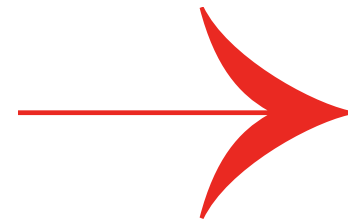


Forbes

UPDATED: December 20, 2024

Interactive Quiz

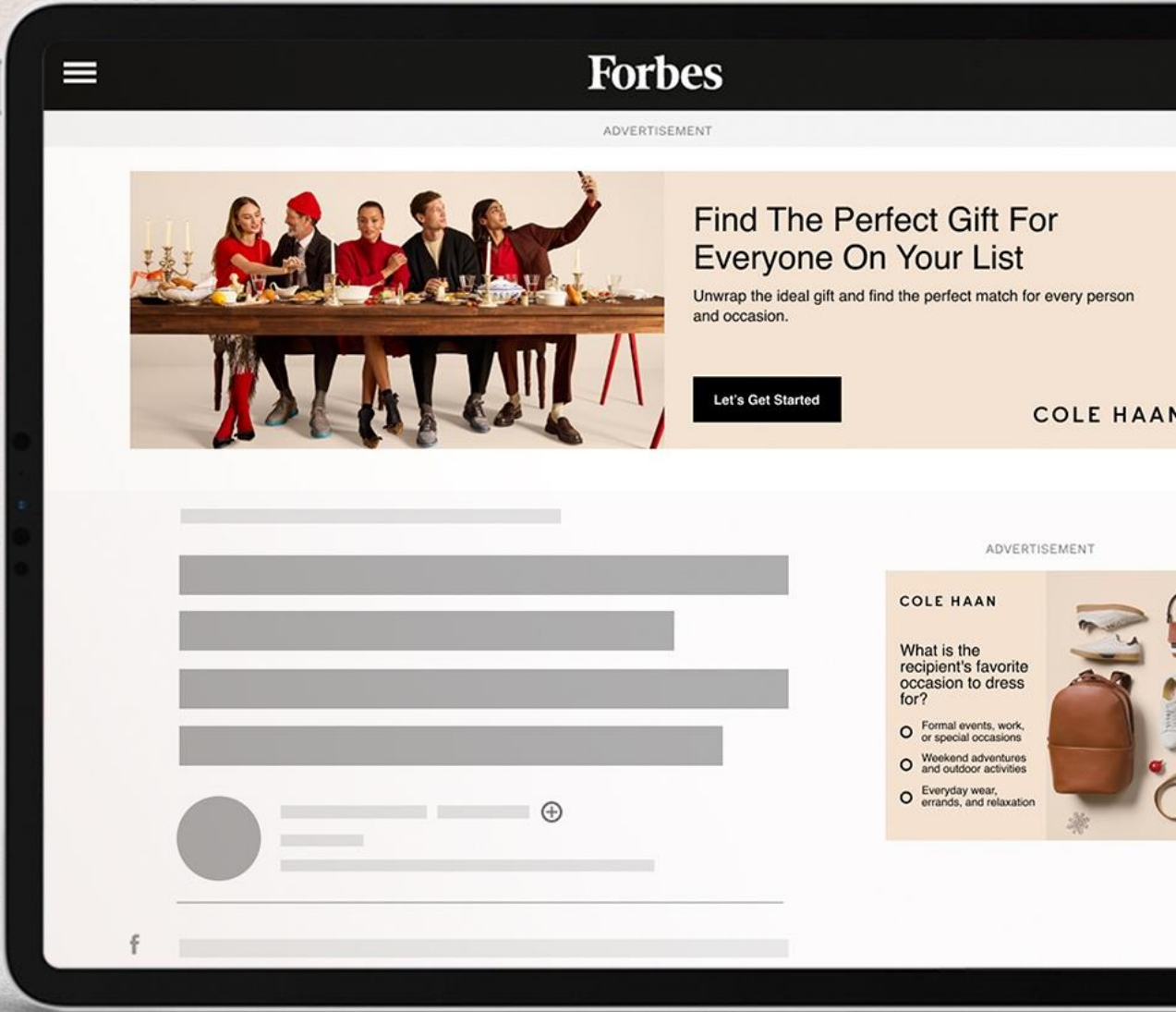
Product Specification Deck



Unit Overview

The Interactive Quiz is the ideal format for clients looking to deliver a unique experience, engaging readers through a branded questionnaire that delivers customized results for each viewer.

This unit consists of a branded multiple-choice quiz in which users are able to walk through various themed questions that will generate tailored results based on their choices. A final end card with additional messaging and a call-to-action provides a lasting impression and clear direction on next steps for the user.



Deliverables (1 of 2)

Brand Creative

Logo: High resolution .png, .eps or .svg

Logo placements are fixed in the positions seen in the unit wireframe.

Colors: 1 background color, 1 CTA button color HEX code

Intro Frame

Headline: Max. 100 characters (incl. spaces)

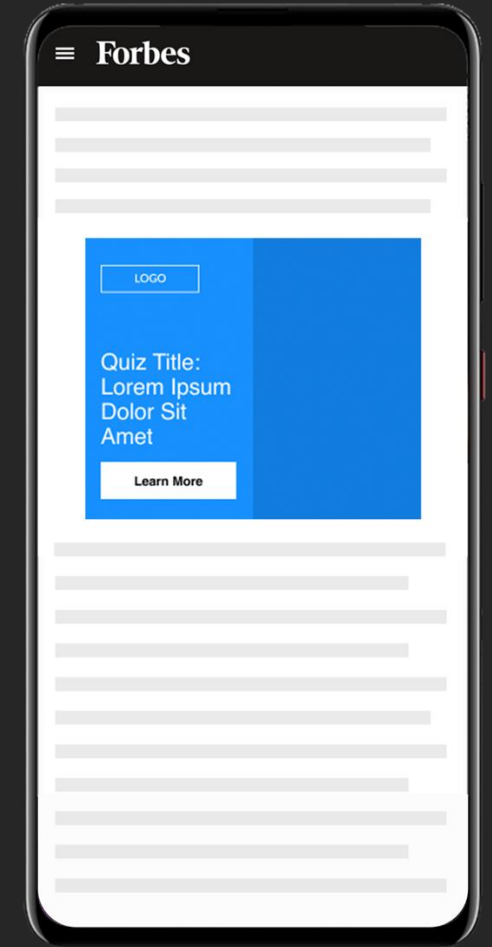
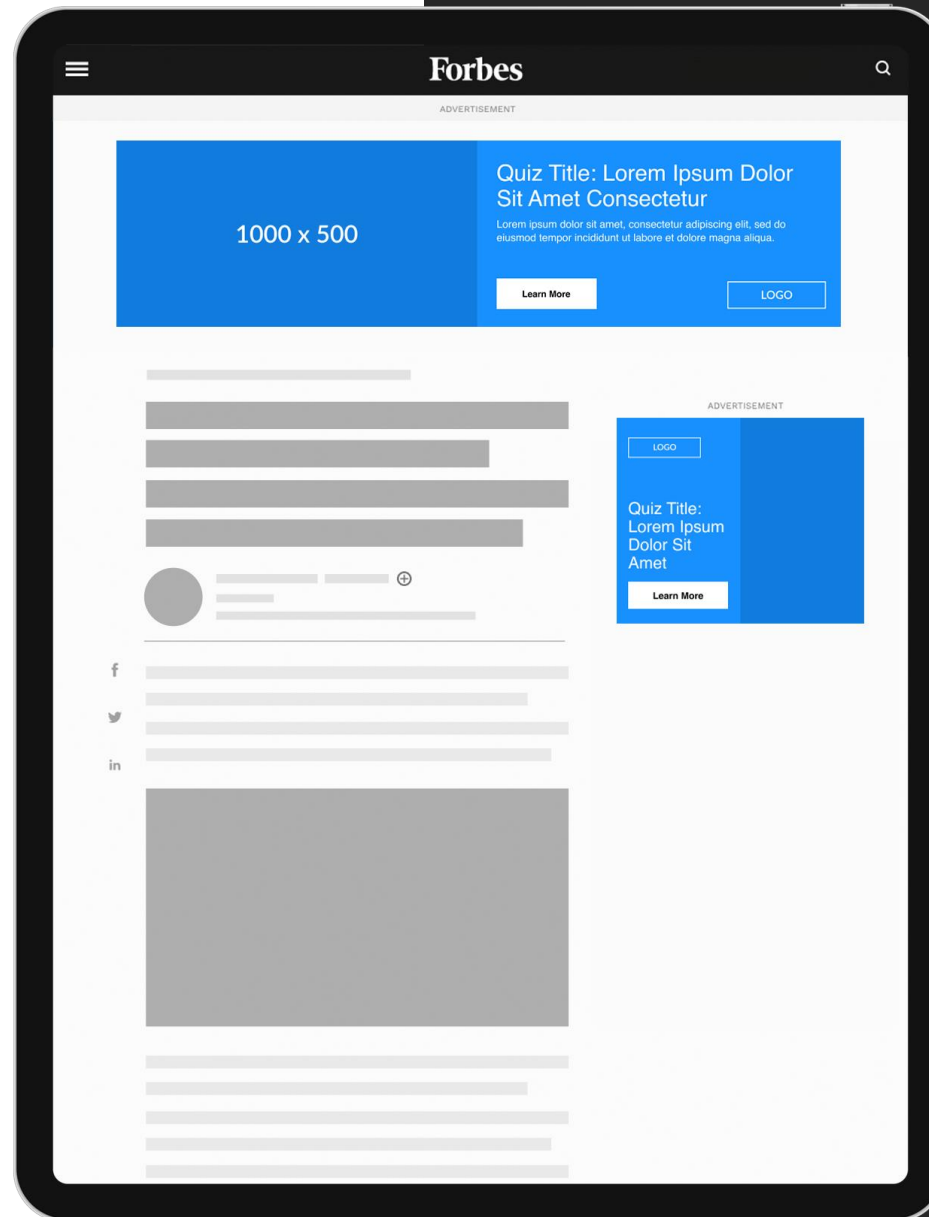
Subheadline: Max. 450 characters (incl. spaces)

CTA: Max. 20 characters (incl. spaces)

Image: 1000x500 .jpg or PSD (1 image)

Image will appear in full on desktop. Image will crop based on the safe-zones of the other placements.

Click Through URL



Deliverables (2 of 2)

Question Frame (Max. 3 frames):

Question Headline: Max. 100 characters (incl. spaces)

Answer (Max. 3 answers): Max. 450 characters each (incl. spaces)

Image: 1000x500 .jpg or PSD (1 image per frame)
Image will appear in full on desktop. Image will crop based on the safe-zones of the other placements.

End Result (Max. 3 frames):

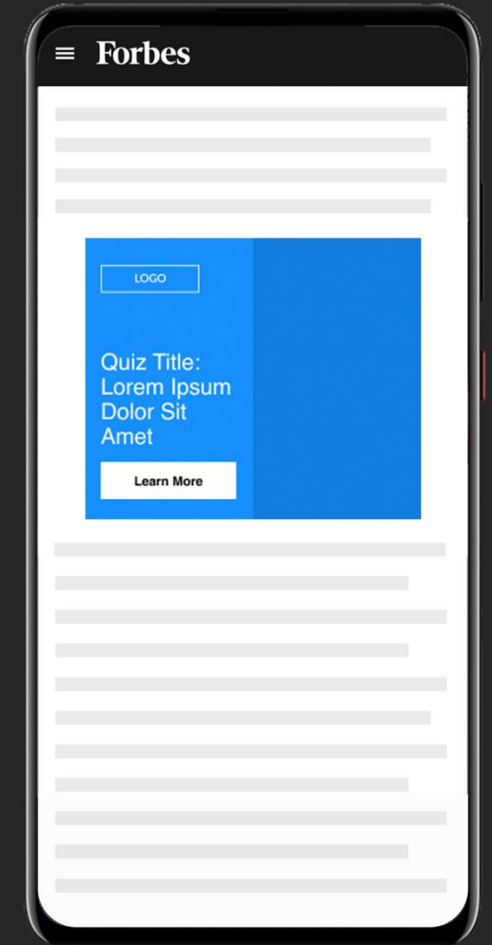
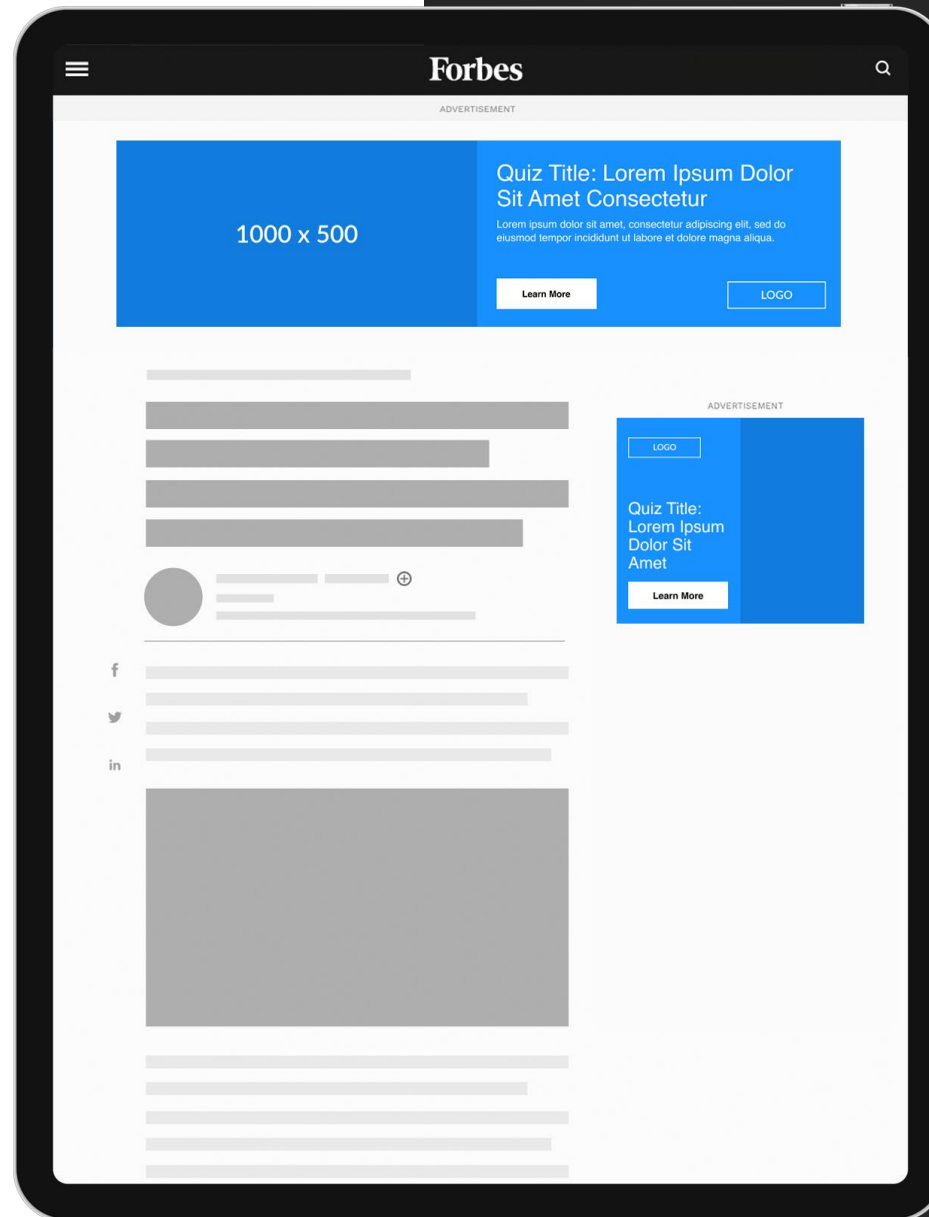
Headline: Max. 100 characters (incl. spaces)

Subheadline: Max. 450 characters (incl. spaces)

CTA: Max. 20 characters (incl. spaces)


Image: 1000x500 .jpg or PSD (1 image per frame)
Image will appear in full on desktop. Image will crop based on the safe-zones of the other placements.

Click Through URL



Desktop Examples


Delta (Travel): 970x250



Let's Find Your Next Getaway Destination Today!

Ready for your next adventure? Take our quiz to discover exclusive getaway destinations that only Delta Airlines can take you to. Find your perfect escape now

[Let's Get Started](#)




Delta (Travel): 300x250





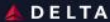

Let's Find Your Next Getaway Destination Today!

[Let's Get Started](#)




What's your ideal weather condition?

- Sunny and warm with a slight breeze.
- Cool and crisp with clear skies.
- Mild with occasional rain or mist.

What's your ideal weather condition?


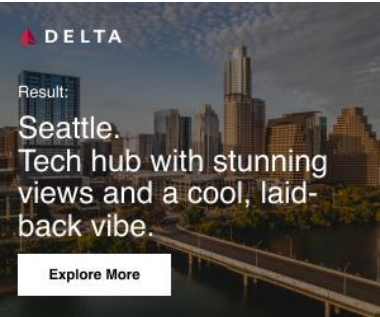

- Sunny and warm with a slight breeze.
- Cool and crisp with clear skies.
- Mild with occasional rain or mist.



Result:

Seattle.
Tech hub with stunning views and a cool, laid-back vibe.

[Explore More](#)


Result:

Seattle.
Tech hub with stunning views and a cool, laid-back vibe.

[Explore More](#)

Desktop Examples


Fidelity (Finance): 970x250



Find The Best Investment For Your Future

Discover the perfect investment strategy tailored to your financial goals and secure your future.

[Let's Get Started](#)




Fidelity (Finance): 300x250





Find The Best Investment For Your Future

[Let's Get Started](#)



What is your primary financial goal?

- Saving for retirement
- Building wealth over time
- Saving for a specific goal (e.g., buying a home, education)





What is your primary financial goal?

- Saving for retirement
- Building wealth over time
- Saving for a specific goal (e.g., buying a home, education)



Result:

Money Market Funds and Mutual Funds. You're seeking stability and minimal risk.

[Explore More](#)





Result:

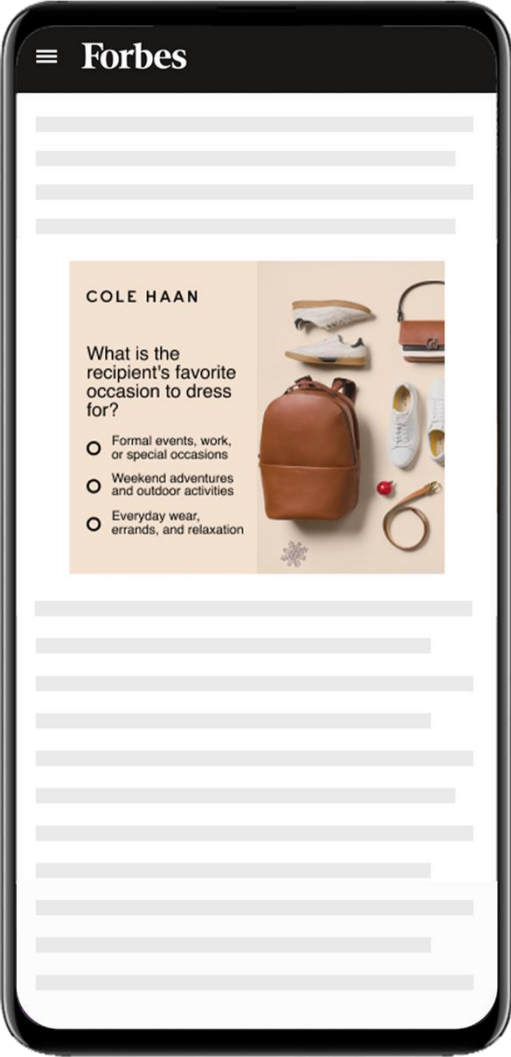
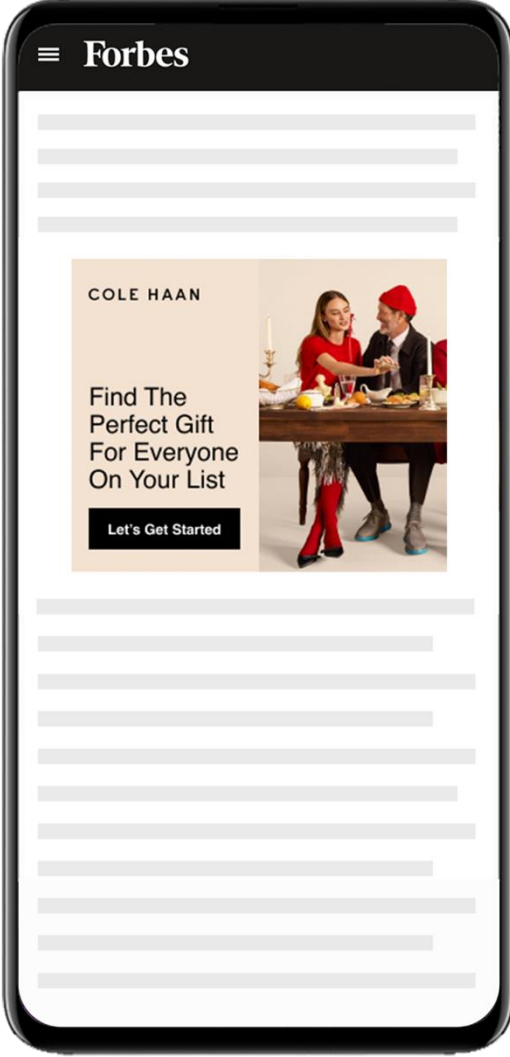
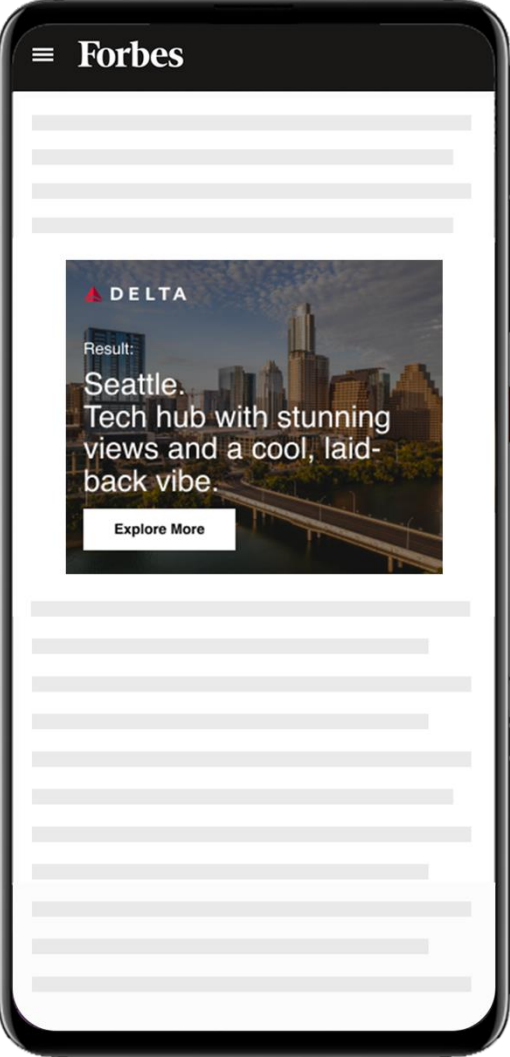
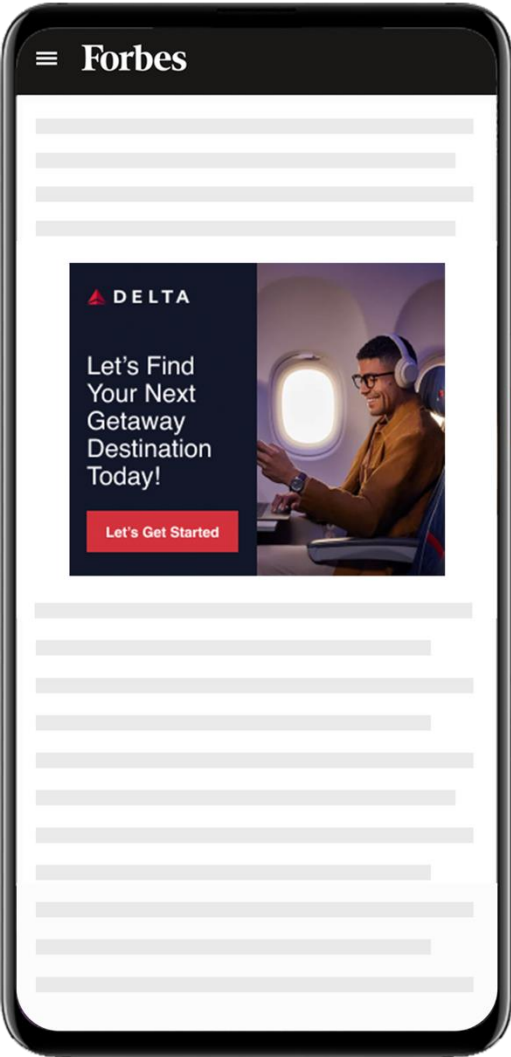
Money Market Funds and Mutual Funds. You're seeking stability and minimal risk.

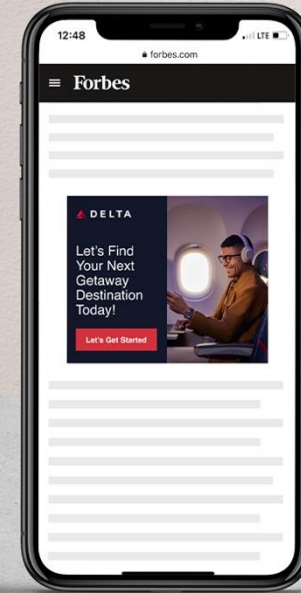
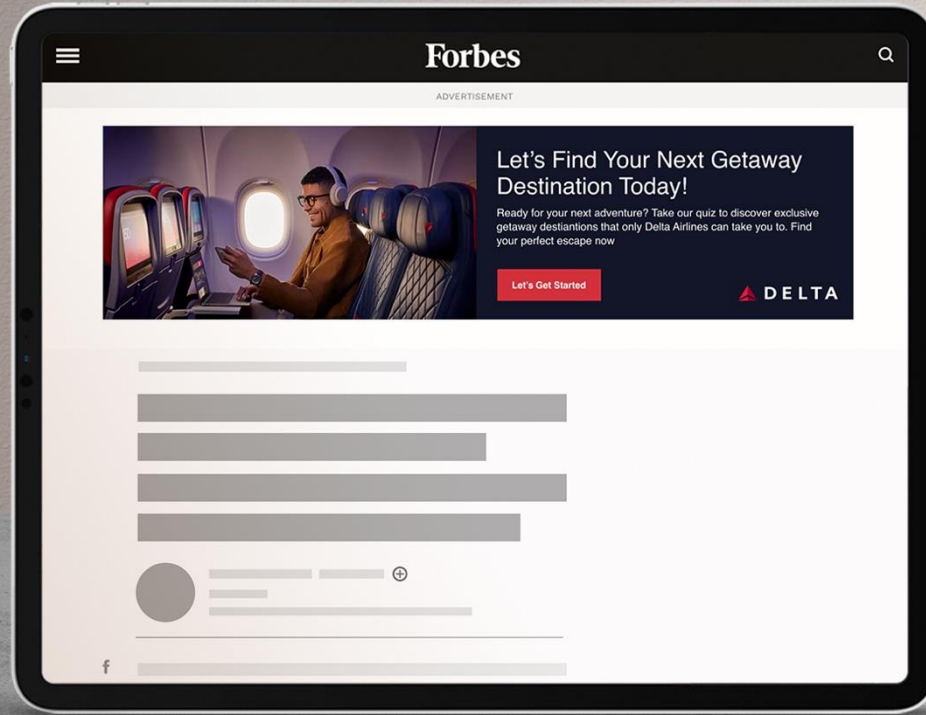
[Explore More](#)

Mobile Examples

Delta (Travel)

Cole Haan (Retail)





Forbes

UPDATED: December 20, 2024

Interactive Quiz

Product Specification Deck

