

Animals Depend On People Too

DONATIONS

Philadelphia Zoo



“ We had been looking to upgrade our online donations platform for a while. We needed a system that enabled us to schedule visits for donors to meet with zookeepers one-on-one behind the scenes. We compared a number of different systems before selecting Pivvit, which we felt was the best platform for our requirements.

Pivvit developed a specialized scheduling module for us that streamlined our own internal operations, allowed customers to schedule their own visits, and pay online or on mobile.

As donors primarily wanted to visit behind the scenes on weekends, our weekend adoptions were already selling out before we switched to Pivvit, so we did not expect much growth from the new system. However, we were pleasantly surprised when we saw that in the first six months of using Pivvit, sales of our highest category of visits increased by 80% compared to the same time period the year before

“ We increased donations for our highest category behind the scenes visits by 80% in our first six months of using Pivvit. ”

Pivvit also made recommendations for increasing overall revenues from our donor animal visits by 50%, which the zoo is now implementing.

Overall, Pivvit dramatically improved customer experience and satisfaction.

Based on the positive experience we had with Pivvit for donations and animal adoptions, the following year Philadelphia Zoo decided to transition all of its online membership and admission ticket sales to Pivvit. ”

Ray Solis
Development Manager

80% 
more animals adopted at the highest donor level

50% 
additional potential revenue growth identified