

Interactive Trivia Drives Engagement on Connected TV



0.86%

TRIVIA
ENGAGEMENT RATE



68%

TRIVIA
RESPONSE RATE*



+76s

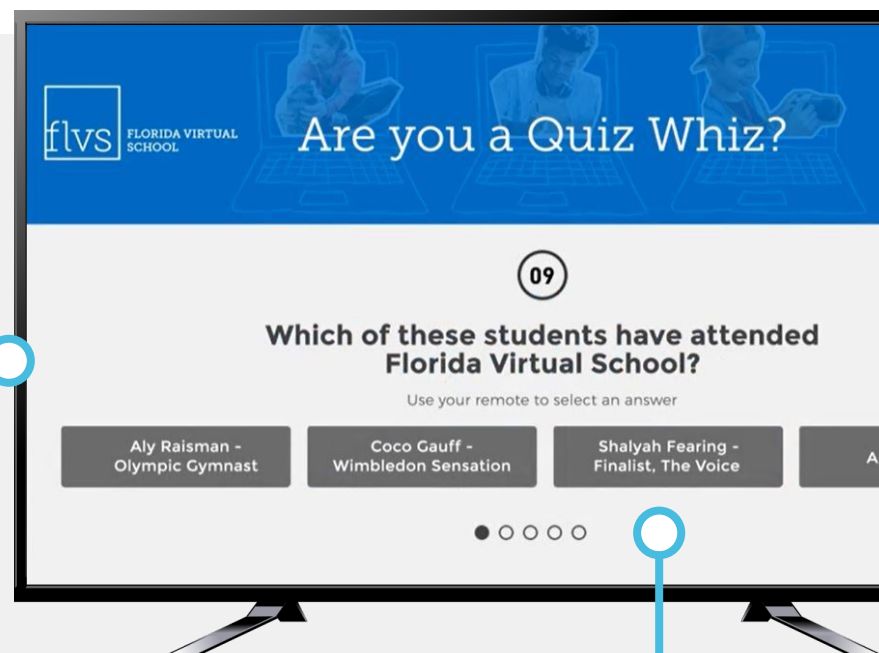
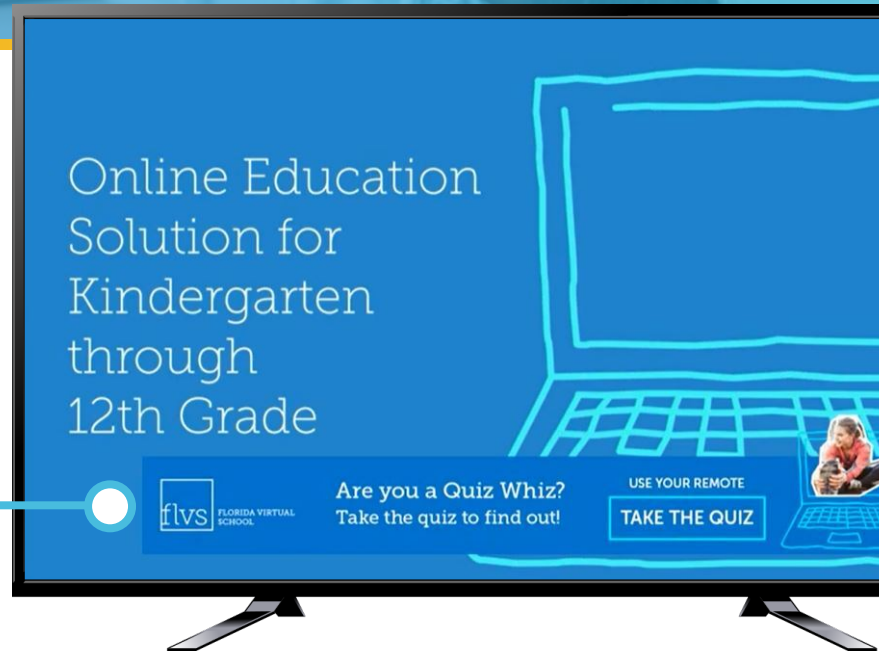
TRIVIA
TIME EARNED

GOAL

With increased demand for socially distanced learning, Florida Virtual School sought out innovative ways to drive brand awareness and stimulate customer engagement for their accredited, award-winning virtual Kindergarten-12 curriculum.

SOLUTION

Looking to highlight Florida Virtual School's engaging e-learning curriculum, Innovid designed two custom interactive CTV experiences. By leveraging Innovid's Trivia format, Florida Virtual School was able to gather real-time customer engagement and drive awareness about their unique approach to online learning.



*Answered at least one question

Trivia results were displayed in **real-time**

OUTCOME

The interactive trivia units exceeded expectations, driving increased engagement and time earned:



0.86%

TRIVIA
ENGAGEMENT
RATE



+72%

LIFT OVER
AVERAGE ENGAGEMENT
BENCHMARK*



68%

TRIVIA
RESPONSE
RATE*



+76s

TRIVIA
TIME
EARNED

RECOMMENDATION

- ✓ Clients looking to highlight their engaging product offering or services should consider customer Interactive CTV trivia units to stimulate the consumer experience and gain valuable brand feedback.
- ✓ Brands utilizing trivia units should include multiple questions, between one and five, which drives more interactivity and more time spent with audiences.

Stimulate valuable **consumer engagement** with easy, multi-question **trivia units**

Online Education
Solution for
Kindergarten
through
12th Grade



Are you a Qu
Take the quiz to

*Percentage increase over average benchmark rate 0.5%

*Answered at least one question

Contact solutions@innovid.com to learn more about our Interactive CTV solutions

 innovid.com