

# Why Quizzes and Online Personality Tests are Hot

A woman with short dark hair, wearing a black top and a dark scarf, is looking upwards and to the right. The background is a light green wall with a white line-art sketch of a castle with two towers and a central gate. The entire image has a greenish tint.

**Content Marketing Webinar 56**  
**October 30<sup>th</sup>, 2014**



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@ByronWhite



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@OwenFuller



# Big Brain Tests

A person in a dark suit and tie is holding a white rectangular sign in front of their face. The sign features the 'lifetips' logo in a bold, lowercase sans-serif font. The background is a dark, textured surface with white hand-drawn sketches of arrows, swirls, and abstract shapes. At the top, there is a white-bordered box containing the text 'Big Brain Tests'.

**lifetips**

Source: [Exercise.LifeTips.com/BigBrains/](https://Exercise.LifeTips.com/BigBrains/)

## Big Brain Tests

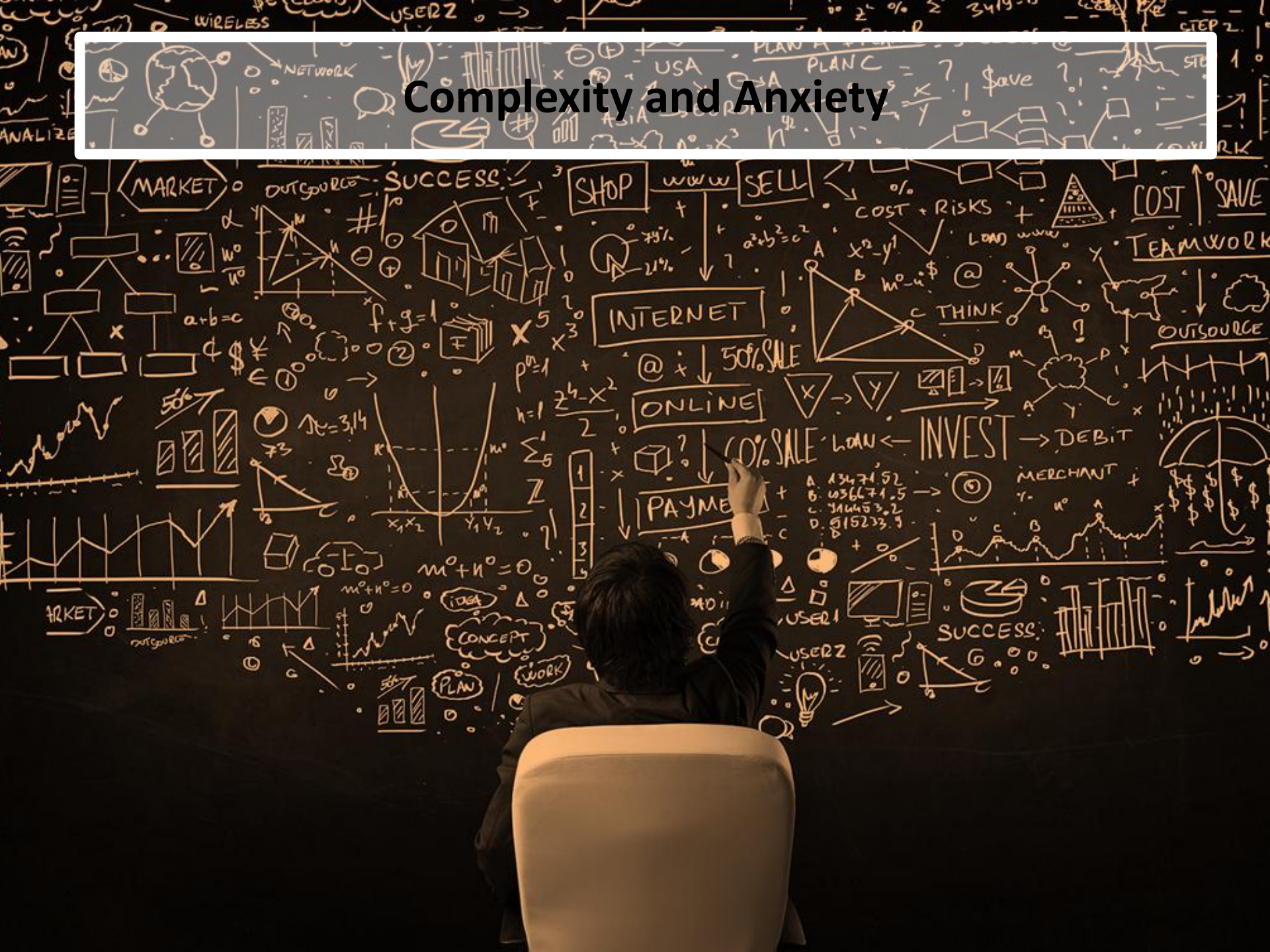
We launched Big Brain Tests on LifeTips back in 2000, repurposing “tips” into tests as an experiment. More than 20,000 people took the tests in 3 months.

A person in a dark suit and tie is holding a large white sign in front of their face. The sign features the LifeTips logo, which consists of the word "lifetips" in a lowercase, sans-serif font. The letters "i" and "t" have a small green dot above them. The background is dark with white chalk-like drawings of arrows and splatters.

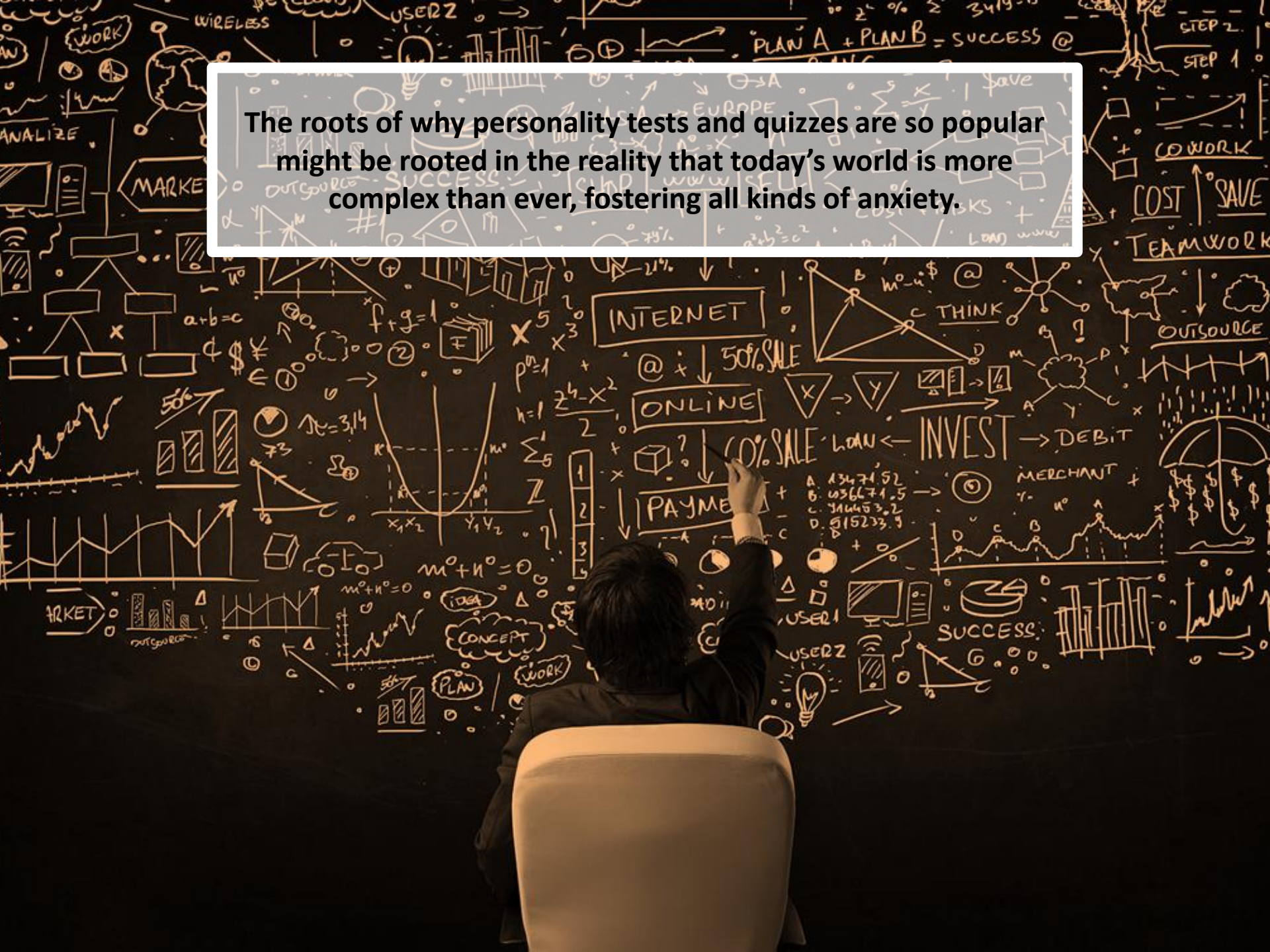
lifetips

Source: [Exercise.LifeTips.com/BigBrains/](https://Exercise.LifeTips.com/BigBrains/)

# Complexity and Anxiety



The roots of why personality tests and quizzes are so popular might be rooted in the reality that today's world is more complex than ever, fostering all kinds of anxiety.



# The Pressure of Brand Me



**The demand to establish our personal brand (Brand Me) online might contribute to the rationale behind the explosion of quizzes and personality tests.**





# Categorical Discovery





**What do we get out of quizzes?**

**Good insight? Typically no.**

**By fitting ourselves and other people into categories, we simplify the world, and discover who we are and how we fit with others in our tribe.**

# Tribal Connection



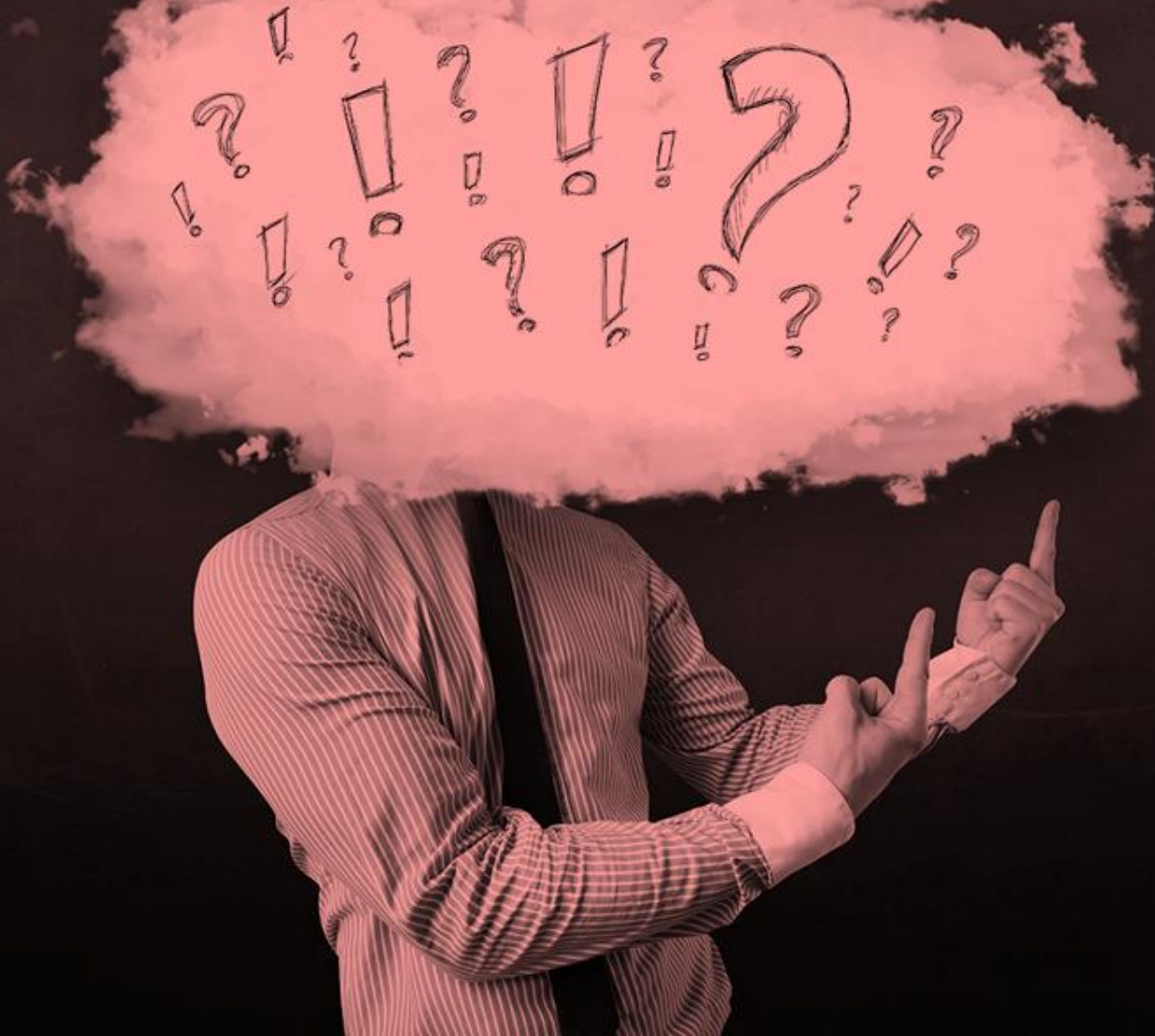
**What do we get out of quizzes?**

**We also establish connection with other people, places or things that we admire, like celebrities, cities, cars, that becomes sharable with your tribal members.**

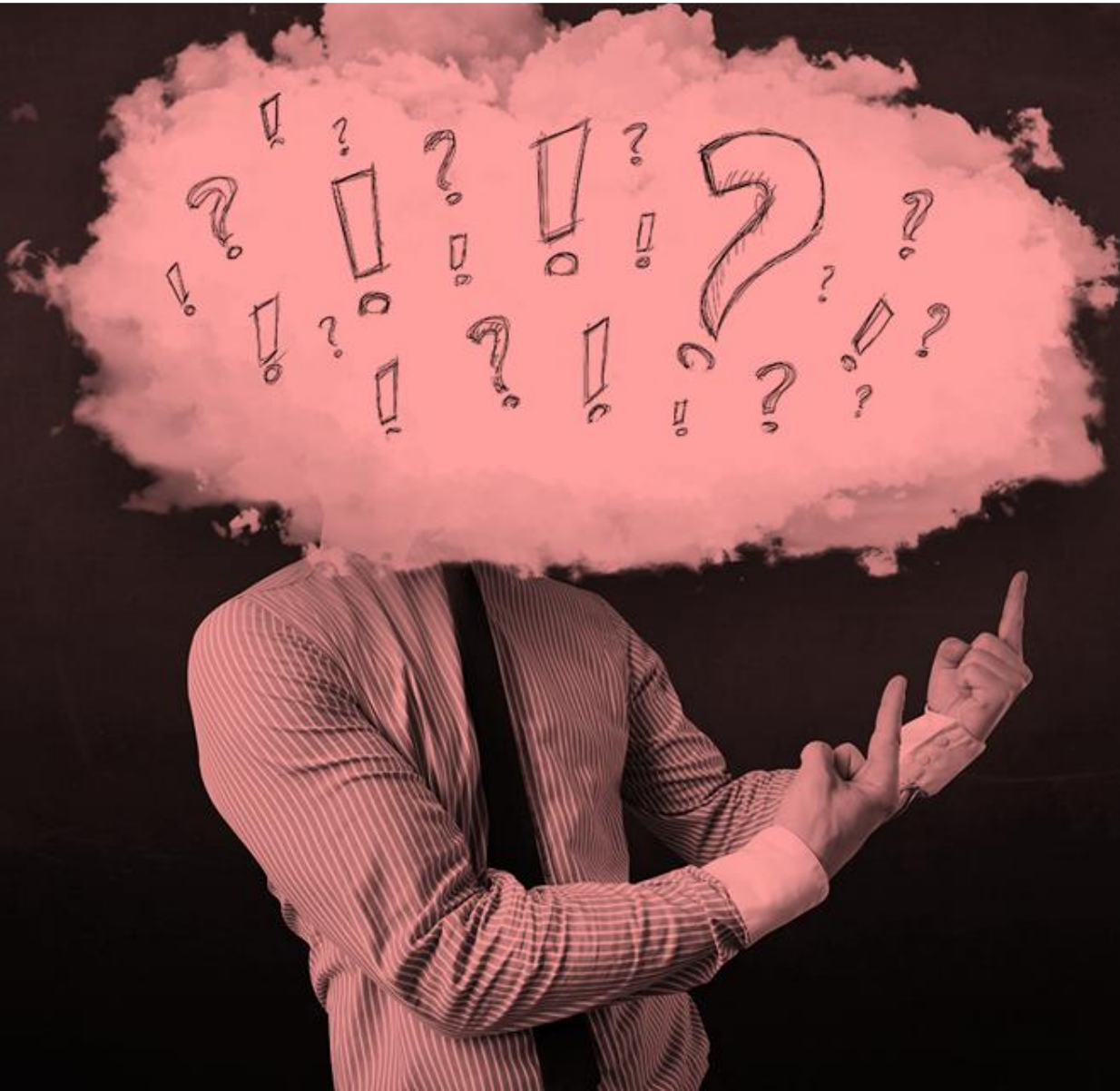


## Any Danger with Quizzes?

Quizzes and personality tests can be misleading, forming conclusions like “All People that Drive an Audi are Jerks,” derived from meaningless algorithmic categorization.



# Misleading Conclusions



# Content Quality

T  
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K  
Y  
O



## Is Content Quality the Key to Success?

**Not for BuzzFeed. Despite insane questions and answer choices with little or no logic to the conclusions, this popular quiz on BuzzFeed is one of the most popular and proposterous quizzes of all time.**

T  
O  
K  
Y  
O





# Sigmund Freud



## Why Do Personality Tests Go Viral?

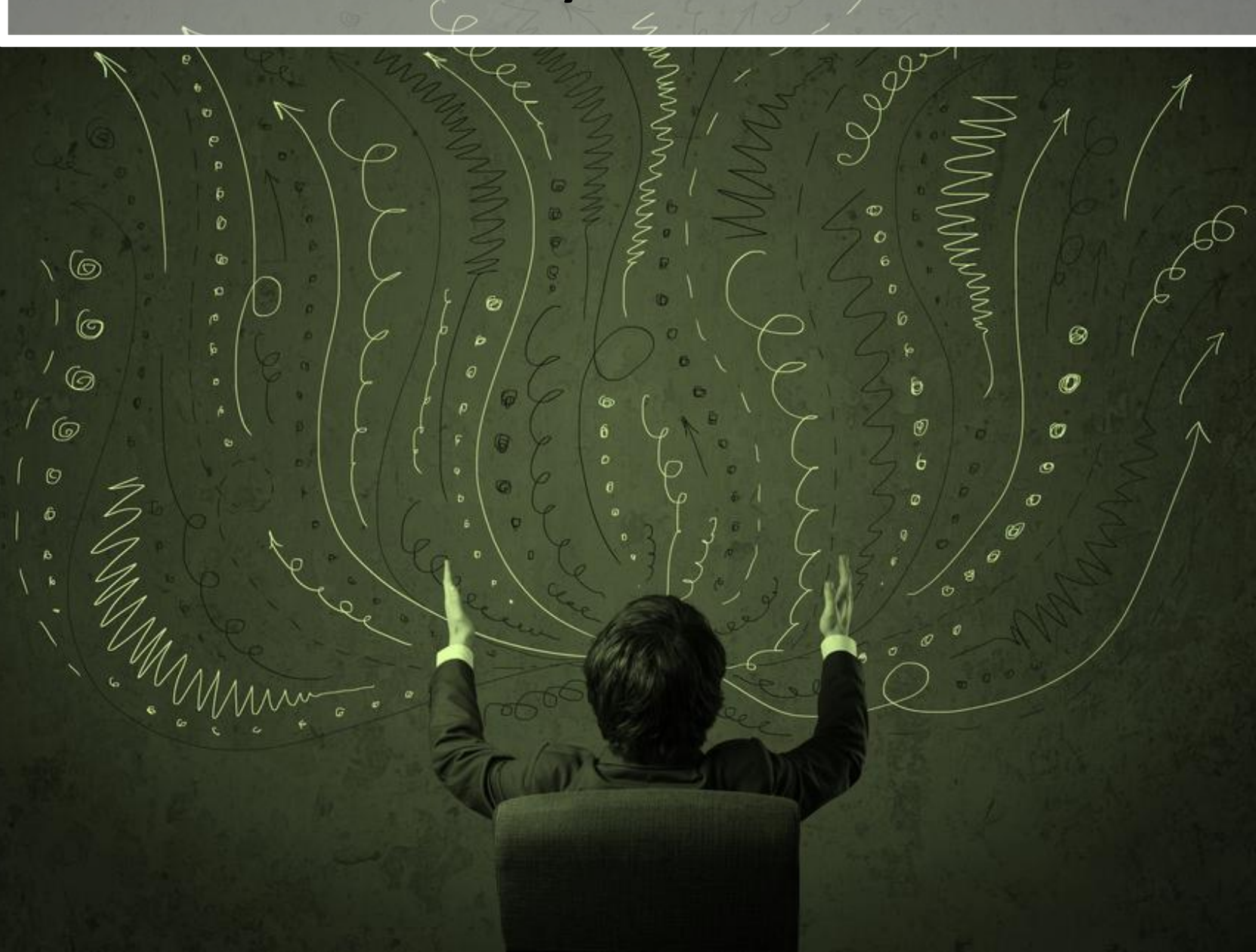
**“Displacement, according to Freud, is an unconscious process through which the psyche transfers energy, ideas and emotions away from things that cause anxiety, and toward similar things that are superficial, whimsical and distraction.”**

**We distract Ourselves by Focusing On Meaningless Algorithmic Categorization**



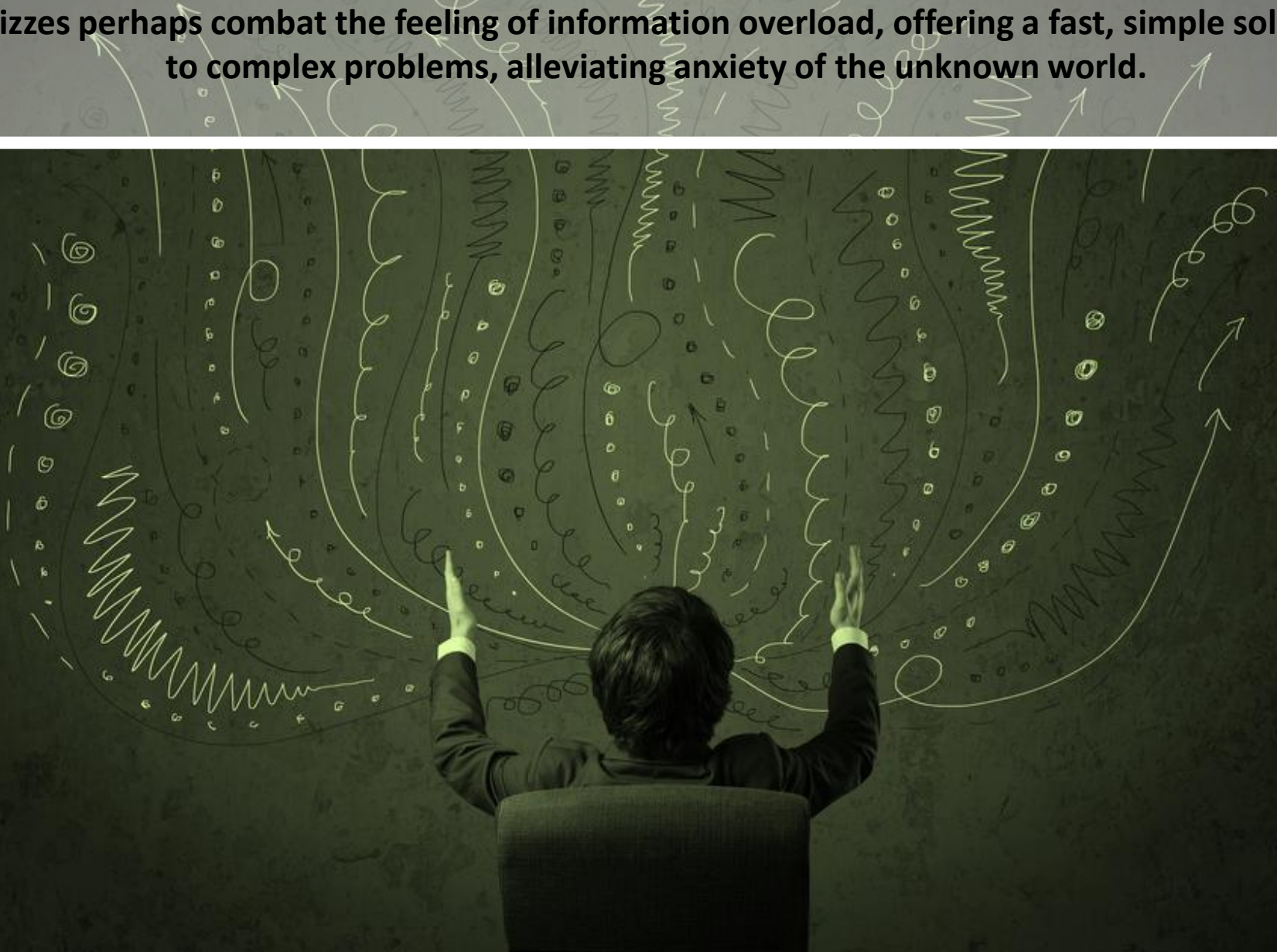
Source: Jordan Shapiro: The Reason Personality Tests Go Viral Will Blow Your Mind

# Clarity from Chaos



## Perhaps Online Quizzes and Tests Help Make the World Better

Quizzes perhaps combat the feeling of information overload, offering a fast, simple solution to complex problems, alleviating anxiety of the unknown world.



**Ready to Join the Quiz Game?**



**Want to learn how to blow readers away?**



# Download My Books



[WriterAccess.com/ContentRoadmap](http://WriterAccess.com/ContentRoadmap)



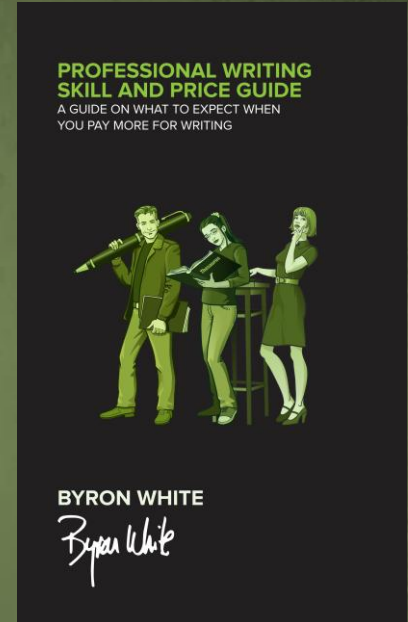
Let's Talk!

Byron White

617-227-8800

[Byron@WriterAccess.com](mailto:Byron@WriterAccess.com)

@ByronWhite



[WriterAccess.com/WritingSkillGuide](http://WriterAccess.com/WritingSkillGuide)



# Quizzes are HOT

Presented by:

**Owen Fuller, Chief Qwizard**

**@owenfuller | owen.fuller@qzr.com**



# Who are these guys?





# Qzzr Launches Out Of Stealth With ESPN, Yahoo Partnerships And \$2 Million In Seed Funding

Posted Sep 24, 2014 by [Sarah Buhr \(@sarahbuhr\)](#)

8 [Share](#) 257 [Share](#) 121 [Tweet](#) 220



Online quiz master Josh Little started [Qzzr](#) just five months ago out of his home in Utah. The site officially launches today with an infusion of \$2 million in seed money and partnerships from ESPN, Yahoo, Mashable, Reddit, College Humor and several other publishers tapping



Tens of thousands of quizzes being taken millions of times

# My goals

1. Expose a hot content medium (quizzes)
2. Show how to generate leads with quizzes
3. Share success stories & techniques
4. Get you started with some quiz concepts you can create today

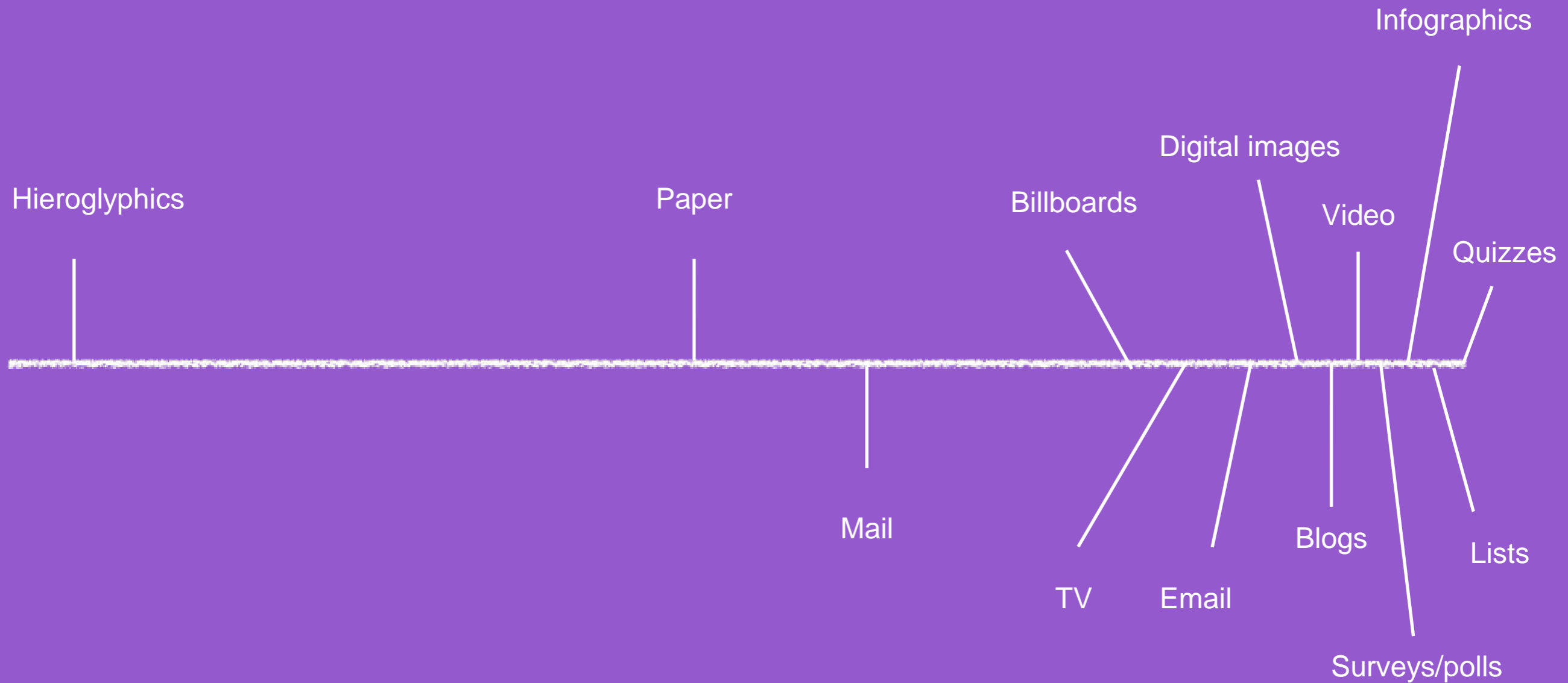


**CAUTION**



It's ok to break these rules if you're doing it on purpose

# There is a renaissance happening









**Charlene W** @cwroblew · 37m

I got "Daniel" on "Which Old Testament Prophet are You?"! What about you? [qzrr.co/quiz/which-old...](http://qzrr.co/quiz/which-old...) #quizzes via @Qzrr\_

Expand

Reply Retweet Favorite More



**Chana** @Ruth\_Chana · 1h

I got 83% on "The IDF's Victories: 66 Years of Defending Israel" on Qzrr! Can you beat me? [qzrr.co/quiz/the-idf-s...](http://qzrr.co/quiz/the-idf-s...) #quizzes via @Qzrr\_

Expand

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**Andrew Johnson** @AJutah · 1h

So close! I got 90% on "Are you smarter than a 4th grader?" on @kslcom [qzrr.co/quiz/are-you-s...](http://qzrr.co/quiz/are-you-s...) #quizzes - @Qzrr\_

Expand

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**Tapping Reeve** @judgereeve · 1h

I got John Jay, how about you? [quizsocial.com/which-founding...](http://quizsocial.com/which-founding...) #foundingfathers #quizzes

Expand

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**Yaduit Games** @YaduitGames · 3h

Can You Guess Who Said These Quotes - Batman or Shakespeare? - [goo.gl/SFVBJ3](http://goo.gl/SFVBJ3) - #Quizzes - Yaduit - ...

Expand

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**SoGoSurvey** @SoGoSurvey · 4h

Add audio and #VideoClips to create engaging surveys / #quizzes: [goo.gl/rpKo8Q](http://goo.gl/rpKo8Q) [ow.ly/I5IJT4](http://ow.ly/I5IJT4)

View photo

Reply Retweet Favorite More



**Gina Tomlinson** @GGUP4 · 4h

I got "The Catalyst" on "What kind of girl geek are you?"! What about you? [qzrr.co/quiz/what-kind...](http://qzrr.co/quiz/what-kind...) #quizzes via @Qzrr\_

Expand

Reply Retweet Favorite More



**Malgorzata Chalupnik** @MChalu · 6h

A bit of fun Got "Sociolinguist" on "What kind of linguist should you be?" [qzrr.co/quiz/what-kind...](http://qzrr.co/quiz/what-kind...) #quizzes via @Qzrr\_

Expand

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**Samia Aibef** @saibef · 8h

Life is not a #final. It's daily pop #quizzes. #LessonOfLife #Education

Expand

Reply Retweet Favorite More



**Qzrr** @Qzrr\_ · 23h

Our Chief Qwizard, Josh, was featured on Buzzsumo: [buzzsumo.com/blog/cooking-u...](http://buzzsumo.com/blog/cooking-u...) #viral #quizzes

View summary

Reply Retweet Favorite More

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 Qzrr! What about you?

MAKE YOUR OWN QUIZ ON QZRR.CO



**Sean Randall**

April 21 · Qzrr ·

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

Like · Comment · Share · 2 3



**Janine Hansen Ottley**

April 21 · Qzrr ·

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

Post Type

Contains

Location

Tagged

Commenter

Liker

SEE MORE FILTERS

# Fit Marketing Case Study



Fit Marketing

10 QUESTIONS · TAKEN 5031 TIMES

## Which marketing superhero are you?

Deep down you have always known that you have marketing superpowers. This just proves it.

Start

228 635 238 ...

POWERED BY QZZR

11 QUESTIONS · TAKEN 1966 TIMES

## Are you an inbound marketing expert?

Prove your skills with 11 quick questions

Start

14 20 56 ...

POWERED BY QZZR

# Why are quizzes so viral?

Engaging, Nourishing, and Challenging

All about ME!!!



“Stop telling me interesting and useful things about myself”

- *Said no one, ever.*



78% completion rate  
2:27 avg time

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

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## 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.

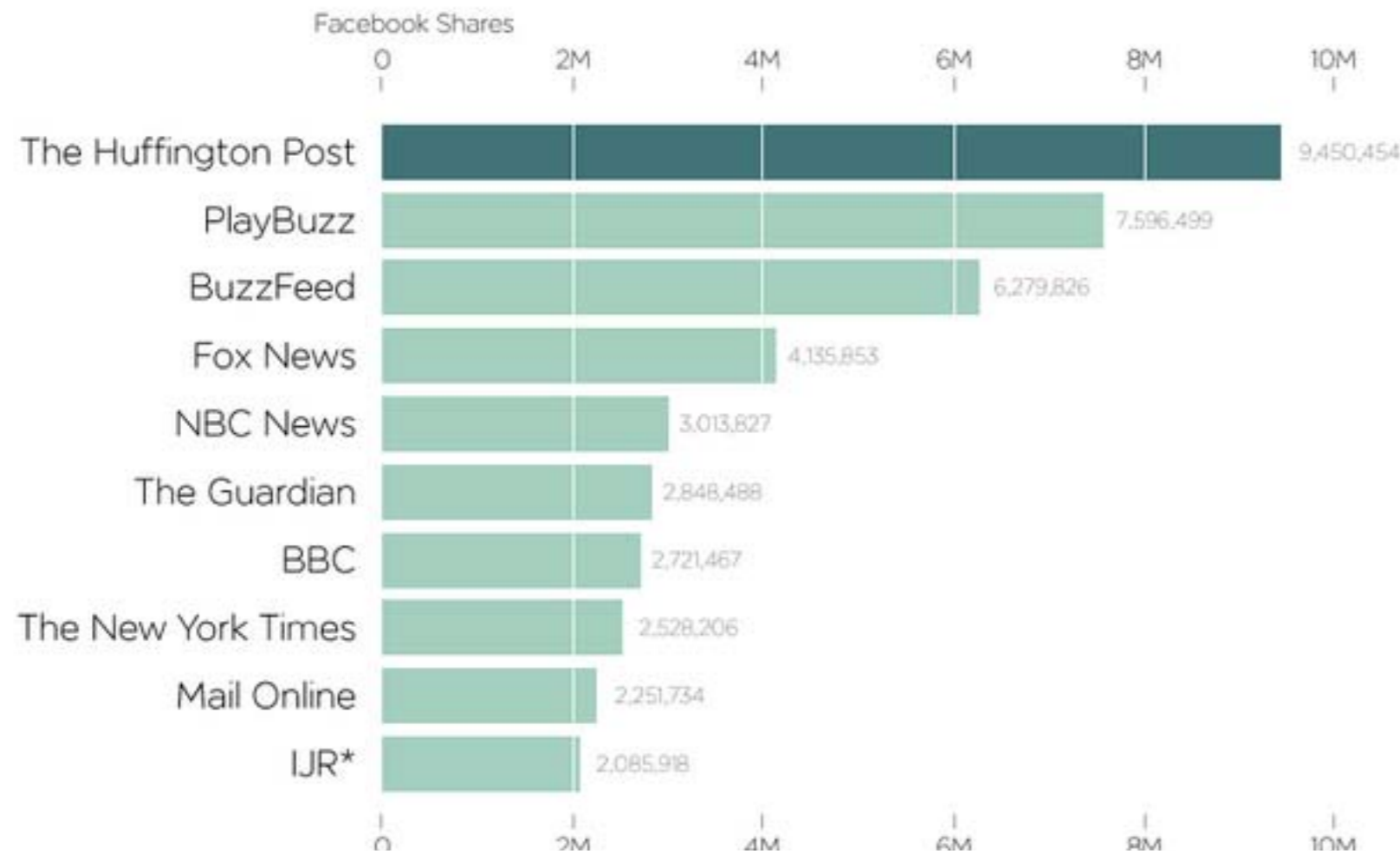
QUESTION 1 OF 25

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



# September's Most Shared Sites



Rank	Site	Headline	FB Total
1	playbuzz.com	How Good Is Your Memory?	2,255,805
2	latintimes.com	Scientists Find Drinking Wine Is Better Than Going To The Gym!	1,745,396
3	playbuzz.com	At What Age Will You Die?	1,734,790
4	playbuzz.com	Which Badass Woman Were You In Your Past Life?	1,701,563
5	playbuzz.com	What Is Your Subconscious Obsessed With?	1,648,045
6	playbuzz.com	Which magical creature are you?	1,484,755
7	empirenews.net	Actress Betty White, 92, Dyes Peacefully In Her Los Angeles Home	1,213,983
8	playbuzz.com	What Are You Most Inclined To Be Addicted To?	1,115,200
9	elitedaily.com	12 Reasons Why Your Brother Is The Most Important Man In Your Life	1,037,447
10	playbuzz.com	Which Little Miss Character is Just Like You?	860,535



# The road is being paved by mega-publishers

**The  
New York  
Times**

#1 article on NY Times in 2013 was a quiz

**8 of the top 10 most shared articles  
in the last 8 months were quizzes**

(BuzzSumo)

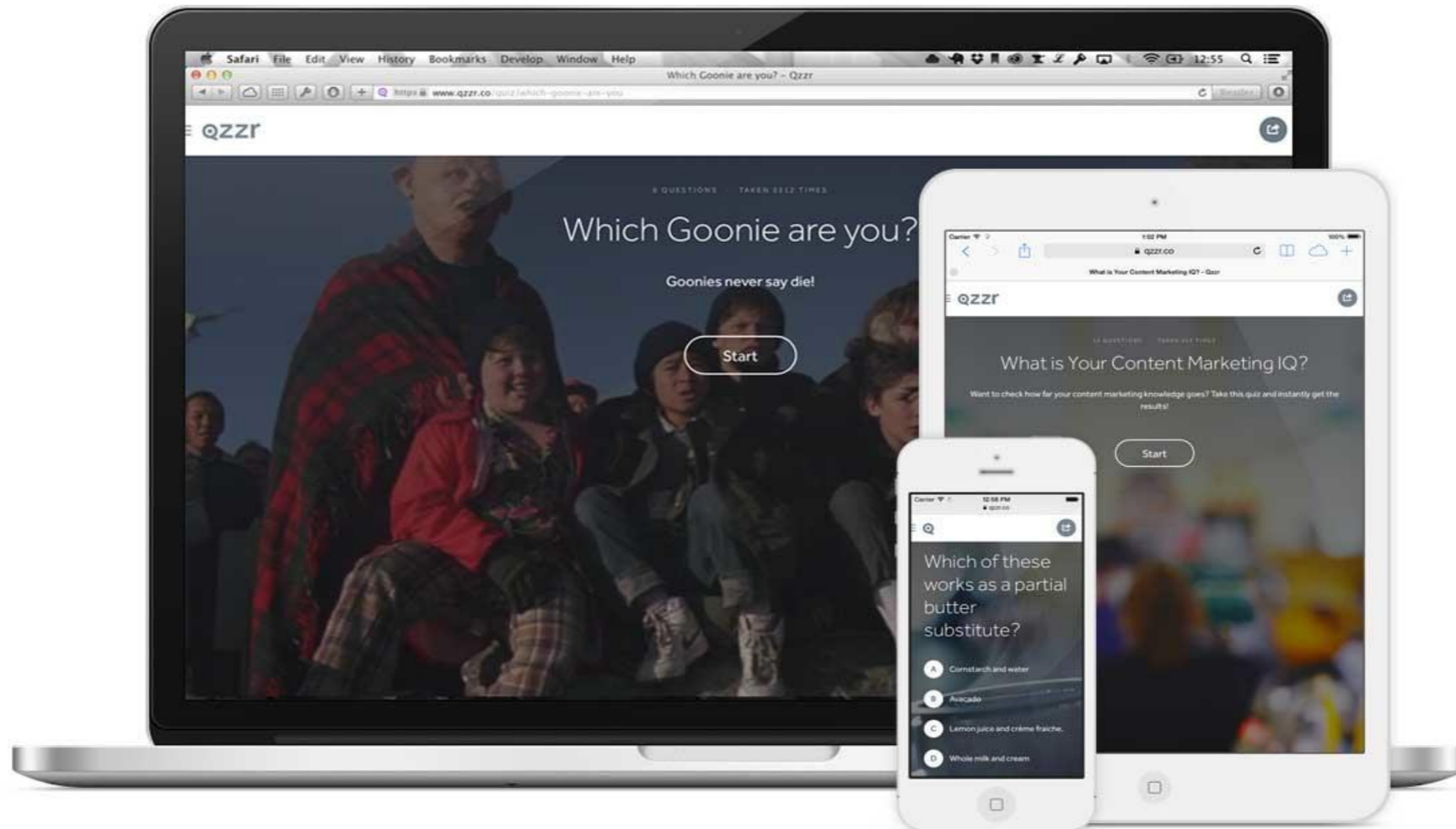
**BuzzFeed**  
**ZIMBIO**

**THE  
HUFFINGTON  
POST**

Just launched their own quiz tool

What about the rest of us?

# QZZR



The worlds' simplest quiz tool

# Three jobs digital marketers hire a quiz to do

1. Drive social traffic
2. Capture qualified leads
3. Present targeted calls-to-action and offers



SALT LAKE CITY — Each year thousands of fourth grade students across the state learn about Utah's history and geography. Take this quiz to prove once and for all that you are actually smarter than a fourth grader.

18 Comments

Post or read comments

10 QUESTIONS · TAKEN 30088 TIMES

# Are you smarter than a 4th grader?

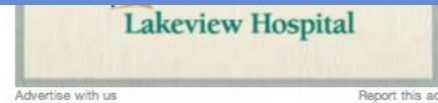
Each year thousands of 4th grade students across the state learn about Utah's history and geography. Take this quiz to prove once and for all that you are actually smarter than a 4th grader.

[Start](#)

MADE BY JOSH FURLONG



POWERED BY QZZI



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### Most Popular

- 1. Ogden SWAT dispatched to barricaded auto ...
- 2. Hikers find 2 women stranded in Logan ...
- 3. 'PC' letters on mountain altered to read ...
- 4. Attorney for teacher accused of rape: ...
- 5. Woman arrested on alleged 3rd DUI charge ...

### Latest Videos

- UHP releases name of man hit and killed on SR 201  
Posted 49 minutes ago  
[Tweet/Share](#)
- Hikers find 2 women stranded in Logan Canyon  
Posted 56 minutes ago  
[Tweet/Share](#)
- Problems getting front-row seats? Bots may be to blame  
Posted Jun 4th - 10:16am  
[Tweet/Share](#)
- Police dog finds suspect hiding in garbage can  
Posted Jun 4th - 7:29am  
[Tweet/Share](#)
- SLC residents speak up for struggling golf course  
Posted Jun 3rd - 10:39pm  
[Tweet/Share](#)
- Woman identified in fatal car accident on 700 East  
Posted Jun 3rd - 10:35pm  
[Tweet/Share](#)

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per gallon using one of these cards 5/18/2014-9/08/2014

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### KSL.com - More stories you may be interested in



By Faith Heaton Jolley Ogden SWAT dispatched to barricaded auto body shop

By Natalie Crofts Hikers find 2 women stranded in Logan Canyon

By Natalie Crofts 'PC' letters on mountain altered to read 'POT'



### Offers and articles from around the Web

ADVERTISEMENT



Don't get ripped off! New trick allows Utah drivers to get auto insurance as low as \$19.

Surprisingly simple solution to help your joints. See why these ingredients are flying off shelves

Side Effects: Weight Gain, Rashes, Diarrhea & More...

West Jordan - All Utah drivers should not pay their insurance bill, until they read this.

Want to know the secret to speaking another language in just 10 days?

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### Site Index

- News
- Weather
- Sports
- Shows
- TV
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25 QUESTIONS · TAKEN 120899 TIMES

# Can you pass the U.S. citizenship test?

It's a requirement that you pass a test to officially gain U.S. citizenship. Some argue that the test is too difficult and should be simplified. However, we want to see if you could pass a shortened version of the test.

[Start](#)

MADE BY JOSH FURLONG

12 QUESTIONS · TAKEN 74921 TIMES

# Where is this in Utah?

Think you know the spaces and places of Utah? Have you been there and done that? Take this quiz and prove it.

[Start](#)

MADE BY JOSH FURLONG

5 QUESTIONS · TAKEN 2191 TIMES

# What movie should your family watch tonight?

[Start](#)



16 QUESTIONS · TAKEN 138,744 TIMES

# Jaden Smith Tweet, or Another Chinese Proverb?

I think it's pretty obvious that Jaden Smith is wise as you. Time to see how well you know the Jade-Man, Blank, or Blank? (We're working on the title.)

START

10 QUESTIONS · TAKEN 192,845 TIMES

# Sci-fi/Fantasy Author or Crazy Person?

8 QUESTIONS · TAKEN 11,677 TIMES

# What World Cup Team Are You?

You have your favorite team, and we understand that. But could it be that there's another World Cup team that better matches your personality? Answer these eight questions to discover which team you identify with the most.

MADE BY ESPNW

MADE WITH QZZR

Ryan Higa @TheRealRyanHiga · Sep 5

If you're looking for a relationship, here's your solution :) [youtube.com/watch?v=T43jQQ...](https://www.youtube.com/watch?v=T43jQQ...)

YouTube



giveupandsettle.com

Share 327 750

View more photos and videos

MADE BY COLLEGE HUMOR

START

Share Tweet More

MADE WITH QZZR

# You don't need a big channel



A screenshot of a Facebook post from the user 'Stephen Berman' shared on April 23 near Hartford, CT. The post content is a poll titled 'Which Connecticut town is your true home?' with the website 'www.qzzr.co' and a purple poll card showing three options with checkmarks. Below the poll are six comments from various users, each with a timestamp and a 'Like' button. The comments are: 'I bet I got the same thing as you... Marlborough..', 'missed my town by one. Got Marlborough.', 'Essex? Closer to Bill's Seafood, so what the hell.', 'I got New Hartford. Hrmmm.....', 'Willimantic?', and 'Putnam.'.

Stephen Berman shared a link.  
April 23 near Hartford, CT

Guess what I got.

Which Connecticut town is your true home?  
www.qzzr.co

Like · Comment · Share

I bet I got the same thing as you... Marlborough..  
April 23 at 11:07am · Like · 1

missed my town by one. Got Marlborough.  
April 23 at 11:24am · Like · 1

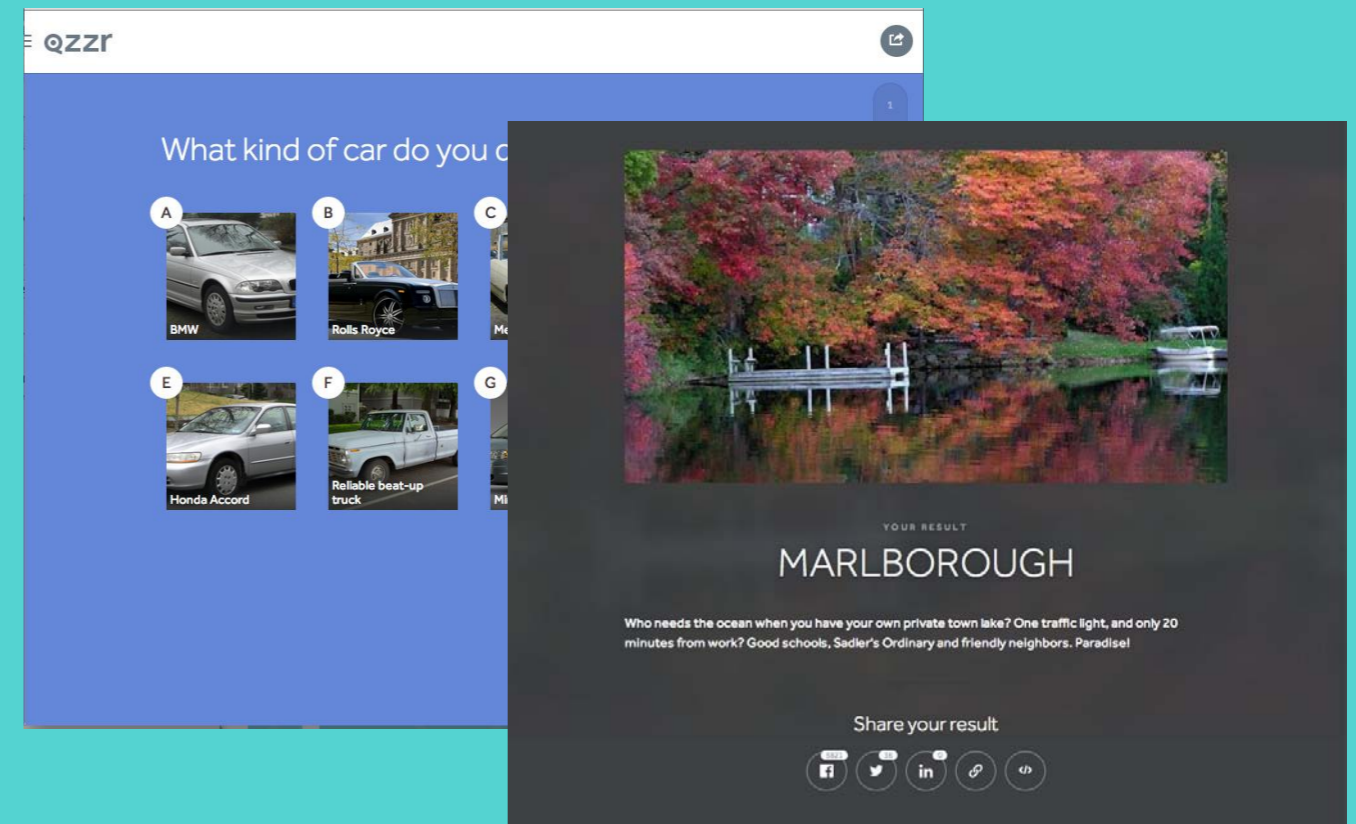
Essex? Closer to Bill's Seafood, so what the hell.  
April 23 at 12:46pm · Like · 1

I got New Hartford. Hrmmm.....  
April 23 at 6:23pm · Like

Willimantic?  
April 23 at 6:53pm · Like

Putnam.  
April 23 at 7:01pm · Like

Write a comment...



A screenshot of the QZZR poll interface. The poll title is 'What kind of car do you drive?' and it shows seven options: A (BMW), B (Rolls Royce), C (Mercedes), E (Honda Accord), F (Reliable best-up truck), and G (Mitsubishi). To the right is a large image of a lake with colorful autumn trees and a dock. Below the image, the result is 'MARLBOROUGH' with a description: 'Who needs the ocean when you have your own private town lake? One traffic light, and only 20 minutes from work? Good schools, Sadler's Ordinary and friendly neighbors. Paradise!'. At the bottom, there are social sharing icons for Facebook, Twitter, LinkedIn, and others.

QZZR

What kind of car do you drive?

A BMW  
B Rolls Royce  
C Mercedes  
E Honda Accord  
F Reliable best-up truck  
G Mitsubishi

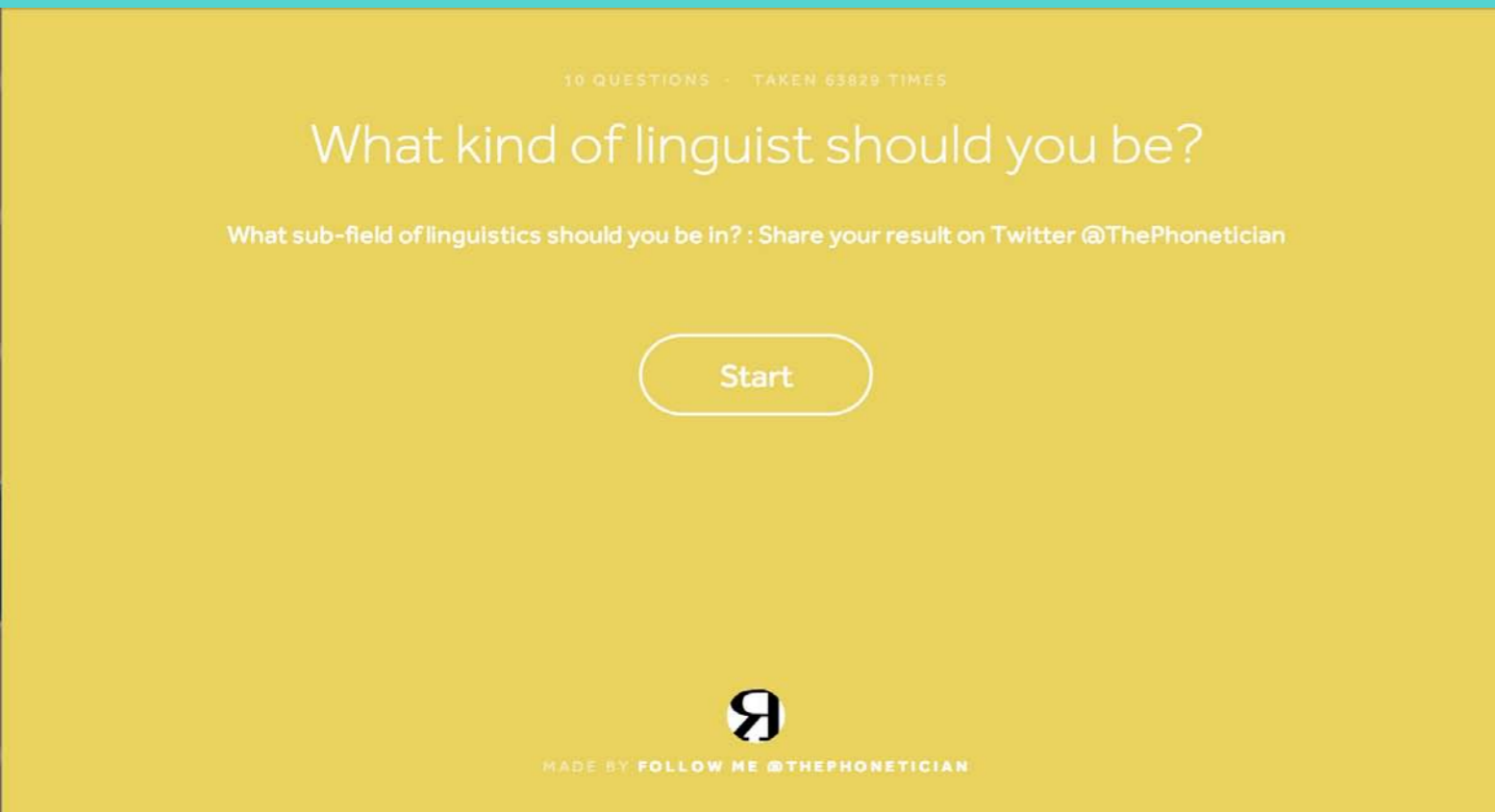
YOUR RESULT  
**MARLBOROUGH**

Who needs the ocean when you have your own private town lake? One traffic light, and only 20 minutes from work? Good schools, Sadler's Ordinary and friendly neighbors. Paradise!

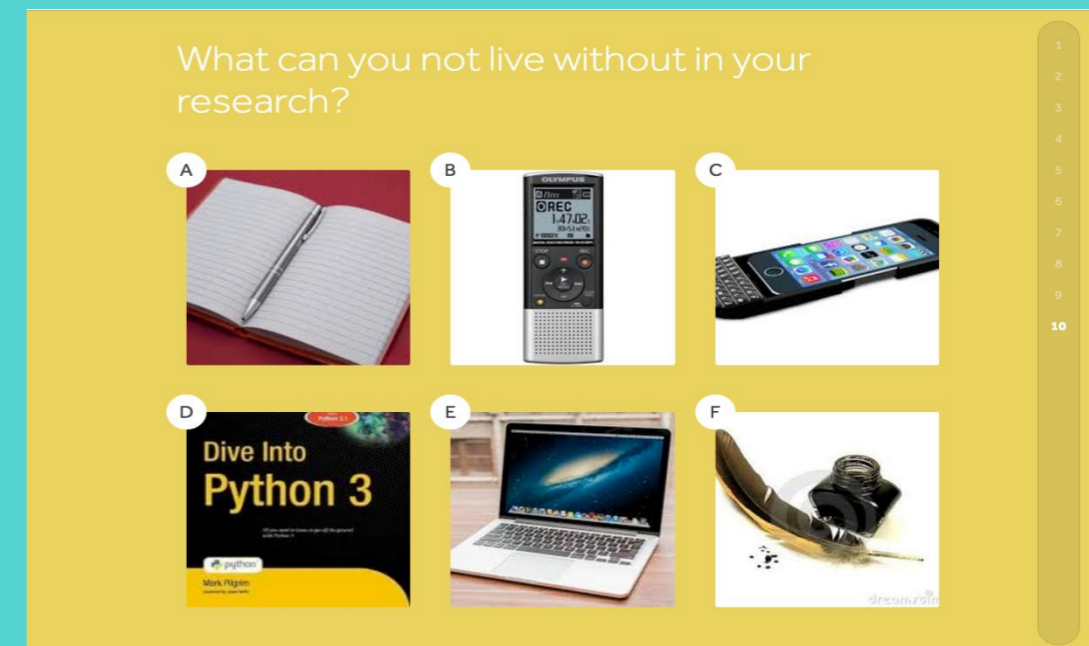
Share your result

- 0 likes, 6 comments
- Taken 79,000 times
- Over 750x Social Lift

# or a hot topic



- Wildest dream was 1,000 people would take the quiz
- Over 68,000 people have now taken it







Check out the new model line up  
Shop the latest offers  
801.433.2834 // strongaudi.com

Join us on Facebook! 4.4m  
Like

## Take This Fun Quiz And See Which Bible Figure YOU Are. (I Got Noah!)

8 QUESTIONS · TAKEN 264938 TIMES

### Which Bible Figure Are You?

Start

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Google

IF YOU WANT TO FIND LOVE YOU'VE GOT TO HAVE FAITH

it takes a CHURCH  
SERIES PREMIERE TOMORROW 9/8c  
GSN  
GAME SHOW NETWORK

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### Recent Godvine Stories



7 QUESTIONS · TAKEN 18475 TIMES

### Which Old Testament Prophet are You?

The prophets of the Old Testament warned the people of Israel and the world about God's judgment and His promise of restoration in Christ. But each had a unique style. So, which one of the prophets are you? The fiery Elijah? The "interesting" Ezekiel? The lion-tamer Daniel? Find out.

Start

MADE BY CROSSWALK.COM

POWERED BY QZZR

Sign up to receive a fun weekly quiz from Crosswalk.com

Personality quizzes, polls, and special offers for your enjoyment!

Enter your email  
example@email.com

Skip SUBMIT

YOUR RESULT  
Noah

RETAKE

# What we're most excited about

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

The screenshot shows a BuzzFeed article titled "Which Disney Princess Are You?". At the top, it displays performance metrics: 1,487,257 total views, 3.3X social lift, and a stats icon. There are also three circular badges: "win" (yellow), "cute" (yellow), and "QUIZ" (green). The article text says "You are the fairest in EVERY land." and is attributed to Sean Fagan, a BuzzFeed Contributor. Below the text are social media sharing icons for Facebook, Twitter, Email, Pinterest, and Google+. At the bottom, there is a large illustration of various Disney princesses in their signature dresses, with the text "Which Disney Princess Are You?" overlaid in a red, cursive font.

Turning this

The screenshot shows a campaign performance report for Sideshow Collectibles' Qzqr campaign. It includes the following data points:

- By Caitlyn Bohannon
- October 23, 2014
- TIMES TAKEN: 28,114
- LEAD IMPRESSIONS: 24,924
- ENGAGEMENT FUN: (represented by a bar chart showing a value of approximately 38,000 for 'quiz\_view')

The report also features a promotional image for the campaign with the text "Discover your faction & Enter for a chance to WIN THE QUEEN!" and a "CLICK HERE" button. The text describes the campaign: "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." It further states that the quiz 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. A quote from Chris Pirrotta, director of ecommerce at Sideshow Collectibles, Allentown, PA, is included: "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."

Into this

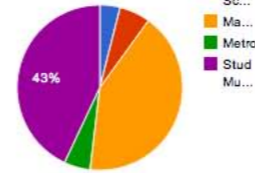
# How to capture leads



## How Manly Is Your Man?

Times taken  
2,748

Completions



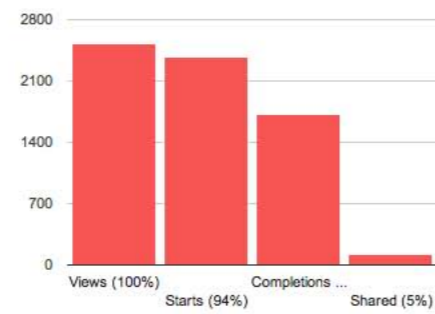
AVG Time Spent  
2:04

Lead Impressions  
2360

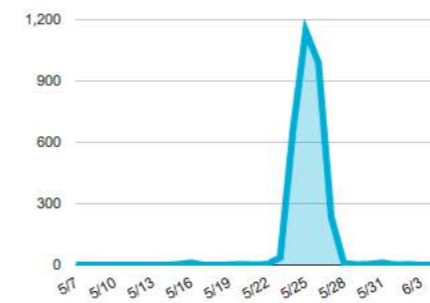
Lead Conversions  
354

Conversion Rate  
15%

Quiz funnel ⓘ



Activity over time



Questions Leads (344)

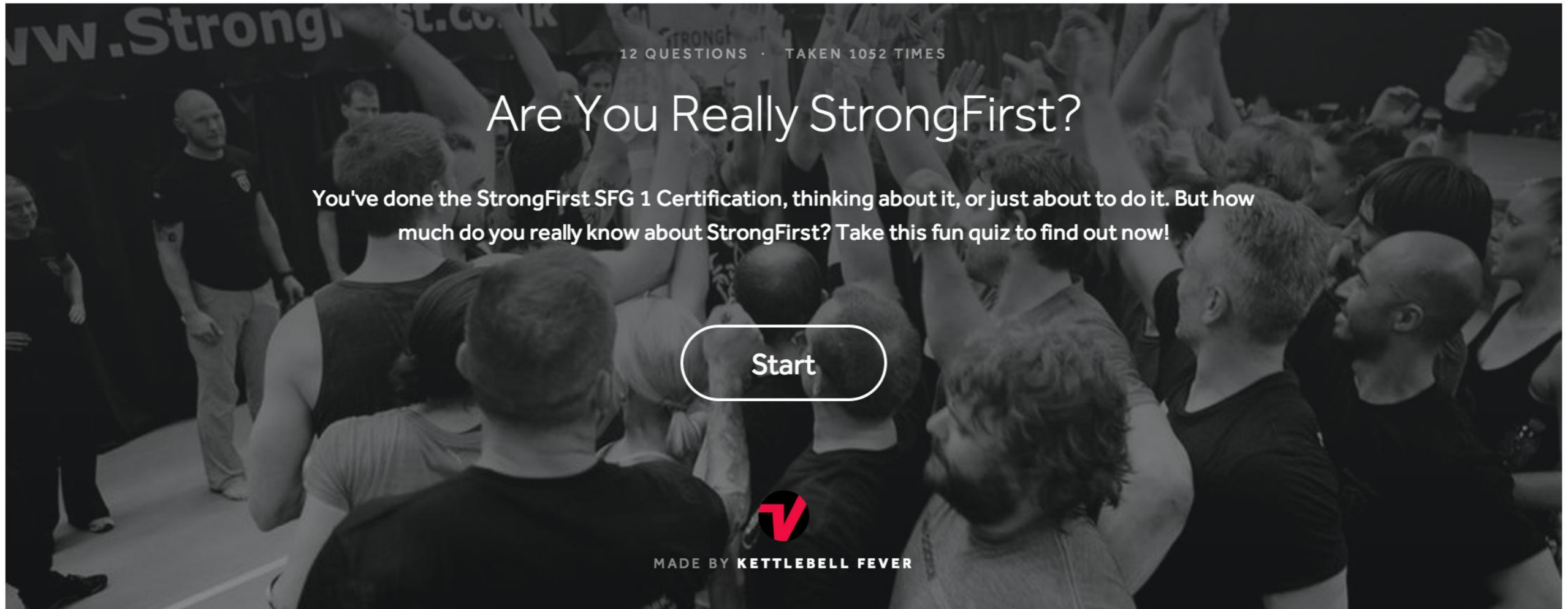


#HUGEMO



# ARE YOU REALLY STRONGFIRST?

TAKE THE SHORT QUIZ NOW TO FIND OUT!



POWERED BY QZZR

490 completions | 90 leads | 18.4% conversion rate



## WHAT SWIMSUIT SUITS YOU? QUIZ!

MAY 8, 2014

Swimsuit shopping can be a tricky business, we get it. To make things a little easier we've made a quiz! It covers questions about fit, style preference, and even personality! Will you get the perfect suit for you? Take the quiz to find out!

11 QUESTIONS · TAKEN 4514 TIMES

### Which swimsuit should I wear this summer?

Answer a few simple questions, and we'll find the perfect suit for your style and body type

Start

MADE BY CLAIRE WHITE



POWERED BY QZZR

RETAKE

*your perfect fit is...*

### DOUBLE-STRAP AQUA TANKINI

& CREAM DOT BOARD SHORT



YOUR RESULT  
**LIME & RICKI**  
SWIMWEAR  
Double Strap Aqua

Share Tweet More

MORE DETAILS

MORE ABOUT YOUR RESULT · RETAKE

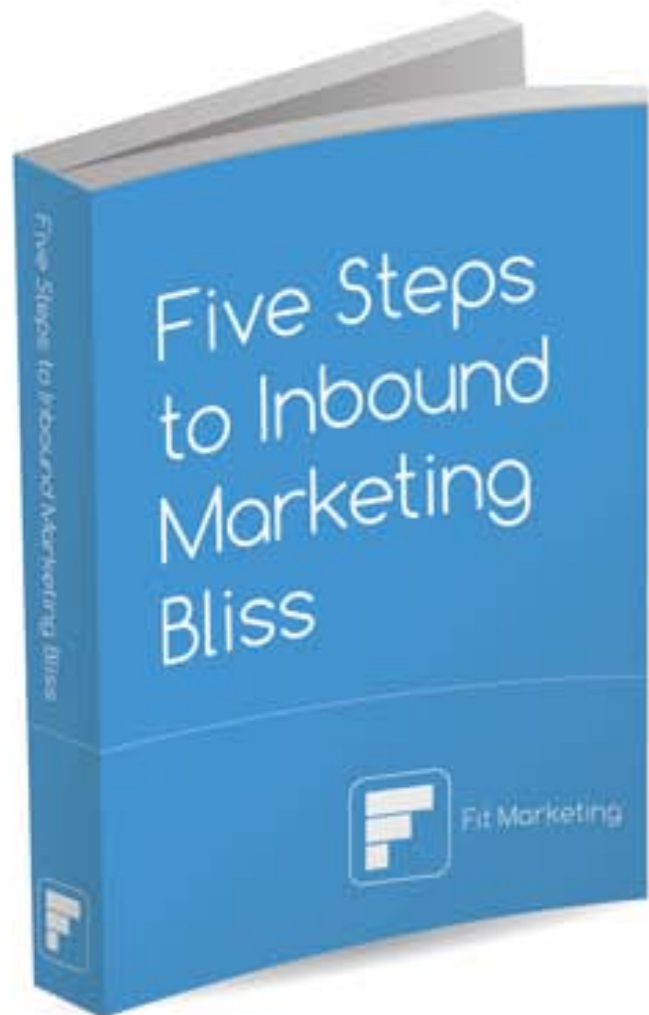
You have an adventurous soul, and this suit won't hold you back! Its no-fuss fit will complement you as you hit the waves!

Get it [here](#) and use the code "R42JF3" for 15% off!



# Increase Your Sales in 2014

This ebook provides a framework for creating powerful, effective inbound marketing campaigns. Get tips and insider secrets of what it takes to attract more new customers through inbound marketing.



## Ebook Download: 5 Steps to Inbound Marketing Bliss

Inbound marketing is all about attracting qualified customers by providing useful, valuable content that people care about. It's a way to cut through all the noise in the marketplace by actually being relevant to your buyer persona. There's never been a better time than right now to move your business into the world of inbound marketing. Download the ebook and get started today.

Learn how to implement these five steps to achieve inbound marketing success:

- Step 1: Develop a compelling offer
- Step 2: Place the offer on your website
- Step 3: Attach the offer to lead nurturing workflows

## Download Your Copy

First Name

Last Name

Company Name

Website URL

# What is the recipe?

**Recipe:** Quizzes Au Virale

1 lb. Content  
2 cups Context  
3 tbsp. Channel  
Pinch of luck

Combine. Serve immediately.

**Serves:** millions

**From:** Chief Qwizard



# 1 lb. Content

“Me” drug



Relevance

Belonging






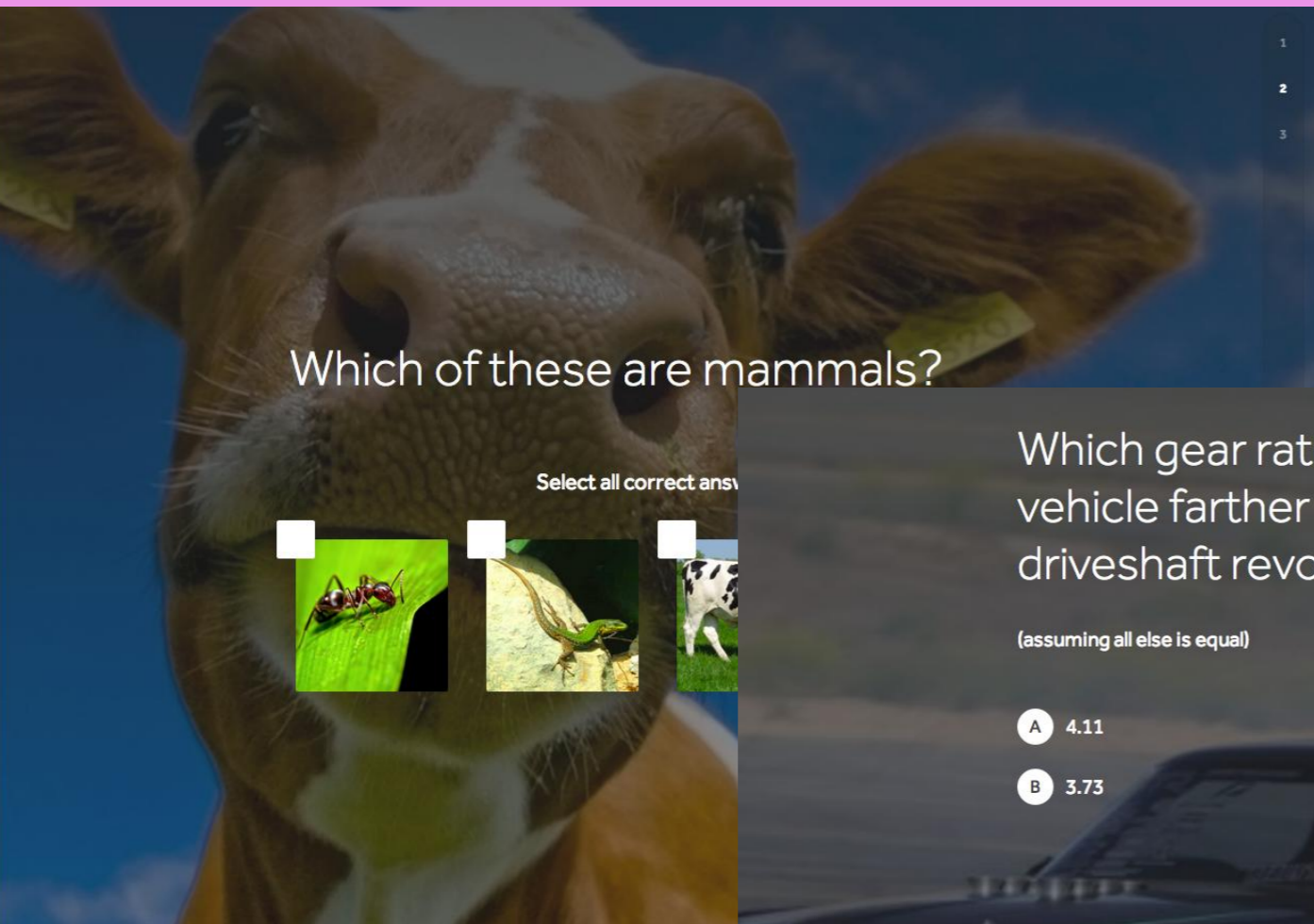
# 2 cups Context

1  
2  
3

Which of these are mammals?

Select all correct answers


    



1  
2  
3  
4  
5  
6  
7  
8





Which gear ratio will move the vehicle farther per single driveshaft revolution?  
(assuming all else is equal)

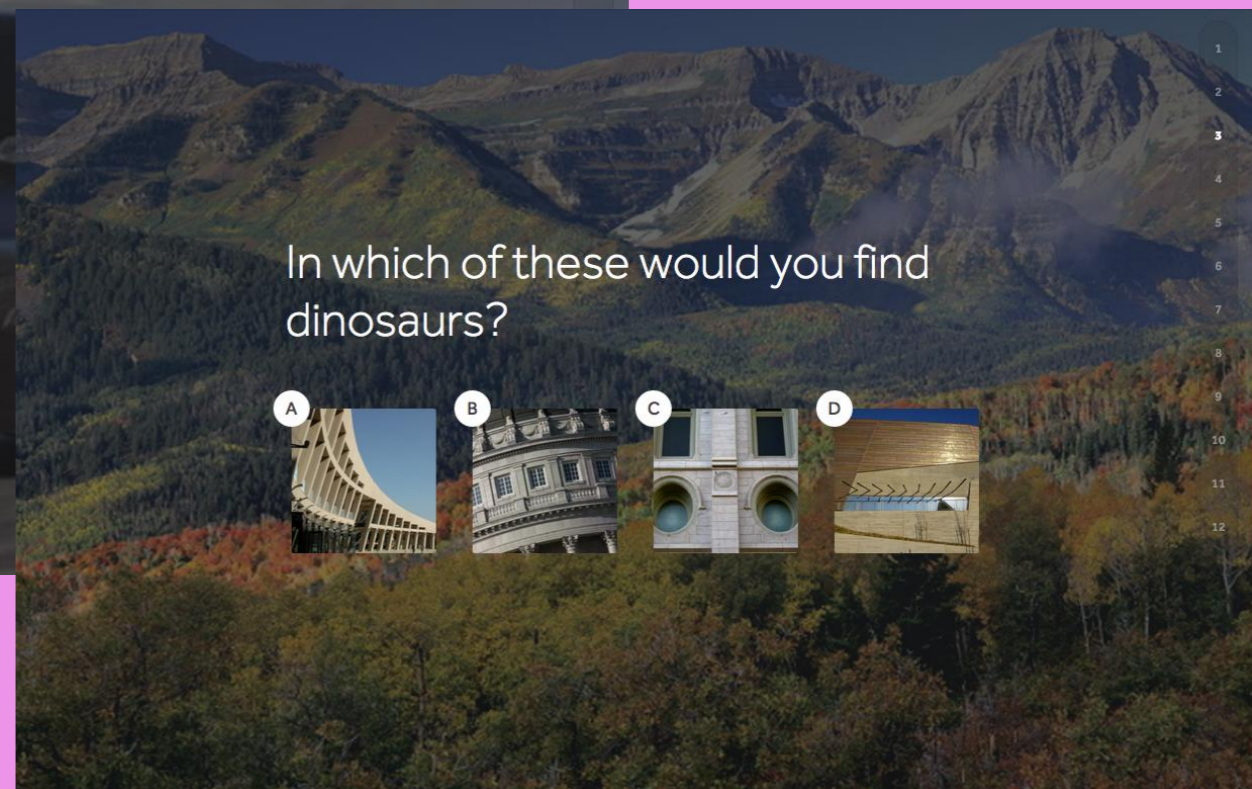
A 4.11  
 B 3.73



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

In which of these would you find dinosaurs?

A   B   C   D 



# 3 tbsp. Channel

- Facebook
- Twitter
- Website or Blog
- Email
- LinkedIn
- Forum
- Comments
- Community
- Newsletter

A pinch of luck



# Roadmap to a viral quiz

Title

Quiz type

Research

Images

Creation

Distribution

# What titles/topics would work for me?

What content resonates with your audience?

What are the most shared topics?

What topics get the most questions?

What topics are most controversial?

Are there decisions that people struggle with making?

Are there topics that are misunderstood?

# The wild world of... ...Optometry

“Are you a candidate for Lasik Surgery?”

“Should you be wearing glasses to drive?”

“Do you know the 7 most common mistakes of new contact wearers?”

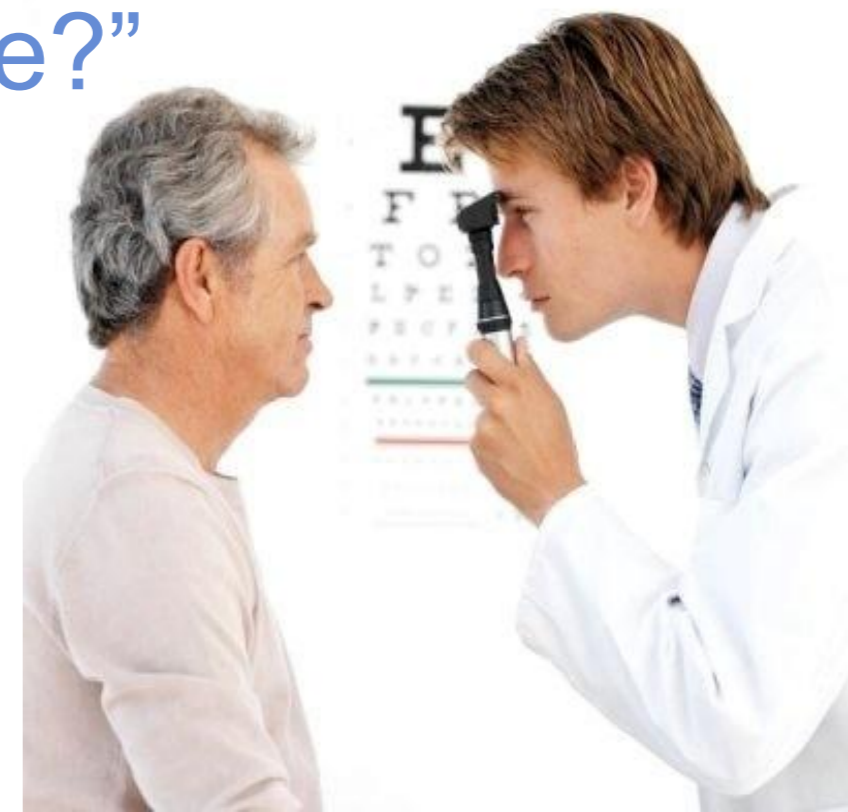
“What style frames should you choose?”

“Top 10 little things you can do to keep your great eyesight.”

“What’s going on with my vision?”

“Give yourself an eye exam.”

“Do I need special lenses?”



# 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



# Keys for a viral graded quiz

## Compelling title:

- Are you a [\_\_\_\_] expert?
- Can you pass the \_\_\_\_ test?
- The world's hardest \_\_\_\_ quiz
- Do you really know the lyrics to \_\_\_\_\_?

## Multiple choice

- Only as many options as appropriate

## Multiple answer & true/false

- Make it clear

## Show Feedback

- More information about the right answer

## Assign Results

- “You got 90%. You’re a genius!”

# Keys for a viral outcome quiz

Compelling title:

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

Create shareworthy outcomes

- invoke awe, laughter or amusement (*Buzzsumo*)
- help people define themselves, nourish relationships & get the word out about causes they love (*NY Times*)
- make it a “feel-good” mechanism

Map differentiating factors

- What aspects separate these outcomes?

Form questions based on differentiating factors

- Be creative, yet concrete
- Mix up the number of answers

# Wait, what about surveys?

**“Under the hood of a quiz is a survey...that people actually want to take...and share with hundreds of their friends”**

*- Josh Little, Qwizard #1*

# Find the right images

The image shows a Google search for 'alaska' on the Images tab. The search bar contains 'alaska' and the search button is visible. Below the search bar, navigation tabs for 'Web', 'News', 'Images', 'Maps', 'Videos', and 'More' are present, with 'Images' selected. A 'Search tools' button is also visible. Below the navigation, filter options include 'Size', 'Color', 'Type', 'Time', 'Labeled for reuse', 'More tools', and 'Clear'. The 'Labeled for reuse' dropdown menu is open, showing the following options: 'Not filtered by license', 'Labeled for reuse with modification', 'Labeled for reuse' (which is checked), 'Labeled for noncommercial reuse with modification', and 'Labeled for noncommercial reuse'. The search results display a grid of images related to Alaska, including maps, landscapes, and cityscapes.

see: [images & qzrz](#)

# Create the quiz in minutes

Quiz title  
e.g. Which hero are you?

Description (optional)

Image placeholder

Result title

Description (optional)

Image placeholder

Result title

Description (optional)

[ADD RESULT](#)



# Share it with the world

Share Tweet LinkedIn



DEALS CAR REVIEWS MORE

## The world's hardest car quiz - by carwow

We've created the car quiz to end car quizzes, and only the truly wise will come out the other side with full marks. You'll almost certainly fail - in which case, refresh this page and have another crack. Share it with your friends and all who has the biggest car brain in your friendship circle.

25 QUESTIONS · TAKEN 208,876 TIMES

## The world's hardest car quiz - by carwow

Come and have a go, if you think you're enough of a car nut!

START



Carwow shared a link.  
August 14

We've created the car quiz to end all car quizzes. Even Tim - who wrote the questions - only got 95%.

Think you can beat us? Good luck!

<http://www.carwow.co.uk/world-hardest-car-quiz>

## THE HARDEST CAR QUIZ...

## IN THE WORLD



The world's hardest car quiz | carwow  
[www.carwow.co.uk](http://www.carwow.co.uk)

Come and have a go at the hardest car quiz of all time. Put your automobile knowledge to the test and see if you can beat your friends.

**Does technique  
matter?**

Drive Social Traffic

Present Targeted Offers

Capture Qualified Leads

**That depends.....  
do you like  
results?**



Share Rate

Offer Conversion

Lead Conversion

What Famous Hymn Are You? Which Celebrity Home are you meant to live in? What kind of girl geek are you?  
What type of Ford Mustang are you? Do you know how to create a viral quiz? Which Studio 5 contributor are you?  
Which Star Wars Bounty Hunter are you? What is your GRE verbal score? Which Master StrongFirst instructor are you?  
What Bible Dad are you? What would you change about your organization's culture? Are you really StrongFirst?  
What kind of linguist should you be? Are you emotionally sensitive? How Manly is Your Man?  
Which member of U2 are you? What is your GRE math score? Do you really know Dan John?  
Where should you go on a mission trip? Which kind of marketing rockstar are you? A Fairly Tale in the Making  
Can you identify these places in Utah? Test your world population smarts Which Star Wars Bounty Hunter are you?  
How would you die in Game of Thrones? Are you an inbound marketing expert? Where should you go on a mission trip?  
Which Bible figure are you? How up-to-date is your social media marketing expertise? Which biblical world cup player are you?

A couple made more than one list

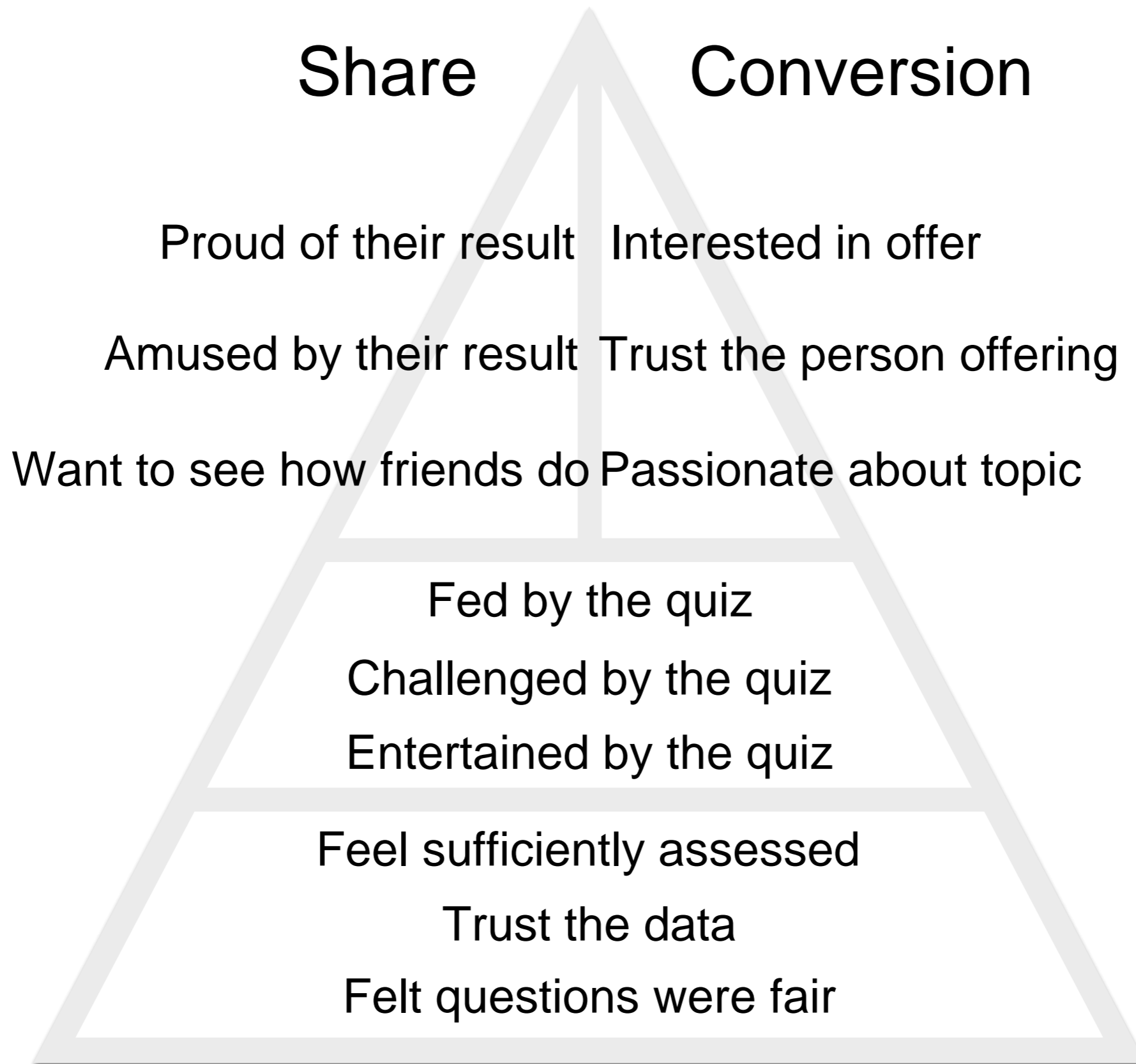
All have great content

Interesting topics

Great titles

Both large and small channels

# The motivations of a quiz taker



# 10. Show me something cool

SELECT ALL THAT APPLY

What looks yummy to you?



- Hulk Hogan
- Chuck Norris
- Dog the Bounty Hunter
- A lobster

# 10. Show me something cool

BONUS!

1/9

Does Qzzr allow you to upload beautiful images?

First, rate yourself on a scale of "Scum" to "Villainy"



**MOSTLY SCUM**



**SOMEWHAT SCUM**



**SOMEWHAT VILLAINY**



**MOSTLY VILLAINY**

How viral a quiz be?



NO PHOTO AVAILABLE

WHY WOULD YOU WANT IMAGES?



ABSOLUTELY

Not so viral

Meh

Totes viral

# 9. Ask me interesting questions

In which of these would you find dinosaurs?



I'm going to make you an offer you can't refuse...

- Fame and immortality.
- An opportunity for revenge.
- Money. Lots and lots of it.
- A worthy and satisfying challenge. Ok, with a hefty reward...
- Freedom, and a change of scenery.
- Chaos and anarchy.

3/9

your favorite?

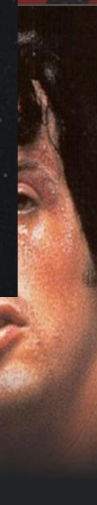
2/8



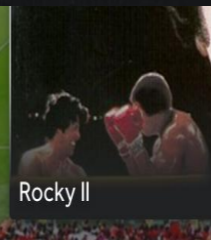
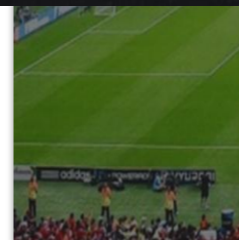
are



Rocky I



Rocky 3



Rocky II



Fly Emirates SONY VISA Y&A

# 8. Be fair

What animal is this?

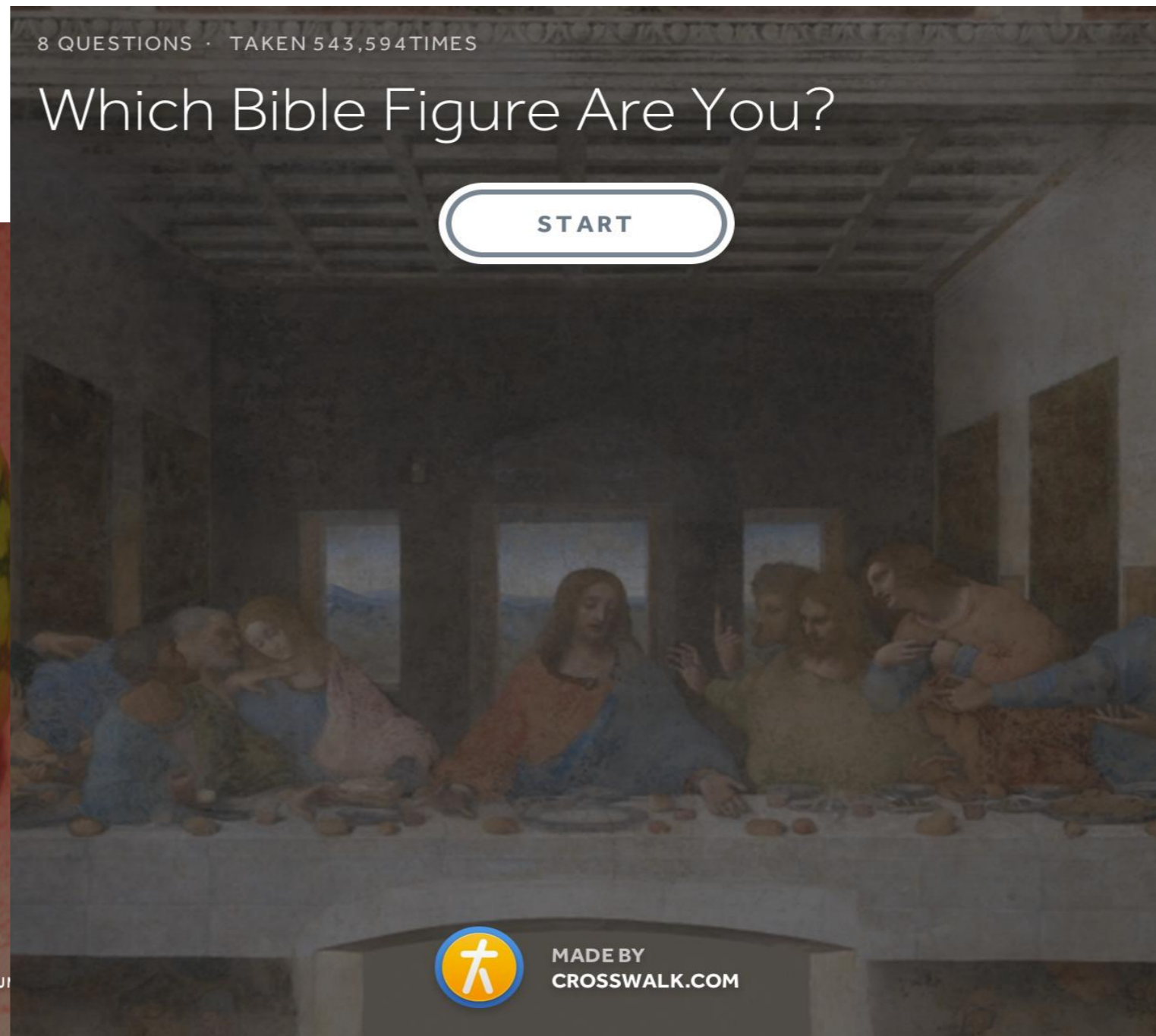
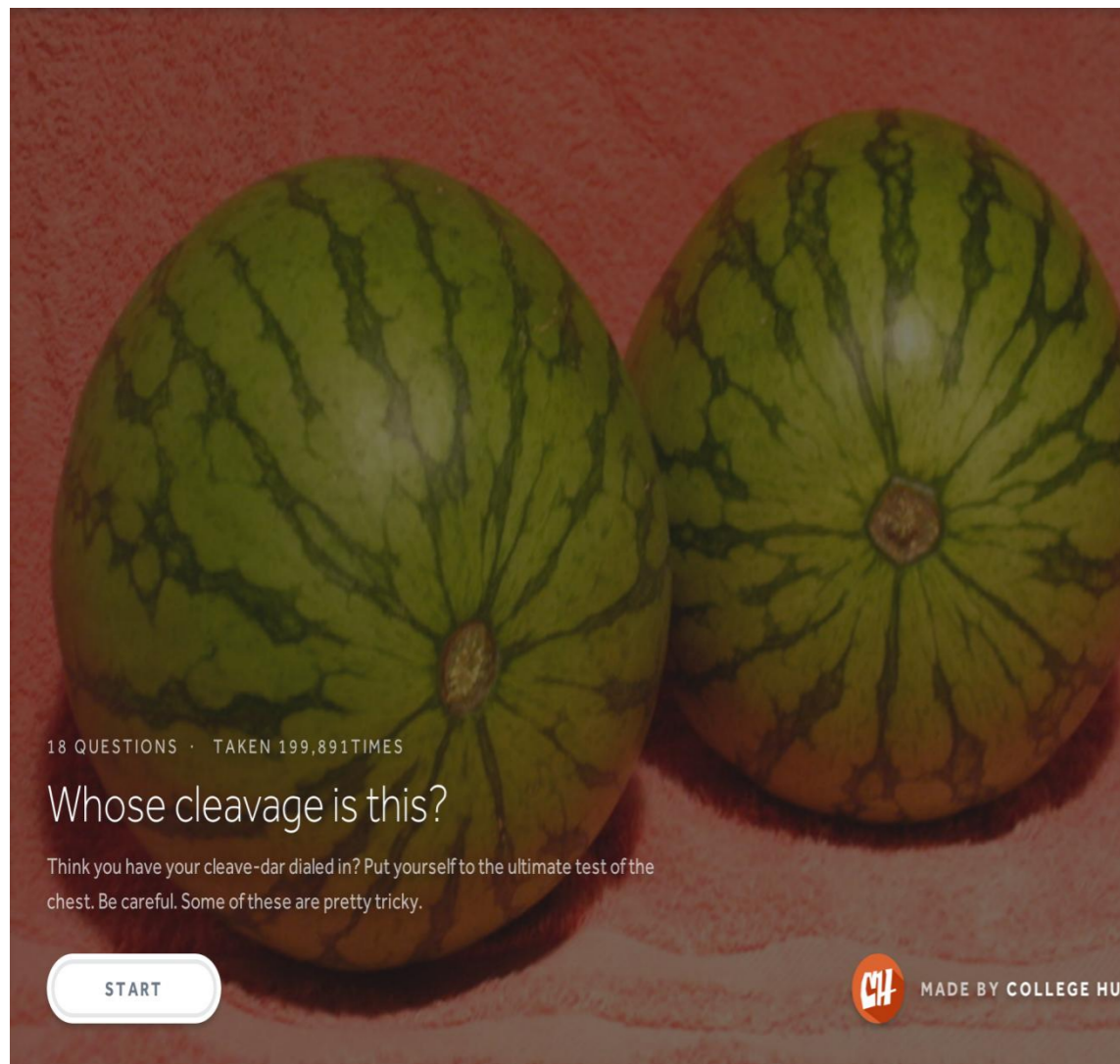


- Cheetah
- Pig
- Cow
- Duck

What is the 'rule of law'?

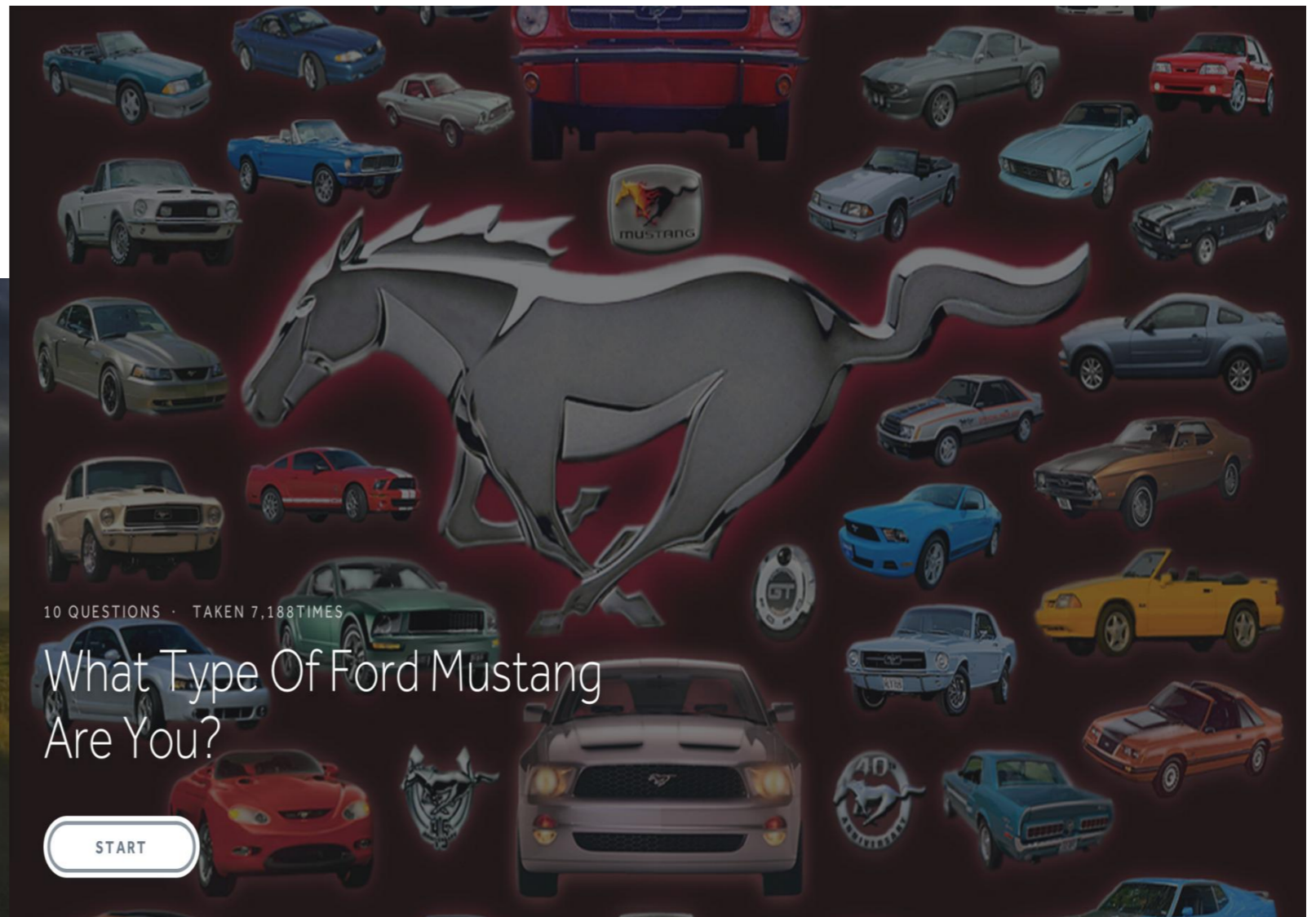
- Everyone must follow the law.
- All laws must be the same in every state.
- Everyone but the President must follow the law.
- Government does not have to follow the law.

# 7. Reel me in with your title



Facebook SHARE 67568 | Twitter TWEET 150 | LinkedIn SHARE 28 | MORE

# 6. Help me feel sufficiently assessed



MADE BY JOSH LITTLE



# 5. Feed me

What animal is this?



Cheetah

Pig

**INCORRECT** · CLICK ANYWHERE TO ADVANCE

The Holstein cow is a breed which originated in Europe. Did you know that the black and white spots come from breeding two other breeds that were black and white?

How many people inhabit the planet today?

Less than 3 billion

More than 7 billion

Around 10 billion

None of the above

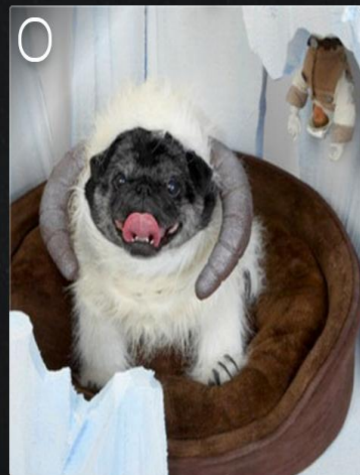
**CORRECT** · CLICK ANYWHERE TO ADVANCE

More than 7 billion: It took from the beginning of history to 1800 for the human population to reach one billion people—yet it only took 12 years, from 1999 to 2011, to grow from 6 to 7 billion. This is partly attributable to the rapid population growth the planet has experienced over the past century.

# 4. Stay on topic

Which of these Star Wars pug costumes do you find the most disturbing?

7/9



9 QUESTIONS · TAKEN 19,900TIMES

## What Hymn Are You?

START

### Boston Geek Pride Quiz

what kind of geek are you? Take the ultimate geek test.

Code Monkey? Trekkie? Sith Lord? Let's do this!  
We've created 6 challenging quizzes to verify true geeks across the universe. So put down the sci-fi and get going!



TREKKIE

Boldly go where no man has gone before.

TAKE QUIZ ▶



CODE MONKEY

I code, therefore I am.

TAKE QUIZ ▶



MOVIE BUFF

Lights, camera, action!

TAKE QUIZ ▶



JEDI

Is the force with you?

TAKE QUIZ ▶



GAMER

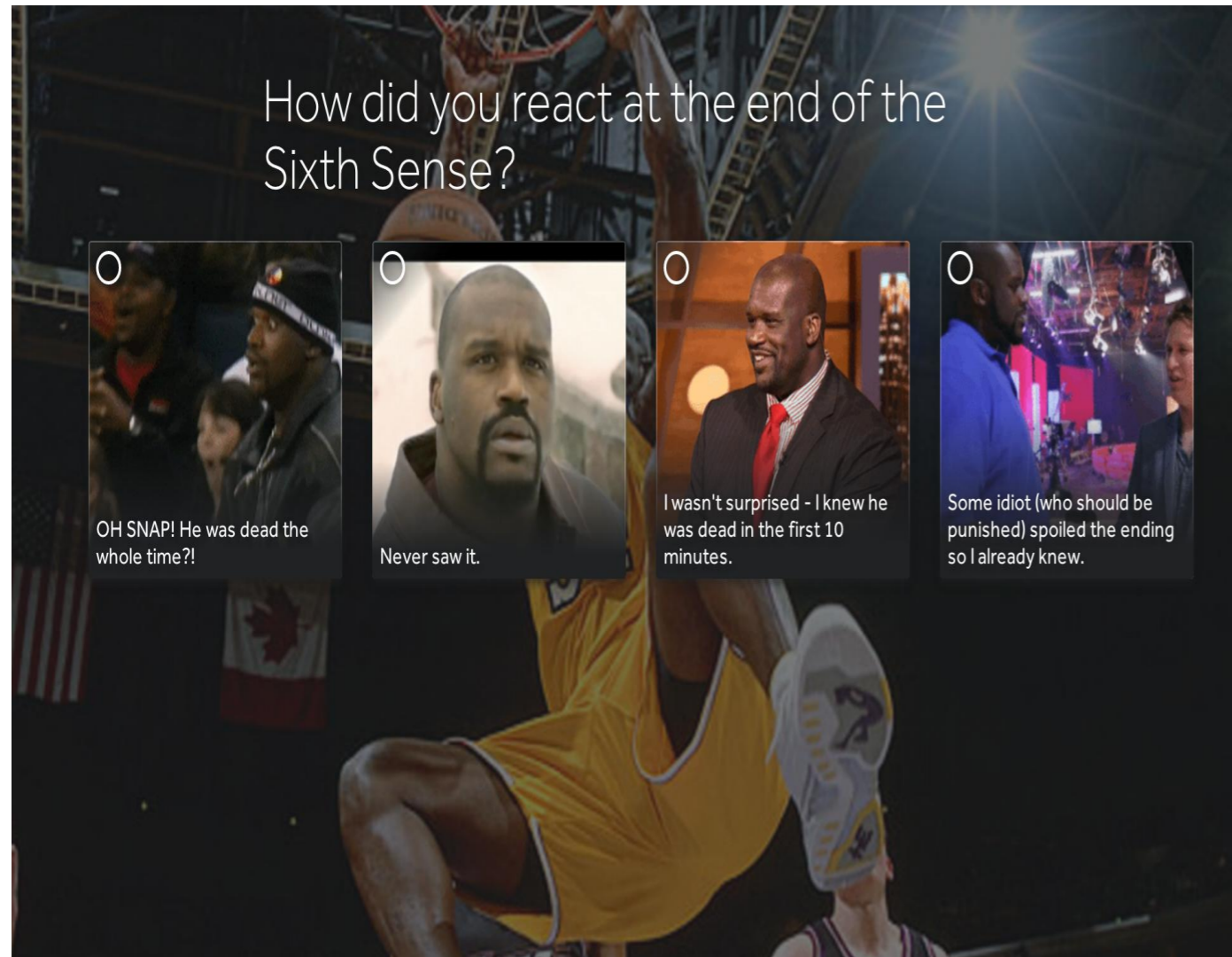
All your base are belong to us.



COMIC CONNOISSEUR

Are you smarter than Stan Lee?

# 3. Make me laugh




Which of these ultra specific Netflix categories are you most likely to watch?

<input type="radio"/> QUIRKY BUDDY COP COMEDIES	<input checked="" type="radio"/> EPIC CULT ACTION SUSPENSE	<input type="radio"/> VISUALLY STRIKING WESTERN HEISTS
<input type="radio"/> ABSURD TALKING ANIMAL ADVENTURES	<input type="radio"/> CEREBRAL MIND-BENDING SCI-FI	<input type="radio"/> REVENGE FILMS FEATURING A STRONG FEMALE LEAD

“Laughter is the shortest distance between two people.”- Victor Borge

# 2. Give me something to brag about




YOUR RESULT

Rent a trophy truck and race in the Baja 500

SHARE 25 TWEET 7 IN SHARE 0 MORE

MORE DETAILS



3 OF 3

You scored 100%

SHARE TWEET IN SHARE MORE

## What's Your Home-Buying IQ?

Dreaming of owning a home? Answer these ten questions before you decide to take the plunge.



YOUR RESULT

Brainiac - High


SHARE 378 TWEET 22 IN SHARE 98 MORE

### More about your result

Congrats! You have a solid understanding of all the steps it takes to buy a home. Give yourself a pat on the back, and get back to your house hunt on Trulia!

[on.trulia.com/1pMLRVm](https://on.trulia.com/1pMLRVm)

# 1. Make me an offer I can't refuse




YOUR RESULT

## Meg Ryan's Martha's Vineyard Oasis

SHARE TWEET SHARE MORE

More about your result

Meg Ryan's home on Martha's Vineyard is perfect for you! You have a more serious side and appreciate good design. Her simple yet elegant space. Covered in different shades of white, Ryan's interior is divided into small, cozy areas for form and function—perfect for a relaxing beach-side retreat. See your home here: [elld.cr/MegRyan](http://elld.cr/MegRyan)



A QUICK MESSAGE FROM  
**TDJ E**

### What's Your Princess Story?

We have all struggled with self-esteem, friendships, acceptance, beauty, and more. How have you overcome these struggles? Sign-up below and submit your story (500 words) to be featured on our site. 3 winners will receive a Princess SPA packages for 2! Submit stories to: [Back2Princess@gmail.com](mailto:Back2Princess@gmail.com)

ENTER YOUR EMAIL  
Enter your email

Skip **SUBMIT**

PS

A QUICK MESSAGE FROM  
**PERFORCE SOFTWARE**

### Confirm your ticket!

You must enter the email address you used to register to confirm your spot for the Perforce Girl Geek Dinner.

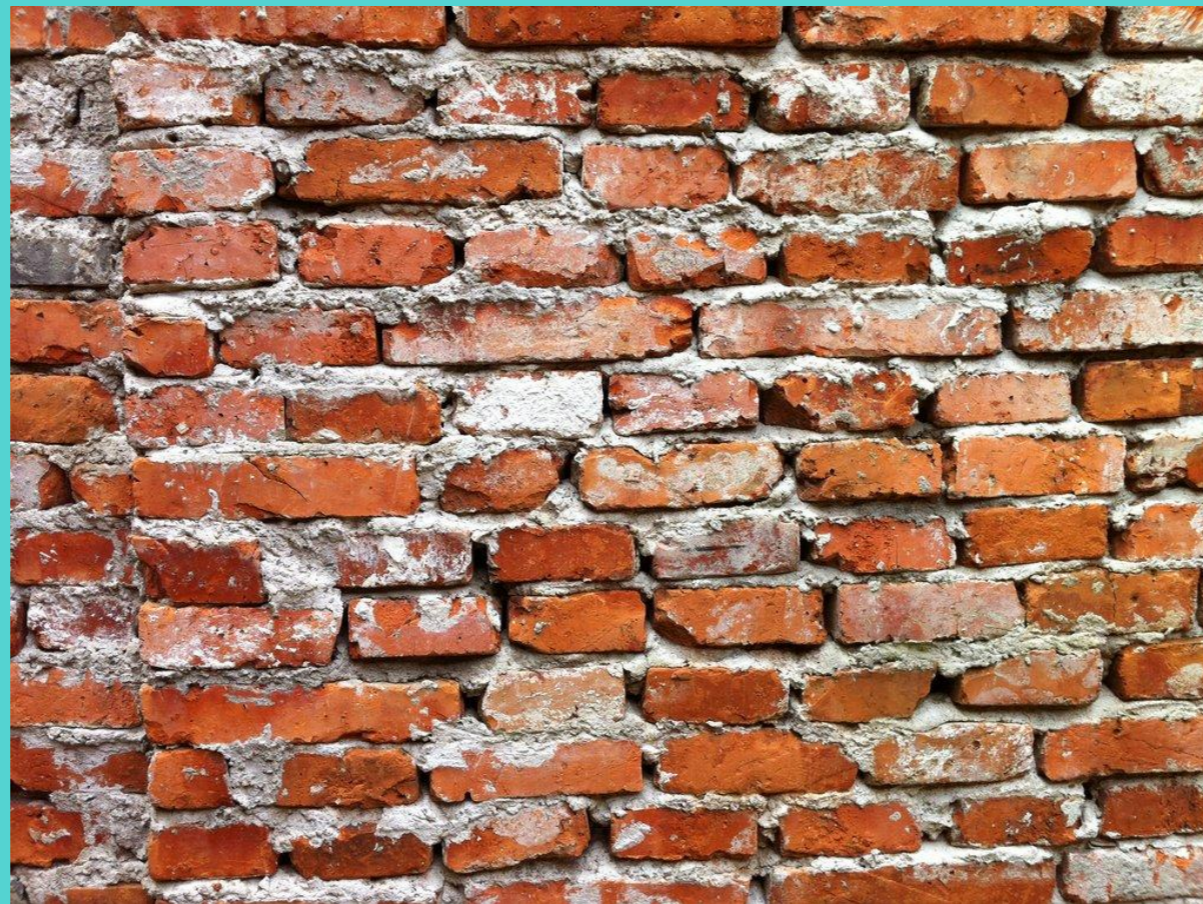
ENTER YOUR EMAIL  
Enter your email

Skip **SUBMIT**

CLICK DOWN TO SEE YOUR RESULT  
▼

**Bottom line:  
Just go make something  
awesome!**

**Get started at [Qzzr.com](http://Qzzr.com) – it's free.**



Thanks!  
Questions?

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Chief Qwizard

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