

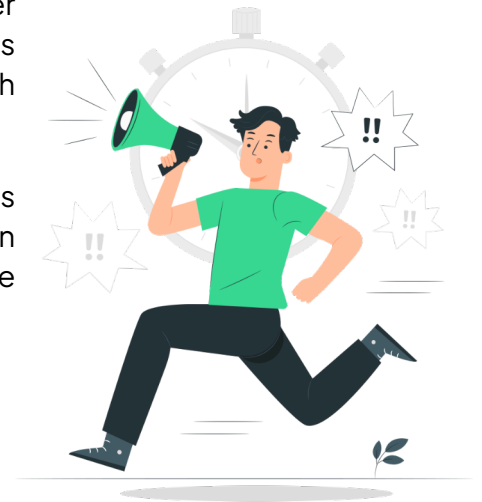


TOPPING UP REWARDS

Creating a sense of urgency on the campaign page can increase your conversion rate significantly. One way to do that is to limit the availability of one or two reward tiers, while topping them up as necessary so they never become unavailable.

One of the biggest challenges facing any Kickstarter project is the “mid-campaign” slump. The early bird hype is over, and with several days left to go, backers are in no rush to pledge.

Limiting your rewards is extremely powerful as it convinces backers who like your product to pledge NOW rather than miss out on their preferred reward and risk having to pledge for a higher tier.



HERE'S HOW YOU DO IT:

- 1. Choose a pledge level**, ideally your early bird.
- 2. Limit the availability** so that you have 3–5 rewards left
- 3. Monitor this reward**; when the last one is taken, add another 3–5
- 4. Repeat!**

Our rewards alerts system will send you text messages or emails whenever a pledge level reaches a low limit (typically 3). When you get the alert, go to your campaign page and increase the availability.

FAQ:

- Q** How many times can I limit the availability of a reward?
A You can limit the availability of a reward as many times as you want to
- Q** Do backers complain that a reward is not running out and is always available again?
A Backers care about getting the best possible deal during the campaign.
- Q** What do I do when I need to be away for a few hours (sleeping, flying, etc.)?
A If none of your team members is around, you can open the availability as much as necessary (this depends on your hourly traffic)
- Q** Can I limit all of my rewards?
A Technically you can, but it isn't recommended as it ultimately reduces the effect when all of the rewards are scarce, and may harm your sense of reliability.