

ShoppingGives + yotpo.

Combining Social Impact with Loyalty Programs

ShoppingGives' integration with Yotpo enables your store to build deeper connections with your customers through shared values. Combining rewards and donations is an easy and effective way to empower your customers to feel more confident in their purchase while increasing repeat purchases and customer retention.

About ShoppingGives

ShoppingGives is the powerful turn-key platform for thousands of socially conscious brands to prioritize impact and strategically incorporate social good into their brand. Built for impact optimization, ShoppingGives is empowering brands of all sizes to elevate their impact strategy and connect with consumers on a deeper level, all while driving stronger brand growth.

About Yotpo

Yotpo is an eCommerce marketing platform designed to offer the most advanced solutions for customer reviews, visual marketing, loyalty, and rewards and can help you accelerate your growth through user-generated content.

Ways to Combine Rewards and Donations



Reward Customers for Choosing a Cause

Empower your customers to opt-in to a donation by selecting a cause to support on their purchase, at no extra cost to them.



Reward Customers for Donating

Incentivize your customers to add on a customer-pledged donation to their purchase by rewarding them with loyalty points for every dollar donated.



Redeem Points for Donations

Allow your customers to convert and redeem their loyalty points for donations to charitable causes, selected by you or them.

Benefits of the Integration

1

Drive Purpose-Driven Purchases

Merchants who use ShoppingGives' donation platform have seen that integrating social impact lifts conversion rate by 11%.

2

Create Authentic Customer Relationships

Through this integration, a merchant has seen that 32% of customers who opted-in to redeem points for donations have done so at least twice.

3

Increase Customer Loyalty and Lifetime Value

ShoppingGives' merchant partners have seen that integrating giving into their business can increase customer lifetime value by 18%.

Pricing Information

To get started with the integration, your store must be on the Impact Plus, Impact Partner, or Impact Pro partnership with ShoppingGives, or must have purchased the a la carte package.

Integration Examples

Sakara Life

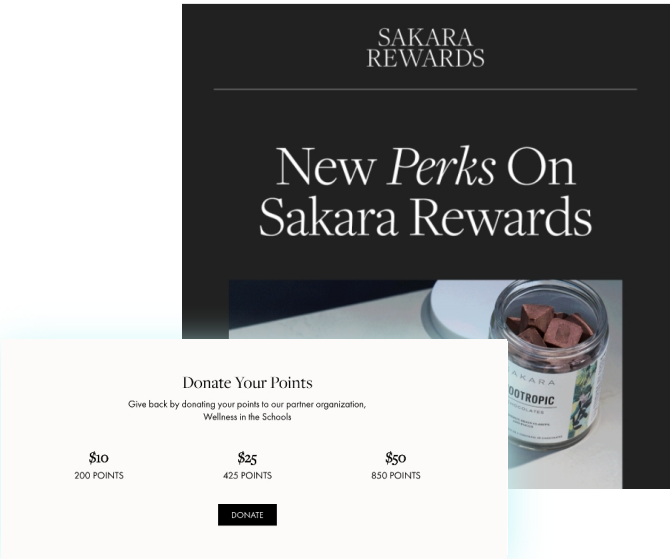
Sakara Life uses ShoppingGives' integration with Yotpo to create a unique and purposeful loyalty program that empowers their customers to redeem their points for donations to support Wellness in the Schools.



The Campaign
Redeem Points for Donations



The Results
Over **200,000** loyalty points donated to charity



Blind Barber

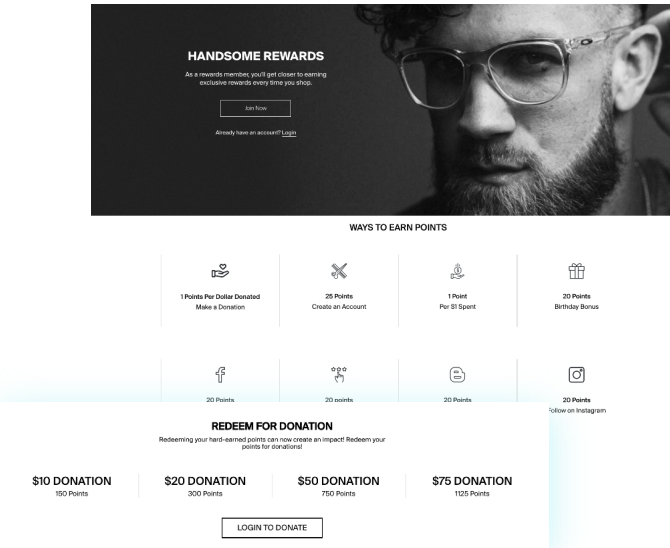
Blind Barber uses ShoppingGives' integration with Yotpo to create a loyalty program that builds deeper connections with their customers by awarding points for creating donations.



The Campaign
Reward Customers for Donating
Redeem Points for Donations



The Results
1 loyalty point is earned for every dollar donated



“ If Blind Barber was built on the idea of making our friends, family and guests alike feel their best, our mission wouldn't be complete without trying to do our part and provide that same feeling to those that are less fortunate. ShoppingGives & Yotpo has now provided us with the ability to give back, not only as a brand but as a community, sharing in the responsibility to take care of one another. ”

Jeff Laub, Executive Creative Director & Co-Founder, Blind Barber

Ready to Begin Creating Stronger Customer Connections with ShoppingGives and Yotpo?

Schedule a call with our team to learn more about ShoppingGives' integration with Yotpo Loyalty.

