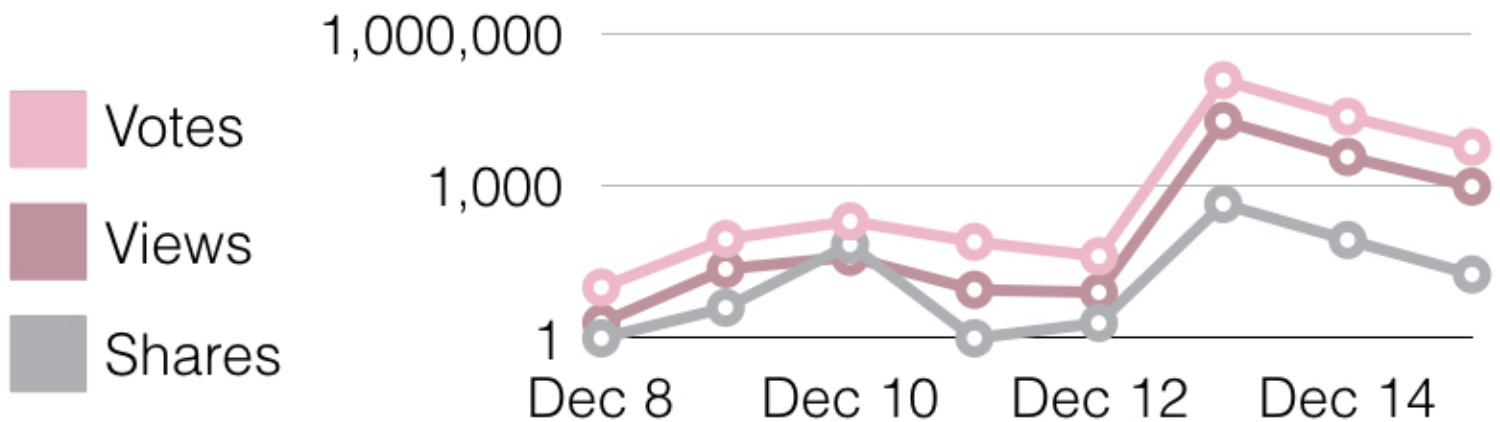
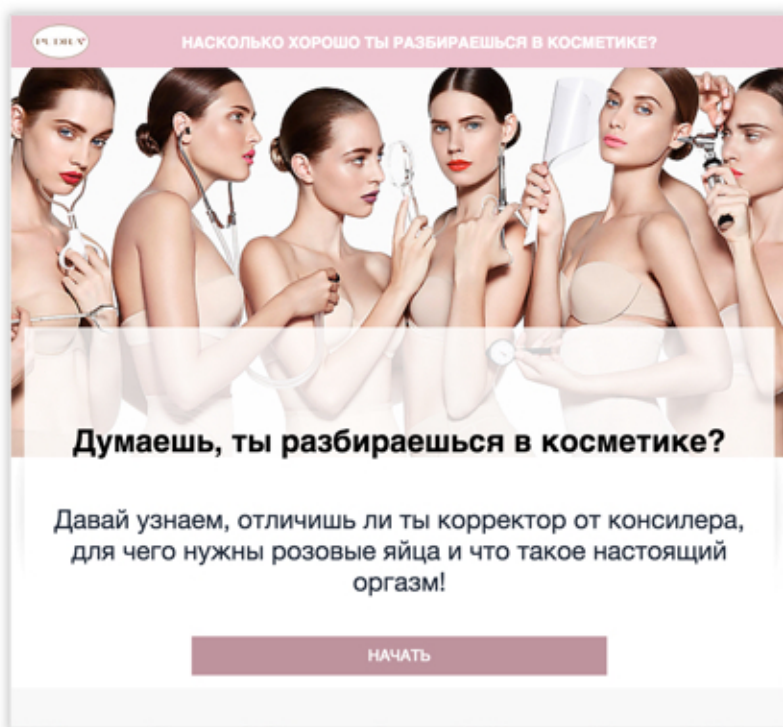


Quiz Launch Sets Engagement Records



Pudra, an online Russian cosmetics vendor created a quiz to help users discover their personal makeup style. In just 7 days, the quiz was completed 12,434 times and shared 688 times on social media.



Keys to Engagement Success

- ★ 12,434 Completes
- ★ 688 Social media shares
- ★ 13,604 Unique voters reached
- ★ 60% Engagement rate achieved