

# Guide to Successful Kickstarter Campaigns

**01**

**Decide project type**

**02**

**Set the goal**

**03**

**Set the duration**

**04**

**Decide launch time**

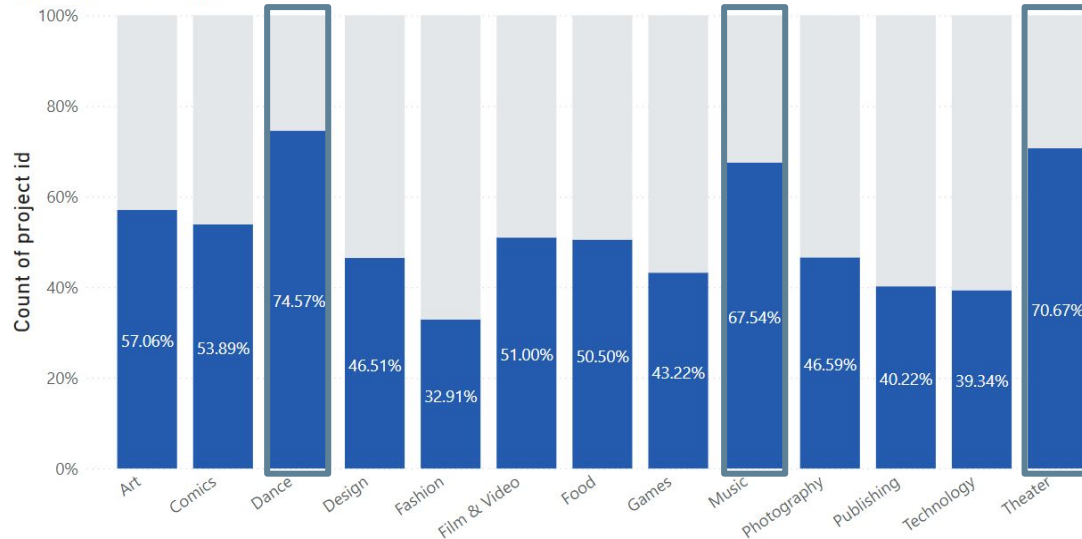
# Decide Project Types



Pick a project type with higher success rates

Success Rates by Project Types

status ● successful ● failed



By order of success rates

**> 65%**

Performing arts (dance, music, theatre)

**> 50%**

Art, Comics, Film & Video, Food

**< 50%**

Design, Games, Photography, Publishing

**< 40%**

Fashion, Technology

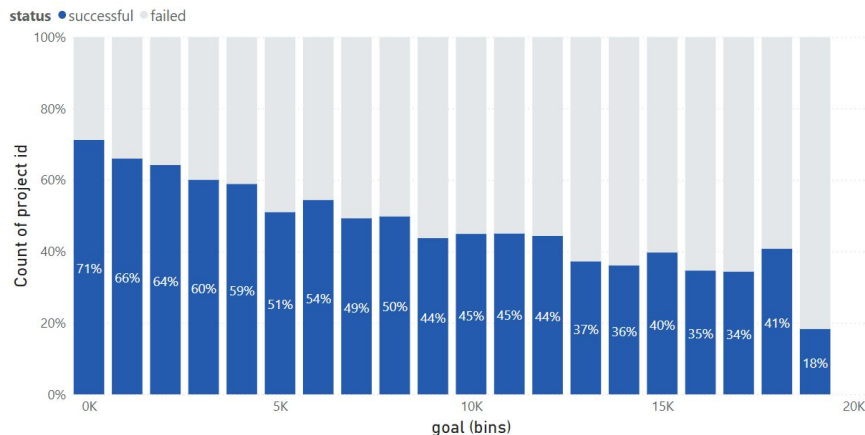
Note: Success rate = count of successful projects / count of successful and failed projects

# Set the Goal



Set an achievable goal based on project types

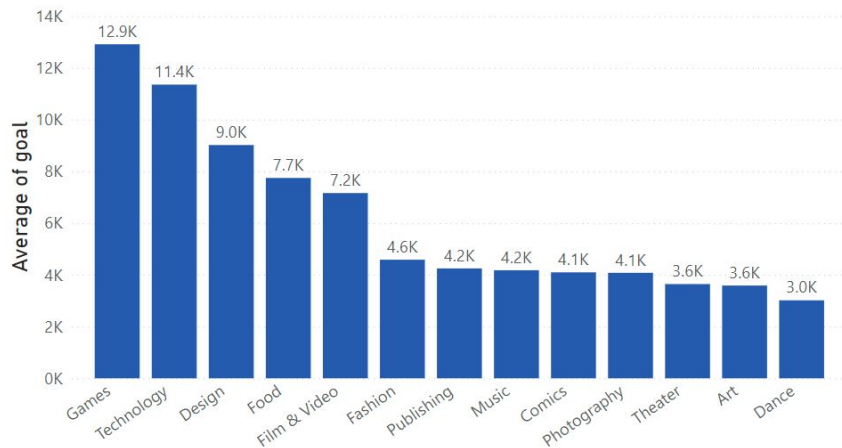
Success Rates by Goal



## Principle 1: Achievable goal

Smaller goals have higher success rates. It is important to set achievable goals, because only successful projects will receive funds under **all-or-nothing** policy.

Average Goals of Successful Projects Under Different Project Types



## Principle 2: Set goals based on project types

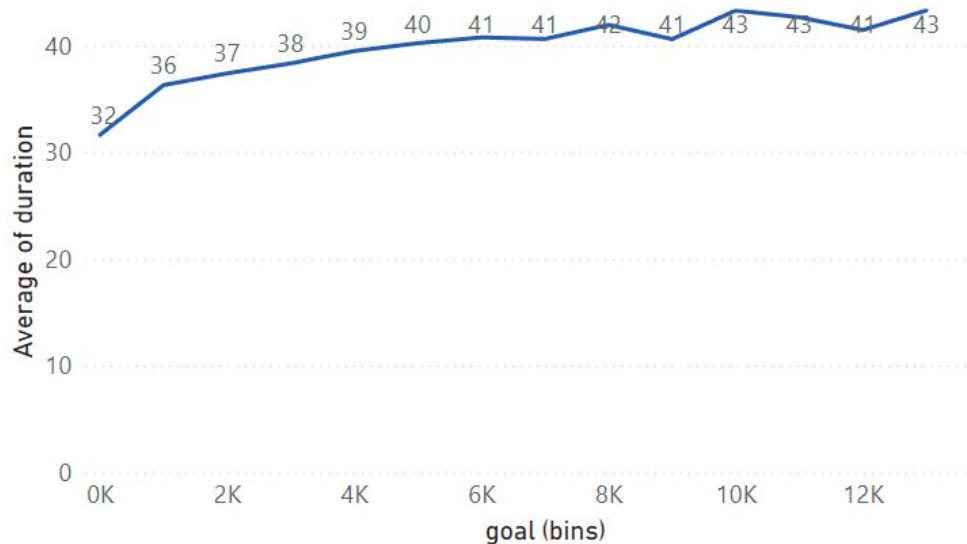
**> 10K**  
Game, Technology

**5K - 10K**  
Design, Food, Film  
& Video

**< 5K**  
Other project types

# Set the Duration

Average Duration of Successful Projects Under Different Goals



Set a duration between 30 to 45, with small adjustments based on goal

**Goal < 5K**

Duration **30 to 40**

**Goal > 5k**

Duration **40 to 45**

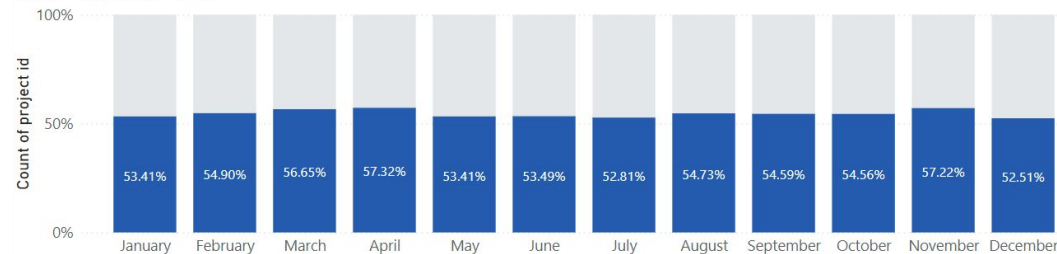
# Decide Launch Time



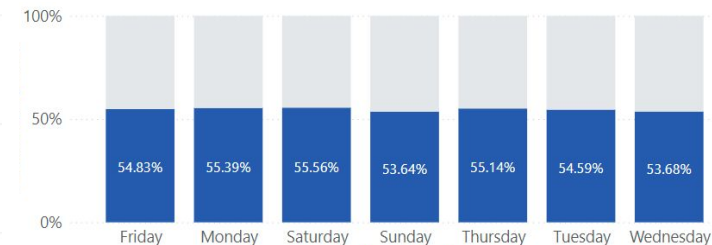
The most preferred launch time is  
11:00 - 12:00

## Success Rates by Month

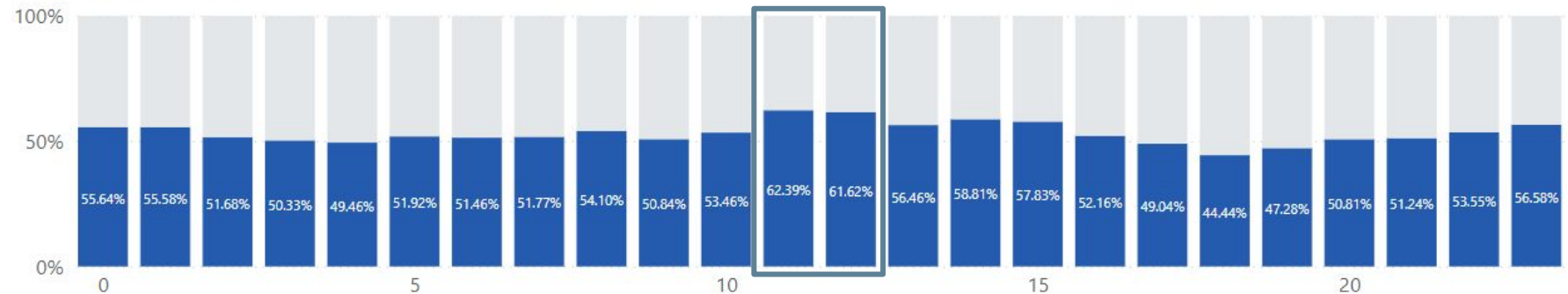
status ●successful ●failed



## Success Rates by Day of the Week



## Success Rates by Time of the Day



### Time of the Day

11:00 - 12:00 > 60% success rate

### Days of the Week

Similar success rates across (53%-55%)

### Month

Similar success rates across (52%-57%)