Case Study: BOTEZLIVE + CARE
Success Story

Integrated Charity Stream Drives Success

Overview:
EVENTS by Softgiving orchestrated a high-impact 8-hour charity stream with BotezLive sisters, Alexandra and Andrea, who raised funds for CARE and incorporated CARE’s 5X matching program.

Our Role:
The EVENTS by Softgiving team conceived and managed the stream, recruiting the Botez sisters to conduct the charity stream for CARE.

Additionally, the EVENTS team provided custom ad panels, overlays, giveaways, and a donation page. The team also worked with the Botez sisters on incentives and milestones.
Stream Metrics

- 84,085 unique viewers
- 6,541 peak viewers
- 3,400 average viewers
- 33,934 hours watched
- Average time watched 24 minutes

Source: Twitchtracker

Audience

- 90% is 18-34
- 95% male
- 53% U.S.

Source: Google Analytics
Stream Results

Charity
- CARE raised almost $210k in donations
- Massive increase in awareness
- Positive association with influencer
- Ability to activate donation match

Streamer
- Donation matching enabled streamer to make a huge contribution to a cause she is passionate about
- Met with CARE officials

Audience
- 5X donation matching boosted contributions
- Enjoyed a fun, engaging stream
- Collectively created run of show through feedback