# How to set up the Quiz Page Abandonment extension

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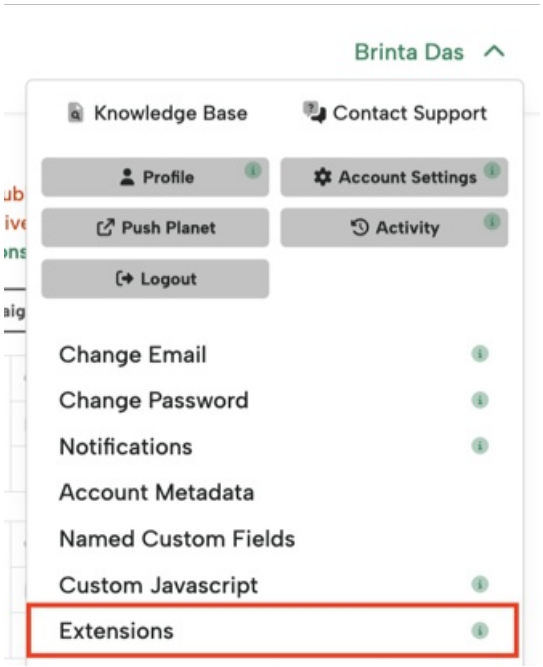
## What you'll learn

- How to track which quiz page a visitor was on when they abandoned a quiz
- How to pass that quiz page name into an exit-intent campaign submission
- How to configure the quiz campaign and the exit-intent campaign using metadata
- The setup requirements, including the hidden form field needed to capture the page name

When a visitor starts a quiz but leaves before finishing, it's valuable to know exactly which page, or step, in the quiz caused the drop-off. This extension tracks the active quiz page as the visitor moves through the quiz. When the visitor triggers an exit-intent campaign and submits it (for example, to leave their email), the quiz page name is automatically attached to that submission. This allows you to report on which quiz pages cause the most drop-off and which pages visitors see when they convert, all through metadata, without writing custom code.

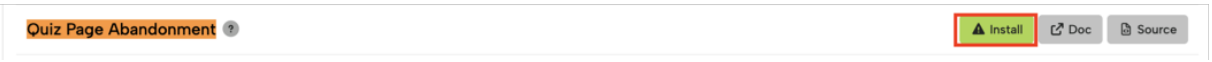
## Install the extension

1. Hover over your name in the top-right corner of your Digioh account and select **Extensions**.




2. Open the Tracking category dropdown and find **Quiz Page Abandonment**.

3. Click **Install**.




4. Click Publish > **Publish to Your Site** on the Manage Extensions page.




Once it's published, you're ready to use the quiz abandonment metadata on your quiz and exit-intent campaigns.

## How it works

The extension uses two campaigns working together on the same page:

- **The quiz**: As the visitor moves through the quiz, the extension stores the name of the quiz page they're currently viewing. The stored value updates every time the quiz displays and every time the visitor changes pages, so it always reflects the last quiz page the visitor saw.
- **The exit-intent campaign**: When the visitor tries to abandon the quiz, the exit-intent campaign appears. When they submit the campaign's form, the extension automatically writes the stored quiz page name into a custom field on the submission, so it's sent along with the visitor's email to your integration(s).

Note: The quiz and the exit-intent campaign must run on the same page. The stored page name lives on the page itself and doesn't persist across full page reloads.

## Supported metadata

Add each metadata key below to the campaign-level metadata of the relevant campaign.

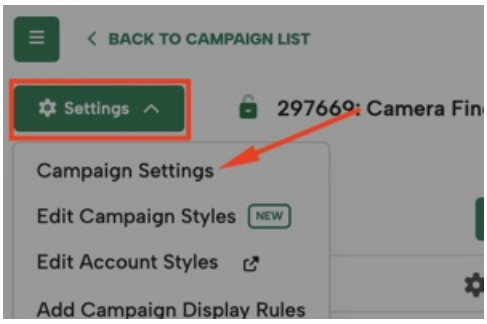
| Metadata key | Apply to | Value | Description |
|---|---|---|---|
| is_quiz_abandonment | Quiz | true | Marks the quiz campaign to be tracked. The active quiz page name is stored on display and on every page change. |
| is_exit_intent_abandonment | Exit-intent campaign | true | Marks the exit-intent campaign that captures the abandonment page on form submission. |

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| quiz_abandonment_custom_field | Exit-intent campaign | custom_N | The custom field number where you want to write the quiz page name when the campaign's form is submitted (e.g., custom_1). Required when is_exit_intent_abandonment is true. |

# Setup

## Step 1: Configure the quiz campaign

From the design editor page of your quiz, go to Settings > Campaign Settings > Campaign metadata and add:



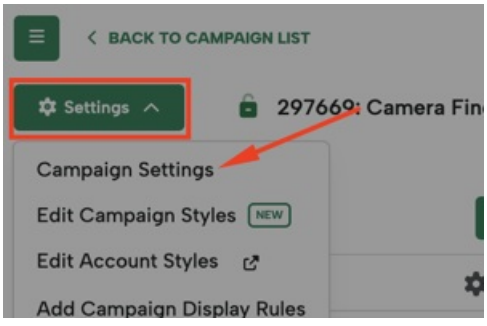

- is_quiz_abandonment = true




Make sure each page of your quiz has a meaningful page name set in the Design Editor. Descriptive names like "Question 3 – Skin Type" make your reporting clearer than default names.

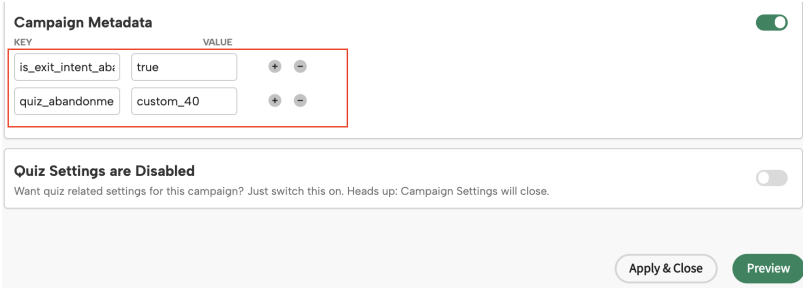
## Step 2: Configure the exit-intent campaign

From the design editor page of your exit-intent campaign, go to Settings > Campaign Settings > Campaign metadata and add:



- is_exit_intent_abandonment = true
- quiz_abandonment_custom_field = custom_1

The custom field value must follow the strict format custom_N (custom_1, custom_2, etc.). Any other format is rejected, and the extension won't capture the page name. It is recommended to use a custom field you aren't using in other campaigns and create a named custom field for it for better data organization.

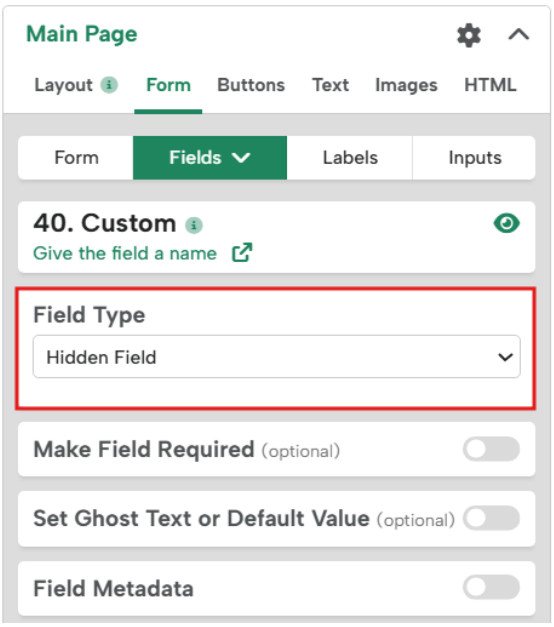



## Step 3: Add a hidden form field to the exit-intent campaign

Important: If your campaign's form isn't capturing any info into the custom field, the quiz page name has nowhere to land in the submission.

To add the hidden field:

1. Open the exit-intent campaign in the Design Editor.
2. Go to the **Form** tab.
3. Click **Fields**.
4. Select the field number that matches the custom field you set in the metadata and toggle it on (e.g. custom_1).
5. Set the field type to **Hidden Field**.




The extension fills this field automatically at submission time; the visitor never sees it.

Then map that custom field to the appropriate field or property in your integration (Klaviyo, Braze, etc.) so the abandonment page flows through to your email service provider (ESP).

Note: If you created a named custom field and your pipeline already includes the named custom field mapping, you don't need to manually add it.

### Step 4: Test

1. Preview the page with both the quiz and the exit-intent campaign active.
2. Advance a few pages into the quiz, then trigger the exit intent.
3. Submit the campaign with a test email.
4. Confirm the submission includes the custom field populated with the quiz page name (check the Digioh submission data and your ESP).

## Troubleshooting

The extension logs notifications in the Digioh Diagnostics panel (available in QA mode) to help you debug your setup:

| Notification | Meaning |
| --- | --- |
| "quiz_abandonment_custom_field" not set | The campaign has is_exit_intent_abandonment = true, but no custom field is configured. Add the custom field metadata. |
| Invalid custom field format. Must be "custom_N" | The custom field value isn't in the custom_N format. Fix the value (e.g., custom_1). |

| | |
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| "page stored" info messages | Confirmation that the quiz page name was captured on display or page change. |
| Field is empty in submissions | The campaign may have fired before any quiz page was recorded, the quiz campaign may be missing its metadata, or the hidden form field is missing from the campaign's form. |

## Best practices and recommendations

- Give every quiz page a clear, descriptive page name. This is exactly what shows up in your data.
- Use a dedicated custom field for the abandonment page so it doesn't collide with other data your campaign collects.
- Map the custom field to a named property in your ESP (e.g., a "digioh_quiz_abandonment_page" profile property) for easy segmentation and reporting.

## Things to avoid

- Don't use any value other than custom_N for the custom field metadata. Validation is strict, and other formats are rejected.
- Don't run the exit-intent campaign on pages where the quiz isn't present. There will be no stored page name to capture.
- Don't forget the hidden form field on the exit-intent campaign. Without it, the captured value may not be included in the submission sent to your integrations.

That's it, your quiz abandonment tracking is ready to go. Need a hand? Reach out to support@digioh.com.