

**TOKEN**  
**MINDS**

# Birdchain Case Study



# What Has Been Done?

## TARGETED OUTREACH

Through TokenMinds personal ads network a reach out was done to users who are active in cryptocurrency market.

## PERSONALIZED BANNER CAMPAIGN

All banners were custom created and tested to capture attention and increase CTRs.

## CAMPAIGN MANAGEMENT

The team was provided to run and optimize the network to have the highest conversion rates.

## PR OUTREACH

Content creation, media outreach and publication. With the goal in mind to spread the project far and wide.

# Online Ads

## Impresions

Reached over 110 000  
crypto investors

## Click Through Rate

1.12%

## Cost Per Click

0.6\$

## Conversion Rate

4.3%

**ICO Has  
Started!**

**Join now**

 **birdchain**

**Best Performing Banner  
Advertisement**

 **birdchain**

**UNDER-RADAR**

**ICO**

**Get your bonus NOW**

# Crypto Audience targeting

New line item

General Inventory **Targeting** Banners

+ Add audience

New Audience

Audience name

Bid multiplier

Location

Audience Base

**i** Please select at least one audience from Audience Marketplace.

TokenMinds builds and maintenance an extensive cookie pool of (crypto) investors, which can be targeted on any website using our RTB technology.

The performance of this targeting methods proves far greater than other forms in terms of cost and conversion rate.

# PR Exposure



Home > Advertising > Birdchain: A Company Committed To Global Wellbeing



BITCOIN | ETHEREUM | BLOCKCHAIN | MINING | ICO | ALTCOIN

ADVERTISING | EARNING | KNOWLEDGE | POLITICAL

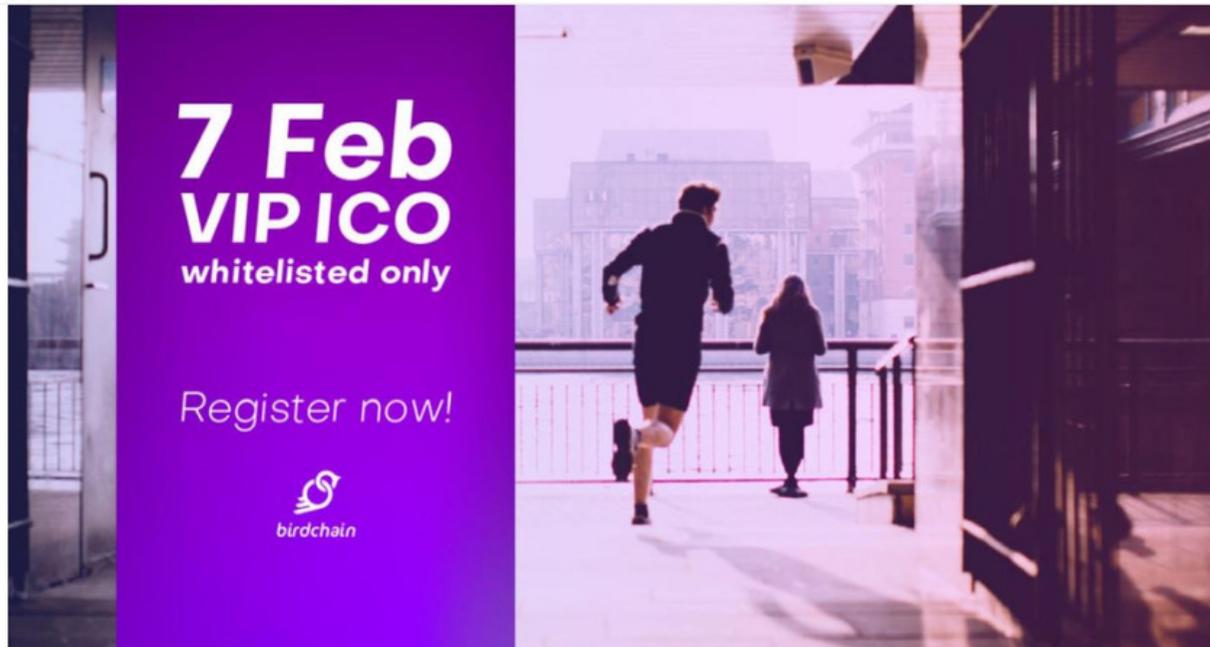
## Birdchain: A Company Committed To Global Wellbeing

BITCOIN GARDEN, NOVEMBER 18, 2017

We all understand that businesses have a lot of financial power. The good of the global well-being of societies. As a company, Birdchain is committed to providing the best services for their customers- they care to do as much as they can in order to change the world for the better.

### Changing The Oligopolistic Market With GBI

The SMS market is valued around \$60 billion. Currently, the major players are oligopolistic aggregators. Birdchain does not believe it's fair a company should have a monopoly. With Birdchain, the company has created a system that would allow anyone to have a piece of that pie. What makes it even more exciting is that the model is aimed specifically at creating a passive income. The app is not only a fantastic decentralized application to chat with friends, but it also allows users to earn cryptocurrency for the text messages that will be sent in the future without any effort.



**Birdchain is a decentralized app (dapp) that will create universal basic income for Android users. This will be achieved by allowing regular people to earn cryptocurrency on their phone. All that is needed is to download the Birdchain dapp.**

The app users will have 3 ways to earn passive income: by selling their unused text messages, participating in surveys and by monetizing personal data.

# PR Performance

## Reach

Reached over 2 100 340  
crypto investors

## Content

Over 30 unique content  
written

## Conversion Rate

5.1%

## Publications

Over 30 different news  
channels used

## Click Through Rate

6.40%

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**thank you.**

