

The Quiz Tactic – FAQ

After launching The Quiz Tactic, we got bombarded with questions from store owners like you. Some were basic. Others were brilliant. But all of them were real, raw, and practical.

So we answered them.

This PDF contains the 44 most common, most valuable, and most honest answers we give to private clients. No fluff. No theory.

Just real help from years of building high-converting quizzes that drive eCommerce revenue.

Good luck,

Quantum Scale.

1. How many questions should my quiz include?

4 to 7. Less than 3 feels weak, more than 8 feels like homework. Always aim for momentum.

2. What if my store only sells one product?

Perfect. Create a quiz that justifies that product. Example: "Which focus type are you?" - result: "That's why this supplement is built for you."

3. Should I ask for an email before showing results?

Yes. It increases opt-ins by 3x. But give a teaser result first. "You're 1 click away from your personalized match."

4. Where should I put the quiz?

Homepage banner, top navigation, AND in your product pages. Also use it as a lead magnet in ads.

5. Can I run a quiz if I don't have many products?

Yes. You're not pretending to be Amazon. You're creating the illusion of personalization, even with 1-3 options.

6. Should my quiz be fun or serious?

Depends on your brand. Humor works better in fashion/lifestyle. Clarity works better in wellness/performance.

7. How do I write the questions?

Like a human. Use casual tone, emojis if needed. Don't ask: "What is your pain point?" Ask: "What annoys you most about X?"

8. What if I'm not sure what to ask?

Start with 3 categories:

- Preferences ("What's your ideal X?")
- Behaviors ("How often do you use...?")
- Identity ("Which best describes you?")

9. Should I create different landing pages for each result?

Yes. Personalization is everything. Reuse the same product page if needed, but change the copy/image/angle.

10. Can I skip writing results and just redirect to product pages?

Only if you're desperate. Conversion drops 30-40% without a meaningful result summary.

11. How do I connect the quiz to Klaviyo or email flows?

[Check this.](#)

12. Should I include images in the quiz?

Yes, where relevant. It boosts engagement, especially for product-style questions.

13. Can this work for B2B products?

Yes, but frame it as "assessment" or "calculator" instead of "quiz."

14. How do I measure if my quiz works?

Track: completion rate, opt-in rate, CTR to product pages, CVR from quiz traffic.

15. What tools should I use to build the quiz?

[THIS TOOL.](#)

16. How do I promote the quiz?

- Paid ads: lead magnet
- Organic: highlight in IG bio, pinned story
- Email: to cold + warm list
- Exit popups on site

17. Can I retarget based on quiz answers?

Yes. [Check this.](#)

18. Can I offer a discount after the quiz?

Yes, but don't overdo it. Make it feel personalized: "Your style? Yours. And here's 10% off to make it official."

19. How do I avoid high bounce rates?

Mobile-first design, no long intros, and start the quiz within 1 click.

20. Should I use humor in the result titles?

If your brand tone fits, yes. Example: "You're a cozy beast" for loungewear brand.

21. Should I translate the quiz for international markets?

No need - if your audience is used to buying in English. Most international shoppers are comfortable navigating in English, especially in niches like fashion, tech, or supplements. Prioritize clarity and simplicity over translation.

22. How do I track ROI from quiz users?

Use UTM tags in quiz redirects and set up post-purchase flows in Klaviyo to track attribution.

23. How long should the result page be?

1 screen scroll max. Short, punchy, and straight to the product recommendation with visual proof.

24. Can I use AI tools to help write the quiz?

Absolutely. Use ChatGPT to generate tone variations, question ideas, and even result blurbs. Just humanize the final version.

25. What should the quiz button CTA say?

Avoid "Start Quiz." Try: "Find Your Match", "Get Your Routine", "Reveal My Type."

26. Should I change the quiz by season or promotion?

Yes. Adjust framing and results around big events (Black Friday, Valentine's, Summer). Feels fresh.

27. What if my results are too generic?

Add emotion. Name the result type. Example: "The Calm Crusher" instead of "Type A."

28. Can I link to reviews in the result page?

Yes! Social proof boosts trust. Link to relevant testimonials or embed review stars.

29. Can I use the quiz data for email flows?

Yes. Trigger email automations based on quiz outcomes, preferences, objections, or goals.

30. How do I handle users who don't finish the quiz?

Capture email as early as possible, then send reminder flows. Or retarget them with dynamic ads.

31. Should I show progress bars?

Yes. It increases completion rate. Make sure it moves smoothly and doesn't reveal exact question count.

32. Should I collect name/gender/location in the quiz?

Only if it's directly relevant to the offer. Don't add friction just to "know more."

33. Can I run this with low traffic?

Yes. Even 50-100 visitors/day can yield big insights and a few high-LTV conversions.

34. Should the quiz match my brand design?

Yes. Keep fonts, colors, tone aligned so it feels native, not like a separate tool.

35. Should I A/B test quizzes?

Test titles, CTAs, and question orders. But don't over-optimize too early. Get traffic first.

36. How do I deal with users who don't trust quizzes?

Show proof. Testimonials like: "I didn't believe it, but this quiz nailed me."

37. Can I use quiz answers to improve product development?

Yes. Tag answers and look for patterns. Real-time market research.

38. Should I use a personality framework (e.g., MBTI)?

Only if relevant. Use simplified archetypes - fun labels work better than scientific models.

39. What if the product recommendation is the same for everyone?

Frame it differently. Same product, 4 different angles. People want to feel seen.

40. Can I combine quiz with a giveaway?

Yes. Example: "Take the quiz to enter our monthly draw for a free _____."

41. Should I pre-load answers to guide the user?

Sometimes. Example: "How do you feel when ____?" with answers steering toward pain points.

42. Can I use video in the quiz?

You don't need to. Unless you're selling a highly visual or premium product, a fast, clean quiz with no video often performs better. If you do use video, keep it under 10 seconds and only if it loads instantly.

43. What do I do after they complete the quiz?

[Check this](#)

44. Should I mention the quiz in product pages?

Yes. Add a line: "Not sure if this is right for you? Take the quiz." It boosts confidence.

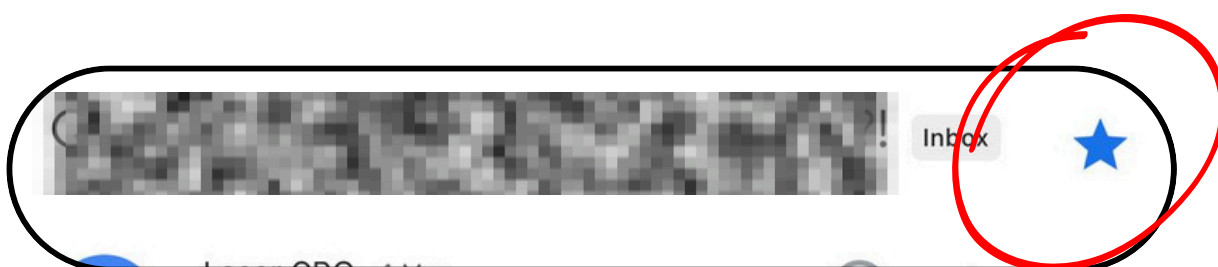
We hope this guide gave you clarity, confidence, and real power to build a quiz that sells.

But beyond tactics, we wanted to build something deeper with you - trust. A real connection.

We're here to help you win. And we'll keep showing up with crazy value in your inbox - tools, strategies, ideas that can boost your revenue in real-time.

By the way - we'll be sending you tons of real knowledge via email. Not hype. Actual tactics, tools, and insights that could easily be worth thousands of pounds to your business.

To make sure you don't miss anything (and we've got **big surprises coming**), just hit that **little star on our emails**. That way you'll get notified when we drop something game-changing.



Your growth deserves to stay in your main inbox.
We want to earn a place in your business journey.

Let's build something big together.

The Quantum Scale Team