

DAILY KARMA

Supercharging loyalty, sales and everyday giving with e-commerce brands and the nonprofits they love.





WE MAKE CAUSE MARKETING EASY

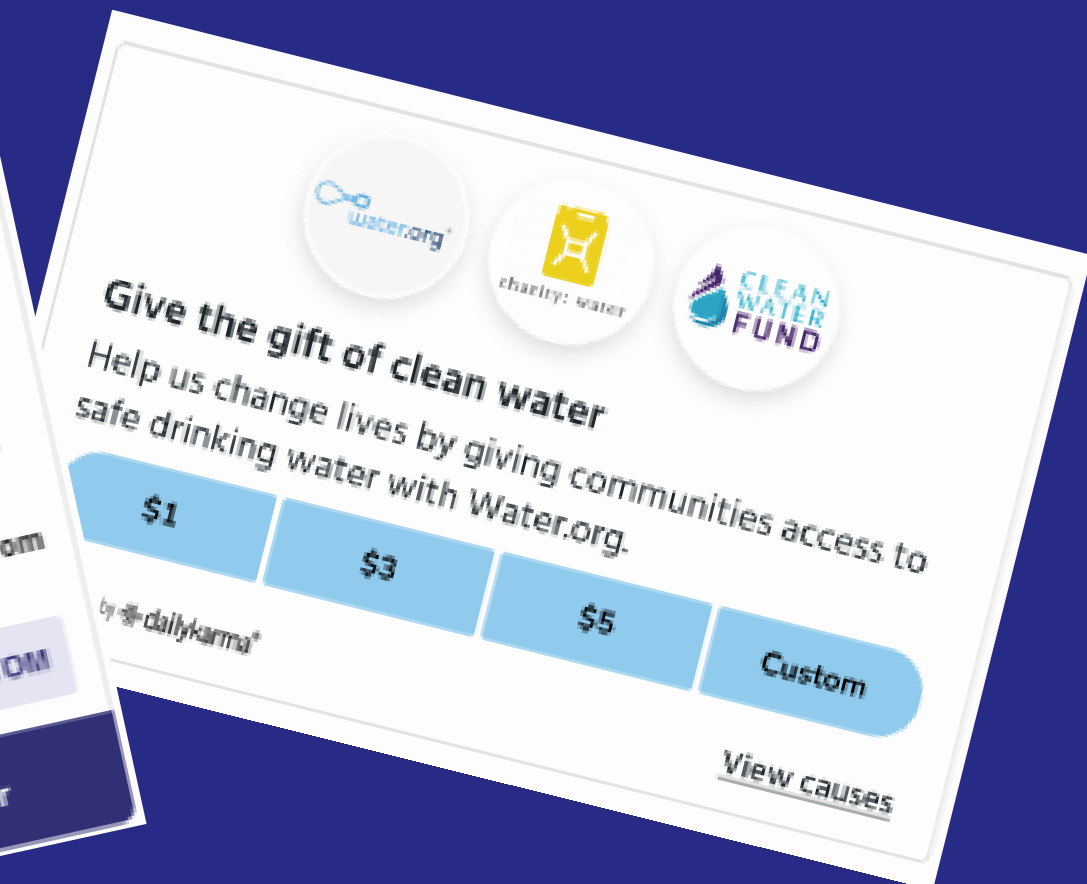
We reduce the friction for D2C services and retailers to implement the most advanced cause marketing strategies and engage customers in giving back.

- ✓ Full suite of cause marketing campaigns
- ✓ Integrations across marketing stacks
- ✓ Advanced Consumer and Performance Insights
- ✓ Global Fundraising Distribution & Compliance
- ✓ Access to 1.8 Million Vetted Nonprofits
- ✓ 100% of Funds Go to the Intended Nonprofit(s)

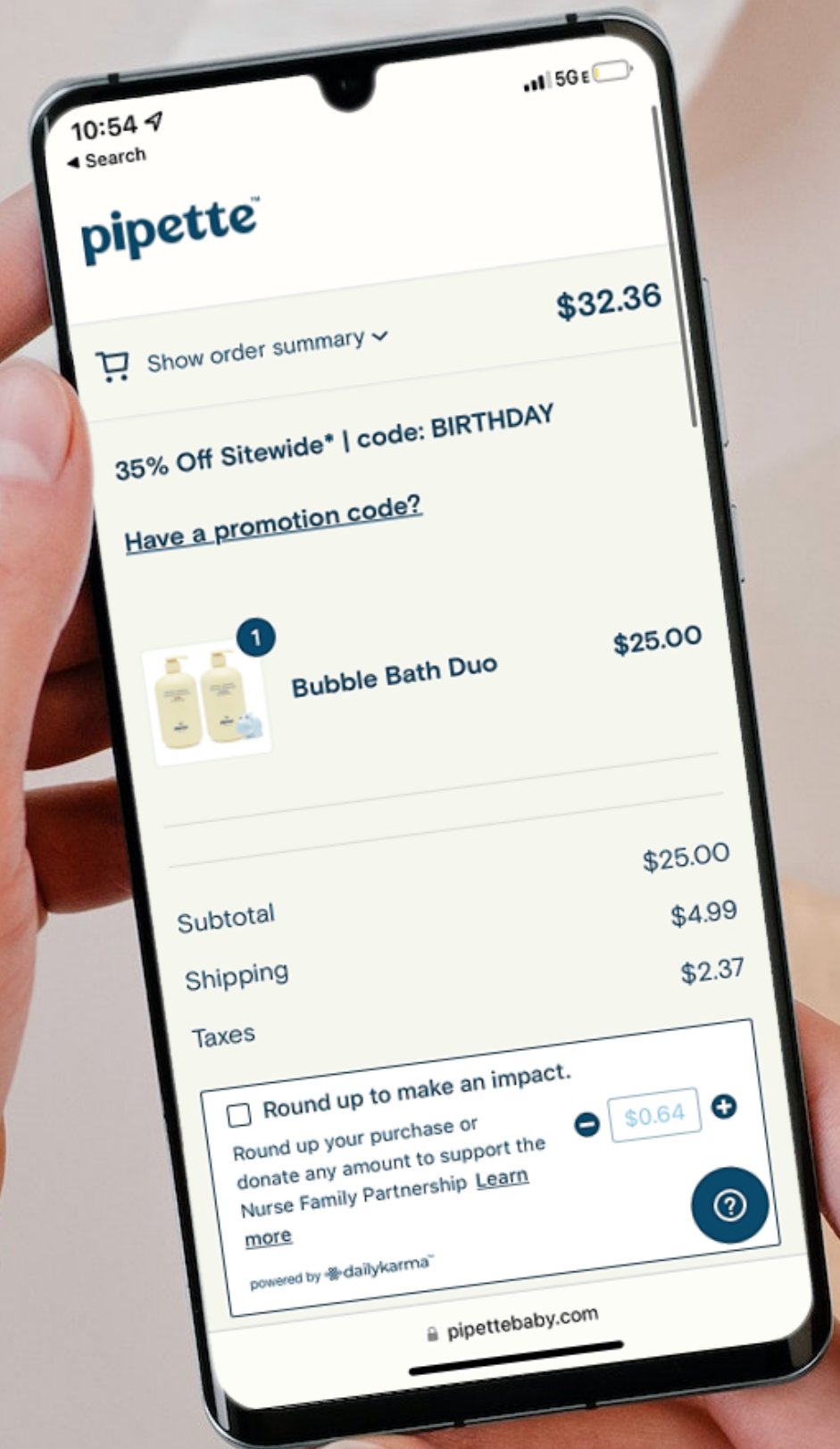
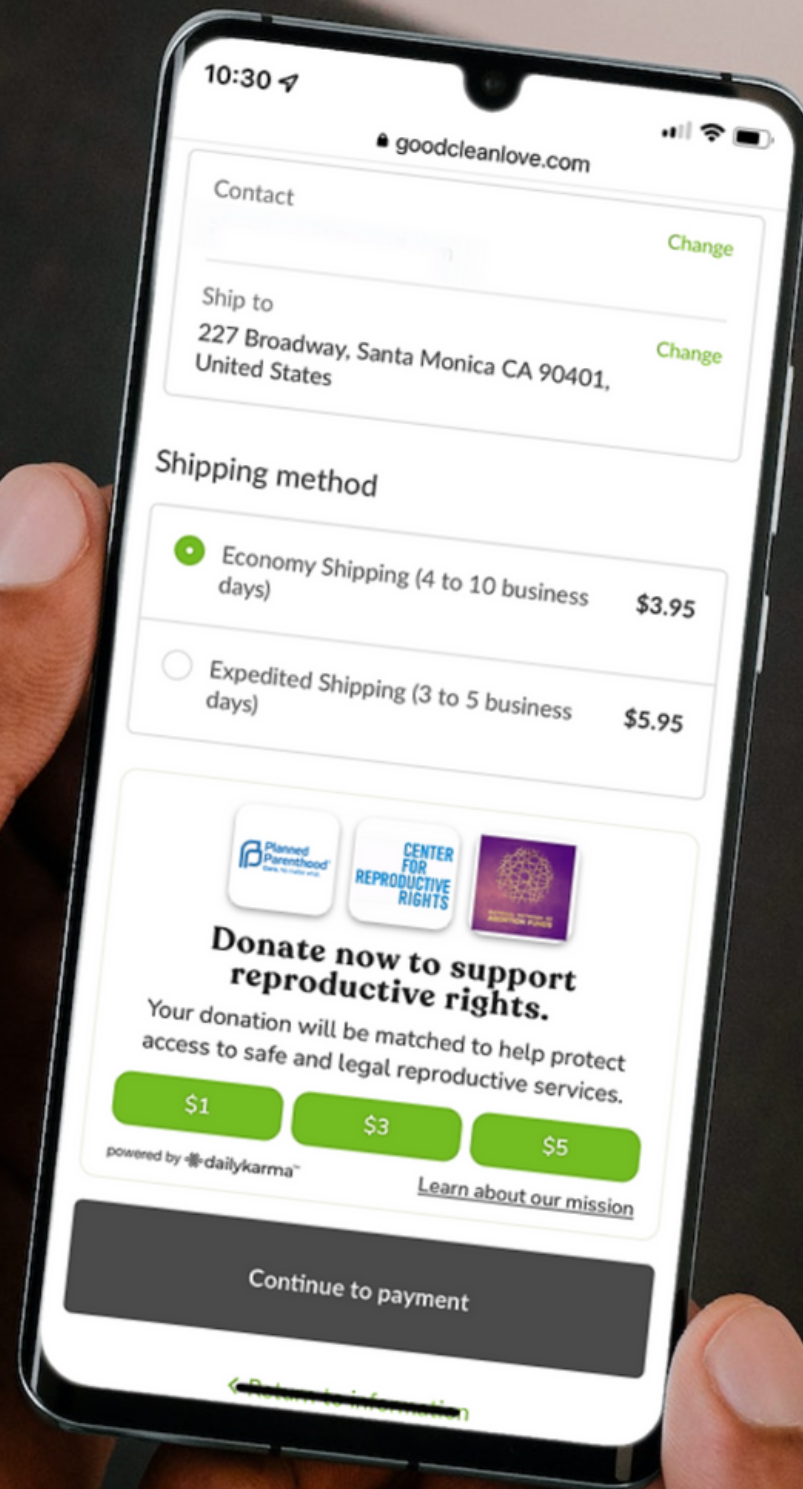
CAMPAIGN OPTIONS

Robust suite of flexible campaigns targeted to reach various goals such as customer engagement, LTV/AOV lifts and donation volume

- 1 Round Up Change
- 2 Donation Tiers
- 3 Portion of Sales
- 4 Donate for Discount
- 5 Donation Matching
- 6 Impact Metrics & Widgets
- 7 Dynamic Reporting
- More Coming Soon



SEAMLESS INTEGRATION WITH CUSTOMER TOUCH POINTS



WE LOVE OUR CLIENTS (AND THEY LOVE US)



Amazing app. It has raised our AOV close to 20% since we implemented it on our site. If your brand is socially conscious, you MUST use Shop for Good.



Jessica Disbrow,
CEO



"The DailyKarma product has been instrumental to expose our philanthropic program to our customers and to give them a clear and simple way to contribute. The DailyKarma team has drawn on their vast knowledge of cause marketing to ensure maximum exposure of our program & maximum connection with our customers."



Patrick Suter
E-Business Director



We have been using this app for about 6 months now and are seeing great results. Our social mission is a critical part of our business and the DailyKarma team have helped us build strategy and tactics around communicating to customers. I'm very pleased that we chose them as a partner and I look forward to working with them long term.



Jessica Peters
D2C Manager, Unilever



AMAZING company! INCREDIBLY EASY out of the box app! Thru this app we have seen a 5% increase in conversion rate for new customers and a 8% conversion rate increase for repeat customers! We've also seen an uptick of 8% in AOV for any order fueled by this app and a 2% higher AOV across all orders site wide. The app itself is 'plug and play,' we were up and running within seconds making it the perfect tool for any brand that wants to easily include 'donate for discount' or 'round up for charity' options on their site.



Neil Popkin, Felina
Head of E-Commerce



dailykarma

Thank you!

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