

Riddle launches live leaderboards for mini-games, helping publishers turn casual player into loyal readers

Crosswords, Sudoku, Minesweeper and more can now feed live leaderboards - turning one-off plays into repeat visits, no developer required

SAARBRÜCKEN, SAARLAND, GERMANY, August 7, 2026 /EINPresswire.com/ -- [Riddle.com](https://riddle.com), the interactive content platform and [quiz maker](#) whose users collectively answered 3.13 billion questions in 2025, today announced that its leaderboards now support mini-games. Publishers, media companies, and brands can link games such as crosswords, Sudoku, and minesweeper to leaderboard, that rank by players based on score and speed.



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Previously available for quizzes and score predictors, [Riddle's](#) leaderboards now extend to mini-games, letting publishers to build competitions around a single format and run it at whatever

cadence suits the audience. A crossword can carry a daily board that resets each morning, a weekly board for the regulars, and a season-long board that crowns a champion at the end of the run - all from the same game.

Leaderboards can also span formats where it makes sense, pulling a quiz, a game, and a predictor into one set of standings.

The goal is simple: increase reader retention. Riddle's own platform data, drawn from 8.96 billion data points in 2025, shows that interactive content delivers 3.02x more

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engagement than standard web pages, with quizzes and personality tests averaging session durations of 2 minutes 48 seconds, compared to the 54-second average for a typical article or

blog post. Adding a ranking gives audiences a reason to come back hourly, daily, or weekly to play more games and improve their position.

Keeping a daily board fed has historically been the hard part, which is where Riddle's AI comes in. Formats, such as Sudoku refresh automatically, while editors can generate other new games in seconds, making it practical to publish new content daily without increasing editorial workload.

"Readers will play any game once. They will play it every morning if there is something at stake," said Boris Pfeiffer, Founder and CEO of Riddle. "A leaderboard turns a game from a one-off into a habit. Once someone sees their name on a board, they come back to defend their position."

The expanded leaderboards score players on accuracy alone or on a combination of speed and accuracy, and can be linked to a lead-capture form so players enter a name or email to claim their place on a board. Publishers can style them to match their own branding using Riddle's design and white-label tools, and can serve their own ad inventory around games and leaderboards while keeping the revenue. Setup requires no development work, and leaderboards connect to Riddle's built-in analytics as well as third-party tools such as Google Analytics and Adobe Analytics. They publish through Riddle's standard embed code and work with any website or content management system.

The feature is part of Riddle's broader library of more than 30 interactive formats, including quizzes, polls, personality tests, predictors, interactive graphics, stories, and forms.

About Riddle

Riddle.com is dedicated to helping companies use online data to better understand their audiences. The platform is a no-code quiz maker offering innovative, interactive tools for creating quizzes, personality tests, mini-games, polls, and more, all designed to be seamlessly embedded into websites.

Riddle's interactive formats increase engagement while enabling differentiated data collection. With integrated lead-generation forms, Riddle can combine quiz answers and results with user-provided information to support richer customer profiles and more targeted follow-up.

Meeting high data protection standards, Riddle is both fully GDPR-compliant and ISO 27001 certified. Its mission is to help website operators understand who their users are while delivering an enjoyable digital experience.

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