The Business of Asking: How Quizzes and Surveys Drive Personalization, Segmentation and Engagement

Abstract

From being just another data collection tool, quizzes and surveys have become a way to get to know users, understand preferences, segment, and deliver more meaningful digital experiences. They are not just about gathering answers, but also in applying those answers to offer valuable feedback, custom content, suggestions, and then next steps. Digital health and behavioral research provides evidence of the need for personalized feedback, personalization, preference elicitation, and persistence with digital interventions. Platforms like HiDoc Dr can offer a structured approach to gaining insights into how healthcare professionals engage with content, prefer it, and are interested in it. In this article, you're going to learn how interactive questioning can be used for lead generation, product recommendations, sales funnels, customer feedback, email growth, audience segmentation, personalized offers and conversion optimization. A practical model is introduced, where users' feedback is translated into actionable insights, facilitating more meaningful interaction and ongoing optimization of the digital user journey.

Introduction

Digital audiences are inundated with considerable content, products, services and communication. Generic communication may not be effective in all this kind of environment in terms of catering for individual interests or needs. Quizzes and surveys allow for an interactive approach to gathering structured information directly from the user while also promoting user participation.

Usually, surveys are used for feedback, research, and satisfaction measurement, while quizzes are more of an educational or entertainment aspect. However, their strategic potential goes beyond that. If the answers lead to further actions, a simple query can be part of a digital journey:

Question -> Response -> Insight -> Personalization -> Engagement -> Action

Research evidence has shown that linking self-assessment to appropriate feedback is important. Morrison et al. concluded that self-assessment, but not self-assessment with tailored feedback, was correlated with higher rates of drop-out, so it is important that users get something after sharing information with it. [1]

For HiDoc Dr, this principle can be applied to interactive experiences for healthcare professionals, such as clinical quizzes, content-preference surveys, webinar-interest questionnaires, and post-event feedback. The goal is not just to ask for answers, but to make further interactions more relevant through the responses. [2]

Personalization Through User Responses

Personalization means adjusting a digital experience to user attributes, preferences, selections or actions.

In a systematic review, Hornstein et al. explored personalization in digital mental health interventions and found that there are several dimensions that could be personalized, such as content, content order, guidance and communication. Some of the most frequent personalization mechanisms used were user choice and decision rules.[3]

This can be used for quizzes and surveys. Rather than asking a question to get information, answers can help to dictate what comes up next.

A HiDoc Dr quiz, for instance, could determine if a health care professional is more interested in:

- clinical updates,
- medical education,
- expert webinars,
- specialty-specific content, or
- digital healthcare solutions.

As a result, future content and/or communication can be informed.

So, personalization can be expressed as:

The user response will take you to the user segment; from there, the relevant experience will be displayed.

Not just by the name in the email, but importantly, personalization should not be confined to just a name in an email. It should impact content, recommendation, communication or next action.

With Static Surveys to Adaptive Experiences

The next step is to customize the digital experience using data that is gathered from users.

The framework described by Gonul et al. is one that relies on personal and contextual information to guide when, how, and what interventions are administered to an individual in a healthcare context, but can apply to interactive digital experiences. [4]

An answer on a survey can then serve as a trigger:

Identification of interest → Selection of relevant content → interaction with user(s) → Identification of further preferences → Adaptation of the next interaction.

This could be for HiDoc Dr, information about diabetes education, webinar information or professional resources related to diabetes are sent instead of a general message sent to all users.

This provides an adaptive journey, rather than a single survey.

Quizzes as engagement tools

Multiple opportunities for active participation are given through a quiz. The user needs to be engaged in the content and needs to make a decision or give a response, or indicate a preference.

Maintaining that digital engagement is more than a single click or page view, Nahum-Shani et al. discussed it as a multidimensional process that includes the user's attention, cognition, affect, and interaction to digital stimuli. [5]

A quiz can thus create multiple points of engagement that can be measured:

Exposure to Quiz → Start Quiz → Interaction with Question(s) → Complete Quiz → Result → Recommendation → Next Action

The stages can be used to give detailed information beyond what a traditional content-view metric could.

For instance, a HiDoc Dr quiz could track not only the number of healthcare workers that began the quiz, but also where they stopped, what topics elicited the most interaction, how many people viewed their results, and how many interacted with related content after the end of the quiz.

Engagement and Digital Outcomes

Engagement is especially relevant as there may be downstream consequences of engagement with digital interventions.

While this does not directly translate to increased commercial conversions for quizzes, it does support the need to create digital experiences that foster meaningful interactions to correlate with improved post-intervention mental health outcomes in a systematic review and meta-analysis conducted by Gan et al. [6]

With a platform that is digital, the focus should shift away from:

How many people looked at the quiz?

to:

What has occurred after people engage with it?

It could be watching content, sign up for webinars, resource views, leads captured, repeat visits, or other pre-defined results.

Apply Surveys to Understand Preferences

One of the other important jobs of surveys is to get preferences.

Structured preference methods can be used to identify the attributes that users appreciate in making their choices from among different options. Discrete Choice Experiment (DCE) is a way to measure preferences and understand the relative importance that people place on different attributes, according to Hazlewood.[7]

Digital surveys can be designed to include this principle.

Rather than just asking:

“Was the content good?

a survey could ask:

"Which type of content would you prefer?"

Options might include:

- expert-led webinars,
- clinical case discussions,
- short medical updates,
- CME content, or
- interactive quizzes.

These responses may offer tangible data for HiDoc Dr in order to guide them in creating content for future educational interests of healthcare professionals.

Buyer Segmentation and Audience Segmentation

People navigating the same general user audience have different preferences.

This study by Gc et al. illustrates the value of structured responses in uncovering meaningful differences among groups in their preferences for digital wearable health technology (dwHT).[8]

The same principle can be applied to quiz-based segmentation:

Response pattern	Potential segment	Possible action

High interest + high intent	Action-oriented	Direct CTA
High interest + information need	Education-oriented	Educational content
Preference for expert interaction	Expert-engagement	Webinar/expert content
Preference for short content	Quick-learning	Short-form updates
Existing user with additional needs	Expansion	Relevant additional resources

These are illustrative segments; actual segmentation should be based on the objectives and response data of the specific platform or campaign.

Customer Feedback and Email Growth

Surveys can also help organisations to understand how users are interacting with a platform and what they want to do next.

To understand the digital health engagement of internet users in Germany, Grimm et al. looked at internet users and different functions of digital engagement, showing that users can interact with digital health environments for different needs and purposes. [9]

This emphasises the need to ask questions that elicit user intention and not gather information for no specific purpose.

Survey data can also be used to engage in more meaningful email communication. Responses can be used to inform a group of users which are the most appropriate to be addressed instead of sending the same message to a whole database:

- educational updates,
- webinar invitations,
- relevant professional content,
- Product / service information
- follow-up communication.

The basic idea is that:

The more we understand each other, the more relevant we are able to communicate.

Personalized Offers and Next-Best Actions

Ideally, a quiz should benefit from information given.

This underpins the idea of using quizzes as a continuous user journey, with multiple digital stimuli and tasks.This aligns with the concept of digital engagement, which Nahum-Shani and Yoon defined as an ongoing process of interacting with various digital stimuli and tasks, not just a single event.[10]

For example:

Recommendation = Relevant content + Relevant CTA based on question + Result.

Once the healthcare professional has entered his or her answers, the answers submitted could help to identify the most relevant educational content, webinar, or professional resource.

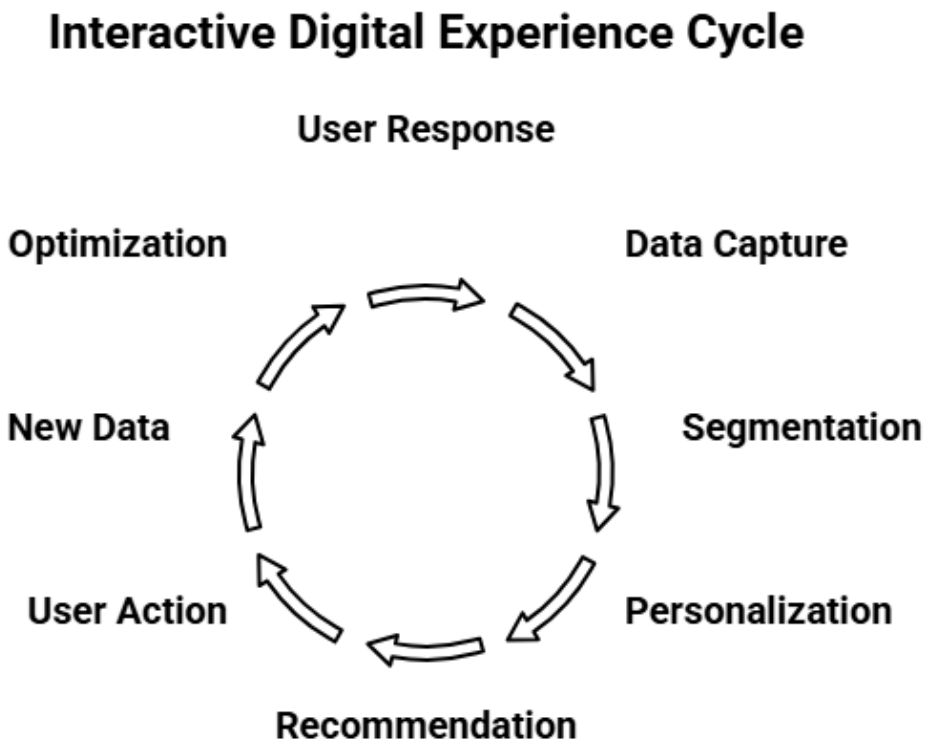
What's crucial is that the suggestion is tied to the user's reaction and not an unrelated promotional message.

Developing a CPD loop.

The added strength in personalization is when the answers to a quiz and a survey are integrated within a digital system.

To assess the variety of eHealth personalisation strategies, Ten Klooster et al. conducted a systematic review of 412 reports, which showed that multiple approaches to user segmentation and adaption (recommendation and channeling) have been developed. Another finding of the review was the computational methods employed to link technology adaptations with user segments. [11]

This provides a useful model for interactive digital experiences:



This transforms a survey from a one-time feedback mechanism into part of a continuous learning loop.

Quizzes Within the Digital Funnel

Quizzes can be used in multiple phases of a digital journey.

Attention: An interactive question or a question that has an answer can draw attention.

Engagement: User is engaged and it provides them with value instantly.

Lead generation: After the initial engagement, relevant information can be requested.

Segmentation: Responses highlight interests, preference or intent.

Recommendation: Content, Resources, Products or Services relevant to the content can be presented.

Conversion: An appropriate subsequent step is provided.

Retention: After the survey, the organization can determine satisfaction and future needs.

HiDoc Dr can be used for clinical knowledge quizzes, surveys for professional interest, recommendations for webinars, post-event feedback, and content-preference assessments.

Measuring Performance

Answer rates from a quiz or survey should not be used to determine its effectiveness.

A complete measurement framework can include:

Stage	Example metric
Exposure	Quiz start rate
Interaction	Question completion
Engagement	Completion rate
Result	Result-view rate
Recommendation	Click-through rate
Lead generation	Lead capture rate
Conversion	Defined conversion event
Retention	Repeat engagement

This helps to determine user engagement and their exit points in the journey.

Chiefly, conversion optimization must be done with regard to the actions of the user, and not based on the assumption that any quiz will generate commercial results automatically.

Conclusion

Quizzes and surveys do not have to be a means of gathering information. They can be used to help personalize, segment, define customer preferences, engage, communicate to, and continually improve upon customers when designed around a clear purpose and correlated to meaningful feedback.

While many of the elements of this approach are supported by the available evidence, the existing literature does not constitute direct evidence that quizzes generate more sales or conversion rates.

The chance for HiDoc Dr and other digital platforms is in linking questions with actionable answers. This should be a principle of a well-designed interactive experience:

Ask → Understand → Segment → Personalize → Engage → Act → Learn.

The business value of asking questions is not about the amount of information gathered but in the manner in which the information will be turned into something more meaningful and useful to the user.

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