

# CASE STUDY

THE IMPACT OF USING PINPOLL TOOLS (POLLS & QUIZZES) UPON PAGE IMPRESSIONS AND TIME ON SITE.



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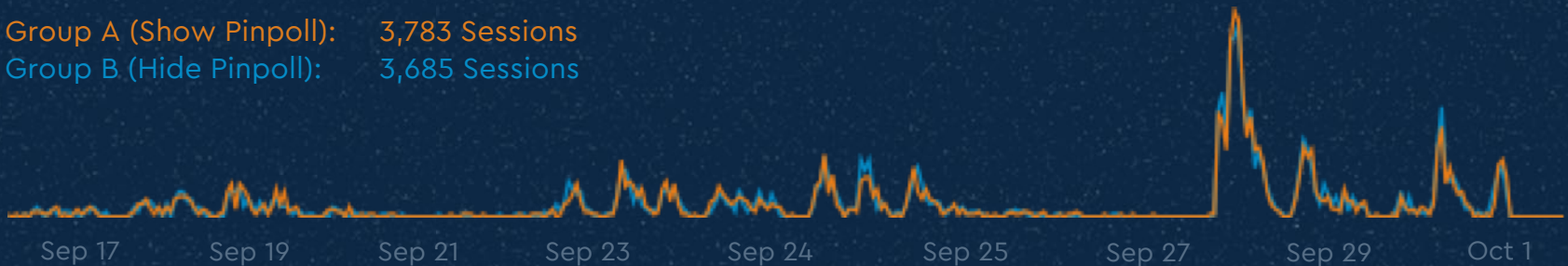


5,757 Users



A/B-Testing

Group A (Show Pinpoll): 3,783 Sessions  
Group B (Hide Pinpoll): 3,685 Sessions



## Pages/Session

Group A (Show Pinpoll): 7.11 Pages  
Group B (Hide Pinpoll): 6.11 Pages

**+16%**

## Avg. Session Duration

Group A (Show Pinpoll): 00:11:41  
Group B (Hide Pinpoll): 00:10:22

**+13%**



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We are data heroes.  
Get in touch.



PINPOLL HEADQUARTERS

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