



## CASE STUDY



In 5 days MMA Junkie engaged with over 52,000 users and increased SEO by switching to Insticator's trivia and polling features



"When we launched the new trivia section on MMAJunkie our engagement went berzerk! Both the fans and the fighters loved it. We love having the trivia section on the site and the SEO opportunity was a great side affect."

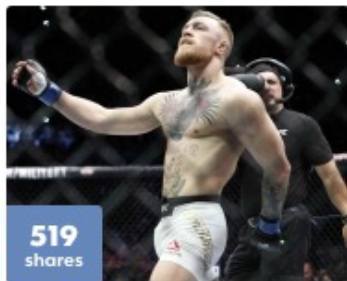


Simon Samano  
MANAGING EDITOR



# The Idea

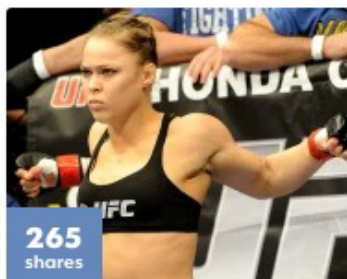
To create a fun monetized interactive experience on the MMAJunkie.com, a USA TODAY website, that would test their user's knowledge of the top ten biggest stars in MMA and the UFC.



Trivia

## Conor McGregor trivia: 10 questions to test your knowledge

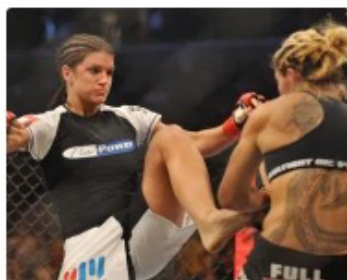
By: [MMA Junkie Staff](#) August 10, 2021 7:00 am ET



Trivia

## Ronda Rousey trivia: 10 questions to test your knowledge

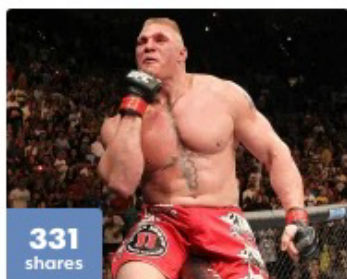
By: [MMA Junkie Staff](#) August 10, 2021 6:55 am ET



Trivia

## Gina Carano trivia: 10 questions to test your knowledge

By: [MMA Junkie Staff](#) August 10, 2021 6:50 am ET



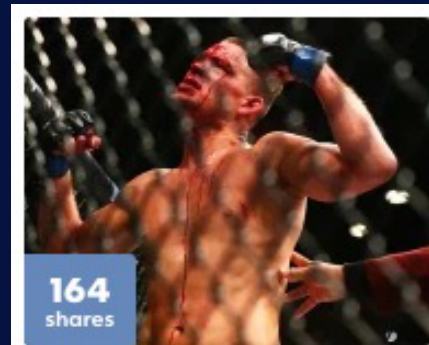
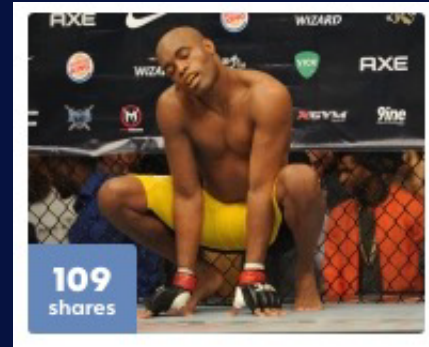
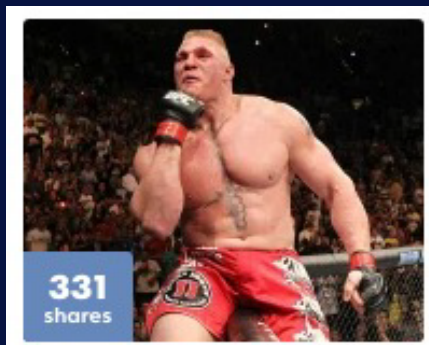
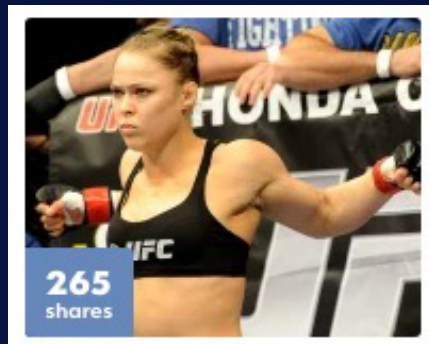
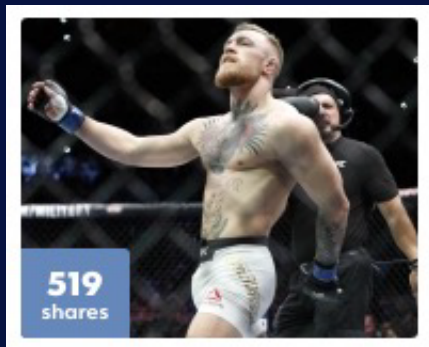
Trivia

## Brock Lesnar trivia: 10 questions to test your knowledge

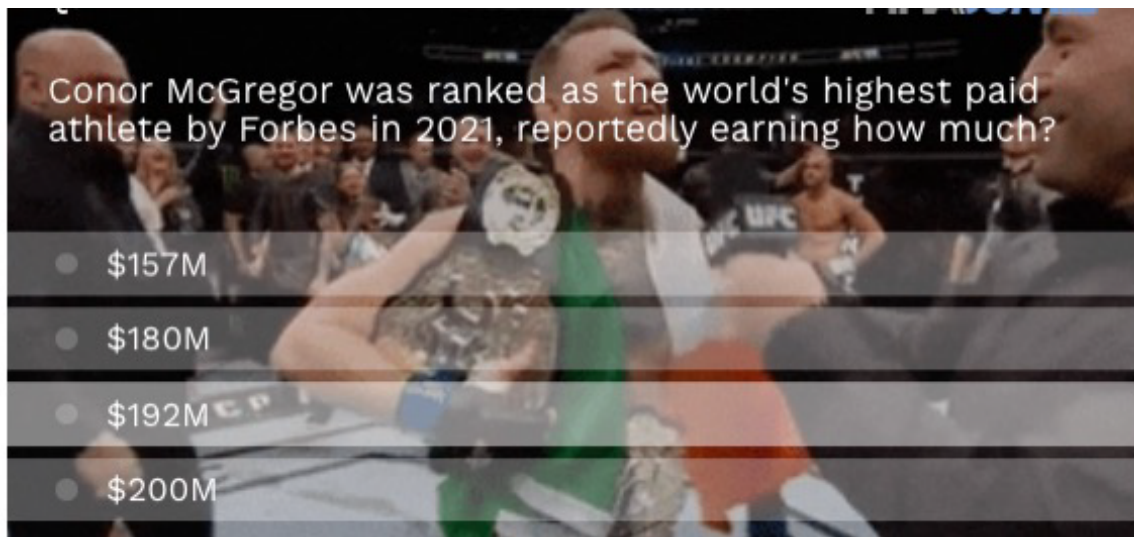
By: [MMA Junkie Staff](#) August 10, 2021 6:45 am ET

# The Social Push

- We had legendary Ultimate Fighting Champion ring announcer, Bruce Buffer, share his exclusive trivia quiz page on his Twitter and Facebook pages
- We used #UFC, #MMA, and #Trivia
- 100% Organic clicks and engagement



# Engagement Overview



## Question Responses 8/12 - 8/16 (5 Days)



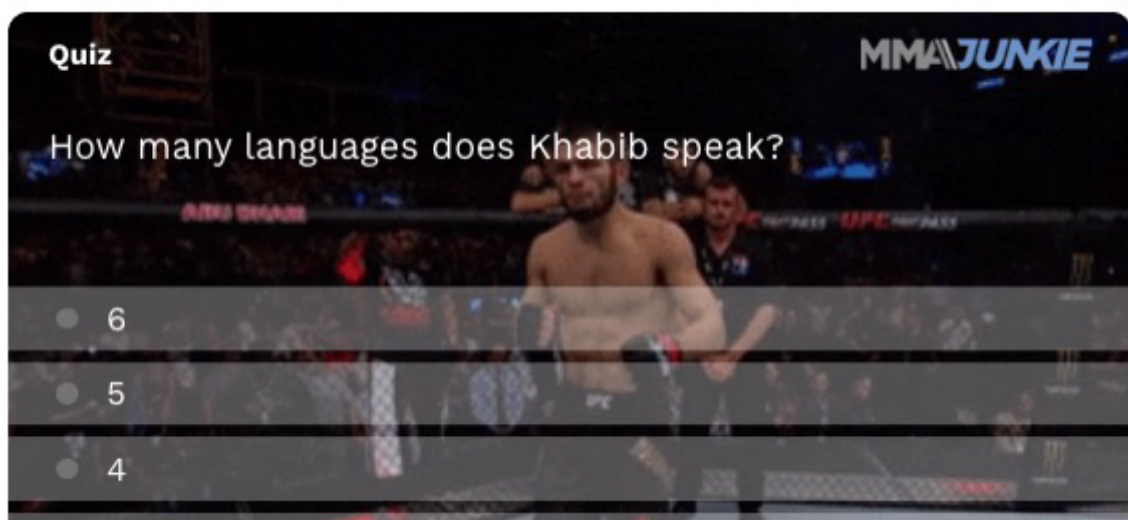
QUIZZES  
LOADED



QUIZ  
ANSWERS



SESSION DEPTH  
PER USER





## KPI's

- 100% Evergreen content
  - Raises dwell time
  - Raises view-ability
  - Huge SEO opportunity
  - Raises overall site RPM
  - No maintenance
  - Social friendly
- 



**Conor McGregor trivia: 10 questions to test your knowledge**

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# Ready to take your engagement to the next level?

Find out how Insticator increases first party  
data collection and increase time on site  
and monetization

[contact@insticator.com](mailto:contact@insticator.com)

