

Chirpify Launches IQ Trivia

A live trivia game played on Twitter, where people compete for cash money and IQ score.

PORTLAND, OR -- June 11, 2018 - [Chirpify](#), providers of social media marketing automation software, announced a massive multiplayer chatbot trivia game played entirely on social media. The game enables players to compete with others all over the world for cash and prizes by answering questions in a live format quiz.

“Trivia games are all the rage right now, and our team loves to play.” said Chris Teso, CEO at Chirpify. “Most trivia games require a dedicated mobile app. We thought there should be a more social way to play, so we made IQ Trivia!”.

How It Works

With IQ Trivia, people compete for cash, prizes, and IQ score, simultaneously in a live game show, against others from all over the world. While the trivia questions are written by humans, the rest of the game is run by a chatbot engine that automatically tweets out questions, collects answers, responds instantly whether players got it right or wrong, displays results from all players after each question, and calculates a player’s IQ score and leaderboard position.

Why A Live Game Show On Social Media?

With IQ Trivia, people dedicate 15 minutes of uninterrupted time and attention to view a branded social media account’s content. Each question, answer, result, and chat message is focussed engagement not found anywhere else on social media. This duration of this dedicated attention is typically found only on television.

About Chirpify

Chirpify is a provider of social media marketing automation software and loyalty solutions that enable brands like Marriott and Columbia Sportswear to drive deeper customer engagement, acquire valuable data, and grow customer spend. Chirpify is based in Portland, Oregon and can be found at chirpify.com.