



## 2022–2023 IMPACT REPORT

Assessment, instruction, and practice that motivate every student to grow

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# Who We Are

## OUR MISSION

At Quizizz, our mission is to empower every teacher and motivate every student. We believe in saving teachers time so they can maximize their impact to help all learners succeed.

## OUR VALUES



### Teacher-Driven Education

Technology sure is powerful, but in our world, teachers are the true game-changers.



### Every Student's Growth

Every learner deserves an opportunity to grow at their own pace and celebrate their progress.



### Love of Learning

We strive to innovate, engage, and bring more joy to classrooms—all to better prepare students for learning and life.

# What We Do

Quizizz is a K-12 assessment, practice, and instruction platform motivating all students to grow. Today, teachers spanning 90% of U.S. schools use Quizizz to:



Enable differentiated learning opportunities



Foster intrinsic student motivation



Reinforce assessment readiness



Provide flexible curriculum resources



Facilitate data-driven intervention



Promote teacher efficiency and productivity

# Our Impact Snapshot: 2022–2023

We leveled up learning for:



**50M**

Teachers &  
students



**90%**

of U.S.  
Schools



**50**

States (U.S.)



**193**

Countries

## District Partnerships

Some of the 3,000 innovative U.S. schools and districts we are proud to serve:



We continued our strong history of customer support:

**9.6/10**

Average customer  
support satisfaction  
score

**4.9/5**

Team responsiveness and  
communication rating

**9/10**

Average likelihood  
a teacher would  
recommend Quizizz  
to a colleague

# Third-Party Research: ISTE Validation

## QUIZZZ EARNED THE 2023 ISTE SEAL

The International Society for Technology in Education (ISTE) is **passionate about using technology to revolutionize learning.**

The ISTE Seal provides a set of criteria to guide K-12 educators, students, and technology directors toward the very best products on the market.

ISTE awards the Seal only after extensive analysis conducted by experts using the most up-to-date data and research. ISTE rolled out the new version of the Seal in June 2023.



**As *one of the first* to earn the new 2023 Seal, Quizizz is verified by ISTE as an assessment tool that**

- Promotes critical technology skills
- Supports the use of technology in appropriate ways
- Incorporates digital pedagogy and the learning sciences
- Addresses key elements of tech usability, user experience and user interface
- Aligns to ISTE Standards

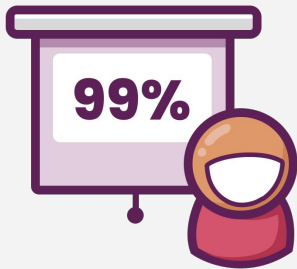
The ISTE Seal assessed and validated Quizizz in each of the following categories:

- ✓ **ISTE Standards, and**
- ✓ **User Interface and Agency**
- ✓ **Learning Design**
- ✓ **Digital Pedagogy**
- ✓ **Inclusivity**
- ✓ **Assessment and Data**

*To learn more about these dimensions, the ISTE Seal, and the Quizizz results overall, access the Findings Report on the Impact page of [Quizizz.com](https://quizizz.com).*

# 2023 Impact Survey Findings: Student and Teacher Voices

In a 2023 survey of 3000+ students and teachers, Quizizz earned high ratings for its ability to enable **personalized learning** opportunities, foster intrinsic **student motivation**, and improve **assessment readiness** that leads to better learning outcomes.



**99%** of surveyed teachers believe their students can improve grades with Quizizz.

*Review the rest of the key findings below.*

## QUIZIZZ ENABLES PERSONALIZED LEARNING

Survey findings show that Quizizz optimizes each student's learning journey by **helping teachers tailor content, pacing, and delivery of instruction to meet individual student needs.**



**"Quizizz enables me to reach different learning styles.** I use Quizizz during the Do Now, Demonstration, and Guided Practice on my Lesson Cycle. Quizizz is also **the perfect application for Independent Practice – my class loves it."**

Michael Willis, Instructional Coach & High School Math Teacher (Texas)

**94%** of teachers feel Quizizz adequately challenges students based on **individual** proficiency levels.

**87%** of teachers feel they can customize content and activities on Quizizz to meet students' **diverse needs.**

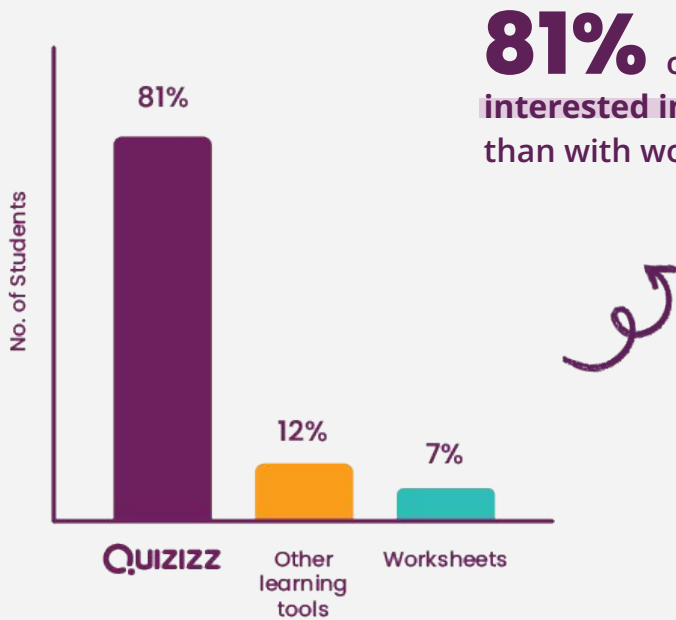
**90%** of teachers feel Quizizz data helps identify **which students are struggling** with which concepts.

**92%** of teachers say Quizizz enables pedagogically sound teaching practices and an **individualized focus.**



## QUIZZZ WINS ON INTRINSIC MOTIVATION WITH STUDENTS

According to survey results, **higher completion rates, repeated attempts, and overall enthusiasm** show students are **more likely to engage in the learning process** while using Quizizz over other learning tools. Teachers endorse Quizizz for its ability to foster **active student involvement, intrinsic motivation, and invested commitment**.



**81%** of students say they're **more interested in learning** when using Quizizz than with worksheets or other learning tools.

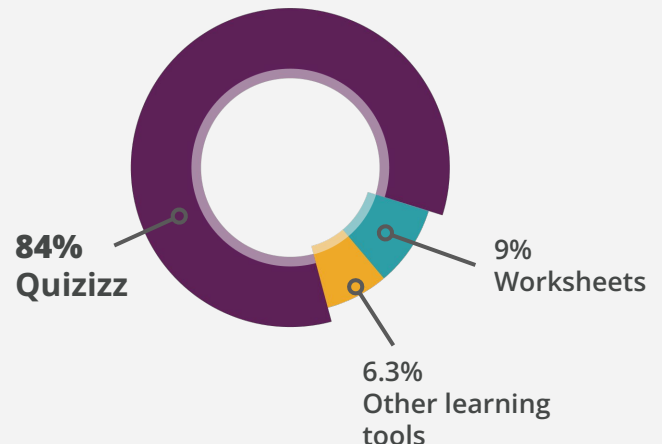


"My students love Quizizz — they are excited, animated, and support each other in their learning. When taking a vocabulary Quiz, **students jump out of their seats, high-five each other, and are so thrilled to get 100% as a class. Learning has never been easier or as engaging.**"

Chris McIntosh, Instructional Coach  
& 5th Grade Teacher (Utah)

**78%** of students say they're **willing to attempt the same assignment multiple times** on Quizizz to improve their grades.

**84%** of teachers say their students are **more likely to do independent practice** with Quizizz.



## QUIZZZ IMPROVES ASSESSMENT READINESS AND LEARNING OUTCOMES

Based on survey responses, Quizizz **improves understanding of concepts and promotes higher retention**. The platform also helps simulate authentic test environments to better prepare students for assessments and improve learning outcomes.

**92%** of teachers say they use Quizizz to **prepare students for assessments**.

**90%** of teachers say Quizizz test-prep tools like 'Review and Submit' **helps students strategize better**, and prevent mindless guessing during tests.



**Two-thirds** of students say they feel **better prepared for tests** by reviewing with Quizizz.



"In our district, we wanted to remove some of the test prep pressure and stress, not only for students, but for teachers. **Quizizz helped us put a twist on test prep so that it felt different and fun, and didn't seem so intimidating.**

We really **value the premium version of Quizizz** because of **standards-aligned reports, teacher collaboration, and 15+ question types**, which are a big deal since kids are exposed to those formats on the state exam."

Amber Jobe, Digital Coach (Texas)

**81%** of students say they **understand and remember concepts better** with Quizizz over other learning tools.

**88%** of teachers say Quizizz helps ask the same question in different ways to **deepen student understanding**.



## QUIZZZ HELPS STREAMLINE LESSON PLANNING

As shown in survey results, Quizizz helps teachers **streamline lesson planning** through a vast content library that can be easily adapted to standards-aligned curriculum, or used as a supplement for textbooks or prescribed curriculum. The platform also **speeds up grading and provides data for guiding instruction**.

**93%** of teachers say they can **easily and quickly personalize existing content** on Quizizz.

**80%** of teachers say it takes **less time to find the content they need** on Quizizz over other learning tools.



"I planned a review with worksheets, but the copy machine blew up toner all over me and the classroom. **I quickly typed the concept into the Quizizz Library search bar and found the exact grammar practice we needed.** The kids got their learning in, and **the class didn't miss a beat.**"

Amanda McCraw, Principal & K-8 Teacher (California)



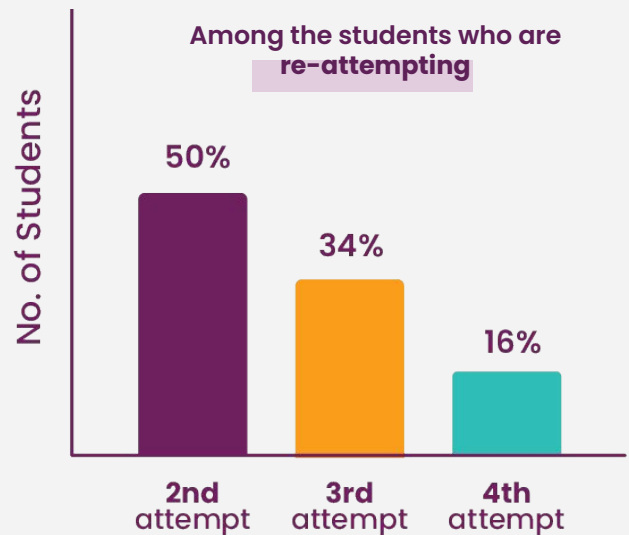
# 2023 Data Findings:

## Practice makes progress

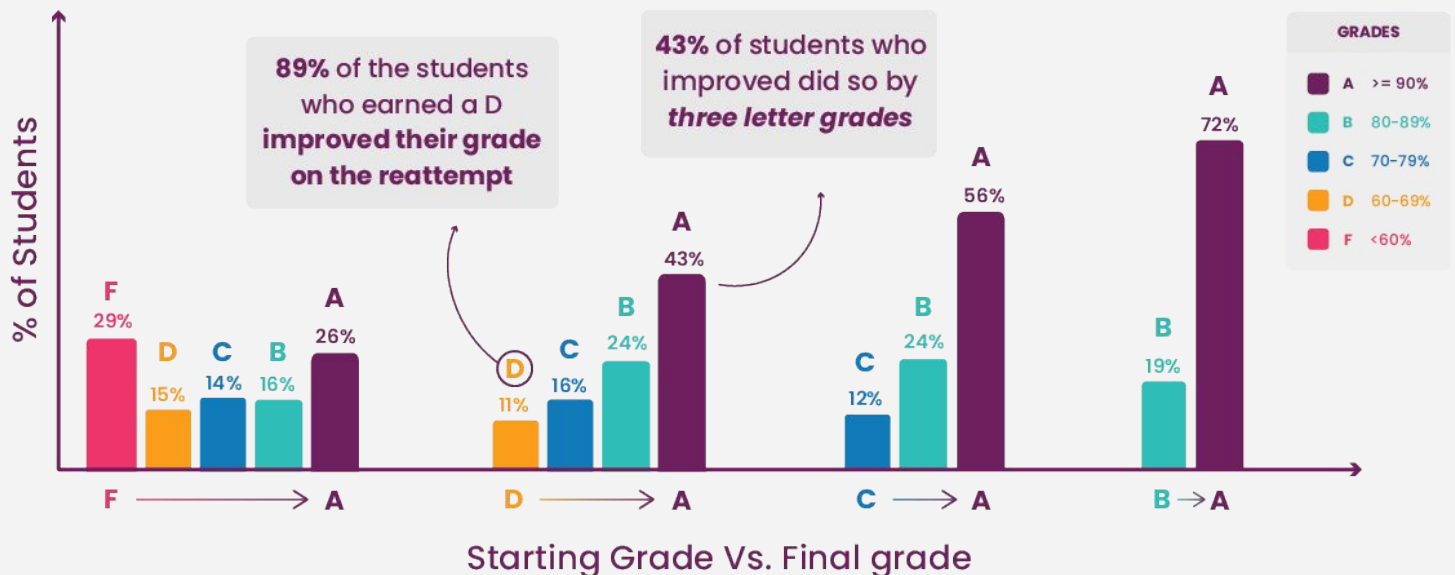
Intrinsic motivation isn't always easy to foster, but Quizizz data shows **students willingly engage in practice**, and **re-attempt activities**. As a result of this **student-led, self-paced review**, **significant improvements** were shown on recall, retention, accuracy levels, and overall learning outcomes. *\*Statistics reflect the 2022-2023 school year*

### Retrieval practice reaps rewards on Quizizz

**More than half** of students reattempt activities on Quizizz. Of these students, nearly 50% reattempt activities multiple times.



### An average of 35% increase in scores from first-to-final attempt



#### Data Highlights

After the first attempt, students across all grade levels raised their score by the following increments:

Above an F: 71%

F-to-A: 26%

D-to-A: 47%

C-to-A: 56%

B-to-A: 72%

# School District Spotlights



## ESSER-Funded Quizizz Plan Supports Equity and Achievement for Every K-12 Learner

### District Snapshot:

<b>194,000</b>	<b>10,000</b>	<b>274</b>	<b>1st Largest</b>	<b>7th Largest</b>
Students	Teachers	Schools	School District in Texas	School District in the U.S.

### Strong Engagement Value

To align technology in the district, Quizizz was a top pick for HISD, said James Newman, Senior Manager with the Academic Instructional Technology (AIT) team. Eventually, securing ESSER funding sealed the deal.

"I have visited, coached, co-taught and taught in classes that use Quizizz," Newman said. "...students are required to engage at 100 percent, which leads to better discussion, misconceptions rise to the surface to be addressed, and overall discourse and high-level thinking increases."

### Achievement and Accessibility for All Learners

The flexibility of Quizizz is in the hands of the teacher, and the learning benefits are constant for all grade levels. Due to HISD's implementation of Quizizz, Newman said, meeting diverse needs is simplified, and a positive learning environment is possible.

"When used to engage students in an aligned interaction," Newman said, "Quizizz motivates, increases confidence, and can help to establish a culture of learning and growing from mistakes."

### Quizizz Engagement Snapshot

<b>6,010</b>	<b>10.3M</b>	<b>149M</b>
Active Teachers	Activities	Responses



"We value how easy Quizizz makes it to **differentiate for learners throughout the lesson**, depending on mastery level, or individual or small group needs," Newman said. "Since Quizizz is data-driven and **informs instruction in the moment**, you can **quickly assess learning, access scaffolded content for continued review or accelerated learning**, group students based on mastery of a specific objective, or **simply reteach.**"

James Newman, Senior Manager of Academic Instructional Technology

# School District Spotlights



## Quizizz Plan Supports Blended Learning, Early Literacy, and High Engagement

### District Snapshot:

<b>30,000</b> Students	<b>2,000</b> Teachers	<b>52</b> Schools	<b>1st Largest</b> School District in Indiana
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### Enhanced Instructional Quality

Following a professional learning session featuring Jon Corippo, Fort Wayne Community Schools (FWCS) purchased a Quizizz District Plan, said Shannon Quigley, District Technology Coordinator.

“With some tools, the free version is good enough,” Quigley said, “but we really felt like the additional features on the Quizizz District Plan would enhance instruction in the ways that we wanted. It gave teachers more resources to make learning effective, and the tools felt more attainable for students.”

### Alignment with District Goals and Teaching Strategies

Along with Quizizz supporting stronger instruction, Quigley said, the platform elevates opportunities for blended learning, and aligns with FWCS goals around literacy, numeracy, and social-emotional learning.

“Quizizz makes learning fun,” Quigley said. “If we can get kids hooked on learning and have a vested interest, then that’s half the battle. Any time I’ve been in a classroom and I’ve used Quizizz as a component of the lesson, engagement is always 95 to 100 percent. Once teachers see this potential, that’s the biggest payoff.”

### Quizizz Engagement Snapshot

<b>1,177</b> Active Teachers	<b>1.2M</b> Activities	<b>17.2M</b> Responses
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“Knowing that the team at Quizizz is receptive to different teaching styles and different ways that we can continue motivating students to keep learning fresh has been a **really big selling point**,” Quigley said. “For example, the addition of Lessons was huge; it shows **Quizizz is not just a quick game. You’re teaching, while you keep the students engaged**, and gamifying everything is really what they enjoy... **That’s what we hear from teachers: ‘My kids love Quizizz.’**”

Shannon Quigley, District Technology Coordinator

# School District Spotlights



## Quizizz Plan Helped District During Remote Learning and Beyond

### District Snapshot:

<b>5,500</b>	<b>117</b>	<b>8</b>
Students	Teachers	Schools

## High Stakes for Award-Winning Tech Dept

Lakeland Central School District (LCSD), the largest suburban district in New York State’s Westchester County, is on a mission to prepare students for a rapidly changing world. To that end, their Technology Department, who set the bar as early smart board adopters, continues to introduce innovative solutions that benefit students, and has earned multiple Pioneer Awards from the Lower Hudson Regional Information Center.

## Teacher-Powered Push for Quizizz

Lakeland decided on Quizizz as a key district-wide solution for several reasons, but it all started with Lakeland’s teachers, said K-12 Instructional Technology Coach Scott Staub. The district had used several other tools, but many teachers saw those as too gamified — capturing students’ attention but also distracting from meaningful learning. Teachers preferred the gamified elements on Quizizz, like Redemption Questions and Power-Ups, along with its broader variety of question types.

When Lakeland switched its Google domain, Staub learned first-hand that Quizizz, although used in nearly 90 percent of U.S. schools, isn’t too big to provide responsive customer support. Lakeland’s dedicated Quizizz Account Manager facilitated a seamless transition.



“A Quizizz District Plan was the **obvious choice for all of our schools because teachers asked for it, first and foremost,**” Staub said. “From there, Quizizz was **fully aligned with district initiatives around student engagement and formative assessment, was compliant with NYS Education Law–2d, and came packaged with comprehensive PD.**”

Scott Staub, K-12 Instructional Technology Coach

### Quizizz Engagement Snapshot

<b>82</b>	<b>114K</b>	<b>2M</b>
Active Teachers	Activities	Responses



# Advancements over the last year (2022–2023)



Throughout the 2022-2023 school year, Quizizz continued to move the needle on our mission to empower every teacher and motivate every student by **listening to our users, and upscaling to support student and teacher needs**. Below are the results of these efforts:

## CONTINUOUS INNOVATION FOR POSITIVE LEARNING OUTCOMES

### Stronger standardized assessment readiness

Quizizz launched additional test prep features to advance higher-order thinking, mirror state test experiences, and track progress.

- 15+ standardized test-aligned question types — including Hot Spot, Graphing, Labeling, Multi-part, Drop Down, and more.
- Advanced test modes: Focus Mode, anti-cheating tools, and timers
- Stronger strategizing & planning: Review and Submit option, and Skip Questions
- Auto-grading and scores tracking, including reattempts

### More opportunities for personalized practice

Quizizz debuted individual learning modes to cater to varying abilities, accommodations, and levels of rigor.

- Dynamic experiences based on individual performance: Adaptive Mode
- Extend specific students a second chance: Redemption Quiz
- New engaging practice modes: Mastery Mode, Mastery Peak

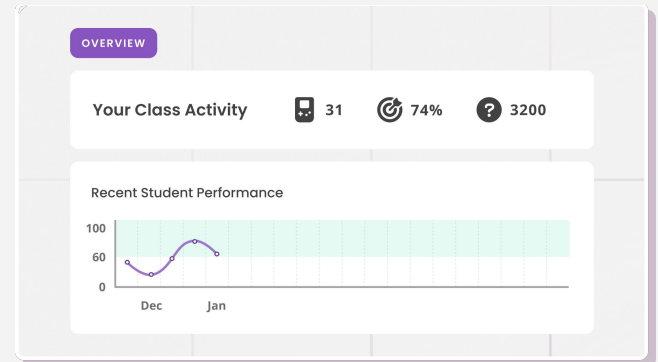


# Advancements over the last year (2022–2023)

## Expanded student progress tracking

Quizizz released new features to course-correct instruction, and highlight individual student growth.

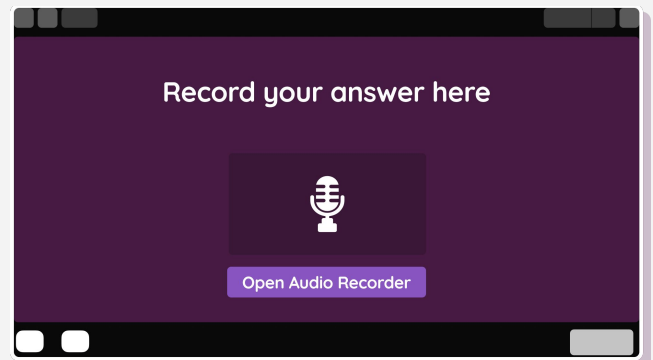
- Real-time insights into which students are struggling with which topics
- Growth charts that track individual student progress over time
- Reporting across standards-aligned curriculum
- Aggregated data views and insights for administrators



## Greater empowerment through equity and accessibility

Quizizz focused on furthering every learner's ability to effectively access and engage with content.

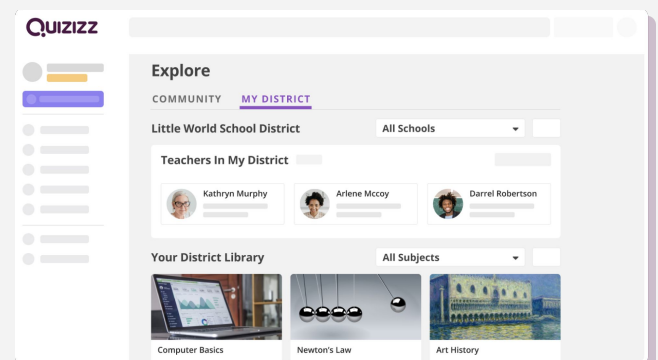
- End-to-end co-teaching capabilities
- Audio and Video response options for visual and auditory learners
- Images, audio, and video for questions, answer options, and answer explanations
- 18+ language translations



## Increased team, school, and district-wide collaboration

Quizizz offered new opportunities for educators to communicate, plan, and share resources productively and efficiently.

- Co-creating and co-editing capabilities
- Shared folders for teams to work together
- District-wide assessment planning and rollout across grade levels and subject areas

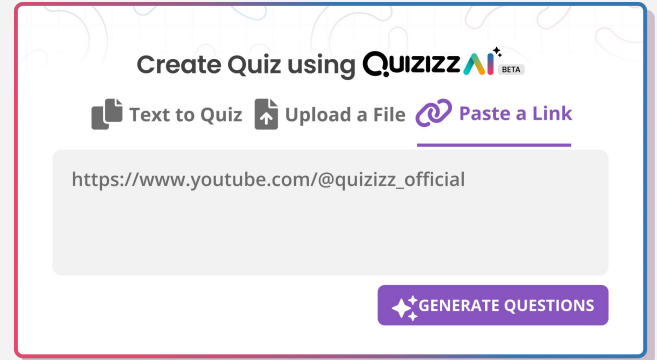


# Advancements over the last year (2022–2023)

## Quizizz AI Create

Generates high-quality, AI-powered, interactive Quizzes in an instant

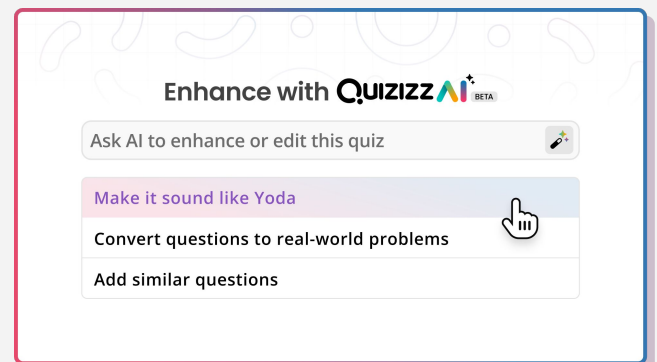
- **Text-to-Quiz:** Prompt Quizizz AI or paste text to create Quizzes
- **Upload a file:** Seamlessly import and transform PDFs, Docs, and PPTs
- **Paste a link:** Generate Quizzes from YouTube video links or publicly accessible websites



## Quizizz AI Enhance

Allows users to quickly adapt activities to every learning style or situation

- Fixes errors (i.e. grammar)
- Converts to real-world scenarios
- Translates to 18+ languages
- Simplifies language
- Changes voice and tone

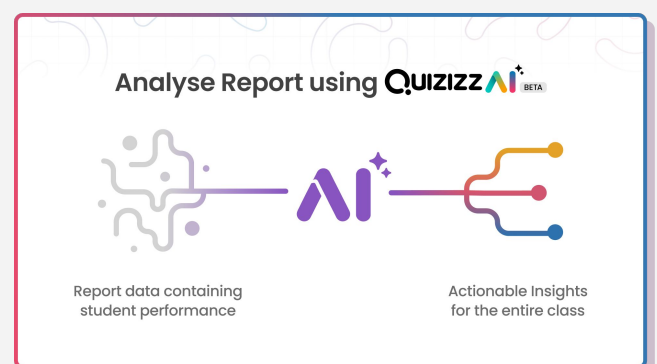


## Quizizz AI Analyze

*coming soon for School & District Plans*

Analyzes student reports and assessments and develops differentiated solutions

- Identifies skill gaps
- Creates personalized recommendations for every student



# Advancements over the last year (2022–2023)

## EXCEPTIONAL ADAPTABILITY AND SUPPORT FOR DISTRICTS

### Enhanced customer success program

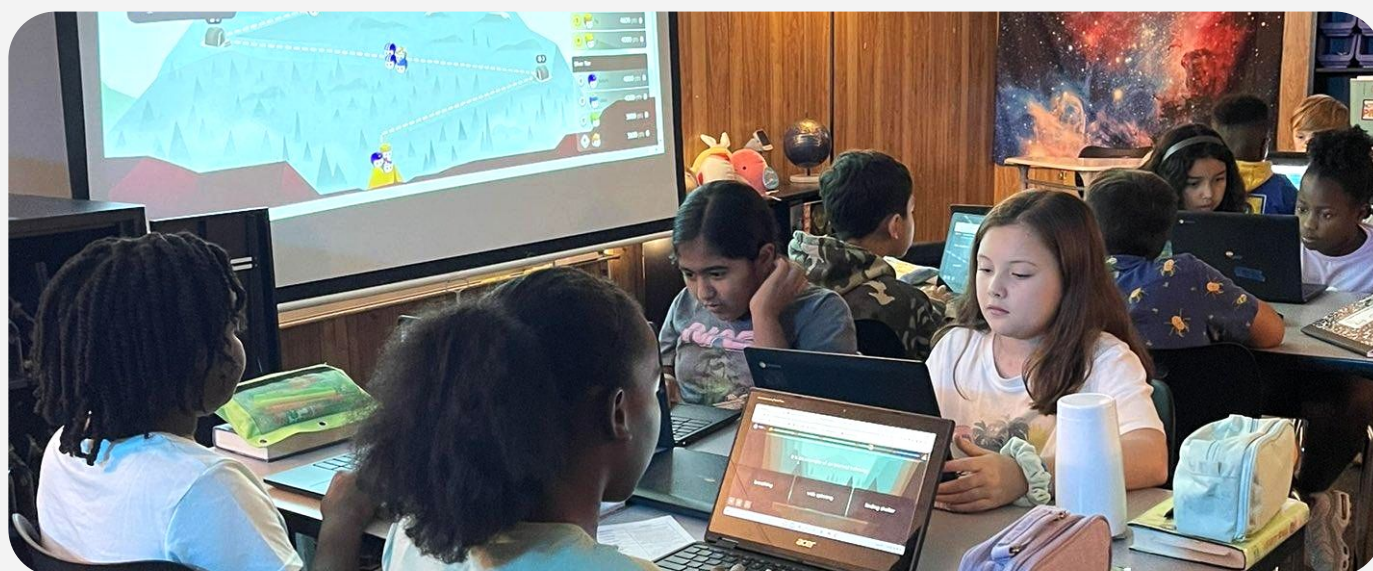
Quizizz rolled out a full-service system that personalizes support to fit each school's needs.

- Proactive, continually growing support team available 24x7
- Customized live PD and training aligned to district-level initiatives
- Dedicated customer success representatives
- Quizizz University professional development resources and services to ensure seamless implementation, maximum adoption, and end-to-end product education

### Updated district-compliant, robust privacy policies

Quizizz remained committed to high standards of compliance with student data privacy.

- Proud members of the School Data Privacy Consortium (SDPC), and Access 4 Learning (A4L) Community
- State and district-specific signed SDPAs. We meet statewide student privacy requirements of some of the most stringent states like CA, TX, and NY.
- Compliant with Family Educational Rights and Privacy Act (FERPA), and Children's Online Privacy Protection Act (COPPA)



# Teacher & Student Love



"I **LOVE** the **data** collected from a Quizizz game! It's so helpful to see a summary of scores with a breakdown of exactly which questions were the most challenging so **I can target intervention and remediation**. Unlike some other quiz programs, I can see each student's individual responses, so **I know which students need the most help and in what areas.**"

Kelly Muchmore, High School Teacher (Arizona)

"I use Quizizz as a quick check after a lesson, review at the end of the week, and also as an independent activity during small group instruction, plus homework assignments for additional practice. **I enjoy observing students answering the questions, collecting instant data, and making notes for those who need additional support.**"

T. Raymond, Kindergarten Teacher (Virginia)



"My students **LOVE** Quizizz! It has become **my go-to way to review material**. The students are engaged and excited to participate."

Francisca Virtue, 4th Grade Teacher (California)



"We were tired of worksheets, so we used Quizizz to review before an exam. **The students were COMPLETELY engaged and scores on the test were amazing!** I can't express how valuable Quizizz has been in keeping students engaged in their learning, whether through an Individual/Team Mode Quiz, Instructor-Paced, or as a Homework assignment to review together!"

Lisa Anderson, Middle School Math Teacher (Missouri)

"I used Quizizz during my observation with **my principal**. She was **so impressed with how I was able to customize the material** to our adopted curriculum."

Amber Moise, 3rd Grade Teacher (California)



"It's really beneficial for students to see **themselves becoming masters of content**, so we do Quizizz reviews until they reach a perfect score. This practice **helps students go into state assessments more confident**, and feeling like the standardized tests are easy for them."

Marcus Byrd, High School History Teacher (Georgia)

"My students didn't know their multiplication facts, and when I tried worksheets, they still didn't get any better. Once I saw Quizizz had the material I needed, we switched. After about 2 weeks, students were already getting better. **Almost 90% of every one of my five classes earn 90-100% on a regular basis**. I'm definitely seeing improvement in their facts and daily math lessons. Integers are next!"

Reigan Blair, 7th Grade Math Teacher (Indiana)



"I happen to love Quizizz more than **a lot of the other popular educational websites** because, in a small amount of time, I am able to find standards-based, engaging Quizzes and Lessons to support all my students."

David Sheffield, 8th Grade Math Teacher (Alabama)

"I love that I can find exactly **what I am looking for**, and I can edit a current Quiz and make it my own **in no time**."

Kimberly Cagle, High School Math Teacher (North Carolina)



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