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Campaign management

Creation date

Create a new campaign

How to make a Personality Test

Let's learn how to create a personality test. Follow these steps.

TVO – Ticket #35967 – Quiz

TVO – Whatfix 210420 – WOF

TVO – Whatfix 210420 – WOF

TVO – Whatfix 170420 – PC

TVO – WOF V2 (Improvements from 9 April)

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Campaign management

| Creation date ⌄ | 📢 All campaigns | 🔍 | Click on **Create a new campaign.** ✕ | **+ Create a new campaign** |

> ⬜🔘 🟢 📰 TVO – Ticket #35967 – PPU   ⊪ ✏️ ⋮

> ⬜🔘 🟢 🎁 TVO – Ticket #35967 – Quiz   ⊪ ✏️ 📋 ⋮

> ⬜🔘 🔴 ⊛ TVO – Whatfix 210420 – WOF   ⊪ ✏️ 📋 ⋮

> ⬜🔘 🔴 ⊛ TVO – Whatfix 210420 – WOF   ⊪ ✏️ 📋 ⋮

> 🔵🔘 🔴 🏆 TVO – Whatfix 170420 – PC   ⊪ ✏️ 📋 ⋮

> 🔵🔘 🔴 ⊛ TVO – WOF V2 (Improvements from 9 April)   ⊪ ✏️ 📋 ⋮

Suggest a feature

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Choose your type of campaign

✕

Quizzes, contests & predictions

Photo, video & writing contests

Polls, votes, surveys, battles & personality tests

›

Select **Polls, votes, surveys, battles & personality tests**.

✕

Forms, landing pages & Advent calendars

Instant wins

Promotional pop-up

Polls, votes, surveys, battles & personality tests

Polls, votes, surveys, personality tests and checklists are entertaining formats that allow your community to voice its opinion. They can be anonymous (editorial format) or identified (form, Facebook Connect or Single Sign On).

---

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Polls, votes, surveys, battles & personality tests

✕

📊 Polls & votes	📝 Survey
👤❓ **Personality tests** ❯	
✅📝 Checklist	🔀 Survey with branching

Click on the **Personality tests** option. ✕

⊙ Help   ♡ Monitoring

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Suggest a feature

Help Center

👤❓ **Personality tests**

Do you prefer the seaside or the mountains? Which team do you support? What kind of father are you? Do you prefer Apple or PC? The personality test lets you create an entertaining format whereby web users can find out which profile corresponds to theirs, and then share this on social networks.

❮ Back

Tabata Vossen

Personality tests

✕

| Classic | > |

Select Classic. ✕

| Swiper | | With branching |

Personality test - Classic

The classic test format displays by default one question per page. Each question can be a multiple choice, a drop down list, buttons, or clickable images. The various profiles (or groups) of your test are to be define at the « Exit » tab.

< Back

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Help Center

Personality test - Classic

✕

Then click **Anonymous** or **Identified**.

✕

Anonymous

Identified

Personality test – Classic – Anonymous

With an anonymous campaign, you do not collect any names or identifying information (e.g. age or email address). The fact that a campaign is anonymous doesn't necessarily mean you don't collect any data. Participants may not fill out a form, but you can still collect their IP addresses and track their behaviour.

‹ Back

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📢 Identified personality test

① Channels —— ② Welcome —— ③ Questions —— ④ Form —— ⑤ Exit —— ⑥ Settings —— ⑦ Virality —— ⑧ Look and feel

Let's get started! ⬜   ✕

*Before getting started on your test questions, enter a **title**.*

[   ] in [English   ⌄]

○ Flag this campaign as model

Suggest a feature

Help Center

✕ Close   ✓ Save   ❯ Save and continue

Give a title to your campaign :

TVO – Whatfix 110520 – PT | in | English ▼

◯ Flag this campaign as model

⌄ ⊕ New publication channel   </> 🗑

❓ | Iframe ▼ | on | Select a website... ▼

Select a website.
×
Where are you going to publish your test?

＋ Add a publication channel

✕ Close   ✔ Save   ＞ Save and continue

Suggest a feature

Help Center

Campaign URL

Soft Gate

Tags

+ Add a publication channel

Save your progress. ✕

✕ Close

✓ Save

❯ Save and continue

Suggest a feature

Help Center

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Identified personal

Click on Questions.
This will open the configuration screen for the test.

① Channels — ② Welcome — ③ Questions — ④ Form — ⑤ Exit — ⑥ Settings — ⑦ Virality — ⑧ Look and feel

Campaign   TVO – Whatfix 110520 – PT   in   English

Flag this campaign as model

Iframe on Tabata's website

Close   Save   Save and continue

Suggest a feature

Help Center

? Help 💗 Monitoring 📢 Recommend us

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qualifio

📢 Identified personality test – TVO – Whatfix 110520 – PT

1 Channels — 2 Welcome — ✏ Questions — 4 Form — 5 Exit — 6 Settings — 7 Virality — 8 Look and feel

Search from previous questionnaires ⌄   **or**   **+ Create a new questionnaire**

Click on **Create a new questionnaire**. ✕

Suggest a feature

Help Center

✕ Close   ✓ Save   ❯ Save and continue

Select a question type :

Filter :

All   Unique answer   Multiple answers   Open-ended questions

Radio buttons ⓘ

ROGER
JOHN
GILLES

5397

Roger45

Type

Your question

Format | A▾ B I U I_x | 1≡ ≣ | ⇥ ⇤ | ≡ ≣ ≣ ≣ | 🔗 🔗 ▭ | 🖼 ▦ ≡ Ω | ⟨⟩ Source

× Close   ✓ Save

GILLES

Type

Your question

Paragraph ▾ | A▾ B I U I_x | ⊞ ⊟ | ⇥ ⇤ | ☰ ☰ ☰ ☰ | 🔗 🔗 ▭ | 🖼 ⊞ ☰ Ω | <> Source

You enjoy vibrant social events with lots of people.

G

💡 Hint

{ } Dynamic variables

✕ Close

✓ Save

Suggest a feature

Help Center

You are almost never late for your appointments

💡 Hint

{ } Dynamic variables

Enter the first possible answer. ✕

! Tip: *Keep it clear and short.*

Possibl

1

2

✕ Close

✓ Save

Paragraph

You are almost never late for your appointments

💡 Hint

{ } Dynamic variables

Possible answers :

1	Yes	Insert an image	

You may add your own image. ×
The best answers include photos. People love visuals!

2		

✕ Close

✓ Save

You enjoy vibrant social events with lots of people.

💡 Hint

{ } Dynamic variables

Possible answers :

1

Agree

In the personality test mode, link this answer to a specific group or profile

Then click the "profiles" icon.   ×

✉   🖼   👥

2

✉   🖼   👥   ▶   👍

Suggest a feature

Help Center

✕ Close

✓ Save

You enjoy vibrant social events with lots of people.

💡 Hint

{ } Dynamic variables

Possible answers :

1

Agree

📧 🖼️ 👥 Gr

✓ None   🚫

✓ Profile   👥

Suggest a feature

Help Center

✗ Close   ✓ Save

You enjoy vibrant social events with lots of people.

Hint

{ } Dynamic variables

Possible answers :

Agree

✉ 🖼 👥 Group ▶ ☝

🚫

Select the **A** letter to add a profile to your test and assign it to this answer. ✕

👥

1

☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐ I ☐ J ☐ K

☐ L ☐ M ☐ N ☐ O ☐ P ☐ Q ☐ R ☐ S ☐ T ☐ U ☐ V

✕ Close

✓ Save

Suggest a feature

Help Center

✓ Profile

☑ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐ I ☐ J ☐ K

☐ L ☐ M ☐ N ☐ O ☐ P ☐ Q ☐ R ☐ S ☐ T ☐ U ☐ V

☐ W ☐ X ☐ Y ☐ Z

- Complete profile linked to an answer
- Incomplete profile linked to an answer
- Profile not linked to an answer

Enter a second answer. ✕

1

2

3

✕ Close

✓ Save

Profile

- [x] A - [ ] B - [ ] C - [ ] D - [ ] E - [ ] F - [ ] G - [ ] H - [ ] I - [ ] J - [ ] K
- [ ] L - [ ] M - [ ] N - [ ] O - [ ] P - [ ] Q - [ ] R - [ ] S - [ ] T - [ ] U - [ ] V
- [ ] W - [ ] X - [ ] Y - [ ] Z

- Complete profile linked to an answer
- Incomplete profile linked to an answer
- Profile not linked to an answer

1

Disagree

In the personality test mode, link this answer to a specific group or profile

Repeat the operation and click the "profiles" icon.   ×

2

3

Close

Save

Agree

1

Disagree

2

Select **Profile**   ✕

⊘

✓ Profile   👥

3

✕ Close

✓ Save

Suggest a feature

Help Center

1

Agree

Disagree

Group

None

Prof

☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐ I ☐ J ☐ K

☐ L ☐ M ☐ N ☐ O ☐ P ☐ Q ☐ R ☐ S ☐ T ☐ U ☐ V

☐ W ☐ X ☐ Y ☐ Z

- Complete profile linked to an answer
- Incomplete profile linked to an answer
- Profile not linked to an answer

2

This time, select profile **B** to create a second result/profile for your test. ✕

Suggest a feature

Help Center

✕ Close

✓ Save

2

☐ A ☑ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐ I ☐ J ☐ K

☐ L ☐ M ☐ N ☐ O ☐ P ☐ Q ☐ R ☐ S ☐ T ☐ U ☐ V

☐ W ☐ X ☐ Y ☐ Z

- Complete profile linked to an answer
- Incomplete profile linked to an answer

Enter a third answer. ✕

If you don't have a third answer, you can also click the trash icon on the right.

3

+ Add answer

Options :

✕ Close

✓ Save

2

☐ A ☑ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐ I ☐ J ☐ K

☐ L ☐ M ☐ N ☐ O ☐ P ☐ Q ☐ R ☐ S ☐ T ☐ U ☐ V

☐ W ☐ X ☐ Y ☐ Z

- Complete profile linked to an answer
- Incomplete profile linked to an answer
- Profile not linked to an answer

3

No

In the personality test mode, link this answer to a specific group or profile

Repeat the operation.   ✕

This time, you'll have to select profile **C**.

+ Add answer

Options :

Suggest a feature

Help Center

✕ Close

✓ Save

| W | X | Y | Z |

- ● Complete profile linked to an answer
- ● Incomplete profile linked to an answer
- ● Profile not linked to an answer

3

No

+ Add answer

You may add more answers by clicking on this button. ✕

Options :

◉ Required   ◯ Optional ❓

✕ Close

✓ Save

- Complete profile linked to an answer
- Incomplete profile linked to an answer
- Profile not linked to an answer

+ Add answer

Options :

○ Required ● Optional ?

⊞ Alignment

Choose the layout of your answers. ✕
Line them up in one, two, three, four or five columns.

✕ Close

✓ Save

Suggest a feature

Help Center

- Profile not linked to an answer

+ Add answer

Options :

(●) Required   (○) Optional **?**

⊞ Alignment [ ] [|] [| |] [| | |] [| | | |] **?**

When you finish adding questions and answers, click **Save**.   ×

✕ Close

✓ Save

Suggest a feature

Help Center

▼ Filter

1 classic question

| 1 | You are almost never late for your | ✏ 👁‍🗨 📋 🗑 |

You may add other questions to your test.   ✕

You can add as many questions as you want, but be careful.
You don't want your participants to quit halfway.

+ Add a question

Options

> Optional introduction text

✕ Close   ✔ Save   ❯ Save and continue

Suggest a feature

Help Center

Options

> Optional introduction text

> Presentation of the questions ?

> Time limit per question ?

> Other options ?

✕ Detach this questionnaire

Click **Save and continue.** ✕

✕ Close ✓ Save 〉 Save and continue

Suggest a feature

Help Center

1 Channels — 2 Welcome — 3 Questions — Form — 5 Exit — 6 Settings — 7 Virality — 8 Look and feel

Add a form to your campaign.
Participants will need to enter their contact information. ✕

Pleas...
want...

Choose an existing identification form ⌄

⚠ Not able to find what you are looking for? Check the language of your form (it should be the same than that of your campaign) or report an error.

Create a new form by attaching or creating new fields that you need. Give him a clear and distinctive name. :

Name : [   ]

➕ Create a form

Suggest a feature

Help Center

> Opt-ins

> Data connections (Single Sign-On, Facebook Connect, CRM Push…) ?

> Position of the form ?

> Optional text above or below the form ?

> Qualification questionnaire ?

> Opt-out consent ?

✕ Detach this form

✕ Close

Save and continue to the Exit step. ✕
You'll complete the description of the profiles.

✓ Save   ✓ Save and continue

Suggest a feature

Help Center
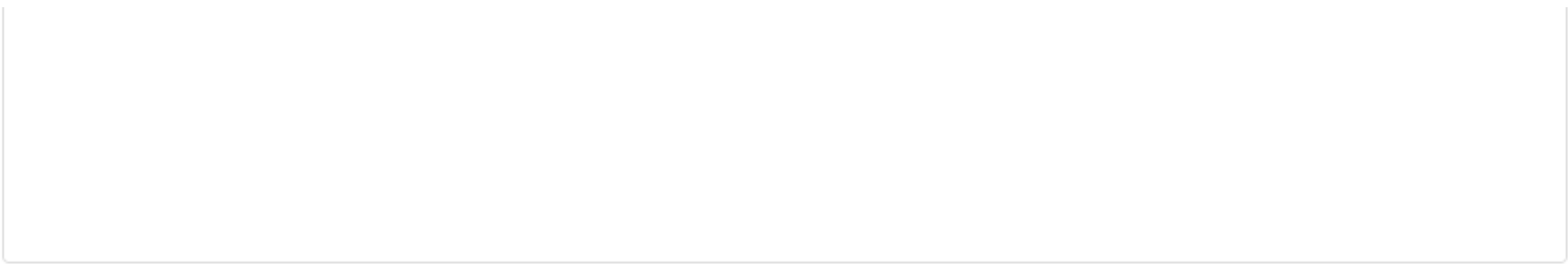
{ } Dynamic variables

Option

☐ Display the Homepage button

At the end of your test, participants will be shown a profile. In this section, you'll see the list of all the possible outcomes of your test. ✕

Click to expand.

> Personality test: Profiles of participants   ?

> Send an e-mail message   ?

> Automatic redirection   ?

✕ Close   ✔ Save   ✔ Save and continue

Suggest a feature

Help Center

> Exit screen ?

∨ **Personality test: Profiles of participants** ?

• Completed p

Click to open profile **A**. ✕

| Groupes | A | B | C |

Define a title and a description for each profile group.

◯ Show global results for all profiles (in %). If you leave this option on OFF, only the dominant profile will be displayed.

> Send an e-mail message ?

✕ Close   ✓ Save   ✓ Save and continue

Suggest a feature

Help Center

● Completed profile   ● Incomplete profile

Groupes | A

For each result, you can add text, images, a GIF ×
or even a video that will appear when
participants finish your personality test.

Title of the profile A

Title of the profile for use in Facebook share

Picture

Color

Message

Format | A ▾ B I U Iₓ | 1. ≣ | ≣ ≣ | ≣ ≣ ≣ ≣ | 🔗 🔗 ▭ | 🖼 ▦ ≣ Ω | </> Source

✕ Close   ✓ Save   ✓ Save and continue

Suggest a feature

Help Center

- Completed profile   - Incomplete profile

| Groupes | A | B | C |

Title of the profile A

Write a title that is short and descriptive.   ✕

! Tip: *Make sure to use positive, upbeat and exciting language. People like hearing good things about themselves.*

Color

Message

Format ▼   A ▾ B I U I_x   ≡ ≣ | ↹ ↹ | ≡ ≡ ≡ ≡ | 🔗 🔗 ▭ | 🖼 ⊞ ≡ Ω | ⟨⟩ Source

✕ Close   ✓ Save   ✓ Save and continue

Groupes A B C

Title of the profile A

A title that is short and descriptive

Title of the profile for use in Facebook share

Picture

Color

Add an image to represent this profile. ✕

A picture is worth a thousand words.

Message

Format ▾ | A▾ **B** *I* U I~x~ | 1≡ ≔ | ⇥ ⇤ | ≣ ≡ ≡ ≡ | 🔗 🔗̸ ▭ | 🖼 ▦ ≣ Ω | ⟨⟩ Source

✕ Close

✓ Save   ✓ Save and continue

Suggest a feature

Help Center

Picture

Color

Message

Paragraph ▾   A ▾ **B** *I* U Tₓ   ☰ Ω   </> Source

A description for this profile

{ } Dynamic variables

Add a description for this profile.   ✕

! Tip: *You want this description to feel accurate. Participants often assume that you'll be providing value to them when they see their outcome.*

Show global results for all profiles (in %). If you leave this

✕ Close

✓ Save   ✓ Save and continue

Suggest a feature

Help Center

⌄ Personality test: Profiles of participants

● Completed profile   ● Incomplete profile

| Groupes | A | B |

Repeat the operation for the other profiles.   ✕

Title of the profile A

> A title that is short and descriptive

Title of the profile for use in Facebook share

Picture

Color

Message

| ✕ Close | | ✔ Save | ✔ Save and continue |

Paragraph ▾ | A ▾ B I U Iₓ | ≔ ≔ | ⇥ ⇤ | ≡ ≡ ≡ ≡ | 🔗 🔗 ▭ | 🖼 ⊞ ≡ ♫ | 〈〉 Source

A description for this profile

G

Next you can define how the results will be shown. ✕

{ } Dynamic variables

Show global results for all profiles (in %). If you leave this option on OFF, only the dominant profile will be displayed.

⟩ Send an e-mail message ?

⟩ Automatic redirection ?

✕ Close ✓ Save ✓ Save and continue

Suggest a feature

Help Center

{ } Dynamic variables

Show global results for all profiles (in %). If you leave this
option on OFF, only the dominant profile will be displayed.

> Send an e-mail message   ?

> Automatic redirection   ?

Click on **Save**.   ✕

✕ Close   ✓ Save   ✓ Save and continue

❓ Help   💚 Monitoring   📢 Recommend us

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📢 Identified personality test — TVO – Whatfix 130520 – PT

Click the **Virality** step.   ✕

①——②——③——④——⑤   ⑥   ⑦   ⑧
Channels Welcome Questions Form Exit   Settings Virality Look and feel

⌄ **Exit screen**   ❓

| Format ⌄ | A▾ **B** *I* U̲ I̶ₓ | 1≡ ≡ ⇥ ⇤ ≡ ≡ ≡ ≡ | 🔗 🔗 ▭ | 🖼 ▦ ≡ Ω | ⟨⟩ Source |

Suggest a feature

Help Center

✕ Close   ✓ Save   ✓ Save and continue

qualifio

📣 Identified personality test — TVO – Whatfix 130520 – PT

① Channels — ② Welcome — ③ Questions — ④ Form — ⑤ Exit — ⑥ Settings — ✏️ Virality — ⑧ Look and feel

General Content

The **General content** determines how your campaign appears when shared on social media.   ✕

How to use the Virality step? →

General Content

The information below will be used by the Share buttons that you can activate from the other tabs.

Share message title

Suggest a feature

Help Center

✕ Close | ✔ Save | ❯ Save and continue

Identified personality test — TVO – Whatfix 130520 – PT

1 Channels — 2 Welcome — 3 Questions — 4 Form — 5 Exit — 6 Settings — 7 Virality — 8 Look and feel
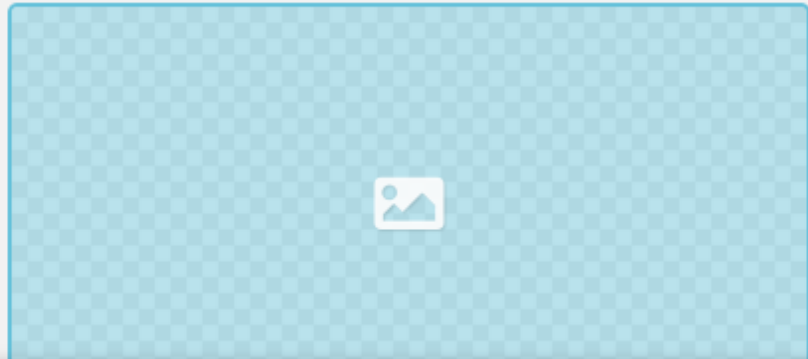
General Content | Social Networks buttons | Exit screen actions

Use **Social buttons** or **Exit screen actions** to include sharing buttons and get more participants.

What's the difference? →

General Content

The information below will be used by the Share buttons that you can activate from the other tabs.

Share message title

Share message description

Suggest a feature

Help Center

Close

Save

Save and continue

1 ——— 2 ——— 3 ——— 4 ——— 5 ———

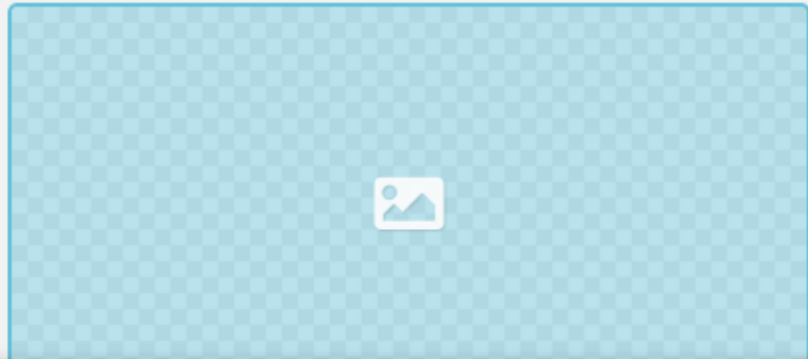Channels   Welcome   Questions   Form   Exit   S

Click to see a preview of your test in a new tab. ✕

Preview mode allows you to see your campaign exactly as your participants would see it. Navigate around your personality test and interact with the different steps.

| General Content | Social Networks buttons | Exit screen actions |

General Content

The information below will be used by the Share buttons that you can activate from the other tabs.
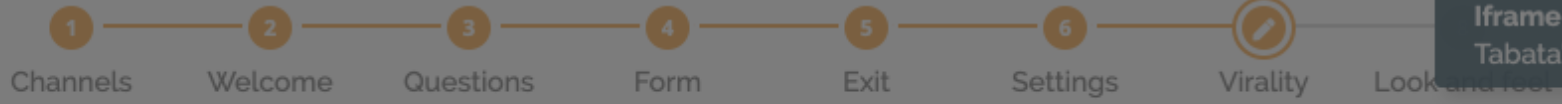
?

Share message title

Share message description

Suggest a feature

Help Center

✕ Close

✓ Save

❯ Save and continue

①————②————③————④————⑤————⑥————⊘————
Channels   Welcome   Questions   Form   Exit   Settings   Virality   Look and feel

Iframe on
Tabata's website

General Content | Social Networks buttons | Exit screen actions

The ... tabs.

Now you're ready to publish! Don't forget to set the campaign you've just

created to **ON**.

Share message description

Suggest a feature

Help Center

✕ Close

✔ Save   ❯ Save and continue