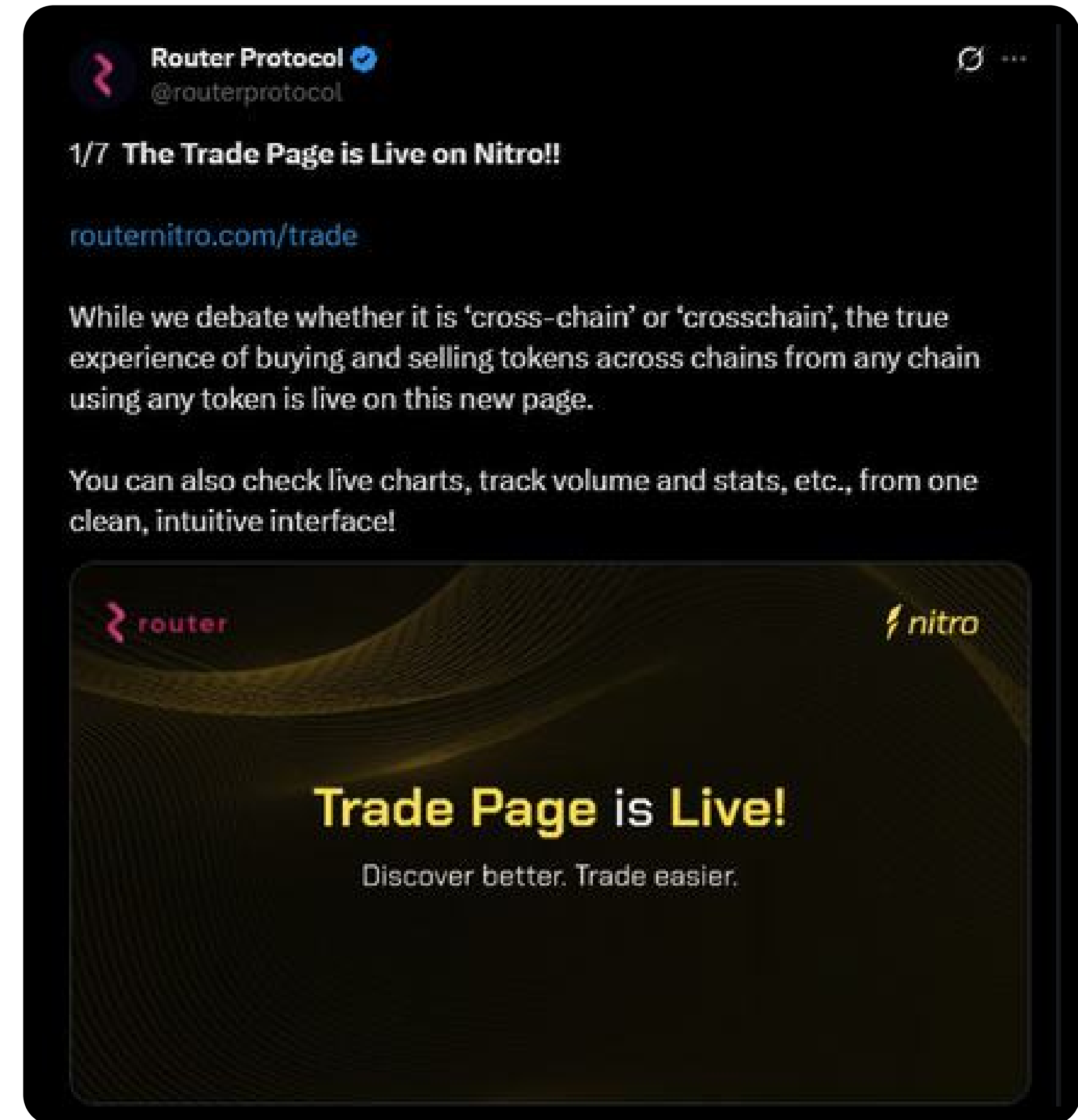# Introduction

Router Protocol enables secure, fast cross-chain communication using its L1 Router Chain.

Its key product, Router Nitro, supports instant swaps across 35+ blockchains with optimized speed and cost.

Despite major exchange listings, the $ROUTE token underperformed post-TGE.

Strong backend tech, but lacking token narrative.

Ampli5 was brought in to run a fast, high-impact post-TGE product upgrade campaign for nitro

Campaign Details

◆ Campaign Goals

- Reignite attention on $ROUTE post-TGE

- Educate traders on Router Nitro's advantages

- Link AI agent narrative with Router's infrastructure

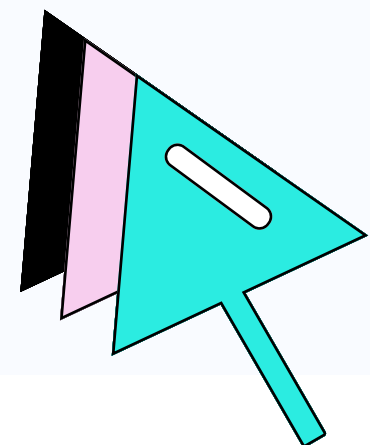- Execute effectively within a $25,000 budget

◆ Execution

- 50 tweets from 50+ selected yapper with 100+ Kaito yaps

- Campaign live within 5 hours of payment

- Built FOMO around AI bots using Router tech

ovoono ✔️
@OvoOnoETH

Usually … moving money around between different investment platforms is a hassle. 💯

-> @Novastro_xyz 's "Chain Router" is like a magic bridge that lets your digital tokens move easily between different online marketplaces (like Ethereum , Arbitrum , Solana … etc.) … 💪

This means you can sell or trade your tokens wherever it's most profitable, without all the complicated steps. 👌

Bullish on you, NOVASTARS 🤝

gNOVAS ✌️

Campaign Details

Outcomes

- Total Impressions: 300,740

- Total Likes: 3,527

- Total Retweets: 777

- Total Comments: 741

- Executed in <5 hours after payment

Key Learnings

- Top KOLs used urgency, alpha, and personal insights

- Underperformance linked to lack of personalization

- Nano KOL strategy saved thousands of $$ and improved authenticity

- AI + Router speed (400ms swaps) was a powerful narrative

- Many users were already familiar with other products like Infinex, so Ampli5 strategically built a community around Router to differentiate.

- The community was given product usage quests, where they actively compared Router with other bridging protocols turning users into both testers and promoters.

Competitive Analysis

◆ **Comparison with Zealy & Galxe**

Ampli5 outperformed generic platforms by using narrative-driven, real-time execution.

Ampli5 outperformed zealy and galxe by curating quests for people to use router rather than just following them on X and discord.
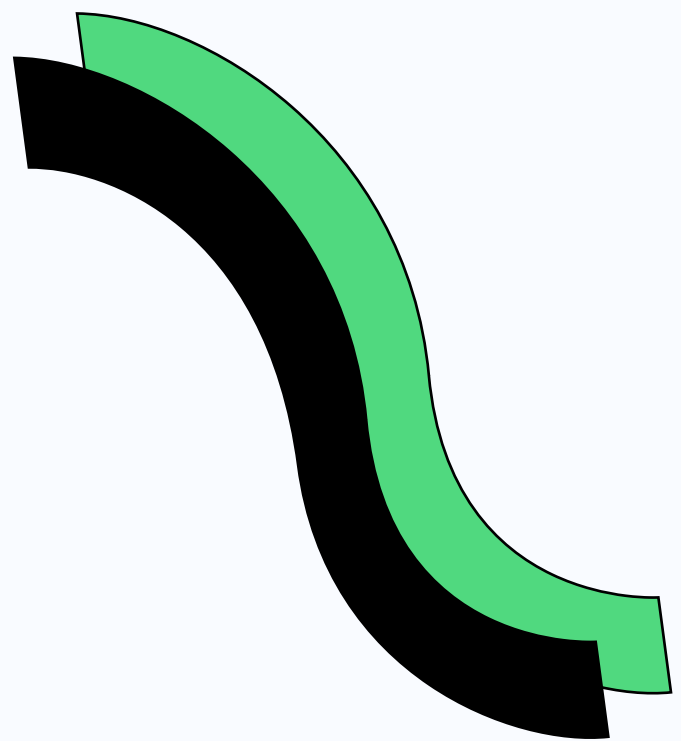
◆ **Cost effectiveness**

- Achieved results on a $25K budget

- Nano KOLs saved ~$$K in spend

◆ **User friendly strategy**

- Clean CT-focused tweets

- Clear CTAs and actionable trading narratives

Conclusion & Next Steps

◆ Summary

Router had world-class infrastructure, but lacked a strong token narrative. Ampli5 crafted a smart narrative linking Router to AI agents, and executed fast.

◆ Next steps

- Continue with high-performing KOLs
- Extend the narrative with new catalysts and visual content
- Use real-time social signals to drive future momentum

◆ Call to action

If your protocol has great tech but weak narrative reach, Ampli5 delivers execution speed and smart CT alignment to get you noticed.