



**QuipoQuiz**

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**Service Offering**

# About QuipoQuiz

QuipoQuiz offers users the chance to test their knowledge while having fun. Our six categories include a wide variety of quizzes that will challenge even the biggest trivia buff.



## In numbers



Over  
**700,000**  
page views  
per month, on  
average



Over  
**80,000**  
unique users  
per month, on  
average



Over  
**6,000**  
questions



Over  
**250**  
quizzes,  
and new quizzes  
every month



More than  
**6**  
page views  
per visitor session,  
on average



**6:32**  
is the average visitor  
session length



**3**  
promotional  
newsletters  
per month

## A highly engaged audience



**7/10 !**

Not too shabby 😂  
And I learned something new.

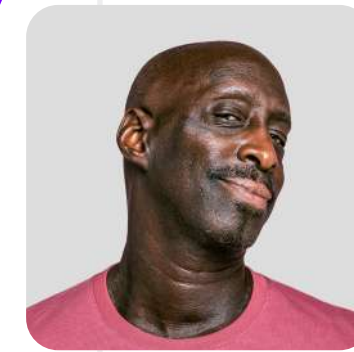
**Marie**



**8/10,** 😊

and one of my wrong answers was because I wasn't paying attention!

**Christiane**



**9/10,** 😎 😊

I surprised myself with this one.

**Fred**

## User profiles

QuipoQuiz attracts a broad audience, which is a testament to the brand's universal appeal. Our three pillars are curiosity, fun, and learning.



The **18-34** age group constitutes about 50% of our audience



16% of our visitors are repeat visitors, while **84%** are new visitors



Excluding bounces, visitors aged 18-24 spend on average **14:11** minutes per session



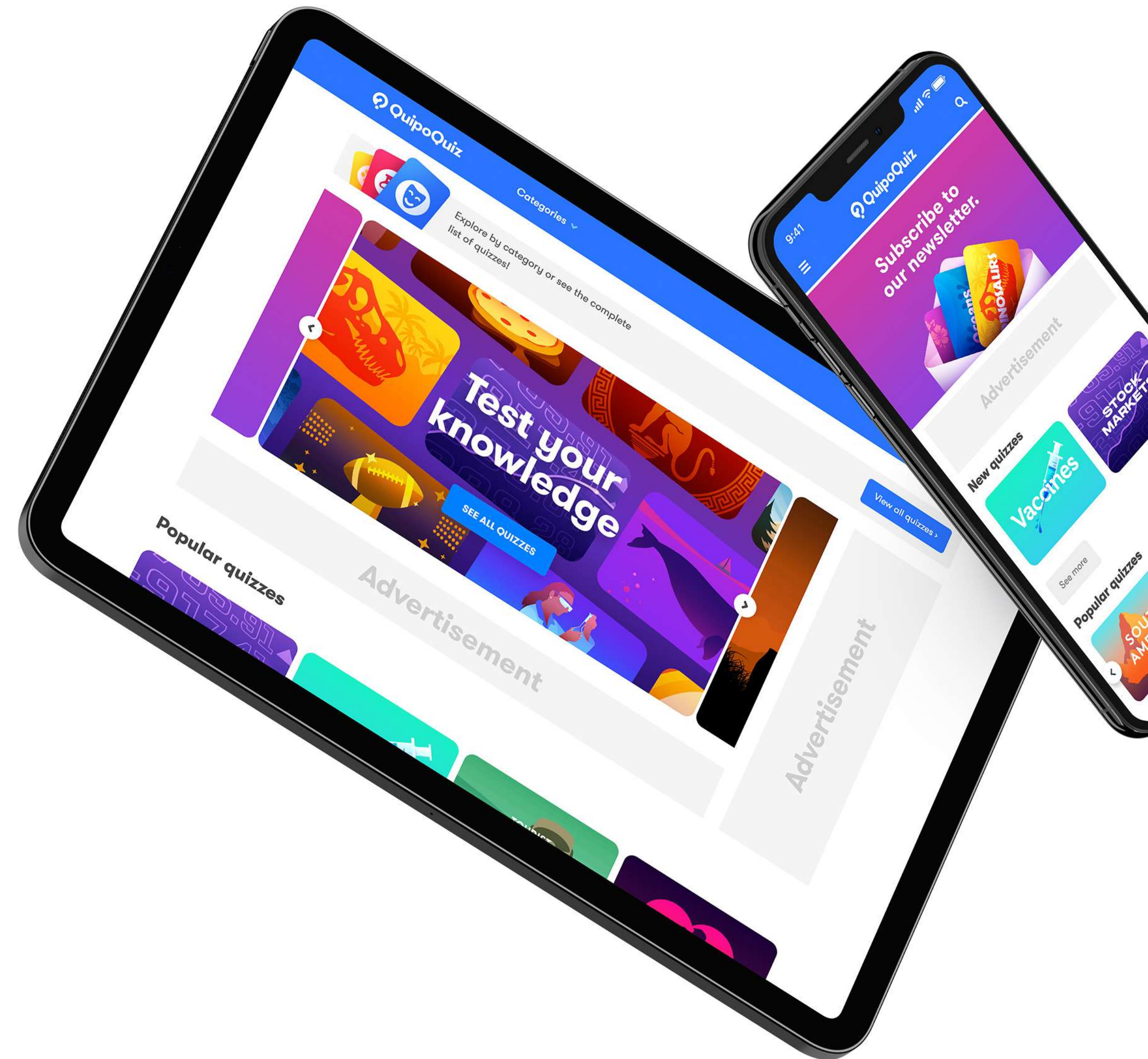
51.5% of users access QuipoQuiz on a **mobile** device, 44% use a computer, and 4.5 % use a tablet



Users who access more than one page on QuipoQuiz stay for **12:29 minutes**, on average

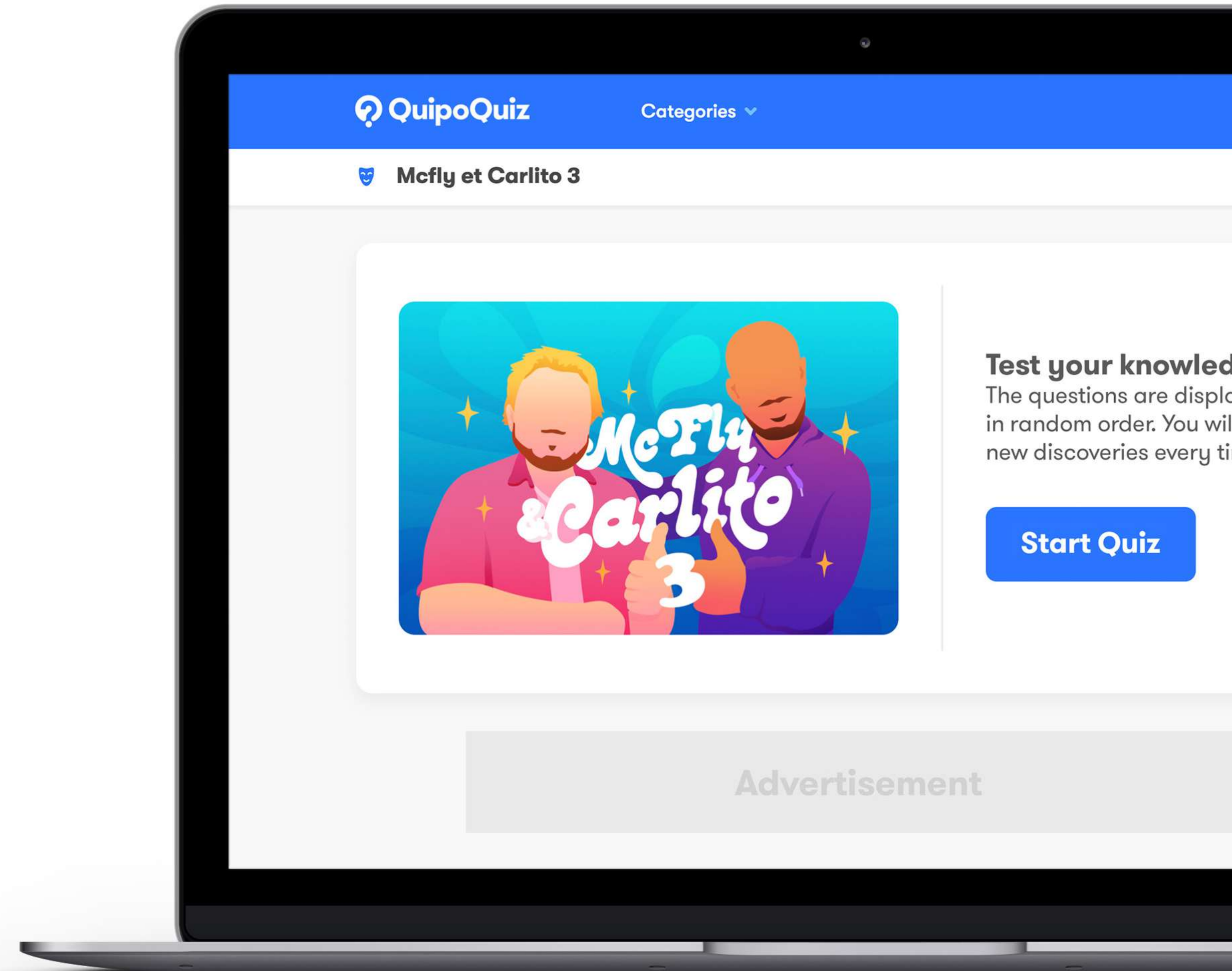
# Producer of original content

In addition to generating content for the quiz website, QuipoQuiz is designed to supply entertaining content for various clients. To learn about the different types of partnerships we offer, see our partnership plans.



# The McFly & Carlito phenomenon

French YouTubers McFly and Carlito have contributed to the popularity of QuipoQuiz over the last few years with their frequent mentions of the platform and the challenges they've created based on our quizzes. This long-standing friendship between the duo and QuipoQuiz grew out of a shared sense of joy, fun, and especially curiosity.



## Partnership plans

QuipoQuiz is a content supplier that offers different plans based on your needs.

Plan	Service	Details
<b>Branded content</b>	Sponsored quiz or special section consisting of several quizzes tied in with your brand on the QuipoQuiz site	A quiz or a series of quizzes that builds your audience's awareness and brings an entertainment component into your content strategy.
<b>Basic</b>	Subscription to a branded QuipoQuiz feed in the form of a widget	Option to customize the content. QuipoQuiz logo and link to the website.
<b>Customized</b>	Subscription to a white-label feed	Option to customize the content. Visuals adapted to your brand and to your digital environment.
<b>Without commitment</b>	Sale of quizzes or entertainment content adapted to your needs	QuipoQuiz supplies you with content for your platform on a regular or occasional basis, without a commitment.



# THANK YOU!

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