for businesses

Get started with Kahoot! and create engaging training content in minutes.

August 2019
# Highlights

Kahoot! by the numbers

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative players in 2018</td>
<td>1B</td>
</tr>
<tr>
<td>Games played per second</td>
<td>3.3</td>
</tr>
<tr>
<td>Business accounts</td>
<td>350K</td>
</tr>
<tr>
<td>Business games hosted in 2018</td>
<td>2.5M</td>
</tr>
<tr>
<td>Cumulative players since 2013</td>
<td>2.5B</td>
</tr>
<tr>
<td>Countries active</td>
<td>206</td>
</tr>
<tr>
<td>Corporate participating players in 2018</td>
<td>20M</td>
</tr>
<tr>
<td>Kahoot! games on platform</td>
<td>60M</td>
</tr>
</tbody>
</table>

Kahoot! has become a pop culture phenomenon in schools and learning environments, with “kahooting” being used as a verb.

- The New York Times
97% of the Fortune 500 use Kahoot!

Sales training, meetings, events, team offsites – in all of these scenarios, Kahoot! connects the audience and keeps everyone engaged.

Leo Silva
LATAM Sales Training Partner
Facebook

Based on feedback of 1,000 sales trainees at Getty Images, a training session with Kahoot! is now rated 4.75-4.8 out of 5.

Greg McLaughlin
VP, Global Sales Operations
Getty Images
How companies use Kahoot!
Get inspired by how Facebook LATAM uses Kahoot! to test their sales reps' product knowledge.

Sales pros love to compete, which is why Kahoot! works like a charm in sales training.
Learn how Western Lighting & Energy Controls, a leading lighting agency, incorporates Kahoot! into their product training for contractors, distributors and electricians.
Struggling with a disengaged audience, or have difficult content to cover? **Spice up your training sessions** by making them engaging and fun through games.

Trainees will learn without even realizing it! This increases knowledge retention and will give you a better **return on your training investment**.

Get inspired by our case study: TechData

**ORGANIZATION**
TechData

**INDUSTRY**
IT products and services

**USE CASE**
Sales training

**LOCATION**
Stockholm, Sweden

**GOAL**
Activate audience, make training sessions memorable, reinforce knowledge

Read more
Remote training

To check off all learning goals and make training mega impactful, you don't necessarily need to have your participants in the same room.

In addition to playing Kahoot! live in a group setting, you can also assign mobile challenges that trainees can play anytime on their phones or tablets.

Get inspired by our case study: Kärcher North America

ORGANIZATION
Kärcher North America

INDUSTRY
Manufacturing

USE CASE
Virtual training

LOCATION
USA & Canada

GOAL
Check off training for distributed teams by using Kahoot! challenges

Read more
Events

Whether you run events in-house or work for an agency, Kahoot! will help you make your event stand out.

Send a Kahoot! challenge before your event to generate buzz, engage the audience with some competition during the event, and recap on key points with a follow-up kahoot after the event finishes.

Get inspired by our case study:
Royal Norwegian Consulate General

ORGANIZATION
Royal Norwegian Consulate General

LOCATION
Houston, TX

ATTENDEES
150+

CONFERENCE FOCUS
Shipping

GOAL
Maximize engagement with Kahoot! pre, during, and post event

Read more
Slides are the usual way to make a presentation, but how much of that content actually sticks?

**Captivate your audience** by using Kahoot! as an interactive presentation tool!

Get inspired by our case study: Getty Images

**ORGANIZATION**

*Getty Images*

**INDUSTRY**

Media

**USE CASE**

Sales training, team meetings

**LOCATION**

San Francisco, USA

**GOAL**

Move from slides and paper questionnaires to engaging, interactive training and simplify tracking of learning outcomes

[Read more]
Onboarding

Probably the hardest part of any new job is getting started. So make it fun and stress-free for your new hires, by gamifying onboarding with Kahoot!

The quicker you get newcomers up to speed with everything they need to know, the sooner they'll be able to make great things happen!

Get inspired by our case study: Children’s Miracle Network Hospitals

**ORGANIZATION**
Children’s Miracle Network Hospitals

**INDUSTRY**
Non-profit, fundraising for children’s hospitals

**LOCATION**
HQ in Salt Lake City, UT

**USE CASE**
Onboarding training

**GOAL**
Make onboarding training sessions across 170 hospitals more fun, memorable and impactful to increase knowledge retention

Read more
Get attendees to stop by your stand and hold their attention, by playing Kahoot games in a loop at your trade show booth. We call it Kahoot! “jukebox mode”.
A team that plays together stays together! Playing Kahoot! breaks the ice and helps employees connect.

For example, when you welcome new hires, get them to **create a quiz about themselves (a selfie kahoot)** and they'll instantly bond with their new colleagues!

Get inspired by our case study: Liftoff

**ORIENTATION**
Liftoff

**INDUSTRY**
Mobile marketing

**USE CASE**
Team building, events

**LOCATION**
California, USA

**GOAL**
Help a fast-growing team connect and get to know each other better; break the ice in customer events

Read more
Assessing potential hires? Test them on their knowledge of your company or industry and get to know them better by creating and sharing a kahoot during the interview process.

It’s a stress-free, fun, yet effective exercise!
Gather opinions

When you're finished with a training session or event, create a survey to poll your attendees and gather feedback.

We promise your answering rate will increase drastically!
Get started
Team space

Add new members to your team here.

All your company’s kahoots and their folders are visible here. Kahoots can be played, edited and shared with all colleagues who join your team space.

Get inspired with a set of editable kahoot templates.

Learn more
Brand your games

Make the game lobby, question screens and podium your own!

Learn more
Using Kahoot!
Create engaging training content in minutes

1. Click Create and start typing your first question!

2. Add questions from our question bank! You can reuse questions from other kahoots in your team space.

In addition to quiz questions, you can add True or False questions, as well as Slides and Polls.

Learn more
Add slides to your game...

Use slides to **introduce** content, to add **context**, or combine quiz questions with them for **remote training** content.

Simply click **Add question** and choose the **Slide** option.

Learn more
...or do a quick pulse-check with a Poll!

With polls you can gauge the audience or get a quick pulse-check.

What's more, you can now mix up different questions into one kahoot: polls, true and false, slides, and classic quiz questions!
Assign challenges for remote training

You can **assign kahoot challenges** that trainees can play anytime on their mobile devices.

1. **Open** one of your kahoots.
2. Create a challenge by clicking on the **Challenge** button.
3. Copy and share the link or PIN, for example, by email.
4. Players complete the Challenge on their **mobile device**.
View detailed reports to gain insights

Once you’ve hosted a live kahoot game or a challenge, go to Reports in the top navigation bar.

The Summary displays all the key stats. View the results of every participant and how they performed.

Dive into stats for each question, such as how many participants answered correctly, and how long it took them to answer.

Learn more
Pricing plans

**Kahoot! Plus**
Get started with quiz games of up to **20 players.**

**Kahoot! Pro**
Host games of **up to 50 players.**
Increase learning outcomes by adding slides, polls and premium images to your games.

**Kahoot! Premium**
Host games of **up to 2000 players.**
Everything in Pro and additional support for maximum learning impact and engagement.
Kahoot!

Sign up today!

Contact us at business@kahoot.com