The Digioh Core 6

Last Modified on 08/13/2026 4:01 pm EDT

Promoting your Digioh quiz effectively is key to maximizing engagement, email capture, and product recommendations. Over the years, we've tested thousands of campaigns with ecommerce brands and identified a set of proven promotion strategies we call the Digioh Core 6. Brands that consistently see the strongest results use these tactics to ensure their quizzes are visible across multiple customer touchpoints.

For additional inspiration with your Digioh quizzes, check our our Ultimate Quiz Playbook, Brand Quiz Library, and eCommerce Quiz Examples.

The Digioh Core 6

- Add the Digioh Quiz to your Top Navigation Bar on your website
- Add a link to your Digioh Quiz in your marketing emails or embed the first question in your email
- In your Product Recommendation Quiz Klaviyo Flow, add additional follow up emails if the customer hasn't made a purchase to remind them of the recommendation
- Exit Intent Pop Ups
    - Promote the Quiz or an Offer if they didn't make a purchase
    - Exit Intent Pop-Up if they leave the quiz without finishing it "Allow them to save their progress"
    - Check out real brand examples here
- If you use SMS platform (Attentive or Postscript), collect SMS and pass that back to your SMS platform
- Add a Digioh Quiz Link to your Instagram and TikTok