

## FB Quiz Viral - Case studies

In this ebook I am going to show you 3 quizzes from the clients that we have in Romania. The goal is to notice what they did to get so many targeted fans to their facebook page. Also, in the second part of this ebook I am going to show you the options and the settings in FB Quiz Viral.

You can see how FB Quiz Viral works here: <http://bit.ly/fbquiztest>

### Rol.ro

<https://www.facebook.com/Rol.ro> They went from 50.000 fans to 375.000 fans in a 3 months using FB Quiz Viral. (they used 5 quizzes on their page)

Now they are getting daily over 10.000 visits from Facebook on their website.



## One of their quizzes


This quiz is called: "What star you look alike"

ROL.ro

ROL.ro

Cu ce vedeta te asemeni

✓ Liked



**Ce stil vestimentar îți place?**

Cu ce vedeta te asemeni

1 2 3 4 5 6

Ce stil vestimentar iti place?

☐ Casual

☐ Business

☐ Clasic-Sic


☐ Funky


☐ Sport

☐ Romantic

## The second question

You see that you can change the image once you go through the questions. You can also insert videos for every question.


ROL.ro
Cu ce vedeta te asemeni ▾
✓ Liked



Ce mașină îți place ?

Cu ce vedeta te asemeni

1 2 3 4 5 6

Ce masina iti place?

☐ Mercedes
 ☐ BMW
 ☐ Ferrari
 ☐ Ford
 ☐ Toyota
 ☐ Audi

## The third question

ROL.ro

ROL.ro

Cu ce vedeta te asemeni

✓ Liked

**Care e bautura ta preferată?**



Cu ce vedeta te asemeni

1 2 3 4 5 6

**Care e bautura ta preferata?**

☐ Whiskey

☐ Apa

☐ Vin

☐ Bere

☐ Suc


## The fourth question

ROL.ro

Cu ce vedeta te asemeni

✓ Liked

**Ce te descrie cel mai bine ?**



Cu ce vedeta te asemeni

1 2 3 4 5 6

**Ce te descrie cel mai bine?**

☐ Vantul

☐ Apa

☐ Pamantul


☐ Focul

## The fifth question

ROL.ro

Cu ce vedeta te asemeni ▾

✓ Liked



Îți place sa mergi la petreceri ?

Cu ce vedeta te asemeni

1 2 3 4 5 6

Îți place sa mergi la petreceri?

☐ DAAAAA!

☐ Când am ocazia

☐ Rar

☐ În weekend

☐ Nu merg deloc la party!



## The result of the quiz

You see that is a very simple result but, as you can see further, you can personalize it even more



## Infinity Trophy

<https://www.facebook.com/InfinityTrophy> They started a few days ago. Their goal is to get fans with the age over 20.

They created the quiz: "Where you could be a champion"



facebook Search for people, places and things

Vizitează showroom-urile noastre din: București, Cluj-Napoca, Sibiu

**INFINITY TROPHY**

TROFEE  
CUPE  
MEDALII  
GRAVURĂ

**Infinity Trophy**  
15,648 likes · 1,861 talking about this

Company  
Infinity Trophy, va ofera o gama diversificata de trofee personalizate: cupe medalii sportive, medalii turnate, plachete, obiecte, steme, insigne turnate.

About

Photos

Likes

Afla la ce poti fi camp...



## The Infinity Trophy quiz

Infinity Trophy

Infinity Trophy Afla la ce poti fi campion ▾

✓ Liked



Afla la ce competitie ai putea fi CAMPION

1 2 3 4 5 6

Ce Preferi sa Faci in Timpul Liber ?

☐ Citesc o carte

☐ Ma pitimb


☐ Merg in excursie


☐ Vad un film

☐ Sport

[www.cupe-medalii.ro](http://www.cupe-medalii.ro)

## The second question

 Infinity Trophy Afla la ce poti fi campion ✓ Liked



Afla la ce competitie ai putea fi CAMPION

1 2 3 4 5 6

Ce Culoare te Reprezinta ?

☐ Albastru

☐ Portocaliu

☐ Rosu

☐ Verde

☐ Negru

☐ Pink

## The third question

Infinity Trophy

Afla la ce poti fi campion ▾

✓ Liked



Afla la ce competitie ai putea fi CAMPION

1 2 3 4 5 6

Cum te Vad Prietenii Tai ?

☐ Ager

☐ Linistit

☐ Vorbaret

☐ Retras

[www.cupe-medalii.ro](http://www.cupe-medalii.ro) 


## The fourth question

INFINITY TROPHY

Infinity Trophy

Afla la ce poti fi campion ▾

✓ Liked



Afla la ce competitie ai putea fi CAMPION

1 2 3 4 5 6

Cand esti Provocat Preferi sa:

☐ Accepti Provocarea

☐ Spui Pass


☐ Razi

☐ Chemi Ajutoare

[www.cupe-medalii.ro](http://www.cupe-medalii.ro)

## The fifth question

**Infinity Trophy** Afla la ce poti fi campion ▾✓ Liked



Afla la ce competitie ai putea fi CAMPION

1 2 3 4 5 6

Cand ai Ceva de Facut:

☐ Amani

☐ Duol la capat

☐ Renunti

☐ Te apuci de mai multe odata

[www.cupe-medalii.ro](http://www.cupe-medalii.ro)

## The Infinity Trophy quiz result

You can see that they inserted my name and my profile picture





## Diamante.ro

<https://www.facebook.com/Diamante.ro> They went from 39.000 fans to 88.000 fans using FB Quiz Viral. Their target is to get fans between 20 and 45 years. They created the quiz: "Find out when you will get married"


The screenshot shows the Facebook profile of Diamante.ro. The header includes the Facebook logo, a search bar, and the user's name 'Mariu'. The main cover image features three elegant diamond rings. To the left of the rings is a purple banner with the text 'Tel Verde 0800 888 222' and several diamond icons. Below this is a smaller image of a diamond ring with the text 'Diamante.ro' and 'FiresQ'. The profile name 'Diamante.ro' is displayed in bold, followed by '88,310 likes · 11,133 talking about this · 229 were here'. To the right of the name are buttons for 'Liked', 'Message', and a dropdown menu. Below the profile information is a row of tabs: 'About', 'Photos', 'Vezi Filme', 'Gaseste Showroom', and 'Likes'. The 'About' tab is selected, showing the category 'Jewelry/Watches' and a description: 'Magazinul online unde gasiti cea mai variata oferta de inele de logodna, verighete si bijuterii cu diamante sau alte pietre pretioase.' The 'Likes' tab shows a count of 88,310 likes and a dropdown menu with the number 8.

## The quiz for Diamante.ro

Diamante.ro

Afla cand te vei casatori? ▾

✓ Liked



Afla cand te vei casatori?

1 2 3 4 5 6

**Pentru tine nunta reprezinta:**

☐

Unul dintre cele mai frumoase momente din viata unei femei;


☐

Un eveniment impersonal;

☐

Inceputul vietii de familie;☐


## The second question



Diamante.ro

Afla cand te vei casatori? ▾

✓ Liked



Afla cand te vei casatori?

1 2 3 4 5 6

**Stii ce iti doresti pentru nunta ta?:**

☐

Da, vreau ceva simplu si sofisticat;

☐

Nu, trebuie sa ma mai gandesc;

☐


Nu, eu nu prea sunt adepta nuntilor;☐

## The third question

Diamante.ro

Afla cand te vei casatori? ▾

✓ Liked



Afla cand te vei casatori?

1 2 3 4 5 6

**Daca ar fi dupa tine, te-ai casatori:**


☐ Niciodata;

☐ Peste o luna, ca sa am timp pentru pregatiri;

☐ Peste un an;

☐ Nu stiu, e ciudat sa ma gandesc la asta, dar cred ca peste cativa ani;


## The fourth question



Diamante.ro

Afla cand te vei casatori? ▾

✓ Liked



Afla cand te vei casatori?

1 2 3 4 5 6

**Cat de importanta este pentru tine oficializarea relatiei?:**

☐

Nu conteaza atat de mult pentru mine. Important este sa fiu fericita;

☐

Foarte importanta;

☐

Presupun ca destul de importanta;

☐

Eu nu am nevoie de un act pentru a imi aminti ca iubesc si sunt iubita;

## The fifth question

Diamante.ro

Afla cand te vei casatori? ▾

✓ Liked



Afla cand te vei casatori?

1 2 3 4 5 6

Cum preferi sa fie rochia de mireasa?:

☐

Alba, ca de printesa;

☐

Sofisticata;

☐

Inca nu stiu, dar cred ca as opta pentru o rochie cat mai simpla;

☐

Nu ma vad in rochie de mireasa, dar daca ar fi, as alege una nonconformista;



## The quiz result

Diamante.ro Afla cand te vei casatori? ✓ Liked

Afla cand te vei casatori?

Invita-ti prietenii sa participe la acest quiz

**Marius Achim**



Te vei casatori peste 5 ani

Diamante.ro

Raspunsurile corecte

Pentru tine nunta reprezinta:


Unul dintre cele mai frumoase momente din viata unei femei;

Stii ce iti doresti pentru nunta ta?:

## FB Quiz Viral Settings

A few important settings:

1. You can collect data like: Name, email, sex, location, etc.
2. You can set the like gate.
3. You can set a pop-up for friend request.
4. You can set the automatic slide for the quiz.



### Quiz Settings

---

Quiz Title

Description

Theme color

Green ▾

Collect data

Yes

No

1

Like request

Yes

No

2

Friend request

Yes

No

3

Automatic Slide

Yes

No

4

Image URL

Image upload  
(jpg/jpeg, gif, png)


Browse

Upload

## Ratings Settings

Rating settings are the results that the fans are getting after completing the quiz. You have the following options:

1. Unisex
2. Custom



### Ratings Settings

1

2

Unisex

Custom


Mark 1	<input type="text" value="Chihuahua"/>	IMAGE
Mark 2	<input type="text" value="Chihuahua"/>	IMAGE
Mark 3	<input type="text" value="Chihuahua"/>	IMAGE
Mark 4	<input type="text" value="Chihuahua"/>	IMAGE
Mark 5	<input type="text" value="Bulldog"/>	IMAGE
Mark 6	<input type="text" value="Bulldog"/>	IMAGE
Mark 7	<input type="text" value="Bulldog"/>	IMAGE
Mark 8	<input type="text" value="Pitbull"/>	IMAGE
Mark 9	<input type="text" value="Pitbull"/>	IMAGE
Mark 10	<input type="text" value="Pitbull"/>	IMAGE

Save

## Certificate Settings

Here you can:

1. Post the result on user's wall automatically with his approval
2. Set to post manually
3. Personalize the result
4. Insert the user's profile picture



### Certificate Settings

1

2

Post certificate **Yes** No Manual

Layer text

Image description

Mark text

Quiz text 

3

Ratings text

Font family

Font size >Name , Quiz text , Mark text , Ratings text

Font color

Profile image **Yes** No 

4

Upload image

(jpg/jpeg, gif, png)

Max 10 MB


Browse Upload

Delete image

## Target your fans

The options you have to target your fans:

1. Gender
2. Age
3. Location



### Filters

---

Activation Yes No

Filter type Include Exclude

Gender All Male Female 1

Age 1 ▼ - 99 ▼ 2

Location  3 s name separated by #

Error message

Save

## Adding questions

It is very easy to add or move the questions on our drag&drop platform.  
Also, for every question, you can add an image or a video:

1. Image
2. Video

**Questions List**

1

2

1.	How do you usually spend you Saturdays?	+	IMAGE VIDEO
2.	Which job suits you best?	+ -	IMAGE VIDEO
3.	What is your favorite color?	+ -	IMAGE VIDEO
4.	Which personality trait best describes you?	+ -	IMAGE VIDEO
5.	What would your friends say is your best charachteristic?	+ -	IMAGE VIDEO

Save

## Adding answers

When the answers are added, you can give grades.  
At the end, they will receive a mark which is echivalent to the result that they are getting.

**Answers List**

Question

How do you usually spend you Saturdays?

Answers:


1.	In a museum or park, or anything fun	<div> <div></div> <div>Nota 2</div> <div>+</div> </div>
2.	laying out in the sun	<div> <div></div> <div>Nota 6</div> <div>+ -</div> </div>
3.	working or volenteering	<div> <div></div> <div>Nota 9</div> <div>+ -</div> </div>

Save



## Users list









You have acces to users list.

 **Users List**

Filter by date

From  to

8 users

Name, Surname	Gender	E-mail	Location	Mark	Date	
Raluca Bordei	F		Larnaca, Cyprus	5	4 Oct 2012	 Delete
Raluca Bordei	F		Larnaca, Cyprus	2.5	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	5	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	5	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	2.6	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	2.6	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	2.6	4 Oct 2012	 Delete
Marius Achim	M		Ploiesti, Romania	2.6	4 Oct 2012	 Delete

## Statistics

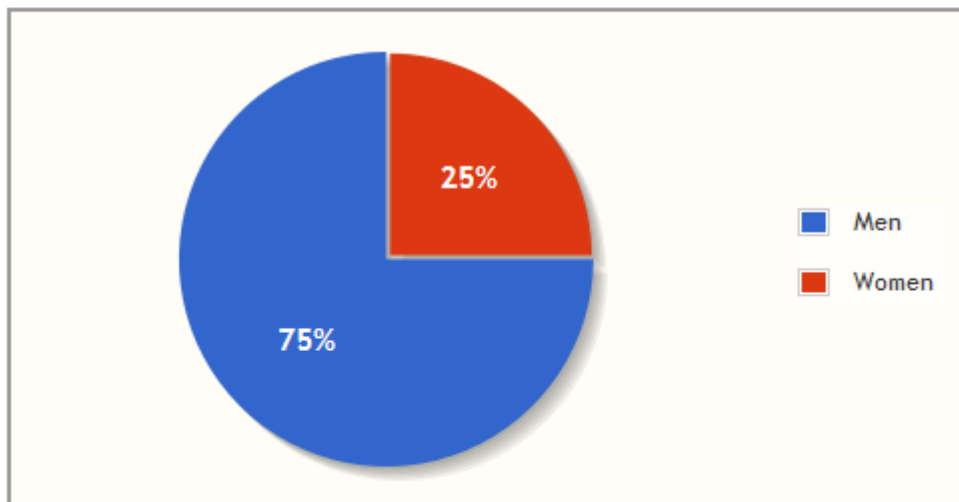


### Statistics

Filter by date


From  to

**Total 8 users**



## Autoresponder

You have the option to show a pop-up in the quiz, so the users can subscribe to your autoresponder.



### Autoresponder Settings

Name

List name  \*


Redirect URL  \*

Pop-up text  *optional*

"Pop-up button" text

BG Image


Active ☒



Delete Image

## Banners

You can upload banners


**Banners settings**

---

Top banner  
Max 805 x 150

Position:

☐ Before the results
 ☐ After the results

URL  \*

Right banner  
Max 150 x 650

Position:

☐ Before the results
 ☐ After the results

URL  \*

Bottom banner  
Max 805 x 150

Position:

☐ Before the results
 ☐ After the results

URL  \*

## Publishing the quiz

It is very easy to publish the quiz. You have all you need: SSL, domain name, privacy policy, etc.



This quiz was published on **4 Octombrie 2012**  
and can be accessed using the following link:

[http://www.facebook.com/pages/Dogs/369603146447720?sk=app\\_185643821571371](http://www.facebook.com/pages/Dogs/369603146447720?sk=app_185643821571371)

Delete this publishing

### Application settings

Subdomain: membership.fbquizviral.com  
Canvas URL: <http://membership.fbquizviral.com>  
Secure URL: <https://membership.fbquizviral.com>

Click here <https://developers.facebook.com/apps> and follow the steps in the video below.

Privacy policy: <https://membership.fbquizviral.com/privacy-policy/>