

## Session Summary

---

### **From love to loyalty: Creating deeper customer relationships through purpose, Introduction to API**

With more purpose-driven buyers than ever before, many companies are broadening their programs to embed Goodness into their products and customer experiences. How do you engage customers and harness their power to drive change, together? Find out here.

## Hosts

---

**Julie Baron**, Senior Product Marketing Manager, Benevity

**Sam Swain**, Manager of Goodness, API Sales, Benevity

## Attendees

---

237 attendees

## Key Takeaways

---

- Engaging customers in purpose initiatives goes beyond one-way advertising, it's about empowerment and making personal connections. Moving from advertising to action-izing!
- Customers prefer purpose-driven brands: 70% of millennials changed purchasing habits in support of causes or social issues, and 57% would pay more for a product from that company - seeing this show up across all demographics
- Learn to leverage the Community Impact portal, which is already included with your Spark program: in under 2 weeks, more than 3,000 people across the globe came together to donate \$2.3M to 812 causes in need through Benevity's own "We are We" public matching campaign response to COVID-19

## Session Notes

---

### **What does API really mean?**

- Application Programming Interface – but think of it like a waiter in a pizza shop
  - The customer gives their order to a waiter, who brings the request to the chef; the cooked pizza is brought back out to the customer
  - In Benevity's case, we help connect your own platforms to our cause database and donation disbursement

- Imagine the possibilities! Dream up interesting and unique ways to engage your customers in the initiatives you want to drive impact to.

### **Real-life API examples**

- **Levi's** included donation round-up into their online checkout experience: 140 thousand donations to 10 charities last year
- **ChangeUp** rounds up all purchases on a registered credit card: 130,000 donations to 370 charities
- **Microsoft Bing** allows users to earn loyalty points when they search: now live in 8 countries, generated almost \$5.7M to thousands of causes around the globe
- **MSN News** empowers readers to make a difference while reading the news: readers donated over \$1 million to more than 20 charitable organizations in their first year
- Through the **ATB Cares Website**, customers and public get 15% of their donation matched: program maxes out every year, and causes are now advocating for and opening accounts with ATB without any real marketing campaign!