

# 5 helpful facts you should know before you create your first campaign

With more than 357K campaigns launched and \$3.10B total dollars pledged on Kickstarter it may seem so simple to start your own crowdfunding campaign. However, in fact only 35.82% of all campaigns ever reach their goal. This means time to become knowledgeable on this topic and kickstart your own succes!

## 1 Average Number of Backers Required

Campaign Goal

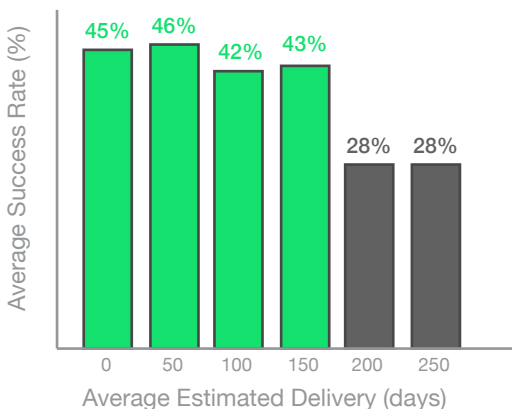
Avg. perk price

Simply divide the goal amount by the average perk value to get a rough estimate of how many backers you need. For most successful campaigns this figure is well below **500**.

## 2 Estimated Delivery

The average shipping time is **95 days**, so definitely no next-day delivery. However, make sure the average estimated delivery time of your perks is less than **half a year**.

Long shipping times? Ensure to also offer alternative perks with a faster estimated delivery date.



## 3 Number of Rewards

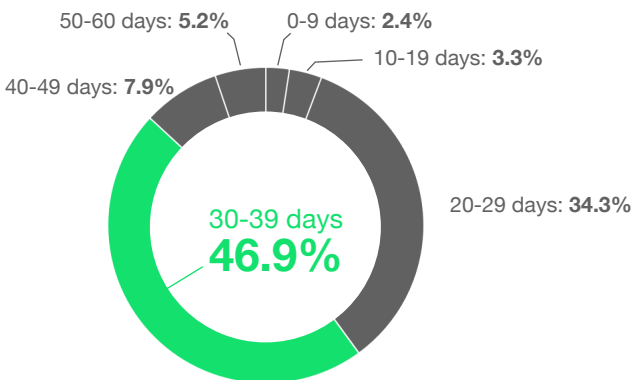


Successful campaigns typically offer a wider range of rewards. One of those campaigns even offered **74** unique perks! Therefore make sure there is something worthwhile at every pricing level, even a \$1 dollar perk will do.



## 4 Campaign Duration

Generally speaking, shorter campaigns perform better. In any case, never choose a duration longer than **49 days** since the average success rate for these campaigns is only **21.7%**. Moreover, the average total amount pledged is **58%** lower than for campaigns with a duration between 40 and 49 days.



Frequency distribution of campaign duration (successful campaigns only)

## 5 Number of Updates

Successful campaigns publish **ON AVERAGE FIVE TIMES** as many updates as failed ones

Launching your campaign does not mean the work is finished. Keep backers engaged through interesting and shareable (progress) updates, introduce additional perks and encourage your community to spread the word!

## BONUS! Random & Fun Facts

- At launch campaign success can be predicted with **78.8%** accuracy using machine learning algorithms (Random Forest).
- Practice makes perfect: creators whose first attempt was successful are more than **2.5 times** as likely to succeed their second project as well.
- The size of your social network matters: creators of successful projects have on average **118** more Facebook friends.