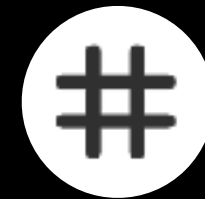


Eio8ht



Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.



We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.

From Love to Loyalty:

Creating Deeper Customer
Relationships through Purpose



Sam Swain

Manager, Goodness Solutions, Benevity



Julie Baron

Sr. Product Marketing Manager, Benevity

Agenda

- Engaging Customers in Purpose
- Real Examples (and Inspiration!)
- Intro to Customer Engagement Solution
 1. APIs & Pizza
 2. How Benevity's API Works
- Q&A



Engaging
customers
in *Purpose*



from *advertising*

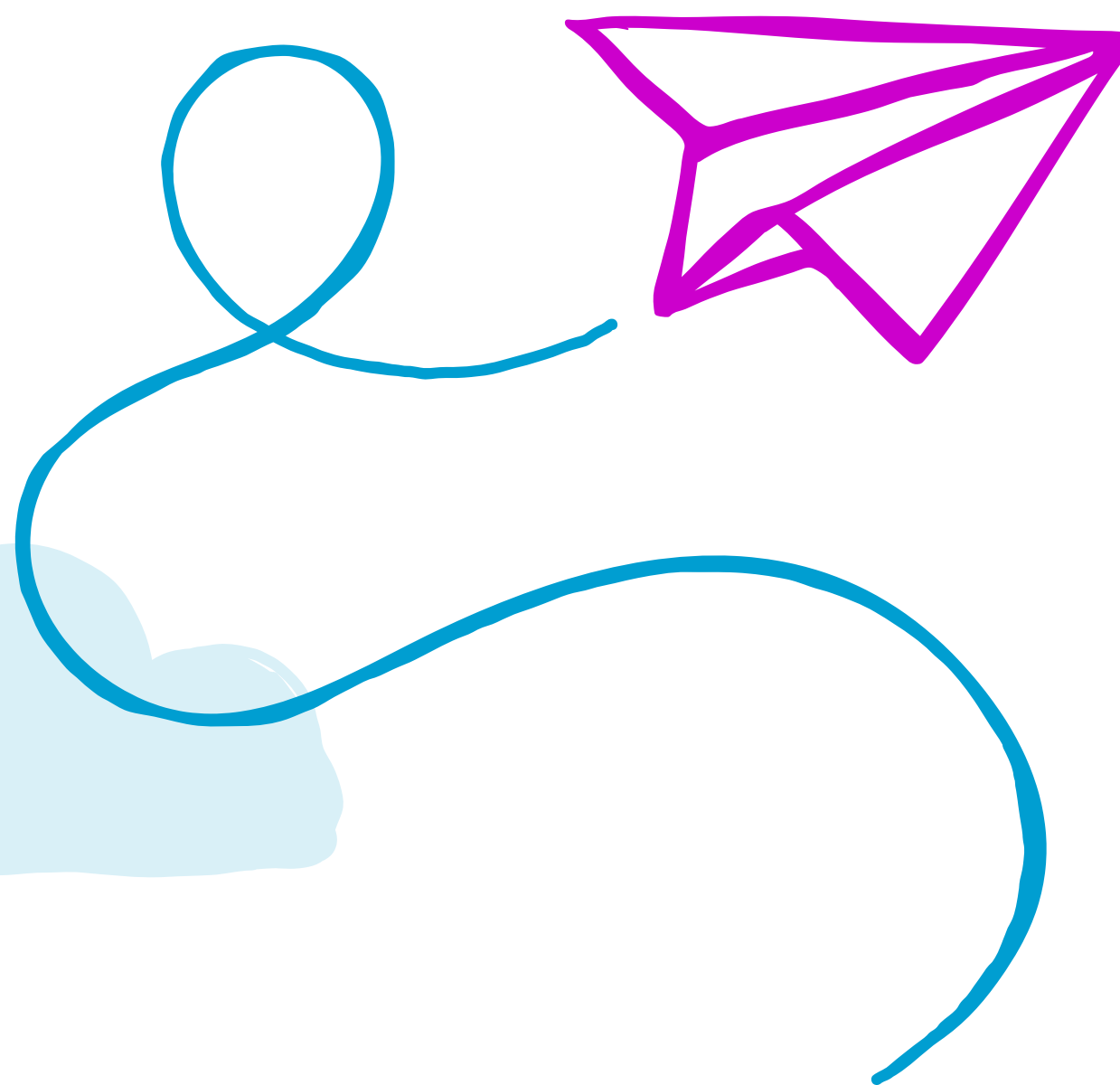
Engaging
customers
in *Purpose*



to *action-izing*



9 days



+1,336%

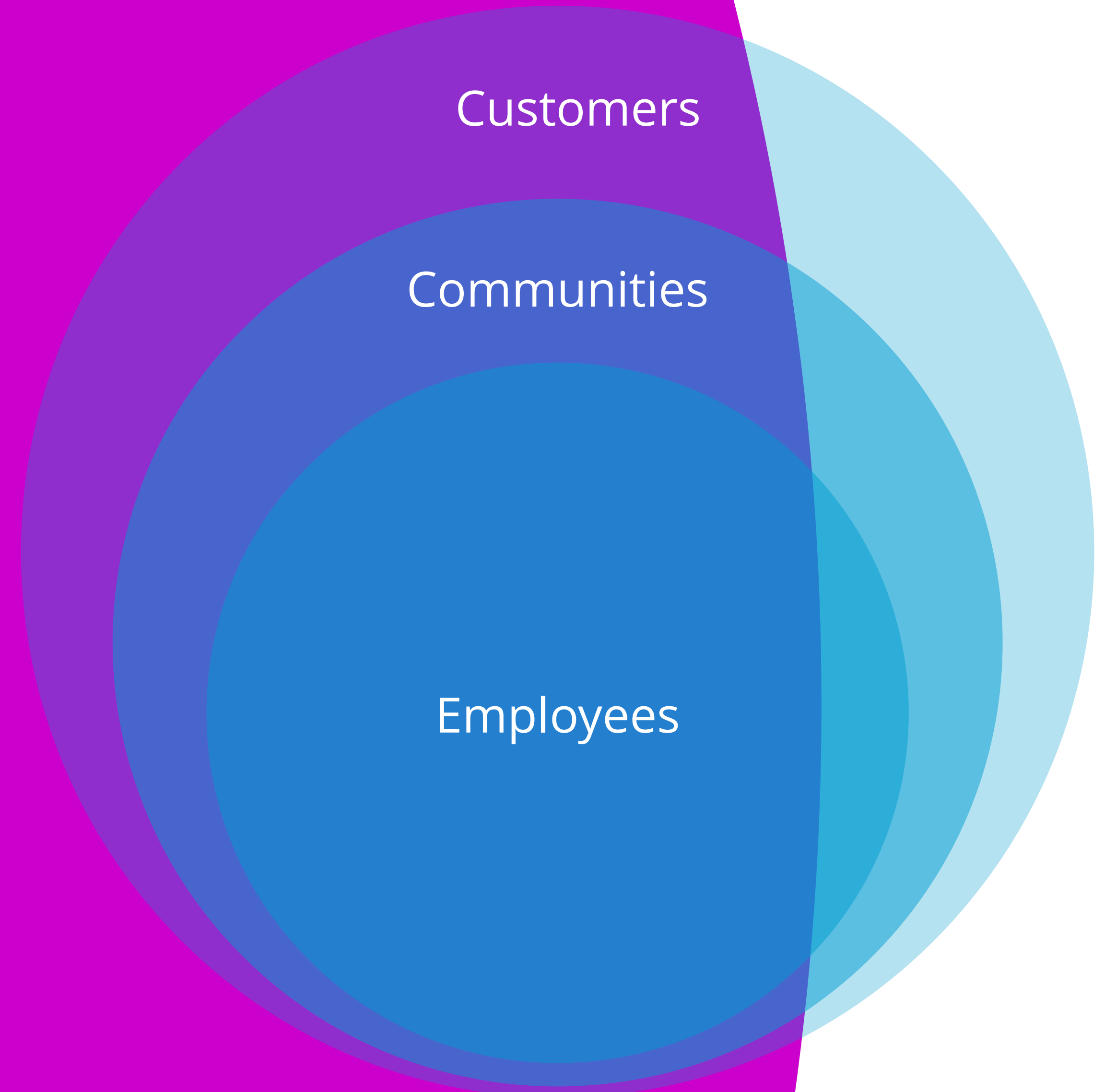
8,324

580

People per day donating

Activating Purpose for *More Impact*

Activating Purpose for *More Impact*



Customers prefer *purpose-driven* brands

70%

say they would change their purchasing habits in support of social issues

57%

would pay more for a product from that company

Unilever's *purpose-led* brands outperform

69%

Faster growth



Sustainable living brands (28)

Other Brands



2018 Growth

Brands that help
people be a better
version of themselves
win the *hearts* of
customers.



Innovative experiences

Purchase Round-Ups

SECURE CHECKOUT

1. SHIPPING ADDRESS [Edit](#)

Camilo Rostoker
Santa Monica Boulevard
Los Angeles CA, 90210

rostoker@gmail.com
(403)710-2629

2. DELIVERY


- Standard Ground**
\$7.95
Estimated Delivery Date: Thursday, February 20th if order placed in the next 9 minutes
- Second Day**
\$25.00
Estimated Delivery Date: Monday, February 17th if order placed in the next 9 minutes
- Overnight**
\$32.00
Estimated Delivery Date: Friday, February 14th if order placed in the next 9 minutes

[More Info](#)

3. GIFT OPTIONS

Subtotal	\$79.50
Shipping	\$7.95
Estimated Tax	\$8.32
TOTAL	\$95.77

SHOPPING BAG 1 items [Edit](#)



541™ Athletic Taper Men's Jeans (Big & Tall)
\$79.50
Color: Midnight - Medium Wash
Size: 32W X 38L
QTY 1
SUBTOTAL **\$79.50**

Purchase Round-Ups

Levi's SECURE CHECKOUT

1. SHIPPING ADDRESS [Edit](#)

Camilo Rostoker
Santa Monica Boulevard
Los Angeles CA, 90210

rostoker@gmail.com
(403)710-2629

2. DELIVERY

- Standard Ground \$7.95**
Estimated Delivery Date: Thursday, 11/11/2021 10:00 AM - 12:00 PM
- Second Day \$25.00**
Estimated Delivery Date: Monday, 11/15/2021 10:00 AM - 12:00 PM
- Overnight \$32.00**
Estimated Delivery Date: Friday, 11/12/2021 10:00 AM - 12:00 PM

Subtotal \$79.50
Shipping \$7.95
Estimated Tax \$8.32

TOTAL **\$95.77**

SHOPPING BAG 1 items [Edit](#)

541™ Athletic Taper Men's Jeans (Big & Tall)

GIFT OPTIONS

♥ DONATE (OPTIONAL)

Round up your order total to the nearest dollar for:

ACLU **ACLU**
ACLU: Advancing civil rights and civil liberties in America for 100 years

[Learn More](#)

Purchase Round-Ups

Levi's SECURE CHECKOUT

1. SHIPPING ADDRESS [Edit](#)

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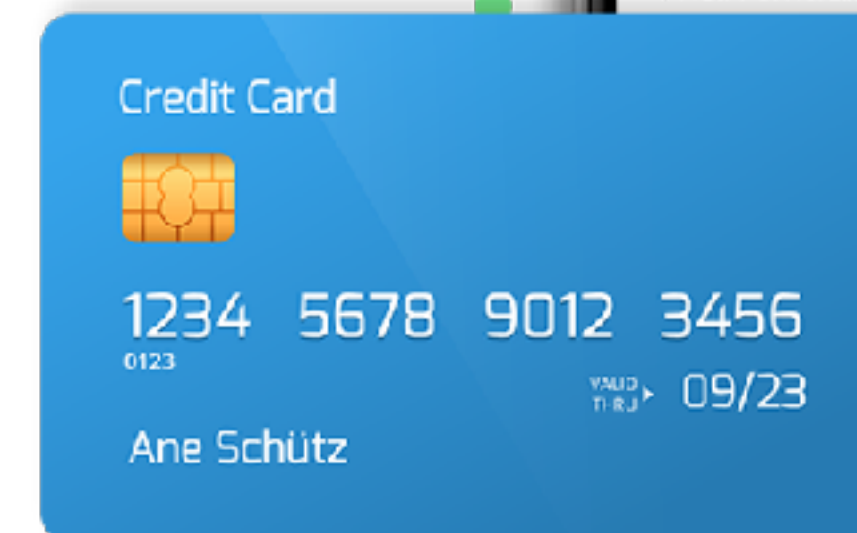
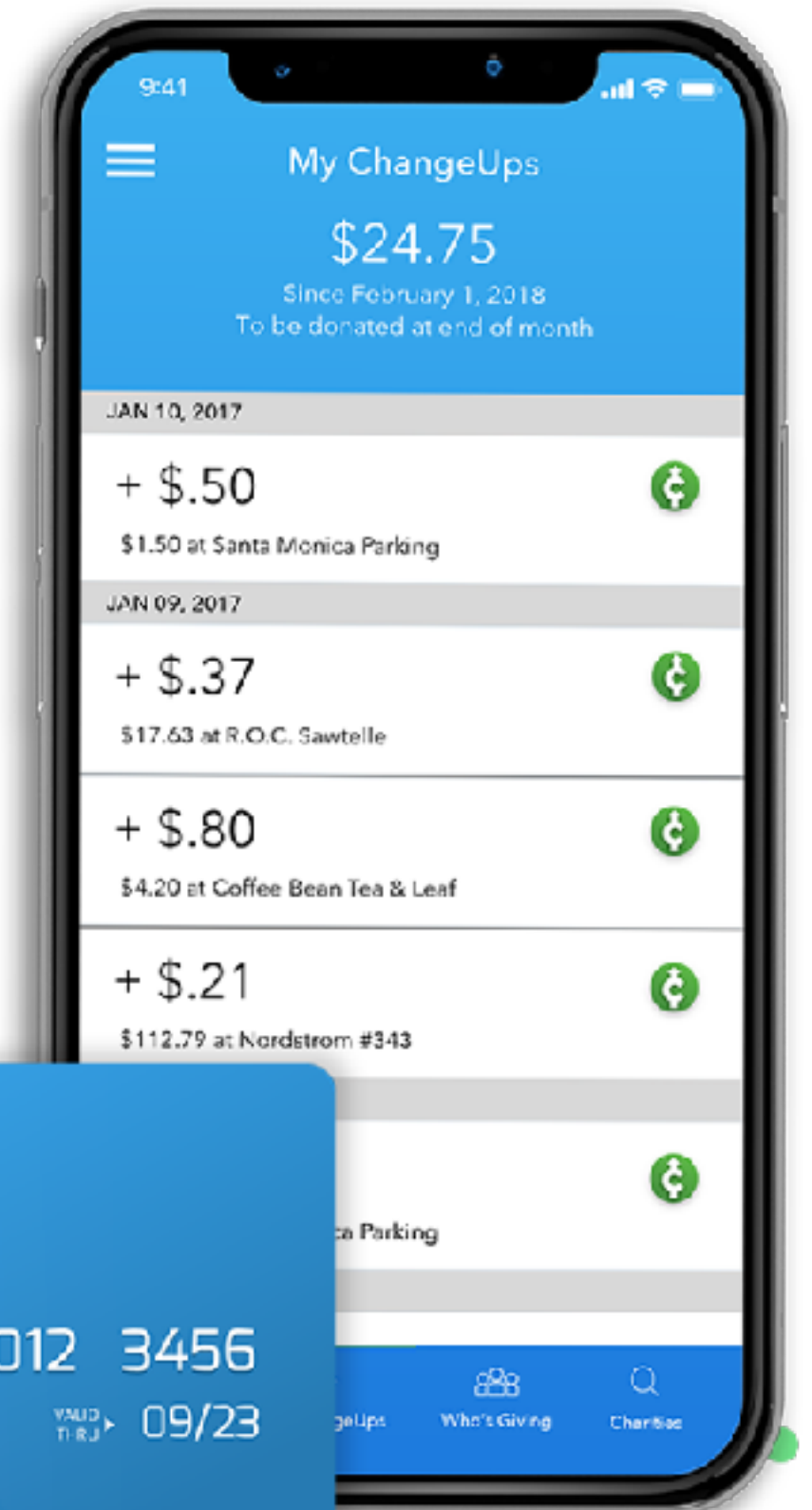
2. DELIVERY

- Standard Ground **\$7.95**
Estimated Delivery Date: Thursday, 1/12/17, 10:00 AM - 12:00 PM
- Second Day **\$25.00**
Estimated Delivery Date: Monday, 1/9/17, 10:00 AM - 12:00 PM
- Overnight **\$32.00**
Estimated Delivery Date: Friday, 1/6/17, 10:00 AM - 12:00 PM

SHOPPING BAG 1 items [Edit](#)

541™ Athletic Taper Men's Jeans (Big & Tall)

Subtotal \$79.50
 Shipping \$7.95
 Estimated Tax \$8.32
TOTAL \$95.77



♥ DONATE (OPTIONAL)

Round up your order total to the nearest dollar for:

ACLU **ACLU**
 ACLU: Advancing civil rights and civil liberties in America for 100 years

[Learn More](#)

Loyalty programs

Give with Bing

Daisy 2,430

Your lifetime giving
\$2.43
2,430 Microsoft Rewards points · [Donation history](#)

You're part of something big. So far, Microsoft Rewards for Good has donated **\$2,202,210**.

Give Mode is **ON**

Your Bing searches make a difference for:

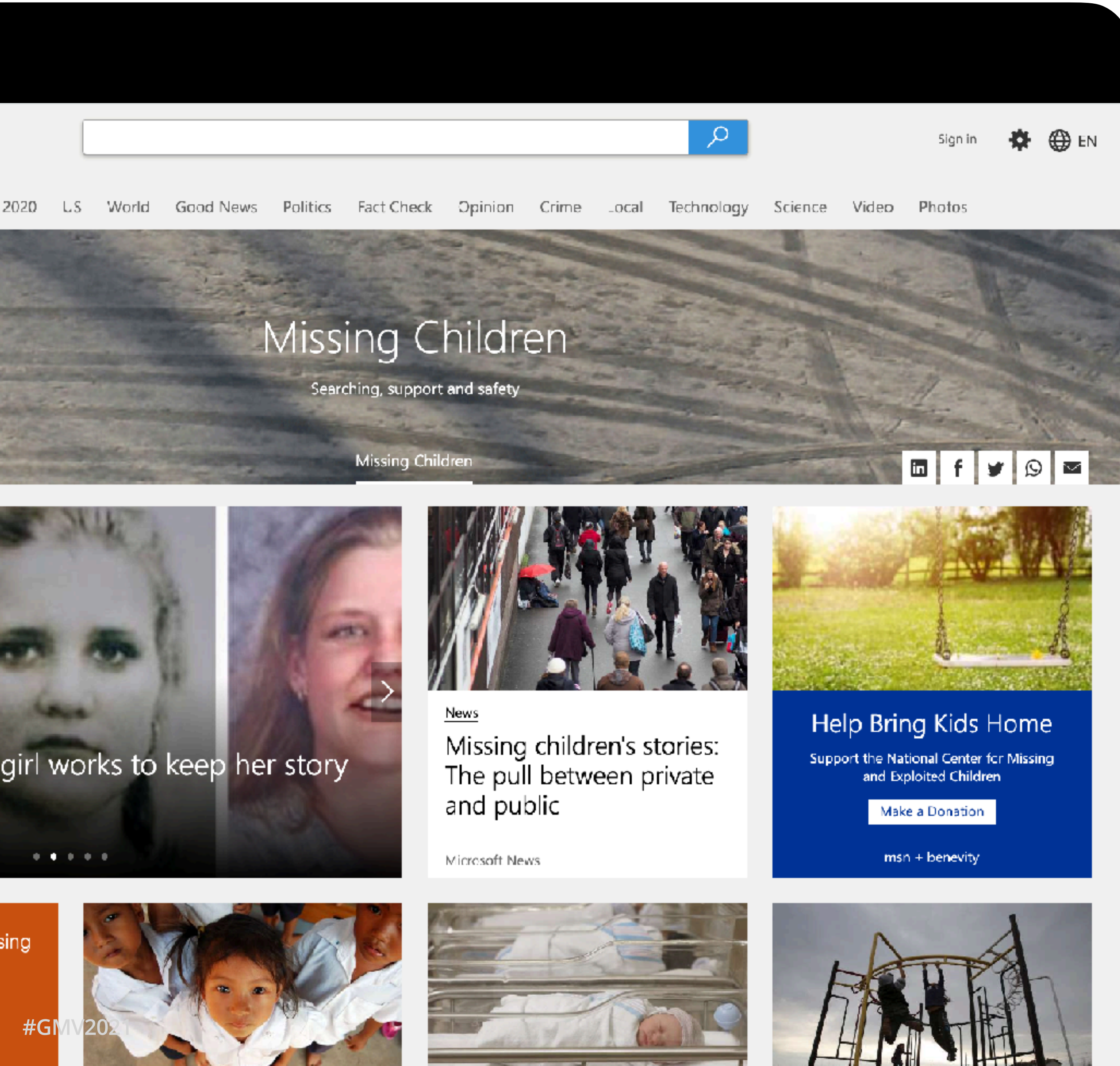
The Nature Conservancy

[Change nonprofit](#)

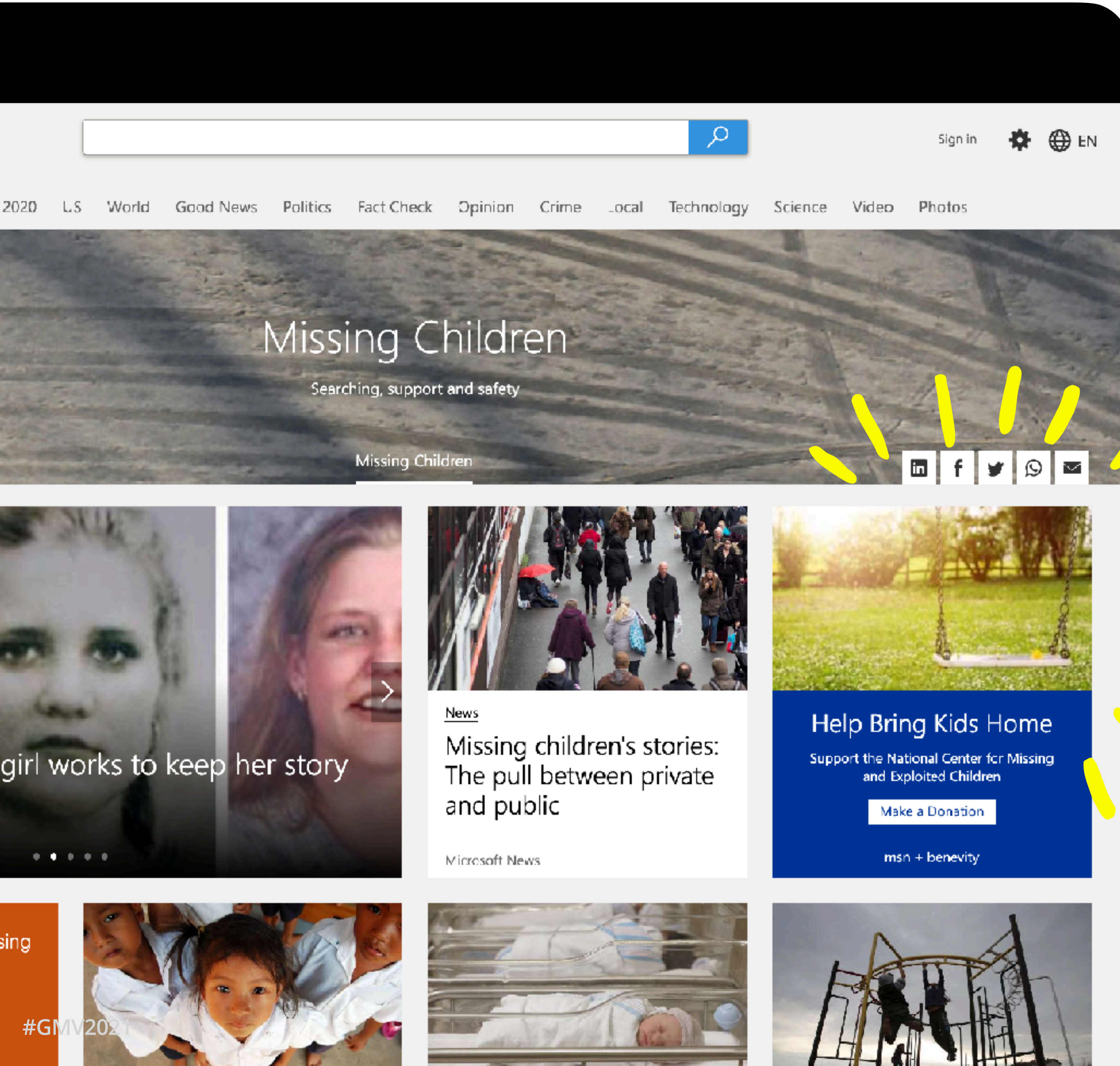
Share:

Your giving this month
\$0.97
Donations are distributed at the end of each month

Donations to date for this cause
52,990 points
By Microsoft Rewards for Good



Action-based
experience



Action-based
experience

Dedicated *Giving Site*



DONATE

GIFT CARDS

HOW IT WORKS

CONTACT

Straight from the heart

ATB will match 15% of donations made to Alberta, non-religious charities, up to \$20,000 per month and \$240,000 per year.

[> READ MORE](#)



Every Penny Counts

The best way to donate to your favourite charity is through ATB Cares. ATB Cares makes it easy for all Albertans to support the causes they care about. Your charity of choice receives 100% of your donation through this site and ATB will match 15% of every dollar donated to Alberta, non-religious charities up to an annual limit of \$240,000. Eligible charities may receive up to \$5,000 in matching per year. Individual donations qualify for a maximum donation match of \$5,000.

Giving is easy

Community *Impact* Portal

Community Impact Portal | Make a Donation | Redeem a Gift Card | Search | Help & FAQ

benevity

Together, We Can Flatten the Curve

Let's start a global movement fueled by collective action

Benevity has matched \$300,000 in donations, and you can keep giving!

The impact of COVID-19 on our world cannot be understated. Millions of causes around the world need your help to "flatten the curve" and to manage the impacts of the outbreak on their communities and those most vulnerable.

Choose from one of the featured giving opportunities below or search for an organization anywhere in the world, or in your local community.

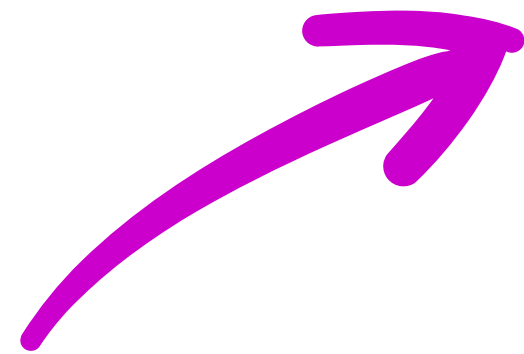
At Benevity, we believe "We Are We, Not Just Me." So, let's use our collective power to make a difference.

Note: Thanks to the generosity of our community, we reached our \$300,000 matching limit early on Wednesday, March 18.

[Learn more about this site](#)

Intro to Customer *Engagement Solutions*

Empowered by you. Powered by Benevity.



Low Integration

High Integration

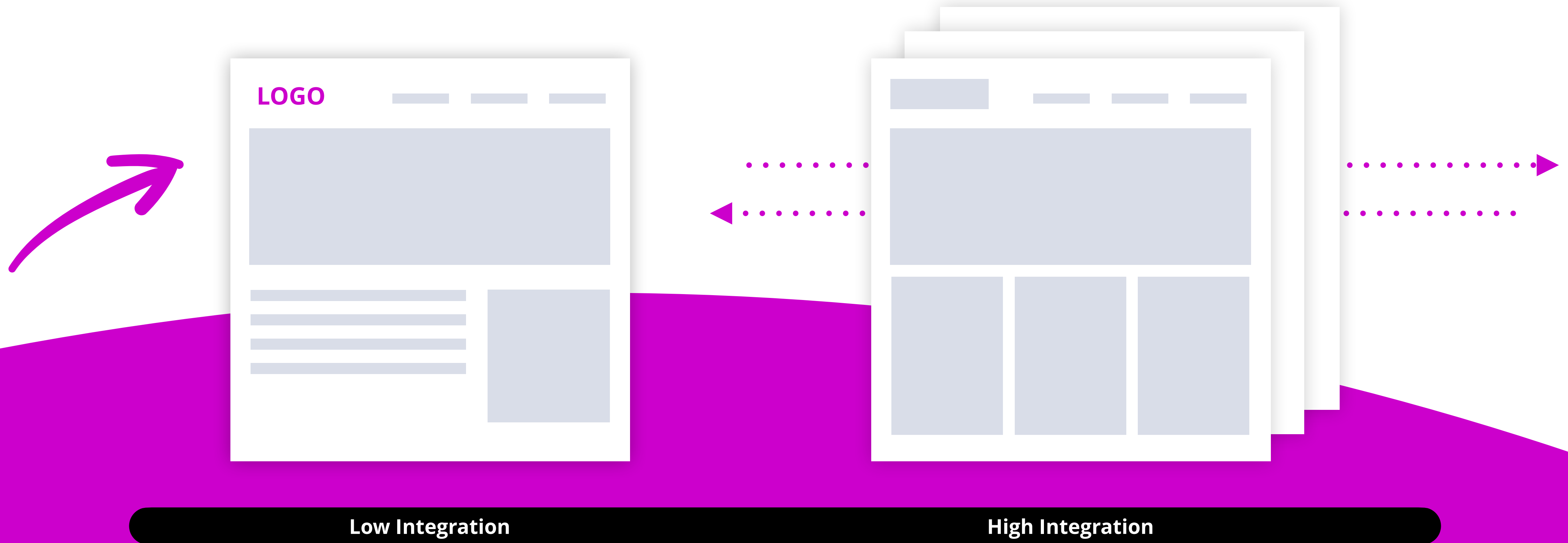
Community Impact Portal

External Branded Public-Giving
& Matching Portal

Giving API Suite

Embedded Giving and Matching
in your customer experience

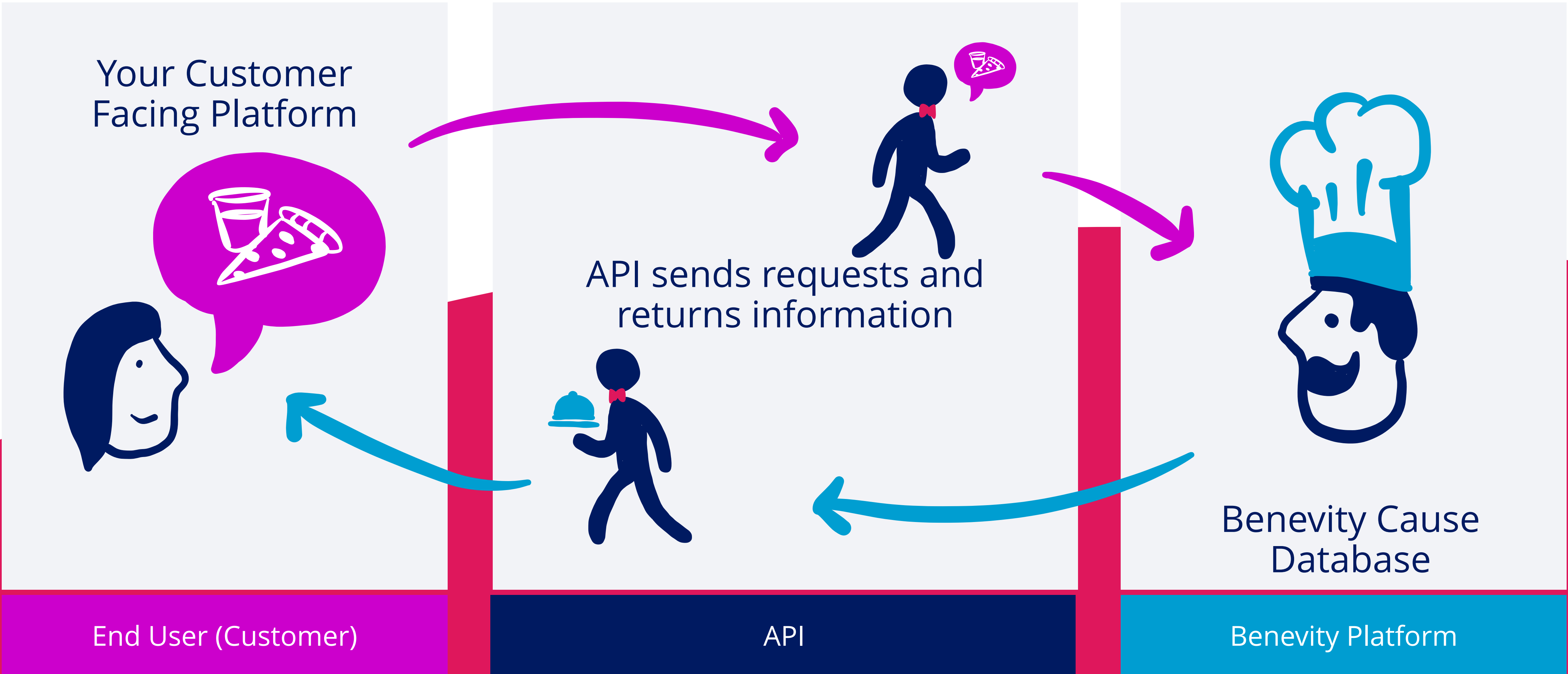
Empowered by you. Powered by Benevity.



Community Impact Portal
External Branded Public-Giving
& Matching Portal

Giving API Suite
Embedded Giving and Matching
in your customer experience

What is an **API**?



How Benevity's API work

Your Site or Application

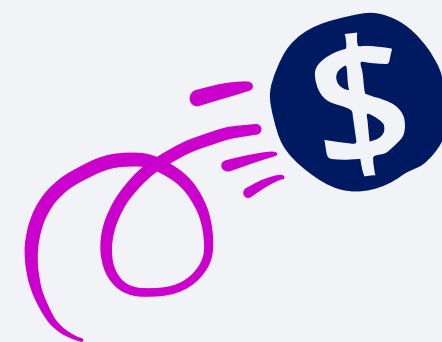
Benevity's Giving API



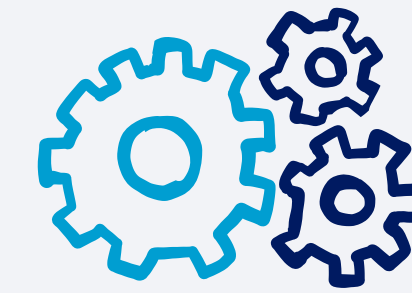
Search for a nonprofit



View results & select cause



Make a donation



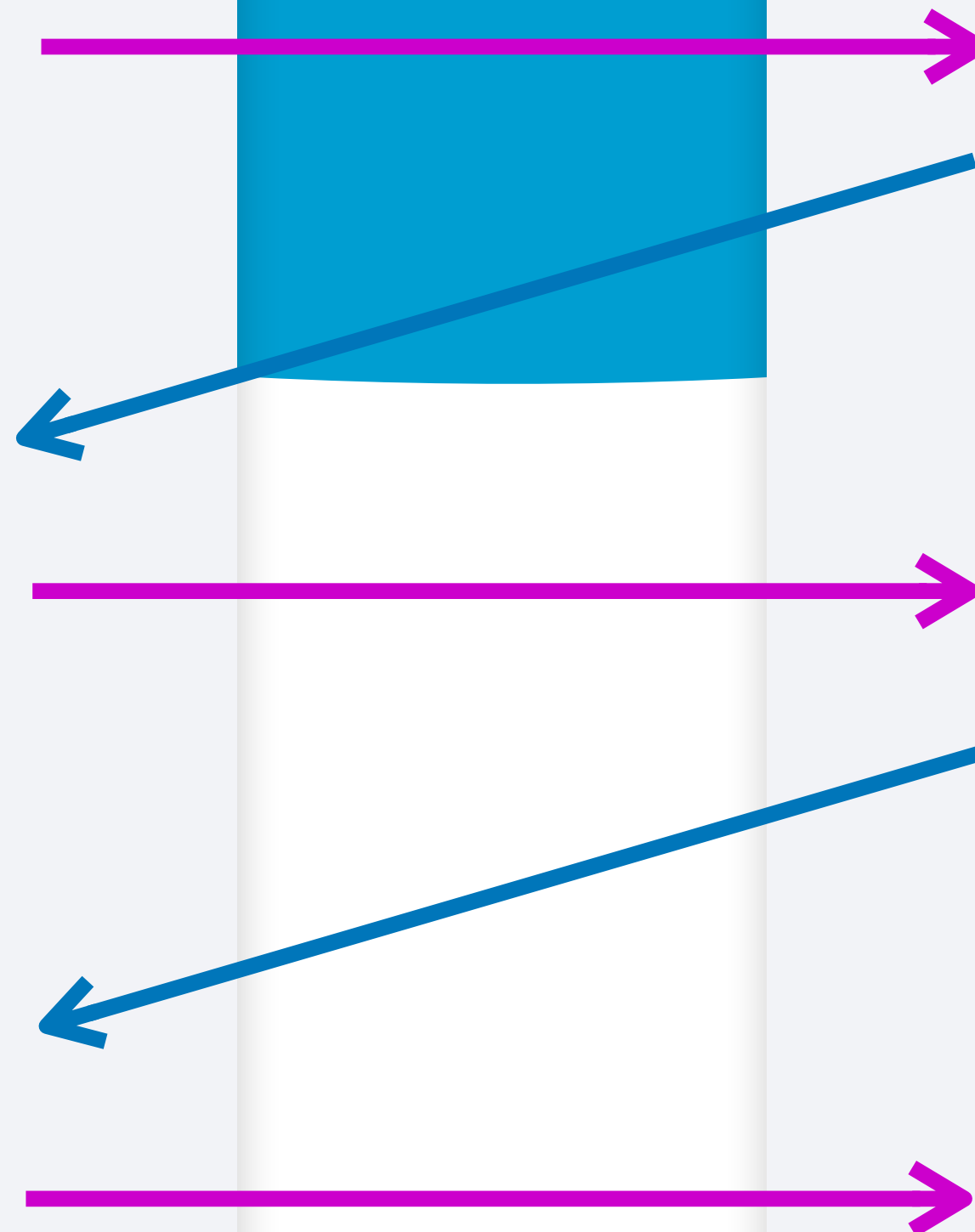
Return search results



Return nonprofit profile



Donation recorded



Integrate **into customer experiences**

- Purchase and donation round-ups
- Rewards and loyalty programs
- Online banking
- Dedicated giving sites
- ...and more!



Imagine

All the possibilities

Collaborate

Create

Ideate

Elevate



Thank you!

- Download Benevity API Info Sheet
- Continue the convo on Slack
[#product_api_from-love-to-loyalty](#)
- Book a chat to dream with Sam & your CSM!



Q&A



Thanks for attending!



Don't forget to take the feedback survey



Keep the conversation going on Slack



Visit our Demo Stations!