How to Build a Quiz from a Theme (Designed to Your Brand)

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In this guide, we'll walk you through how to build a fully branded quiz using Digioh's updated tools, including AI-generated questions, product imports from Shopify, smart result pages, and more.

What You'll Learn

You'll learn how to:

- Pick a quiz theme
- Import products from Shopify
- Generate and refine AI-powered questions
- Customize your quiz's look and feel
- Automatically set up product recommendations
- Create a branded results page

Let's get started.

Step 1: Pick a Quiz Theme

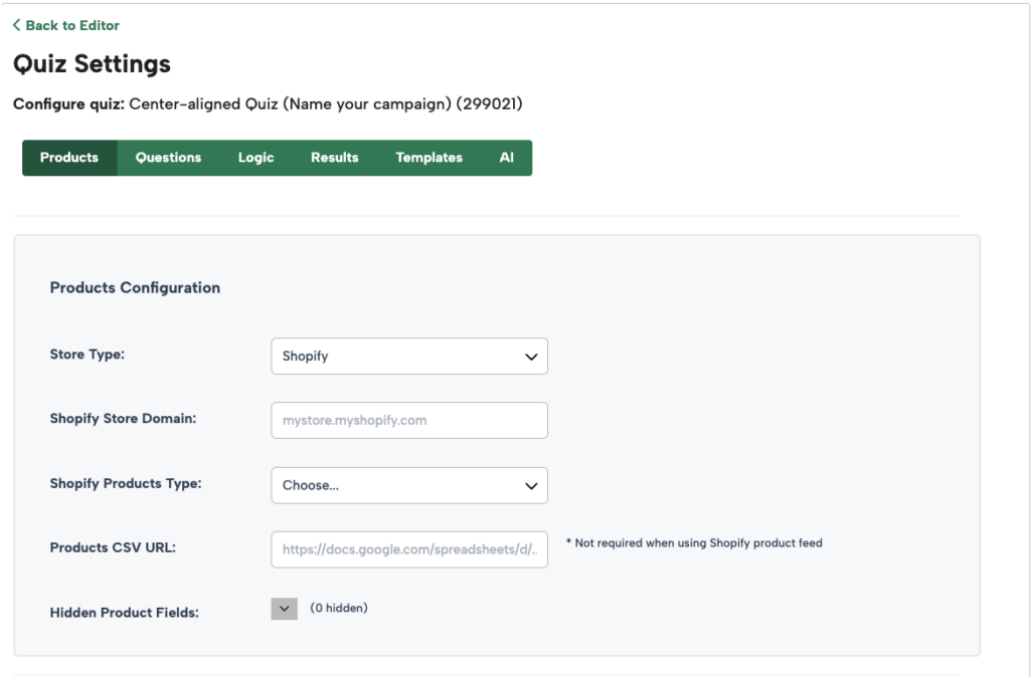
1. Go to **Campaigns > Create New Campaign** .
2. Click the **Use Cases** dropdown and choose **Quiz**.
3. Select a theme and hit **Save**.
    - You'll now have a multi-step quiz template with preloaded question blocks you can modify.

Step 2: Import Your Shopify Products

1. From your quiz, click **Settings > Edit Quiz Settings** .
2. Select **Shopify** as the Store Type.
3. Paste in your Shopify store URL in the Shopify Store Domain section.

4. Remove the placeholder CSV URL (if present).

5. Click **Save** - your products will now be pulled into Digioh in real-time.



These products will be used by the AI to generate tailored questions and results.

Step 3: Generate Questions with Digioh AI

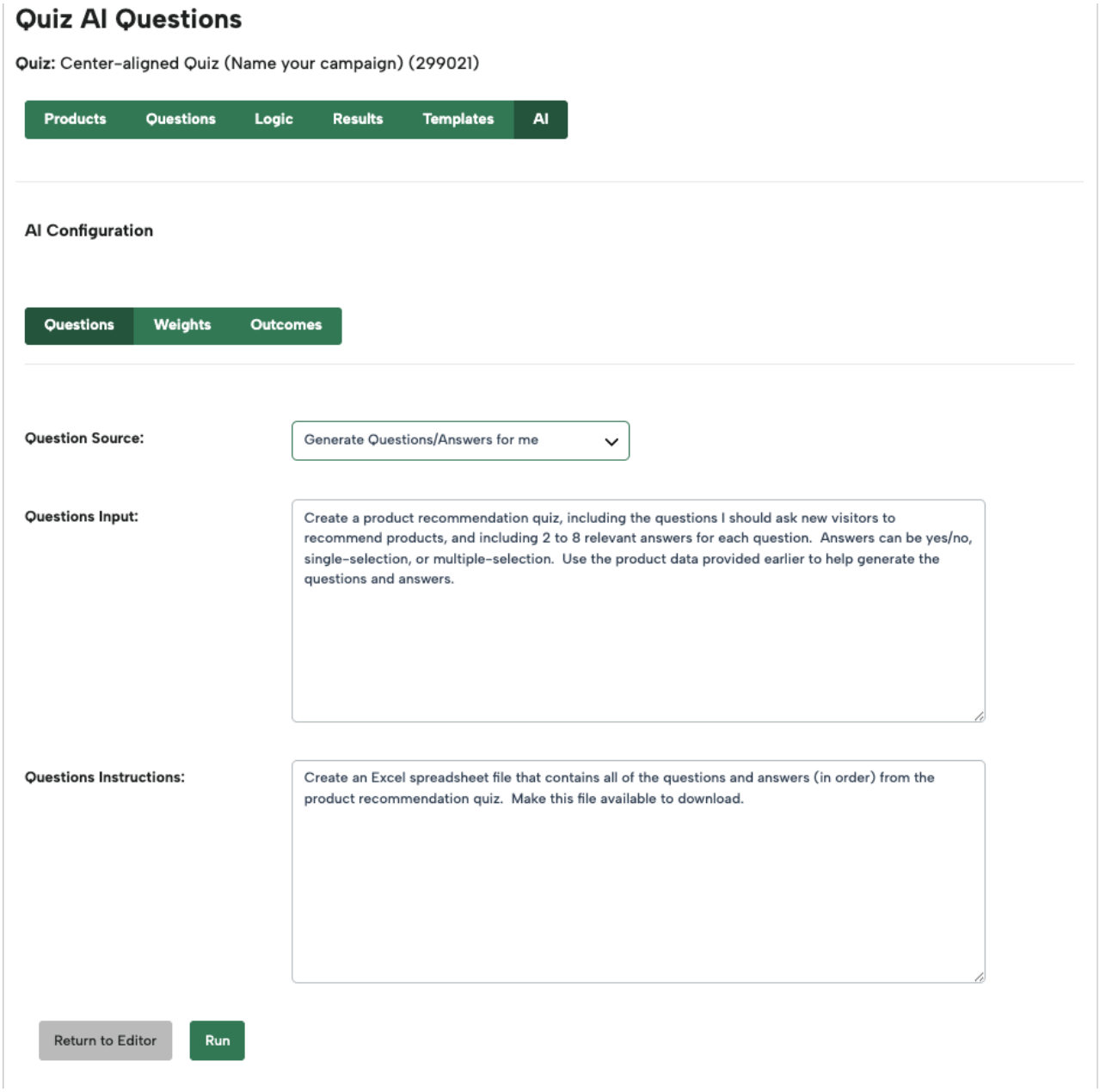
1. Click on the **AI** tab in the top menu.

2. Add **context** about your brand and audience:

    - Example: "We're a skincare brand focused on women in their 30s and 40s. We care about reducing blemishes and wrinkles, offer SPF products, and emphasize eco-conscious solutions."

3. (Optional but recommended): Include a few example questions you like.

4. Click **Run** to generate questions.



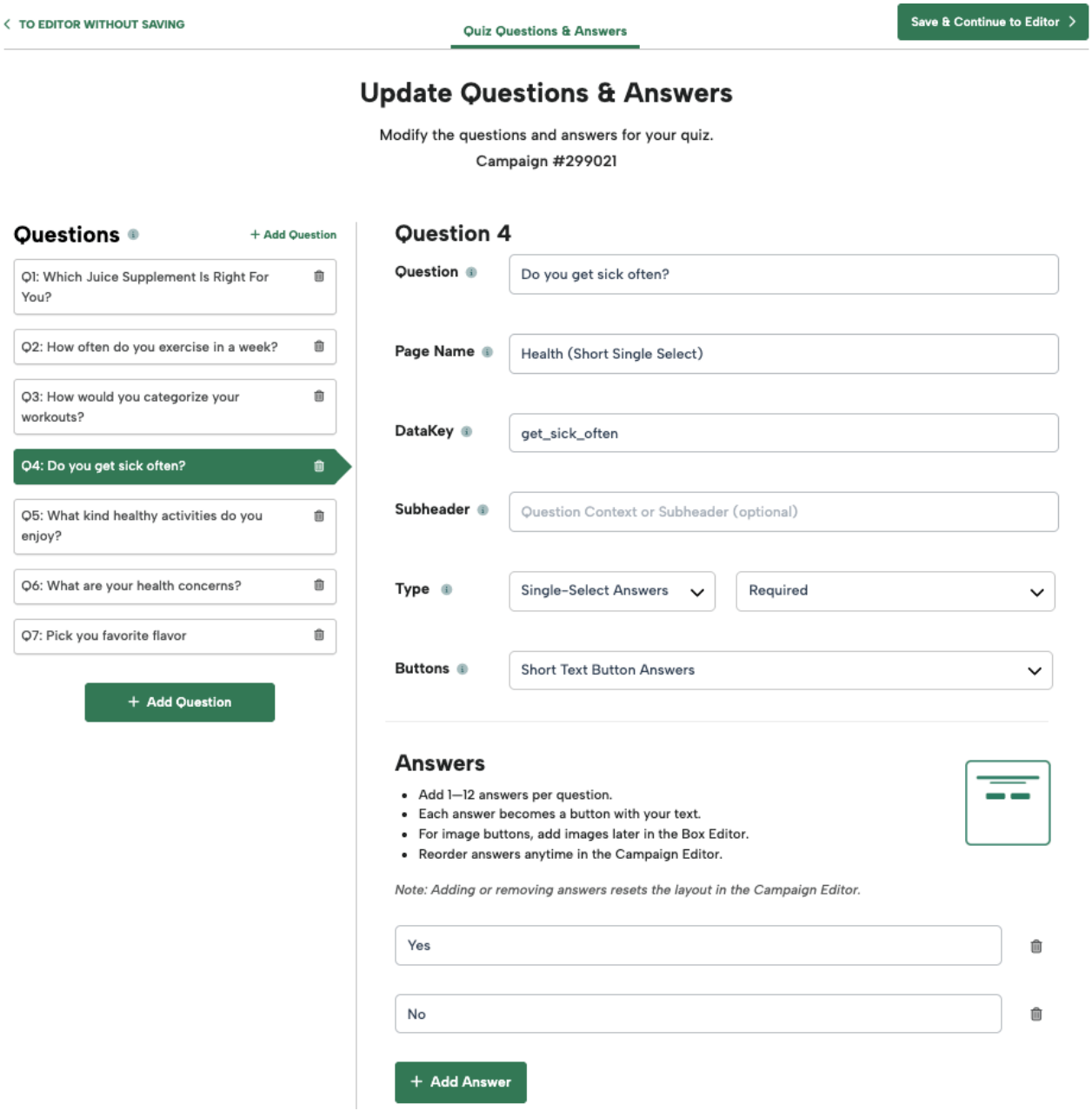
You can run this multiple times with different inputs to refine the output. Each run generates a spreadsheet of potential questions using your product feed.

Note: Generation time varies depending on catalog size - large stores may take up to ~20 minutes.

Step 4: Add & Edit Questions in the Quiz Builder

1. Go to the **Questions** tab.
2. Add new questions manually or copy-paste from the AI-generated list.
3. For each question:

- Set the **Page Name** for internal use.
- Define the **Data Key** - this is the value sent to your ESP (Klaviyo, Iterable, etc.).
- Choose **Answer Type** (e.g. single select, multi-select).
- Set required fields and minimum answers if needed.



Repeat this step until all your desired questions are added.

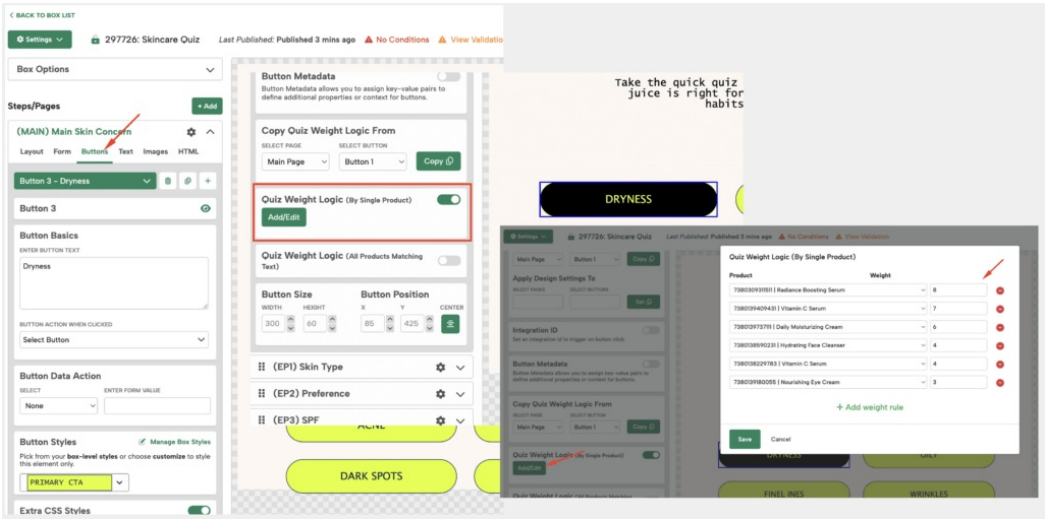
Step 5: Customize Fonts and Colors with Campaign Styles

1. Go to **Campaign Styles > Campaign Styles** .
2. Update the **Background Color**, **Font Family**, and **Font Colors**.
3. Save your style settings.
4. Update buttons and other UI elements as needed.

This ensures your quiz matches your brand's visual identity.

Step 6: Use AI Weighting for Product Recommendations

1. From the Quiz Builder, go to the **Weighting** tab.
2. Let Digioh apply automatic weights to products based on quiz answers.
    - Weights are applied to every answer behind the scenes.
3. Test your quiz to see how weights impact the final recommendation.



You can manually adjust weights if you want to bias toward or against certain products

Learn more about weighting logic and when to use it
Prefer outcome-based recommendations? Here's how outcomes logic works

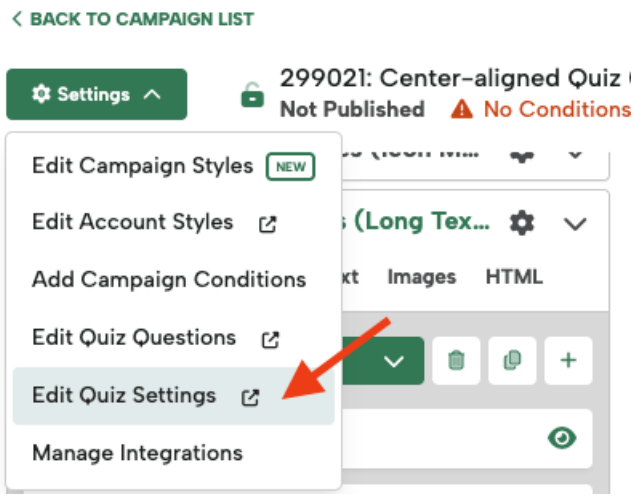
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Step 7: Create a Branded Results Page

1. Use Digioh's **Results Page Builder** to display recommended products.

2. The page will automatically reflect weighted results from the quiz.

3. Style it to match your quiz and site branding.



Learn how to build a Results Page

That's It!

You've now got a fully functional, branded quiz pulling in live products, asking smart questions, and generating personalized results. For best results, continue to test and refine your AI prompts, question flows, and product weights over time.

Need help? Contact your Digioh CSM or support team anytime.
