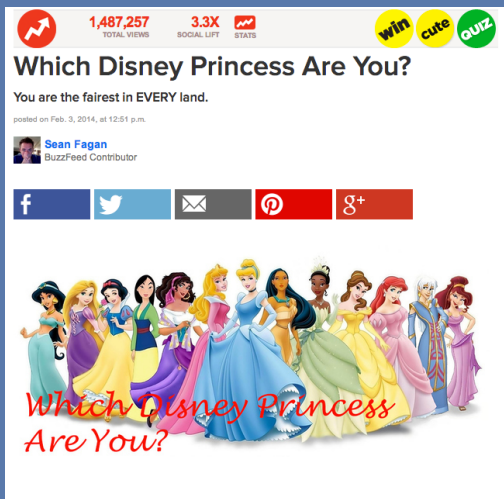
Seared Tenderloin & Lobster

Sign up for a chance to win an autographed jersey!

Sign up below for a chance to win a autographed jersey signed by the big German Dirk Nowitzki!

Email

SUBMIT



Turn this

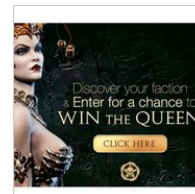
Into this



Sideshow's quiz campaign delivers 46pc of responses on mobile

By Caitlyn Bohannon

October 23, 2014



Sideshow Collectibles' Qzqr campaign for its Court of the Dead.

Online collectibles retailer Sideshow recently leveraged quiz platform Qzqr to promote its new Court of the Dead brand of collectibles, with a 26 percent higher conversion rate on mobile than on desktop.

The quiz for the campaign invited fans to discover which fictional character best represented them, and participants received a free faction kit and coupon and were entered into a giveaway for the first statues from the new lineup.

Results from the campaign show that the quiz was taken more than 27,000 times and yielded 15,000 new email subscriptions.

"We all know the world has gone and will continue to go mobile, but more important than simply mobile, the consumer world expects full functionality no matter how they experience your content," said Chris Pirrotta, director of ecommerce at [Sideshow Collectibles](#), Allentown, PA. "We knew from the start that if our solution for Court of the Dead revolved around the desktop experience alone, we'd see limited success."

Additional results include that 1,800 orders were made, delivering \$75,000 in revenue and 1,220 new customers were acquired.

[GO](#)[Men](#)[Women](#)[Kids](#)[MY ACCOUNT](#)

Find Your Frame: Take the Zenni Quiz!

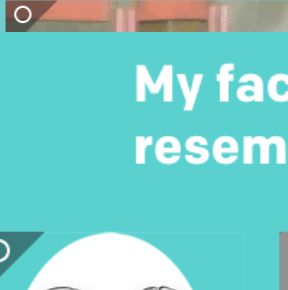
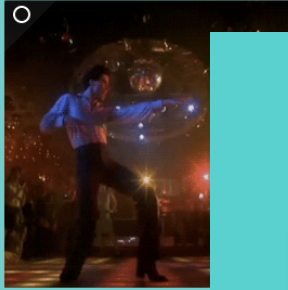
9 QUESTIONS · TAKEN 526,086 TIMES

You've Been Framed

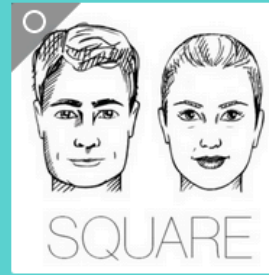
Take the Quiz: You're 9 questions away from finding your perfect frame! At Zenni Optical, we founded our company on the principle that eyeglasses shouldn't retail for a hundred times more than they cost to make. Our frame selection can fit your budget and give you any look you want: trendy, conservative, edgy, geeky, sporty - whatever best complements your look and your lifestyle.

[START](#)[f SHARE](#)[t TWEET](#)

Pick a decade:



My face shape most closely resembles:



Sign up for the latest fashion trends in eyewear from Zenni Optical

Email

SKIP

SUBMIT



Result: Vintage Look

SHARE YOUR RESULT

f SHARE

t TWEET

⋮

You understand the word "classic." You are into a Vintage statement that doesn't need to conform to style or trends. You enjoy getting to know people one-on-one, and quality time is something you highly value.

You come off shy and reserved at first, but quickly open up once you are comfortable or if the situation allows. People are often fooled by your unobtrusive demeanor, and are surprised to learn that you are by no means a pushover and often take charge and stand up for what is right when necessary.

Check out additional Vintage styles here: bit.ly/1zbqvGQ

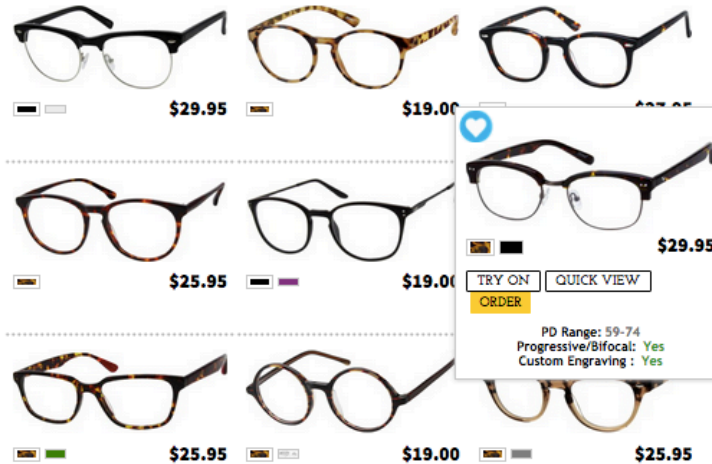


Vintage Style Glasses

1-38 of 38 FRAMES

Refine Your Search

Bestsellers



zenni frame fit PD: 56



FAVORITES

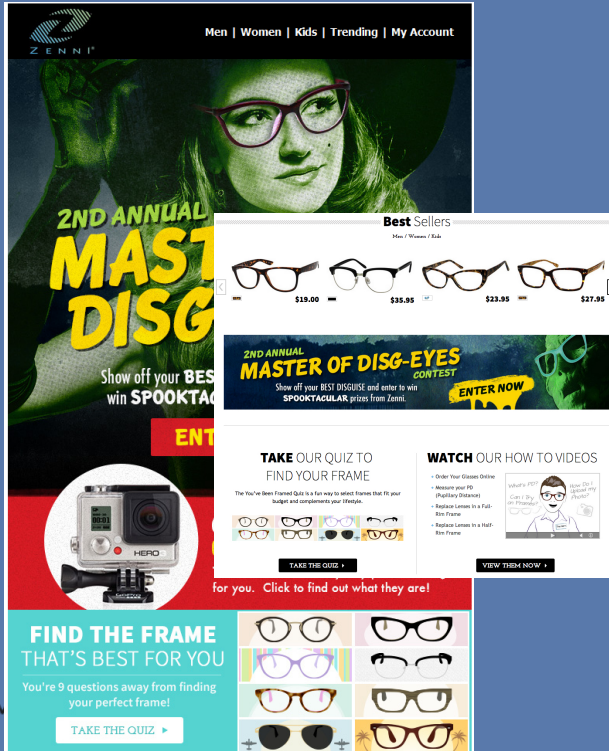
RECENTLY VIEWED

You have no favorites yet.

0 Item

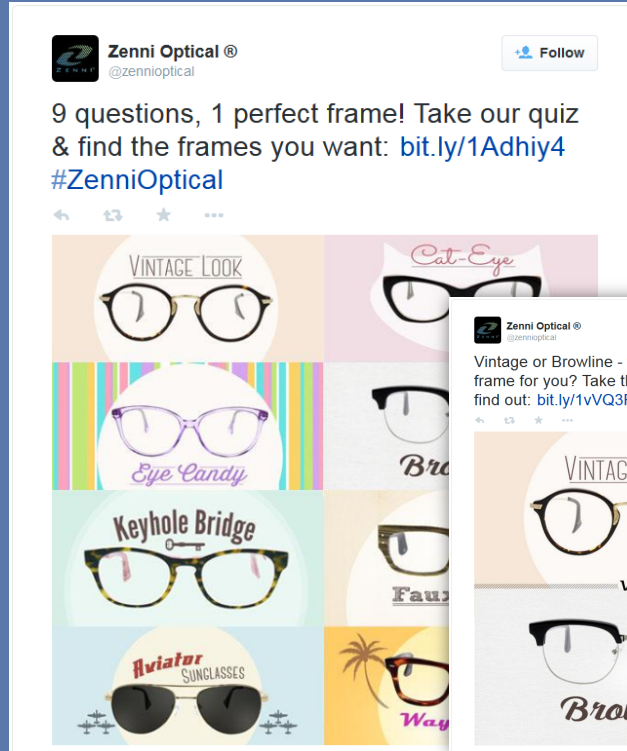
Promotion

Owned



Zenni Optical website banner for the 2nd Annual Master of Disg-Eyes Contest. The banner features a woman wearing glasses and a GoPro camera. Text includes: "2ND ANNUAL MASTER OF DISG-EYES CONTEST", "Show off your BEST DISG-EYE and enter to win SPOOKTACULAR prizes from Zenni!", "TAKE OUR QUIZ TO FIND YOUR FRAME", "WATCH OUR HOW-TO VIDEOS", and "FIND THE FRAME THAT'S BEST FOR YOU".

Earned



Zenni Optical Twitter post: "9 questions, 1 perfect frame! Take our quiz & find the frames you want: bit.ly/1Adhiy4 #ZenniOptical". The post includes a grid of various glasses styles: Vintage Look, Cat-Eye, Eye Candy, Keyhole Bridge, Aviator Sunglasses, and Browline.

Paid



Engagement

TIMES TAKEN

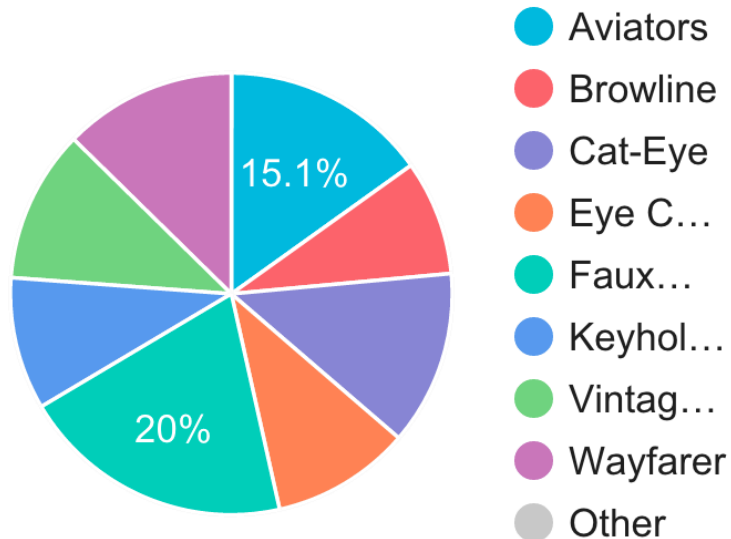
516,704

LEAD IMPRESSIONS

455,929

LEAD CONVERSIONS

29,410



COMPLETION RATE

82%

AVG TIME SPENT

0:24

CONVERSION RATE

6%

ROI

Traffic to the quiz landing page: **573,338** unique visitors

Revenue: \$1,167,746.21

Top revenue-generating channels included:

- Organic Search: **\$143,692**
- Email: **\$126,674**
- Paid Search: **\$103,545**

Return on Investment:

9,655%

Tips for graded quizzes

Choose a compelling title:

- Are you a _____ expert?
- Can you pass the _____ test?
- The world's hardest _____ quiz
- Are you a true _____?
- _____ or _____

Make graded quizzes the hardest ever (or at least say it is)

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
<div><div>The Hardest Disney Quiz You'll Ever Take</div><div>buzzfeed.com - More from this domain</div><div>By Jessica Probus - May 29, 2014</div><div>Article</div></div> <div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div>	139,824	5	699	15,387	190	156,105
<div><div>The Hardest "National Lampoon's Christmas Vacation" Quiz You'll Ever Take</div><div>buzzfeed.com - More from this domain</div><div>By Rachel Goerke - Nov 30, 2014</div><div>Article</div></div> <div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div>	101,671	6	255	10	12	101,954
<div><div>The Hardest "Mean Girls" Quiz You'll Ever Take</div><div>buzzfeed.com - More from this domain</div><div>By Jarett Wieselman - Apr 28, 2014</div><div>Article</div></div> <div><div>View Backlinks</div><div>View Sharers</div><div>Share</div></div>	97,860	1	1,680	1,556	5	101,102

Tips for graded quizzes

Limit the number of answers to each question

Remove any friction from the experience

Select all that apply: What are your favorite TV shows?

- ☐ Twin Peaks
- ☐ The Simpsons
- ☐ Breaking Bad
- ☐ Better Call Saul
- ☐ Arrested Development
- ☐ Doctor Who
- ☐ Friday Night Lights
- ☐ Monday Night Football
- ☐ Suits
- ☐ How I Met Your Mother
- ☐ Game of Thrones
- ☐ It's Always Sunny in Philadelphia
- ☐ Shark Tank
- ☐ Lost
- ☐ The Last Man on Earth
- ☐ Downton Abbey
- ☐ Duck Dynasty

Tips for graded quizzes


Show feedback:
give more information
about the right answer

Now you're entertaining
and educating

CLICK ANYWHERE TO ADVANCE

Correct: Backfiring is the gunshot-like sound that occurs when unburned fuel ignites in the exhaust system (either catalytic converter or muffler). This condition can be caused by ignition timing, fuel mixture, or valve timing issues.

What is happening when a car "backfires?"

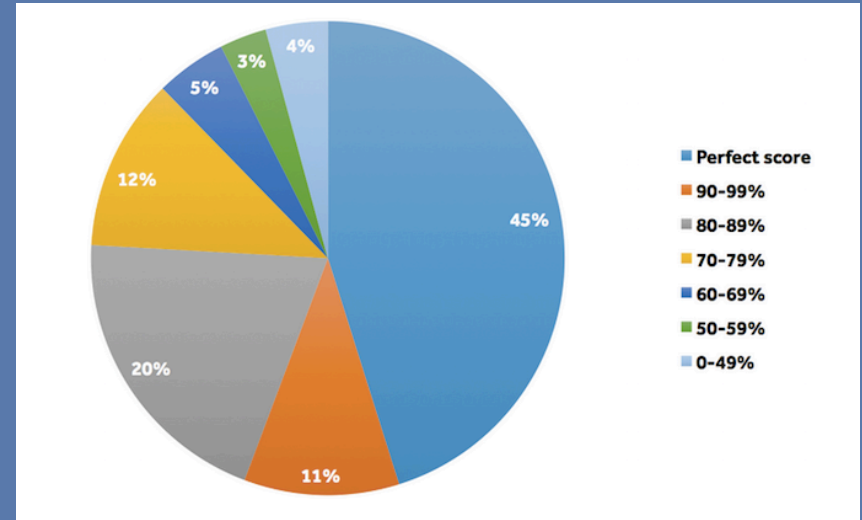


- ☐ unburned fuel ignites in the cylinder head
- ☐ unburned fuel ignites in the valve body
- ☒ unburned fuel is igniting in the exhaust system
- ☐ unburned fuel ignites in the combustion chamber

Tips for graded quizzes

Make people feel good about their results

45% of shares on graded quizzes come from 100% scores



Tips for graded quizzes

Assign outcomes + CTA

“You got 90%. You’re a genius!”

Other geniuses subscribed to our newsletter....



9/18 · Scored 50%

Result: Developing Gear Head

SHARE YOUR RESULT

f SHARE

T TWEET



This was a great attempt as these questions are not easy, however it's clear that you still have some things to learn. You are well on your way to becoming a bona fide Gear Head. Keep your head under that hood.

Tips for outcome quizzes

Choose a compelling title:

- Which ____ are you?
- What ____ do you actually belong in?
- What kind of ____ are you?

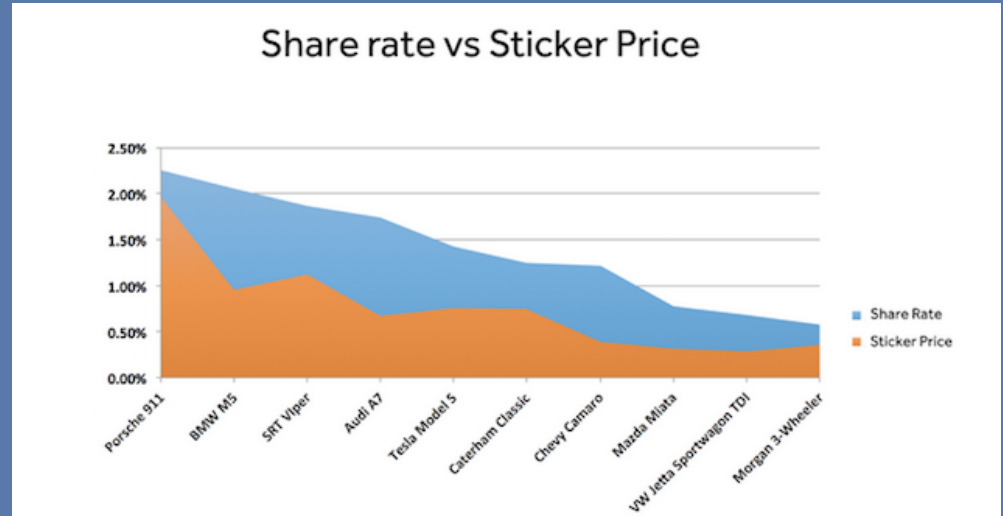
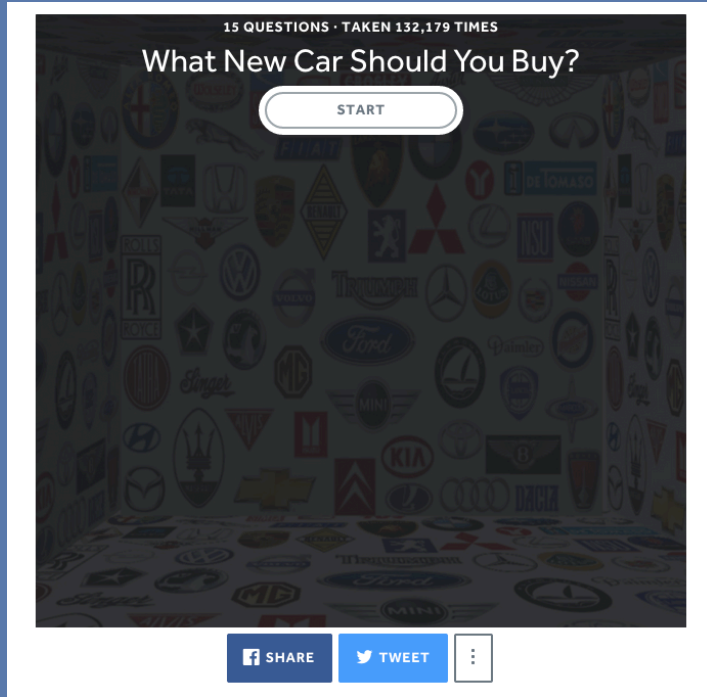
Tips for outcome quizzes

Create shareworthy outcomes:

invoke awe, laughter or amusement
(BuzzSumo)

make it a “feel-good, look-good” mechanism

Tips for outcome quizzes



Tips for outcome quizzes

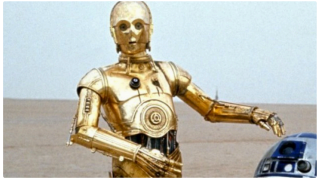
The most “efficientive” process:

- Identify outcomes
- Map differentiating factors
- Be creative with your questions

Work backwards – tie to CTA

Quiz: Discover Your Star Wars Team Role

January 7, 2015 - Posted by [Richard Wyles](#)



Result: C3PO

SHARE YOUR RESULT

SHARE

TWEET



You are a specialist. You are knowledgeable and dedicated. You research and bring in-depth knowledge to any subject for your team. You have a particular knowledge of intergalactic laws. You are also a team worker, prepared to help others over your own self-interest. 9 out of 10 droids recommend Totara Social to create effective teams.

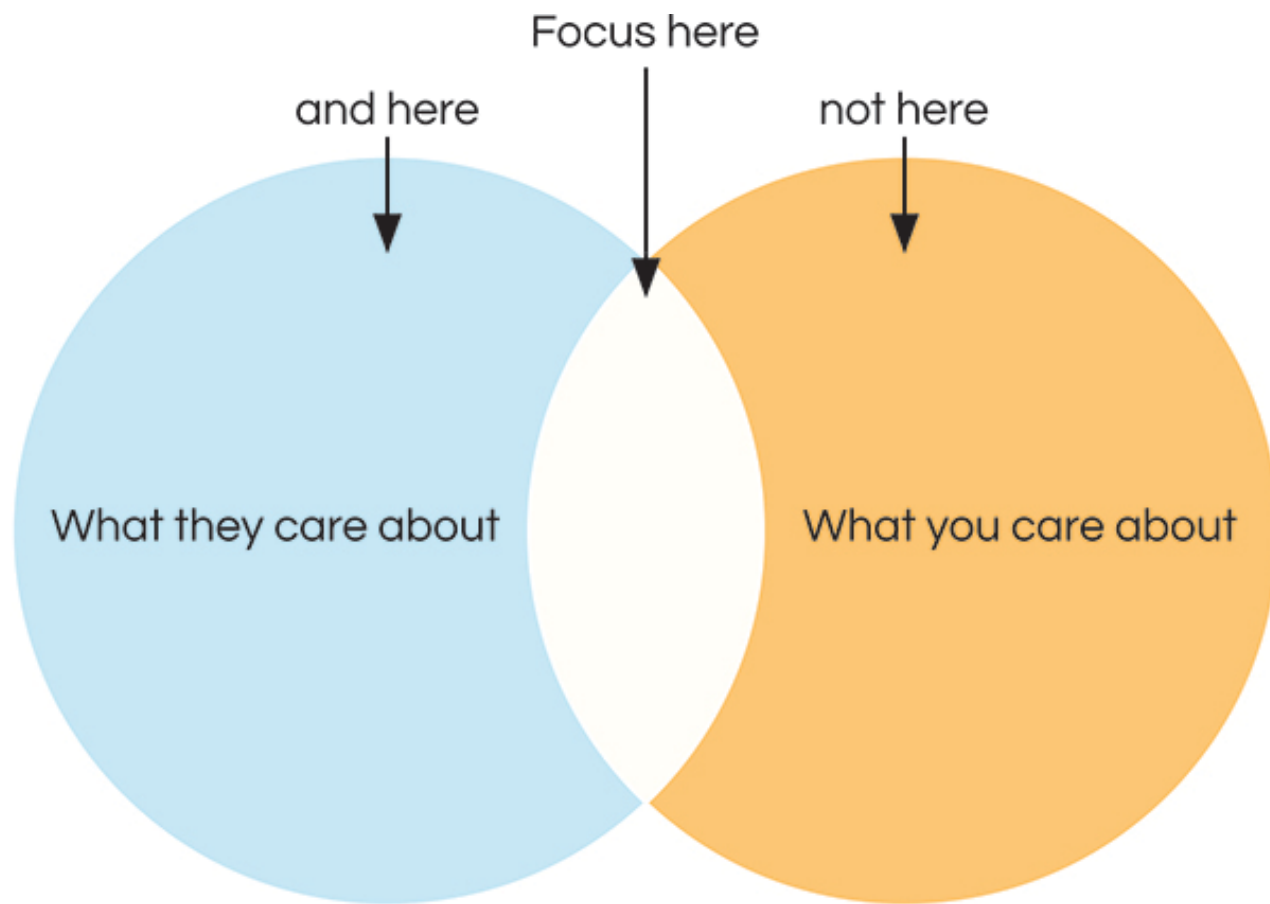
Write these first and decide on the CTA.

Make sure people would be proud to share

This is buyer persona data...

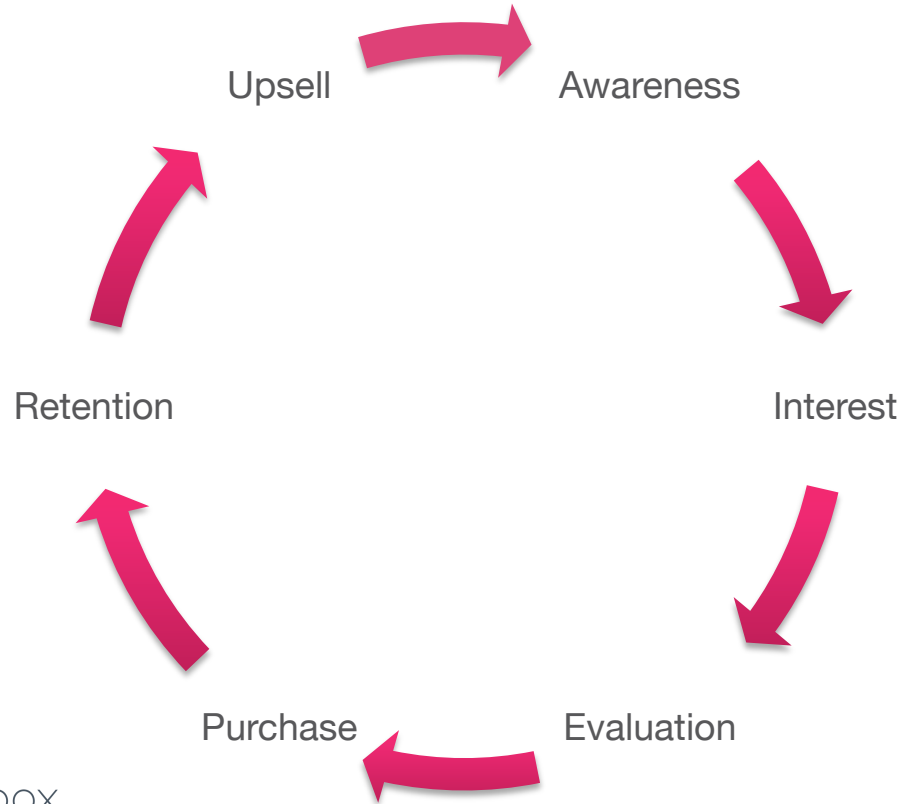
Make sure your CTA relates to the outcome.

Hey 3PO – you're research driven, so why subscribe to our weekly email about the best findings in robotics ...



Now that you have all these leads,
what do you do with them?

Customer Buying Journey



STEP 1 = Determine Your Customer's Location In Journey

AWARENESS

eBooks
White Papers
Webinars
Blog Visits
Visiting Homepage

INTEREST

Look Books
Visiting Product Pages
Request A Demo

EVALUATION

Case Studies
Testimonial Pages
Pricing Page

STEP 2 = Respond According To Their Location In Journey

AWARENESS

eBooks
White Papers
Webinars
Blog Articles
Social Content

INTEREST

Look Books
Spec Sheets
Links To Product Pages
(Possible) Sales Rep
Outreach

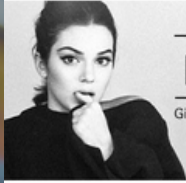
EVALUATION

Case Studies
Testimonial Pages
Social Content From
Customers
Live Social Feed
(Possible) Sales Rep
Outreach

Let's take a look at real
brand examples

YOUR DAILY FASHION FIX

We're adding new sales constantly. [Take a peek](#)



— CELEBRITY CLOSET SHOPPING — KENDALL JENNER

Giuseppe Zanotti, AllSaints, Wildfox, and more

[Shop now](#)



UP TO 50% OFF CITIZEN AND HAMILTON

Event ends March 25, 11AM EDT

[SHOP NOW](#)



SPRING BREAK STYLE

Event ends March 25, 11AM EDT

[Shop now](#)

UP TO 50% OFF: LUXURY SUNGLASSES

Event ends March 25, 11AM EDT

[Shop now](#)



LEATHER HANDBAGS

Event ends March 25, 11AM EDT

[Shop now](#)

SHADES OF SPRING

Event ends March 25, 11AM EDT

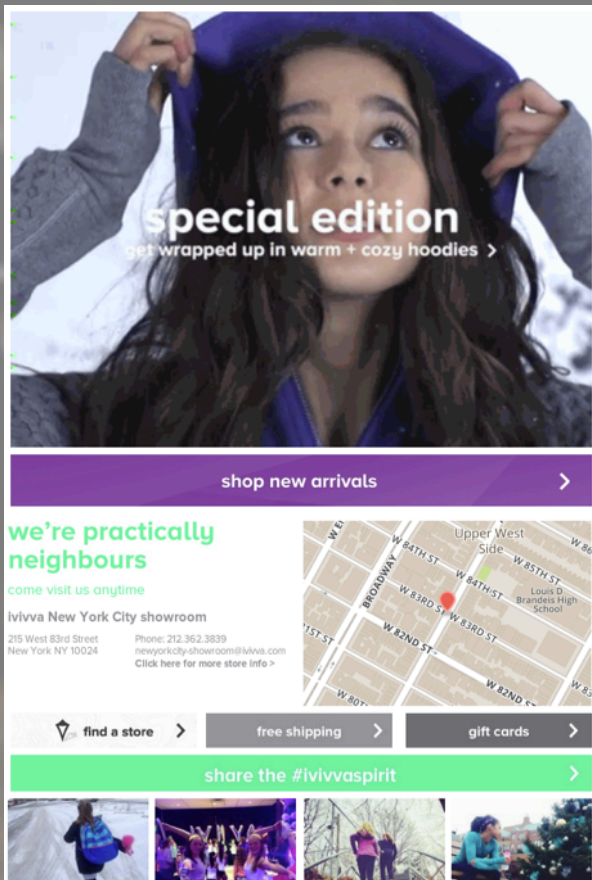
[Shop now](#)

Awareness

Product Offerings

By using web cropping & API integrations to display the latest product deal & businesses can automate much of the email production process when running similar deals.

In this email, eBay used an API integration to crop a send a daily product email. As the data changed, so did the content in the emails. That way, the team could send the emails without actually changing the details.



Geo-Targeting

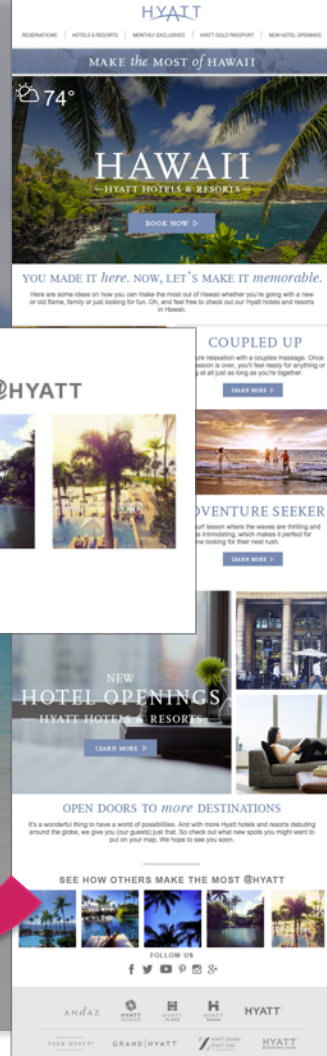
Clothing brand ivivva used geo-targeting to display the closest showroom to the recipient at the time the email was opened.

This helped to drive in-store visits, given that recipients were shown the showroom that was closest to them at the moment of relevance (eg: when they opened the email) instead of the showroom that was closest to the recipient's mailing address.

Live Social Content

Creating a real-time social experience in an email can combine the engagement of social media with the ROI of email marketing.

Hyatt decided to make emails more engaging and interesting by adding a live Instagram feed through a custom API Integration.



DDPERKS

TRENDING TODAY: YOU

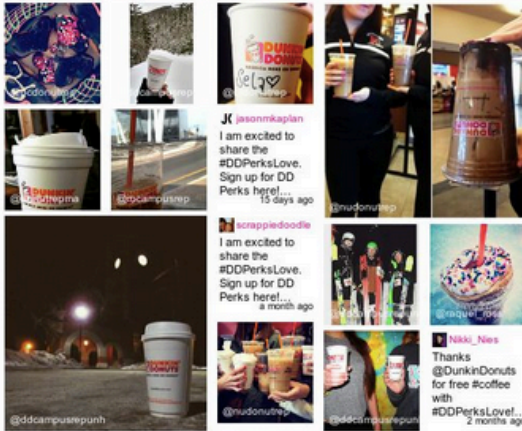
Nothin's better than our loyal fans (mostly you). So we created the Social Hub—a live-stream of fan posts that make us smile. We want to showcase you. Join the conversation on Twitter, Instagram or Facebook using #DDPerksLove.

Have a Twitter account?

[Tweet Now ▶](#)

or

[Visit the Hub ▶](#)



[Visit the Hub ▶](#)



User Generated Content

Dunkin' Donuts leveraged a social API integration that showcased the latest Twitter and Instagram photos tagged with #DDPerksLove.

By emphasizing user-generated content with this integration, Dunkin' Donuts more or less built a self-generating customer testimonial machine that is both entertaining for customers and builds loyalty for the brand.



SCHEDULE NOW. WE'VE MADE IT EASY.

Rachel, we found several eye exam openings at The Promenade At Bolingbrook LensCrafters®. Go online to make your appointment or to see other openings.

OPENINGS AT THE PROMENADE AT BOLINGBROOK:

TOMORROW	May 5	10:20 AM	3:40 PM	7:20 PM
WEDNESDAY	May 6	10:00 AM	3:40 PM	7:20 PM
SATURDAY	May 9	9:00 AM	1:00 PM	5:20 PM

[🕒 SCHEDULE NOW >](#)[📍 CHANGE LOCATION >](#)[SCHEDULE AN EYE EXAM](#) | [PRODUCTS & STYLE](#) | [SAVINGS](#) | [FIND A STORE](#)SHARE THIS EMAIL:  CONNECT WITH US:   

Leverage the Inbox

Lenscrafters wanted to allow recipients to book eye exams from right within the inbox – taking out the extra step for the customer to make that decision to purchase.

By using geo-targeting to show the closest locations to the recipient and using an API to flow in available appointments, Lenscrafters improved click-through rates by 30%.



WATCH: The Burmese Bo That Puts Mardi Gras to

Paula Froelich

Once a year at the end of October on Inle Lake in Myanmar, proportions. The lake's canals and surrounding waterways are crowded for over 400 miles, all wearing colorful hats and

[READ MORE](#)

VOTE: Hawaii or Tahiti: W True Polynesian Para

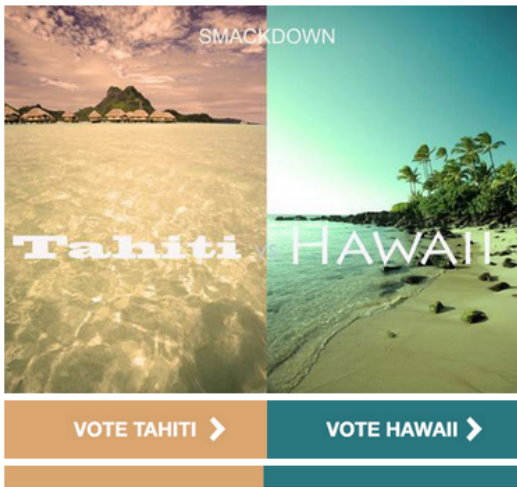
Travel fan, vote for your favorite dream vacation destination
this email to see the live voting results!



Live results: 715 votes

VOTE: Hawaii or Tahiti: Which is the True Polynesian Paradise?

Travel fan, vote for your favorite dream vacation destination, then keep reopening
this email to see the live voting results below!



Live results: 715 votes

Retention and Upselling

Communication doesn't stop just at the first purchase. Retain those customers and turning them into loyalists.

Yahoo used an API integration to live poll their customers directly from within the inbox. Knowing which vacation spot they prefer, Tahiti or Hawaii will allow them to further segment and send relevant vacation deals.

Raise your hand if you like to save.

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- Easy Mode for home-screen simplification

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after \$50 mail-in rebate via reward card

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Upsell

Be Extremely Relevant

There's nothing worse than an email with irrelevant content.

Sprint customized one of their emails to react to the recipient's device and send much more targeted offers. If recipients opened the email on an Android phone they were shown offers for the latest phones. If the email was opened on a tablet, the content changed to show a tablet promotion.



$$\text{DATA} + \text{CONTEXT} = \text{RELEVANCE}$$



"We featured our 'love personality' quiz in our newsletter and it **improved our click-through rate by 80%.**"

Johanna Bergstrom

Copywriter, The Diamond Store.co.uk

Want to learn more?

Get in touch, we'd love to hear from you!



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