

Best Friends Animal Society and Exploding Kittens Come Together to Help Save Them All!

Best Friends acquired
1000 NEW DONORS
and raised
over **\$5000**

SUCCESS STORY



Exploding Kittens, the award-winning game, was looking for a way to create a meaningful partnership. They needed a fast, turn-key solution that could be used at point-of-sale.

Best Friends offered GiveWorx for their online point-of-sale campaign because of the Shopify app's quick, seamless integration. Exploding Kittens optimized their campaign with matching, coupons, and a full omnichannel marketing campaign to maximize the impact for Best Friends.

KEY FINDINGS

Provide Sales lift via Coupon

- Offering coupons is an easy way to increase brand loyalty and drive repeat sales for your merchant partner
- 27% of donors redeemed their 10% off coupon

Incentives Work

- Exploding Kittens informed their customers that their donations would be matched, resulting in a higher conversion rate

Launch around Significant Date

- Exploding Kittens timed their campaign to coincide with the launch of their new game, 'A Game of Cat and Mouth.'

Support Launch & Campaign with Omnichannel Marketing

- Exploding Kittens promoted their Best Friends partnership via email blasts, on their website, and through an influencer-based social campaign.
- They supported these efforts by making additional marketing pushes on National Cat Day and other animal-related holidays.

DIGITAL COUPONS ARE

35% better (than print) in bringing in new customers, retaining existing customers and raising brand awareness.

84% OF CONSUMERS WOULD BE MORE INCLINED TO DONATE if the retailer matched the donation.

OTHER MERCHANTS/RETAILERS USING GIVEWORX



Built by financial technology, payment processing and fundraising specialists, GiveWorx makes it easy for businesses and nonprofits to partner, strengthen community and increase social impact!

See how GiveWorx can help you make a greater impact.

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