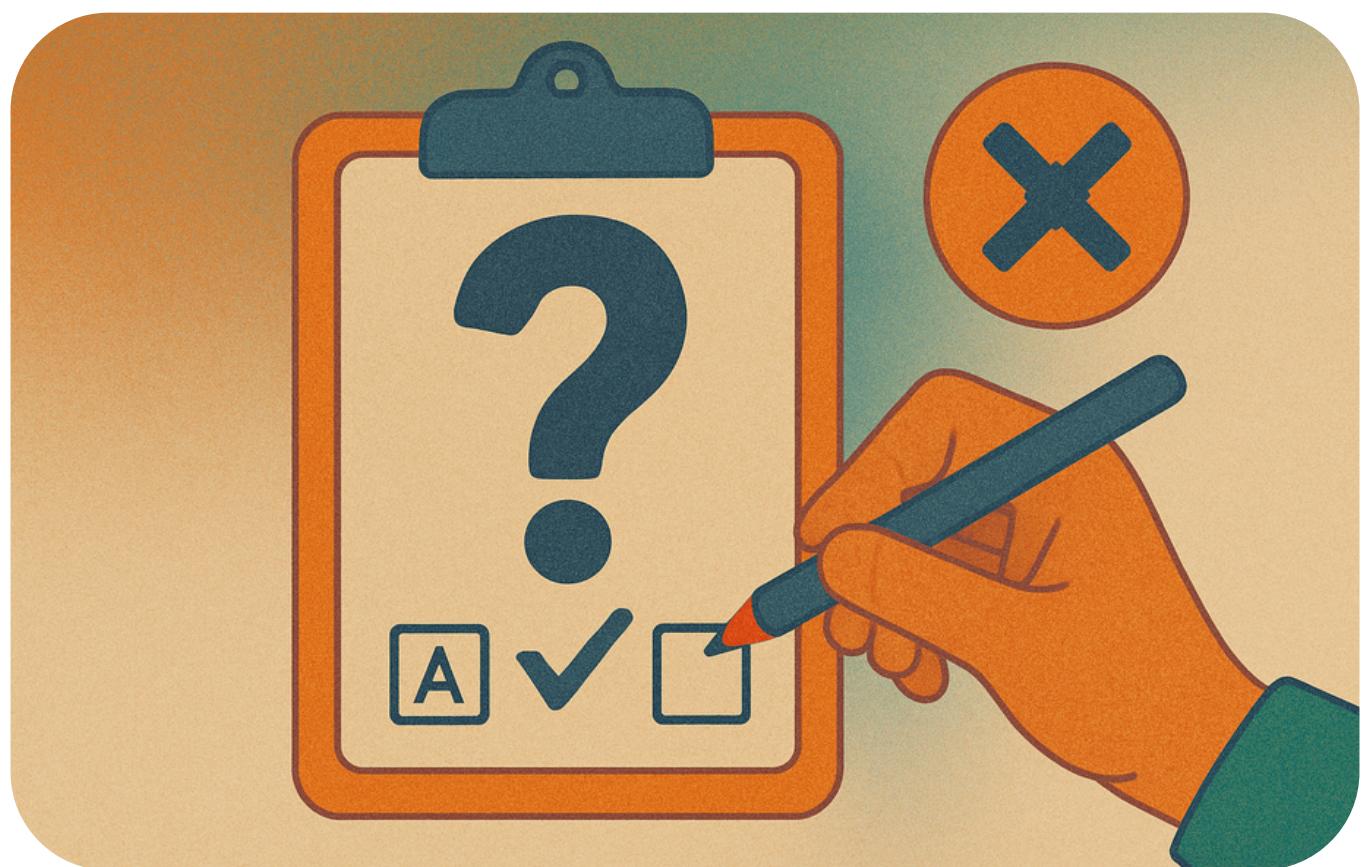




# The Quiz Tactic



*The Untold Secret of a Billion-Dollar Beauty Brand*

# **The Origin of the Strategy: A Word from the CEO of Quantum Scale**

In a strategy like this - it's important that you understand **where it all started...**

It all began two years ago when I was working in a co-working space alongside the developer of one of the **biggest beauty brands in the world.**

One sunny afternoon, out of curiosity, I asked him:

**"What's your website's conversion rate?"**

(I was convinced that since it's such a huge brand, visitors would probably just browse around a lot and their conversion rate would be maybe 1%... at best.)

But then he answered - and even showed me...

**8-10%.**

And during certain periods, Even **12%**.

I was shocked. Completely blown away.

At that point, I had already been in the industry for six years, and I had never heard of numbers like that.

How was that even possible?!

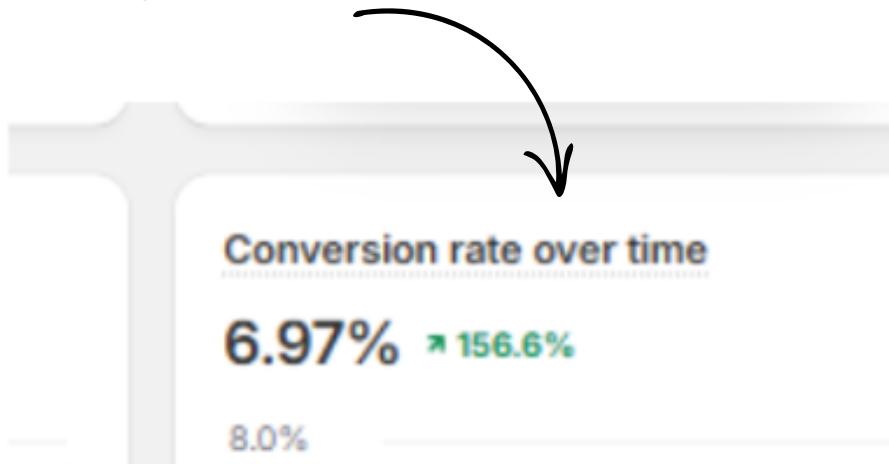
Then he explained it to me... with just one word:

**"Quiz."**

Without giving too much away,

I can only tell you that at that time, I was running my own children's footwear brand. Within just one month...

My conversion rate **skyrocketed**.



This wasn't just some clever tactic.

This was genius.

When you combine it with all the other puzzle pieces - psychological design, brilliant copywriting, budget control, and aggressive remarketing strategies - **you become unstoppable**.

This isn't your standard design trick.

It's a non-conventional weapon.

And it's a weapon you'll need to constantly refine, improve, and adapt to your niche and audience.

But once you master it - **you'll crush your competition**.

So I'm excited to introduce you to one of the most powerful tactics that completely changed my mindset, expanded my perspective, and has the potential to transform your business as well.

## Welcome to the Quiz Strategy.

# **What is a Quiz Funnel - And Why Does It Work So Well?**

A quiz funnel is an interactive experience where visitors answer a series of targeted questions, and at the end, they receive personalized product recommendations tailored to their responses.

Before they see the results, they are prompted to leave their email or phone number - giving you valuable contact information for follow-up.

But this isn't just a gimmick - this strategy is rooted in **consumer psychology and data-driven marketing**.

# What Makes Quiz Funnels So Powerful?

A well-designed quiz funnel taps into **three** key business advantages:

## 1. Valuable Customer Data (The Power of Insights)

The quiz isn't just about making the customer feel special - it's a **strategic data collection tool**.

By asking specific questions, you gain priceless insights about each customer's needs, preferences, and pain points.

### For example:

If you run a beauty brand, a quiz might reveal that the customer has dry skin or oily hair.

If you run a fashion store, a quiz could reveal their preferred style - streetwear, minimalist, or luxury.

If you sell fitness equipment, a quiz could uncover whether they prefer strength training, cardio, or recovery tools.

This data is **gold**.

Now, instead of marketing blindly, you know exactly:

- What they need.
- What problems they're trying to solve.
- What they dream about achieving.

With this knowledge, you're no longer “guessing” - you're delivering precision-targeted marketing **that feels personal**.

**Example:** A beauty brand learns through the quiz that a customer struggles with dry skin. Instead of sending generic promotions, they can now send tailored content:

"5 Tips to Keep Your Skin Hydrated This Winter"

"Our Best Moisturizers for Dry Skin"

The result? Higher engagement, trust, and ultimately - **more sales**.

Think about it - in the end, **everyone needs something**. When you market exactly what they need, it's infinitely more powerful.

Generic copywriting can never be perfect because it's broad - not everyone is looking for the same thing, and everyone is different.

But the moment you know exactly what each group of people is searching for...

**You're as precise as a laser.**

## 2. Laser-Focused Product Recommendations (No More Overwhelm)

The beauty of a quiz is that it helps filter the noise for your customers.

Imagine landing on an online clothing store with 500 different products. Where do you even start? Most visitors feel overwhelmed and **leave**.

But with a quiz? The customer answers 3-5 quick questions and immediately gets 3-4 handpicked products that match their needs.

This removes friction, simplifies the decision process, and makes the customer feel like the store understands their preferences.

- Less overwhelm.
- Faster decisions.
- Higher conversion rates.

### Example:

A children's footwear brand implemented a quiz that asked:

What's your child's age?

Are you looking for a mature style or something more playful and colorful?

Is the shoe intended for special occasions, sports, or everyday wear?

The results? The quiz instantly recommended 3-4 perfect shoe options - dramatically reducing decision fatigue.

In this case, the quiz replaced endless browsing with a personalized shopping assistant - which resulted in a significant boost in sales.

### **3. Unlocking a New Communication Channel (The Power of Follow-Up)**

The real magic happens after the quiz.

Once the customer has answered the questions, they've invested time in the process - and they're far more likely to leave their email or phone number to get their results.

This is critical.

With that contact information, you can now:

- Send strategic email sequences.
- Deliver SMS campaigns with exclusive offers.
- Nurture that lead with personalized content. (Advanced BI Strategy)

But here's the key - the customer has already shared valuable information with you through the quiz.

Your follow-ups won't feel random or generic - they'll feel highly relevant and personal.

#### **Example:**

Imagine a fashion store's quiz identifies that the customer is into streetwear. Instead of spamming them with random promotions, you can now send tailored content like:

“🔥 Top 5 Must-Have Streetwear Looks for 2024”

“👕 The Streetwear Essentials You Need in Your Wardrobe”

This approach feels intentional - and customers respond to it.

# The Numbers Behind the Strategy: Real Results from Our Experience

Let's break down the revenue potential using real numbers from one of our projects - with results you can replicate.

**Store Traffic:** 10,000 monthly visitors

**Quiz Participation Rate:** 18% (Our Achieved Result)

**Quiz Conversion Rate:** 60% of quiz participants purchased within 3 months (Our Achieved Result)

## Without a Quiz Funnel:

1.5% purchase rate = 150 sales

Average Order Value: \$75

Total Revenue = **\$11,250**

## With a Quiz Funnel:

1.5% purchase rate on non-quiz visitors = 135 sales

18% of visitors take the quiz = 1,800 people

60% of quiz participants purchase = 1,080 additional sales

Total Revenue = **\$91,875**

**Result:** The quiz strategy generated an extra \$80,625 in sales - with the same traffic. (Yes - *that's the actual result we achieved, and you'll see exactly how in the upcoming steps.*)

This isn't about luck or guessing - it's about precision targeting, smart psychology, and offering the customer exactly what they want.

Now, let's dive into how to build a quiz that achieves these results.

# *Course breakdown*

## **Quiz Funnel Implementation – Step-by-Step Guide**

### **1. Installing the Quiz App**

### **2. Quiz Concept Development**

Crafting a quiz that aligns with your brand and helps customers find exactly what they need.

### **3. Building the Quiz Structure**

Designing questions and mapping out logical paths to guide users toward personalized product recommendations.

### **4. Integrating with Email Marketing Automation**

Setting up automated email flows to nurture leads and convert them into loyal customers.

### **5. Quiz Placement Strategy**

Optimizing quiz placement for maximum exposure - product pages, homepage, or dedicated quiz landing pages.

### **6. Case Study:**

How IL MAKIAGE Used Quiz Strategy to Become a Beauty Giant.

### **7. BONUS:**

Create an AI Quiz, A/B Tests on Your Quiz to Max Out Performance

**APP LINK**

*Part 1*

# **Installing the Quiz App**

**APP LINK**

# Installing the Quiz App

To get started, you'll need to install a dedicated quiz app from the Shopify App Store. The app we'll recommend is specifically designed for eCommerce brands and offers powerful features for building personalized quizzes that drive sales.

We've tried countless apps, and this is the only one that truly works well and integrates so seamlessly into the website - it's stunning enough to leave you speechless.

## Installation Process

### 1. Go to the Shopify App Store

Click [\[here\]](#) to access the recommended quiz app.

### 2. Click "Install"

This will redirect you to your Shopify admin panel for installation.

### 3. Configure Your Business Settings

Once installed, the app will prompt you to set up your business details.

## Pricing Information

- **Free Plan:** Ideal for testing the app and building your initial quiz. Limited features but great for exploring the tool.
- **Advanced Plans:** Offers additional customization options, enhanced analytics, and priority support. These plans include a 7-day free trial, so you can explore the advanced features without immediate commitment.

[\*\*APP LINK\*\*](#)



## **Important Tip:**

Even if you're unsure about committing to a paid plan, start with the free version or the 7-day trial. This will allow you to build and test your quiz before deciding whether to invest further.

Once the app is installed and configured, you're ready to move on to Step 2: Creating the Quiz Concept - where the **real magic begins.**

*Part 2*

# **Crafting the Perfect Quiz Concept**

# Crafting the Perfect Quiz Concept

The success of your quiz depends heavily on its structure and the value it delivers to your audience. This stage is where you decide what the quiz will focus on and how it will guide users to the right product.

## Choosing the Right Quiz Theme

Your quiz should feel natural, engaging, and valuable to your target audience. Ask yourself:

What problem does my customer have?

What solution can I offer through my product?

What information would help me tailor the best recommendation for them?

## Example Concepts for Different Niches

### Children's Footwear Store

Quiz Title: "Find the Perfect Shoes for Your Child in 3 Easy Steps!"

#### Questions:

1. What's your child's age?
2. What's your preferred shoe style? (Sporty, Classic, etc.)
3. What's the primary purpose? (School, Sports, Special Events)

**Outcome:** The customer is instantly presented with 3-4 pairs of shoes **tailored to their child's needs.**

## **Beauty & Skincare Brand**

Quiz Title: "Struggling with Dry Skin or Oily Hair? Find Your Perfect Solution!"

### **Questions:**

1. What's your biggest skin concern? (Dryness, Acne, Aging)
2. What type of routine are you looking for? (Quick Fix, Long-Term Solution)
3. Do you prefer natural or fragrance-free products?

**Outcome:** The customer receives tailored product recommendations that align with their exact skincare needs.

## **Men's Fashion Store**

Quiz Title: "Which Shirt Will Make You Look Your Best?"

### **Questions:**

1. What's your body type? (Slim, Athletic, Broad)
2. Are you shopping for casual or formal wear?
3. What color tones do you prefer?

**Outcome:** The customer is recommended shirts that enhance their body type and suit their preferred style.

# The Power of Precision: Why Your Quiz Must Be Laser-Focused

Creating a quiz isn't just about making things "fun" or "interactive." A well-structured quiz is a data collection machine - and the more precise your quiz is, the more powerful your results will be.

## Why Precision Matters

In eCommerce, **precision = profit.**

*Here's why...*

### 1. Precise Recommendations = Higher Conversions

If your quiz recommends exactly what the customer is looking for, the chances of them buying skyrocket. The more aligned your recommendation is with their needs, desires, and fears - the easier the sale becomes.

### 2. Better Data = Better Marketing

By asking strategic questions, you gather critical data that allows you to retarget customers with offers that match their exact preferences.

- Skincare concern? Now you know what solution to offer.
- Shopping for formal wear? Push elegant outfits in your retargeting ads.
- Looking for affordable options? Show budget-friendly products in follow-ups.

This is **gold** for your remarketing efforts - it allows you to retarget people with unmatched precision.

## Example: Why Precision Unlocks Explosive Results

Imagine you're selling men's t-shirts.

If your quiz asks:

"What's your favorite color?" - Not helpful. It doesn't give you enough insight.

"Do you prefer shirts that enhance your chest and arms?" - Perfect!

Now you know the customer wants to appear stronger and muscular - **this is crucial data for both product recommendations and future retargeting.**

## How Precision Directly Impacts Revenue

Let's break it down:

**Step 1:** You understand exactly what the customer wants (e.g., muscle-enhancing shirts).

**Step 2:** The quiz automatically recommends the most relevant products.

**Step 3:** Future ads now highlight the benefits they care about most (e.g., "Look stronger with this shirt designed to enhance your arms and chest.")

**Result:** The customer feels seen, understood, and - most importantly - confident that your product is exactly what they need.

## A Critical Tip for Quiz Creation

**Each question should reveal valuable data** that helps you:

- Recommend the right product on the spot.
- Craft personalized ads for retargeting.
- Develop better email campaigns that feel like "custom advice."

Your quiz isn't just about selling today - it's about turning every click into precise data that feeds your entire marketing strategy.

With an **advanced BI system**, you can segment your email marketing and Meta targeting by specific groups.

### For example:

- People who prefer oversized clothing
- People who prefer muscle fit clothing
- People who are slightly heavier
- People who are slim

By tailoring your messaging and creatives to each group's preferences, you significantly increase relevance, engagement, and ultimately - **conversions**.

\*BI - Business Intelligence

## How to Craft Laser-Targeted Quiz Questions

For each product you sell, ask yourself these two questions:

### 1. What makes someone buy this product?

(e.g., Confidence boost, style preference, functionality)

### 2. What extra information can I gather that will help me market to this customer later?

(e.g., Skin type, preferred budget, lifestyle habits)

This is how you create a quiz that doesn't just convert - but continues to generate sales weeks or even months later through precise, data-driven marketing.

## *Part 3*

# **Building the Quiz Structure**

# Building Your Quiz: Step-by-Step Execution Guide

Now that you understand the concept and importance of quizzes, it's time to build one - properly. This guide will walk you through the technical steps to ensure your quiz is powerful, precise, and profitable.

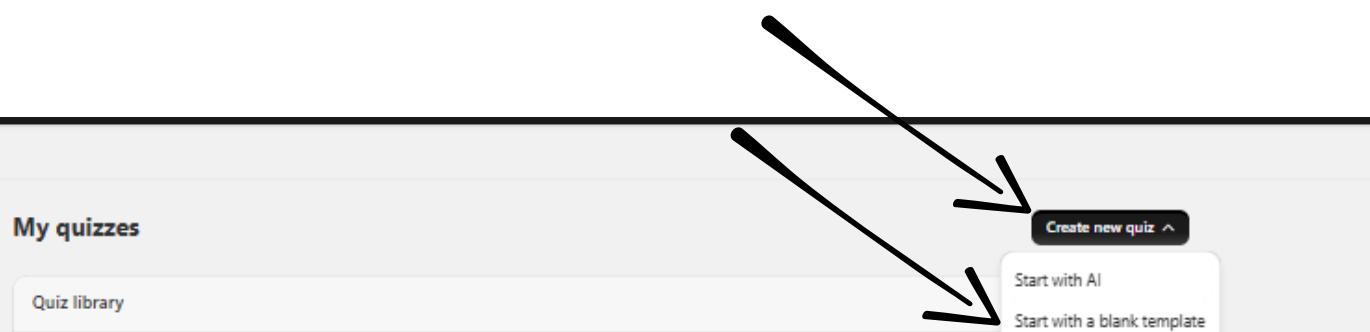
It's important to understand - you probably won't build the quiz again, so take the time to do it once, but do it properly.

Even if it takes a few hours, every small detail matters here.

## Step 1: Opening the Quiz App

- Open the quiz app inside your Shopify dashboard.
- Click Create a New Quiz and select START WITH A BLANK TEMPLATE.

*(There's also an AI option, but we highly recommend starting from scratch for better control and precision.)*



## Step 2: Crafting the Quiz Introduction

The introduction is what draws users in - make it compelling.

### Key Elements of a Strong Introduction

- Create Curiosity: Use exciting language that sparks interest.
- Add a Time Element: Urgency encourages clicks.
- Example: “Answer 3 quick questions in 30 seconds and find your perfect outfit!” Set Clear Expectations: Customers should know what they’ll get at the end.

### Example for a Fashion Brand

"Not sure which outfit fits your vibe? In just 30 seconds, we'll show you the 3 perfect pieces to upgrade your look!"

This ensures visitors know the quiz is fast, useful, and tailored to their needs - **creating curiosity and driving action.**

Answer 3 quick questions in 30 seconds and find your perfect outfit!

A personalized outfit designed just for you — in 30 seconds, Made by Stylists.

Start Quiz

## **Example for a Skincare Brand**

"Dealing with dry, oily, or combination skin? In just 30 seconds, we'll reveal the perfect skincare routine - tailored for your exact skin type!"

### **Why it works:**

The user instantly knows the quiz is custom-made for their unique needs.

It emphasizes speed and practicality.

The customer feels they're moments away from finding a solution.

## **Example for a Supplement Brand**

"Confused about which supplement fits your fitness goals? Answer 4 quick questions and get a customized plan to maximize your gains - 100% tailored to your body's needs!"

### **Why it works:**

- It makes the quiz feel like a professional consultation.
- The phrase "100% tailored" creates a sense of exclusivity and precision.

(By the way, in this kind of situation, you'll know exactly: how long they've been training, their level of knowledge, whether they're bulking or cutting, and what they want to focus on).

### **The Goal:**

Your introduction should make visitors feel like they're moments away from a tailored solution designed just for them. This psychological trigger makes them far more likely to engage with the quiz and trust the results.

# Step 3: Building the Quiz Questions

*This is where the real magic happens - asking the right questions is crucial.*

## Why Your Questions Matter

The power of a successful quiz lies in the quality of your questions. By asking the right questions, you achieve two vital goals:

**Gather Powerful Data:** Every answer reveals valuable insights about your customer. This data helps you understand their needs, desires, and pain points - giving you the ultimate advantage in marketing.

**Guide Users to the Perfect Product:** Each question should help you recommend the most accurate product possible. The better the match, the higher your conversion rates.

Just like in life... asking the right questions reveals everything you need to know.

## Key Principles for Crafting Powerful Quiz Questions

### Ask 3 Focused Questions:

Keep it short and effective. Overcomplicating the quiz will frustrate users and increase drop-off rates. 3 well-crafted questions are enough to gather solid data and provide a meaningful product recommendation.

### Use Multiple-Choice Questions:

This keeps the process simple for users while giving you structured, actionable data. Avoid open-ended questions that require too much effort from the user.

### Design Each Question to Serve a Purpose:

Each question should either:

Reveal valuable data about the customer's preferences or lifestyle.

Help guide them toward the most relevant product.

# Examples of Strategic Questions (by Niche)

## Fashion Brand

### **Q1: What's your body type?**

- Slim
- Athletic
- Broad/Bulky

### **Q2: What's your preferred fit?**

- Oversized
- Muscle Fit
- Regular/Classic Fit

### **Q3: Which occasion are you shopping for?**

- Everyday wear
- Gym & fitness
- Date night & social events

## **Why These Work:**

These questions reveal crucial insights: body shape, fashion preferences, and purpose - helping you recommend products that fit perfectly and match their style.

# Skincare Brand

## Q1: What's your skin type?

- Dry
- Oily
- Combination

## Q2: What's your main skincare goal?

- Reduce redness
- Improve hydration
- Minimize wrinkles

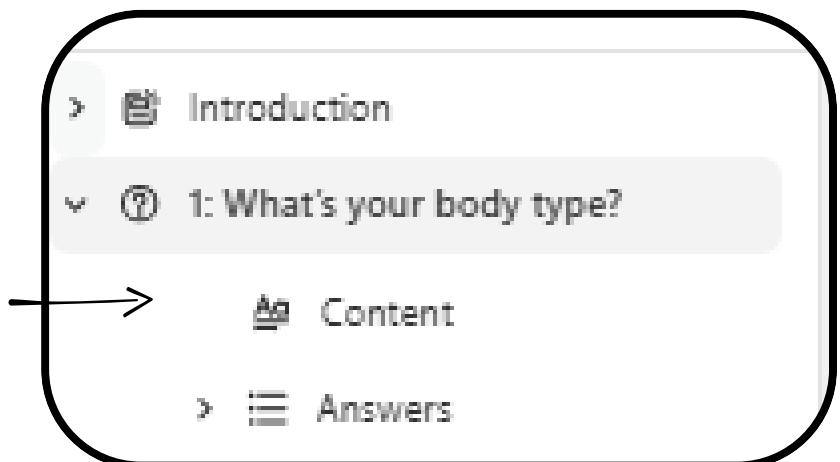
## Q3: How sensitive is your skin?

- Very sensitive
- Moderately sensitive
- Not sensitive at all

## Why These Work:

These questions identify the customer's skin type and their key concerns - ensuring your product recommendation feels personalized and effective.

Content is the question itself



# Fitness Supplement Brand

## Q1: What's your fitness goal?

- Build muscle
- Lose weight
- Improve endurance

## Q2: How often do you train?

- 2-3 times a week
- 4-5 times a week
- Daily

## Q3: What's your current challenge?

- Struggling with recovery
- Low energy levels
- Trouble building strength

## Why These Work:

These questions give you precise insights into their goals and struggles, allowing you to recommend supplements that align with their fitness journey.

## Pro Tip: Ask Questions That Reveal Emotional Triggers

The best questions don't just uncover facts - **they reveal desires, fears, and aspirations.**

### For example:

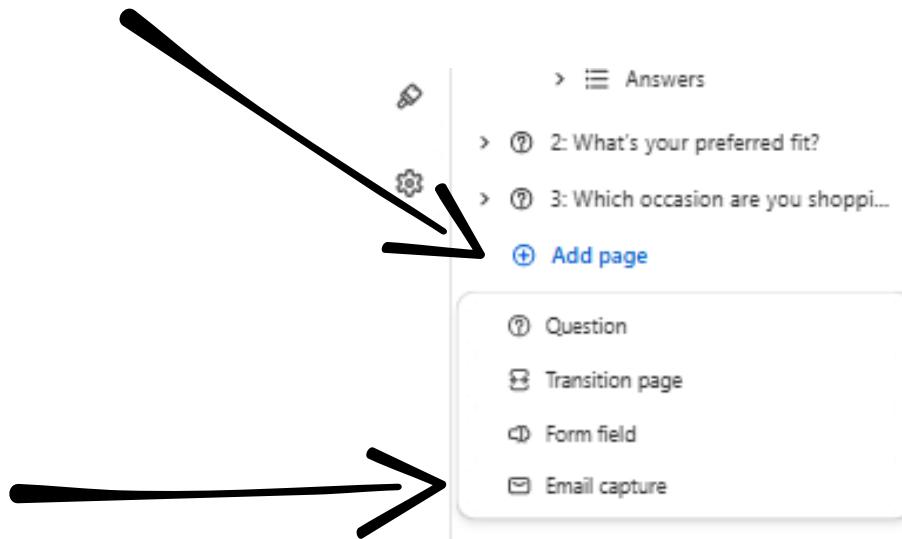
"What's your biggest frustration when choosing skincare products?"

"What's your dream look when wearing a new outfit?"

These emotional triggers are your **strongest sales weapons** - they help you craft marketing messages that speak directly to what your customer wants.

## Step 4: Email capture

At the end of the quiz, include an Email Capture Section - this is where you collect the user's email just before they receive their personalized results.



### Suggested Text for the Capture Page:

"Wow, we've found some amazing items just for you!" (Heading, 23px)

"You're just one step away from being amazed... After entering your email, we'll immediately send you the items we've tailored especially for you." (Subheading, 27px)

Disclaimer (Below the 'SUBMIT' Button) (Bottom text, 12px):

"By clicking the 'SUBMIT' button, I agree to receive marketing emails from \_\_\_\_\_ (Your Brand Name)." \_\_\_\_\_

4 of 4  
Wow, we've found some amazing items just for you!  
You're just one step away from being amazed... After entering your email, we'll immediately send you the items we've tailored especially for you.

Submit

By clicking the 'SUBMIT' button, I agree to receive marketing emails from Laser CRO.

# **Step 5: Use ChatGPT to Build Your Quiz Paths Efficiently**

Building quiz paths manually can be overwhelming, especially when you have multiple questions and outcomes. Instead, use ChatGPT to simplify the process and ensure no possible path is overlooked.

## **Step 1: Prepare Your Quiz Structure**

Before using ChatGPT, organize your quiz structure like this:

- List All Questions
- List All Possible Answers for Each Question

## **Step 2: Provide This Prompt to ChatGPT**

"I'm building a quiz with the following questions and answers:

**Q1: What's your body type?**

- Slim
- Athletic
- Broad/Bulky

**Q2: What's your preferred fit?**

- Oversized
- Muscle Fit
- Regular/Classic Fit

**Q3: Which occasion are you shopping for?**

- Everyday wear
- Gym & fitness
- Date night & social events

Please generate all possible paths and recommend suitable product types for each path. For example, if someone selects 'Slim,' 'Muscle Fit,' and 'Everyday wear,' suggest **muscle-fit t-shirts designed to enhance a slim body type for casual occasions.** Each path should have a clear, tailored product recommendation."

\*What's highlighted in red are the things you need to adjust according to your quiz.

# Example of a response from ChatGPT:

## **Path 1: Slim + Oversized + Everyday wear**

**Recommendation:** Loose-fit t-shirts, oversized hoodies, baggy jeans, and relaxed-fit jackets. Prioritize lightweight fabrics that drape nicely to avoid overwhelming a slim frame.

---

## **Path 2: Slim + Oversized + Gym & fitness**

**Recommendation:** Oversized gym t-shirts with moisture-wicking fabric, breathable joggers, and relaxed-fit tank tops for a comfortable yet stylish workout look.

---

## **Path 3: Slim + Oversized + Date night & social events**

**Recommendation:** Oversized graphic t-shirts, statement bomber jackets, and wide-leg pants to achieve a trendy street-style vibe that complements your frame.

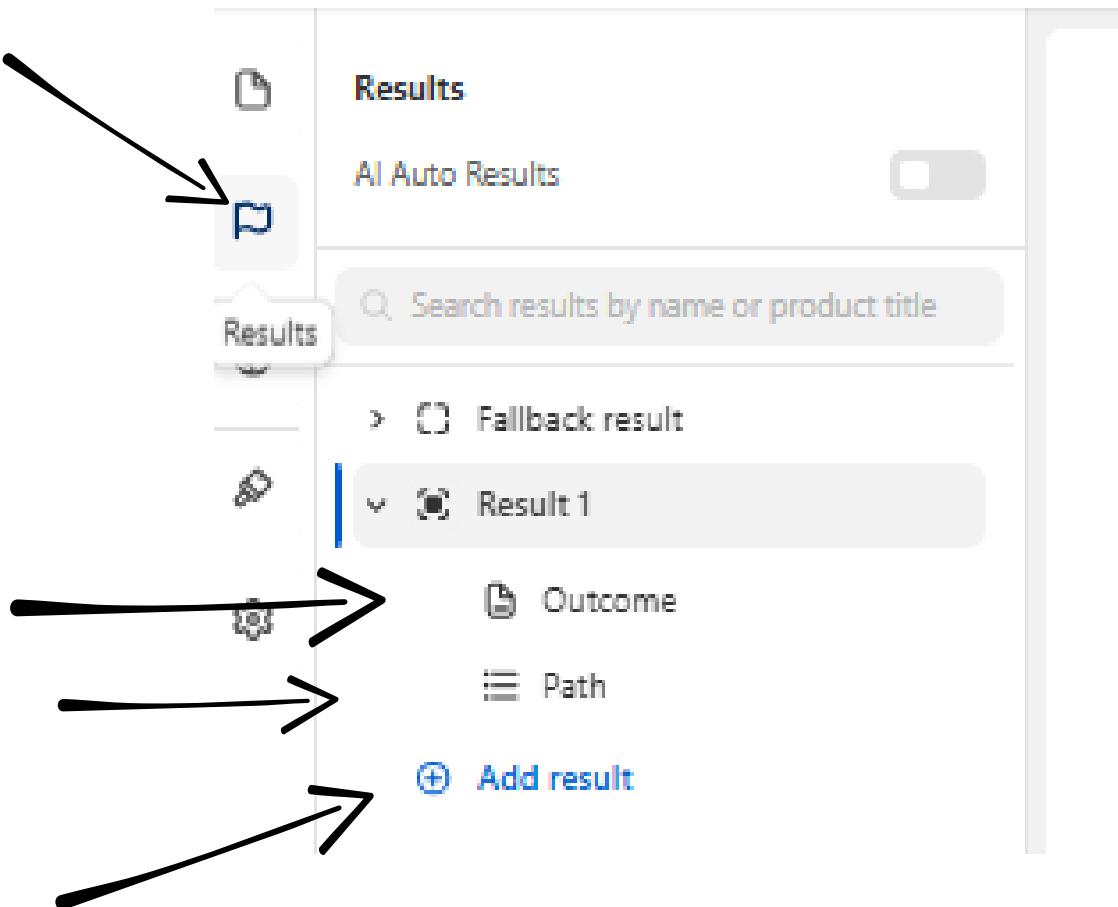
With 3 questions and 3 possible answers for each question, you'll end up with a total of **27 possible paths**.

If you add another question or increase to 4 options per question, the number of possible paths will grow significantly.

That's why we recommend sticking to **3 questions with 3 options each** - it's effective yet manageable.

## Step 6: Implement the Paths in Your Quiz Builder

In your quiz builder app, map each answer combination to the appropriate result page with its custom recommendations.



Click on the flag icon (RESULTS) - then click "Add result".

Outcome is the result the user will see, and Path is the sequence of answers they provide to reach that specific result.

For each PATH, select the corresponding answers for that specific question.

**Path**

What's your body type?

Choose an option

Slim

Athletic

Broad/Bulky

Any

---

What's your preferred fit?

Choose an option

---

Which occasion are you shopping for?

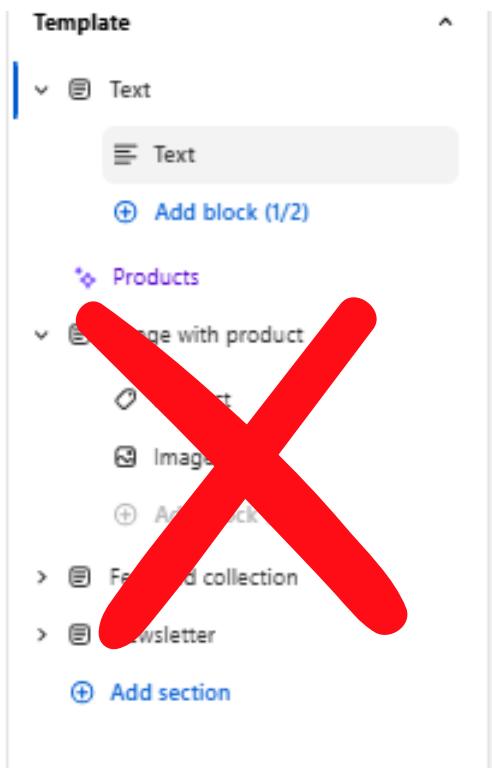
Choose an option

## Step 7: Quiz Results Page

This is the Outcome Page - the page the customer will see if they choose a specific PATH.

### How to Design a High-Converting Outcome Page:

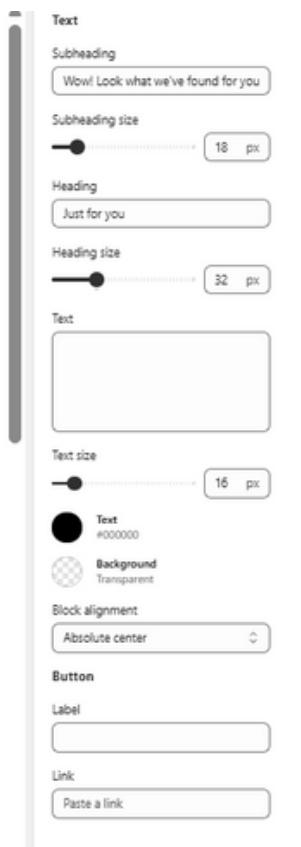
1. On the bottom left side, go to Template and delete everything except Text.



2. In the Text section, type exactly this:

Subheading: "Wow! Look what we've found for you..."

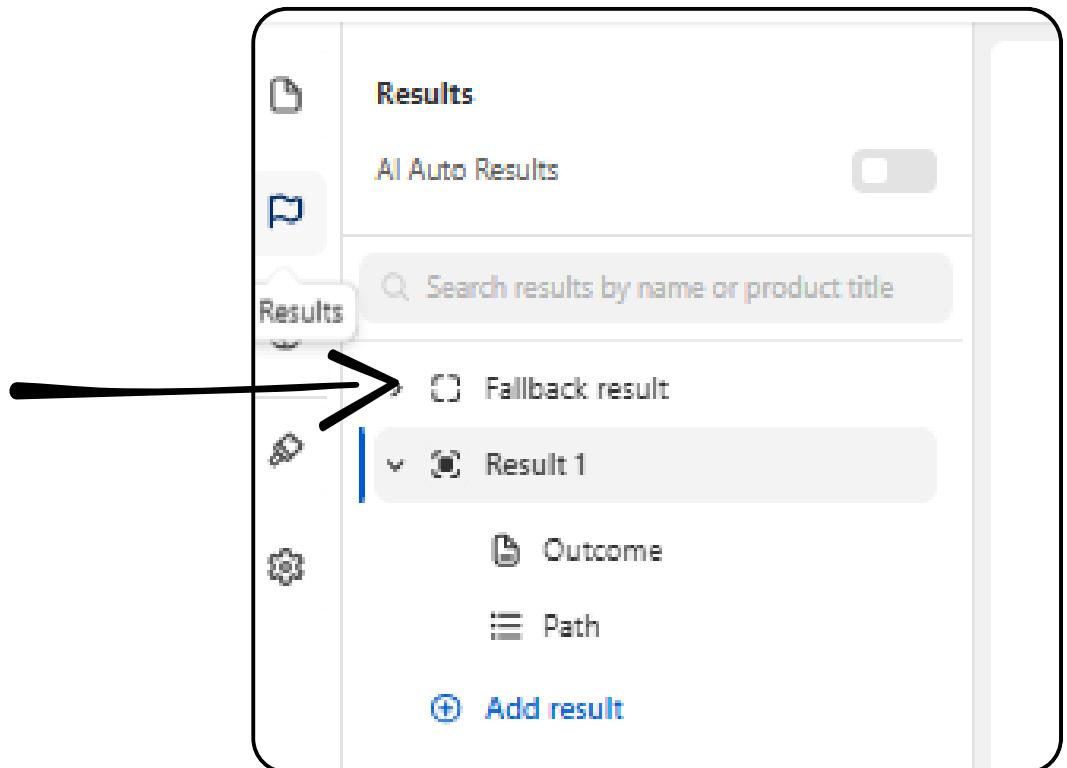
Heading: Just for you



On the right side, select the products you want the customer to see - based on their answers.

**Important:** Make sure the products are as accurately tailored to their responses as possible for maximum relevance!





**FALLBACK RESULT** is a page that appears if a user selects a PATH that doesn't exist.

If you're diligent about creating all possible paths, there should be no reason for a customer to end up on this page.

**In summary:** If you chose to provide 3 questions with 3 options for each question, you should end up with 27 possible results.

This means you'll have 27 outcomes, each with a unique **Path** and a different **Outcome** tailored to that path.

It's very important that the Outcome is as accurate as possible for the corresponding Path, specifically by ensuring the recommended products are tailored to that customer's responses.

*Part 4*

# **Email Marketing Integration & Automation**

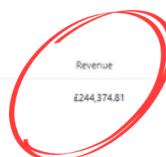
Your quiz has done its job - it engaged the customer, captured their data, and recommended the perfect product.

But without proper email marketing automation, **you're leaving huge revenue on the table.**

Email marketing is the ultimate money printer - it's low-cost marketing, a true conversion machine that maximizes every visitor's potential.

**This strategy generated us £244,374.81 in our children's shoe brand...**

Flow	Type	Status	Last updated	Revenue	Revenue per recipient
Finished Quiz without purchase Placed Order	✉️	Live	Feb 2, 7:08 PM	£244,374.81	£2.93



And it's what helped us reach nearly **7% conversion rate** on our website, with a **57% conversion rate from people who completed the quiz.**

With a powerful email marketing flow that you set up once - and that converts 70% of those who finish the quiz - you only need to push 10% of your site traffic into the quiz to achieve **7% website conversion rate.**

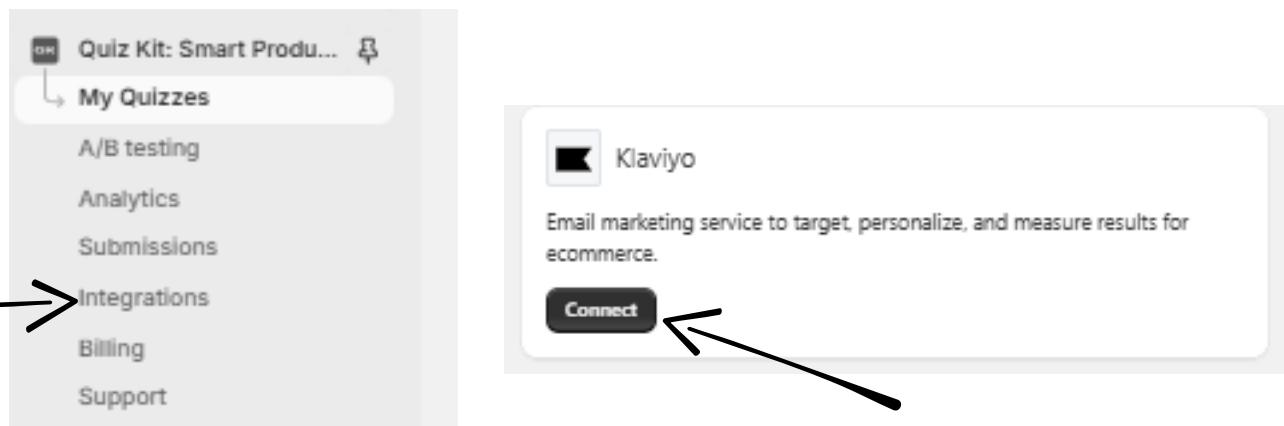
This is a one-time setup that works automatically - a conversion machine built on psychology and perfect copywriting.

This step is **critical** to your strategy.

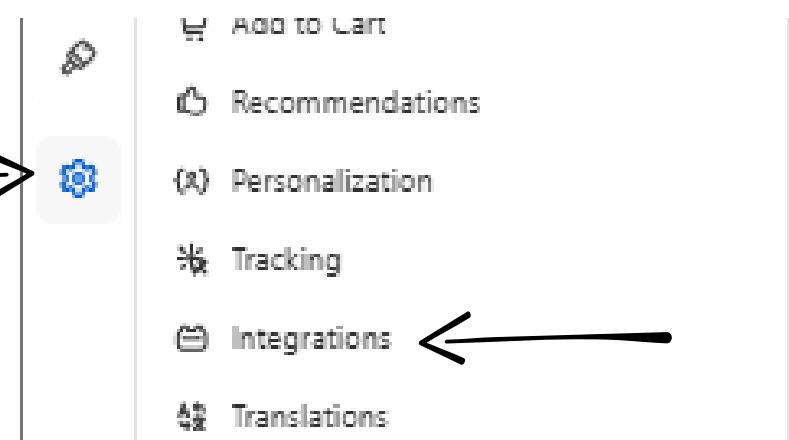
## Step 1: Email Integration

For this example, we'll use Klaviyo for integration:

- 1.Create a Klaviyo Account
- 2.In Klaviyo - Go to "audience" - "Lists and Segments" and create a new **list** called "Finished Quiz List"
3. go to your Quiz App: In the left sidebar, click "Integrations"



4. Click "Connect" on the Klaviyo option and connect your account
- 5.Then, go to the quiz you created, click the settings icon in the left sidebar
6. Under "Integrations", scroll down to Klaviyo



7. In the dropdown, select the "Finished Quiz List" you created

**Now, every user who completes the quiz will automatically be added to this list in Klaviyo.**

## Step 2: Building a Killer Email Flow

Pay attention - the key to a successful flow lies in segmentation and leveraging your most powerful weapon: **data**.

If you're a fashion brand,  
The real magic happens when you tailor your emails to match the preferences of each customer segment.

You'll want to divide your audience into groups - for example:

- People who love oversized styles
- People who prefer streetwear
- People who go for the muscle fit look
- People who favor the old money aesthetic

Then, create targeted email sequences that speak directly to each group's preferences.

These are advanced strategies that we reveal step by step in our other courses - and they are absolutely critical for success.

Since this isn't a full email marketing course and we don't want to overwhelm you, we have two services that will build you a high-converting email flow - designed to **convert 60-80%** of those who complete the quiz.

In addition, we teach you how to implement personalized marketing tailored specifically to those groups - across multiple platforms and almost for free. This way, we're not just relying on words to convert - we achieve insanely high conversion rates right from day one.

These services also include additional email marketing tactics to drive conversions almost for free.

## 1. Email Marketing:

This isn't "just email." It's the power of BI-level segmentation, fused with **AI on steroids**.

Smart flows that react to real behavior-built to bring people back at exactly the right moment.

If you're not using this system, you're simply not playing the game like the big brands.

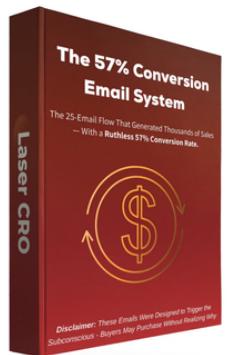


[LINK](#)

## 2. The 57% Conversion Email System

A direct copy-paste system refined over years.

Hundreds of A/B tests, thousands of emails, sharpened down to the flows that convert like machines. Plug it in-watch it **print**.



[LINK](#)

These exact emails generate most of the revenue in stores using them.

If you're building a real system-these two are non-negotiable.

You've already opened the front door. Now it's time to build the back end that makes the money.

*Part 5*

# **Quiz Placement Strategy**

# **Step 5: Quiz Placement Strategy - Choosing the Right Spot for Maximum Impact**

Your quiz is a powerful tool - but its effectiveness depends heavily on where you place it on your website.

When it comes to quiz placement, there are two proven strategies that consistently deliver results. Each has its strengths, and the right choice depends on your niche, audience behavior, and marketing approach.

## **Option 1: Embed the Quiz on Product Pages & Homepage**

Ideal for stores where visitors are already exploring products but need extra guidance to choose.

Best for brands that want the quiz to feel like a natural part of the shopping experience.

### **How to Do It:**

Add the quiz to key product pages - ideally below the Add to Cart button.

Add it prominently on your homepage to engage visitors who aren't sure where to start.

### **Example:**

In our children's footwear store, we embedded the quiz:

On the homepage - to capture visitors browsing casually.

On product pages - to help customers struggling to choose between multiple styles.

## **Option 2: Create a Dedicated Quiz Landing Page (Recommended for Cold Traffic)**

Perfect for stores that want to market the quiz as the main attraction.  
Extremely effective for paid ads, especially on Meta, TikTok, or Google Ads.  
Ideal for brands with highly personalized products that require deeper customer insights.

### **How to Do It:**

Create a dedicated landing page titled something like:  
“Find Your Perfect [Product] in 30 Seconds!”

Run ads that promote the quiz itself - not a product.  
Focus your messaging on the quiz’s value: “Get a personalized solution in seconds!”

### **Example:**

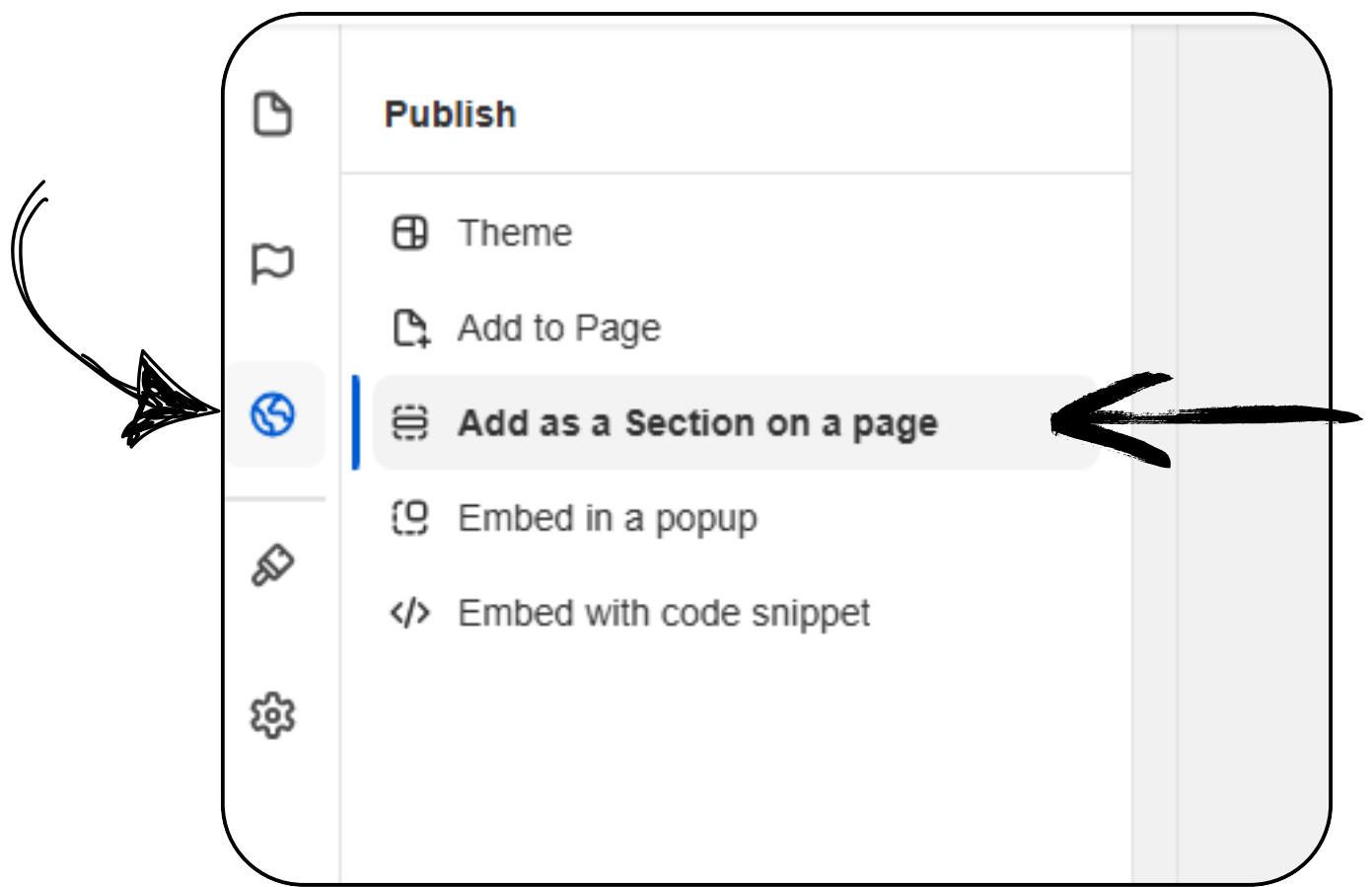
In a beauty brand case study, they ran paid ads directly to a quiz landing page:  
“Not sure which skincare routine is best for you? Answer 3 quick questions and discover your perfect match!”

## **Which Strategy is Right for You?**

If your products are easy to compare (e.g., clothing, accessories) → Embed on product pages + homepage.

If your products are personalized or require customer insights (e.g., beauty, skincare, supplements) → Create a dedicated landing page and promote it with ads.

# Getting the Quiz Installed



### Add as a Section on a page

#### Online Store 2.0 themes

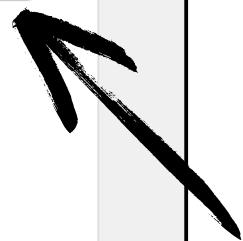
#### Vintage themes

1. Copy the code below
2. Navigate to Online Store > Themes > Customize
3. Within the Theme Editor, click "Add section"
4. Search for the "Quiz" and click on it
5. Paste the quiz key into "Quiz key" field and re-order the section if needed
6. Save and view the updates

[Add to the Home page](#)

[!\[\]\(beadafdc0beb7d8dd0a09f518e768281\_img.jpg\) Watch tutorial](#)

 [Copy](#)



# Copy the code & do the 6 steps.

*Part 6*

# **CASE STUDY: IL MAKIAGE**

# Case Study:

## How IL MAKIAGE Used Quiz Strategy to Become a Beauty Giant

EARNINGS

IL Makiage owner Oddity bucks the beauty slump with record sales

BY EMILY JENSEN • FEB 26, 2025



IL makiage - from a losing company to **a billion-dollar brand.**

### Before the Quiz: A Brand with a Problem

IL MAKIAGE entered the beauty space with bold branding and a massive marketing budget - but something was off.

Despite high-quality products and aggressive advertising, But still, the company was **losing tens of millions of dollars a year.**

The beauty market is emotional and crowded. Generic product pages just didn't cut it.

Customers were overwhelmed with choices and unsure what was right for them. And if there's one thing beauty shoppers hate - it's choosing the wrong foundation.

# The Turning Point: A Personalized Quiz That Changed Everything

The brand launched an ultra-detailed quiz funnel.  
But this wasn't just about collecting leads.

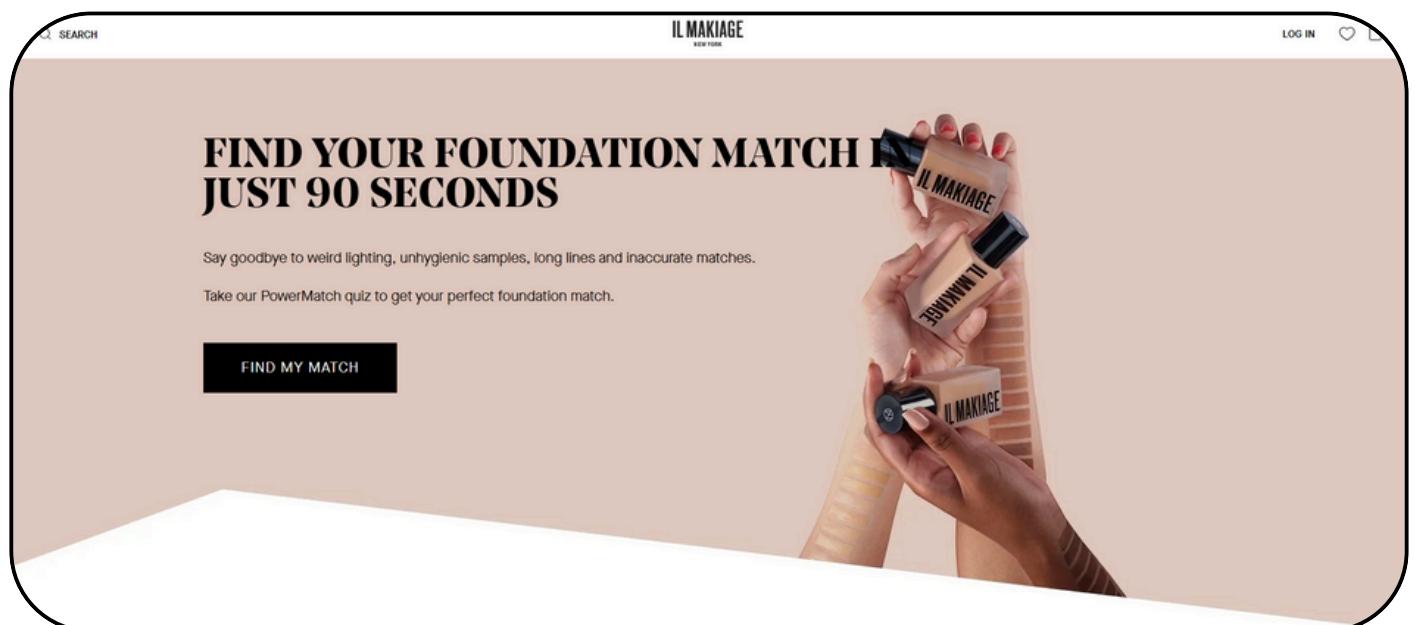
It was a guided consultation, disguised as a quiz - helping users find the exact foundation formula, texture, tone, and routine for their unique skin.

Instead of pushing users to browse dozens of products, the brand **flipped the script:**

"Let us figure out your skin - and we'll match you with the only product you'll need."

That single move transformed everything.

They scaled to over \$500M - and the quiz funnel was at the center of it all.



The quiz page. Customers think it's just a helpful little tool, but in reality, it's a **well-oiled machine for data and conversions.**

# **They did Exactly what we taught you...**

collected data, gave the customer a precise recommendation, and from that moment on (forever)...

they emailed and targeted her based **only** on her specific problem (for example - thin lips).

When a woman with thin lips receives emails, SMS, and Meta ads only for a lipstick that enhances and plumps her lips - she'll feel like the product was **made just for her**. Like it's exactly what she needed.

That's when the chance she'll buy skyrockets - 10x higher.

And on top of that?

They now have all her info, with full consent:

Email, SMS, name - everything they need.

**LINK TO IL MAKIAGE QUIZ**

# What Can You Learn from Their Strategy?

## 1. They Drive Traffic Straight to the Quiz

IL MAKIAGE markets the quiz page directly - not product pages.

### Why?

Because in a niche like beauty, value comes from diagnosis. Customers want clarity. Confidence. **A solution tailored to them.**

So instead of showing them products and asking them to guess, IL MAKIAGE gives them answers - first.

If your niche is emotional or based on preference (skincare, haircare, etc.), this strategy is game-changing.

## 2. Extreme Depth in Data Collection

IL MAKIAGE isn't afraid to go deep.

We're talking 10+ questions, each one collecting priceless data:

- Exact skin tone (and undertone)
- Skin type (oily, dry, sensitive, combo...)
- Skincare routine
- Preferred finish and texture
- Previous issues with makeup
- Lifestyle and environmental factors

They build a customer profile so detailed, it's better than most in-store consultations. This allows them to:

- Match the right product
- Trigger personalized email flows
- Create retargeting segments based on skin type
- Recommend cross-sells and bundles with laser precision

**LINK TO IL MAKIAGE QUIZ**



## LET'S GET STARTED!

Get your perfect foundation by answering a few quick questions.

Our PowerMatch algorithm will do the rest.

START THE QUIZ

We've got 50 shades, let's find yours.

Which one of these is closest to your skin tone?



FAIR-LIGHT



LIGHT



MEDIUM



TAN



TAN-DEEP



DEEP



DEEP-DARK

After you've made your choice, they refine it even further and show you more options in that exact style... Because data is everything.

Love it. Let's get a bit more precise.

Which one of these most resembles your skin tone?



I



II



III



IV

Back

Next

We highly recommend going through their quiz and analyzing **every single detail**. A strategy like this - when executed properly - can change everything for your brand.

# How You Can Apply This - In Any Niche

Let's say you don't sell makeup - what can you take from this?

**Simple:** You don't need to copy the questions.

You need to copy the thinking.

## Every quiz should:

- Dig deep on the most critical differentiators in your niche
- Collect the exact data needed to make the right recommendation
- Feel valuable and professional - not just a lead grab

## Examples:

- If you sell men's watches → Ask about age, style preference (e.g. luxury vs sporty), wrist size, occasion (daily or formal)
- If you sell skincare → Ask about skin goals, past product struggles, sensitivity, and budget
- If you sell shoes → Ask about fit issues, use case (running? casual?), and preferred material

Think about how you can turn confusion into confidence - that's the magic of IL MAKIAGE's quiz.

**LINK TO IL MAKIAGE QUIZ**

# More Examples

Bobbie

[View quiz](#)



Johnny Slicks

[View quiz](#)



Bobbie

[View quiz](#)



Ouai

[View quiz](#)



## *Part 7*

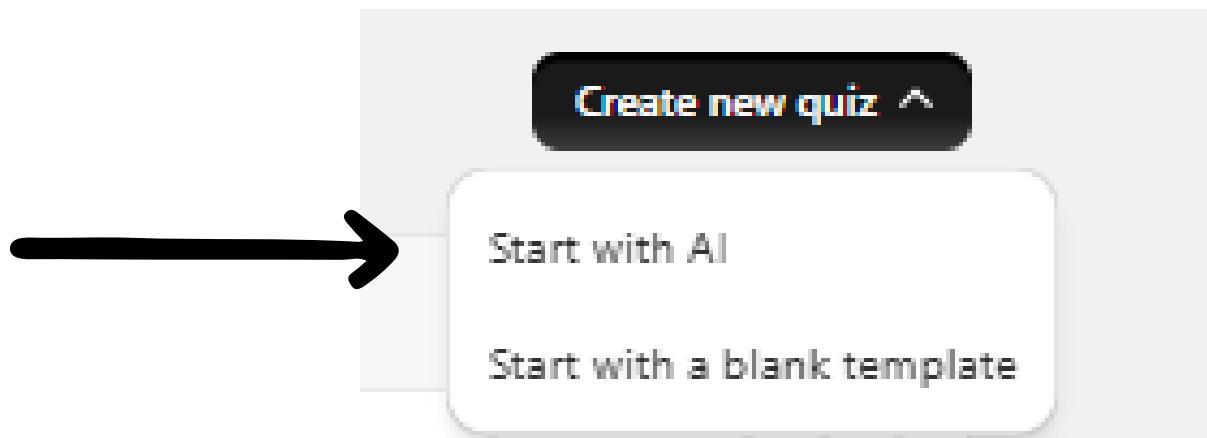
# **BONUS**

Create a quiz with AI, and combine it with A/B testing to choose the top performer.

# 1. Create a Quiz with AI

There's also an option to create the quiz directly using AI.

To do so, click on “Create New Quiz” and then select “Start with AI.”



Next, choose the result options.

We recommend selecting your best-performing products - **the more, the better.**

A screenshot of a dark-themed interface titled "Quiz Kit". At the top, there are three tabs: "Results" (underlined in purple), "Questions", and "Design". Below the tabs, the main section is titled "Select products for your quiz" with the sub-instruction: "AI will use your selection to build out a targeted quiz and map out your recommendations." Underneath, there is a section titled "Choose a product source" with two options: "Collection" (selected) and "Best Sellers". To the right of these, there are buttons for "Select a collection" and "Auto-select your top 30 best sellers". At the bottom, there is a button for "Select up to 100 products". At the very bottom right, there is a "Save and continue" button.

Now, carefully edit the questions and answers generated by the AI. It's crucial to pay attention to the small details we mentioned throughout the course - **data is power!**

And don't forget to take inspiration from Il Makiage.

The screenshot shows the 'Quiz Kit' interface with the 'Questions' tab selected. The title 'Review your quiz' is at the top, followed by a note: 'Add, remove, or edit your AI generated quiz question and answers. Changes can be made later using the quiz editor.' Below this are four questions:

- 1. What aspect of your store needs the biggest improvement?**  
Sales Conversion      Marketing Techniques  
Design Framework      Copywriting Skills
- 2. How do you prefer to target your audience?**  
Laser Precision      High-Level Strategy  
Social Proof      Heat Maps
- 3. What marketing tool do you rely on the most?**  
Email Marketing      A/B Testing  
Creatives and Ads      SEO Optimisation
- 4. How do you feel about experimenting with quizzes in your strategy?**  
Yes, excited to try!      Maybe, if it helps conversions  
No, quizzes aren't my thing      Only if data supports it

At the bottom are buttons for '←', 'Regenerate', and 'Save and continue'.

Choose the design - we recommend going with a clean, fun template that feels a bit different from the rest of your site, but still sticks to your brand's color palette.



The screenshot shows the 'Quiz Kit' interface with the 'Design' tab selected. The title 'Style your quiz' is at the top, with a note: 'Inherit style to match your theme or pick from a variety of predesigned styles. Your selection will be fully customizable in the quiz editor.' Below this is a question card:

1 of 4  
**WHAT ASPECT OF YOUR STORE NEEDS THE BIGGEST IMPROVEMENT?**

Sales Conversion       Marketing Techniques  
 Design Framework       Copywriting Skills

← Back      Next →

On the right, there are three style preview cards, each with a heading and body text, and a red circle highlights the second one. At the bottom right is a 'Save and continue' button.

## 2. A/B Test - Manual Vs AI

To take everything to the next level, we recommend running an A/B test between the quiz you built manually and the one generated by AI.

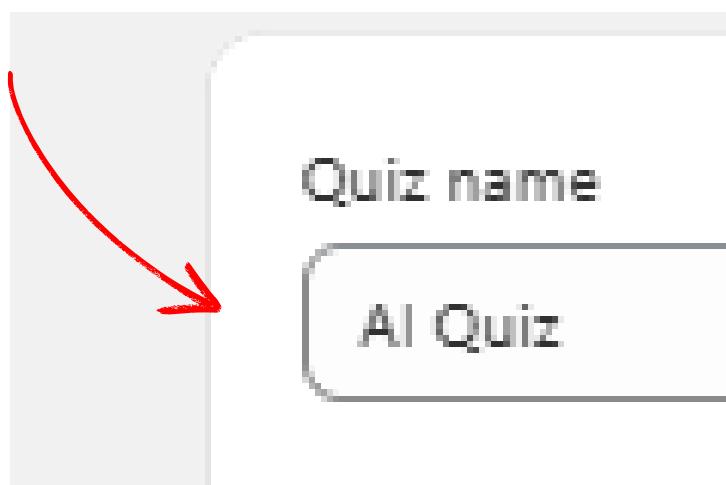
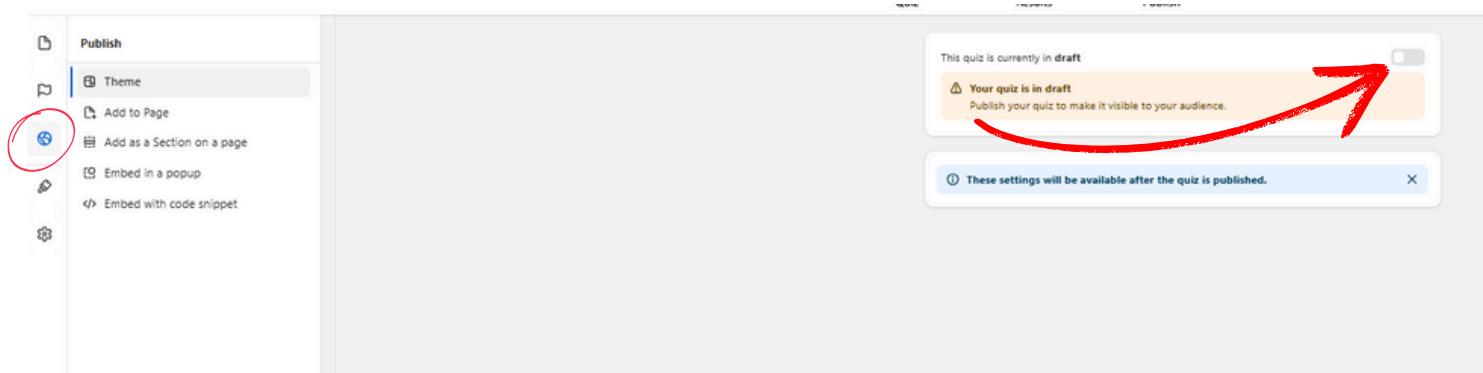
This is optional, but it's important to know this option exists.

The main metrics we'll want to test are:

- Completion rate (after the email capture)

### How to do it:

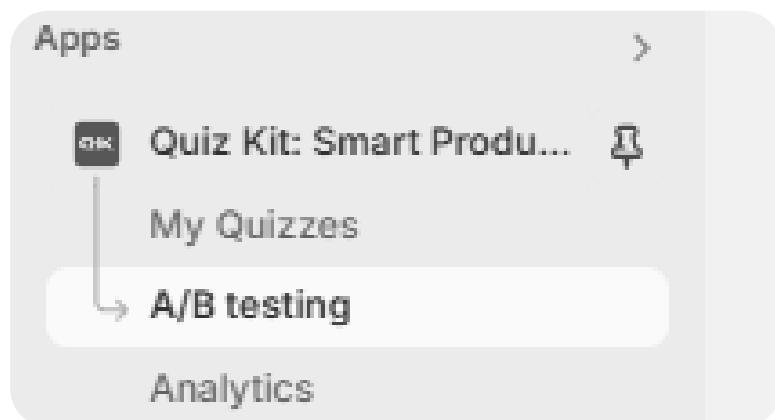
Start by publishing the quiz that was generated by AI.



# Next step:

From the main dashboard, click on A/B Testing, then click Create New Test. Name the test Manual vs AI, and select the two quizzes you want to compare.

Click Create, and from that point on - 50% of visitors who enter the quiz on your site will be shown one version, and the other 50% will see the other version. This allows you to accurately test which quiz performs better.



A screenshot of the 'A/B testing' creation screen. The title is 'A/B testing' and the subtitle is 'Compare Quizzes and choose the most popular!'. There is a table with columns: Status, Name, Quizzes, and Actions. A new test is listed with the name 'Manual Vs AI' and a status of 'New'. A red circle highlights the 'Name' column for the first row. Another red circle highlights the 'Quizzes' column, which contains a dropdown menu with the placeholder 'Select 2 quizzes'. A 'Create' button is visible on the right side of the table.

We recommend testing with **at least 200 total quiz entries** (combined) before declaring a winner.

# The Quiz Funnel Strategy - Course Summary

If you've made it this far, you now understand that the Quiz Funnel Strategy is far more than just a trendy tactic - it's a powerful conversion machine used by some of the biggest brands in the world.

When executed **correctly**, it can **skyrocket** your sales, improve customer insights, and turn casual visitors into loyal buyers.

In eCommerce, precision is everything. One powerful email can dramatically boost your results. Every detail - no matter how small - can make a huge impact.

## Think about this...

If your store gets 300 visitors a day and your conversion rate jumps from 2% to 3%, that's 3 extra sales per day. Assuming your profit per order is around \$70, that's an extra \$210 daily - or \$6,300 per month - all from small adjustments.

This is why mastering the details is critical. A better quiz, sharper emails, smarter placement - every improvement adds up.

**Push for excellence**, focus on the fine points, and watch your profits multiply.

We wish you to print money,  
we hope you print money,  
**YOU WILL PRINT MONEY.**

# Before you move on-this part matters. A lot.

The quiz is just the beginning.

What you do after the quiz determines whether you make a sale-or waste a golden lead.

Two courses we strongly recommend if you're serious about turning quiz traffic into profit:

## 1. Email Marketing:

This isn't "just email." It's the power of BI-level segmentation, fused with **AI on steroids**.

Smart flows that react to real behavior-built to bring people back at exactly the right moment.

If you're not using this system, you're simply not playing the game like the big brands.

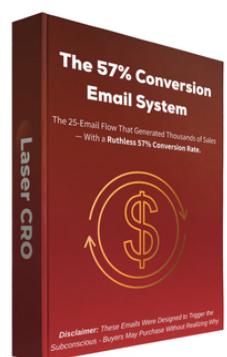


[LINK](#)

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[LINK](#)

These exact emails generate most of the revenue in stores using them.

If you're building a real system-these two are non-negotiable. You've already opened the front door. Now it's time to build the back end that makes the money.