

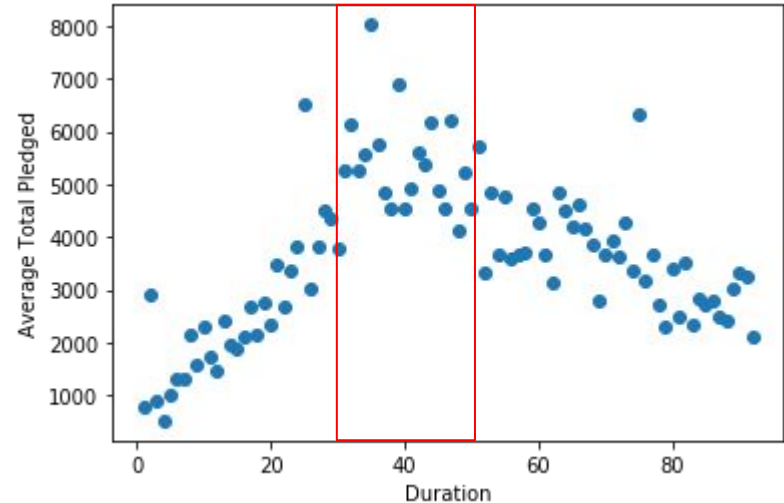
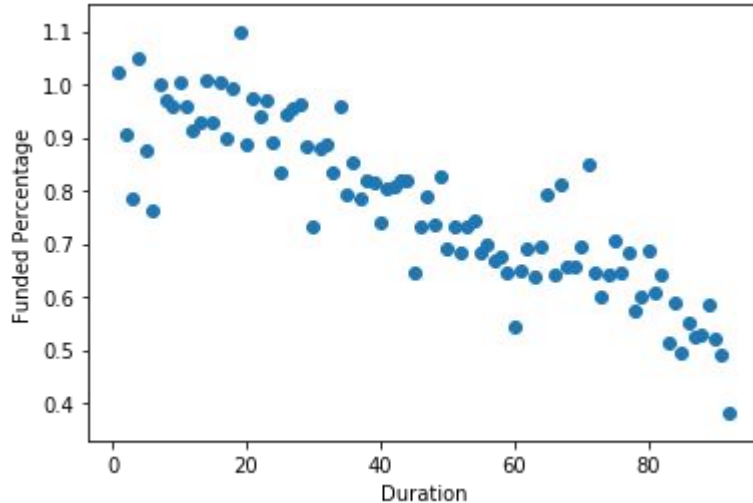
# Tips for Successful Kickstarter Campaigns

## Summary

Campaigns are most effective when they:

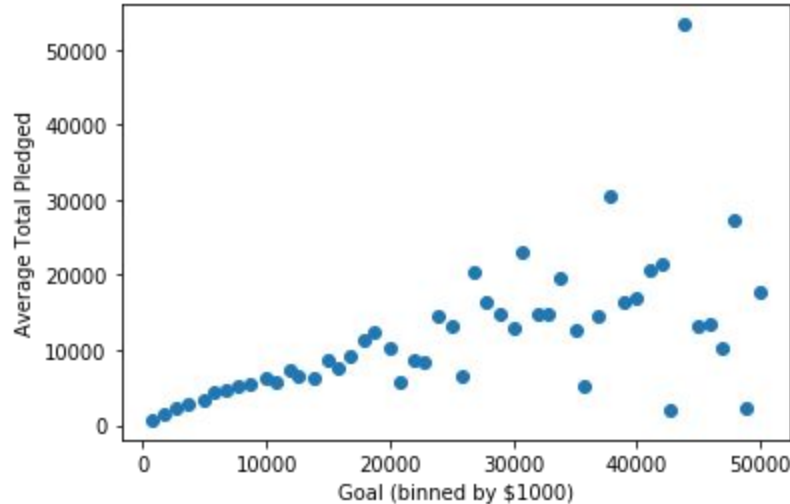
- Last 30-50 days
- Keep pledge goal under \$20,000
- Focus on the tech sector (for total pledges) or performance arts (for success rate)
- Launch mid-afternoon at the beginning of the month, preferably February-April

# Keep duration between 30 and 50 days



- Short campaigns are most likely to reach funding goals
- Campaigns of 30-50 days do best in terms of overall pledge money reached
- Campaigns longer than 50 days do worse by all metrics

# Don't let pledge goal exceed \$20,000



- Up to \$20,000, higher pledge goals yield reliably higher pledge results.
- Beyond \$20,000, the results become highly unpredictable, and many campaigns are bound to fail.

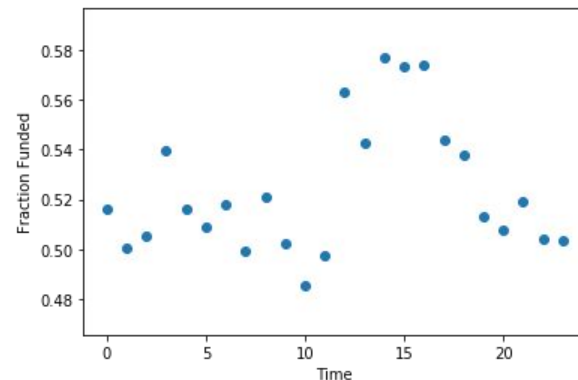
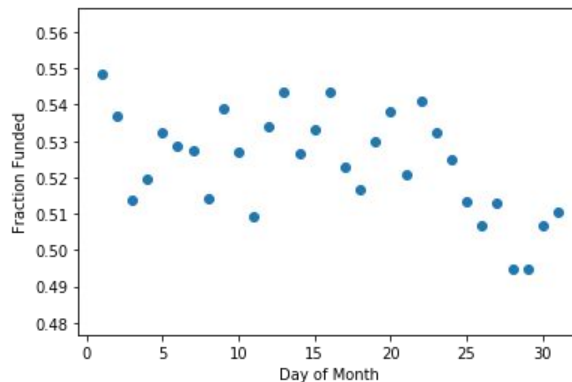
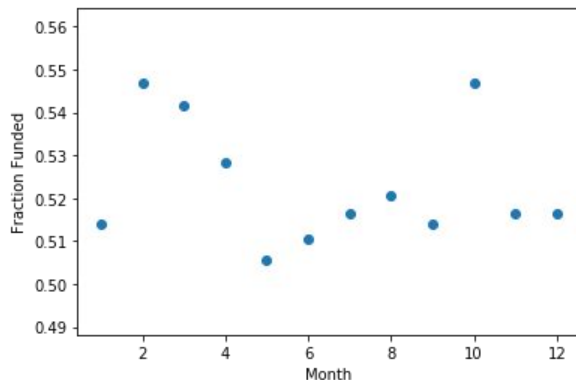
# Focus on Tech

fraction funded	
category	
Dance	0.697313
Theater	0.673988
Music	0.649374
Art	0.547277
Comics	0.526860
Food	0.494235
Film & Video	0.485696
Design	0.456051
Photography	0.447008
Games	0.427894
Publishing	0.384394
Technology	0.383784
Fashion	0.315996

pledged	
category	
Design	20767.226752
Games	16119.226811
Technology	13176.116216
Food	5433.461952
Comics	5229.362603
Film & Video	4893.053966
Music	3820.233751
Theater	3127.583118
Art	2826.205093
Dance	2715.763791
Fashion	2665.629048
Photography	2635.217015
Publishing	2574.383193

- Dance, theater, and music campaigns are most likely to meet their funding goals.
- BUT Campaigns in gaming and technology receive higher total pledges

# Timing is Important



- February-April is a very successful time for campaigns, as is October
- Campaigns should be launched at the beginning of the month
- Campaigns do best when launched in the afternoon (12pm-4pm)