Exploring Attributes of Successful and Failed Campaigns
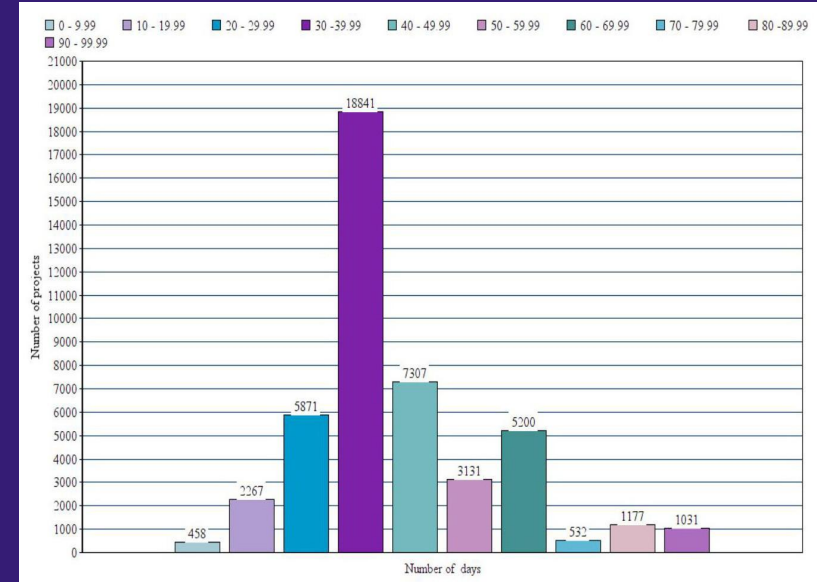
	Successful	Failed	All
Number of Projects	22,902	18,939	41,841
Proportion (%)	55	45	100
Total Project Goal	125,659,993	309,939,807	435,599,800
Average Project Goal	5,487	16,365	10,411
Total Pledged Amount	197,592,764	16,995,716	214,588,480
Average Pledged Amount	8,628	897	5,129
Average Funded %	353	10	198
Average Campaign Duration (days)	38	43	40.2
Average Number of Backers	119	13	71
Average Number of Reward Levels	8.5	7.3	8
Average Number of Updates	6.7	1.5	4.3
Average Number of Comments	14.4	1,0	8.3

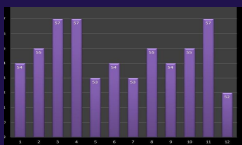# What is the best length of time to run a campaign?

Project Success Rates depending on Project Duration
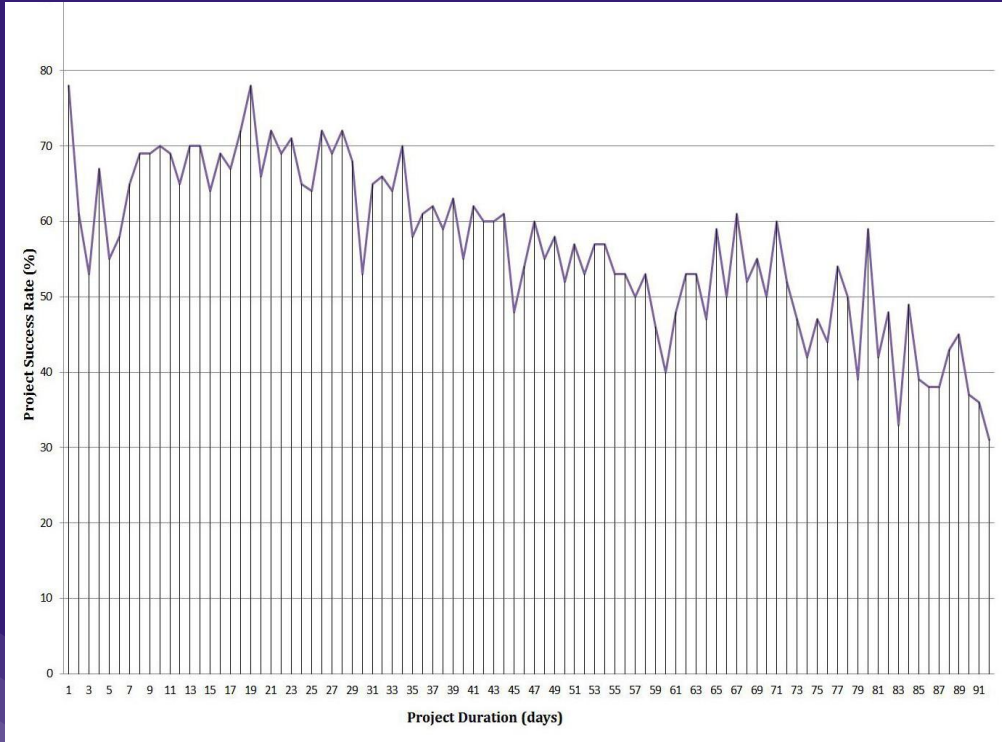
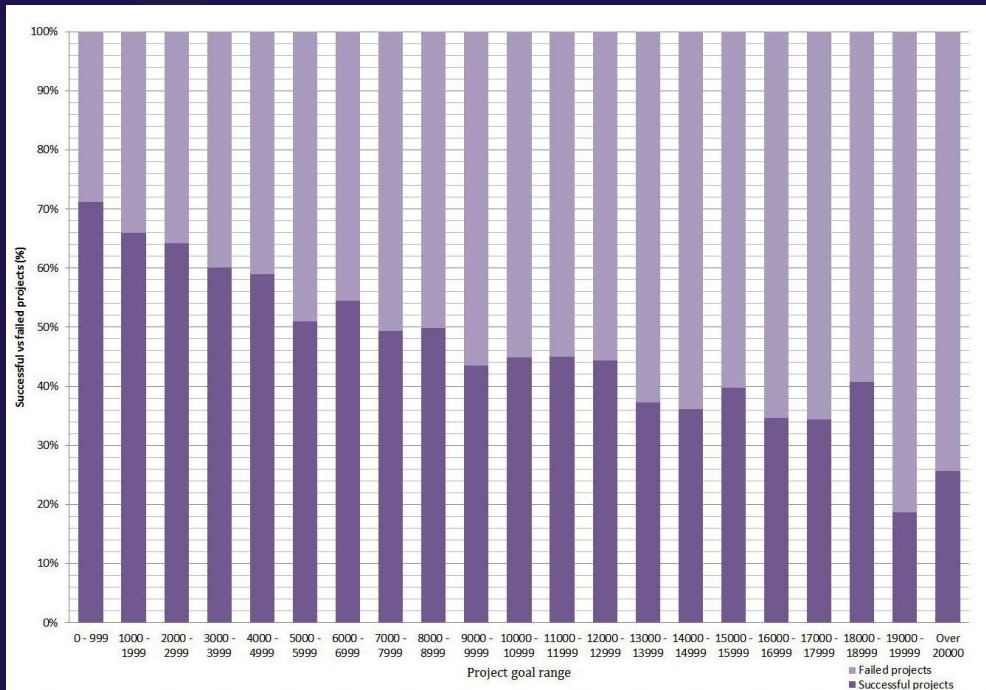**Most campaigns run for 30-40 days**

The best campaign duration: 7 - 30 days.
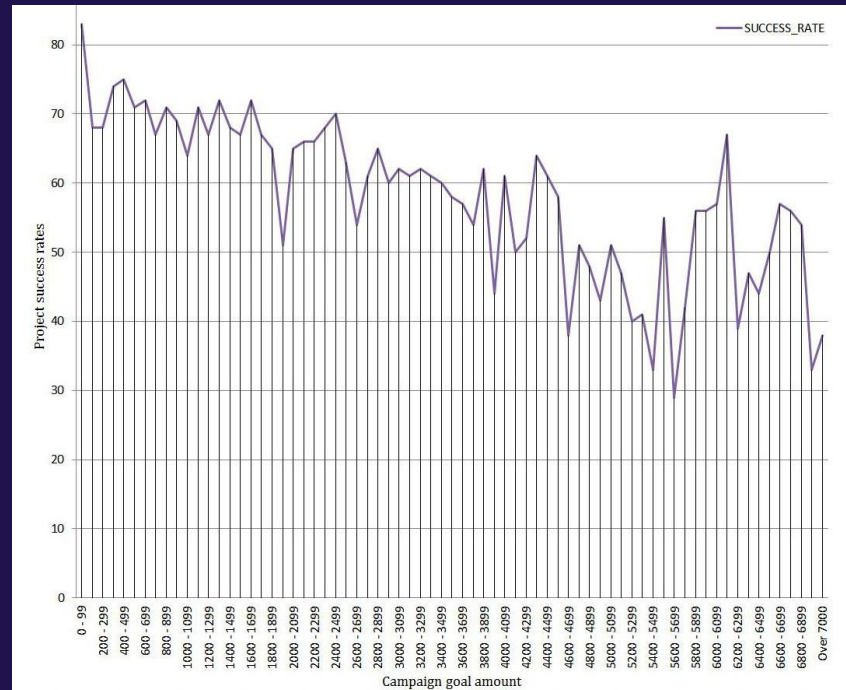After 30 days, project success rates steadily decline.

What is the ideal pledge goal?

## Successful vs Failed projects depending on Pledge Goal Range

Project Success Rates for Pledge Goals below $7,000

The ideal pledge goal is less than $100 - it has the highest success rate (83%).
With a pledge goal amount over $7,000 a project has more chances to fail than to succeed.

# What type of projects would be more successful at getting funded?

Successful vs Failed projects per Project Category
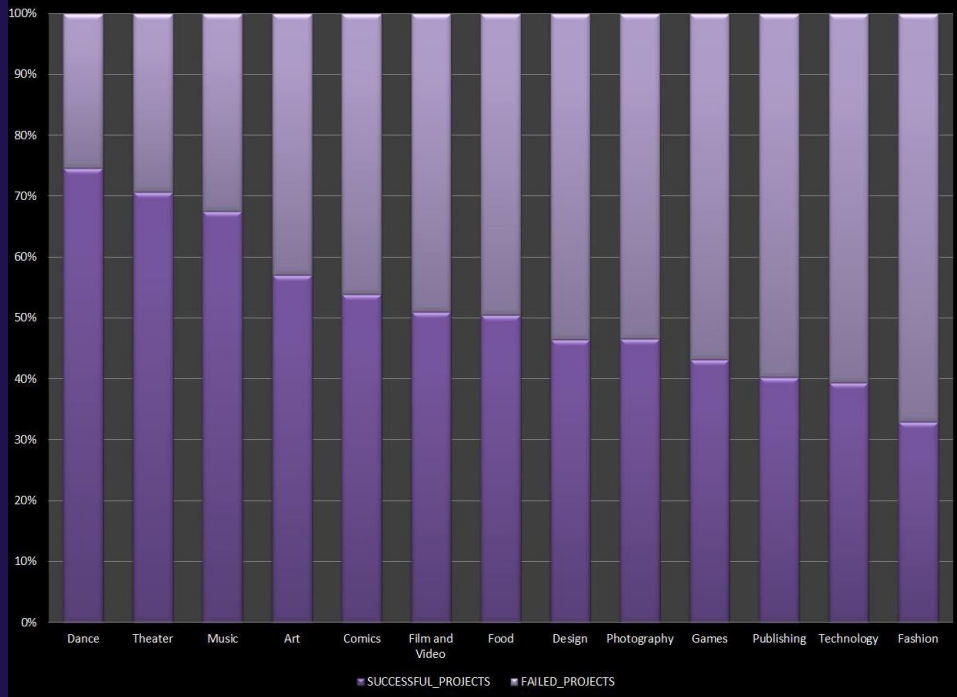
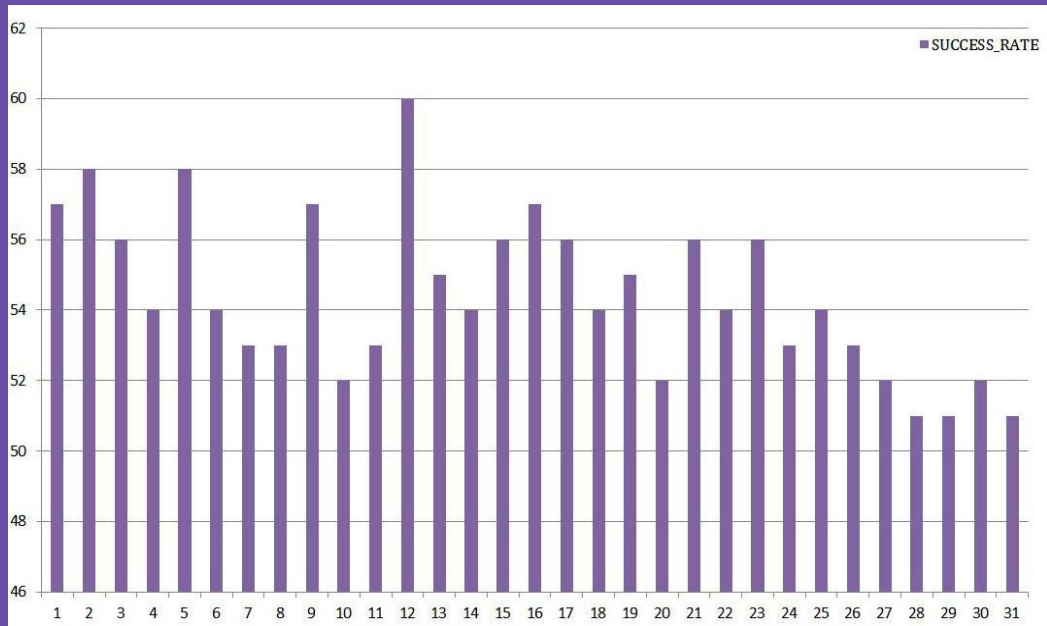**Project Success Rates per Project Subcategory**
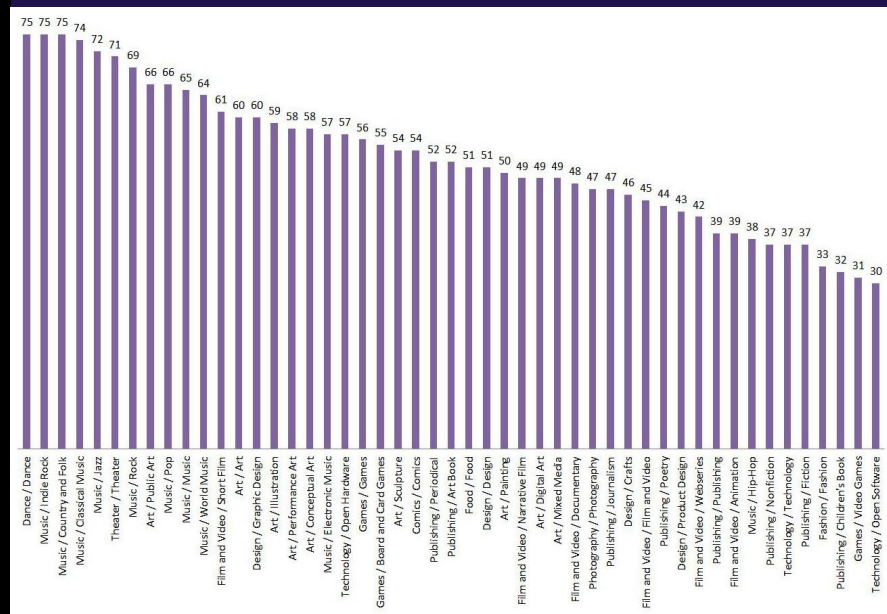
Project categories DANCE, THEATER and MUSIC would be the most successful at getting funded. If we consider subcategories, then DANCE, MUSIC (INDIE ROCK) and MUSIC (COUNTRY and ROCK) would be the most successful (with success rate 75%).
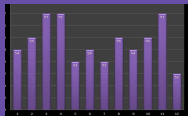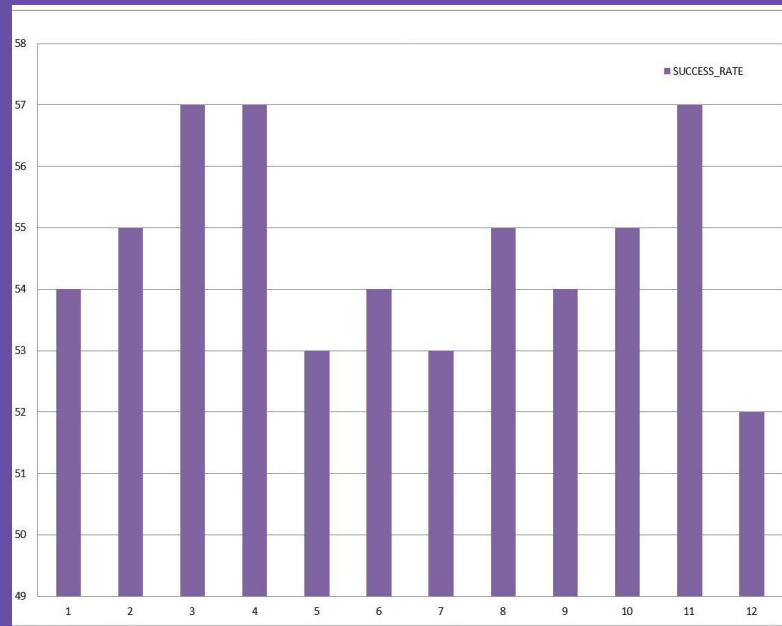
Is there an ideal time to launch a campaign?

Project Success Rates by Days of a Month

Project Success Rates by Months

Launching a campaign at the end of a month, and especially at the end of a year, would decrease its chances of successfully reaching its financial goal. The best months to launch a campaign are MARCH, APRIL and NOVEMBER, and the worst month is DECEMBER. It appears that the best day to start a project is the 12th day of a month. The days to avoid: 10th, 20th, 30th days of a month as well as the last 5 days of a month.