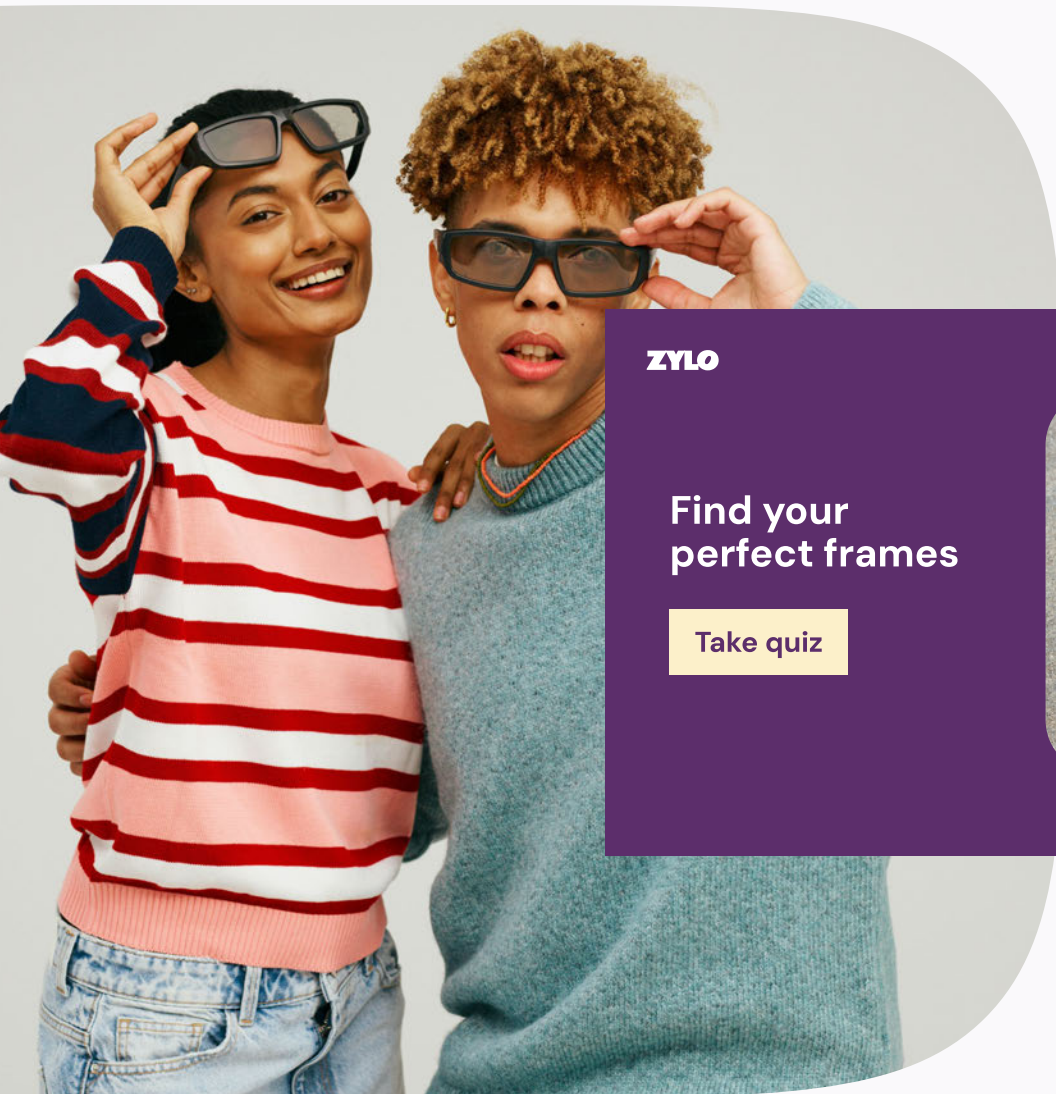


# Browsing to buying:

the product recommendation quiz  
playbook for e-commerce businesses



**ZYLO**

Find your  
perfect frames

Take quiz



# It's a jungle out there.

Seriously. Whether it's a scrappy startup or an established giant, every brand is competing to capture consumer attention.

Standing out isn't just a matter of sheer will and creativity—especially for smaller businesses. It requires a deep understanding of your audience and building strong personal relationships with them.

71%

of consumers expect companies to deliver personalized interactions\*

76%

get frustrated when this doesn't happen\*

Customers *expect* personalization. This is good news—we promise—because personalized e-commerce experiences:

- Enhance customer engagement
- Increase conversion rates
- Boost customer loyalty
- Collect more *and* better data

# So, what's a product recommendation quiz? (And how does it help you personalize?)

Think of it as playing matchmaker between your audience and products. You ask some questions, they answer, you match them with *personalized* recommendations.

Simply put, you hand-pick the right product for your customer and they get a better experience. Everyone wins.

You might ask questions like:

1 → Do you prefer lightweight frames?

3 → What's your favorite color palette?

6 → Bubbles?



# Why are they so effective?

Quizzes are good for customers *and* they drive sales. Here's why they're so powerful:

## Fewer choices = easier decision-making

Instead of overwhelming customers with countless options, lead them to the most relevant products to choose from. Chances are they'll make a better (and faster) decision.

## Explanations build trust

Most customers walk away without spending a dime. And over 19% of shoppers abandon their carts because they don't trust you... yet.

Ask for their preferences and explain why you matched them a particular product—this builds instant trust.

## More data, more personalization

Each response you collect provides insights into your target audience's needs and preferences.

Use that data to inform your product roadmap and uncover potential opportunities.

Plus, [McKinsey](#) found that personalization helps brands:

- Reduce customer acquisition costs up to 50%
- Increase sales up to 15%
- Improve marketing ROI up to 30%

**It's clear. Product recommendation quizzes are good for business.**

# Your customers are telling you what they need...

They want to be seen as individuals with distinct interests and preferences, not just a potential transaction or a dollar sign. Recommendation quizzes provide the personalization customers demand.

72%

of consumers expect businesses they buy from to know their interests\*

78%

said personalized content made them *more likely* to be repeat customers\*

# While product recommendation quizzes are a key piece of personalization, they're **not the only part.**

Your customers share data with you *all the time*. Unify your data sources so you can understand your customers, no matter where they interact with you.

McKinsey\* asked 60 shoppers to create mobile diaries of their personalized interactions with various brands over two weeks.

When asked what customers want from brand interactions they said...

*"Know me no matter where I interact with you."*

*"Give me relevant recommendations I wouldn't have thought of myself."*

**They're asking for personalization.**



# It's time to turn casual browsers into buyers.

# 83%

of B2C marketers say they use product recommendation quizzes to make sales and capture leads

Results from a Typeform survey of 200+ B2C marketers

No matter what you sell, there's a product recommendation quiz that's perfect for your brand:

## Product match:

Designed to simulate an in-store buying experience, they guide customers to the right product through a series of questions to deeply understand their needs and preferences.

## Small catalog:

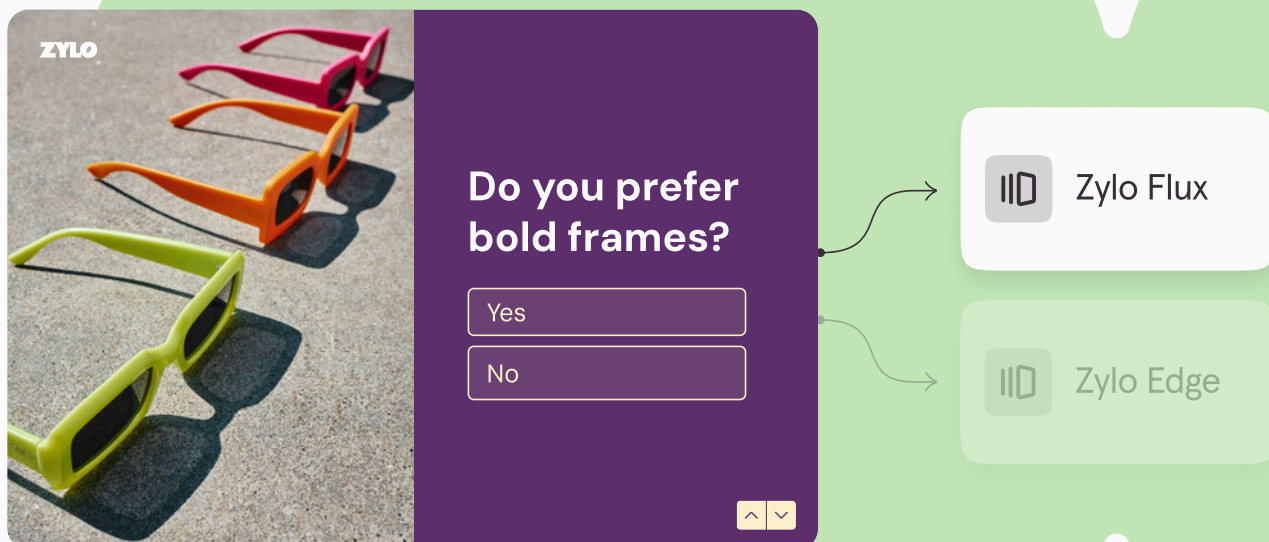
These are perfect for e-commerce brands with a smaller selection. They reduce shopper fatigue by explaining *why* you recommended specific products, making the match feel tailored to the customer.

## Personality-based:

Fun and engaging, these quizzes uncover the customer's personality and then recommend the right product that aligns with their responses.

# Preferences and needs are powerful.

Product match quizzes help you understand the problem your customer is trying to solve or what needs they expect your product to meet.



They help customers when what makes the right product “right” is objective—like selecting running shoes based on training goals, choosing hair care tailored to specific hair types, or recommending supplements that align with their health goals.

By narrowing down choices based on personal needs, prescriptive selling takes the guesswork out of shopping.

But it’s not just about helping customers find the right product—it’s also about driving business results.



# Build a product match quiz that converts.

Product match quizzes work best (for you and your customers) when they offer a seamless, personalized experience that feels effortless. You get more valuable data and they get matched with a product perfectly suited to them.

Here are some best practices to help you create a quiz that converts:

## 01

### Start with a clear purpose

Every question should align with the outcome—whether matching shoes to training goals or recommending skincare routines.

## 02

### Ask clear, simple questions

Keep your questions straightforward and engaging to avoid decision fatigue.

## 03

### Keep it minimal

Stick to 5-8 questions to keep the experience frictionless—we've found that 6 or fewer questions results in the highest completion rates. Focus only on the most essential questions.

## 04

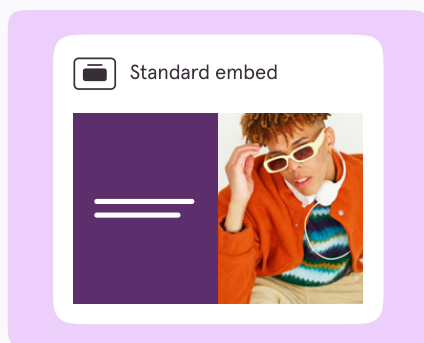
### Incorporate logic and branching

Create a form that responds to people's answers. With every question relevant to them, they'll never have to skip a question. It's also great for segmenting your audience.

# Then put your quiz everywhere your customers are.

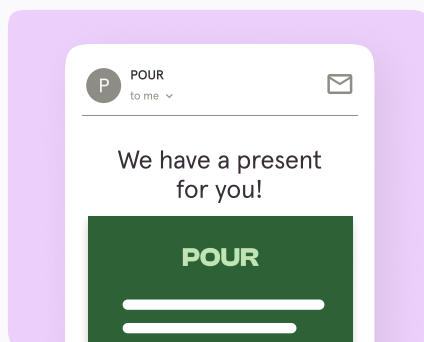
Think recommendation quizzes are only for the bottom of the funnel? Think again. Use them across the customer journey and collect heaps of valuable data.

Here's how to strategically place them:



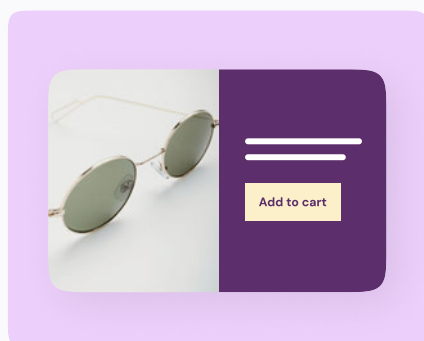
## Attract and engage

- Feature on your homepage or a sitewide banner
- Promote on social media and through paid ads
- Drive quiz takers via influencers



## Nurture

- Include in follow-up emails with personalized offers
- Embed directly on product pages
- Trigger exit-intent pop-ups



## Drive conversions

- Create quiz results page that features recommended product
- Make checkout simple
- Build remarketing campaigns reminding customers of recommended products

Product match quizzes aren't the only kind of product recommendation quizzes out there for B2C brands. Let's take a look at small catalog quizzes—they're designed to help curated product offerings feel bigger and more personal.

# Show customers that a small collection means a more personal, tailored offering.

Customers often assume your small catalog won't have what they're looking for. But you can use a product recommendation quiz as their personal shopper and guide them to a great product they wouldn't have found otherwise.

## It's no secret that small catalogs can be challenging:

- Fewer options can overwhelm or underwhelm shoppers
- Hard to compete with brands with larger catalogs and more variety
- Run the risk of customers assuming you don't have what they're looking for

Do you prefer bold frames?

Yes

No

^ v


POUR

It's Friday.  
What's your  
vibe, Alex?

Dinner with friends

Cozy night in

Dancing all night




^ v

Bloomed

What's the occasion?

Just because

Birthday



^ v

Gift guide quizzes can help you tackle these challenges. Beautifully built and used properly, they communicate that small catalogs are **intentional, curated, and exclusive**. Because, aren't they?

# Customers expect you to do the hard work for them.

# 56%

of e-commerce customers are more likely to return to a site that recommends products than one that doesn't

[invesp](#)

Small catalogs don't have to feel limiting —customers just need a little help discovering what you offer.

By curating matches based on their preferences, you show customers you're willing to go the extra mile—building trust and increasing the likelihood they'll come back.

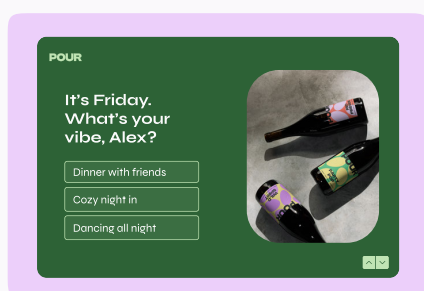
Use your quiz to introduce less obvious product qualities that might interest your audience, like eco-friendliness, craftsmanship, or locally made.

Communicate *why* your products are unique and the benefits they provide.



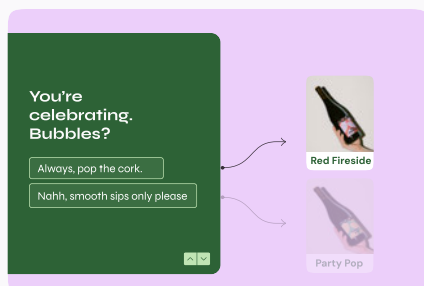
# Product recommendation quizzes should feel like a conversation, not a hard sell.

Be personable, not pushy. Here's how to do it:



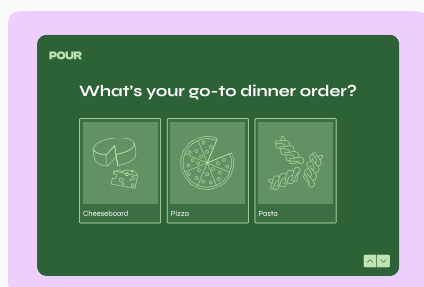
## Type the way you talk

Think about how you'd ask these questions face-to-face with your customer. That's how you should phrase your quiz questions, too.



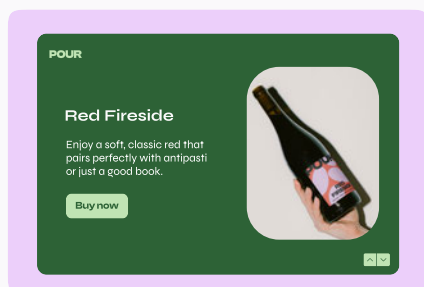
## Make it responsive

Use recall and logic to reference or customize your quiz based on your customer's earlier responses. Who likes the feeling of repeating themselves, anyway?



## Ask only the most relevant questions

You want customers to trust the quiz they're taking. So, if you ask questions that feel intrusive or unrelated, they're likely to close the quiz and leave you hanging.



## Focus on personalization

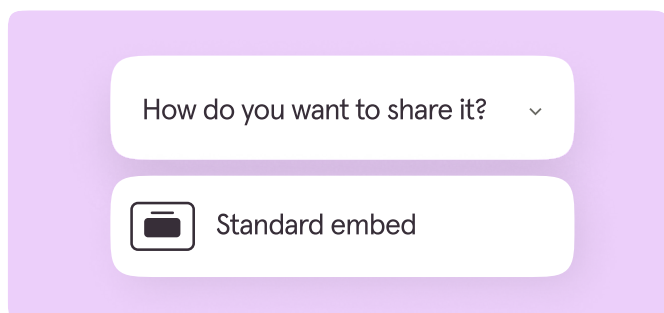
Use quiz responses to deliver a tailored recommendation to customers. A perfect fit is more important to your customers than a massive catalog.

And if you want to go beyond straightforward recommendations and tap into something deeper—like your customers' identities and interests—you're going to love the next type of quiz.

# Meet personality quizzes —the “sell anything” tool that creates superfans and makes customers feel understood.

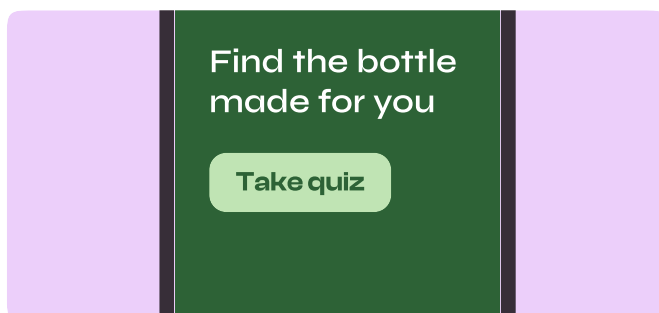
More than a fun way to engage customers, personality quizzes make the shopping experience exciting and unique, and create an emotional connection between customers and your brand.

Here’s why they work:



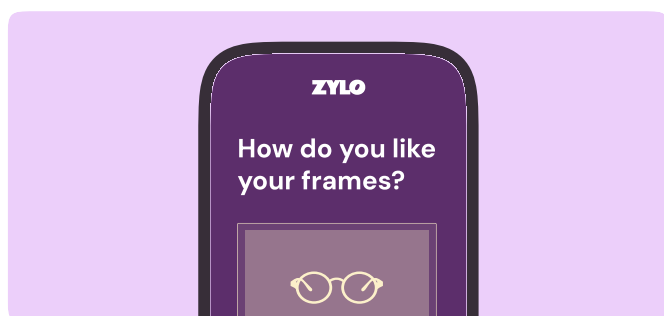
## Fun and shareable

They’re experiences worth talking about—boosting organic reach and your brand awareness.



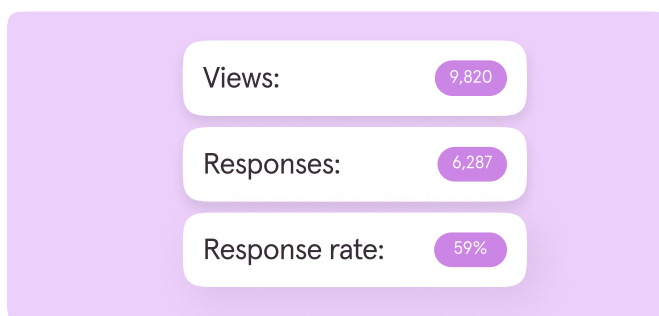
## Turn shoppers into spenders

Quizzes make product discovery simple, guiding customers to choices they’ll love.



## Stronger emotional connections

Personalization shows customers you value their experience, building trust and cultivating long-term brand loyalty.



## Zero-party data, infinite value

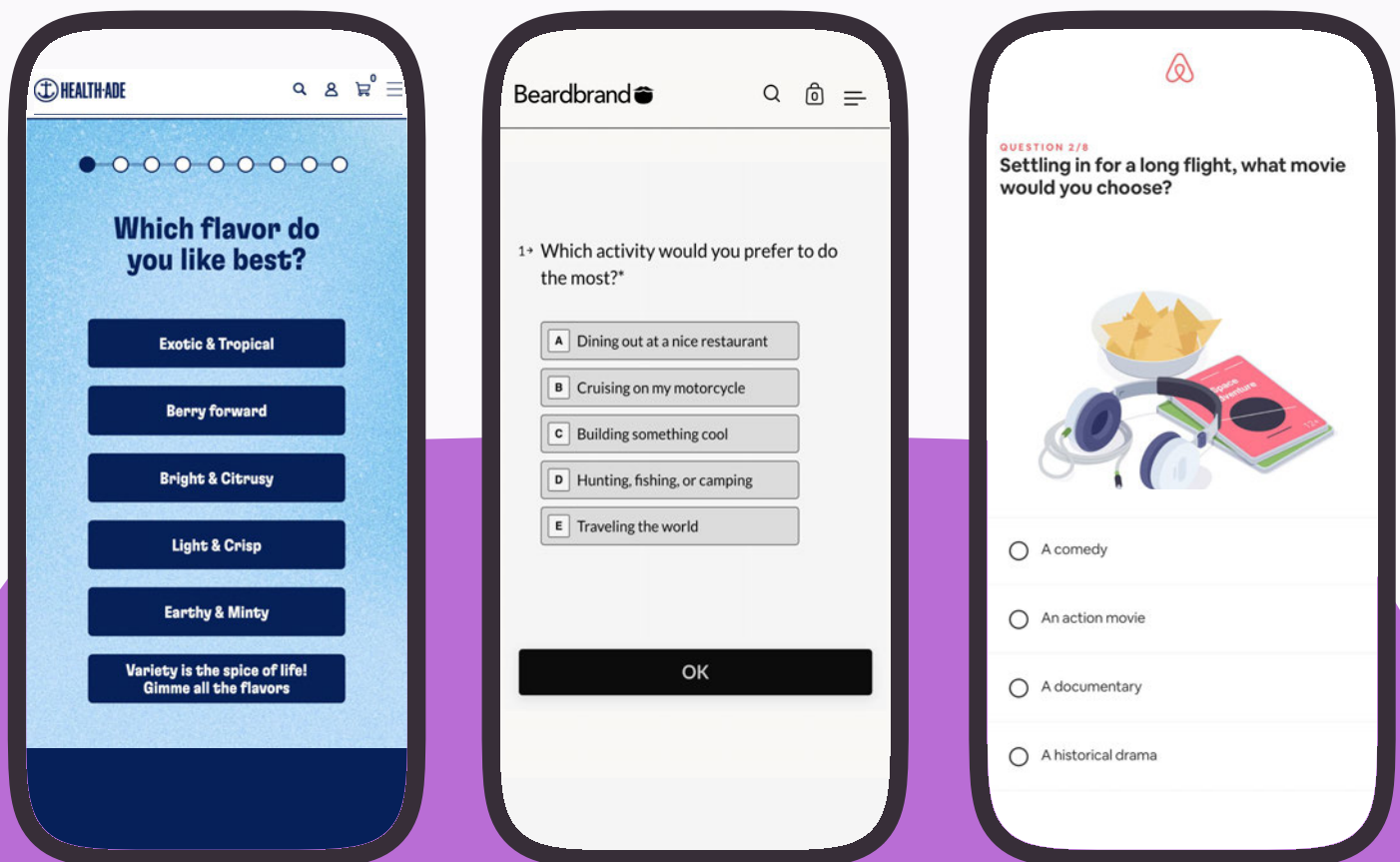
Every answer fuels insights you can use to improve personalization and apply to your products.



# Personality-based recommendation quizzes are distinct because they *don't* give recommendations based on unique customer needs.

You can sell almost anything from salsas to smartphones by aligning product recommendations with moods, traits, interests, and more.

For example:



# Need ideas for your personality quiz?

Think about your audience's interests and their general knowledge when picking a theme or direction for your personality-based quiz. Is pop culture important to them? Or is the outdoors? Maybe early 2000s music?

The goal is to make sure you don't turn off your target audience. A brand looking to sell makeup to Gen Zers might *not* want to share a quiz that matches customers to products based on what Tamagotchi character they are.

Ideas for your personality-based recommendation quiz could be:



Enneagram personality

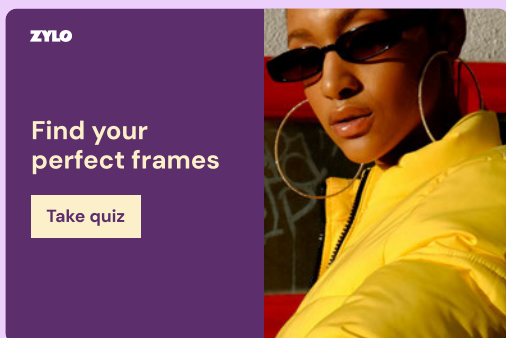
Myers-Briggs type

Lifestyle preferences

Astrology-based recommendations

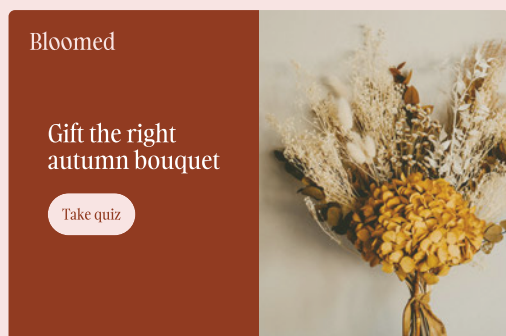
# Ready to try one out for yourself?

Start with a template 📌



## Product match quiz

Recommend products based on needs or goals.



## Small catalog or gift guide

Curate perfect matches from a smaller selection.



## Personality-based

Align product suggestions with personal traits.

# Don't forget to optimize for mobile quiz takers.

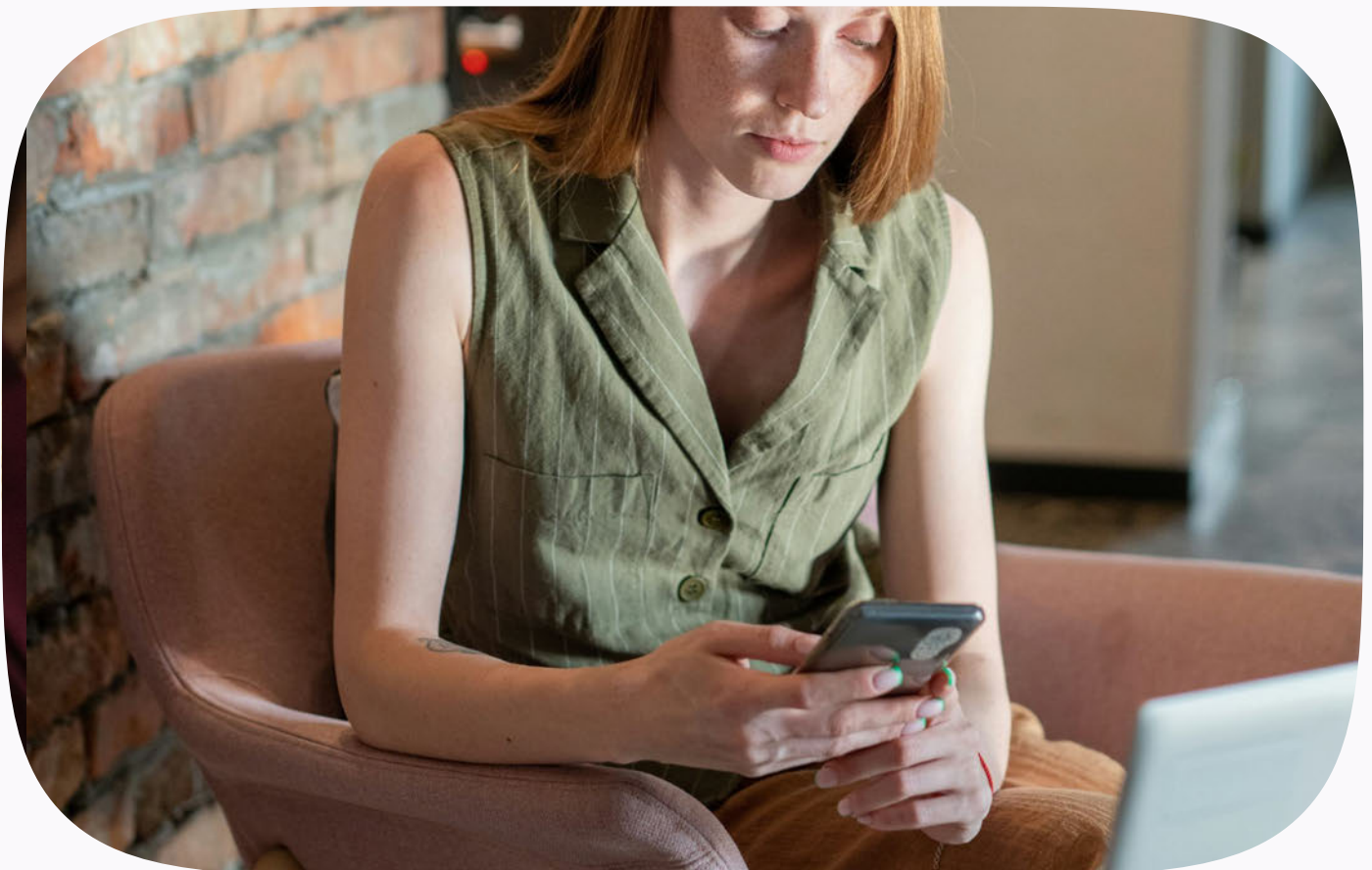
Keep your audience in mind when designing your quiz—if it's hard to read on mobile or a pain to fill out, they won't complete the quiz.

68%

We found that **nearly 70%** of all Typeform quizzes are viewed or started on a mobile device.

Build your quiz with these mobile-first customers in mind.

We've made it simple with a mobile-friendly checklist to make sure your quiz loads fast, is intuitive, and makes recommendations easy.



# Use this checklist to create a quiz that:

- looks great
- loads fast
- works perfectly on any device

✓ Stick to asking one question at a time

✓ Properly format videos and images so they don't slow down load times

\*Typeform does this automatically when you upload visuals

✓ Preview your quiz on multiple devices (iOS and Android) to check for bugs and inconsistencies

✓ Use readable fonts and high-contrast themes for easier viewing

\*Typeform's built-in Accessibility Checker is perfect for this

✓ Auto-advance your questions to streamline the quiz-taking experience

\*Typeform *also* does this automatically

✓ Keep it to 5-7 questions, it's typically best for engagement rates



# Product recommendation quizzes can be a goldmine... *when done right.*

Customers want deeper connections with brands **and** personalization. It's no longer a "nice to have," it's the expectation.

Product recommendation quizzes build trust *and* help you sell more, making them a powerful tool for growth. If you're not using quizzes to sell more and build customer trust, **now is the time to put them to work.**





# Start building quizzes that sell.

Get started today with [Typeform](#)

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Take quiz

**ZYLO**

**Zylo Edge**

These striking frames are designed for those who want to make a statement and stand out in any crowd.

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