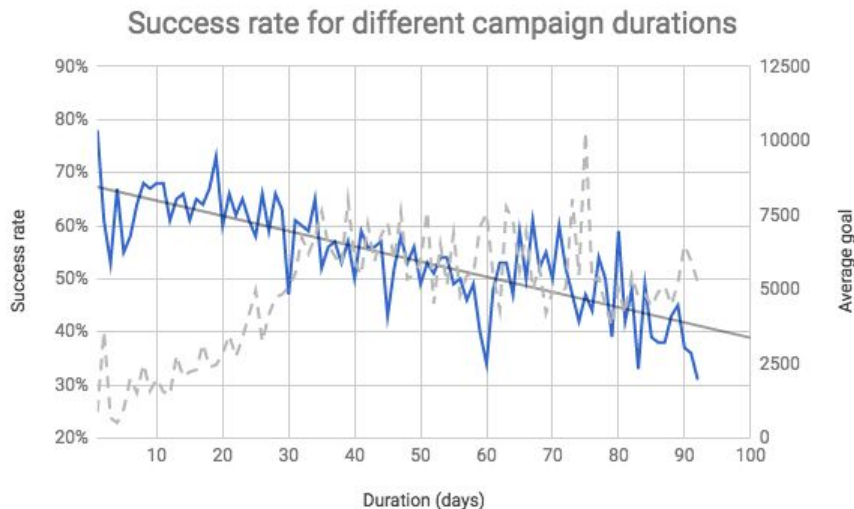


# Designing a Successful Kickstarter Campaign

Youn Hee Pernling Frödin

# The best length for your campaign varies

— — —



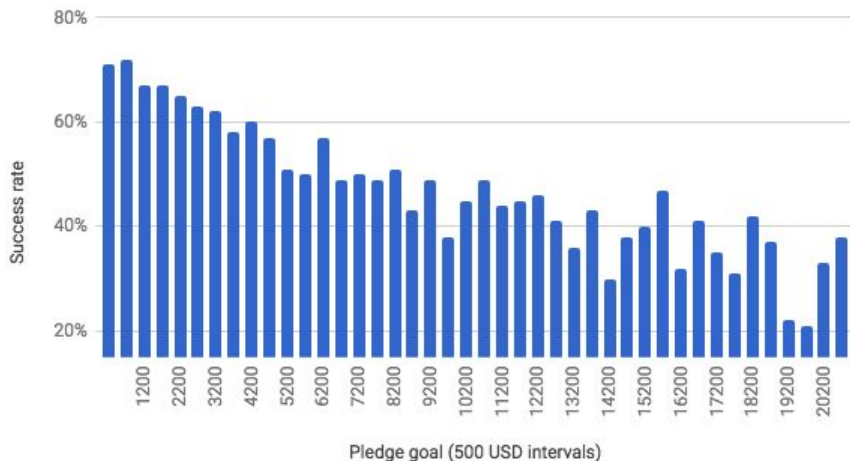
On average aim for a duration of 35 days if you like to collect a high amount ( $> 6,000$  USD).

For lower amounts ( $< 6,000$  USD) a shorter duration is better.

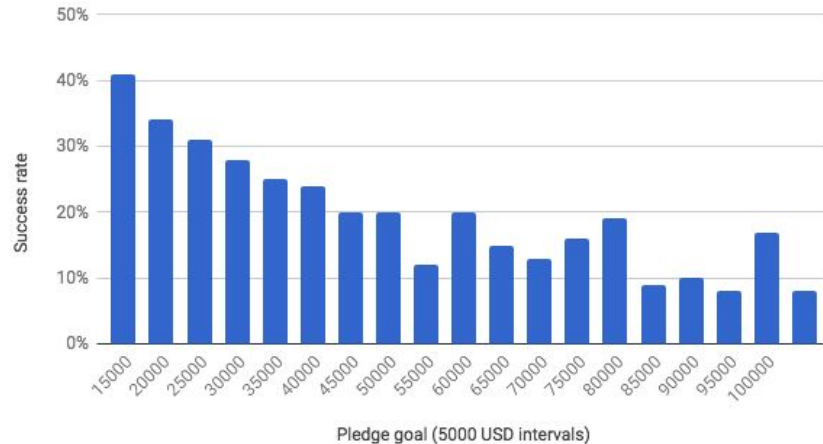
# Choose the pledge goal with care

— — —

## Successful pledge goals at low amounts



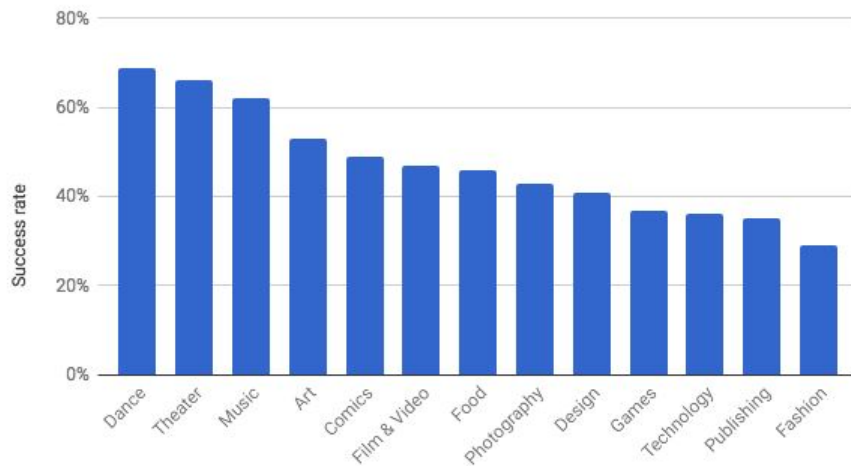
## Successful pledge goals at high amounts



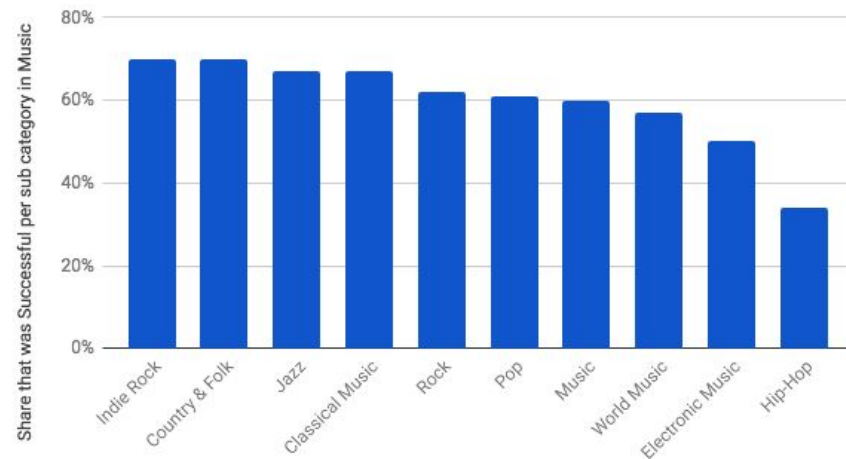
# Some types of campaigns are more successful than others

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Share that was Successful per Category



Share that was Successful per Subcategory in Music



# The time to launch your campaign matters

— — —

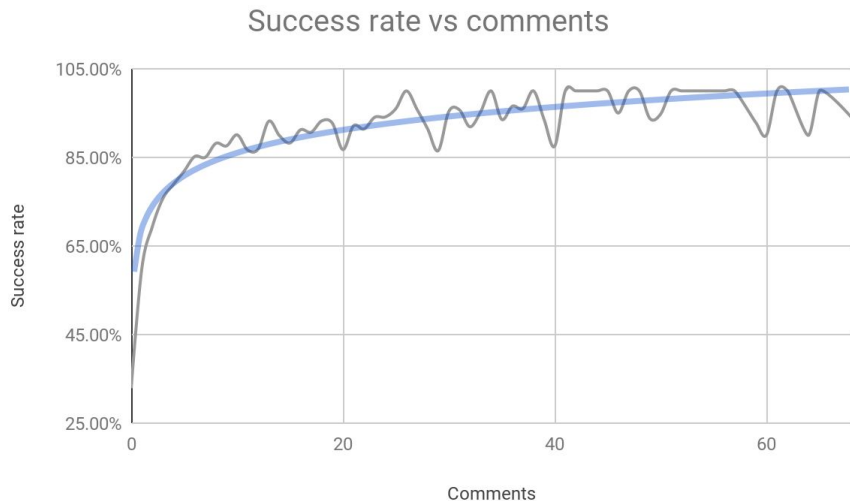
The best month to launch a campaign is February, with a Success rate of 57 percent versus an average Success rate of 55 percent.

The best day to launch a campaign is Monday. The Success rate decreases from Monday to Saturday and seems to be revived at Sunday.

The best time to launch a campaign is at 9 am (EST), as seen in the chart.



# More comments indicate a higher chance of Success



The Success rate is only 33 percent if you do not have any comments. With only a 1-2 comments you can double your Success rate and with 10 comments you can almost triple it.

So get a buzz going around your project!