

OLD MONEY OUT. NEW MONEY IN.

'SPIKE LEE'S NEW AD TOUTS CRYPTO AS THE GREAT SOCIAL EQUALIZER'
- MUSE BY CLIO



PROBLEM

Coin Cloud was about to be the first-ever crypto company to advertise during a major televised event. Unfortunately, traditional media cut all crypto out right before our launch.

SOLUTION

We crafted an entirely new non-traditional social media plan consisting of streamers, influencers, and wild postings.

RESULTS

You don't need boring old traditional media, when you have social friends like ours.



58% MORE
IMPRESSIONS ON NEW PLAN VS. OLD PLAN

8MM
SOCIAL IMPRESSIONS

750MM
EARNED IMPRESSIONS

71% LIFT
"BITCOIN NEAR ME" PAGE VIEWS

38% INCREASE
IN COIN CLOUD MACHINE ENGAGEMENT