



## What is the User Experience?

When a customer lands on the order confirmation page of an eCommerce company, an ad appears asking the customer to make a donation to its nonprofit partner. If the customer chooses to donate and clicks the button, GivAClick's donation technology goes to work. Behind the scenes, simple code accesses the contact and payment information used in the preceding purchase, allowing the customer to become a donor in a single click.

GivAClick offers a variety of top-performing IAB-standard ad formats as well as overlay ads. Regardless of the type of ad served or the customer's donation decision, he or she will never leave the original order confirmation page.

The GivAClick platform can support multiple messages, branding schemas, and donation values—allowing eCommerce companies to target donation ads based on a number of attributes, such as product just bought, dollar value of preceding purchase, time of year, or calendar event.

## Nonprofits: What They Get and What They Have to Do

Simply put, nonprofits will experience an immediate increase in individual contributions through access to a network of new, interested, and untapped donors. They can also build their database of donors for future campaigns—permanently extending their reach. There is *no* cost or effort for the nonprofit.

## eCommerce Companies: What They Get and What They Have to Do

GivAClick gives eCommerce companies—who might not be able to support a nonprofit through a cash donation—a method for providing support by donating unused space on their confirmation pages. It also allows them to increase their relevance to their customers by proving their social responsibility.

eCommerce companies can run matching-gift and running-total campaigns to tell their customers how much they have raised. In addition, GivAClick can include special messages in donation confirmation and tax receipt emails, such as success of the campaigns, links back to eCommerce sites, coupons for eCommerce products, and 'refer a friend' links.

GivAClick is an end-to-end solution that requires a one time, one day effort to implement and no ongoing work.

**Contact us to learn more!**

GivAClick.com  
202-446-1828  
Partners@GivAClick.com

## Sample Donation Flow

### Shopping Cart



### Check Out



### Order Confirm with Ad



### Thank You Interstitial




Join eShopping in supporting RESCUE... CLOSE X

**WANTED**  
a good home and a hug

Donate today and help RESCUE find homes for abandoned pets like Dudley, here.

Select an amount you'd like to give:

\$25     \$75      
 \$50     \$100

**Donate Now**  
using my eShopping billing info

[No Thanks](#)

By clicking "Donate Now" you are agreeing to make the payment information used in the preceding eShopping purchase with GivAClick for the purpose of processing this donation. You agreed to the GivAClick Terms of Service and Privacy Policy.