



Create quizzes  
Collect leads  
Grow your business



Riddle's quiz maker is used by leading global publishers, brands and sports teams:



Quizzes are among the most shared pieces of content.  
- AdWeek



35-40% of quiz takers opt-in for lead generation - more than 20X the internet average.



All your teams can create custom content - in just minutes



Qualify each lead through contests and lead generation - based on their responses



Easy to embed - no coding required!

Why create quizzes to collect leads with Riddle?

# A sampling of our global partners



Red Bull



pwc



Deloitte.



Sotheby's

GRUBHUB



unicef 



# What's Riddle?

Founded:

**35** years combined quiz marketing experience



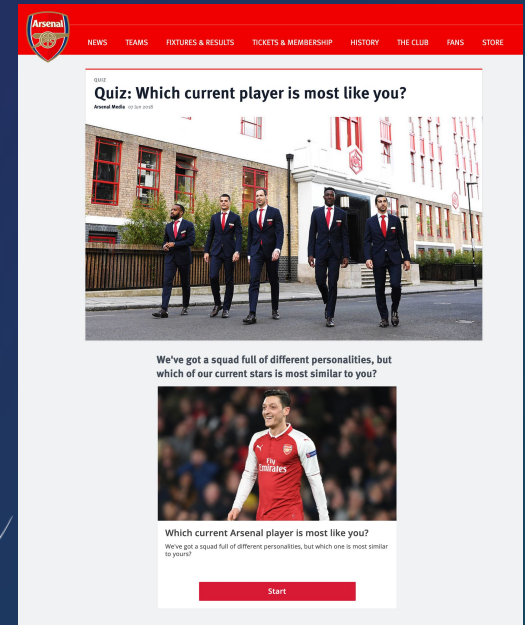
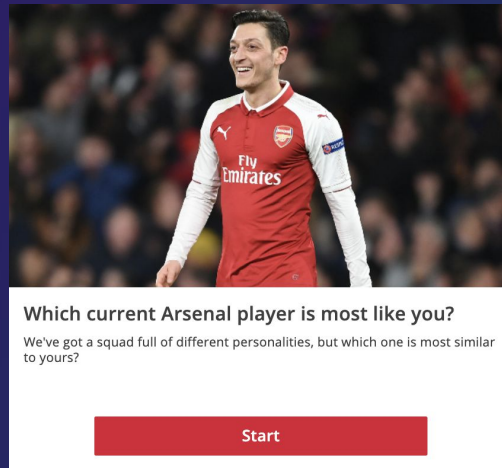


# What's Riddle?

Your editorial team has an idea 

Creates one of Riddle's 14 quiz types

Embeds on your team's site - no coding required



Fans share results via social media





# What's Riddle?

Add a lead generation form to any Riddle quiz

>35% opt-in rates  
GDPR-compliant

Easily send emails and quiz data to your email marketing software



**Which current Arsenal player is most like you?**

We've got a squad full of different personalities, but which one is most similar to yours?

[Start](#)

**Win two free tickets to Arsenal v. Liverpool!**

Sign up to be entered to see the match at Emirates - including pre-game hospitality 🍷

First name  Last name

What's your email address?

Yes, I agree with this contest's [terms and conditions](#).

[Submit and continue](#) [No, I don't want to enter.](#)



1,400+ email tools supported -  
no coding required



## World Cup of Kits - Round of 16

Will  
select **World Cup of kits: Quarter-finals**

Will  
select **World Cup of kits: Semi-finals**

Will your favourite kit make it through? Click start to begin picking your selections...

Start

Which kit was better?

Jamaica 1998

Spain 2010

1/8

Which kit was better?

Brazil 1970

Republic of Ireland 1990

0 2/8

Which kit was better?

Paraguay 2002

England 1966 away

Next

0 3/8

## Thank you for your selection

The winner of the World Cup of kits will be revealed in our [live page](#) shortly after 17:30 BST.

In the meantime you can follow all the discussion and debate around the World Cup of kits in our [live page](#) and via [#worldcupofkits](#)

BBC  
SPORT

## “World Cup of Kits”

BBC Sport powered their popular “World Cup of Kits” with Riddle’s survey quiz type.

- 1 day event with five rounds of surveys
- 100% white labelled - using saved brand templates to easily match BBC Sport branding/styling
- Riddle handled traffic spikes (Up to 300K visitors in 10-15 minutes) - with no delays.
- Real-time results viewable by BBC editorial



BBC Sport @BBCSport · Jun 12

"Madness. I demand a recount."

Our [#WorldCupOfKits](#) caused quite a bit of controversy... 🗨️



# “Last Commanders: A mission in 10 quizzes”

Since 2016, the BBC’s Children’s team have created hundreds of bespoke interactive content pieces with Riddle:

- BBC editors used branching logic to challenge their audience with 10 show-related quizzes.
- Only the correct sequence of correct answers unlocked the next mission.
- Last Commander interactive story short listed for ‘Broadcast Digital Awards 2018’



**Mission 8: Find Sciron's source code!**

Can you help Skye find Sciron's source code? Finish the challenge below to discover a secret code to unlock the next chapter at the bottom on the page. Good Luck!

It's getting harder to hack anything on the station. Sciron's security walls are stronger than ever - so I've decided to sneak into the Cyberfactory the old-fashioned way.

I need to break a cyber.

I've found one patrolling a lonely corridor just outside the Cyberfactory. I've pieced together a one-use Freeze ray from junk I found in the vents. It's time. If I'm going to shut this cyber down, I'll have to choose my moment wisely.

**What's the best place to use the Freeze ray on the cyber?**

Freeze it on the balcony over the rubbish chute    Freeze it under the water sprinkler system

We collect information on how quizzes are used so we can make them even better. Find out more

**Enter the code to enter the medical wing.**

Type your answer here

1/5

What should I do?

Hide under the bed    Hide in the wardrobe

Get ready to fight    Stand stock still



The metal walls down here are dirty and so narrow that you are sometimes forced to crawl. The smell is horrific.

The Tractor Beacon lights up as I make my way through the dark tunnels. The number of lights on it changes depending on which direction I point it...

**Which way?**

- Follow the direction with one light
- Follow the direction with two lights
- Follow the direction with three lights
- Follow the direction with four lights



This one's easy. The four daughters each have a brother - but he's the same brother I enter '3' and the riddle disappears. Feels

I use Sciron's old code as a way into her new systems. It's dangerous but she doesn't seem to notice me, her records are filled with free virus sampling called Project Perfection. It's a vaccination light new, but she's turning it into a virus. All the way back to my best friend, Declan, she's been testing it on people, looking for a way to make Katalina ever getting sick again. And she thinks she's found the answer.

Sciron: 4564. The virus that will make everyone into hulk.

This is so much more terrible than I expected. With this virus, Sciron could infect every Katalina in the universe. I note down 4564 and race out.

There has to be a way to stop her - before it's too late...help me, please.

Enter the below code to start your next mission in the medical wing.

Start again?

CHICAGO BULLS

Presented by

TICKETS NEWS TEAM SCHEDULE WHERE CITY BULLS BILLETRY COMMUNITY MORE

SEARCH

RELATED CONTENT

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    - September 20, 2016
  - Photo Gallery: 2016-17 LuauBulls Media Day
    - September 21, 2016
  - Photo Gallery: LuauBulls Concept Series Part 1
    - September 21, 2016

**THE HARDEST BULLS QUIZ OF ALL-TIME**

Do you think you know your Bulls trivia? Take the hardest Bulls quiz of all time and see if you're one of the GOATS.

Enter your email at the end of the quiz for a special promo code to be sent next week to get Bull tickets before they go on sale to the general public! Your name will also be entered to win a pair of front-row seats to an upcoming Bulls game!

Prized Sep 16, 2016

Facebook Twitter

**The Hardest Bulls Quiz of All Time**

Think you know your Bulls trivia?

Start

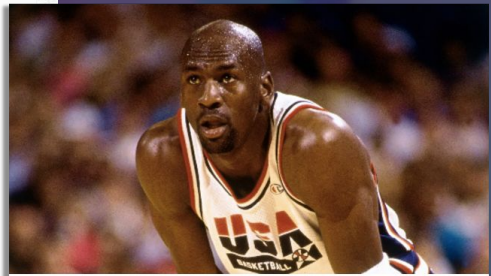
Bulls Quiz



# Quiz contest case study



The Bulls constantly engage their audience with quizzes - like their "Olympic History Quiz":



How well do you know your USA basketball Olympics history?

Think you're a gold medalist when it comes to knowing everything about the USA's history in competing in basketball in the Olympics? Take our test and prove it!

Start

- Time to create: 30 minutes
- 100% white labelled - with the Bull's font and CSS to seamless blend into their site.
- 84% of 34,300 page visitors start the quiz
- 81% completed the quiz
- 2:47 engagement per quiz taker
- 37% gave email addresses to enter the contest

2016 DRAFT GEAR SHOP.BULLS.COM

SHOP NOW

## BULLS SELECT DENZEL VALENTINE



What do you think of the Bulls drafting Denzel Valentine?

With the 24th pick of the 2016 NBA Draft, the Bulls drafted Denzel Valentine - What do you think of this choice?

Great Pick

It's Okay

Not a Fan

Total votes: 3271

Share it with your friends!

Facebook Twitter



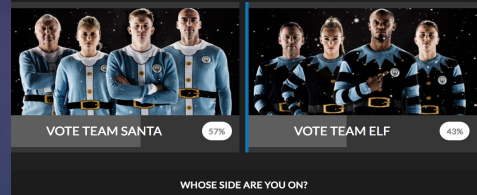
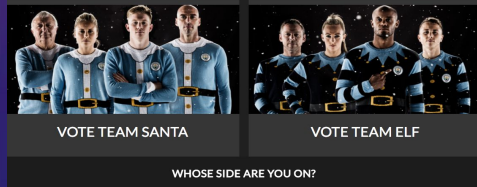


## “Festive Face-off” Poll contest

Pro soccer team Man City had their fans vote on their favourite ugly Xmas sweater - and collected 1000's of email addresses.

- Embed blended seamlessly through Riddle's CSS and font matching.
- No coding or designers needed
- The winning entrant got chance to meet the captain of the winning festive sweater team.
- All entrants were added to Man City's email list for future promotions.

Time to create and embed poll?  
*Under 20 minutes (!)*



Thanks, your vote has been counted!

You've decided your team and added your voice to the Festive Face Off - to be in with a chance of presenting the trophy to your team captain, add your details below. Your vote is almost registered, just add your details below.

First name

Last name

Email address

Date of birth

Country

I agree to the terms and conditions.  
Terms and conditions

Submit and continue

Skip this and continue



**RAIDERS**

Tuesday, Jan 29, 2019 03:11 PM

**9 questions to test your Raiders Super Bowl knowledge**

Get ready for Super Bowl LIII by testing your knowledge of the Raiders Super Bowl victories. Answer nine questions based on the Silver and Black's historic Super Bowl wins, but make sure to answer quickly, as each question is timed. Improve your score and time by refreshing the quiz and share with Raider Nation to see if they can get on your level.

12 seconds

What years did the Raiders win the Super Bowl?

1980, 1983, 2002

1976, 1980, 1984

1976, 1980, 1983

1987, 1976, 1980

1/9

**DISCOVER YOUR FAN STYLE**

Do you live for every game? Or pass until the post-season? Take our RED BULL FAN STYLE QUIZ and discover your signature fan style for a chance to hit the ice with all-star player Mitch Marner as your coach!

Start

How are you feeling ahead of West Ham v City?

Neutral

0

Negative Positive

Slide either way to express how you feel



# Thank you!

- 100% white label
- Unlimited traffic, quizzes and leads
- From \$29 / month

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