# Use the Quiz Builder

Mavilyn Carlos - 2026-10-07 - Forms, Surveys & Quizzes

The **Quiz Builder** in Gym Lead Machine lets you create an interactive quiz for your leads. You add questions, score the answers, and show each lead a personalized result page, then share the quiz by link, embed it on a page, or use it to trigger follow-ups.

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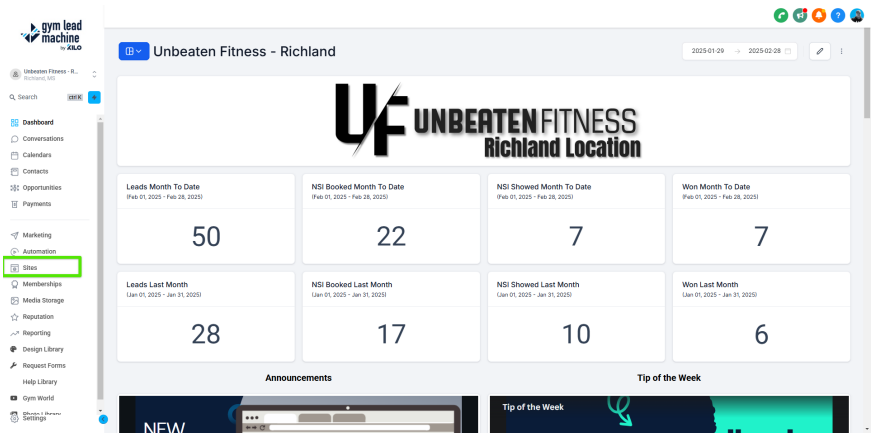
## What you can do with the Quiz Builder

- Build a quiz by dragging question types onto slides
- Score answers to determine each lead's result
- Categorize responses to tailor results to lead preferences
- Design result pages with images, text, and call-to-action buttons
- Share the quiz by direct link or embed it on your website or landing pages
- Trigger automated follow-ups based on quiz results

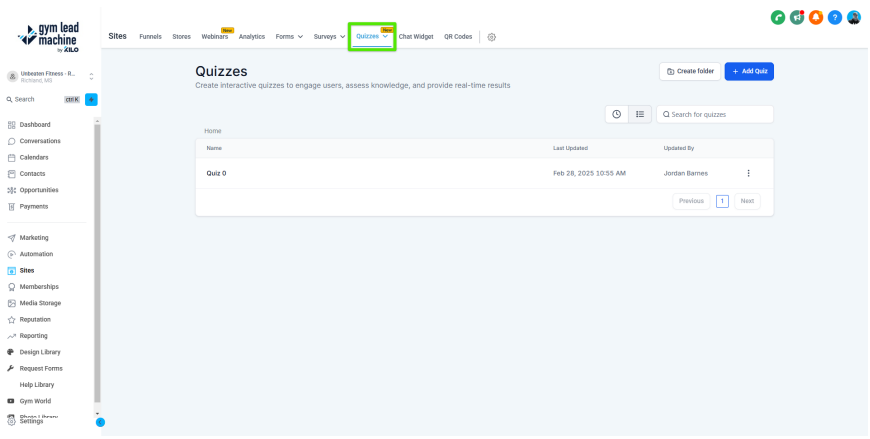
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## Create a quiz

1. Go to **Sites**.

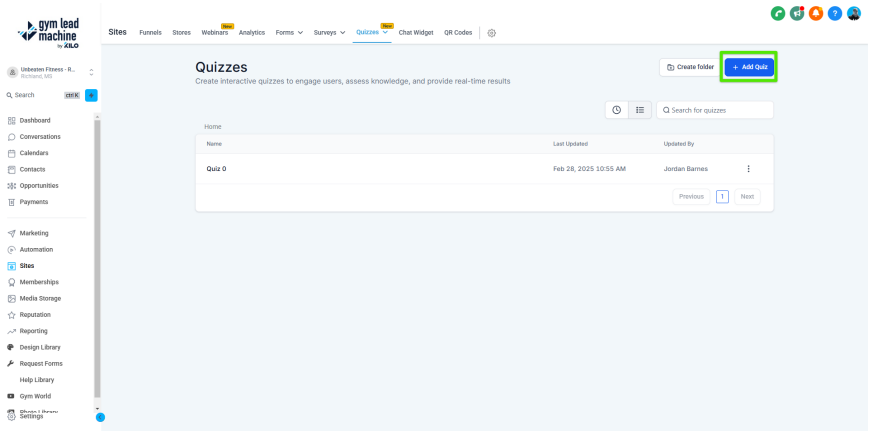



2. Open **Quiz Builder**.




3. Click **Add Quiz**.

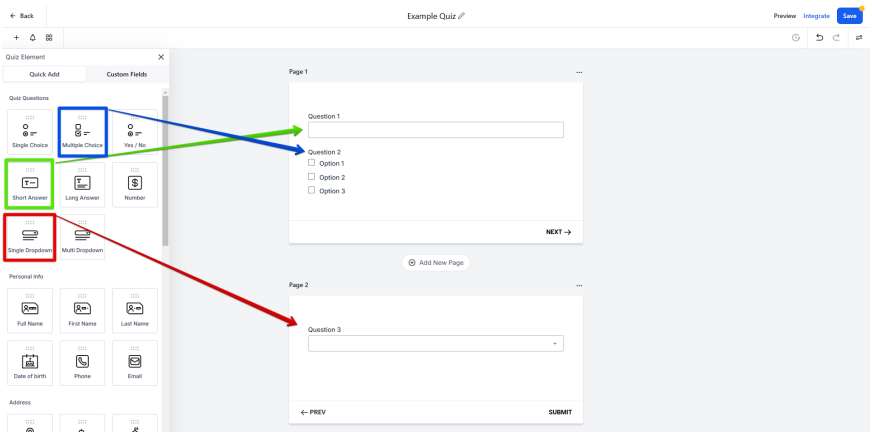
4. Enter a name for the quiz.




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# Add questions and scoring

1. In the left sidebar, drag a question type onto a slide.



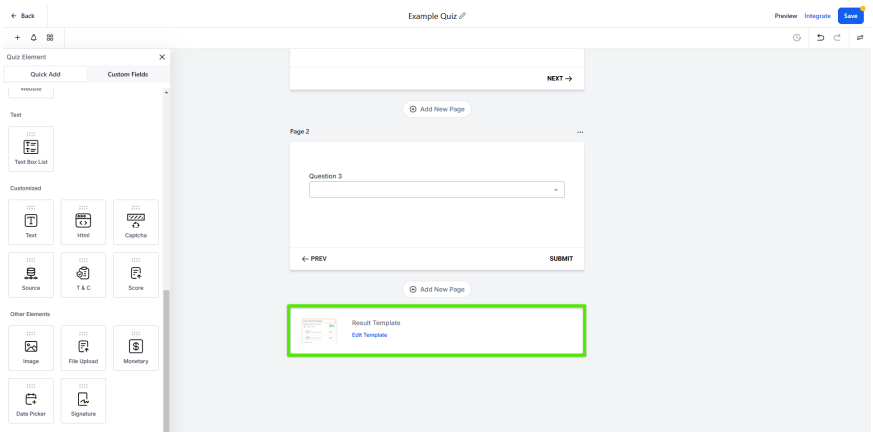
2. Customize the question and its answer choices.
3. Repeat for each question you want to ask.
4. Set up scoring for each question. The scores determine which result a lead sees at the end.
5. Assign categories to responses if you want results tailored to what each lead prefers.

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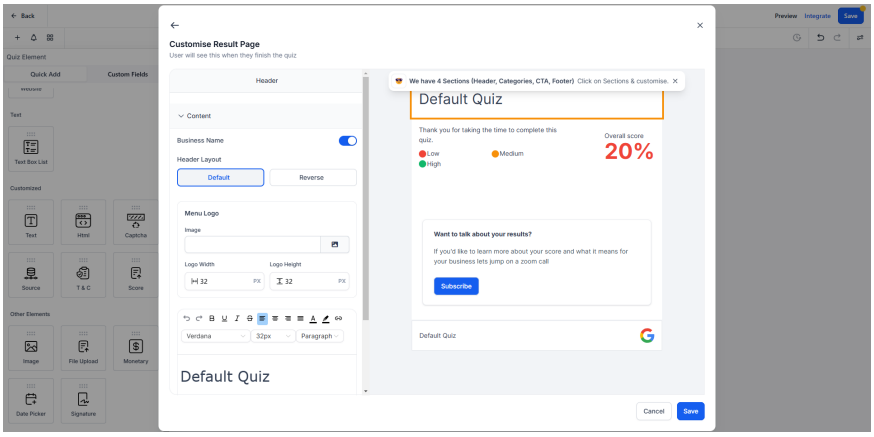
## Customize the result page

Use the **Quiz Result Builder** to design what leads see after they finish the quiz.

1. Open the **Quiz Result Builder**.




2. Add images, text, and call-to-action buttons to the result page.

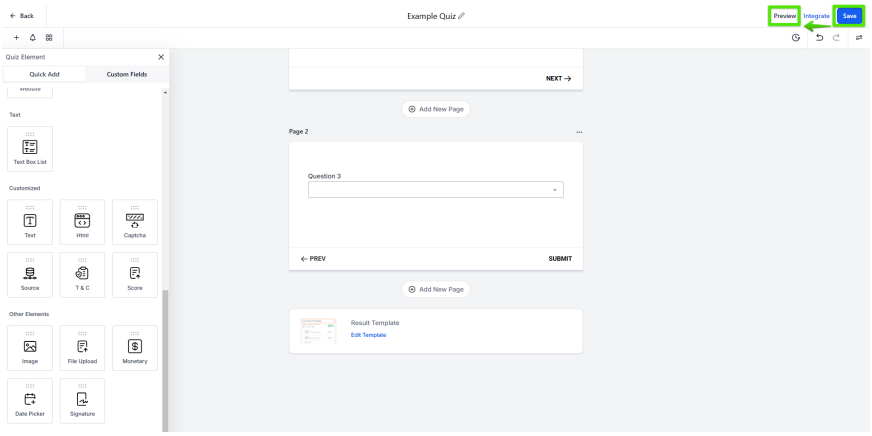



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## Preview, publish, and share your quiz

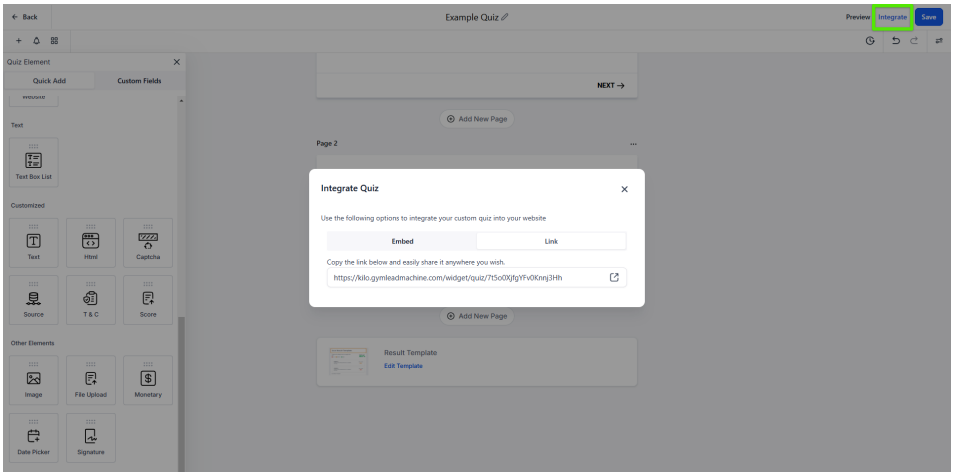
1. Save your quiz.

2. Preview it and take the quiz yourself to confirm the questions, scoring, and result pages work as expected.

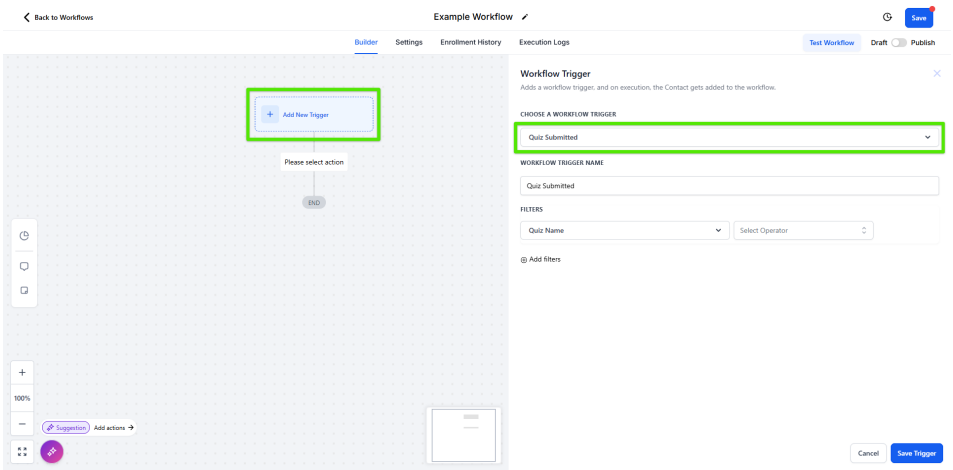



3. Publish the quiz.

Once the quiz is live, you can share it with a direct link or embed it on your website or landing pages.




You can also use quiz results in automations to trigger follow-ups based on each lead's result.



## Helpful tips

- Take your own quiz in preview before publishing, and try answers that lead to each result
- Give every result page a call-to-action button so leads know what to do next
- Set up result-based follow-ups so leads hear from you after they finish

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If you have questions about the Quiz Builder in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
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