

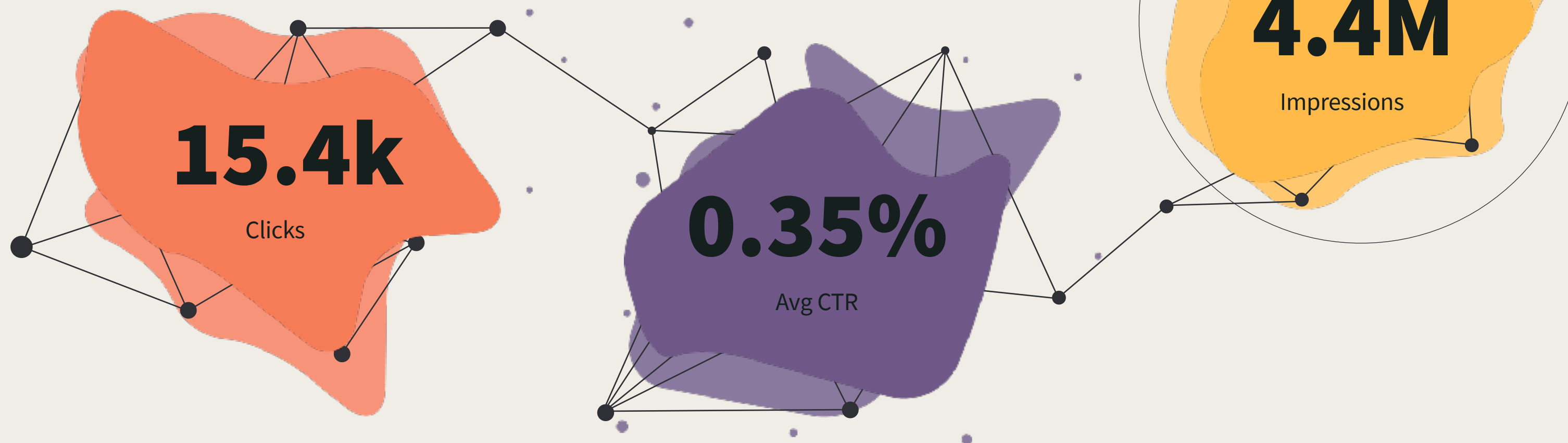
# HUOBI

## The Challenge

Huobi is a world-leading Bitcoin and Ethereum trading platform, providing secure and convenient trading services for hundreds of digital assets. The client tasked Fifty with targeting new potential crypto traders based in India, Turkey, Vietnam and Russia, to increase the number of users trading and exchanging on their platform.

## The Results

With a budget of \$20K, Fifty's campaigns delivered a total of 4.4M+ impressions, 15.4K clicks and an average CTR of 0.35%. The top performing tribe across all campaigns was **Aspiring Investment Leaders**, followed by general Crypto Enthusiasts.



## The Solution

The campaign's primary objectives were to grow awareness in the Russian, Turkish and Vietnamese crypto market, drive traffic to Huobi's website and generate action in the form of new registrants, with impressions, CTR and site lands as the key performance metrics.

Key target audiences centred around the crypto community, namely investment leaders, and fintech and blockchain enthusiasts. The client's primary KPIs were to prospect new registered users, while their secondary KPI was to convert new traders and increase overall trading volume.



# Aldrin

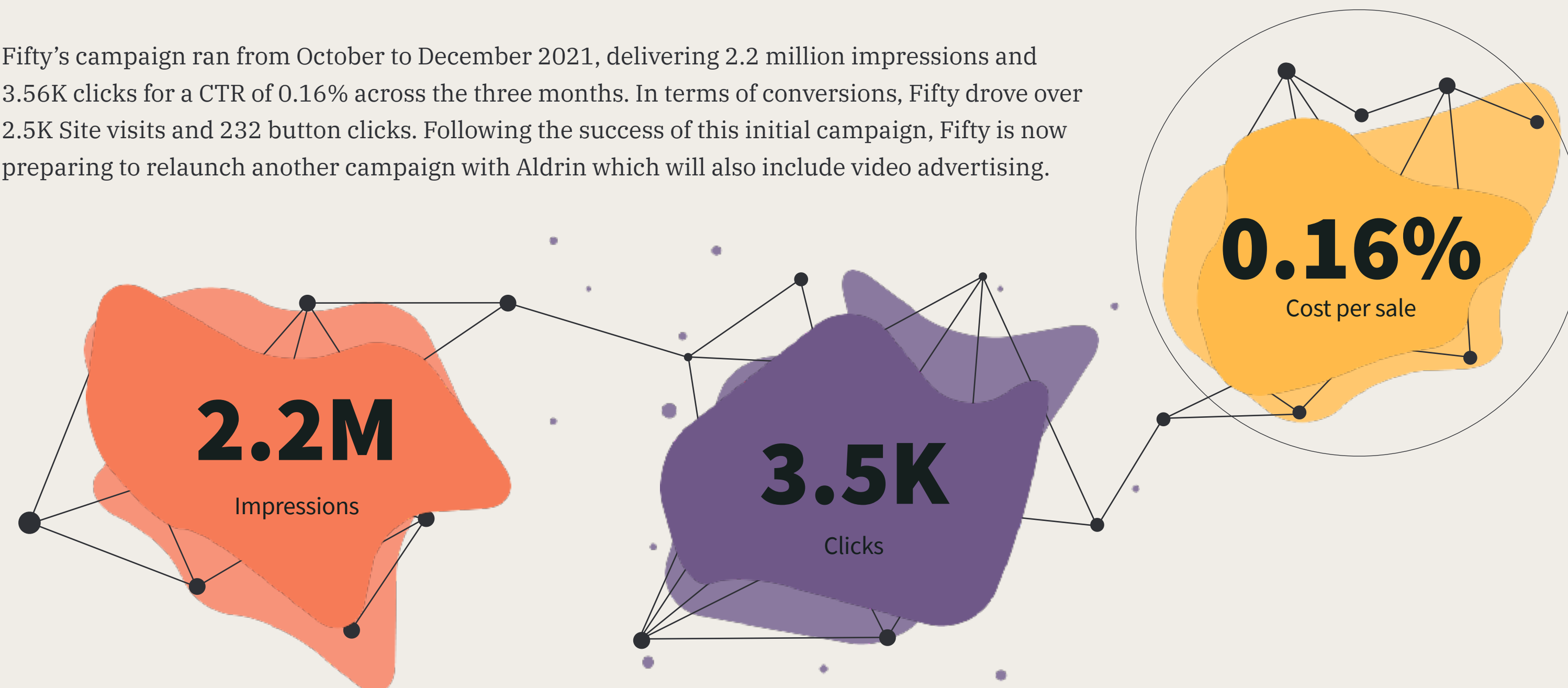
## The Challenge

Aldrin's mission is to simplify the user experience and create powerful tools to help all levels of traders succeed which will lead to more equality. With a budget of \$20k, the client sought to target users of Solana, a public blockchain platform, based in Turkey and Vietnam specifically.

Working with a primary KPI of boosting site visits to Aldrin's site, and a secondary KPI of increasing sales of their DEX (decentralised exchange) token, the focus of the campaign was on driving down their CPM and encouraging users to spend money within their platform.

## The Results

Fifty's campaign ran from October to December 2021, delivering 2.2 million impressions and 3.56K clicks for a CTR of 0.16% across the three months. In terms of conversions, Fifty drove over 2.5K Site visits and 232 button clicks. Following the success of this initial campaign, Fifty is now preparing to relaunch another campaign with Aldrin which will also include video advertising.



fifty.

aldrin

# OSOM

## The Challenge

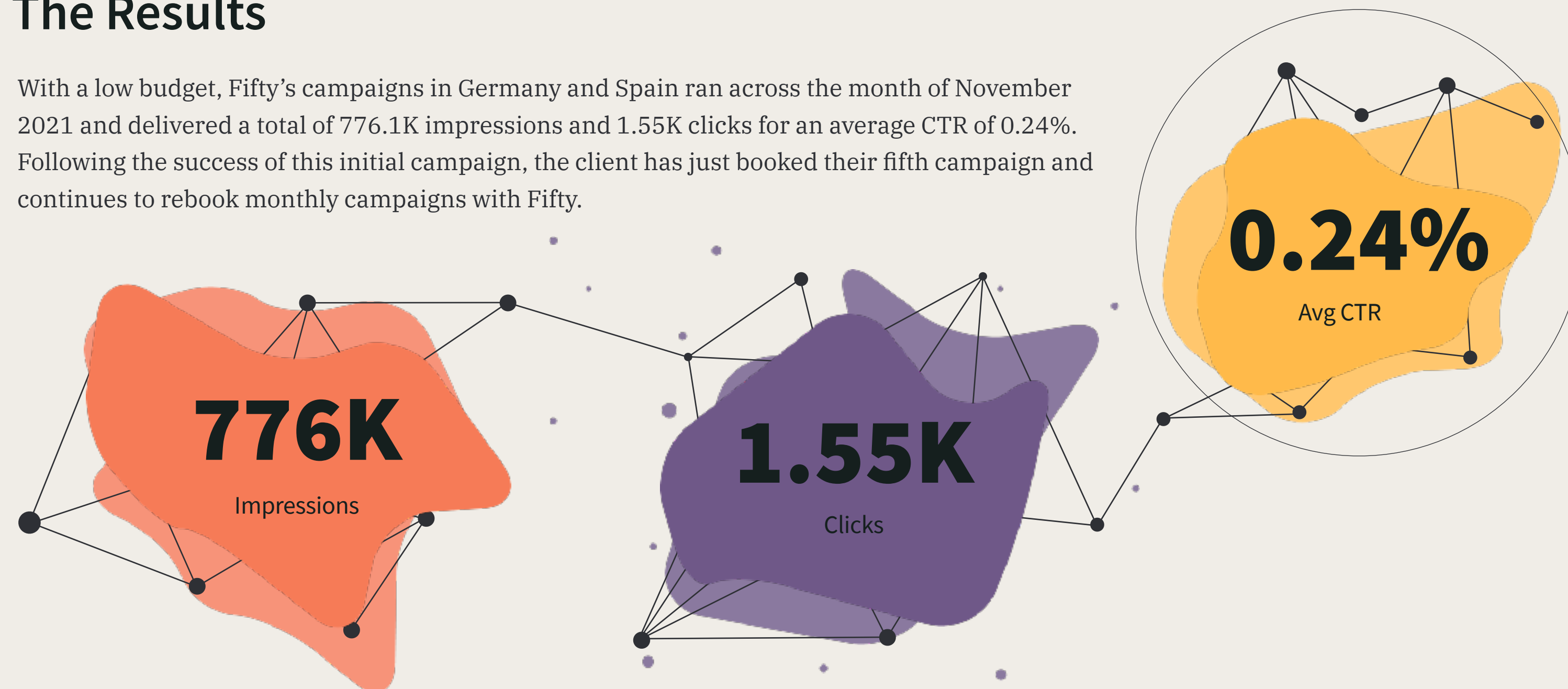
Osom is a crypto wealth management platform that allows for custody, exchange, crypto portfolios and DeFi lending. Among their suite of products is DeFi Earn, a one-click yield aggregator providing low-risk access to DeFi to allow users to generate a predictable income. The client sought to build understanding and awareness around DeFi Earn in the German and Spanish markets, as well as to drive traffic to Osom's website.

## The Solution

To meet these objectives, Fifty set out to identify and reach both DeFi newcomers and die-hard DeFi enthusiasts. To do so, Fifty used its unique audience targeting methodology to uncover DeFi enthusiasts and crypto enthusiasts who are only just beginning to dabble in the DeFi space, as well as general entrepreneurial audiences with expendable income to invest.

## The Results

With a low budget, Fifty's campaigns in Germany and Spain ran across the month of November 2021 and delivered a total of 776.1K impressions and 1.55K clicks for an average CTR of 0.24%. Following the success of this initial campaign, the client has just booked their fifth campaign and continues to rebook monthly campaigns with Fifty.



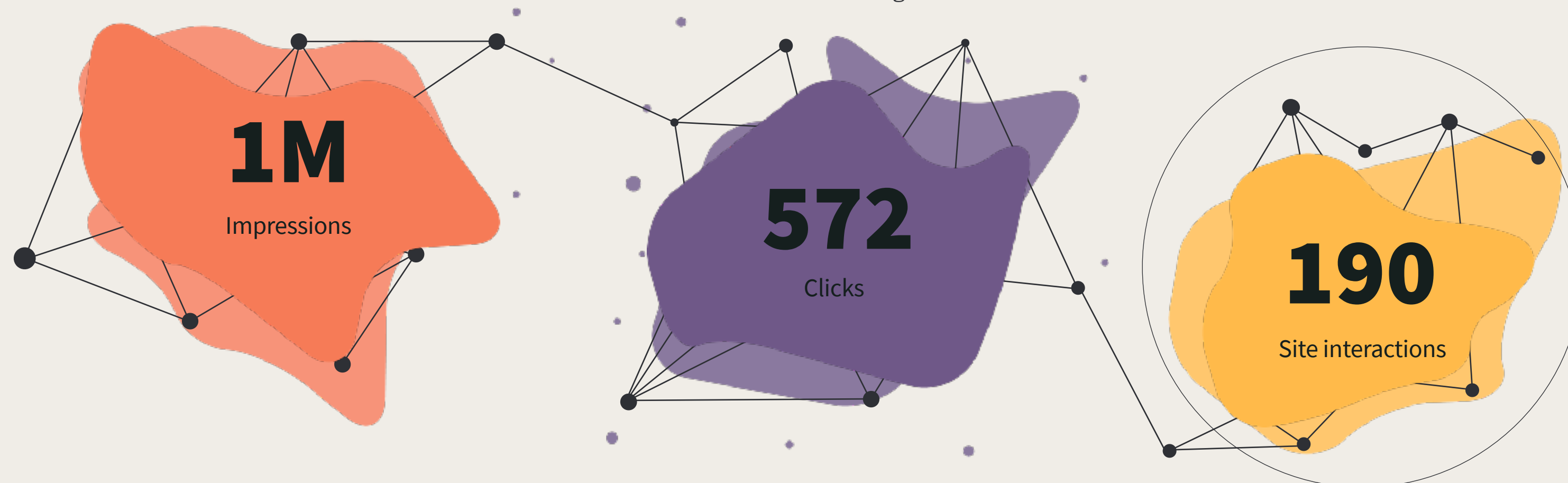
# TWOTWO

## The Challenge

TWOTWO is the world's First Immersive and Interactive Art Gallery combining NFT (Non-Fungible Tokens) with DeFi. The client enlisted Fifty to help generate awareness and drive traffic to TWOTWO's website and generate sales of NFT artworks.

## The Results

Fifty ran two two-week programmatic display campaigns across September 2021. Based on the client's primary KPIs - awareness and traffic - key results focused around impressions, conversions and site lands. Over the course of the month, Fifty delivered 1 million impressions, 572 clicks, and 190 site interactions.



## The Solution

With a monthly budget of \$5k, Fifty developed a data-driven strategy that combined Cookie-based and Contextual Tribe Prospecting. Fifty ran a bespoke study into the NFT market across the US & UK, looking at the specific brands building sites and applications to build an evaluation of where the NFT market is currently. We looked at several major brands engaging with NFTs across eight key industry verticals, including Art & Trading, Gaming and Sport, such as OpenSea, AxieInfinity, and NBA Top Shot.

We analysed their social followings to build a seed audience of over 60k users that would reveal their shared interests and media behaviours. Our analysis uncovered a number of key tribes within the NFT community, from Crypto Enthusiasts, Pop Culture Fans, Hip Hop Fans, Entrepreneurs & Innovators, to Digital Creatives.

